



DISTRICT EXPORT ACTION PLAN



LONGLENG : NAGALAND


General Manager
District Industries Center
Longleng : Nagaland



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I. Introduction to District Export Action Plan (DEAP)

District Export Action Plan is a comprehensive plan for the district which aims to realize the vision of creating export centric economic development through limited but sustainable interventions, targeted specifically at the district level. The District plan will include clear identification of products (goods and services) with export potential in the District. The plan may include institutional/other responsibilities, specifics of policy, regulatory and operational reform, and infrastructure/utilities/logistics interventions required across the entire chain from producer/farm to the export destination, to cover aspects like production, productivity/competitiveness, improvements required in design, tie up of producers with exporters, aggregation, sorting, testing, certification, packaging, transportation through cold chain or otherwise, import export formalities, fulfillment of destination countries standards etc. It will also include identifying bottlenecks/issues in GI production, registration, marketing and its exports. The plan will also include the support required by the local industry in boosting their manufacturing and exports with impetus on supporting the industry from the production stage to the exporting stage. Informative material on various incentives provided by the Government of India and the respective State Government of exporters will be disseminated to the industry and other potential exporters. The Plan will include strategy to enhance logistics and infrastructure at the district level and better utilization of the Market Access Initiative (MAI) Scheme of the Department of Commerce for inviting foreign buyers under reverse buyer-seller meets at the District level, suitably gathering district level commodity and services exports data including through GSTN and Customs ICEGATE System

To implement the Hon'ble Prime Minister of India vision to transform and promote each district into potential export hub, the Government of Nagaland has constituted District Level Export Promotion Committee (DLEPC) in each district. The main objective of the DLEPC is to act as dedicated facilitator for export promotion, monitoring projects, create institutional mechanism and to coordinate the efforts in this direction so as to provide necessary support to address the unmet needs of industry and export in the district. Every district has products which are unique and potentially exportable that can be promoted to increase production, export products, generate economic activity and achieve the goal of AtmaNirbhar Bharat. The objective to develop Longleng as potential export hub is to promote aspiring exporters/entrepreneurs and MSMEs to get benefit of export opportunities in the global markets. This will further attract investment in the district and boost manufacturing and thereby increase exports, enabling ecosystem of integrated global market.

The preliminary exercise to this initiative was undertaken by DLEPC, Longleng to identify key institutional structures and infrastructures and to address challenges and hindrances for export in the district. The DLEPC has also identified the key exportable products and other sectors that can be promoted to export potential. The DLEPC will be one-stop facilitation center for the exporters in the district in coordination with various Govt. Departments and agencies to achieve desired result in promotion of export in the district.



II. District Profile

(I) Longleng District Profile :

Longleng district is a hilly district located in the northern part of the Indian state of Nagaland. It is home to the Phom Nagas. Its headquarter is the Longleng town. The boundary of the district is well demarcated by natural rivers such as the Dikhu river. It is bounded by Mon district in the east; Assam in the north; Tuensang district in the south; and Mokokchung district in the west. The mount Yingnyüshang in the south-eastern part of the district with an approximate height of 2500 meters above sea level is the highest peak. The Yingnyü mount is identified as biodiversity hotspot: it hosts species-rich tropical rain forest and supports diverse flora and fauna. It has the distinction of being one of the few places in Nagaland where virgin forests are still found. Along the sides of Dikhu river and Yongam River there are a number of tourist attractions for fishing and picnicking.^[1] Carved out of Tuensang district, Longleng is the tenth district of Nagaland. It is bordered by Mon District to the east, Mokokchung District to the west and Tuensang District to the south. The district's headquarters is at Longleng, which is located at an altitude of about 1,066 m above sea level. Tamlu and Longleng are the major towns of the district. Its main river is the Dikhu River.

(II) Economy:

MINERALS

There are no facilities and infrastructure in the District, but mineral wealth is immense, though unexplored as yet.

INDUSTRIES

Till now there are no such industries in Longleng district. The Inhabitants of the District indicates Promising future in Industry. Industry Projects in Handicrafts and Handloom may be taken up easily in the District.

SOCIO-ECONOMIC ACTIVITIES

Rice is the stable food and Agriculture is the main stay of the people of Longleng District. Jhum cultivation is the most common form of agriculture, though wet paddy cultivation is seen practiced by a few in recent times. Some of the agri products include rice, maize, varieties of vegetables, horticultural crops, etc. The low lying areas/Foothills of the District (bordering with Assam) is fertile and has the potential for wet paddy cultivation. Very few of the people are engaged in white collar jobs and majority of the people are agriculturists.

