विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE

Districts as Export Hubs

DISTRICT EXPORT ACTION PLAN

ZUNHEBOTO, NAGALAND

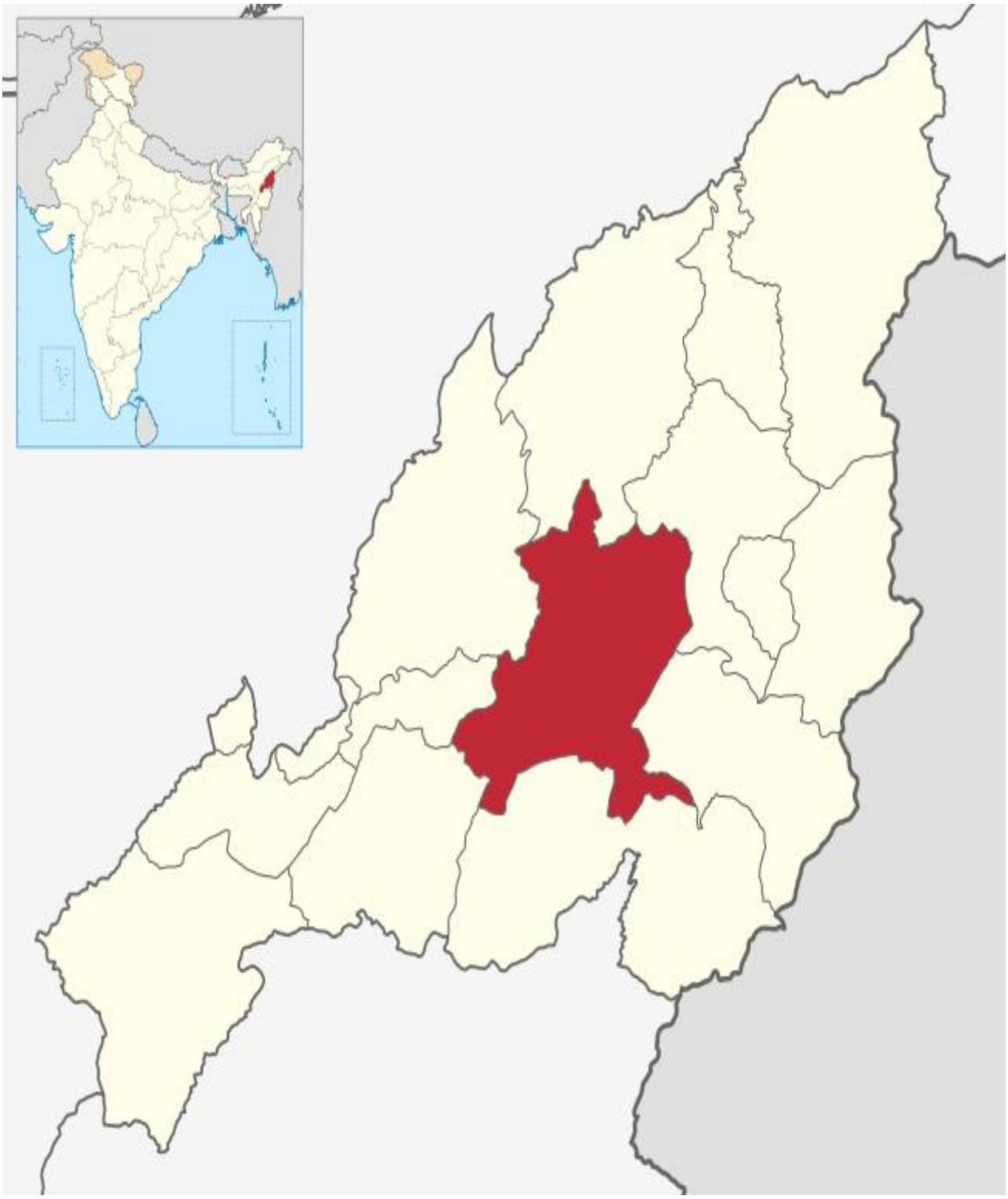
2024

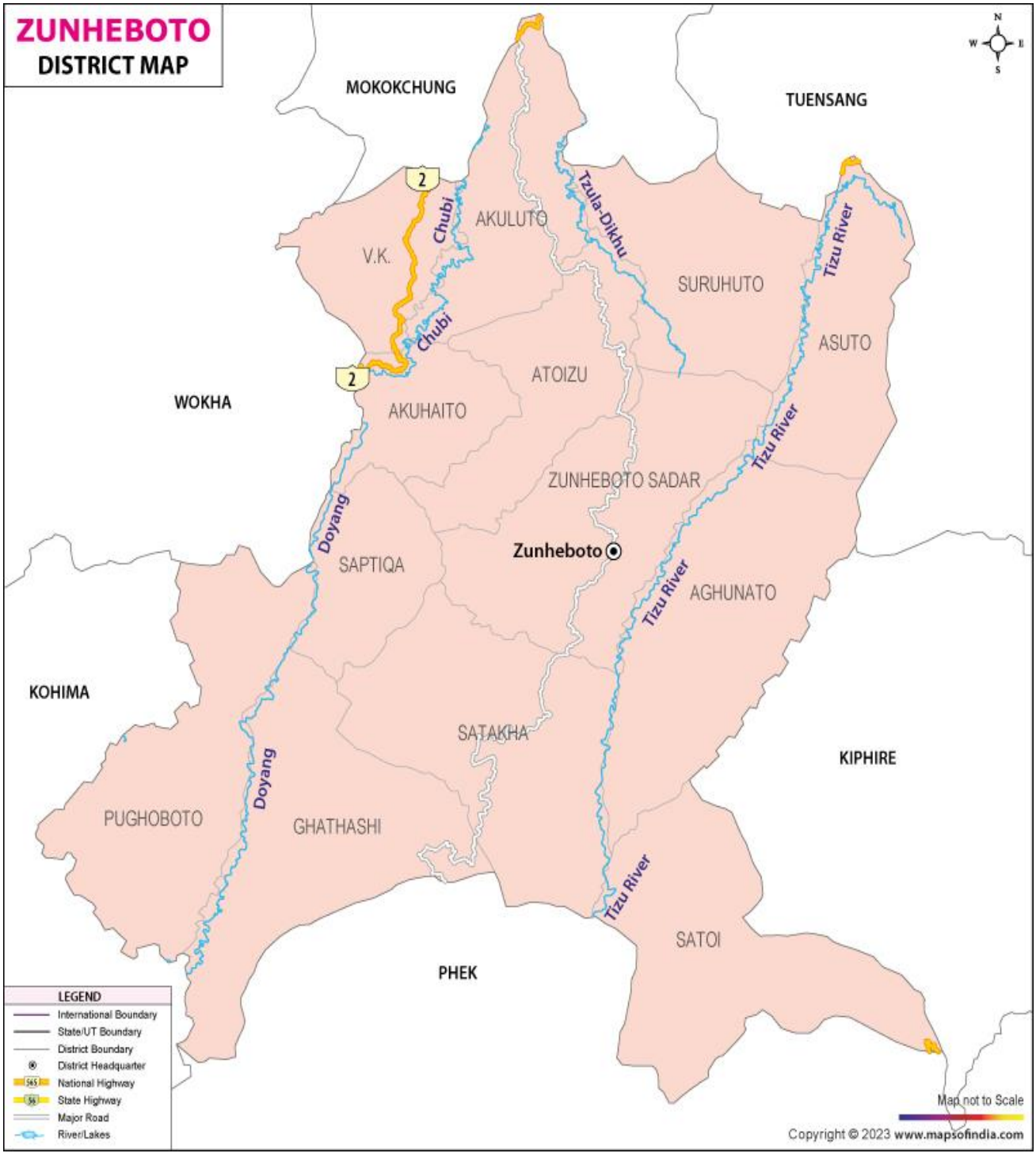
Office of the General Manager District Industries Centre Zunheboto : Nagaland

General Manager
District Industries Centre
Zunheboto, Nagaland

By : DIC ZUNHEBOTO

District map within the state




ZUNHEBOTO
DISTRICT MAP
N
W
E
S
MOKOKCHUNG
TUENSANG
WOKHA
KOHIMA
PHEK
KIPHIRE
V.K.
AKULUTO
SURUHUTO
ASUTO
ATOIZU
AKUHAITO
ZUNHEBOTO SADAR
SAPTIQA
AGHUNATO
SATAKHA
PUGHOBOTO
GHATHASHI
SATOI
Zunheboto
Chubi
Tzula-Dikhu
Tizu River
Doyang
2
LEGEND
International Boundary
State/UT Boundary
District Boundary
District Headquarter
National Highway
State Highway
Major Road
River/Lakes
Map not to Scale
Copyright © 2023 www.mapsofindia.com

Content

Sl No	Table of Content	Page no.
1	**Context**	5
2	**District Profile**	5-8
	i. General Characteristics	
	ii. Demography	
	iii. Topography	
	iv. Agriculture Profile	
	v. Climate condition	
3	**Product Profile**	9-14
4	**Trade analysis Existing and Potential markets**	
5	**SWOT Analysis of ZUNHEBOTO, NAGALAND**	15
6	**Challenges that need to be addressed**	16-22
7	**Data on products from respective districts**	23-33

Context

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 Zunheboto 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, Zunheboto to identify key institutional structures and infrastructures and to address challenges and hindrances for export in the district on 2021. The DLEPC has also identified the key exportable products and other sectors that can be promoted to export potential. The DLEPC will be one-stop facilitation center for the exporters in the district in coordination with various Govt. Departments and agencies to achieve desired result in promotion of export in the district.

