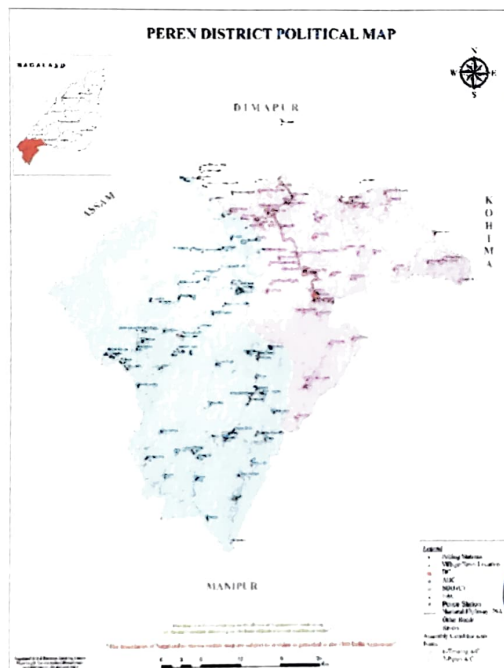




विदेश व्यापार महानिदेशालय  
DIRECTORATE GENERAL OF  
FOREIGN TRADE



## DISTRICT EXPORT ACTION PLAN PEREN, NAGALAND



14/05/24  
General Manager  
District Industries Centre  
Peren : Nagaland

**Districts**  
as Export Hubs

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## **1. AN 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 of AtmaNirbhar Bharat. The objective to develop Peren 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, Peren 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 centre 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.

## 2. DISTRICT PROFILE

Peren District is a strip of mountainous territory having fertile foothill valley plains in North-West and North-East. It occupies the elongated South-Western end of Nagaland State. The home of the Zeliang and Kuki Tribes. The languages spoken are the Zeme, Liangmai, Kuki and Rongmei, Nagamese along with English the official language of Nagaland.

### AREA

The Total Area of Peren District is 1799 Sq. Kms with a density of 41 Per sq. Kms. There are 7 Administrative Hqs, 86 recognized Villages and 21 settlements in Peren district with a population of 94,954 as per 2011 census. The district is bounded by Dimapur in the North, Kohima in the East, Manipur in the south and Assam in the West.

### TOPOGRAPHY

Peren District can be classified into three regions:

1. The Barail Ranges (Hill sector)
2. The Jalukie Valley (Plain Sector)
3. The Intangki Forest (Reserved Forest)

### ECONOMIC ACTIVITY

The land is fertile for Agro base production and the people of Peren district are mainly agrarian (80%) by occupation and paddy is the livelihood of the populace, and Jalukie Valley known as the Rice Bowl of Nagaland. Besides paddy, of late the people have taken up crops like Pineapple, yam, beans, ginger, Banana, and other Horticulture products, which supplement the crops. The popular Naga King's Chilies is a translation of the words Chaibe Rachi meaning Chaibe = King's + Rachi = Chilly, both the name and the Chilies originated from Peren district.

Recently farmers have taken up Cash crops cultivation like rubber, Tea, Turmeric, Medicinal Plants, and Orchard etc to enhance their income. Interestingly, Peren is the only district where local people dominate and control commercial and business activities in Towns and villages. Many families have opted and engaged themselves in business as a means of their livelihood. The famous 'Mid-Night Market at Jalukie Town' where the commercial activities virtually begin from Mid-night is an outlet of the agriculture and horticulture products of the farmers.

The organic crops and vegetables which are grown in large areas and produce in large quantity are yet to be channelized for outside markets and lack of facilities like transports and cold storages are hampering and discouraging the poor marginal farmer for more productions in spite of the vast potentiality in the district.

## **HYDROPROJECTS**

Peren District takes pride in having I (one) Mini Hydro Project at Duilumreu, Poilwa. Both the First as well as the Second phase has been commissioned. The district, however, is yet to directly benefit from its only Hydro Project as power generated from this Project is being supplied to Kohima only.

