

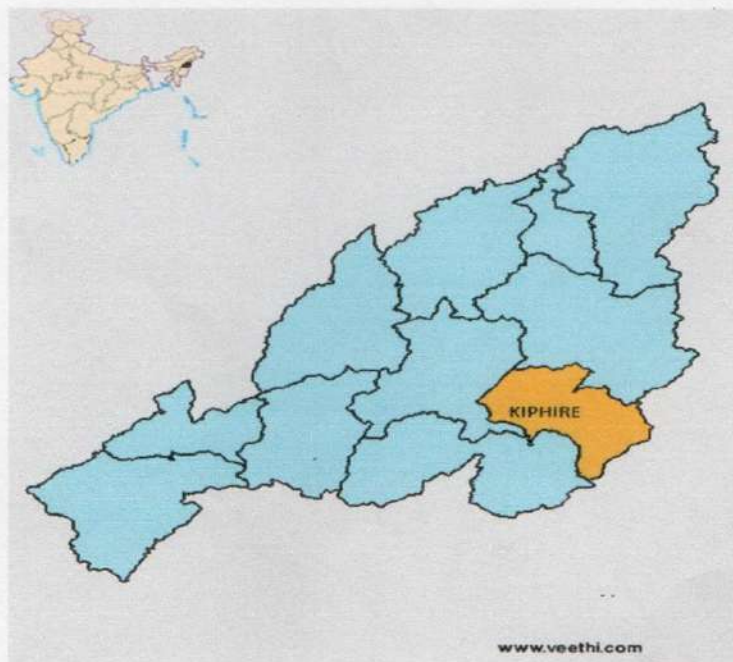


सत्यमेव जयते


विदेश व्यापार महानिदेशालय  
DIRECTORATE GENERAL OF  
FOREIGN TRADE



# District Export Action Plan Kiphire, Nagaland



**Districts**  
as Export Hubs

  
14/05/24  
Deputy Commissioner  
Kiphire : Nagaland



## Executive Summary

Under this Initiative a DEPC committee was formed, which is headed by the District Magistrate/ District Collector along with the General Manager, DIC who is also the Member Secretary of the Committee and other members such District Agriculture Officer; District Horticulture Officer; District Soil Conservation Officer; Project Director, DRDA; District Project Officer, LRD and Manager, Lead Bank (SBI). Reference of these products have been provided by the DEPC as the number of MSMEs and LSM (Large Scale Manufacturers) is more and import value is relatively high as compared to other products, we need to register more ME (Merchant exporter) and SSM (Small Scale manufacturer) and provide them support. In this document, the DEAP of Kiphire district for the export of Apple, Kidney Beans, Maize and Handloom products is explained. The chosen products have fairly high production in this district and can be made niche Items of export for the future. Currently, there are products of the most important items exported from Kiphire. The objective of this document is to streamline the production, plug the loopholes in the supply chain, and provide district and state level administrative handholding in consultation with the District Export Promotion Committee (DEPC) and State Level Export Promotion Committee (SLEPC). This document also explains the existing level and process of production and enlists the present Industries and exporters involved in the export of Apple,



Kidney Beans, Maize and Handloom. The present trends in Trade and commerce for Apple, Kidney Beans, Maize and Handloom have also been analyzed in the following chapters. The objective of this DEP is to become the basis for the formation of DEPC at the district level. It also targets export as an important activity for the local people. The benefits of production and Price realization reaching to the ground level will have a much larger impact in doubling the Annual incomes of the engineering community. This DEAP will make sure to Guide DEPC to involve all stakeholders such as farmer of Kiphire, logistics operators, and primary Processing industries, wholesale marketing business houses, government, research labs, banking and financial institutions, etc. to streamline the production of Apple, Kidney Beans, Maize and Handloom. This Plan includes strategy to enhance logistics and infrastructure at the district level and better utilization of the Market Access Initiative (MAI) Scheme of the Department of Commerce for inviting foreign buyers under reverse buyer-seller meets at the district level, suitably gathering district level commodity and Goods exports data including through GSTN and Customs ICEGATE System. Each district of our country has a potential equal to that of one country; each of our districts has the capacity equal to a small country in the world. Each of our districts has a diverse identity and potential for global market. The foreign trade today constitutes 45% of India's GDP. Special focus and dedicated attention need to be paid to India's export promotion in its economic policies to leverage trade for higher sustained growth.

## **TABLE OF CONTENTS**

NO.	CONTENTS	PAGE NO.
1	Introduction	4
2	District Profile	4-9
3	Products Profile	11-15
4	Trade analysis Existing and Potential markets	16-24
5	SWOT Analysis of KIPHIRE, NAGALAND	25
6	Challenges that need to be addressed	26-31
7	Data on products from respective districts	31-47



## **(1). Introduction to District Export Action Plan (DEAP)**

In an effort to implement the Hon'ble Prime Minister of India vision to transform and promote each district into potential export hub, the Government of Nagaland has constituted District Level Export Promotion Committee (DLEPC) in each district. The main objective of the DLEPC is to act as dedicated facilitator for export promotion, monitoring projects, create institutional mechanism and to coordinate the efforts in this direction so as to provide necessary support to address the unmet needs of industry and export in the district. Every district has products which are unique and potentially exportable that can be promoted to increase production, export products, generate economic activity and achieve the goal of AtmaNirbhar Bharat. The objective to develop Kiphire as a 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, Kiphire to identify key institutional structures and infrastructures and to address challenges and hindrances for export in the district. The DLEPC has also identified the key exportable products and other sectors that can be promoted to export potential. The DLEPC will be one-stop facilitation centre for the exporters in the district in coordination with various Govt. Departments and agencies to achieve desired result in promotion of export in the district.

## **(2). District Profile**

### **(2.1) General characteristics of Kiphire:**

Kiphire is one of the sixteen districts of Nagaland, which is located in the North-Eastern part of India. Kiphire District has a total area of 1255 sq. Kms. The district is 254 kms. away from the capital city of Kohima via Meluri of Phek District. Wedged between Saramati, the highest mountain in the state and the Jingkhui Mountains, Kiphire town- the district headquarter, is located at an elevation of 896.42 meters above sea level.

The district of Kiphire being located in the farthest part of the state bordering Myanmar, the accessibility to marketing is very much lacking in the district. Hence a proper action plan in identifying the export potential products and helping the entrepreneurs to access the export oriented markets in different parts of the state as well as international market is very important for the district of Kiphire, Nagaland.