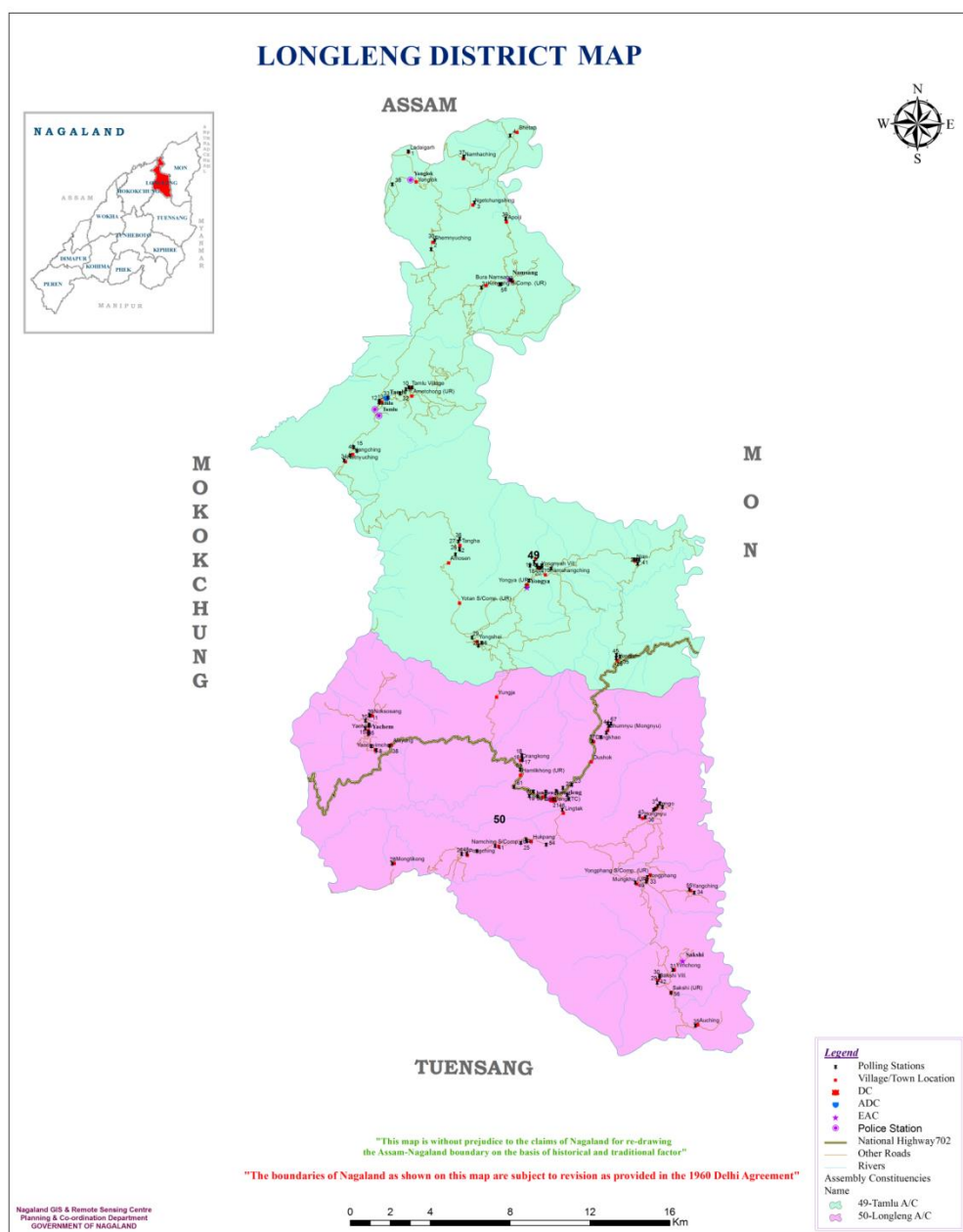
FLORA AND FAUNA

Longleng District is rich in natural vegetation. It enjoys the distinction of being one of the few places in Nagaland where virgin forests are still found. Sub-Tropical Mixed Forest characterized by broad-leaved evergreen trees and deciduous trees abounds. The main/dominating species in the high altitude are such as Bonsum, Gogra, Alder, Oak species. Also occurs wild cherries and wild apples, wild lemon, wild banana, wild walnut, wild fig, varieties of edible plants and leaves, and cane and reed at selected places. At the foothill, Gomari, Holloc, Koroi, Mesua, Tita-Chapa, Neem, Wild Mango, Amla and Bamboo species are the dominant species. Varieties of shrubs, herbs -many with medicinal values, climbers, ferns and grasses. Varieties of bamboo are found in patches throughout the District. There also occurs a rare species of bamboo – finger size and cane – like in structure. The verdant forest of the District is also home to variety of fauna – a paradise for animals and birds lovers and researchers. Dominant wild animals includes Stag, Bear, Mithun, Sloth, Barking Deer, Mountain Deer, Wild Hog, the rare Pangolin, varieties of Monkeys, varieties of wild cats, varieties of Porcupine, Flying Fox, Flying Squirrel, Himalayan Giant Squirrel and other different



