



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE



District Export Action Plan

Noklak, Nagaland



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Deputy Commissioner
Noklak

Districts
as **Export Hubs**





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1. Introduction to District Export Action Plan (DEAP)

In an effort 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 Atma Nirbhar Bharat. The objective to develop Noklak as potential 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 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 the promotion of exports in the district by identifying key institutional structures and infrastructures and to address challenges and hindrance for export in the district.



2. District Profile

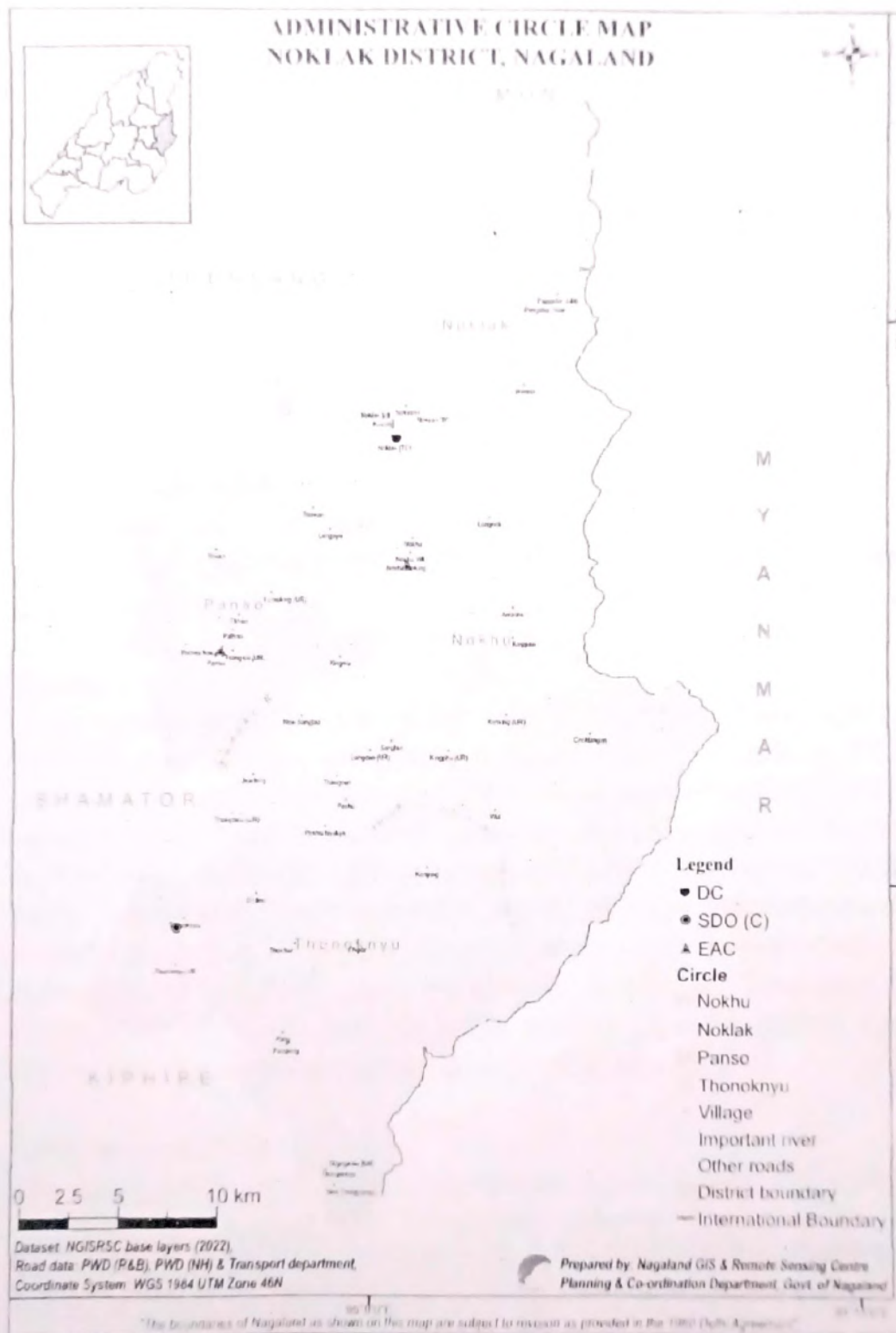
a. Profile of Noklak District.

