

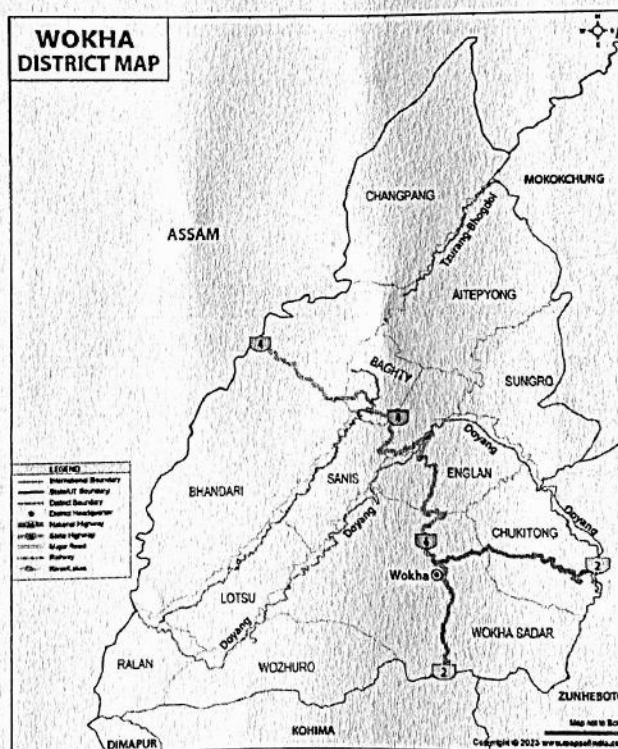


सत्यमेव जयते

विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE



DISTRICT EXPORT ACTION PLAN
WOKHA, NAGALAND



Districts
as Export Hubs



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INTRODUCTION

The objective of the Hon. Prime Minister is to transform every district in the nation into an export hub. The One District One Product (ODOP) initiative and the "District as Export Hub" initiative are operationally combined with the goal of turning every District in the nation into an export hub. This will be accomplished by identifying products in the District that have the potential to be exported, removing any obstacles to exporting these products, and assisting local exporters and manufacturers in scaling up production and locating potential customers in order to promote exports, support the manufacturing and services industry in the District, and ultimately create jobs. The distinctiveness of each district's products creates a variety of potentially exportable economic activities that help realize Atma Nirbhar Bharat. Ultimately, the primary goal is to establish Wokha as a prosperous export hub, encouraging would-be business owners to become exporters on the international market. It will encourage more outside investors to make investments in the district.



A District-level Export Promotion Committee (DLEPC) was established, with the Deputy Commissioner serving as its chairman. DLEPC develops, plans, and assists in carrying out the District Export Hub Program's numerous projects and programs. In addition to developing procedures for exporter facilitation within the district, the DLEPC will oversee projects and serve as a coordination point for numerous state and federal government ministries and agencies. The Committee will report to the State Export Promotion Committee (SEPC) and serve as the district's single point of contact for export promotion. The District Level Export Promotion Committee (DLEPC) is made up of the following members:

1.	Deputy Commissioner	Chairman
2.	General Manager (District Industries Centre)	Member Secretary
3.	District Horticulture Officer (DHO)	Member
4.	District Agriculture Officer (DAO)	Member
5.	District Soil Conservation Officer (DSCO)	Member
6.	Project Director (DRDA)	Member
7.	District Project Officer (Land Resources Department)	Member
8.	Manager, District Lead Bank (State Bank of India)	Member



WOKHA DISTRICT PROFILE

The Lothas live in the Wokha District. In Lotha, "WO" stands for "number of people," and "KHA" for "counting." WOKHA was the name given to the location where the Lotha forefathers had congregated and counted their numbers. Wokha was granted the status of a distinct District in December 1973. Wokha was a subdivision under Mokokchung District before this. The District has a total size of 1628 square kilometers and 1,66,343 people living in it according to the 2011 census.