## (2.1) Demography (as per 2011 census)

S No	Particulars	Statistics
1	Total Population	74,004
2	Male Population	37,830
3	Female Population	36,174
4	Population Growth (as compared to 2001)	38.58 %
5	Area	1255 sq.km
6	Density/ Sq.km	65
7	Sex Ration (Per 1000)	956
8	Average Literacy	69.54%
9	Male Literacy	74.88 %
10	Female Literacy	63.96%

**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, 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 650 MSME Units registered under Udyam Registration in Kiphire district.



### Existing Status of Industrial Areas in the district of Kiphire

Sl. No.	Name of Ind. area	Land acquired in acres	No. of allotted plots	No. of units in production
1	Industrial Growth Centre	4.5	1	1
2	NTTC Extension centre Kiphire		1	1

### Industrial Scenario of Kiphire

Sl. No.	Head	Units	Particular
1	Registered Industrial Units	661 Nos.	MSME Sector
2	Total Industrial Units	661 Units	
3	Registered Medium and large Units	Nil	
4	Estimated avg. no. of daily workers employed in small scale industries	3305	
5	Employment in large and medium industries	-	
6	No. of Industrial areas	1	
7	Turnover of small-scale industries		
8	Turnover of Medium & large-scale industries	-	

*Figure 2: Industrial infrastructure*



### **Non-Availability of infrastructure like**

1. Growth Centres
2. Export Promotion Industrial Park
3. Food processing industrial Park
4. Border Trade Centre
5. Agro Export Zone
6. Pack House
7. Cold storage

### **Training Institutes & courses offered**

1. Industrial Training Institute (ITI)
2. Nagaland Mini Tool-Room & Training Centre, Kiphire

### **Potential areas for new MSMEs:**

1. Food processing enterprise
2. Handicrafts
3. Electrical Repair unit
4. Auto repair works
5. Agricultural implements
6. Washing Soap
7. Confectionery unit
8. Engineering Goods.
9. Barbed Wire
10. Tin-smithy
11. Pickle making
12. Printing press
13. Internet service unit

### **Potential Service Providers are as follows**

1. Vocational Training Centres
2. Interior & exterior designing
3. Information Technology
4. Construction Activities
5. Video, Audio, Digital Studio
6. Offset Printing





## Agriculture Profile

Agriculture is the primary industry in India and backbone of livelihood. Rice is the major crop of the district cultivated under rain-fed condition, terrace and irrigated condition. Jhum is carried out in the higher elevation of the district. Kidney bean is the second important crop after maize. Some important pulses of Kiphire district are kidney beans (Rajma) locally known as kholar, Rice bean and Field pea. These are grown in kharif and Rabi season. Groundnut and soyabean are main oilseed crop grown in the district followed by sesame. Kiphire has come to the forefront for its exquisite apple produce at Thanamir village. Another vital source of food is the traditional harvesting of honey from rock bees located in Mimi village.

Sl. No	Particulars	Kiphire		Total
		M	F	
1	Population	37,830	36,174	74,004
2	Literacy (5)			69.54%
3	Land holding	Marginal (%)		9
		Small (%)		32
		Medium (%)		49
		Large (%)		10
4	Total Geographical Area Sq. Km			1,25,500
5	Irrigated (Ha)			1544 Ha (2006-2007)
6	Jhum Area (Ha)			42,300 Ha
7	Forest Area (Ha)			40,000 Ha
8	Others (Ha) Township/Villages			41,656 Ha
9	Altitude (MSL)			896.42
10	Annual rainfall (mm)			2000 mm

## (2.2) Topography:

Located in the eastern most part of the State bordering Myanmar, and having a total Area of 1255 sq. kms, Kiphire district is 254 km away from the Capital city Kohima. Wedged between Saramati, the highest mountain in the state and the Jingkhu mountains, Kiphire HQ is located at an elevation of 896.42 meters above the mean sea level. Kiphire district is located at an average elevation of 1,502 meters above sea level, with the minimum elevation being 409 m and the maximum 3,821m. As such the district is quite hilly and the terrain mountainous. The district is bounded by Zunheboto in the North, Tuensang in the East, Phek in the West and Myanmar in the South.

Kiphire is divided into 8 Circles comprising of 104 recognised Villages and 3 unrecognised, for a total of 107 villages. Rivers such as Zungki, Tizu, Likhimro along with several small rivulets also run across the district.

### (2.3) Climatic conditions: -

The climate is humid and hot during summer and cold during winter with winter temperature touching a low of 2.7 ° C and a high of 37.0 ° C during summer. The district enjoys South-East Monsoon with average rainfall between 1500 mm to 1800 mm occurring over about 6 months from May to October. The driest month is December, the wettest month is June, the warmest month is July and the coldest month is January. All in all, the district enjoys cool and pleasant weather throughout the year.

### (2.4) General characteristics of the product and the value-added products:

#### HS code

Category	HS Code	Description
Fresh Fruits	080810	Fresh apples
Dried Fruits	081330	Apples, dried
Preservatives or prepared	200799	Apple Jam
	200979	Apple juice, unfermented
Dried pulse	071333	Dried kidney beans
Bean flour	110610	Kidney bean flour
Handloom	520823	Woven fabrics of cotton
Cereal	100590	Maize seed

- Whether GI Tagged: - NO
- Is the product perishable: - Apple- Yes, Kidney beans- Yes, Handloom- No, Maize- Yes



- Concerned Line Ministry, State departments and Boards

1. DGFT
2. APEDA
3. National Handloom & Handicrafts Department
4. Department of Agriculture, Nagaland
5. Department of Horticulture, Nagaland

### **(3). Product Profiles**

#### **(3.1) Apple and apple Products**

Thanamir Village which is located on the foothills of Mount Saramati under Kiphire district is famous for its cultivation and production of organic apples. The village is among a very few places in Nagaland where apples are grown on a commercial scale. Thanamir village is better known as the ‘Apple Village’ of Nagaland and its agro-climatic conditions (high altitude of 896 m above mean sea level, hot and humid summers with cold winters and abundant rain in the monsoon season and fertile soil rich in organic matter) is favourable for cultivating their world-famous apple, banana, pineapple, kiwi, orange, guava and mango. It is estimated that more than 40 – 50 metric tonnes are produced annually in Thanamir and surrounding villages. These organic apples are unbelievably juicy, with the right amount of tartness and incredibly crunchy. Green apples are either eaten raw or steamed or used for salads. The red apples are preferred to make juice and wine. A vibrant festival is organized annually in the month of September to encourage the local farming community to showcase their produce and delicious pickles, juice, puree, candied apple, green apple salad, apple concentrate and apple wine. These apples have so



far been sold only within the district and if marketed well, can be sold across the country as they have a good shelf life.