## **INDUSTRIES**

The artistic sense of the inhabitants of the district indicates Promising future in Industry. However, the Government is yet to take serious notice of this Potentiality.

## **TOURISM**

This remote hilly area covered with luxuriant vegetation and unique forests, cool and bracing climate, scenic beauty of the terrain, enchanting rivers and rivulets, presence of wide variety of wild animals and birds, birds-eye view of the neighbouring Manipur and Assam, and the hospitable and likeable nature of the inhabitants indicates promising future for tourism industry. Moreover, the rich cultural heritage of the Zeliangs including festivals and dances are added attractions. Places of tourism Potentiality includes historical places like the Mt. Kisa at Nzauna village situated at the southernmost end of the District and the caves at Puilwa village, about 25 km from the Peren Town which are closely associated with the name of RaniGaidinliu, the lofty and majestic Mt. Paona - the highest mountain peak in the District at Benreu village with its rare and elusive Blythe's Tragopan (also found in the lofty ranges of Tesen) and unique plants and shrubs, and Ntangki National Park ( 20202 hac. and 37 k.m. from Dimapur) the home to Hollock Gibbon, a rare and an endangered species of monkey and with all its other charms.

## **CLIMATE**

Peren District has Tropical Type to Sub-Tropical type to temperate types of climates moderate climate. In summer days are warm and nights are pleasant and in winter days are cool and night are chilled. The onset of Monsoon starts from the month of April and last till October. From November to March, the weather is mostly dry.

## DEMOGRAPHY

As per Provisional population figures of 2011 Census.

Demographic Label	Value
Area	1799 Sq. Kms
Altitude	1445 (Peren HQ)
Total Population (2011 Census)	94954
Important Festival	Meleinyi/Hega, Minkut, Chega Gadi
Number of recognize Villages	90 villages
Number of Unrecognized Villages	20 villages
Location	93°20'E-94° 00'42" E longitude 25°33'55" N latitude

### 3. OBJECTIVES

#### i. Develop Human Resource

To enhance in the entrepreneur's effort of tapping there should be increase participation of representatives of manufacturing enterprises at Awareness campaign, capacity building and provide funding support. Prospective and existing entrepreneurs engaged in manufacturing units should be offered professional advice in areas of technology upgradation and financial assistance to make them more competitive in the global and domestic market. To make them aware of the sanitary and phytosanitary requirement of the targeted countries to which they want to import.

Identify partner organisation in government and private sector who can provide commercially useful information and assistance to entrepreneurs to develop their skill and also disseminate knowledge on export market, marketing and branding.

#### ii. Identify Potential Sectors for Export

The potential organic vegetable product which are grown and produced in sufficient quantity makes it cost effective and are marketable to a to a sizable section but are not ready to compete and be channelized for outside market with mass producing competitor.

#### iii. Cluster Approach

To make production cost effective, focus on cluster approach. Identify areas where there is sufficient area for cultivation and raw material of the product that to be sourced efficiently for fast production process and cost effective.

#### iv. Infrastructure

Establishment of infrastructure for common processing /storage facility in the cluster for smooth transportation to the manufacturing unit to shorten the supply chain.

#### v. Marketing Effort

Provide support to the manufacturing unit to market their product through capacity building activities and programmes organised to introduce local producer to domestic and international buyers. Identify government and private agencies whose help can be sought in this effort.

#### vi. Identify Various Government Schemes

To identify the different schemes and programs of all government and agencies which can be used to provide assistance to the local manufacturer.

#### vii. Certification Of Export Products

To identify the different certification requirements and criteria of targeted countries and accordingly give awareness to the exporter on how to meet those requirements.