Wokha District is more commonly referred to as the "LAND OF PLENTY" because of its rich soil, which is ideal for growing a wide variety of horticultural and agricultural crops. The majority of the produce found in the markets in Kohima and Dimapur comes from the State's blessedly fertile soil. In Wokha District, around 80% of the population works primarily in agriculture. Over most of the District, the archaic technique of cultivation known as jhum cultivation is still in use. The District's lower plain regions, including Baghty and Ralan, have a lot of potential for large-scale agricultural and related activity. Rice, maize, beans, peas, yam, brinjal, chilly, pumpkin, ginger, tomato, bitter gourd, and so on are the principal crops grown in the district. Produce grown for food includes oranges, bananas, purple passion fruit, pineapple, papaya, guava, plums, and pears, among other fruits.

Several significant rivers traverse the District, including the Doyang, Chubi, Nzhu, and Nruk. The Doyang River, which flows through the District, is the largest and most well-known of these. This river is being built for the North Eastern Electric Power Corporation Ltd.'s Doyang Hydro Electric Project. It is located in Wokha Sadar, 26 kilometers from the Wokha District Headquarters. In 2000, the Doyang Hydro Electric Project (DHEP) was put into service. In addition to producing electricity, the Doyang River is well known for its fishery.



GEOGRAPHY & CLIMATE

The district of Wokha is situated in the middle of the current state of Nagaland. Its borders are as follows: the Golaghat plains of Assam to the west, Tseminyü District to the south, Niuland District to the southwest, Mokokchung District to the northeast, and Zunheboto District to the southeast.

It encompasses 1,628 square kilometers, or roughly 9.82% of Nagaland's entire land area. Subtropical plain zone makes up 23.64% of the entire area, moderate tropical hill zone makes up 40.59%, and subtropical hill zone makes up 35.74%. The Wokha (Upper Range) and Bhandari (Lower Range) have average elevations of 1000–1500 meters above sea level and 400–1000 meters, respectively. Wokha town is the highest town at 1313.69 meters above sea level, while Baghty town is the lowest at 304.30 meters. The highest point in the district, Mount Tiyi, is located 1970 meters above sea level. Its biodiversity is quite abundant. For the Lotha tribe, Mount Tiyi holds immense cultural value, as it is deeply ingrained in their mythology and cultural heritage. The second-highest peak, Mount Totsü, is located 1250 meters above sea level. The district government has designated both of these locations for ecotourism.

The Doyang, which the Angami Nagas refer to as Dzüü, is the largest river in both the state and the district. It traverses the Bhandari, Sanis, and Wokha mountain ranges. It continues on to join the Assam valley's Dhansiri River. The Chubi, Nzhu, and Nruk rivers are the other three significant rivers that run down its mountains. From Mokokchung District, Chubi runs southerly and enters Doyang near Pangti. Nzhu originates in the Tseminyü District, passes through Miphong, and merges with the Doyang at Lotsü. Originating in Tseminyü, the river Nruk flows through Moilan before merging with the Doyang.



Small lakes spread out over the mountains are among the district's other waterbodies. The largest of these is the Totsü Wozhü, which is located in the southern portion of the Phiro-Shaki area and only takes up about an acre of land. There are more lakes in the Sanis and Mekokla regions that are comparable. The largest artificial body of water in the district is the lake formed by the Doyang Dam. Although many are created during the monsoon season, the district does not have any permanent waterfalls.

The area experiences chilly, dry winters and warm, rainy summers because to its subtropical terrain. The typical nighttime low in the winter is between 4 and 2 degrees Celsius. The coldest months are January and December. During the summer, the average temperature is about 27 °C. The district experiences roughly six months of rainy weather each year, with July and August seeing the most intense rains. Annual rainfall averages between 2000 and 2500 mm. Despite the district's moderate rainfall, settlements at higher elevations suffer from acute water scarcity as a result of significant surface runoff that reduces groundwater recharge. The average summertime humidity is 85%, with extremes of 95% to 100%, which contributes to the monsoon season's extreme dampness. In comparison to the middle and upper ranges, the climate in the Bhandari Range is marginally warmer.