DISTRICT PROFILE

General characteristics of the Zunheboto District

Zunheboto District is situated in the heart of Nagaland bounded by Mokokchung District in the North, Phek District in the South, Tensuang and Kiphire district in the east and Kohima/Wokha district in the West. The whole area is mountainous covered with dense forest with a total area of 1255 Sq.Km. As per 2011 Census the district is having total population of1,14,014. The District Headquarter is 150 Kms away from the State Capital, Kohima.

Demography

Sl No.	Particulars	Statistics
1	Area	1,255 Sq.km
2	Total Population	1,40,757
3	Male Population	71,217
4	Female Population	69,540
5	Total Urban Population	1,13,160
6	Total Rural Population	27597
7	Proportion to Nagaland Population	7.12 %
8	Population Density/ Sq.km	112
9	Sex Ration (Per 1000 male)	976
10	Festivals	Tuluni & Ahuna
11	Average Literacy	85.26
12	Male Literacy	87.85
13	Female Literacy	82.62
14	Total Child Population (0-6 age)	20,093
15	Male Population (0-6 age)	10,316
16	Female Population (0-6 age)	9,777
17	Elevation	1852M (6076 ft)
18	Official Language	English and Sumi
19	Coordinates	25.96667 Degree North.94.51667 Degree East.
20	Distance from Kohima Capital	150

Agriculture Profile

The main livelihood of the people in the district is shifting cultivation except the people living on the bank of Tizu River practices Terrace cultivation. The recent survey conducted by the Agriculture Department found that out of 155300 hectares available for the district, the forest area cover 20100 hectares leaving 126362 hectares for fallow land and other cultivable waste land. The permanent irrigated land covers only about 4988 hectares.Almost every household in the villages keep domestic animals such as Cattle, Pig Fowls ets. for the respective family consumption.