Noklak is one of the newest District of Nagaland located in the eastern most part of the country bordering Myanmar. Carved out from parent district Tuensang, the District covers a geographical area of approximately 1152 Sq Km. The District Hq Noklak is nestled at the altitude of 1152 meters above sea level. The district enjoys sub-tropical climate and hilly region with broad leaved forest. The district shares boundary with Tuensang District in the West, Kiphire District in the South, Mon District in the North, whereas the whole eastern boundary of the district stretching nearly 92 km from the boundary Pillar Numbers ranging from BP 139 to BP 146 form the Indo_ Myanmar Border through forest and hills. The district exclusively falls within the Free Regime Movement belt. The district has two Assembly Constituencies namely 56 AC Noklak and 57 AC Thonoknyu. There are three Rural Development Blocks which are Noklak Block, Panso Block and Thonoknyu Block. There are 44 inhabitations including Noklak Town and 3 others Administrative Hqs.

b. Demography

SI No.	Particulars	Statistics
1	Total population	55,434
2	Area	1152 Sq Km
3	Density/Sq Km	51 Sq Km
4	Sex Ratio (per 1000)	921
5	Rural Population	86%
6	Urban Population	14%
7	Literacy Rate	66%
8	Male Literacy	69.4%
9	Female Literacy	62%

(as per 2011 census)





c. Topography.

The District Headquarter is located at an altitude 1524 meters above sea level. It is 54.7 km from its previous HQ, Tuensang via National Highway 202. It is 280.2 km away from state capital Kohima via NH 202 and NH 2. The topography of Noklak district as a whole is hilly and it does not adjoin any plain areas. The district is characterized by high hills, deep gorge and narrow valley. Under Noklak district, the minimum and maximum elevation is 621 m and 3397 m respectively above sea level. The geographical coordination of the district is 26°06'68" N- 26°32'61" N and 94°88'72" E- 95°14'87" E.

The climate varies from sub-tropical to sub-temperate with annual rainfall ranging from 800-3500mm. In winter the night temperature sometimes comes down to 1°C during December and January which are the coldest month. In summer, the average temperature rises to about 25°C (74°F) and July is the hottest month of the year. In terms of vegetation, broad leaved hill forest are found prominently in Noklak areas.

d. Economy

The inhabitants of the district are mostly rural based and agricultural sector is the mainstay of livelihood. As per the 2011 Census, 80.8% of the workers in the district are engaged in agricultural as their main vocation. Subsistent traditional agriculture practice and the absence of agri infrastructure and market accessibility have prevented the district from capitalizing the favorable agro climatic opportunities and traditionally practiced organic farming. At present however, commercial cultivation of products such as Millets, cardamon, long beans and Horticulture products are gradually picking up. The district has the distinction of practicing traditional organic cultivation.

e. Climate conditions

The district falls under eastern Himalayan Agro Climatic Zone with sub-alpine to sub-tropical and temperate climate. The district's yearly temperature is 22.74°C (72.93° F) and it receives about 396.73 mm (15.62 inches) of precipitation and has 222.82 rainy days annually. May month is the warmest month and January is the coldest month in the district. The wettest month of the year is July and the driest is the month of December.



Industrial Background.

The Lam-den mini hydro project is the only industrial infrastructure project in the district. Located about 16 km away from the District Hq, the mini hydro project has a power generation capacity of 1MW. Besides that, the State Government has identified Industrial Growth Center (IGC) at Penshe, Noklak as Industrial Zones where industrial units setup will be eligible for package of incentives provided under the industrial policy.

To give boost to the Act East policy (earlier Look East policy), the Government of India has set up an International Trade Center (ITC) at Dan, 30 km from district Hq. The confluence of strategic location, economic opportunity, cultural exchange, bringing communities together and peace building initiatives position ITC Dan as a critical hub in India's engagement with Southeast Asia.

