

# DISTRICT EXPORT ACTION PLAN: DIMAPUR

## 1. Introduction-District Export Hub

In an effort to implement 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 Dimapur 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, Dimapur to identify key institutional structures and infrastructures and to address challenges and hindrances for export in the district. The DLEPC has also identified the key exportable products and other sectors that can be promoted to export potential. The DLEPC will be one-stop facilitation 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.

## 2. District profile:

Dimapur is the largest city and most populous district in Nagaland with majority living in urban areas. The district shares its long border with Assam on its North and West, Kohima on the East, Wokha on its North and Peren District in the South. It has a distinctive character in many aspects from other districts of Nagaland. Besides being the only district with plain tracts in a mountainous State, the population of Dimapur is also cosmopolitan in nature. The total population of Dimapur district is 378,811 with municipality-population of around 122,834. Despite its small area of 947 sq.km which constitute merely 9% of State, almost all the major economic activities of the state are centered within Dimapur earning its name as '**Commercial Hub**' of Nagaland. It is also a Gateway of Nagaland and Manipur and one of the fastest developing town of the North East.

**Industry & Economy:** 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, 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 more than 1100 MSME Units registered under Udyam Registration in Dimapur district.

**Agriculture Profile:** Agriculture is the primary industry in India and backbone of livelihood. The share of agriculture in our country GDP increased to 19.9% in 2020-21. Dimapur is blessed with rich fertile plains and valleys which is conducive for development of agriculture at commercial scale. Farming population in Dimapur is nearly 46% with a total cultivable area of 61,197 hectares which is about 65% of total District area.

The major crops cultivated in Dimapur District are shown in Table.

<b>Field Crops</b>	Paddy, Maize, Millets, Pea, Lentil, Gram, Beans, Mustard, Soybean, Sesame, Sunflower, Groundnut
<b>Horticulture crops-Fruits</b>	Pineapple, Lemon, Orange, Litchi, Banana, Papaya, Guava, mango etc
<b>Horticulture crops-Vegetables</b>	Leafy Vegetables, Colocasia, Tomato, Chilly, Cauliflower, cabbage, okra, eggplant(Brinjal), cucumber etc
<b>Commercial Crops</b>	Sugarcane, Ginger, Turmeric, potato, Tea, coffee, jute, cardamom, Black pepper
<b>Plantation Crops</b>	Coconut, Cashew, Rubber
<b>Medicinal &amp; Aromatic Plant</b>	Medicinal & Aromatic plant are also extensively cultivated

**Infrastructure:** Availability of key infrastructures plays important role in development of any enterprise. Dimapur is one such area in Nagaland which has basic infrastructures in place which can be utilized by entrepreneurs for development of micro enterprises.

- i) **Industrial Growth Center (IGC):** The IGC was set up at Ganeshnagar which is about 35 Kms away from Dimapur railway station. It aims to provide infrastructure facilities to prospective entrepreneurs in the State to set up their units.

Infrastructures available at IGC:

- 23 industrial sheds(tabular truss type building) having plinth area 300sq.m each(100x32)
- Industrial Housing Blocks having 44 flats.
- Power supply, water supply, internal roads etc and all other facilities required in Small Township.

- ii) **Special Economic Zone(SEZ):** Adjoining IGC is the Agro & Food processing Special Economic Zone(AFSEZ) which is the only SEZ in North East India. It covers an area of 125 acres with infrastructures like internal