Summary of the Major Crops cultivated in Zunheboto district

Field Crops	Jhum Paddy, Maize, Millets, Beans, WTRC Paddy
Fruits	Plum, Kiwi, Orange, Banana, Lemon, Blackberry etc
Vegetables	Cabbage, Potato, Cauliflower, Tomoto, Chilly, Leafy vegetables etc
Commercial Crops	Ginger, Potato, Cardamon, Turmeric, Coffee, Soyabean, Rajma/Kholar Small Millet etc.

Medicinal & Aromatic Plants	Medicinal & Aromatic plants are extensively cultivated

Topography

Geography of Zunheboto District is spread over high hills. Zunheboto District lies between 25.96667 Degree North.94.51667 Degree East. The hills vary from 1000 to 2500 metres. The altitude of the district headquarters is 1874.22 metres above the sea level. Owing to the high altitude, this district enjoys a monsoon climate throughout the year. Winters are very cold but summers moderately warm. December and January form the coldest part of the season and at times the temperature comes down to10 degree Celsius.

Administrative setup (Sub-division)	7
Blocks	8
Village Panchayats	169

Climate Condition

Located at an elevation of 1816.29 meters (5958.96 feet) above sea level, Zunheboto has a Humid subtropical, dry winter climate (Classification: Cwa). The district's yearly temperature is 21.12ºC (70.02ºF) and it is -4.85% lower than India's averages. Zunheboto typically receives about 461.18 millimeters (18.16 inches) of precipitation and has 251.29 rainy days (68.85% of the time) annually.

Industrial Background

Zunheboto being high altitude district with less plain and valley, The main economic activities in the district is Agriculture. 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, Steel Fabrication, Handloom & handicrafts and Food processing. Agro & Food processing is one key sector which has huge scope and opportunity for export potential. There are 787 MSME Unit registered under UDYAM Registration with an Employment generation of 3253 during 2022-2023 in Zunheboto district.

Industries at a glance

DIC	1
Sub- DIC	3
NKVIB	1
Weaving Training Centre	1
UDYAM Registered MSME	787
Bee Keeping Demonstration Fram	1
Citronella Fram	1
Permanent Regd. Enterprise	940
Women Enterprises	404
Micro	786
Manufacturing/Assembling/Processing	550
Repairing &Maintenance	15
Services	187
ITI	1

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

Hs Code:

Category	HS Code	Description
Neither crushed nor ground (Fresh)	091011	Fresh Ginger
Preservatives or prepared	091012	Crushed or Ground
Kiwi	081005000	Fresh fruits
Cardamom	09109931	Large Cardamom

A. Whether GI Tagged:- NO

B. Is the product perishable:- 1) Ginger – Yes,
2) Kiwi - Yes,
3) Cardamom- Yes

C. Concerned Line Ministry, State departments and Boards

1. DGFT
2. APEDA
3. The Directorate of Arecanut & Spices Development(DASD)
4. Agricultural Technology Management Agency (ATMA)
5. Zunheboto District Spice Growers Federation (ZDSGF)
6. (MOVCD-NER)
7. Department of Agriculture
8. Department of Horticulture
9. Spices Board

Product Profiles

1) Ginger and Ginger Products

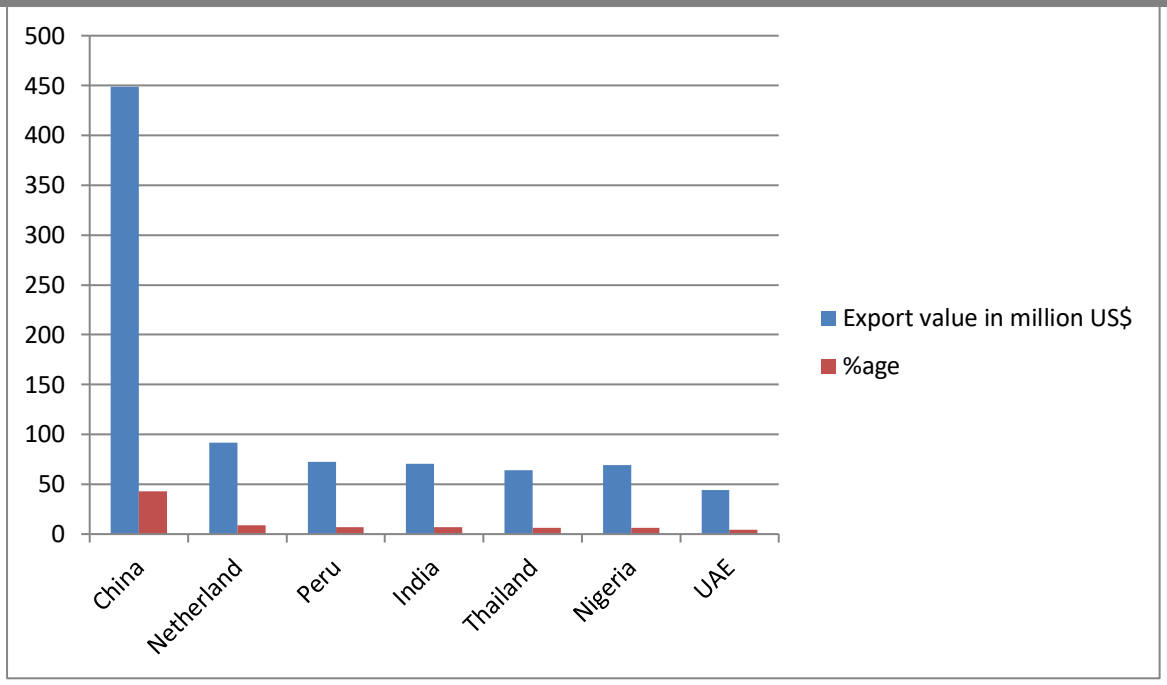
Nagaland produces a variety of spices including chillies, ginger, turmeric, large cardamoms, black pepper, etc. Ginger is very prominent among them and their cultivation is undertaken as a cash crop mostly in jhum fields spread over the hills and tribal areas of the entire region. Ginger is grown in almost all the district of but the leading districts are Peren, Zunheboto, Kohima (Statistical record). Apart from improved varieties like Nadia, China, Varada, etc., a number of local varieties exists in the region. These varieties are high yielder of rhizomes as compared to standard cultivars like Nadia and Rio-De-Janeiro but have more fibre content. The ginger produced in higher altitude contains high oleoresin and gives higher oil recovery.