- Some of the key challenges/hindrances that the district is facing in export promotion are due to non-availability of infrastructures like:
 - a. Export Promotion Industrial Park
 - b. Food Processing Industrial Park
 - c. Agro Export Zone
 - d. Farmers Market
 - e. Pack House
 - f. Cold Storage
- Potential areas for new MSMEs:
 - a. Food Processing enterprises
 - b. Handicrafts
 - c. Handlooms
 - d. Blacksmithy
 - e. Auto servicing
 - f. Fabrication
 - g. Printing Press
 - h. Internet service unit
 - i. Confectionary units
 - j. Carpentry
 - k. Masonry



- Potential service providers:
 - a. Vocational Training Centre
 - b. Information Technology
 - c. Construction activities
 - d. Video, Audio, Digital studios
 - e. Offset Printing

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

Category	HS code	Description
Millets	10082930	Millet foxtail 20 kg, 30 kg and other cereals
Handicraft	46021100	Of Bamboo
	46021911	Baskets
	63079011	Of Cotton
	63079013	Of manmade fiber
	69120040	Clay Articles
	96011000	Worked Ivory and articles of Ivory
	94033090	Wooden furniture of a kind use in office
	94035090	Wooden furniture of a kind use in bedroom
Handloom	94039900	Furniture of other materials including cane, osier, bamboo or similar materials
	44202900	Statuettes and other ornaments of wood.
	63049281	Cushion covers
	63041940	Bed sheets and bed covers of cotton
	63049231	Pillow cases and pillow slips of handloom
	520823	Woven fabrics of cotton



- Whether GI Tagged: No
- Is the product perishable: Millet -No, Handicraft-No, Handloom-No
- Concerned line Ministry, State Department and Boards
 1. DGFT
 2. APEDA
 3. Nagaland Handloom & Handicrafts Development Corporation (NHHDC)
 4. Industries and Commerce Department, Nagaland
 5. Noklak District Handloom and Handicraft Council (NDHHC)

3. Product Profiles

(3.1) Millet

Millet is the sixth most important cereal grain in the world. People have benefited from the nutritional properties of millet for thousand years. Millet is a low maintenance and drought-resistant grain. This grain provides various health benefits such as protecting heart and helping to maintain a healthy weight. Lately it has been growing in consumer popularity as it is gluten free and a good source of protein, fiber and micronutrients. Millet grows extremely quickly and matures in almost half time required for rice and wheat which make it an ideal crop, contributing to its rapid spread across Asia and into Europe.

Some of the health benefits of Millet are:

- Helping the digestive system
- Supporting the cardiovascular system
- Reducing the risk of diabetes
- Managing obesity
- Reducing oxidative stress
- Maintain bone health
- Promoting wound healing
- Supporting antifungal and antimicrobial activity



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There are more than 20 different types of millet. Some of the more common varieties are:

- Pearl (*Pennisetum glaucum*)
- Finger (*Eleusine coracana*)
- Foxtail (*Setaria italica*)
- Proso (*Panicum miliaceum*)
- Barnyard (*Echinochloa utilis*)

The most prominent variety of Millet produce from Noklak District is Foxtail millet. Among different indigenous crops grown by the farmers at Noklak, millet is one of the major crops of the region since time immemorial. Millet cultivation been a low-cost inputs and short duration crop, it has been considered as poor man's crop. Millets are normally grown in second year at jhum field after harvesting paddy, maize and other kharif crops.

As per recent survey conducted by Agri Department under DAO Noklak, it has been found that total area of 3861ha jhum field was under food grains, out of which millets was grown in 750ha with the production of 12350 qts in the following year which account for 19% of the total available area. After analysing the available data and the present farming scenario of the region, the Department reported that there is a tremendous scope to increase area and production of millets, provided the farmers are given awareness on importance and benefits of millets and its technical knowledge on packaging and export for commercial purpose.