PRODUCTS PROFILE

i) FISH

The State Level Export Committee designated fish (or fish products) as Wokha District's One District One Product (ODOP) mostly due to the area's well-known Doyang Reservoir, which is home to a sizable fish population. According to a research done between May 2009 and April 2010 to evaluate the management and fisheries of Doyang Reservoir, Common, Silver and Grass carp were the most common fish in the reservoir, followed by catfish, loaches, mahseers, snakeheads, and spiny eels. The majority of fish species in the reservoir are very valuable as food and ornamentals. Indian major Common carp fingerlings and exotic carp fingerlings are typically introduced in the reservoir. During the study period, 2,07,256 kg of fish were produced annually, and the reservoir's productivity was calculated to be 79.53 kg/hac/year.

In Doyang, plank-built boats are mostly used for fish harvesting, accounting for about 80% of the total catch. The fish is sold to merchants and dealers at landing centers, where it is packaged in thermocol boxes and distributed to other locations for additional marketing. The fish is kept in deep freezers once it is caught. The lack of ice plants or cold storage facilities around the reservoir is one of the main issues.

Enhancing post-harvest and marketing facilities, establishing a fully functional cooperative society, and establishing food processing facilities nearby to add value to fish products that can be marketed locally and internationally are among the immediate demands of the fish in the Doyang Reservoirs.



ii) PASSION FRUIT

The luscious, aromatic, antioxidant passion fruit (*Pasiflora edulis*) has great nutritional and therapeutic qualities. Farmers in Wokha village have been growing it for more than 20–30 years. Recently, large-scale passion fruit production has also been adopted by a few villages in the Chukitong block (Koio, Seluku, Tsungiki, etc.) and Niro block (Longsajung, Niroyo, Yanthanmo, Yimkha, Longl, and N. Longidang). Wokha District has the best passion fruit yields in the entire state due to the fruit's high degree of adaptability to the local climate. One significant benefit of passion fruit over other fruits is that its leaves can be eaten or sold, adding to the revenue received by the District's passion fruit growers.

Two times a year, in the summer (June–August) and the winter (December–February), passion fruit ripens. The District Horticulture Office's report states that the District produces 250 MT of passion fruit annually. In addition to paving the way for the creation of jobs, this will also help the District and the State's economies become more self-sufficient by mainstreaming the available resources and establishing processing units in the District for exporting goods like passion fruit juice, wine, canned pulp, etc.



iii) GINGER

Zingiber officinale, a herbaceous perennial plant, is frequently utilized in both traditional medicine and spice blends. In practically every community in the Wokha District, ginger is farmed on a big scale. The Department of Agriculture's yearly report states that the Wokha District's marketable excess of ginger is approximately 600 MT.

In the Wokha District, among of the biggest producers of ginger include Humtso Village, which yields over 70 MT of the vegetable annually, Longsachung Village, and Riphyim Old Village, each of which yields 20 MT. Among the other important villages in the district that produce ginger are Niroyo, N. Longidang, Phiro, Yikhum, Koio, Pangti, Tsungiki, Elumyo, Longla, and Yimkha. Given the volume and caliber of produce coming from the District, it is imperative that these resources be fully utilized and documented.

The only viable solution, given the unpredictability of market linkages for these excess produce, is to set up microprocessing units to produce value-added products like ginger candy, paste, pickles, powder, ale, etc., which will benefit the ginger growers as well as achieve the goal of establishing the district as an export hub.



iv) JAGGERY, FRUITS & VEGETABLES

According to research conducted by DIC, in order to increase production, modern technologies and technical know-how must replace the traditional methods of cultivating and producing jaggery. Properly sanitized and high-quality product sealing, packaging, and value addition will also boost the income of the cultivators and producers.

Even though they are widely available, many fruits and vegetables go bad because of contamination from moisture, sunshine, heat, and exposure to the open air. The traditional method of selling these different fruits and vegetables is unsanitary, unpackaged, and lacks sealing and value addition. The fruits and vegetables are also unsellable in the markets due to rough treatment and conventional methods of transportation.