The state as a whole produces over 48,928 metric tonnes of raw ginger every year. The product is mostly marketed in the fresh form. The local demand being very limited, roughly 70- 80per cent of the total production is reportedly available as marketable surplus from the region. A sizeable quantity of ginger is wasted in transit because of the perishable nature of the commodity. The post harvest loss is estimated to be about 10.5 per cent during handling and transportation. As it is abundantly available in the region, different products like ginger oil, ginger oleoresin can be prepared for export, which are very common in developed countries. Dried ginger can also be prepared and it may be either sold as such or in the form of an off white to very light brown powder. The dried ginger or ginger powder is generally used in manufacturing of ginger brandy, wine and beer in many western countries. Ginger oil is primarily used as a flavouring agent in confectionary and for soft drinks.

Top Importing Countries with amount and percentage in share

Rank	Countries	Amount Value	% share
1	America	141 million $	23 %
2	Netherland	138.4 million $	22%
3	Germany	91 million $	15.1%
4	UK	55.8 million $	9%
5	Canada	50 million $	8.3%
6	Malaysia	35 million $	5.9%
7	Polland	17 million $	2.9%
8	Switzerland	9.2 million $	1.5%

GINGER EXPORTING COUNTRIES



Kiwi

Kiwifruit is a high value cash crop. Kiwi fruit has refreshing and delicate flavor, pleasing aroma and high nutritive and medicinal value. It is rich in Vitamin-C and contain more of potassium, phosphorus and iron and low in calories. Kiwi is known as “China’s miracle fruit” and “Horticulture wonder of New Zealand”. A large number of processed products such as jam, jelly, candy, squash and wine are prepared from kiwifruit.

Climate and Soil: Kiwifruit is very hardy deciduous vine can withstand a wide range of climatic conditions. For high yield and quality fruits, it requires 700-800 chilling hours below 70C. A soil pH 5.5 to 6.5 is considered ideal for vine growth and fruit production. Deep well drained, sandy-loam soil with good amount of organic matter is ideal for its cultivation. Kiwi can be successfully grown at 800-1500above mean sea level and a rainfall of about 150cm/year.

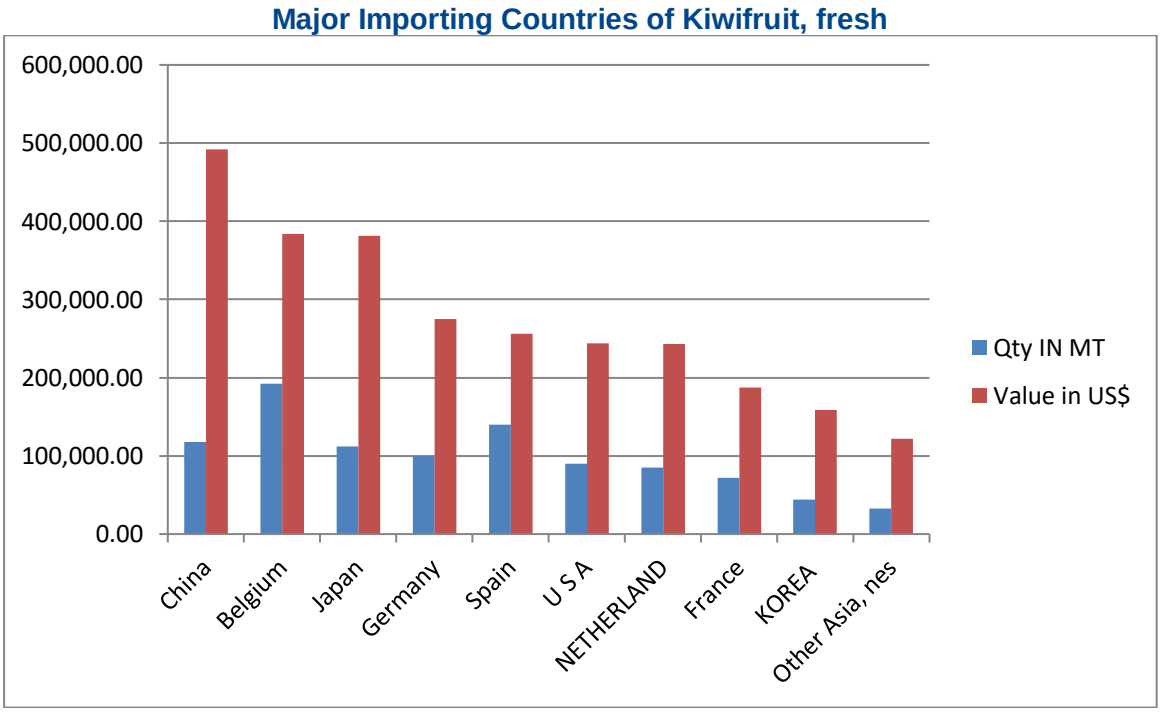
Kiwi, a fruit with lot of health benefits, is grown in various parts of India having sub temperate climate. Presently, India produces around 13000 MT of Kiwi fruit in an area of 4000 Ha in