### (3.1.1) Types of apple products in Kiphire, Nagaland.

1. **Organically grown fresh apples:** The demand for fresh organically grown fruits has been increasing all over the world due to the growing consciousness about health and the ill effects of the consumption of chemically treated fruits. Apples grown in Thanamir are organically grown without the use of any chemicals and pesticides and as such has immense positive and nutritious benefits for the consumers.
2. **Ready-to-serve juice:** Ready-to-serve juice is manufactured from ripened and wholesome apples by peeling, churning and blending the fruit to extract the apple juice and no preservatives are used. The packaging and preservation is done in line with predefined guidelines set by the certification authorities. Shelf life is 24 months under ideal conditions.
3. **Candied apple pieces:** Peeled and trimmed apple dices are treated with sugar syrup and subjected to controlled drying.
4. **Apple juice concentrate:** Mature and sound apples are processed into juice which is then further concentrated in vacuum evaporators to a solid content of 65° Brix and packed in aseptic packaging systems like bag in drum/box. This product can be stored at an ambient temperature up to 18 months. It is further used in beverage applications.

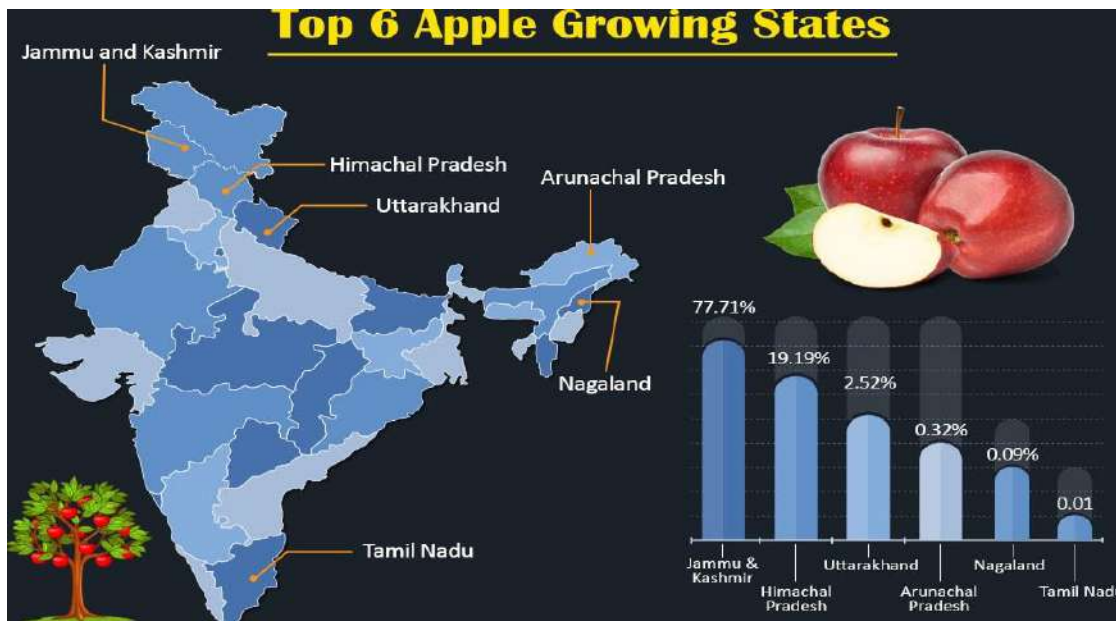


Figure  
3:  
Apple

producing states

#### Area, Production and Productivity of Leading Apple Growing States in India

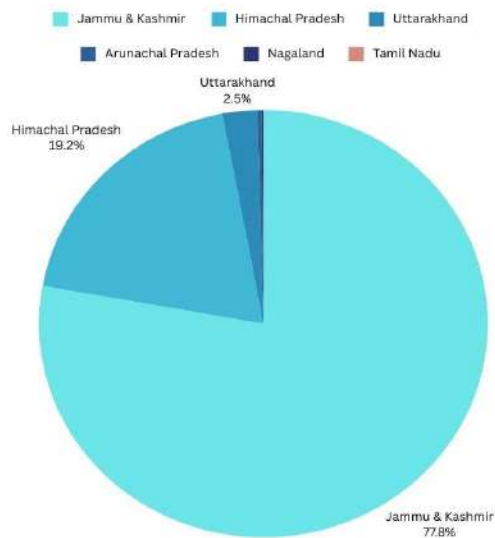


Figure 4: Leading apple producing states





### **(3.1.2) Growth in apple production:**

Apple production in Nagaland is still in its infancy stage as evident from figure 3 and 4 given above. However, we cannot ignore the immense potential that the region has in terms of apple production. The climatic conditions and the fertility of the soil is highly favourable to the cultivation of apple as a major export product for the state and the country as a whole.

The department of Horticulture has already distributed more than 10,000 low chilling apple grafts to the project holders in Thanamir village since 2009-10. The department has also initiated the plantation of about 500 hectares in the sub-divisions of Pungro and Khongsa blocks.

### **(3.2) Kidney Beans (Rajma/ Kholar)**

In Kiphire district more than 90% of the population is engaged in agriculture. Pulses especially kidney beans is a very important crop, cultivated by almost every farmer in the district. It is a high value crop and farmers get a very good remuneration from this crop. The soil and climatic conditions is highly favourable for pulses such as kholar, rice bean and field peas. Normally, kidney beans are grown immediately after harvesting maize. Kholar, the local name for kidney beans or rajma is grown extensively in the Shamator-Chessore belt of Tuensang district and Pungro sub-division in Kiphire district. According to the department of agriculture annual report (2019-20) the area of kholar cultivation in kiphire district is about 120 hectares and about 168 MT of kholar is produced annually.

According to local villagers, there are about 22 varieties of Kholar grown in the region with interesting names tagged (in Yimchungrü dialect) to each variety, like 'Jepshiak' (pure yellow), 'Aphimbea' (flying), 'Moho' (irresistible), 'Amurak' (pure black) and 'Amurum' (dog's liver). 'Jepshiak' comes on top of the price list for its unique flavour. 'Aphimbea', the small white bean which becomes slippery after it is cooked is believed to have medicinal value and is recommended as post-surgery diet as well as for replenishing bone marrow. Villagers say 'Moho' is so named as the crimson pods of 'Moho' are so enticing that thieves or strangers cannot resist the urge to pluck them.

