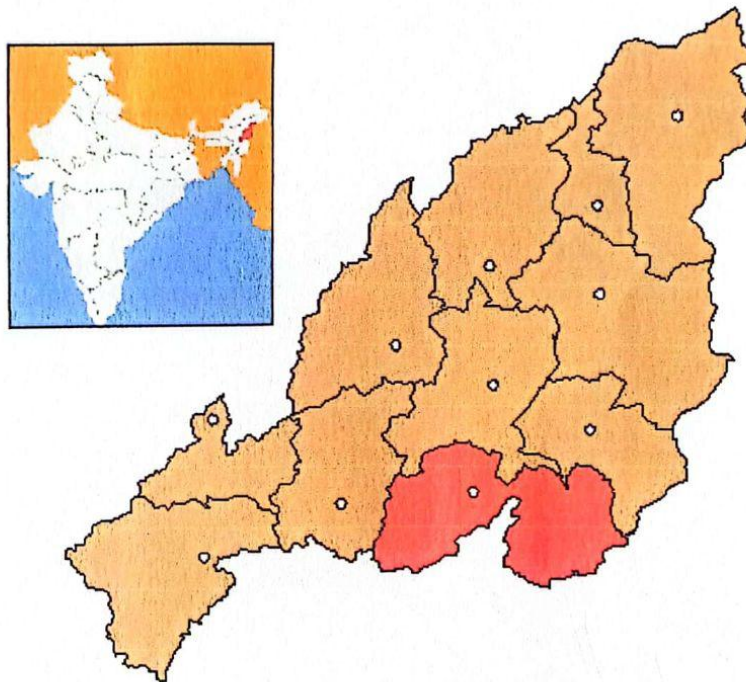




विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE



DISTRICT EXPORT ACTION PLAN PHEK DISTRICT, NAGALAND



Districts
as Export Hubs

SUBMITTED BY:

DISTRICT LEVEL EXPORT PROMOTION COMMITTEE (DLEPC),
PHEK DISTRICT.

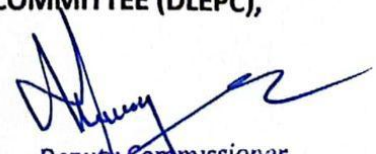

Deputy Commissioner
Phek : Nagaland



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VISION:

The District Export Action Plan (DEAP) outlines the strategy and action plan to transform the district into a hub of export potential for identified products. The aim is to achieve this through the District Level Export Promotion Committee (DLEPC) as a facilitating body, by initiating district-specific initiatives, and implementing export-oriented schemes/programs. The ultimate goal is to establish the district as an export hub

ABOUT THE DISTRICT:

Phek is a District which lies on the South – Eastern part of Nagaland, bounded by Myanmar in the East, Zunaboto and Kiphire in the North, Manipur in the South and Kohima in the West. It has an area of 2,026 square kilometer (Approximately) and a population of 163,418 of which male and female were 83,743 and 79,675 respectively in 2011 census. It is situated at a distance of 145 km. from state capital of Kohima to the District Headquarter with an altitude of 1524 meters. Position in relation to longitude and latitude of the district are as Longitude: 94°- 35'- 18" to 94°- 38'-09" E, and Latitude: 25° -37'-37" to 25°-39'-47" N. The district HQ town of Phek lies at the lowest altitude of the district at 1,524m above sea level, with the village of Pfutsero Town at the highest point of 2,136m above sea level.

The National Highway No.150 crosses certain part of the District from Kohima to Jessami (under Manipur, on the way to Meluri) and N.H.155 from Jessami to Tuensang via Meluri, Akhegwo and Kiphire.

Weziho Cement Factory is the only Cement factory in the State under Meluri Sub-Division, which can produce 150 TPD. The District is regarded as the richest areas of mineral deposits such as limestone, Decorative marble stone, Crystallized, Coal, Brine, Salt etc.