- roads, power & water supply, Industrial Sheds, Special Designated Factory, Housing complex etc. In short, the AFSEZ offers world class infrastructures and facility and other benefits ideally suited for export promotion in Agro & Food Processing sector. This special zone is managed by **Nagaland Industrial Development Corporation Ltd(NIDC)**. The Government of Nagaland is also taking initiative to open customs office within SEZ complex to promote export.
- iii) **Cold Storage Facility & Warehouse:** There is no dedicated State owned Cold Storage facility in Nagaland but a private cold storage facility is available in Dimapur which can be utilized by entrepreneurs on rental. The Government of Nagaland may make agreement/MOU with the facility owner so as to enable the potential exporters to avail the service of such facility at concessional rate. There is also a Cold Storage, warehouse and testing facility which is run & managed by NSAMB that can be utilized by the entrepreneurs in consultation with NSAMB.
- iv) **Industrial Estate:** The **NIDC Ltd** manages two industrial estates at Dimapur. The industrial estates covering an area of 40 acres have 25 Standard Factory Sheds which are rented out to industrial units on concessional rates.
- v) **Nagaland Tool Room & Training Center (NTTC):** This facility is the Government of Nagaland Society under Department of Industries & Commerce located at New Industrial Estate, Dimapur. It provides facilities for technological upgradation & quality improvement in MSMEs sector in the field of tool engineering. It also provides training for development of qualified skill manpower, development of micro enterprise through innovative use of tool technology and provides common facilities to industries. The NTTC also has **Agro-Based Rural Technology Development Cell** which design & develops incubation machines for various Agro based industrial technology. Entrepreneurs can make effective use of this facility for innovation/ use of technology at district level for beneficial outputs.

#### **Connectivity:**

- i) **Roads:** Dimapur is well connected with network of roads with other district. The 4 lane National Highway 29 passes through the district. Dimapur is also excellently connected with other major cities of the neighboring States which is conducive for development of trade and commerce.
- ii) **Railways:** Dimapur is the only district in Nagaland to have railway connectivity. In fact, Dimapur railway station is one of the most important railway station which serves the entire Northeast region. The recent expansion of new railway line at Dhansiripar town and Shokhuvi Station

which is just few kilometers away from IGC & SEZ, Ganeshnagar will give impetus for development industrial activity.

- iii) **Air:** The only airport of Nagaland is also located at Dimapur. The Government of Nagaland recently introduced Air cargo service from Dimapur airport. This new service is a joint venture of the Department of horticulture, Nagaland and Airport Authority of India. This new service will directly benefit the entrepreneurs to export their products.

### 3. SWOT analysis of Dimapur:

**Strength:** Being a commercial Hub of Nagaland, Dimapur offers wide myriad of opportunities for entrepreneurs to set up new enterprise. Availability of industrial land, connectivity across entire region and basic infrastructure facilities are some key strength of Dimapur district.

**Weakness:** Absence of strong industrial base activities and Institutional mechanism in export business. Lack of awareness and knowledge among entrepreneurs to export their products. No diversified products for export as export potential are mainly Agro based sector.

**Opportunities:** There is a huge opportunity for Agro based value added products like, Fruits, Spices, Honey, Coffee, Handloom and Handicrafts products.

**Threat:** Strong industrial base of neighboring states like Assam and better infrastructures attractiveness as investment destination.

### 4. Institutional mechanism:

**District Level Export Promotion Committee (DLEPC):** In order to work out the modalities of District Export Action Plan and to ensure the smooth functioning of District as Export hub, the Dimapur district under the direction of the Government of Nagaland has constituted the DLEPC comprising the following members:-

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

The first meeting of District Level Export Promotion Committee(DLEPC) for Dimapur district was held on 26<sup>th</sup> Feb, 2021 at 12.00 noon in the conference hall of Deputy Commissioner. The DLEPC in its meeting had deliberated on Dimapur district specific Export Action plan and strategies for export promotion. The DLEPC also decided to add



more members in the DLEPC such as NABARD, Handloom & Handicrafts, Honey Mission, Bamboo Mission, NSAMB to synergies the effort in this direction.

The DLEPC, Dimapur focus to create a roadmap for promotion and development of export and to channelize various programs and policies that may help and encourage local entrepreneurs in export business.

**Nagaland State Agriculture Marketing Board (NSAMB):** The Nagaland State Agriculture Marketing Board was established in 2005 with its head office at Dimapur by the Act of the Agricultural Produce Marketing (Development & Regulation) Act 2005. The new Act called the Agricultural Produce & Livestock Marketing (Promotion & Facilitation) Act 2020 has been enacted and passed by the Nagaland State Legislative Assembly on 08-02-2020. The Government of Nagaland has also designate **NSAMB** as Nodal Agency of the State Government for promotion, enhancing and effective implementation of Agriculture Policy in the line with vision of doubling farmers' incomes. On the policy front, Agricultural export policy of **NSAMB** shall be operationally incorporate with the District Export Action Plan so as to facilitate the aspiring exporters in the district with active support from NSAMB. The role of NSAMB in district export promotion is indispensable especially in exporting Agri & Allied products in the district.