varieties of squirrels, Civet Cats, snakes, Python, Otter etc. The rivulets and rivers teem with different varieties of fishes and other water creatures, of which trout is rare species. Dominant birds includes Hornbill, varieties of pigeons including royal pigeon, parrot, mama, mountain peacock, the rare and elusive Blythe's Tragopan, varieties of jungle fowls, and other varieties of smaller birds.

III. Map of Longleng





IV. Demography

S No	Particulars	Statistics
1	Total Population	50593(Census 2011)
2	Total Urban Population	7993
3	Total Rural Population	42600
4	Proportion to Nagaland Population	-
5	Male Population	26502
6	Female Population	23,982
7	Population Growth (in compare to 2001)	21.57%
8	Area	885 Sq. Km
9	Density/ Sq.km	409
10	Sex Ration (Per 1000)	905
11	Average Literacy	73.1
12	Male Literacy	74.48
13	Female Literacy	69.63
14	Total Child Population (0-6 Age)	-
15	Male Population (0-6 Age)	-
16	Female Population (0-6 Age)	-
17	No. of Blocks	3
18	ST Population	96.30%
19	Coordinates	longitude 94°E – 95°E and latitude 26°N – 27°N of the Equator
20	Altitude	1100 Mtrs. above sea level
21	Time Zone	IST (UTC+5:30)
22	No. of Administrative Centre	6



V. Industrial Background:

Longleng district very unfortunately does not have any small and large manufacturing / processing unit. It has no infrastructure, machineries and mechanism for Export of food products/crops and other vegetation. It is observed and found out that Longleng district is the least prepared district of Nagaland to take up Export Business and Nagaland state among the states of India to expand and take up Export Business. As such, focus should be on identifying thrust areas and measures based on action-oriented policies and schemes be made avail and create prospectful export ecosystem for those many and export potential products.

However, there has been a steep increase in people taking up entrepreneurship as full time profession in recent years. Some of the industrial activities in the district are mainly MSMEs (micro enterprises) sector and Home based enterprise. Some of the manufacturing activities in the district are Carpentry & Wood craft, Steel Fabrication, Handloom & handicrafts and Food processing. Agro & Food processing is one key sector which has huge scope and opportunity for export potential. The district has more than 610 MSME Units registered under Udyam Registration.

Industry at Glance

Sl.No.	Head	Unit	Particulars
1	Registered Industrials Unit	610	Micro enterprises
2	Total industrial unit	610	
3	Registered medium & large unit	Nil	Nil
4	Estimated average of daily workers employed in small scale industries	Nil	Nil
5	Estimated average of daily workers employed in small scale industries		3050
6.	Turnover of small scale industries	Nil	Nil
7	Average Turnover annually for micro enterprises	-	10 lakhs



Non Availability of infrastructure like

1. Growth centers
2. Export Promotion Industrial Park
3. Food processing industrial Park
4. Border Trade Centre
5. Agro Export Zone
6. Pack House
7. Cold storage

Potential areas for new MSMEs:

1. Food processing enterprise
2. Handicrafts
3. Handloom
4. Electrical Repair unit
5. Auto repair works
6. Agricultural implements
7. Confectionery unit
8. Engineering Goods.
9. Pickle making
10. Printing press
11. Internet service unit
12. Wood work/Carpentry

Potential Service Providers are as follows

1. Vocational Training Centres
2. Interior & exterior designing
3. Information Technology
4. Construction Activities
5. Video, Audio, Digital Studio
6. Offset Printing



VI. Agriculture Profile

Agriculture is the main stay of the people of Longleng District. Jhum cultivation is the most common form of agriculture, though wet paddy cultivation is seen practiced by a few in recent times. Some of the Agri products include rice, maize, varieties of vegetables, horticultural crops, etc. The low lying areas/Foothills of the District (bordering with Assam) is fertile and has the potential for wet paddy cultivation. Very few of the people are engaged in white collar jobs and majority of the people are agriculturists.