Phek is a hilly district rich in flora and fauna. There are three important rivers namely Tizu, Lanye, and Sedzu. Three important lakes called Shilloi, Chida and Dzudu, and some important hill called Zanibou and Kapamodzu.

ADMINISTRATIVE SETUP

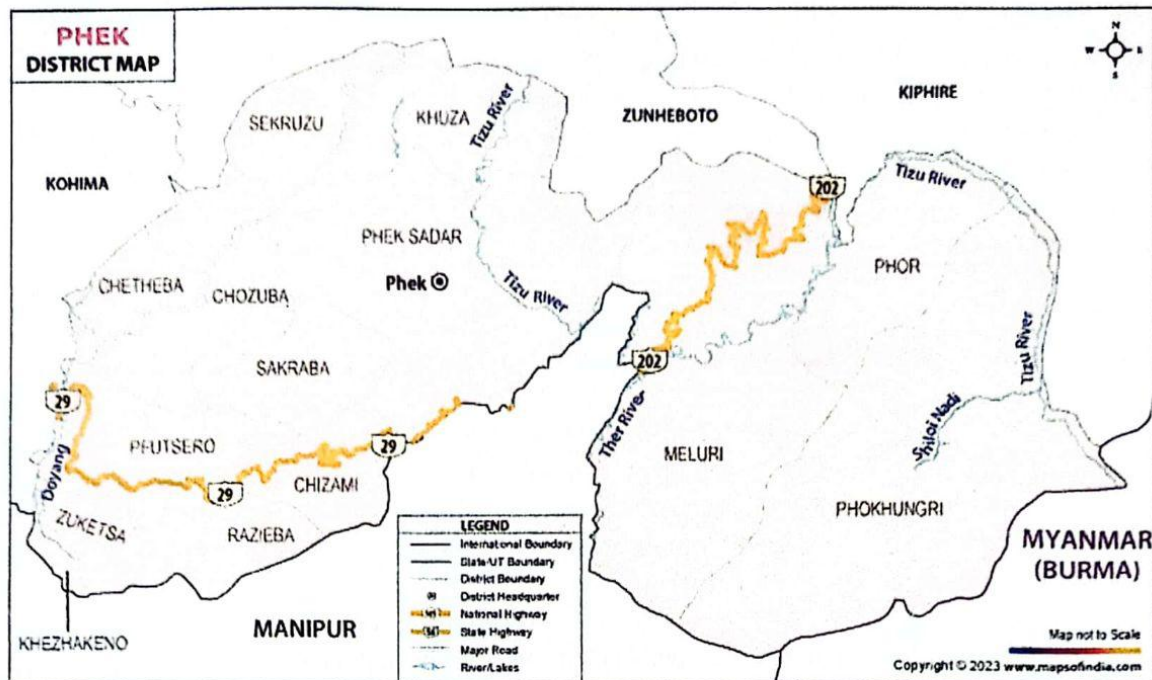
The District Headquarter is located at Phek.

The district is split into 14 administrative circles, which are Pfutsero, PhekSadar, Chetheba, Chozuba, Meluri, Sekruzu, Chizami, Sakraba, Razieba, Zuketsa, Phor, Khuza, Khezhakeno, and Phokhungri.

Additional Deputy Commissioner (ADC) offices are located in Pfutsero, Meluri and Chozuba. A Sub-Divisional Officer is located in Chizami, and Extra Assistant Commissioner EAC headquarters are located in Sakraba, Sekruzu, Phokhungri, Khezhakeno, Chetheba, Khuza, Zuketsa, and Phor.

TOPOGRAPHY:

The topography of Phek district is undulating with gentle slope to high slope. With varied geo-climatic conditions, Phek district is ideally suited for horticulture, floriculture and other plantation crops. A variety of fruits like pineapples, banana, orange, lemon, mango, papaya grow abundantly in the region. Phek is also richly endowed with varieties of medicinal plants having high value in the international market. But, due to the lack of proper infrastructure, transport and communication system and geo-political condition of the region these resources largely remained untapped.