Types of Millet based products

Millets have now become the first choice for those seeking a well-nourished diet and every person is embracing our culinary traditions and rediscovering the health benefits of forgotten superfood. Here are some of Millets based products which can be used in commercially:

- Millet based Noodles
- Millet based Flour/Atta
- Millet based Flakes (Poha)
- Millet based Pasta
- Millet based Porridge Mix
- Millet based Crunchies
- Millet based Vermicelli
- Millet based Chocolate Bar
- Millet based Cookies
- Millet based Protein Shake
- Millet based Bread and Cakes

(3.2). Handicrafts

From time immemorial, Nagas are known for their Handicraft brilliance. Among the tribes of Nagaland, the Khiamniungans which constituted the majority of Noklak District are well known in handicraft sector for its exquisite finished and its creativity. Their exquisite craftsmanship is well known in the state as well as at national level. Most of the population in the district are engaged in handicraft to meet their livelihood and the craft has been passed down from generation to generation which mirrored their refined and polished finishes. The people are skilled in different areas of expertise such as Traditional Head Gear, Wood carving, bamboo and cane baskets, hats, chairs etc. But with non-availability of access to kickstart their own venture, Noklak District Handloom and Handicraft Council was established to revive the culture of art, craft, handloom and handicraft. There is untapped potential of export in handicraft sector in the district if they are shown the right access and connections.

Some of key challenges/hindrances face by the district in export promotion are lack of Export Promotion Park, Industrial Handicraft Cluster, lack of knowledge to access credit link loans to set up its own ventures, lack of knowledge in state-of-the-art technology etc. These issues can be addressed by conducting more workshops and trainings, setting up industrial handicraft clusters, setting up Export Promotion Hubs and Parks, ease to access to credit link subsidies, trainings and workshop on logistics and packaging etc.



(3.3) Handloom

Handloom units in Nagaland are mostly home-based enterprise primarily taken up by women, cooperative societies and SHGs. The Naga handloom products are unique for their intricate Naga designs and motifs. Naga handloom products are mostly traditional Shawls, Mekhelas, Bed cover, Curtains, door mat, hand bags, neck tie, ethnic designs waist coat etc. The Nagaland Handloom & Handicraft Development Corporation Ltd (NHHDC) was incorporated by the state government to cater the needs of handloom enterprise in production, marketing and promotion of handloom products. There is huge demand for Nagas's handloom products at international market.

Beside the traditional handloom products, Noklak district is known for Eloni Bag which is weaved from stinging nettle plant and cotton bag weaving which are of high demand across the country.

5. Potential -SWOT Analysis

STRENGTH	WEAKNESS
<ol style="list-style-type: none"> 1. The district having international boundary with Myanmar and setting up of International Trade Center at Dan (Pangsha) and Industrial Growth Center (IGC) at Noklak offers wide scope for trade and export at international level. 2. International Trade Center (ITC) at Dan (Pangsha) could be another gateway to Southeast Asia under Act East policy. 3. Abundant availability of untapped land and its resources for cultivation and industrial project and the sheer brilliance and the unique talent of people of Noklak in Handicraft and handloom sector. 	<ol style="list-style-type: none"> 1. Lack of awareness and knowledge among the entrepreneurs to export their products. 2. No strong industrial base and institutional mechanism in export business. 3. No diversified products for export as export potential are mainly Agro based products.
OPPORTUNITIES	THREATS
<ol style="list-style-type: none"> 1. Noklak being one of the newest district posed a huge potential in Agro based value added products like fruits, cereals, honey, ginger, handicrafts, handlooms and tourism. 	<ol style="list-style-type: none"> 1. Being bordering with international country posed a threat for security reasons.



6.Challenges that need to be addressed

SI No.	Key Challenges	Issue to be addressed	Intervention
1	Infrastructure	<ul style="list-style-type: none"> a. Lack of adequate facilities for setting up units for food processing and packaging b. Lack of export marketing focus and design improvement in Handloom sector c. Scattered production of Handicrafts 	<ul style="list-style-type: none"> a. The NTTC under Department of Industries and Commerce provides facilities for technological upgradation and quality improvement. The Agro based Rural technology Development Cell under NTTC designs and develops incubation machines for various Agro based industrial technology. b. The industrial Growth Center (IGC) may provide infrastructural facilities to prospective entrepreneurs in the district to set up their units.