Field Crops	Paddy, Maize, Millets, Pea, Lentil, Gram, Beans, Mustard, Soybean
Horticulture crops- Fruits	Pineapple, Lemon, Orange, Litchi, Banana, Papaya, Guava, man o etc
Horticulture crops - Vegetables	Leafy Vegetables, Colocasia, Tomato, Chilly, Ginger, Cauliflower, cabbage, okra, eggplant(Brinjal), cucumber etc
Commercial Crops	Sugarcane, Ginger, Turmeric, yam , Tea, coffee ,large cardamom, Black pepper
Plantation Crops	Areca nut , Rubber, bamboo
Medicinal & Aromatic Plant	Medicinal & Aromatic plants are also extensively cultivated



VII. Climate

Longleng Climate Summary

Located at an elevation of None meters (0 feet) above sea level, Longleng has a Humid subtropical, dry winter climate (Classification: Cwa). The district's yearly temperature is 25.69°C (78.24°F) and it is -0.28% lower than India's averages. Longleng typically receives about 320.71 millimeters (12.63 inches) of precipitation and has 234.92 rainy days (64.36% of the time) annually.

Country	India
City	Longleng
Longitude	94.819664
Latitude	26.4901992
Altitude/Elevation	1066m (03497ft)
Local time	Wednesday 04:53
Annual high temperature	29.76°C (85.57°F)
Annual low temperature	19.02°C (66.24°F)
Average annual precip.	320.71mm (12.63in)
Warmest month	August (32.95°C / 91.31°F)
Coldest Month	January (11.43°C / 52.57°F)
Wettest Month	July (714.35mm / 28.12in)
Driest Month	December (28.54mm / 1.12in)
Number of days with rainfall (≥ 1.0 mm)	234.92 days (64.36%)
Days with no rain	130.08 days (35.64%)
Humidity	75.51%



VIII. General characteristics of the product and the value-added products:

Hs code

Category	HS Code	Description
Ginger	091011	Neither crushed nor ground
Ginger	091012	crushed or ground
	33012926	Ginger Oil
	09101210	Ginger Powder

- Whether GI Tagged:- NO
- Is the product perishable:- Ginger– Yes
- Concerned Line Ministry, State departments and Boards

1. DGFT
2. APEDA



IX. Product Profiles

Ginger & Ginger Products

Longleng District has a very high potential in the production of Ginger. The district as a whole is very favorable to grow Ginger. SHGs/Societies/groups and many individual farmers has taken up Ginger plantation in the district. Project FOCUS- IFAD has also been providing the Ginger to the villages and farmers of the district that falls under the project. Ginger in Longleng district is harvested not only in huge quantity but even the quality of the product is very high.

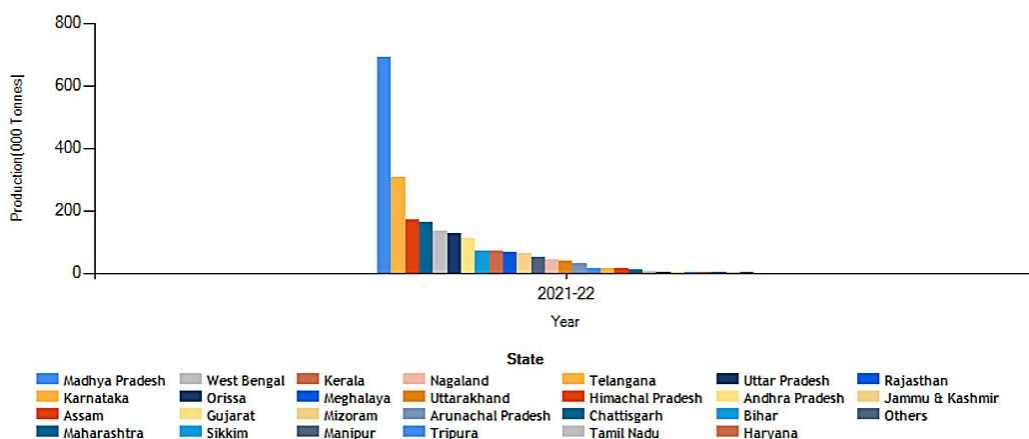
Ginger has been chosen as the product for Longleng district under “**One District One Product**” under the Prime Minister Formalization of Micro Food Processing Scheme (PMFME). As highlighted above, the district has an enormous potential for Ginger production, with more cultivator taking up Ginger cultivation each season. At this juncture, the right Infrastructural support and financial assistance and the right market/agencies to export the product can immensely boost the economy of the cultivator and the revenue of the State.

Longleng has an area under cultivation of 245 hectares with production capacity of 1600 metric ton almost 6530kg/hector for the year 2021.