DEMOGRAPHY OF PHEK:

Demographic Label	Value
Area	2026 Sq Km
Total Population	163418
Density of Population	81
No of Male	83743
No of Female	79675
Average Literacy Rate	78.05%
Literacy rate of Male	83.66%
Literacy rate of female	72.21%

CLIMATE:

The summers are moderately warm with the average temperature being 27 °C without exceeding 32 °C. Monsoon starts towards the end of May and is over by the end of September. Winters are cold, in comparison to the nearby plains of Assam, with the temperature dropping to 0 °C in the coldest months of January and February.



I. Industrial Background:

The main economic activities in the district are trade and commerce. There has been a steep increase in people taking up entrepreneurship as full time profession in recent years. Nagaland being devoid of any large industrial enterprise, industrial activities in the district are mainly MSMEs sector and Home based enterprise. Major manufacturing activities in the district are Carpentry & Wood craft, Honey products, Handloom & handicrafts and Food processing. Agro & Food processing is one key sector which has huge scope and opportunity for export potential.

1. Existing Industrial infrastructure

- Marketing shed and guest house at international Border trade Centre at Avakhung, Phek.
- Tailoring and cutting training centre at Chozuba, Phek.
- Common facility Centre (Handicrafts) at pfutseromi, Phek
- Thipuzumi Kiwi and allied food processing cluster at Thipuzu, Phek
- Fruit & Vegetable Processing Plant at Pfutsero, Phek.

2. Upcoming infrastructure projects:

- Industrial estate with flatted factory at Pusachodu, Phek.
- Animal feeds CFC at Leshimi, Phek.
- Ware house at Meluri, Phek.
- Modern Aggregation centre at Pfutsero, Phek.

3. Industries at a glance:

Sl.no.	Particulars	Unit
1.	District industries Centre	1
2.	Sub - District industries Centre	2
3	Registered Industrial units	436

II. OBJECTIVES:

Identify Export potential products and sectors in the district:

To identify the export potential products and sectors in the district which are unique, marketable and has a special quality advantage where it can reach the international market.

Developing Human Resource:

Identifying partner organizations in both Government and private sectors who can support the entrepreneurs to develop their skills and provide them with knowledge on the export market , certification criterias and branding through skill trainings, awareness programmes and capacity building on access to finances.



Cluster Approach:

Identify villages/ areas with sufficient areas for cultivation of particular products by forming clusters where sufficient raw materials can be sourced for any industry.

Create Infrastructure:

Common facility centres like warehouses, cold storages and logistic infrastructures for packaging, weighing and transportation of products.

Marketing Approach:

Identify agencies to market the products of the district and creating awareness programmes and business meets where our local producers can be introduced to both domestic & foreign buyers.

Identify the various Government Schemes:

Conduct awareness programmes on the various Government Schemes/ incentives available so that the producers/ entrepreneurs can take advantage of the assistance.

III. General Characteristics of the product and the value-added products:

Hs Code

Category	HS Code	Description
Fresh fruit	08105000	Kiwi Fruit
Preservatives or prepared	2008999	Dehydrated Kiwi
	08105000	Kiwi Fruit products
Coffee	090121	Coffee, whether roasted or decaffeinated.
Handloom	63049281	Cushion covers
	63041940	Bed covers
	62141020	Shawls & Mekhelas
	520823	Woven fabrics of cotton
Handicrafts	94036000	Handicrafts of wood
	14019010	Handicrafts of cane
	46012100	Handicrafts of bamboo
Banana	19019090	Banana Chips
	46021990	Banana Fibres & Handicrafts
Minerals	252100	Lime
	25151100	Crude Marble
	25151220	Marble slabs
	68029900	Decorative & Dimensional Stones
Cardamom	9083220	Cardamom and its products

Whether GI Tagged: YES for handloom shawls and NO for others.