**5. Lead products with potential for Export(as identified by DLEPC, Dimapur)**

Based on the analysis of the strength of the district, the DLEPC has identified key products as potential for export. The products are primarily in Agri & Allied sector. Dimapur district provides ample opportunities to capitalize these products for export

- i. **Fruits - Pineapple, Citrus, Dragon fruits and Banana:** Commercial cultivation of pineapple, banana and lemon is also followed in the district. The Horticulture Technology Mission (HTM) has helped to a great extent in popularizing the cultivation of horticultural crops. The average production of Pineapple in the district is more than 30000 MT. The pineapple grown in Dimapur is considered one of the best in the world. Value added pineapple products are high in demand. The citrus found in Dimapur includes orange, Lemon & Pomelo. Total production of citrus in the district is around 500 MT on average. A banana yield in the district is more than 500 MT annually. Entrepreneur farmers are now taking up Dragon Fruit farm on commercial scale in the district. There is a huge market prospect for dragon fruits in the global market. With favorable Agro Climatic Zone(ACZ) in the district area under cultivation for production of these products is also increasing.
- ii. **Spices – Ginger & Turmeric:** As per the ICAR's Inventory of Agriculture report, the total production of Ginger in the district is more than 3200 MT annually while Turmeric production is around 3000 MT annually. Ginger is widely cultivated in Mediziphema area while Turmeric is grown in other area of the district. With the intervention of various agriculture agencies like

department of Agriculture, Horticulture, ICAR, ATMA, Land resources etc, farmers in the district are also improving their production and post harvest management thereby also increased surplus production.

- iii. **Handloom Products:** By tradition, every woman in Nagaland knows how to weave. The traditional weaving method is Loin-Loom which is laborious and unviable for commercial production. Therefore, with the intervention of State Government, a new handloom method called flying Shuttle Loom is introduced for commercial production. Handloom units in Nagaland are mostly home based enterprise primarily taken up by women, cooperative Societies and SHGs. The Naga handloom products are unique for its intricate Naga design. This days handloom products has also been modernized to meet the requirement of the present market. Naga handloom products are mostly traditional Shawls, Mekhala(traditional Skirt), Bed Cover, Curtains, door mats, hand bags, Neck tie, ethnic design waist coat and other numerous decorative items. In Dimapur District, there are more than 50 organized handloom enterprise and thousand of Loin-loom weavers. 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 products in the international market.
- iv. **Honey:** Nagaland Bee Keeping & Honey Mission (NBHM) was launched in 2007 to implement programs and policies for promotion and development of bee keeping as enterprise in the State. Apart from good Honey production in the District, honey is also sourced from all over the State which is transported to Dimapur for post harvest processing and marketing. Therefore, the district has important role to play when it comes to marketing of honey products. Nagaland is internationally recognized as the knowledge center for indigenous bees and its development. Honey production in Nagaland has increased by over 35 percent over the past three years. The total honey production for the year 2020-21 stood at 650 metric tonnes. While there is huge market for honey and related products internationally, Nagaland honey is natural and has good Quality Control which provides edge in the competitive market.
- v. **Coffee:** Coffee plantation in the district has taken a great leap forward under the initiative of Land Resources Department, Govt. of Nagaland. 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.

6. **Promising Sector:** Apart from the lead products, it is also important to identify prospective and upcoming sector based on the potential and analysis of the strength of the District.

- I. **Handicrafts:** Handicraft is the key old industry in Nagaland. Majority of the Nagas are keen and talented craftsman. Handicraft products are mainly made from bamboo and wood. Various products like basket, decorative items, combs, tribal custom accessories, decorative wood carving, photo frames, animal figure, kitchen items etc are made all over Nagaland. In Dimapur district there are many micro enterprise engaging in manufacturing of these items. Dizhephe village in Dimapur is famously known for handicraft. There is a huge prospect to transform this activity into big enterprise as the demand for these items in international overseas market cannot be ignored. Exporting this products can benefits rural artisans in big way.
- II. **Food Processing:** This sector is undoubtedly the most enterprising area where entrepreneurs can go a long way forward. There is a recent trend among the young entrepreneurs in the district taking up food processing seriously. The processed foods produced by the local entrepreneurs are mainly pickle making, vegetable processing, fruit juice, non alcoholic beverages, sweets, jams etc. These items are uniquely attractive in the local markets. The prospect of promoting these items is not hard to crack if proper training in upgrading skills and improvement of quality products are imparted to the entrepreneurs in this area.