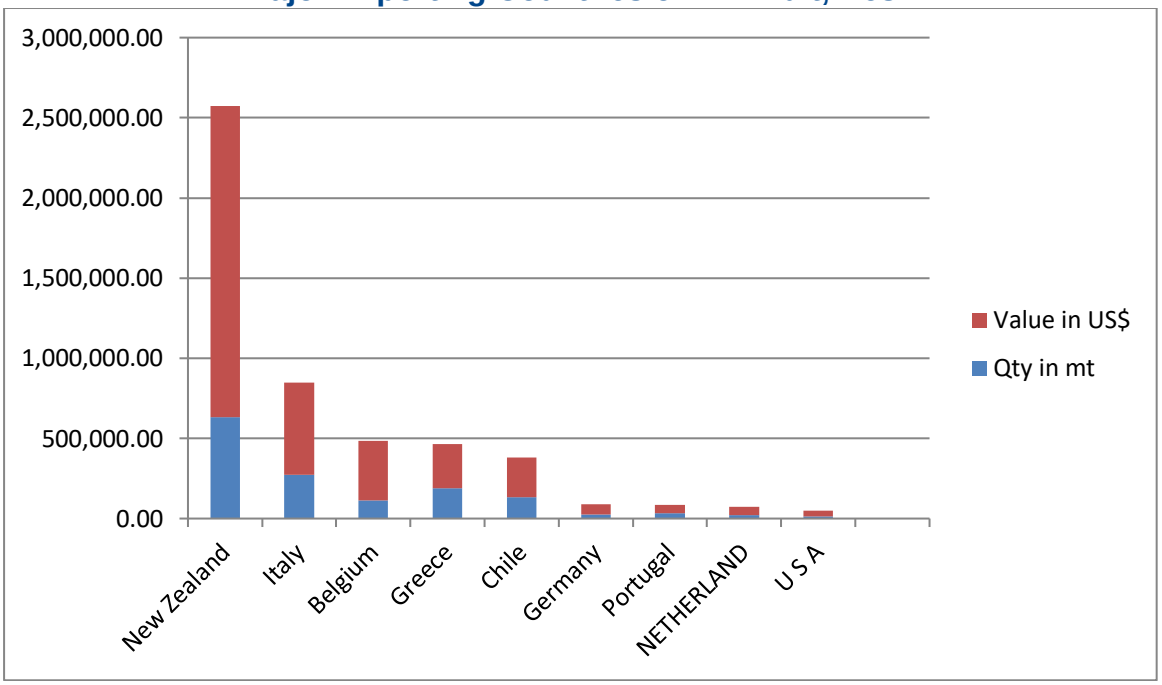
states like Arunachal Pradesh, Himachal Pradesh, Mizoram and Nagaland (Data of 2019-20). The fruit has lot of anti oxidants and are a good source of fiber. It has rich nutrients like Vitamin C, Vitamin K, Vitamin E, folate and potassium and provides a boost to the immune system.

Kiwi is one of the focus horticultural crop of Nagaland and is grown in an area of 500 Ha. The fruit is commercially grown in districts like Phek, Kohima & Zunheboto. The varieties grown are Hayward, Allison & Bruno.There are several logistic issues which restricts marketing of the fruit.

While Nagaland has been introduced to kiwi cultivation, the state is now considered to be the 2nd largest producer and 2nd largest in area coverage. Kiwi production in the state is highest in Phek, Zunheboto and Kohima district and is being introduced in other districts

But market is one issue which the government of Nagaland and the departments are tiptoeing around. The state horticulture department is also assessing the prospects of promoting kiwi fruits in certain pockets of the state considering the climate suitability. But after the marketing disaster of pervious years, it seems reluctant to try again. However, the department is growing some saplings at its nursery in Pfutsero and plans to distribute it to interested farmers in Zunheboto, Phek, Kohima and some areas in Mokokchung.





Large Cardamom

Large cardamom (Amomum subulatum Roxb.) is one of the world's very ancient spices that has worldwide demand. It belongs to Zingiberaceae family under order Scitaminae and is native to Eastern Himalayan region. India is one of the largest producer and exporter of large cardamom (1000MT capsules valued at ` 12 crores) in the world In the year 2013-14, the total area under large cardamom in India was 26.06 thousand hectares with a production of 4.46 thousand tonnes (Spice Board of India, 2013-14). The cultivation of this spice in the country is confined only to particular states of Eastern region of India viz, Sikkim, Darjeeling hills of West Bengal, Nagaland and Arunachal Pradesh. The North Eastern Region (NER) is the major producer of large cardamom in the production pool of the country. Nagaland, a hilly state in NER has suitable agro-climatic conditions for large cardamom cultivation and occupies second position in area and production after Sikkim among NE states. The state is also emerging as an important competitor in large cardamom export. During 2014, the area and production was 3.0 thousand hectares and 1.3 thousand tonnes respectively (GoN, 2014). The crop is also an alternative source of income for the farmers of