- Is the product perishable:- Kiwi – yes, Banana – Yes, Coffee - No, Handloom & Handicraft - No, Minerals – No.



- Concerned Line Ministry, State departments and Boards:
 1. DGFT;
 2. FIEO;
 3. APEDA;
 4. Ministry of Textiles;
 5. Ministry of Food Processing Industries;
 6. Nagaland Handloom & Handicrafts Development Corporation;
 7. Naga Coffee Pvt Ltd.

IV. PRODUCT PROFILES

a. Kiwi & its products:

The Ministry of Agriculture, in consultation with the Ministry of Food Processing Industries, has approved and finalized the product for One District One Product (ODOP), where Phek district has been listed for Kiwi. Thipuzumi, a village in Phek district, has also been identified as a Kiwi village.

The main varieties grown are Hayward, Allison and Bruno and the area & production of Kiwi in the District are 113 hectares and 400 metric tonnes.

At present, Kiwi and its products like Graded Kiwis, Kiwi Squash, dehydrated Kiwi cubes and slices, Kiwi candy, etc. are being produced in the district.

b. Coffee:

Coffee(Coffea Canephora) plantation are introduce to the farmers as alternative to Shifting cultivation as part of policy to rejuvenate/revive ecosystem. Coffee farmers in the district are supported through various schemes like PMKSY WDC and NABARD. There is more than 790 hectares developed area under coffee plantation covering around 16 Villages in the district. The coffee is seen as one of the most profitable commercial farming which can sustain livelihood for farmers 3-6 decades. As per the Land resources Department report, annual production of coffee in the district is 2500 MT(Dry Wt.) with a value of more than Rs. 24 Crore. The yield per hectare is around 10,350 kg and 8,100 kg of fresh cherries [the fruit of the coffee tree, the seeds of which are processed to become coffee beans] from Arabica and Robusta respectively. Elsewhere in the world, the impacts of climate change are making it more difficult to grow coffee. But in Nagaland, coffee is being used as a way to improve resilience to climate change impacts and conservation of soil. Coffee plantation in the district has taken a great leap forward under the initiative of Land Resources Department, Govt. of Nagaland. • The coffee grown in the state has won recognition at the third annual Aurora International Taste Challenge, which was held in South Africa, to celebrate and pay tribute to universal food quality has emboldened the department to dream bigger. It is expected the state to export about 48% of its total production to boost the confidence of the growers in the state as well as other states in the region. • The government of Nagaland has registered the brand as 'Naga Organic' under which the coffee is marketed. • Naga Coffee Pvt Ltd is jointly managed by Vermeulen — a certified coffee taster and roaster. Pieter Vermeulen, a South African who is part of this unique PPP venture, says Naga Coffee has a lot of potential due to the citrus flavor peculiar to Himalayan coffee. The coffee beans are extracted and packed locally. For marketing of coffee produced in the state, international coffee company from South Africa known by company's name "Noble Cause Private Limited" for market tie-up for coffee. Presently there is only one coffee processing unit at Bualpuui in Mizoram



c. Handloom & Handicraft Sector:

Handloom in Nagaland has traditionally been a home-based enterprise focusing on shawls and mekhas, but home interior designing with traditional themes is slowly gaining ground. The local artisans are originally talented without any skill training, and their talents and designs can be diverted to produce other products like carpets, tablecloths, curtains, bags, doormats, decorative items, etc., which will attract larger and more demanding markets. With an abundance of wood and bamboo in the district, unique wood and bamboo-carved products by our talented artisans, with the introduction of modern equipment, also have great potential in competing in the world market.

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 no dearth of demand of handloom and handicraft products in the international market.

d. Banana and Its By-products:

Banana processing is another area where export potential can be explored. The district has favorable areas for undertaking cultivation of bananas on a large scale. Banana and its by-products, along with Banana Fibre-making units, if given the right support and with the introduction of modern technology, have immense potential in the district.

