

Ministry of Commerce & Industry



Government Declares Dakshina Kannada a District Export Hub under DEH Initiative

Dakshina Kannada Named District Export Hub to Boost Seafood and Cashew Exports

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The Government has designated Dakshina Kannada as a District Export Hub under the Districts as Export Hubs (DEH) initiative, with seafood and cashew added as potential export products. This recognition underscores the district's strong export potential and aligns with ongoing efforts to promote balanced and sustainable economic growth across the country. The identified focus areas under this initiative are expected to further strengthen local industry, enhance value-added activities, and expand market opportunities for enterprises in the region. The designation is aimed at fostering increased participation in global trade and supporting long-term development within the district.

Support for Exporters Facing Logistics Disruptions: Under the DEH initiative, the Government has undertaken multiple measures to enhance logistics efficiency and mitigate vulnerabilities arising from international supply chain disruptions and freight volatility. Key interventions include:

- 1. District Export Action Plans (DEAPs):** Identification of logistics gaps such as connectivity issues, warehousing deficits, packaging, and testing infrastructure, with targeted recommendations for district-level improvements.
- 2. Operationalisation of SEPCs and DEPCs:** State and District Export Promotion Committees facilitate coordinated action among district authorities, customs, logistics providers, MSME bodies, and industry associations to resolve logistics issues promptly.
- 3. Infrastructure & Logistics Enhancement:** Measures include improving first-mile connectivity, establishing common facility centres, enhancing warehousing and testing facilities, and strengthening linkages to ports and dry ports.
- 4. Promotion of E-commerce Exports:** Partnerships with platforms such as Amazon, Shiprocket, and DHL provide MSMEs with cost-effective courier and small-consignment shipping alternatives to buffer against freight rate volatility.
- 5. Dak Ghar Niryat Kendras (DNKs):** Expansion of postal export facilities for documentation, packaging, and small-parcel shipments, providing alternative channels during logistics disruptions.

6. Capacity-Building & Outreach: DGFT Regional Authorities and district administrations conduct exporter awareness programs on logistics planning, export procedures, packaging norms, and compliance requirements.

7. Monitoring of Export Performance: District-wise export data is regularly analysed to identify emerging challenges and enable responsive interventions.

Under the **Districts as Export Hubs (DEH)** initiative, the Government is undertaking a structured process to identify and address district-specific export bottlenecks, including those relating to logistics, connectivity, and warehousing. For the Dakshina Kannada district, a District Export Action Plan (DEAP) has been formulated, highlighting requirements for improved export infrastructure, including enhanced first-mile linkages to New Mangalore Port, augmentation of warehousing and consolidation facilities, and support infrastructure for identified export products.

Further, a **District Export Promotion Committee (DEPC)** has been constituted to facilitate coordinated action among district authorities, exporters, the port authority, customs, logistics agencies, and relevant State and Central departments. Through this mechanism, infrastructure-related requirements identified in the DEAP—including port-connected warehousing and logistics support—are being taken up with the concerned implementing agencies for appropriate consideration.

The DEH initiative serves as a facilitative and consultative framework to ensure that district-level export requirements are aligned with ongoing and proposed infrastructure development efforts in the region, including those associated with **New Mangalore Port**, thereby strengthening the overall export ecosystem in Dakshina Kannada district.

The Districts as Export Hubs (DEH) initiative serves as a facilitative framework aimed at strengthening district-level export potential and supporting local value-chain development.

The initiative supports retention of value-chains locally through awareness as below:

- **District Export Action Plans (DEAPs):** Identification of value-chain gaps in processing, packaging, testing, and logistics.
- **Institutional Coordination:** DEPCs/SEPCs facilitate convergence between authorities, exporters, and relevant agencies to address bottlenecks.
- **Infrastructure and Capacity-Building Facilitation:** Warehousing, common facility centres, testing labs, training, and market access support are promoted to reduce dependency on intermediaries.

This information was given by the Minister of State for Ministry of Commerce & Industry, Shri Jitin Prasada, in a written reply in the Lok Sabha today.

Abhishek Dayal/Shabbir Azad/Anushka Pandey

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