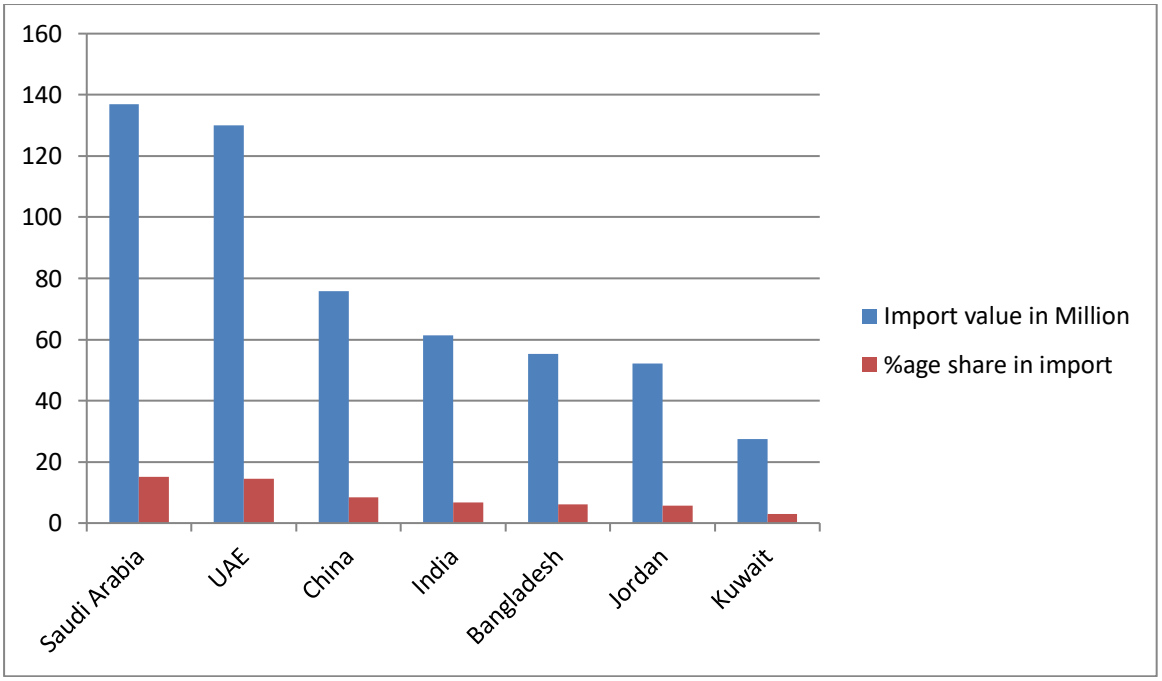
the state. With its production confined to limited areas, the state has the potential to become a major production hub in the country.

Having stated the potential of the crop in the state, it necessitates the study on economic status of its production which would be of immense help to growers as well as policy makers to develop appropriate policy for production of the crop. Also, no systemic study pertaining to production aspect of the crop has been done so far in the state, it is hence felt necessary to study the cost and return aspect of the crop.

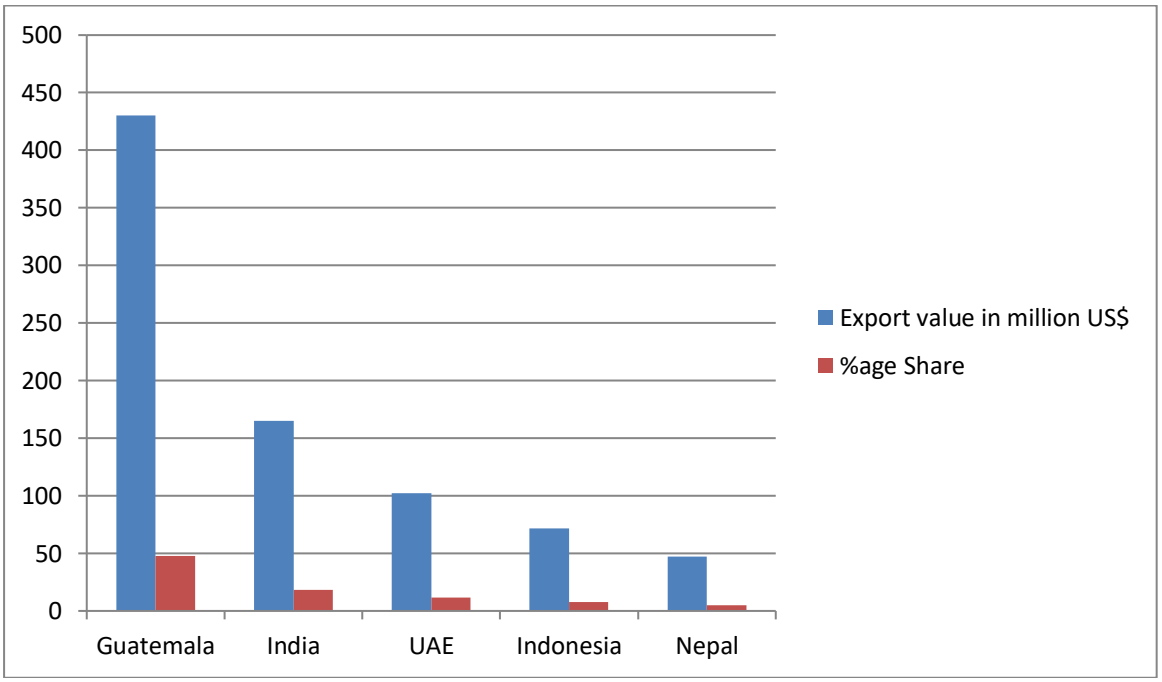
Organic large cardamom production from Nagaland is one of the "best practices" in the agriculture sector, according to NITI Aayog. The report titled 'Best practices in social sector: A compendium 2023', jointly brought out by National Institution for Transforming India (NITI Aayog) and United Nations Development Programme, was recently released with an aim to achieve the objectives of 2030 Sustainable Development Goals. Nagaland's organic large cardamom production, an initiative of farmers' producer company (FPC), got the mention for producing and developing a value chain for organic large cardamom.It has reaped high economic benefits for the farmers in Nagaland with its nodal agency — department of Horticulture, and Phek Organic Large Cardamom Producer Company, a FPC registered under the Ministry of Corporate Affairs, it stated.