The area and production of banana in the district is 640 hectares and 9518 metric Tonnes.

e. Large Cardamom:

Nagaland is among the 8 states in India with a sizable area of cardamom cultivation and production. The state was third in terms of production in 2018-19 and 2019-20 at 2.30 and 2.31 tonnes respectively. Under Phek, the Department of Horticulture, Govt. of Nagaland, and the Phek Organic Large Cardamom Producer Company Limited (POLCPC), Phek have entered into an agreement whereby the former has leased Large Cardamom Dryer machine and primary processing unit to the latter for a period of two years. The POLCPC Ltd. is a conglomeration having 500 farmers and cultivating 625 Ha of cardamom involving 23 villages and had a total production of 248 MT in the district.

f. Coffee:

Phek district started its coffee plantation during the year 2016. As per survey, villages falling under the Sedzu valley river belt and Tizu river area are found to be ideal for mass coffee plantation and have already started harvesting in the year 2020. With the assistance of North East Council (NEC), 19 nos. of coffee pulping machines have also been distributed to the farmers. As per record, a total of 5,30,000 saplings covering 210 Ha in the district have been planted with expected harvest of 3000 – 6000 Kgs in 2023-24.

g. Minerals:

According to reports, the main mineral reserves in the district comprise Limestone, Marble, Magnetite with Nickel, Cobalt, and Chromium, rich deposits of various Decorative & Dimensional stones with the possibility of precious metals. A 150 TPD Cement Plant and a Decorative and Dimensional Stone Plant are located at Wazeho, Meluri in Phek under the Nagaland State Mineral Development Corporation Ltd. (NSMDC), whose vision is to promote and facilitate mineral-based industries in the state, to industrialize the rich mineral deposit areas and convert the areas to commercial hubs by opening EXIM trade.



V. Potential – SWOT Analysis:

Strengths: <ul style="list-style-type: none">• The Border Trade Centre at Avangkhu Phek will serve as a Trading Hub that connects the district to South east Asia through Myanmar• Positive entrepreneurial spirit• Abundant availability of untapped land and its resources	Weaknesses <ul style="list-style-type: none">• Lack of basic industrial infrastructures• Lack of awareness on exports• Lack of logistics industries
Opportunities <ul style="list-style-type: none">• Huge opportunities in the unexplored Mineral Sector, Agro based value added products and the traditional Handloom & Handicraft products	Threats <ul style="list-style-type: none">• Better infrastructural equipped districts.• Lack of cheap transportation systems.

VI. CHALLENGES:

Sl.No	Key Challenges	Issue to be Addressed	Intervention
1	Infrastructure	<p>► For an industry to thrive, basic infrastructures like good roads, cheap transportation and good power supply, warehouses, cold storage, etc., need to be set up, which the district is lacking presently.</p> <p>► The export of Kiwi and Agro based fruits & vegetables 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.</p> <p>► Technological gap exists in the pattern of production. Farmers lack adequate training and post harvest management.</p> <p>► Lack of adequate facilities for setting up units for food processing and packaging.</p> <p>► Lack of export marketing focus and design improvement in Handloom & Handicraft sector</p> <p>► Scattered production of Handloom</p>	<p>► The Govt. needs to develop the basic infrastructures like good roads, uninterrupted power supply, logistic infrastructures, and creation of common infrastructure like cold storages, warehousing facilities, and primary processing units will be required at major urban, manufacturing, and collection centers. This will ensure optimum utilization of crop production benefiting both farmers as well as the manufacturer by eliminating wastage due to spoilage.</p> <p>► 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.</p> <p>► The NTTC under Department of Industries & Commerce and the line departments need to provide facilities for technological upgradation & quality improvement. The Agro Based Rural Technology Development Cell under NTTC designs & develops incubation machines for various Agro-based industrial technology.</p>