## 4. PRODUCT PROFILE AND TRADE ANALYSIS

### i). Naga King Chilli

#### Introduction

In a major boost to exports of Geographical Indications (GI) products from the north-eastern region, a consignment of 'Raja Mircha' also referred as king chilli from Nagaland was today exported to London via Guwahati by air for the first time. The consignment of King Chilli also considered as world's hottest based on the Scoville Heat Units (SHUs). The consignment was sourced from Tening, part of Peren district, Nagaland and was packed at APEDA assisted packhouse at Guwahati. The chilli from Nagaland is also referred as Bhoot Jolokia and Ghost pepper. It got GI certification in 2008. APEDA in collaboration with the Nagaland State Agricultural Marketing Board (NSAMB), coordinated the first export consignment of fresh King Chilli. APEDA had coordinated with NSAMB in sending samples for laboratory testing in June and July 2021 and the results were encouraging as it is grown organically.

Exporting fresh King Chilli posed a challenge because of its highly perishable nature.

Nagaland King Chilli belongs to genus Capsicum of family Solanaceae. Naga king chilli has been considered as the world's hottest chilli and is constantly on the top five in the list of the world's hottest chilies based on the SHUs.

APEDA continue to focus on the north eastern region and has been carrying out promotional activities to bring the North-Eastern states on the export map.

#### Export Trend

- as per Volza's India Export data, Bhut jolokia export shipments from India stood at **631**, exported by **36** India Exporters to **140** Buyers.
- India exports most of its Bhut jolokia to United States, Canada and Switzerland and is the largest exporter of Bhut jolokia in the World.
- The top 3 exporters of Bhut jolokia are India with **631** shipments followed by Bangladesh with **2** and South Korea at the 3rd spot with **2** shipments.
- Top 3 Product Categories of Bhut jolokia Exports from India are
  1. HSN Code 09042211 : 09042211
  2. HSN Code 09042229 : 09042229
  3. HSN Code 09042219 : 09042219

Peren has a high potential in production of Naga King Chilli. The popular Naga King Chilli is grown in large quantity. The Naga King Chilli collection in Peren district annually (approximate data) is,



- i. Peren Block:13000 Kgs
- ii. Tening Block:15000 Kgs
- iii. Athibung Block:6000 Kgs.

However, due to absence of processing units as well as the marketing infrastructure most of the produce is being sold locally leading to surplus and wastage.

NagaKing Chilli has been chosen as the product of Peren district under One District One Product and under Prime Minister Formalisation of Micro Food Processing Scheme (PMFME), there is a provision to help King Chili Processing Units. PMFME is a credit linked subsidy scheme in which there is subsidy of 35% of the project cost subject to maximum of Rs.10 lakh. The scheme has component for creation of infrastructure, capacity building programs and marketing.

## **ii). Handloom**

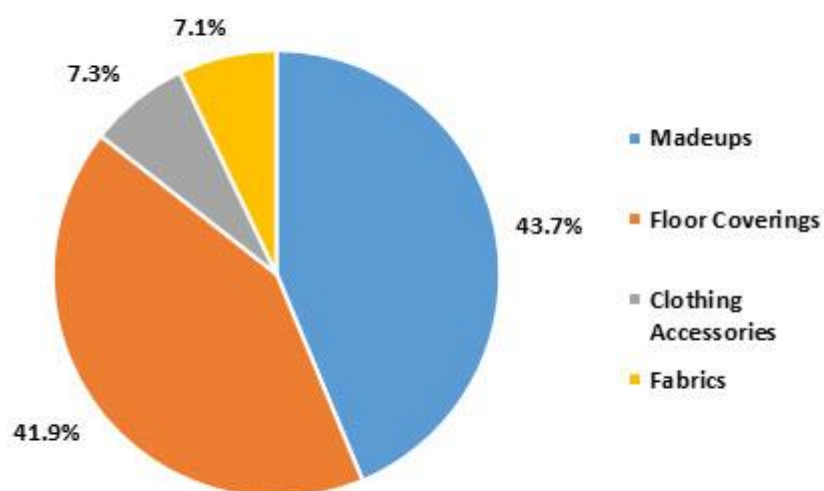
### **Introduction**

The handloom sector of India is one of the biggest unorganized economic activities. The handloom industry in India has a long tradition of outstanding artisanship that represents and preserves vibrant Indian culture. India's handloom artists are globally known for their unique hand-spinning, weaving, and printing style. They are based out of small towns and villages of the country which transfer skills from one generation to the next. The handloom industry is the country's largest cottage industry, with 2.8 million looms. It is also the rural region's second-largest employment provider, employing around 3.52 million people in direct and allied activities.