### **(3.3) Handloom :-**

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 their intricate Naga design.



These days handloom products have 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 Kiphire District, there are more than 50 organized handloom enterprises and thousands 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.

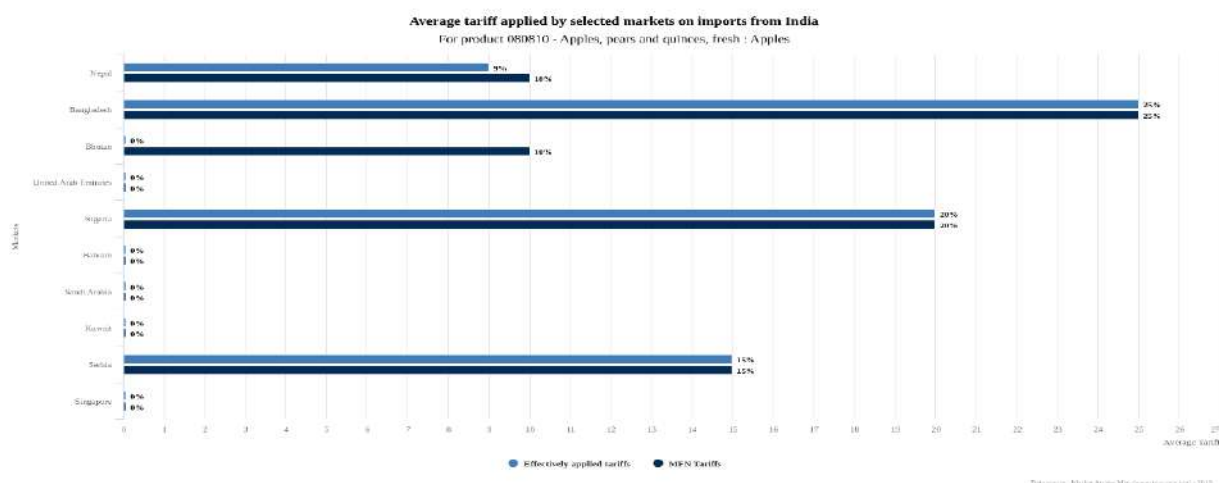
### **(3.4) Maize :-**

The area of cultivation of maize in the district of Kiphire is about 5100 hectares and about 10,200 MT is produced annually. Almost all the parts of the Kiphire district is involved in the cultivation of maize. With proper procurement process and marketing facility, there is a high potential for export of maize in the global market.