2.	Logistics	<p>Since Phek is a landlocked hilly district and lacks access to cheap transportation systems like railways and waterways. That leaves only road transport which is costlier and may put the producers of the district at a disadvantaged position.</p> <ul style="list-style-type: none"> ▶ Since, the commodities are perishable in nature, availability of containers and refrigerated vehicles at the optimum time is critical. ▶ The connectivity of the landlocked production areas to the Rail heads 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 Agro based produces to be transported, the more its flavor & freshness weakens 	<p>Good roads and roads big enough for cargo trucks to ply needs to be provided.</p> <p>The Departments need to improve the transportation support.</p>
3.	Skill Development 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 educated and train people. ▶ Export promoting agencies to aware people about export possibilities and potential market.
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 facilities and storage unit in the district.



5.	Packaging	<p>► 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.</p>	<p>► Tie up various agencies like the Indian Institute of Packaging (IIP) to help the exporters/entrepreneurs in packaging and related services.</p> <p>► Promotion of training, workshop.</p> <p>► Setting up processing units.</p>
6.	Process able Grade Products	<p>► 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.</p> <p>► 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.</p>	<p>► Tie up various agencies like the Indian Institute of Packaging (IIP) to help the exporters/entrepreneurs in packaging and related services.</p> <p>► Promotion of training, workshop.</p> <p>► Setting up processing units.</p>
7.	Marketing	<p>The global export market is a very competitive sphere. To get ahead of the competition, the product has to be of much superior quality than our competitors and also competitive in terms of pricing. The difficulty in access to capital, technology, low production base, and high transportation costs will be hindrances in the global export market.</p>	<p>Marketing is one of the biggest problems faced by the producer in Nagaland. The small size of the manufacturing units and high transportation costs make Nagaland products uncompetitive in the global as well as domestic market. Opportunities should be sought to sell Nagaland products in the premium section of the market to overcome this obstacle. This will require the right branding, quality certification, and innovation, for which experts in this field will have to be utilized. The State Government should organize events like Buyer-Seller meets where international buyers and big</p>



			corporate houses are invited to interact with local sellers. This has the potential for developing a partnership between the foreign buyer and the local producer.
8.	Financial Facility	► Availability of loans to the farmers/entrepreneurs for credit support.	► Through Government Schemes like kisan loan, PMFME, PMEGP, MUDRA loans, CMMFI and term loans through agencies like NIDC Ltd
9.	IT & Communication	Poor Networking, no database, bandwidth limits	Creation of comprehensive databases, single window system for all approvals and compliances

VII. WAY FORWARD:

1. Development of Database:

Proper identification and creation of a comprehensive database on exporters and their products will quantify the desired performance for each of the products/ sectors identified.

2. Ease of Doing Export Business:

In order to address the numerous approvals and licenses required for manufacturing or setting up an export business, a Single Window System needs to be set up for any export related approvals or clearances at the district level.

3. Creation of an online portal:

In this digital era, creation of digital facilitation is essential. The action plan envisages that the DLEPC will create an online portal which will give a one stop access to all links, information's on the compliances required. The portal will also develop to monitor the DLEPC's projects and also disseminate data's on the exporters and products.

4. Proper Coordination between various Government Departments/ Agencies

To get effective results out of the government intervention by various department/ agencies, proper coordination will be required. Agri and allied departments can provide farmers with access to farming technology to improve their production. Entrepreneurs can be supported by the Industry department, Financial institutions and related departments through subsidy schemes, expos, access to credits, trainings etc.

5. Support to new and existing enterprise:

Identify prospective enterprises and provide support through capacity building programs, financial assistance and technology up gradation to make them competitive in the global market. Create awareness about various certification and conditions that are to be met in



order to export to the targeted countries. Experts in Government departments/agencies as well as those in the private sector should be sought to help in this endeavor and success stories should be shared and where they should be invited to interact with local entrepreneurs. Exposure trips should also be organised so the producers get a practical understanding and knowledge of running an enterprise.