India produces several traditional products such as sarees, kurtas, shawls, ghagra cholis, lungies, fashion accessories, bedspreads, etc. In the contemporary product category, the country produces fashion fabrics, western dresses, bed linens, drapes, kitchen linen, decorative furnishings, rug durries, etc. The handloom sector of India has the advantage of being less capital intensive, eco-friendly, having less power consumption and having the ability to adapt to market conditions.

According to the Handloom Census 2019-20, about 35.22 lakh handloom workers were employed across the country, out of which 25.46 lakh were women with a share of 72.29%. The sector employs 26.73 lakh weavers directly and indirectly throughout the country with 72% of them being women.

**Category-wise share of handlooms export revenue (2022-23)**



Source: The Handloom Export Promotion Council (HEPC)

## EXPORT TREND



Source: The Handloom Export Promotion Council (HEPC)

The major exported handloom products from India are mats and mattings, carpets, rugs, bedsheets, cushion covers and other handloom articles. During 2022-23, the mats and mattings exported from the country had a share of 12.40% of the total exports of handloom products. Home textile constitutes over 60% of India's total handloom exports. In 2022-23 the export of carpets, rugs and carpeting accounted for Rs. 784.93 crore (US\$ 97.95 million). During 2022-23, the cotton durries exports were valued at Rs. 1,159.41 crore (US\$ 144.61 million).

Indian silk scarves are popular around the world. These handloom-made products form a sizable chunk of the total handloom exports during 2022-23 and accounted for Rs. 106.06 crore (US\$ 13.2 million). The total linen products made from handlooms, i.e., cotton, bed linen, toilet linen, kitchen linen, bed sheets, napkins, pillowcases, cushion cases, tablecloths, etc. had a share of about 26.6% in 2022-23 exports.

The major handloom export centres are Karur, Panipat, Varanasi & Kannur where handloom products like Bed linen, Table linen, Kitchen linen, Toilet linen, Floor coverings, embroidered textile materials, curtains etc. are produced for export markets. In April-March 2022-23, India exported cotton yarn/ fabrics /made-ups, handloom products etc. worth US\$

10.94 billion. From April 2023 to February 2024, the export of cotton yarn/ fabrics/ made-ups, handloom products etc. stood at US\$ 10.59 billion.

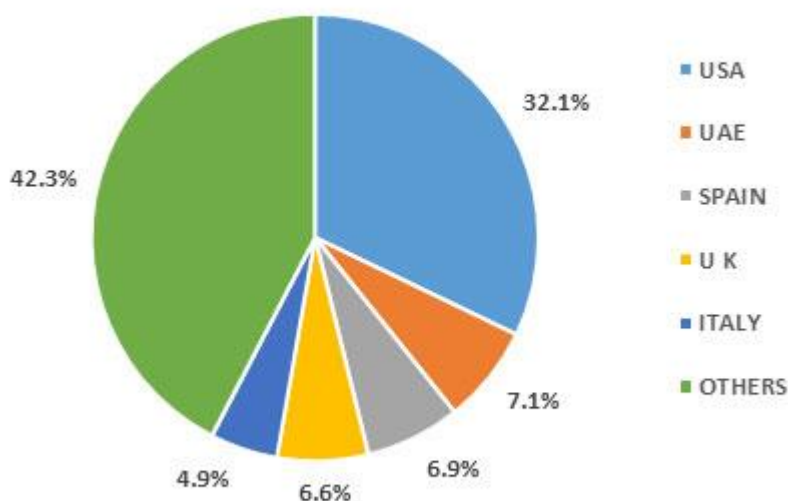
## EXPORT DESTINATION

India exports handloom products to more than 20 countries in the world. Some of the top importers are the USA, UAE, Spain, UK, Italy, Australia, France, Germany, Netherlands, and Greece. The USA was the biggest importer of handloom products from India, consistently the top importer for the past 8 years. During 2022-23, the country imported handloom products worth US\$ 58.12 million. The exports to the UAE, which was the second largest importer of handloom from India during the same period amounted to US\$ 12.72 million.