7. **One District One Product (ODOP):** It is an initiative adopted under PM Formalisation of Micro Food Processing Enterprises (PMFME) scheme. Under this Scheme, the ODOP crop identified for Dimapur district is Pineapple based on productive strength of the district.

8. **Key approaches for Exporter Promotion:**

- I. Organize seminar/workshop to spread awareness among entrepreneurs on the importance of export and value addition of their products.
- II. Impart capacity building training on how to export goods and technical knowhow of processing various products especially in Agro Food processing.
- III. Develop skill training center for manufacturers/farmers for skill upgrading and application of better techniques to scale up production on commercial level.

- IV. Organize trade Summit and expos to promote/showcase and to popularize products in common platform.
- V. Tie up with various Agencies and private players to enable Buyers-sellers contact in emerging market.
- VI. Support the artisans, MSMEs, entrepreneurs, exporters in marketing and branding and promotion of their products on various fronts and platforms such as social media & e-commerce.
- VII. Established a dedicated Export Facilitation Cell(EFC) at district level as DLEPC is not a full time body. A grievance redressal and help desk to be a part of EFC for better interaction and coordination with the entrepreneurs on regular basis.
- VIII. Develop single window district export facilitating web portal so as to enable the entrepreneurs/exporters to have easy access to right knowledge and information about export and market platform internationally.

9. **Required Interventions:** To successfully implement District as Export hub, a common infrastructures & Logistics support is required.

- a. Export consultancy service & Project development Cell.
- b. Testing & sorting facility and product certification labs for export.
- c. Dedicated cold storage & warehouse for export specific.
- d. Implementation of Mega Food park Scheme to promote Agro & Food processing.
- e. Support for upgrading existing infrastructures in the district like Industrial Growth Center (IGC), Special Economic Zone(SEZ), Industrial Estates etc.
- f. Introduction of credit facility scheme specifically for export promotion.

## 10. Strategy & Plan execution:

1. **Financial Assistance:** To support the existing entrepreneurs and encourage upcoming entrepreneurs by providing existing credit facilities through Government Schemes like kisan loan, PMFME, PMEGP, MUDRA loans, Stand Up India(SUI), and term loan through various agencies like **NIDC Ltd.** The DLEPC shall also identify available schemes that support exports and create awareness about existing of such schemes which the entrepreneurs and exporters can avail.
2. **Marketing Support:** Tie-up with various agencies/organization, e-commerce and private players for marketing the products. Effort shall be made for better utilization of Market Access Initiative(MAI) scheme for enabling buyer-seller meets at the district level. NSAMB as a nodal agency for export of agro products in the State, marketing of Agri & Allied products shall also be made through NSAMB.
3. **Quality & Packaging:** Identify any gaps in product quality, production efficiency and competitiveness and to work towards improving the quality standards &



compliances and suggest measure for improvement on regular basis. This can be achieved by engaging relevant department/agencies in identified sectors. Tie up various agencies like Indian Institute of Packaging (IIP) to help the exporters/entrepreneurs in packaging and related services.

4. **Skill Development:** To make efficient use existing training centers in the district for imparting skill development and upgrading skills for entrepreneurs in the identified sectors. Organize workshop, seminar, capacity building training for export by engaging different agencies/experts on relevant subject.
5. **Infrastructures:** Encourage exporters, FPOs and entrepreneurs to utilize existing infrastructures in the district which are managed by Govt. agencies. Also to suggest measures for improving/upgrading obsolete infrastructures to the Government and requirement of new infrastructure/facility in the district to enhance logistics and infrastructure at the district level.
6. **Coordination:** The DLEPC shall facilitate proper coordination of various department/agencies/association in the district. This will ensure smooth interaction of entrepreneurs/exporters with the Government officials in right direction.



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