6. Cluster approach

To mitigate the problem arising out of the complicated land holding system in Nagaland coupled with small and fragmented land holding, cluster approach in crop production should be explored. Areas suitable for cultivation of that particular crop should be identified and concentrated government intervention should be focused in this areas. The population in that particular area should be encouraged to grow that crop by providing them various incentive/schemes available with the government. With successful implementation of this approach, it can be replicated in other areas as well.

The cluster approach will also make government intervention more effective as there will be proper coordination among various departments. The manufacturing unit will also get easier access to source raw material saving it time, money and labour. This will lead to cost effectiveness in the production process, giving them better chance to compete in domestic as well as global market.

7. Creation of Infrastructure

Development of basic infrastructures like good roads, uninterrupted power supply, logistic infrastructures and creation of common infrastructure like cold storages, warehousing facilities and primary processing units will be required at major urban, manufacturing and collection centers. This will ensure optimum utilization of crop production benefiting both farmers as well as the manufacturer by eliminating wastage due to spoilage.

8. Marketing support

Marketing is one of the biggest problems faced by the producer in Nagaland. The small size of the manufacturing units and high transportation costs make Nagaland products uncompetitive in the global as well as domestic market. Opportunity should be sought to sell Nagaland products in the premium section of the market to overcome this obstacle. This will require right branding, quality certification and innovation, for which experts in this field will have to be utilized.

The State Government should organize events like the Buyer - Seller meets where International buyers and big corporate houses are invited to interact with local sellers. This has the potential for developing of partnership between the foreign buyer and the local producer.

VIII. 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 eCommerce onboarding	Workshops on ecommerce onboarding	District and State Level	DEPC and State Industries Dept.
Regulatory	Customs duty related challenges	Coordination and Resolution	Centre	Department of Revenue, MoF
Research and Development	modifications required for products	Design related 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



IX. 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	Phek		
(3) Product / Service	Kiwi & its products, Banana & its products Coffee, Cardamom, Minerals, Handloom & Handicraft Products		
(4) HS code of the product	08105000- Kiwi Fruit		
	2008999- Dehydrated Kiwi		
	08105000- Kiwi Fruit products		
	090121- Coffee, whether roasted or decaffeinated.		
	63049281Cushion covers		
	63041940- Bed covers		
	62141020- Shawls & Mekhelas		
	520823- Woven fabrics of cotton		
	94036000- Handicrafts of wood		
	14019010- Handicrafts of cane		
	46012100- Handicrafts of bamboo		
	19019090- Banana Chips		
	46021990- Banana Fibres & Handicrafts		
	252100- Lime		
	25151100- Crude Marble		
	25151220- Marble slabs		
	68029900- Decorative & Dimensional Stones		
	9083220- Cardamom and its products		
(5) Whether GI Tagged			Handloom- Yes, Kiwi - No



			Banana - No Coffee- No Handicraft- No Minerals -No
(6) Industry	Agriculture, Horticulture Beverage Handicraft & Handloom, Minerals		Fill in the Industry to which the product belongs.
(7) Is the product perishable?	Kiwi Handloom Kiwi Banana Coffee Handicraft Minerals		Yes No No No No No NO
(8) Concerned Line Ministry, State departments and Boards	-DGFT DEPC – APEDA – Nagaland Coffee Pvt. Ltd Department of Industries & Commerce, Deputy Commissioner's Office Department of Agriculture, Government of Nagaland Department of Horticulture, Government of Nagaland Department of Geology & Mining, Government of Nagaland -Ministry of Agriculture, Govt. of India. Ministry of Textiles		-Directorate General of Foreign Trade (DGFT): The Directorate General of Foreign Trade (DGFT) is the agency of the Ministry of Commerce and Industry, Government of India, responsible for the execution of the Import and Export Policies of India. DGFT plays a very important role in the development of trading relations with various other nations. -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 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. -Federation of Indian Export Organizations (FIEO)