The report said the organic cultivation of large cardamom proved to be a "highly profiting" enterprise and subsequently, the farming community achieved a "very good harvest" and earned INR 54, 60, 000 from the sale of 12 MT of large cardamom capsules in Dimapur at INR 455 per kg.

Major Importing Countries of Cardamom



Major Exporting Countries



(5.) Potential - SWOT Analysis

STRENGTH

- Being the center District of Nagaland. It offers a wide range of opportunities for entrepreneur to set up industries and logistics
- Availability of land with high altitude favourable for the crops of value added products

WEAKNESS

- Absence of strong Industrial base activities and Institutional mechanism in export business.
- Lack of awareness and knowledge among entrepreneurs to export their products
- Lack of market support price and storage facilities as export potential are mainly Agro based sector

OPPORTUNITIES

- There is a huge opportunity for Agro based value added products like fruits (Kiwi), Spices (cardamom, ginger) etc.

THREATS

- Strong industrial base of neighbouring states like Assam and better infrastructures attractiveness as investment destination.

.

S .No	Key Challenges	Issue to be Addressed	Intervention
1	Infrastructure	▶ The export of Ginger, Kiwi and Cardamom 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. ▶ Technological gap exists in the pattern of production. Farmers lack adequate training and post harvest management. ▶ Lack of adequate facilities for setting up units for food Processing and packaging. ▶ Lack of export marketing focus. ▶ Scattered in production of value added products.	▶ The Government of Nagaland may make an agreement/MOU with the facility owner to enable the potential exporters to avail the services of such facility at a concessional rate. ▶ The Government should provides 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. ▶ The Industrial Growth Centre(IGC) may intervene to provide infrastructural facilities to prospective entrepreneurs in the State to set up their units.

2	Logistics	▶ Since, the commodities are perishable in nature, availability of containers at the optimum time at the ports is critical. ▶ Congestion at the ports due to high waiting periods of the shipment. ▶ The connectivity of the landlocked production areas to the ports or terminals is a stiff challenge. ▶ Also, the link roads from farms to the main road are to be improved for seamless transportation. ▶ The longer period to be transported damages the quality of products	▶ To combat this availability of goods train, need to be increased or goods can also be transported to Chittagong port to make export to other countries convenient. Marketing and Logistics. ▶ After analyzing the transport infrastructure scenario in the state, the possibility of trade through the Land Customs Station, Guwahati has been evaluated. .

3	Training and Development - Farm and Exporter Levels	▶ No usage of fertilizer and pesticides in production leadsto les 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.	▶ Workshops to be conducted to educated and train people. ▶ Export promoting agencies to aware people about export possibilities and potential market.

4	Backward Integrations	▶ 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.	▶ Increase Cold Storage chain facilities and unit in the storage district.
5	Packaging	▶ 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.	▶ Tie up various agencies like the Indian Institute of Packaging (IIP) to help the exporters/entrepreneurs in packaging and related services. ▶ Promotion of training, workshop. ▶ Setting up processing units.

6	Process able Grade Products	▶ Although India is the second largest producer of fruits and vegetables globally, the share of process able varieties is minimal. Export of processed goods could be a potential area that can be undertaken. ▶ There is a pressing need to develop block wise process able varieties of horticultural products so that desired quality raw material is available to the processing Industry.	▶ Tie up various agencies like the Indian Institute of Packaging (IIP) to help the exporters/entreprene urs in packaging and related services. ▶ Promotion of training, workshop. ▶ Setting up processing units.
7	Marketing	▶ During the peak season, the markets are covered with big heaps of pineapple, which leads to a glut in the market. Of the total production, barely 67 percent of the fruit is processed, the rest being consumed in the fresh form, which leadsto a very low price. There is no regular market in most of the production zones and a large quantity of pineapple gets wasted in the field itself. No value addition is being undertaken by the farmers at the field level.	▶ Tie up with various agencies/organizations , e-commerce and private players for marketing the products. With Market Access Initiative(MAI) schemes to bring buyers sellers meet and promote the product.
8	Financial Facility	▶ Availability of loans to the farmers/entrepreneurs for credit support.	▶ Through Government Schemes like kisan loan, PMFME, PMEGP ,MUDRA loans, SUI and term loans through agencies like NIDC Ltd.