Level of input use per hectare for organic ginger cultivation in Longleng

Type of Input	Study Area				
	Pongo vill	Yongnyah vill	Yongam vill	Bhumnyu	All Area
Labour (working days/ha)	275	293	262	260	272
Own labour used	257	273	246	238	253(93.01)
Hired of labour	18.00	20.00	16.00	22.00	19(6.99)
t-value	4.541***	5.381***	3.695***	5.918***	4.866***
Land preparation cost (₹/ha)	10739	15211	13678	8510	12034.5
Seed (kg/ha)	4483	6929	5327	3671	5102.5
Own	2893	3569	3894	3030	3346.5(65.58)
Purchased from government	1890	2460	1033	1641	1756
Organic manures (kg/ha)	7270	10567	8935	5428	8000
Own	7270	10567	8935	5428	8000
Purchased	--	--	--	--	--

Ginger Producing State India





Top Crushed or Ground Ginger Exporters

Below are the 10 countries that exported the highest dollar value worth of crushed or ground ginger.

- | | |
|------------------|---|
| 1. China | : US\$37.1 million (31.6% of crushed/ground ginger exports) |
| 2. India | : \$16.9 million (14.4%) |
| 3. Nigeria | : \$12.4 million (10.5%) |
| 4. Germany | : \$11.6 million (9.9%) |
| 5. Vietnam | : \$6.9 million (5.9%) |
| 6. Netherlands | : \$6.5 million (5.6%) |
| 7. Spain | : \$2.8 million (2.4%) |
| 8. United States | : \$2.1 million (1.8%) |
| 9. Belgium | : \$1.9 million (1.6%) |
| 10. Peru | : \$1.8 million (1.5%) |

Top Raw Ginger Exporters

Below are the 10 countries that exported the highest dollar value worth of non-crushed and non-ground ginger.

- | | |
|-------------------|--|
| 1. China | : US\$312.7 million (42.7% of non-crushed/non-ground ginger exports) |
| 2. Netherlands | : \$96.3 million (13.2%) |
| 3. Peru | : \$63.1 million (8.6%) |
| 4. Thailand | : \$55.6 million (7.6%) |
| 5. India | : \$50.6 million (6.9%) |
| 6. Brazil | : \$32.7 million (4.5%) |
| 7. Nigeria | : \$28.5 million (3.9%) |
| 8. Germany | : \$15.3 million (2.1%) |
| 9. Spain | : \$9.2 million (1.3%) |
| 10. United States | : \$6.9 million (0.9%) |



X. Potential - SWOT Analysis

<p style="text-align: center;"><u>STRENGTHS</u></p> <ul style="list-style-type: none"> The District has the best suitable land for the ginger cultivation and production. <p>The district is producing best quality ginger, which mostly are organic.</p>	<p style="text-align: center;"><u>WEAKNESS</u></p> <ul style="list-style-type: none"> Absence of strong industrial base activities and Institutional mechanism in export business. Lack of awareness and knowledge among entrepreneurs to export their products. Lack of cold Storage Facility. Lack of proper Road Connectivity Lack of incentive based scheme to promote the cultivator and financing bank reluctant to provide loan. One major problem is marketing.
<p style="text-align: center;"><u>OPPORTUNITIES</u></p> <ul style="list-style-type: none"> There is a huge opportunity for Agro based value added products like, Ginger whole, dry, ginger oil, any other ginger products. 	<p style="text-align: center;"><u>THREATS</u></p> <ul style="list-style-type: none"> Strong industrial base of neighboring states like Assam and better infrastructures attractiveness as investment destination.

XI. Challenges that need to be addressed

S.No	Key Challenges	Issue to be Addressed	Intervention
1	Infrastructure	<ul style="list-style-type: none"> ▶ The export ginger and its value-added products depend upon proper cold storage and warehousing. The transport also must be done in Refrigerated containers. Presently, there is no cold storage warehousing or refrigerated vehicle for transportation. ▶ Technological gap exists in the pattern of production. Farmers lack adequate training and post-harvest management. ▶ Lack of large scale Ginger Processing Unit in the district or in any of the state is the prominent drawbacks for not only to export the ginger but may affect the cultivators in getting fair price for their products. ▶ Presently lots of potential entrepreneurs are facing financing problems with Govt. credit link subsidy scheme not ready to sponsor or financed bank. 	<ul style="list-style-type: none"> ▶ The Government of Nagaland may make an agreement/MOU with the facility owner to enable the potential exporters to avail the services of such facility at a concessional rate. ▶ The NTTC under Department of Industries & Commerce provides facilities for technological up gradation & quality improvement. The Agro-Based Rural Technology Development Cell under NTTC designs & develops incubation machines for various Agro- based industrial technologies. ▶ The Industrial Growth Centre (IGC) may intervene to provide infrastructural facilities to prospective entrepreneurs in the State to set up their units.



