

DISTRICTS AS EXPORT HUBS (DEH)

District-led strategy to connect local products with global markets



CONTEXT

The Government is strengthening its district-led export strategy through the Districts as Export Hubs (DEH) Initiative.



DEH INITIATIVE - AT A GLANCE

Element	Details
Launched	August 2019
Trigger	PM's 2019 Independence Day call to make districts centres of export and trade
Nodal Ministry	Ministry of Commerce & Industry
Implementation	Mainly through DGFT
Objective	Make each district an export hub by identifying export-potential products/services and addressing local bottlenecks
Target groups	MSMEs • Farmers • Artisans • Handicrafts • Handlooms • Local industries
Destination	Global markets



KARNATAKA - ODOP PRODUCTS

District	ODOP Product
Bagalkote	Jaggery
Ballari	Fig
Belagavi	Jaggery
Bengaluru Rural	Poultry Products
Bengaluru Urban	Bakery Products
Bidar	Ginger
Chamarajanagar	Turmeric
Chikkaballapura	Tomato
Chikkamagaluru	Spices / Coffee
Chitradurga	Groundnut Products
Dakshina Kannada	Marine Products
Davanagere	Millet
Dharwad	Mango
Gadag	Byadagi Chillies

District	ODOP Product
Hassan	Coconut Products
Haveri	Mango
Kalaburagi	Red Gram (Tur Dal)
Kodagu	Coffee / Spices
Kolar	Tomato / Milk Products
Koppal	Guava
Mandya	Jaggery
Mysuru	Banana / Milk Products
Raichur	Chillies
Shivamogga	Pineapple
Tumakuru	Coconut Products
Udupi	Marine Products
Uttara Kannada	Pineapple / Spices
Vijayapura	Lemon / Grapes
Yadgir	Groundnut



INSTITUTIONAL MECHANISM

State level → State Export Promotion Committee (SEPC)

- Generally headed by the Chief Secretary of the state



District level → District Export Promotion Committee (DEPC)

- Generally headed by District Collector / DM / DC
- Co-chaired by DGFT Regional Authority



DISTRICT EXPORT ACTION PLAN (DEAP)

- The **District Export Action Plan (DEAP)** aims to identify high-potential products and services while addressing key export constraints across critical focus areas including infrastructure, logistics, quality, supply chain, and market access.



ODOP + DEH



One District One Product (ODOP)



Operationally merged with DEH



Stronger district-level export ecosystem



EXAM ANGLE

Remember these four linkages:

DEH

→ District-level export strategy

DGFT

→ Main implementation

DEPC

→ District-level institutional mechanism

DEAP

→ Identifies products + addresses export constraints