## (4). Trade analysis Existing and Potential markets

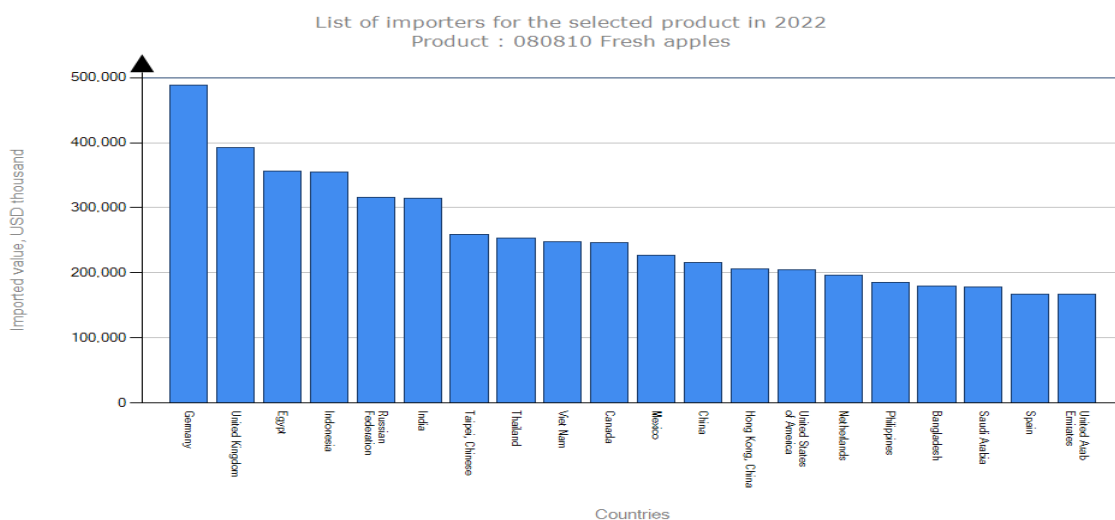
### (4.1.1). Export destinations

#### ▪ Apple (HS 080810)



Source: Trade map

Figure 5: List of importing markets for Apple

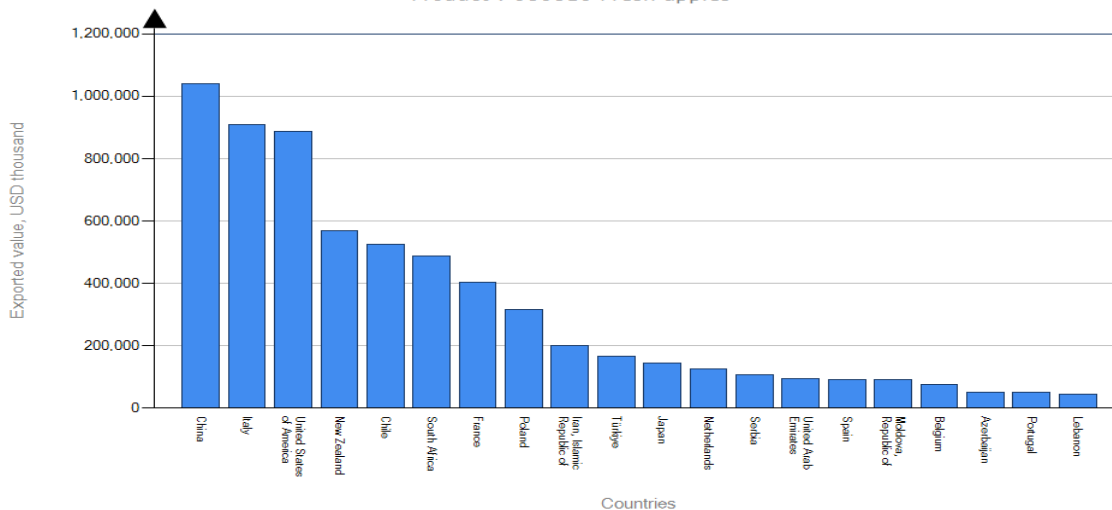


Source: Trade map

Figure 6: Bar graph list of Import market for Apple



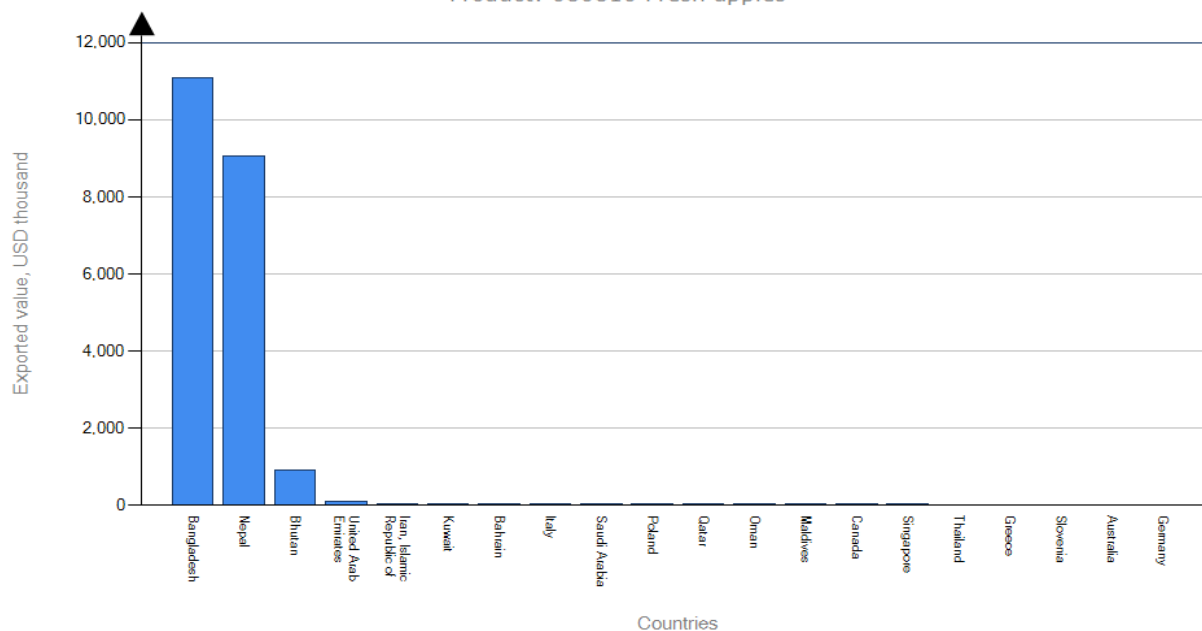
List of exporters for the selected product in 2022  
Product : 080810 Fresh apples



Source: Trade map

Figure 7: Bar graph list of Exporters for Apple

List of importing markets for a product exported by India in 2022  
Product: 080810 Fresh apples





### (4.1.2). Analysis of existing markets of Apple

By looking at the figures and maps, it is evident from the fact that Germany, UK, Egypt, etc. are the largest importing market for apples. In order to hold a good ground in terms of market penetration into these large markets for India, few requirements such as increase in quality standards, adequate packing and processing need to be done.

Thus, the Government has put up resources and other machinery to plug the loopholes and augment the export with larger benefits reaching to ground level that is real farmer's communities. The present trend in the international market can be changed by various regulations like packaging, logistics, sanitary measures, quality, etc. Therefore, exporters have to be cautious in making profitable long-term exports. This DEP and above market analysis will provide guidance to hold the present ground and make inroads into markets with better diversity. However, due to stiff regulations, SPS measures and lack of technology put immense pressure on our export to these countries. Also, the tough competition from the leading apple exporters such as China, USA, Italy and other countries in the global market is a threat to our potential export of Apples.

### Comparison of Markets

Exported from India

Hs Code- 080810 – Fresh apples

MARKET	MFN tariffs	Effectively applied tariffs	Pref. Margin	Tariff year	# NTLC in the HS6 code	HS Revision	Import value in 2022 (USD)	# PTA	Distance (In Kms)
Bahrain	0%	0%	0%	2023	1	HS22	33		2733
Bangladesh	25%	25%	0%	2023	2	HS22	10776	2	1107
Bhutan	10%	0%	10%	2023	1	HS22	923	1	1298
Kuwait	0%	0%	0%	2023	1	HS22	25		3012
Nepal	10%	9%	1%	2024	1	HS22	15041	1	871
Nigeria	20%	20%	0%	2024	1	HS22	74		7746
Saudi Arabia	0%	0%	0%	2023	1	HS22	28		3403
Serbia	15%	15%	0%	2023	2	HS22	22		5249
Singapore	0%	0%	0%	2024	1	HS22	10	2	3687
UAE	0%	0%	0%	2023	1	HS22	208	1	2246