2	Logistics	<ul style="list-style-type: none"> a. Bad conditions of links roads from farm to main road for regular transportation. b. Non availability of trains and ports cheap transportation during exports. c. Non availability of cold storage or packaging centers for shipment storage. 	<ul style="list-style-type: none"> a. Links roads from farm to main road should be improved. b. Alternate routes especially during rainy season should be maintained for regular transportation of shipment. c. After analyzing the transport infrastructure scenario in the state, the possibility of trade through Sand Custom station, Guwahati has been evaluated.
3	Training and development -Farm and Exporter Levels	<ul style="list-style-type: none"> a. Efficient training and workshops to be conducted time to time. b. Lack of awareness of exporters on existing schemes and policies and relevant documentations related to exports 	<ul style="list-style-type: none"> a. Workshops to be conducted to educate and train the entrepreneurs. b. Export promoting agencies to aware people about export possibilities and potential market.
4	Backward integration	<ul style="list-style-type: none"> a. Disruptions in its operation by causing delays by the suppliers due to bad roads and unforeseen calamities. b. Quality control issues c. Regulatory compliance d. To comply with the norms of importing nations, it is requisite to procure the produce from registered farmers only. 	<ul style="list-style-type: none"> a. Increase in Cold Storage facilities in the district
5	Packaging	<ul style="list-style-type: none"> a. 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"> a. Tie up with various agencies like the Indian Institute of Packaging (IIP) b. Setting up processing unit. c. Promotion of training workshop.



6.	Process able Grade products		
7.	Marketing	a. No value addition is being undertaken by farmers at the field level. b. No Farmer's Market	a. Tie up with various agencies/organization, e-commerce and private players for marketing the products.
8.	Financial Facility	a. Availability of loans to farmers/ entrepreneurs for credit support	a. Through government schemes like Kisan loan, PMEGP, PMFME, MUDRA loans etc.

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 cold storage chain for better productivity and use of agriculture produces to value added product.
- Uninterrupted power supply is essential for industries in the district.
- Setting up of Industrial Park and Hubs will boost the environment of the industries.
- Institutional support for improved technology in research and development will enhance performance.
- Awareness on GST, Government E- Marketing, Vendor Development etc. needs to be done.
- Ease in access to credit from banks
- Increasing Ease of Doing Business by documentation of purchase/handover and takeover of land, environment clearance, registration of the units etc.
- Conducting various technical session to encourage entrepreneurs to come forward to export.

Bottlenecks for Exports.

- Lack of cold storage facilities and processing units.
- Lack of APEDA certified pack house.
- Lack of technical knowledge about export, especially documentation.
- Lack of certified exports firm.
- No testing labs.
- No organic certification bodies



Problems	Detail	Proposed Intervention	Level of Intervention(Centre, State, District, RA)	Concern 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, State	IIP, MoCI
Awareness	Lack of awareness	Dissemination of information through Product Catalogues	District, RA	DEPC
Quality assurance & certification	Lack of awareness	Quality certification for agricultural products	RA, State and Centre	DGFT, DPIIT, MoCI & Agricultural Department of respective state
Credit support	Lack of availability of credit and finance	Mapping Existing schemes with beneficiaries	RA, District, State and Centre	DEPC and line ministries at State and Central level
Logistics	High transportation charges or unavailability of logistic partner	Mapping existing schemes with beneficiaries	District, State and Centre	
Marketing support	No access to high profile distribution channel	Mapping existing schemes with beneficiaries	District, State and Centre	DEPC and line ministries at State and Central level.



Training	Limited knowledge on E-Commerce onboarding	Workshop on E-commerce onboarding	District and State level	DEPC and State Industries Department
Regulatory	Customs duty related challenges	Coordination and Resolution	Centre	Department of Revenue, MoF
Research and Development	Design related modification required for products	Training workshop by NID	District, State and Centre	
Supply chain	No access to cold chain and warehouse facilities	Mapping existing schemes with beneficiaries	District, State and Centre	DEPC and line MoFPI, 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 and Centre	DEPC, State Industries Department, Mo CI



Annexure 1: Data on products from respective districts

Particulars	Details	Comments (if any)	Instruction
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(1) General Information