2	Logistics	<ul style="list-style-type: none"> ▶ Since, the commodities are perishable in nature, availability of containers at the optimum time at the ports is critical. ▶ Congestion at the ports due to high waiting periods of the shipment. ▶ The connectivity of the landlocked production areas to the ports or terminals is a stiff challenge. ▶ Also, the link roads from farms to the main road are to be improved for seamless transportation. ▶ The longer it takes for coffee to be transported, the more its flavor weakens 	<ul style="list-style-type: none"> ▶ To combat this availability of goods train, need to be increased or goods can also be transported to Chittagong port to make export to other countries convenient. Marketing and Logistics. ▶ After analyzing the transport infrastructure scenario in the state, the possibility of trade through the Land Customs Station, Guwahati has been evaluated. ▶ In addition, alternative trade routes from Kohima and Dimapur have been suggested.
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3	Training and Development - Farm and Exporter Levels	<ul style="list-style-type: none"> ▶ No usage of fertilizer and pesticides in production leads to less yields. ▶ Inadequate harvest and post-harvest management affects quality and shelf life of the produce. ▶ Lack of awareness of exporters on existing schemes and policies and relevant documentation related to exports. ▶ Efficient training and workshops to be conducted. 	<ul style="list-style-type: none"> ▶ Workshops to be conducted to educate and train people. ▶ Export promoting agencies to aware people about export possibilities and potential market.
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4	Backward Integrations	<ul style="list-style-type: none"> ▶ The backward integration for perishables is inefficient resulting in Quality and longevity issues. ▶ From the export perspective, the importing nations are becoming more and more stringent with respect to the production norms/traceability at the farm level. ▶ To comply with the norms of importing nations, it is requisite to procure the produce from registered farmers only. If the farmers' registration is not put in place, exports may be adversely affected. 	<ul style="list-style-type: none"> ▶ Increase Cold Storage chain facilities and Storage unit in the district.
5	Packaging	<ul style="list-style-type: none"> ▶ The availability of quality packing material to suit the export requirement is a challenge. The packaging is important as it adds value to the product. 	<ul style="list-style-type: none"> ▶ Tie up various agencies like the Indian Institute of Packaging (IIP) to help the exporters/entrepreneurs in packaging and related Services. ▶ Promotion of training, Workshop. ▶ Setting up processing Units.



6	Process able Grade Products	<ul style="list-style-type: none"> ▶ Although India is the second largest producer of fruits and vegetables globally, the share of process able varieties is minimal. Export of processed goods could be a potential area that can be undertaken. ▶ There is a pressing need to develop block wise process able varieties of horticultural products so that desired quality raw material is available to the Processing Industry. 	<ul style="list-style-type: none"> ▶ Tie up various agencies like the Indian Institute of Packaging (IIP) to help the exporters/entrepreneurs in packaging and related services. ▶ Promotion of training, workshop. ▶ Setting up processing units.
7	Marketing	<ul style="list-style-type: none"> ▶ During the peak season, the markets are covered with big heaps of pineapple, which leads to a glut in the market. Of the total production, barely 67 percent of the fruit is processed, the rest being consumed in the fresh form, which leads to a very low price. There is no regular market in most of the production zones and a large quantity of pineapple gets wasted in the field itself. No value addition is being Undertaken by the farmers at the field level. 	<ul style="list-style-type: none"> ▶ Tie up with various agencies/organizations, e-commerce and private players for marketing the products. With Market Access Initiative (MAI) schemes to bring buyers-sellers meet and promote the product.
8	Financial Facility	<ul style="list-style-type: none"> ▶ Availability of loans to the farmers/entrepreneurs for credit support. 	<ul style="list-style-type: none"> ▶ Through Government Schemes like kisan loan, PMFME, PMEGP ,MUDRA loans, SUI and term loans through agencies like NIDC Ltd.

Steps needs to be done for development of infrastructure

- To reduce the congestion on the Siliguri route and Kolkata port exports can be done from Chittagong port in Bangladesh.
- Setting up of a cold storage chain for better productivity & use of agriculture produces to value-added product is need of the hour.
- Uninterrupted power supply is essential for health of the industries in the district.
- Setting up of designated Industrial Park or Hubs will boost the environment of the industries.
- Institutional support for improved technology in research & development will enhance performance.
- Awareness on GST, Government e-Marketing, vendor development etc., needs to be done.
- Ease in access of credit from banks.
- Increasing electiveness of Ease of Doing Business which includes documentation of purchase /hand over and takeover of land, environment clearances, registration of the unitsetc.
- Lack of adequate knowledge and information on procedures regarding export amongst entrepreneurs is the reason for export not picking up. This can be addressed by conducting various technical sessions to encourage entrepreneurs to come forward to export.