The USA constituted a total of 32.1% of India's handloom exports during 2022-23, UAE accounted for 7.1%, and Spain stood at 6.9% of total Indian handloom exports.

Some of the other handloom importers from India are South Africa, Japan, Sweden, Canada, Portugal, Brazil, Malaysia, Belgium, Singapore, and Russia. During 2022-23, these countries accounted for around 14% of India's total handloom exports.

Country-wise exports share (2022-23)



Source: The Handloom Export Promotion Council (HEPC)

The uniqueness of Naga Handloom has created an interest in international space in the field of indigenous crafts. Handloom units in Peren are mostly home based. There is a surge in demand of authentic handloom products and to keep the buyer coming back for more they should be encouraged to increase the variety and range of the product. To support the artisans, they should also be provided with a better platform on which they can get better prices for their products. The weavers are spread out in large areas which are difficult to access and most of them work independently and take up weaving as a part-time occupation so they can be grouped together to form Self Help Group on Handloom that they would be in tune with the market demand and avail financial assistance.

The Handloom sector can be transformed into a flourishing economic activity and have a big potential in the district. The handloom sector should be braced up with skill development training base on the market needs outside the state and provide funding and market linkage so that artisans will get a better livelihood and income.

## 4. Potential - SWOT Analysis

<p style="text-align: center;"><u><b>Strengths</b></u></p> <ul style="list-style-type: none"> <li>• Known as the “Rice bowl of Nagaland” due to its Fertile land, suitable for Agro base production in large scale.</li> <li>• Shares Border with two states: Manipur and Assam and bounded by two districts of the state: the commercial hub of the state Dimapur and the state’s capital Kohima.</li> </ul>	<p style="text-align: center;"><u><b>Weakness</b></u></p> <ul style="list-style-type: none"> <li>• Absence of strong industrial base activities and Institutional mechanism in export business.</li> <li>• Lack of awareness and knowledge among entrepreneurs to export their products.</li> <li>• No diversified products for export as export potential are mainly Agro based sector.</li> </ul>
<p style="text-align: center;"><u><b>Opportunities</b></u></p> <ul style="list-style-type: none"> <li>• There is a huge opportunity for Agro based value-added products like, Fruits, Spices and Handloom products.</li> </ul>	<p style="text-align: center;"><u><b>Threats</b></u></p> <ul style="list-style-type: none"> <li>• Strong industrial base of neighbouring states like Assam and Manipur with better infrastructures attractiveness as investment destination.</li> </ul>

## 5. Challenges That Need to Be Addressed

Sl. No.	Key Challenges	Issue to be Addressed	Intervention
1	Infrastructure	<ul style="list-style-type: none"> <li>• The export of King Chilli and its value-added products depend upon proper cold storage and warehousing. The transport also must be done in Refrigerated containers. Presently, there are short comings in adequate availability of cold storage and warehousing facilities in the district.</li> <li>• Technological gap exists in the pattern of production. Farmers lack adequate training and post-harvest management.</li> <li>• Lack of adequate facilities for setting up units for food processing and packaging.</li> <li>• Lack of export marketing focus and design improvement in Handloom sector</li> <li>• Scattered production of Handloom</li> </ul>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• The NTTC under Department of Industries &amp; Commerce provides facilities for technological upgradation &amp; quality improvement. The Agro-Based Rural Technology Development Cell under NTTC designs &amp; develops incubation machines for various Agro-based industrial technology.</li> <li>• The Industrial Growth Centre(IGC) may intervene to provide infrastructural facilities to prospective entrepreneurs in the State to set up their units.</li> </ul>