(1) State /Union Territory	Nagaland		
(2) District	Noklak		
(3) Product/Service	Millet, Handicraft and Handloom products		
(4) HS Code of the product	Millet – 10082100 Handicraft – 73261990 Handloom – 63025110		
(5) Whether GI Tagged			Millet- No Handicraft -No Handloom- No
(6) Industry	Agriculture and Handicraft and Handloom		
(7) Is the product perishable?	Millet Handicraft Handloom		No No No



(8) Concerned Line Ministry, State Department and Boards	<ul style="list-style-type: none"> • DGFT • RA • DEPC • APEDA • NHHDC • Department of Industries and Commerce • Deputy Commissioner's Office • Department of Agriculture, Government of Nagaland • Ministry of Agriculture and Farmer's Welfare, Government of India. 	<p>APEDA (Agricultural and Processed Food Products Export Development Authority) is one of major institution 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>The Department of industries and Commerce headed by Director of Industries and Commerce in the state level and District Industries Centre at district level. The department is ably supported by State Corporation and subsidiaries.</p>
(9) Concerned Industry associations		<p>Nagaland Handloom & Handicraft Development Corporation Ltd (NHHDC)</p>



(II) Current status of the product/service

(1) Production capacity (in Units)	No data available		
(2) Production capacity (in number of processing units)	No data available		
(3) Composition of production units in small/medium/large enterprise			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		
(6) Supply in India in the last 6 months (in units)	No data available		
(7) Demand in the international market in the last 6 months (in units)	No data available		
(8) Supply in the international market in the last 6 months (in units)	No data available		
(9) Top importing countries	Millet- Indonesia and Belgium Handicraft – Japan and UK Handloom – Bangladesh and Germany		



(iii) Current status of value added products/service

(1) Name of the value-added product	Millet Noddles, Millets Flour, Millet Shake etc..		
(2) Production capacity of the value-added product (in Units)	No Data available		Data to be provided District GM DIC
(3) Production capacity of value-added product (in number of processing units)	No data available		Data to be provided District GM DIC
(4) Composition of production units in Small/Medium/Large enterprise			Data to be provided District GM DIC
(5) Any marginalized section of society engaged in the production of value-added products	Yes 100% Tribal 40% Women		
(6) demand of value-added product in India in the last 6 months (in units)	No data available		
(7) Supply of value-added products in India in the last 6 months (in units)	No data Available		
(8) Demand of the value-added product in the international market in the last 6 months (in units)	No data available		
(9) Supply of the value-added product in the international market in the last 6 months (in units)			
(10) Top importing countries of the value-added product			
(11) Scope for value addition			Scope for value addition in Millet based product
(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 descriptions)

(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 upto international standards for Millet, Handicraft and Handloom
(4) Awareness related		N/A
(5)Infrastructure/Ecosystem related(other than Logistics)		<p>*Creation of adequate cold storage infrastructure and warehousing facilities.</p> <p>*Discussion with state government for creation of sufficient state-of-the-art testing labs in the district, to improve quality of the exported products and also to reduced cost of Testing.</p> <p>*Demarcating commodity specific clusters and basis this conducting need gap analysis of infrastructure (roads, packhouses, storage structures, processing units, testing labs etc..)</p>
(6) Logistic related		<p>*In order to connect hinterlands, efficient multi model transportation system needs to established in a phased manner with more focus on developing the dedicated corridors. Also introduction of technology in loading ,unloading, packaging.</p> <p>*Green channel to be created at key ports.</p>
(7) workforce availability or Training related		<p>*Collaboration between APEDA, Industry Associations and DGFT to set up workshops and training programs for Farmers and Exporters.</p> <p>*Linking them to Self Help Groups (SHGs) and Farmer's Producers Organisation(FPOs).</p>
(8) Working capital related		No access to credit for purchase of raw materials.



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(8) Working capital related			No access to credit for purchase of raw materials.



(9) 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 DEPC may also identify schemes that support exports and create awareness about existing schemes that exporters can avail.</p>
(10) Policy and Regulation 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>
(11) Infringement/Duplication/Counterfeit related			
(12) Any other			

(V) Potential for other products/services

(1) Other products/services with potential for export			<p>*Honey products</p> <p>*Ginger based product</p>
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