Bottlenecks for Export

1. Lack of Cold Storage facility and processing units
2. Lack of APEDA certified pack house
3. Lack of Technical knowledge about export, especially documentation.
4. Lack of certified Export Firm.
5. NO testing Labs.
6. No Organic Certification Bodies.



Problems	Detail	Proposed Intervention	Level of Intervention (Centre, State, District, RA)	Concerned Ministry & Department
Administrative Support	Lack of awareness about IEC	Increasing awareness about IEC process	Centre, state	DGFT
Branding	Loss of merchandise due to damage	Better primary, secondary, or tertiary packaging	Centre, RA	IIP, Mo CI
Awareness	Lack of awareness	Dissemination of information through Product Catalogues	District, RA	DEPC
Quality assurance & Certification	Lack of awareness	Quality certifications for agricultural products	RA, State and Central	DGFT, DPIIT, Mo CI & Agriculture Department of Respective state
Credit Support	Lack of availability credit, finance	Mapping existing schemes with beneficiaries	RA, District, State, Central	DEPC and line ministries at State and Central level
Logistics	High transportation charges or unavailability of logistics partner	Mapping existing schemes with beneficiaries	District, State, Central	
Marketing support	No access to a high-profile distribution channel	Mapping existing schemes with beneficiaries	District, State, Central	DEPC and line ministries at State and Central level



Training	Limited knowledge on e-Commerce onboarding	Workshops on ecommerce onboarding	District and State Level	DEPC and State Industries Dept.
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Regulatory	Customs duty related challenges	Coordination and Resolution	Centre	Department of Revenue, MoF
Research and Development	Design related modifications required for products	Training workshops by NID	District, State and Central	
Supply chain	No access to cold chain and warehouse facilities	Mapping existing schemes with beneficiaries	District, State, Central	DEPC and line Mo FPI, Agriculture ministry at State and Central level
Common Facilitation Centre	Lack of processing facilities	A Common Facility Centre with state-of-the-art machinery	District, State, Central	DEPC, State Industries Department, Mo CI



Annexure 1: Data on products from respective districts

Particulars	Details (enter response here)	Comments (if any)	Instructions
(I) General Information			
(1) State/ Union Territory	NAGALAND		
(2) District	Longleng		
(3) Product / Service	Ginger		
(4) HS code of the product	091012 33012926 09101210 091011		
(5) Whether GI Tagged	NO		
(6) Industry	Horticulture		
(7) Is the product perishable?	Ginger		Yes



(8) Concerned Line Ministry, State departments and Boards	<p>-</p> <p>DGFT-RA</p> <p>- DEPC - APEDA</p> <p>- EPCH</p> <p>- Department of Industries</p> <p>- Deputy Commissioner's Office</p> <p>- Department of Agriculture, Government of Nagaland</p> <p>- Ministry of Agriculture and Farmer's Welfare, Govt. of India</p>		<p>▪ APEDA (Agricultural and Processed Food Products Export Development Authority) is one of major institutions to provide all possible support for the promotion of export of agricultural items. The production, grading, sorting, quality control, etc. are all major activities provided by APEDA.</p> <p>▪ Apart from APEDA, Export Promotion Council of Handicraft (EPCH) is also working hard to make exports from Dimapur profitable in all possible manner.</p> <p>▪ The Department of Industries headed by the Director of Industries in the State level and District Industries Centre at the District level. Apart from this the department is ably supported by State Corporation and subsidiaries.</p>
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(9) Concerned Industry associations			
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(II) Current status of the product / service

(1) Production capacity (in units)	Pineapple: 1600 MT		
(2) Production capacity(in number of processing units)	No data available		
(3) Composition of production units in Small / Medium / Large enterprises	nil		Data to be provided by the District GMDIC
(4) Any marginalized section of society engaged in the production	Yes Tribal 100% Women 40%		Women/Tribal/Differently able engaged in production
(5) Demand in India in the last 6 months (in units)	No Data available		This is the total units demanded of a product in India. Please provide latest available data
(6) Supply in India in the last 6 months (in units)	No data available		This is the total units supplied of the concerned product in India by the concerned district
(7) Demand in the international market in the last 6 months (in units)	No data available		This is the total units Demanded of a product globally. Please provide latest available data