Steps needs to be done for development of infrastructure

- To reduce the congestion on the Siliguri route and Kolkata port exports can be done from Chittagong port in Bangladesh.
- Setting up of a cold storage chain for better productivity & use of agriculture produces to value-added product is need of the hour.
- Uninterrupted power supply is essential for health of the industries in the district.
- Setting up of designated Industrial Park or Hubs will boost the environment of the industries.
- Institutional support for improved technology in research & development will enhance performance.
- Awareness on GST, Government e-Marketing, vendor development etc., needs to be done.
- Ease in access of credit from banks.
- Increasing electiveness of Ease of Doing Business which includes documentation of purchase /hand over and takeover of land, environment clearances, registration of the 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 knowledge on e Commerce 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	Design related modifications required for products	Training workshops by NID	District, State and Central	
Supply chain	No access to cold chain and warehouse facilities	Mapping existing schemes with beneficiaries	District, State, Central	DEPC and line Mo FPI, Agriculture ministry at State and Central level
Common Facilitation Centre	Lack of processing facilities	A Common Facility Centre with state-of-the art machinery	District, State, Central	DEPC, State Industries Department, Mo CI

Annexure 1: Data on products from respective districts

Particulars	Details (enter response here)	Comments (if any)	Instructions
(I) General Information			
(1) State/ Union Territory	NAGALAND		
(2) District	DIMAPUR		
(3) Product / Service	Ginger, Kiwi and Large Cardamom		
(4) HS code of the product	Ginger – 091011, Kiwi -- 08105000, Cardamom - 009109931		
(5) Whether GI Tagged			Ginger – No, Kiwi -- No, Cardamom - No
(6) Industry	Horticulture , Agriculture Department of commerce Spices Boaard		Fill in the Industry to which the product belongs. For ex: Scientific Instruments from Ambala, Haryana fall into 'Technology' Industry
(7) Is the product perishable?	Ginger Kiwi Cardamom		Yes yes Semi Perishable

(8) Concerned Line Ministry, State departments and Boards	**The Directorate of Arecanut & Spices Development(DASD)** **-DGFT** **RA** **- DEPC -** **APEDA** **-Department of** **Industries** **-Deputy** **Commissioner's** **Office -Department** **of** **Agriculture,** **Government of** **Nagaland** **-Ministry of** **Agriculture and** **Farmer's Welfare,** **Govt. of India**		▪**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**. ▪ Apart from APEDA, Export Promotion Council of ▪ 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.

(9) Concerned Industry associations			Agricultural Technology Management Agency (ATMA) Zunheboto District Spice Growers Federation (ZDSGF) (MOVCD-NER) CHANSU-Kiwi producer company

(II) Current status of the product / service			
(1) Production capacity (in units)	Ginger: 48928 MT Kiwi: 1687 MT Cardamom: 2159 MT		

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

District Export Action Plan – Dimapur , Nagaland Page | 34(8) Supply in the international market in the last 6 months (in units)	No data Available		This is the total units supplied of the concerned product globally by the concerned district
(9) Top importing countries	Ginger- USA, Netherland,Germany Kiwi – CHINA, BELGIUM, JAPAN Cardamom - Saudi Arabia, UAE, China		Mention top 3 countries in order of quantity imported
(III) Current status of value-added products / services (value added product to Pineapple)			
(1) Name of the value-added product	1) Ginger- oil, oleoresin, brandy, wine and beer 2) kiwi- Jam, Jelly, Candy, Squash and Wine 3) Cardamom - Spices		
(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			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/Differentl y 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	Netherland, Belgium, Saudi Arabia, China Japan, US, Italy, Germany, Spain, UK and Canada		
(11) Scope for value addition			There is a scope for value addition in Kiwi and Ginger as a product for some value added products like jam, squash, juice, Brandy, wine, Beer etc.
(12) Is the value added product perishable?			No
(IV) Problems in the supply chain, Interventions required and Responsible Authority (If present, fill Yes with a one-line description)			

(1) Tech related			Ex: More automated methods of processing and packaging after production.
(2) Standards and certification related			Ex: Food standards, quality standards
(3) Quality of output related			Product quality not up to international standards
(4) Awareness related			NA

(5) Infrastructure / Ecosystem related (other than logistics)			▪ The export of Kiwi 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. Climate change, closure of gardens, only few farmers are willing to invest, low export markets due to no marketing network and little effort to promote the product. ▪ Creation of adequate cold storage infrastructure and warehousing facilities and ICDs with the assistance of the district administration to improve storage capacity of perishables. ▪ Discussions with state Govt. for creation of sufficient state- of-the-art testing labs in the district, thereby improving quality of the exported product and also to reduce cost of testing. ▪ Demarcating commodity specific clusters and basis this conducting need gap analysis of Infrastructure (roads, pack houses, storage structures, processing units, testing labs etc.)

(6) Logistics related			▪ In order to connect hinterlands, efficient multimodal transportation system needs to establish in a phased manner with more focus on developing the dedicated corridors. Also introduction of technology in Loading, unloading, packaging. ▪ Increase capacity and provision for exports from airports of tier 2 & 3 cities after viability assessment with the airport authority. ▪ Green channel to be created at key ports (value to be Considered) to boost the export of perishables.
(6) Workforce availability or training related			Farmer awareness is critical to regulate the chemical usage on the farm. ▪ 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			No access to finances to set up a processing unit ▪ Credit Lending facilities - Majority needs proper funding at various stages of marketable production. Thus, linking to Micro financial Institutions (MFIs). ▪ The EPC may also identify schemes that support exports and create awareness about existing schemes that exporters can avail
(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			Low quality of Ginger sold in the name of Naga Ginger
(11) Any other			
(V) Potential for other products / services			

(1) Other products / services with potential for export			If provided with R&D there is a good scope of these products as discussed with the GMDIC

Office of the General Manager District Industries Centre Zunheboto : Nagaland

15/5/24
General Manager
District Industries Centre
Zunheboto, Nagaland