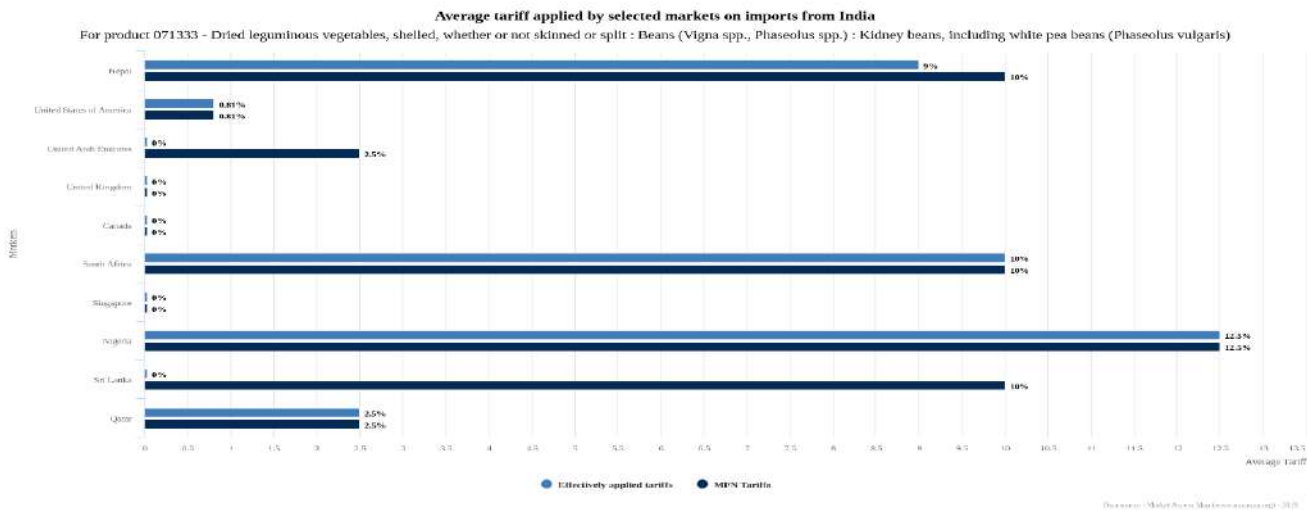
Source: Trade map

Figure 9: Comparative Markets for Apple with average tariff

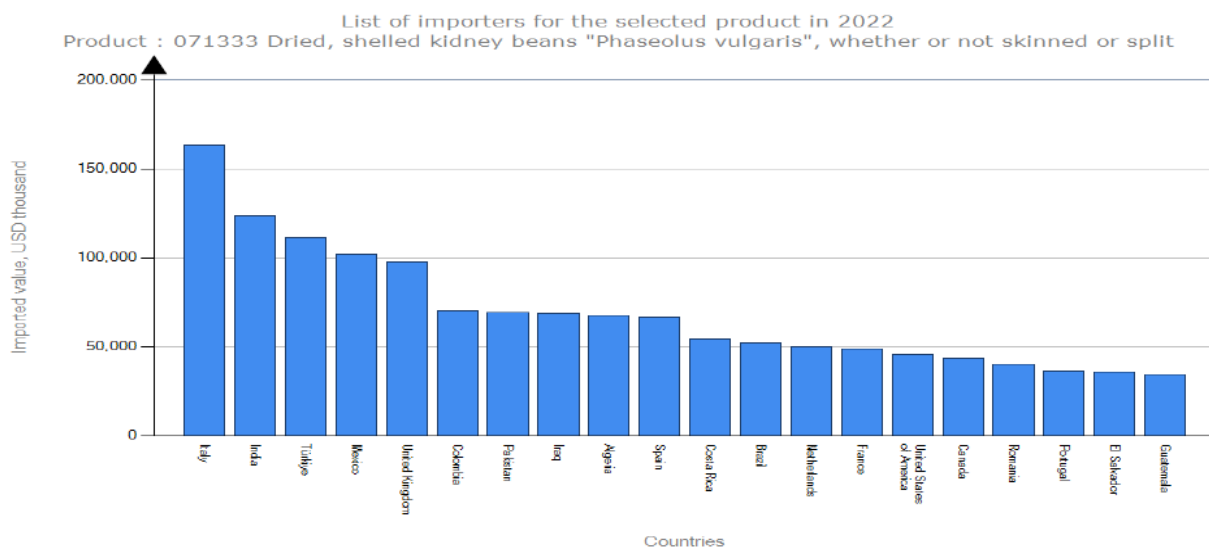


## (4.2.1). Export destinations of Kidney Beans (Rajma)

### ▪ Kidney Beans/ Rajma (HS071333)



de map Figure 10: Average Tariffs of importing markets for Kidney Beans



Source: Trade map Figure 11: Bar graph list of Import market for Kidney Beans

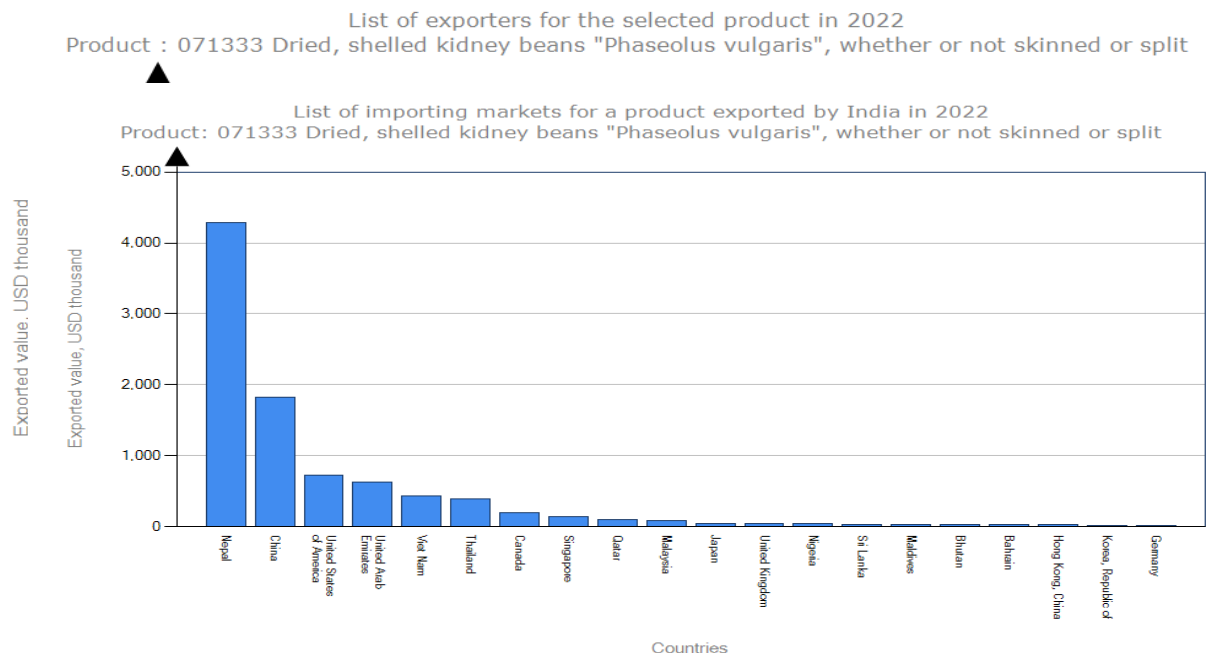


Figure 12: Bar graph list of Exporters for Kidney Beans

*Source: Trade map*

Figure 13: List of exports by India for Kidney Beans

#### (4.2.2). Analysis of existing markets of Kidney Beans

By looking at the figures and maps, it is evident from the fact that the Italy, Turkey, Mexico, etc. are one of the largest markets for kidney beans. And India holds good ground in terms of market penetration into these large markets. However, due to stiff regulations, SPS measures and lack of technology put immense pressure on our export to these countries. Also, the tough competition from Argentina, USA, Egypt and other littoral countries in the global market are always a threat to our potential export of kidney beans. Thus, the Government has put up resources and other machinery to plug the loopholes and augment the export with larger benefits reaching to ground level that is real farmer's communities. The present trend in the international market can change by various regulations like, packaging, logistics, sanitary measures, quality, etc. Therefore, exporters have to be cautious in making profitable long-term exports. This DEP and above market analysis will provide guidance to hold the present ground and make inroads into markets with better diversity.