(8) Supply in the international market in the last 6 months (in units)	No data Available		This is the total units supplied of the concerned product globally by the concerned district
(9) Top importing countries			Mention top 5 countries in order of quantity imported
(III) Current status of value-added products / services (value added product to Pineapple)			
(1) Name of the value-added product	Ginger oil/ ginger Powder/ Ginger Sweets/ Ginger flakes /		
(2) Production capacity of the value-added product (in units)	No data available		Data to be provided by the District GMDIC
(3) Production capacity of the value-added product (in number of processing units)	No data available		Data to be provided by the District GMDIC
(4) Composition of production units in Small / Medium / Large enterprises	No data available		Data to be provided by the District GMDIC



(5) Any marginalized section of society engaged in the production of value-added products	Yes, 100% Tribal 40% Women		Women/Tribal/Differently abled engaged in production Data to be provided by the District GMDIC
(6) Demand of the value-added product in India in the last 6 months (in units)	No data available		This is the total units demanded of a product in India. Please provide latest available data Data to be provided by the District GMDIC
(7) Supply of the value-added product in India in the last 6 months (in units)	No data available		This is the total units supplied of the concerned product in India by the concerned district Data to be provided by the District GMDIC
(8) Demand of the value-added product in the international market in the last 6 months (in units)	No data available		This is the total units demanded of a product globally. Please provide latest available data
(9) Supply of the value-added product in the international market in the last 6 months (in units)	No Data available		This is the total units supplied of the concerned product globally by the concerned district



(10) Top importing countries of the value-added product	United State,Netherlands, Germany,United Kingdom, France		
(11) Scope for value addition			There is a scope for value addition in package ginger as a product for Ginger. There are some value added products like Ginger oil, ginger flakes, ginger paste , sweets etc.
(12) Is the value-added product perishable?			No
(IV) Problems in the supply chain, Interventions required and Responsible Authority (If present, fill Yes with a one-line description)			
(1) Tech related			Ex: More automated methods of processing and packaging after production.
(2) Standards and certification related			Ex: Food standards, quality standards
(3) Quality of output related			Product quality not up to international standards for ginger
(4) Awareness related			NA



<p>(5) Infrastructure / Ecosystem related (other than logistics)</p>		<ul style="list-style-type: none"> ▪ The export of Ginger depends upon proper cold storage and warehousing. The transport also must be done in Refrigerated containers. Presently, there are shortcomings in adequate availability of cold storage and warehousing facilities in the district. In fact only the traditional way of storing is practicing which mostly is hindered by the weather condition. Climate change, closure of gardens, only few farmers are willing to invest, low export markets due to no marketing network and little effort to promote the product. ▪ Creation of adequate cold storage infrastructure and warehousing facilities and ICDs with the assistance of the district administration to improve storage capacity of perishables. ▪ Discussions with state Govt. for creation of sufficient state- of-the-art testing labs in the district, thereby improving quality of the exported product and also to reduce cost of testing. ▪ Demarcating commodity specific clusters and basis this conducting need gap analysis of Infrastructure (roads, pack houses, storage structures, processing units, testing labs etc.)
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(6) Logistics related			<ul style="list-style-type: none"> ▪ In order to connect hinterlands, efficient multimodal transportation system needs to establish in a phased manner with more focus on developing the dedicated corridors. Also introduction of technology in Loading, unloading, packaging. ▪ Increase capacity and provision for exports from airports of tier 2 & 3 cities after viability assessment with the airport authority. ▪ Green channel to be created at key ports (value to be Considered) to boost the export of perishables.
(6) Workforce availability or training related			<p>Farmer awareness is critical to regulate the chemical usage on the farm.</p> <ul style="list-style-type: none"> ▪ Linking them to Self-Help Groups (SHGs) and Farmers' Producers Organizations (FPOs). ▪ Collaboration between APEDA, industry associations and DGFT to set up workshops and training programs for farmers and exporters. ▪ The workshops to focus on aspects like- challenges, awareness on non-tariff barriers and applicable schemes on various commodities and Components
(7) Working capital related			No access to credit for purchase of raw materials



(8) Investment related			<p>No access to finances to set up a processing unit ▪</p> <p>Credit Lending facilities - Majority needs proper funding at various stages of marketable production. Thus, linking to Micro financial Institutions (MFIs).</p> <p>▪ The EPC may also identify schemes that support exports and create awareness about existing schemes that exporters can avail</p>
(9) Policy & regulations related			<p>With a view to meet the increasing technical standards for production for exports the state government should endeavor to increase the number of testing and research facilities in Nagaland. The facilities in the existing test labs need to be revamped.</p>
(10) Infringement / duplication / counterfeit related			<p>Fake versions being sold of original products in the name of Naga Coffee.</p>
(11) Any other			
(V) Potential for other products / services			
(1) Other products / services with potential for export			<p>If provided with R&D there is a good scope of these products as discussed with the GMDIC</p>


General Manager
District Industries Center
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