2	Logistics	<ul style="list-style-type: none"> <li>• Non availability of cold storage systems or packaging centres for shipment.</li> <li>• Lack of direct railway, waterway or air connectivity, thus making the products costlier against low-cost competitors.</li> <li>• Small fragmented land holding system.</li> <li>• Also, the link roads from farms to the main road are to be improved for seamless transportation.</li> </ul>	<ul style="list-style-type: none"> <li>• Provide, Upgrade and Improvement of technology and storage systems.</li> <li>• Improvement of link roads, alternate means of transportation for easy access and transportation of goods.</li> <li>• After analysing the transport infrastructure scenario in the state, the possibility of trade through the Land Customs Station, Guwahati has been evaluated.</li> </ul>
3	Training and Development - Farm and Exporter Levels	<ul style="list-style-type: none"> <li>• Efficient training and workshops to be conducted.</li> <li>• Inadequate harvest and post-harvest management affects quality and shelf life of the produce.</li> <li>• Lack of awareness of exporters on existing schemes and policies and relevant documentation related to exports.</li> </ul>	<ul style="list-style-type: none"> <li>• Workshops to be conducted to educate and train people.</li> <li>• Export promoting agencies to aware people about export possibilities and potential market.</li> </ul>

4	Backward Integrations	<ul style="list-style-type: none"> <li>Operational delays and disruptions due to bad roads and transportation systems.</li> <li>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.</li> <li>Stringent quality control and regulations laws</li> </ul>	<ul style="list-style-type: none"> <li>Increase in cold storage chain facilities and storage unit in the district.</li> </ul>
5	Packaging	<ul style="list-style-type: none"> <li>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.</li> </ul>	<ul style="list-style-type: none"> <li>Tie up various agencies like the Indian Institute of Packaging (IIP) to help the exporters/entrepreneurs in packaging and related services.</li> <li>Promotion of training, workshop.</li> <li>Setting up processing units.</li> </ul>
6	Process able Grade Products	<ul style="list-style-type: none"> <li>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.</li> </ul>	<ul style="list-style-type: none"> <li>Tie up various agencies like the Indian Institute of Packaging (IIP) to help the exporters/entrepreneurs in packaging and related services.</li> <li>Promotion of training, workshop.</li> <li>Setting up processing units.</li> </ul>

7	Marketing	<ul style="list-style-type: none"> <li>During the peak season, the markets are covered with heaps of King Chilli, which leads to a glut in the market. There is no regular market in most of the production zones and a large quantity of King Chilli gets wasted in the field itself. No value addition is being undertaken by the farmers at the field level.</li> </ul>	<ul style="list-style-type: none"> <li>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.</li> </ul>
8	Financial Facility	<ul style="list-style-type: none"> <li>Availability of loans to the farmers/entrepreneurs for credit support.</li> </ul>	<ul style="list-style-type: none"> <li>Through Government Schemes like kisan loan, PMFME, PMEGP, MUDRA loans, SUI and term loans through agencies like NIDC Ltd.</li> </ul>

## 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 units etc.
- 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 session 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	Workshops on	District and State	DEPC and State

	knowledge on e- Commerce onboarding	ecommerce onboarding	Level	Industries Dept.
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as Export Hubs



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
<b>1. General Information</b>			
(1) State/ Union Territory	Nagaland		
(2) District	Peren		
(3) Product / Service	King Chilli and Handloom products		
(4) HS code of the product	King chilli-09042219 Handloom - 520823		
(5) Whether GI Tagged			King Chilli – No Handloom – No
(6) Industry	Agriculture Handloom		
(7) Is the product perishable?	King Chilli Handloom		Yes No