However, due to stiff regulations, SPS measures and lack of technology put immense pressure on our export to these countries.



## Comparison of Markets

Export from India

(Hs Code 071333)

MARKET	MFN tariffs	Effectively applied tariffs	Pref. Margin	Tariff year	# NTLC in the HS6 code	HS Revision	Import value in 2020 (USD)	# PTA	# NTM	Distance (In Kms)
Canada	0	0	0	2023	1	HS22	289		60	12021
Nepal	10	9	1	2024	1	HS22	2377	1		871
Nigeria	12.50	12.50	0	2024	2	HS22	171		16	7746
Singapore	0	0	0	2024	2	HS22	172	2		3687
South Africa	10	10	0	2024	2	HS22	206		68	7793
Sri Lanka	10	0	10	2023	2	HS22	112	4		1450
Qatar	2.50	2.50	0	2023	2	Hs22	82		158	2630
UAE	2.50	0	2.50	2023	2	HS22	605	1	224	2246
UK	0	0	0	2023	2	HS22	424	2		N/A
USA	0.81	0.81	0	2023	3	HS22	881		189	13076

Source: Trade map Figure 14: Comparative Markets for Kidney Beans with average tariff

### (4.3.1). Export destinations of Handloom

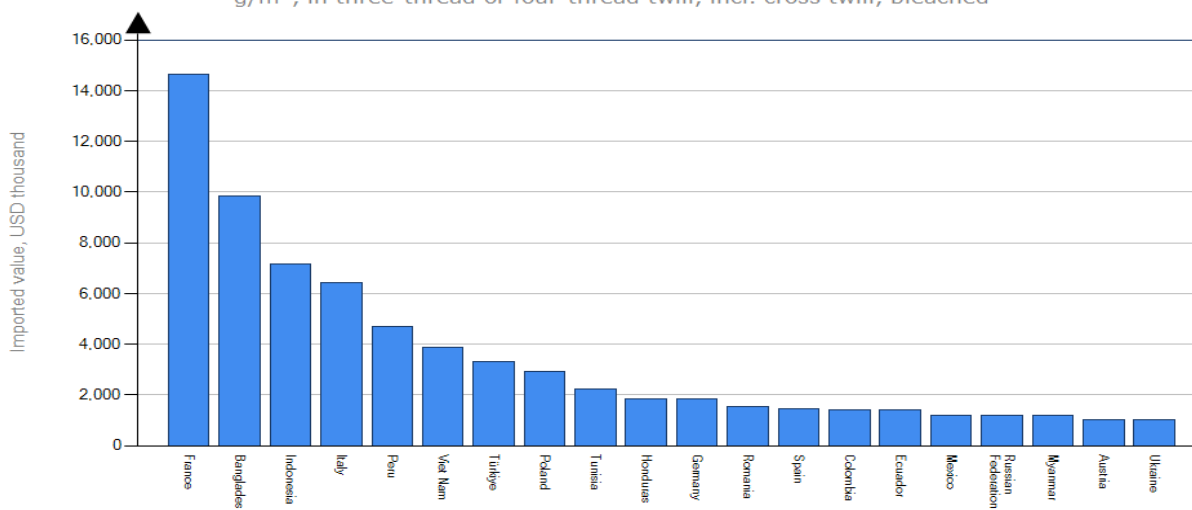
#### ▪ Handloom (HS 520823)

##### Average tariff applied by selected markets on imports from India

For product 520823 - Woven fabrics of cotton, containing 85 % or more by weight of cotton, weighing not more than 200 g/m<sup>2</sup>: Bleached : 3-thread or 4-thread twill, including cross twill

##### List of importers for the selected product in 2022

Product : 520823 Woven fabrics of cotton, containing >= 85% cotton by weight and weighing <= 200 g/m<sup>2</sup>, in three-thread or four-thread twill, incl. cross twill, bleached



**Source:** Trade map Figure 16: Bar graph list of Import market for Handloom

List of exporters for the selected product in 2022  
Product : 520823 Woven fabrics of cotton, containing  $\geq 85\%$  cotton by weight and weighing  $\leq 200$  g/m<sup>2</sup>, in three-thread or four-thread twill, incl. cross twill, bleached