(9) Concerned Industry associations			Nagaland Handloom & Handicrafts Development Corporation Ltd.(NHHDC), Naga Coffee Pvt. Ltd. Chakhesang Women welfare Society Spices Board.
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X. Current status of the Product / Service

1) Production capacity (in units)	Kiwi: 113 Ha, 400 MT Coffee: 70 Ha, 0.3 MT Handloom & Handicraft: No Cardamom: 625 Ha, 248 MT Banana: 640 Ha, 9518 MT		
(2) Production capacity(in number of processing units)	No data available		
(3) Composition of production units in Small / Medium / Large enterprises	Mining: 2 Kiwi: 7 Coffee: No data Handloom: 12 Handicraft: 48 Banana & Cardamom: No data		Data to be provided by the District GMDIC
(4) Any marginalized section of society engaged in the production	Yes, Tribal 100%		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

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(9) Top importing countries	Coffee: South Africa Handloom: Bangladesh and Germany Kiwi: China, Belgium Banana: Phillipines Cardamom: Guatemala		Mention top 5 countries in order of quantity imported
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XI. Current status of value-added products / services (value added product of Kiwi)

(1) Name of the value-added product	Kiwi Jam, Squash, candy, Wine, Banana Chips		
(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	All micro units		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		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	No data available		This is the total units demanded of a product globally. Please provide latest



international market in the last 6 months (in units)			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	China & Japan		
(11) Scope for value addition			There is a scope for value addition in canned Kiwi as a product for Kiwi with value added products like Jam, Squash, candy, wine, etc.
(12) Is the value added product perishable?			No

XII. Problems in the supply chain, Interventions required and Responsible Authority (If present, fill Yes with a one-line description)

(1) Tech related	More automated methods of processing and packaging after production.	Modernised equipments for enhancing increased production and efficiency in packaging. Nagaland Tool Room & Training Centre, Indian Institute of packaging
(2) Standards and certification related	Absence of Food standards, quality control agencies in the district.	Setting up of quality control and Food safety Protocol and testing labs.
(3) Quality of output related		Product quality not up to international standards.
(4) Awareness related		NA
(5) Infrastructure / Ecosystem related (other logistics) than		▪ The export of Kiwi & Banana 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. low export markets due to no marketing network and little effort to



			<p>promote the product.</p> <ul style="list-style-type: none"> ▪ 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.)
(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.
(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>Majority needs proper funding at various stages of marketable production. Thus, linking to Micro financial Institutions (MFIs).</p> <ul style="list-style-type: none"> ▪ The EPC may also identify schemes that support exports and create awareness about existing schemes that exporters can avail
(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 upgraded.</p>




(10) Infringement / duplication / counterfeit related			Fake versions being sold of original products in the name of Naga Coffee. The indigenous products need to be protected.
(11) Any other			
(V) Potential for other products / services			
(1) Other products / services with potential for export			Honey products.

IV. DISTRICT LEVEL EXPORT PROMOTION COMMITTEE (DLEPC), PHEK DISTRICT:

1. Deputy Commissioner: Chairman
2. District Horticulture Officer: Member
3. District Agriculture Officer: Member
4. District Soil Conservation Officer: Member
5. Project Director, DRDA: Member
6. District Project Officer, Land Resource: Member
7. Manager, Lead Bank (SBI): Member
8. General Manager, District Industries Centre: Member-Secretary

The DEAP is a document that will continue to evolve. The challenges posed by the rapidly evolving technologies have to be overcome, and the DLEPC shall have the right and powers to amend the DEAP according to the needs of the times and the prevailing conditions. But the main focus will be to facilitate the growth of the identified sectors in such a way that the District of Phek moves towards self-reliance and transforms itself into a HUB for Exports.


Deputy Commissioner
Phek : Nagaland