(8) Concerned Line Ministry, State departments and Boards	<ul style="list-style-type: none"> <li>• DGFT</li> <li>• RA</li> <li>• DEPC</li> <li>• APEDA</li> <li>• NHHDC</li> <li>• Department of Industries</li> <li>• Deputy Commissioner's Office</li> <li>• Department of Agriculture, Government of Nagaland</li> <li>• Ministry of Agriculture and Farmer's Welfare, Govt. of India</li> </ul>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• Apart from APEDA, Export Promotion Council of Handicraft (EPCH) is also working hard to make exports from Dimapur profitable in all possible manner.</li> <li>• 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.</li> </ul>
(9) Concerned Industry associations		<ul style="list-style-type: none"> <li>• Nagaland Handloom &amp; Handicrafts Development Corporation Ltd.(NHHDC)</li> <li>Naga Coffee Pvt Ltd</li> <li>Pine Apple India Ltd.</li> </ul>

<b>(II) Current Status Of The Product / Service</b>			
(1) Production capacity (in units)	King Chilli: data not available Handloom: Data not Available		
(2) Production capacity (in number of processing units)	No data available		
(3) Composition of production units in Small / Medium / Large enterprises	No data available		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 No data available This is the total units 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	King Chilli: Handloom: Bangladesh and Germany		

**(III) Current status of value-added products / services (value added product to King Chilli)**

(1) Name of the value-added product	King Chilli And Its Products		
(2) Production capacity of the value-added product (in units)	No Data Available		
(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	France, Japan, US, Italy, Germany, Spain, UK and Canada		
(11) Scope for value addition			There is a scope for value addition in king chilli and its products.
(12) Is the value-added product perishable?			No
<b>(IV) Problems In the Supply Chain, Interventions Required and Responsible Authority (If Present, Fill Yes with A One-Line Description)</b>			
(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 king chilli and Handloom
(4) Awareness Related			NA



(5) Infrastructure / Ecosystem Related (Other Logistics)			<ul style="list-style-type: none"> <li>• The export of King Chilli 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.</li> <li>• 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.</li> <li>• Creation of adequate cold storage infrastructure and warehousing facilities and ICDs with the assistance of the district administration to improve storage capacity of perishables.</li> <li>• 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.</li> <li>• Demarcating commodity specific clusters and basis this conducting need gap analysis of Infrastructure (roads, pack houses, storage structures, processing units, testing labs etc.)</li> </ul>
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(6) Logistics Related			<ul style="list-style-type: none"> <li>• 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.</li> <li>• Increase capacity and provision for exports from airports of tier 2 &amp; 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.</li> </ul>
(6) Workforce Availability or Training Related			<ul style="list-style-type: none"> <li>• Farmer awareness is critical to regulate the chemical usage on the farm.</li> <li>• Linking them to Self-Help Groups (SHGs) and Farmers' Producers Organizations (FPOs).</li> <li>• Collaboration between APEDA, industry associations and DGFT to set up workshops and training programs for farmers and exporters.</li> <li>• The workshops to focus on aspects like- challenges, awareness on non-tariff barriers and applicable schemes on various commodities and Components</li> </ul>
(7) Working Capital Related			<ul style="list-style-type: none"> <li>• No access to credit for purchase of raw materials</li> </ul>



(8) Investment related			<ul style="list-style-type: none"> <li>• No access to finances to set up a processing unit</li> <li>• Credit Lending facilities - Majority needs proper funding at various stages of marketable production. Thus, linking to Micro financial Institutions (MFIs).</li> <li>• The EPC may also identify schemes that support exports and create awareness about existing schemes that exporters can avail</li> </ul>
(9) Policy & regulations related			With a view to meet the increasing technical standards for production for exports the state government should endeavour to increase the number of testing and research facilities in Nagaland. The facilities in the existing test labs need to be revamped.
(10) Infringement / duplication / counterfeit related			Fake versions being sold of original products in the name of Naga Coffee. <i>king chilli</i>
<b>(V) Potential For Other Products / Services</b>			
(1) Other products / services with potential for export			Spices, Medicinal Plants, Agro-Based Products.

*[Signature]*  
14/05/24  
General Manager  
District Industries Centre  
Peren : Nagaland