Without assistance, the cultivators' assets went to waste because every fruit and vegetable was of the quickly perishable variety. The fact that all of these fruits, veggies, and jaggery are organic and that no chemicals are used in the cultivation or marketing process is one of their most remarkable characteristics.



CHALLENGES & BOTTLENECKS

Despite having a thriving rural economy, the district is unable to meet the growing demands of the global market and tastes. The district must make the most of its resources and elevate its businesspeople to international prominence. Among the district's export-related difficulties are the following:

- (a) Cold Storage:** Cold storage extends the shelf life of agricultural and marine products, particularly those intended for export, which is necessary for value addition in these sectors.
- (b) Insufficient exposure and export promotion:** Wokha district possesses a wealth of resources and exportable goods, but the goods are not well-marketed or exposed internationally. Although there is unmet demand for the marine seafood from the area, export promotion and product exposure are necessary.
- (c) Technology:** The area has the ability to export agricultural products, but branding, packaging, standards, etc. are lacking. More technical know-how transfer from research centers to the field is required for the value addition of agricultural goods. To fully realize the promise, this technology gap must be closed.
- (d) Skill Deficit:** In addition to assisting them in exploring foreign markets, there is a great need to develop and improve the district's businessmen's and farmers' international entrepreneurial skill. Furthermore, to maintain a sustainable export of agricultural and marine products, exporters must be well-versed in international food standards, guidelines, codes of practice, and phytosanitary (SPS) measures implemented by different nations.
- (e) Lack of Capital:** While there are a variety of reasons why small firms fail, a prevalent one is a lack of funding. The government ought to mandate credit connected with national flagship programs and plans for all banks, nationalized and private.
- (f) Ease of doing business:** This needs to be guaranteed at the district level, particularly for the agro industry and the marine food processing sector where compliances are necessary. This is expensive in terms of both time and money, and in order to ensure quicker approvals and certification, the district requires a system that makes conducting business easy.



WAY FORWARD

- 1) The first action that must be taken is training, or teaching the cultivators how to produce more. In order to draw in customers, it must be followed by additional training on how to make their goods in a clean and appealing manner. Training the cultivator for appropriate sealing, packing, and value addition, however, is the most urgent need. Among the needs that the intervention of LBI will address to solve the issue of the cultivators and improve the nation's assets were training on how to make their products resistant to rotting and contamination by sunlight, heat, and atmosphere, as well as accessibility to markets outside the state. The livelihood of those producers would be further improved by the construction of a common facilities center featuring storage space close to the jaggery producing units and fruit and vegetable dealers. The cultivators' business standards will be further raised via LBI's channels to the bigger markets.
- 2) To improve their abilities and expertise and to motivate them to make wiser decisions for all aspects of entrepreneurship, an Entrepreneur Development Program ought to be held.
- 3) The government's involvement and assistance through the cooperation of various agencies to provide technical knowledge on the subject at hand and to provide them advance access to any government programs pertaining to the benefits of farmers and entrepreneurs.
- 4) Increasing the enterprise's capacity and facilitating financial connections.
- 5) FPOs, SHGs, cooperatives, and micro food processing businesses should receive branding and marketing support for creating standardized packaging and branding that adheres to food safety regulations and is suitable for retail sale to consumers.



6) Building infrastructure, such as ice freezers for marine produce and cold storage for horticultural and agricultural produce.

7) There are numerous organizations and agencies that occasionally offer exporters different kinds of support. These export organizations distribute information resulting from their research and market study efforts, as well as conduct market research in the field of international commerce. Exporters should thus get in touch with them to get the support they need:

- **Export Promotion Councils (EPC)**
- **Federation of Indian Export Organisations (FIEO)**
- **Indian Institute of Foreign Trade (IIFT)**
- **Federation of Indian Chamber of Commerce & Industry (FICCI)**
- **Bureau of Indian Standards (BIS)**
- **Marine Products Export Development Authority (MPEDA)**
- **Directorate General of Foreign Trade (DGFT)**
- **Agricultural & Processed Food Products Export Development Authority (APEDA)**


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