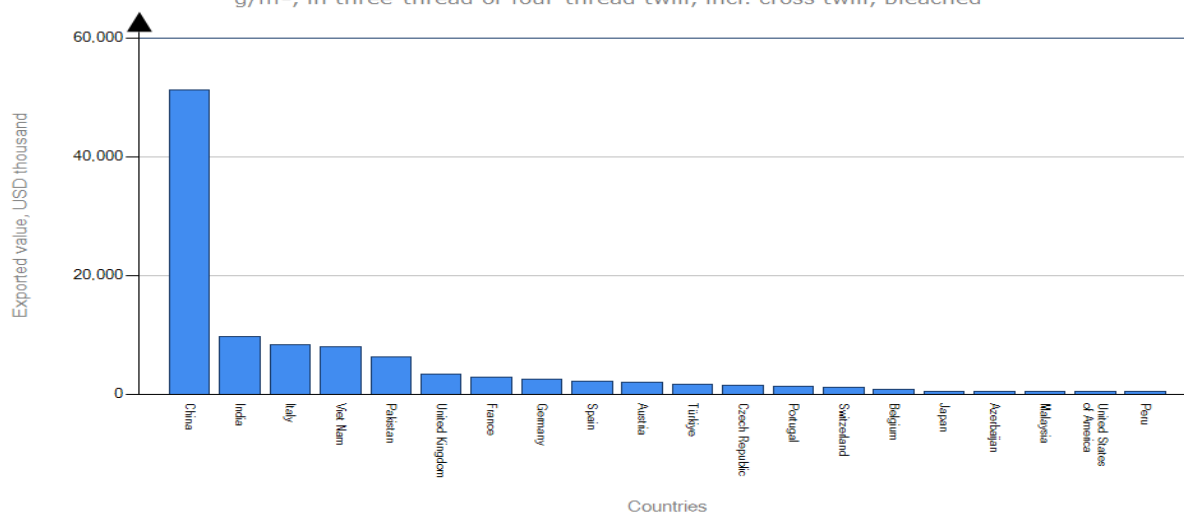
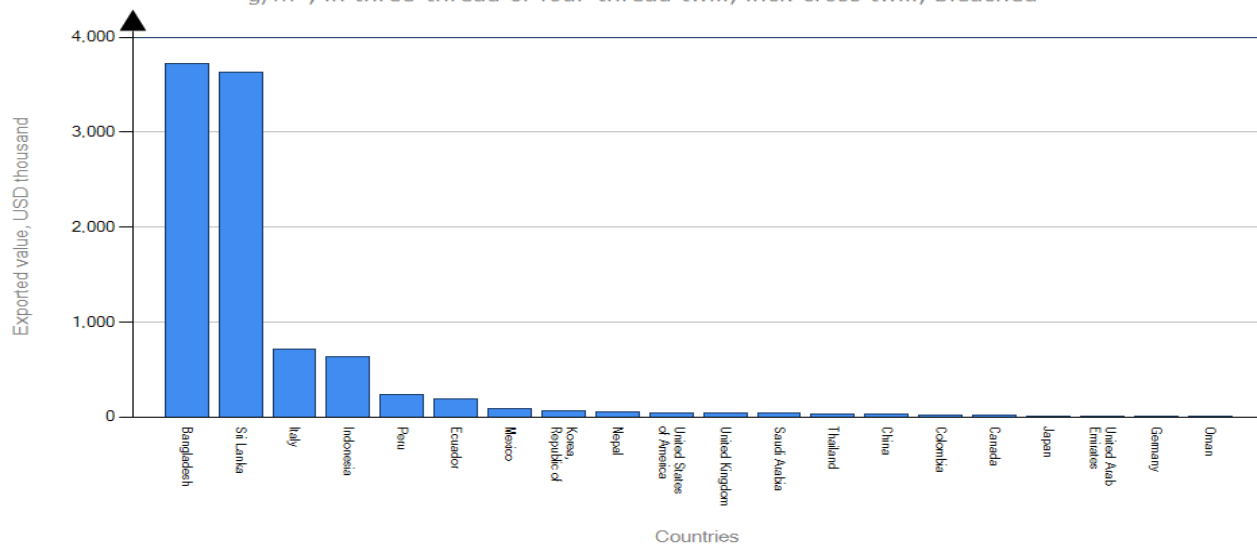


Figure 17: Bar graph list of Export market for Handloom

List of importing markets for a product exported by India in 2022  
Product: 520823 Woven fabrics of cotton, containing  $\geq 85\%$  cotton by weight and weighing  $\leq 200$  g/m<sup>2</sup>, in three-thread or four-thread twill, incl. cross twill, bleached



*Source: Trade map* Figure 18: Bar graph list of Export market by India for Handloom

## Comparison of Markets

Exported from India  
Handloom (HS 520823)

MARKET	MFN tariffs	Effectively applied tariffs	Pref. Margin	Tariff year	# NTLC in the HS6 code	HS Revision	Import value in 2020 (USD)	# PTA	# NTM	Distance (In Kms)
Australia	5	0	5	2023	1	HS22	34	1		9443
Bangladesh	25	25	0	2024	1	HS22	3807	2		1107
Italy	8	8	0	2023	1	HS22	274	2	2	6352
Indonesia	10	5	5	2023	1	HS22	54	1	5	4446
Israel	0	0	0	2023	3	HS22	113		24	4290
Peru	11	11	0	2021	1	HS17	249			16904
Sri Lanka	0.78	0	0.78	2023	1	HS22	53	3		1450
Thailand	30	0	30	2021	1	HS17	73	1		2634
Turkey	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A		N/A
UK	8	6.40	1.60	2023	1	HS22	74	1		N/A

*Source: Trade map* Figure 19: Comparative Markets for Handloom with average tariff

### (4.3.2). Analysis of existing markets of Handloom

By looking at the figures and maps, it is evident from the fact that France, Bangladesh, Indonesia, etc. are the largest importing market for Handloom. In order to hold a good ground in terms of market penetration into these large markets for India, few requirements such as increase in quality standards of the raw material, up-gradation of design technology and branding need to be done.

Thus, the Government has put up resources and technology to promote export with larger benefits reaching to artisans and weavers. The present trend in the international market can change by various regulations like, design technology, logistics, branding, quality of





yarn, etc. Therefore, exporters have to be cautious in making profitable long-term exports. This DEP and above market analysis will provide guidance to hold the present ground and make inroads into markets with better diversity. However, due to inadequate marketing and branding and lack of technology put immense pressure on our export to these countries.



## (5.) Potential - SWOT Analysis

<p><u>STRENGTHS</u></p> <p>Being an Aspirational and border district of Nagaland, Kiphire offers wide myriad of opportunities for entrepreneurs to set up new enterprise.</p> <p>Availability of ample land for industrial expansion, fertile lands, untapped human resources are some key strengths of Kiphire district.</p>	<p><u>WEAKNESS</u></p> <p>Absence of strong industrial base activities and Institutional mechanism in export business.</p> <ul style="list-style-type: none"> <li>• Lack of awareness and knowledge among entrepreneurs to export their products.</li> <li>• No diversified products for export as export potential are mainly Agro based sector.</li> </ul>
<p><u>OPPORTUNITIES</u></p> <p>There is a huge opportunity for Agro based value added products like, Fruits, Kholar, Honey, Maize, Handloom and Handicrafts products</p>	<p><u>THREATS</u></p> <p>Strong industrial base of neighboring states like Assam and better infrastructures attractiveness as investment destination.</p>

## (6.) Challenges that need to be addressed

S.No	Key Challenges	Issue to be Addressed	Intervention
------	----------------	-----------------------	--------------



1	Infrastructure	<ul style="list-style-type: none"> <li>▶ The export of apple and its value-added products depend upon proper cold storage and warehousing. The transport also must be done in Refrigerated containers. Presently, there are short comings in adequate availability of cold storage and warehousing facilities in the District.</li> <li>▶ Technological gap exists in the pattern of production. Farmers lack adequate training and postharvest management.</li> <li>▶ Lack of adequate facilities for setting up units for food processing and packaging.</li> <li>▶ Lack of export marketing focus and design improvement in Handloom sector</li> <li>▶ Scattered production of Handloom</li> </ul>	<ul style="list-style-type: none"> <li>▶ The Government of Nagaland may make an agreement/MOU with the facility owner to enable the potential exporters to avail the services of such facility at a concessional rate.</li> <li>▶ The NTTC under Department of Industries &amp; Commerce provides facilities for technological upgradation &amp; quality improvement. The AgroBased Rural Technology Development Cell under NTTC designs &amp; develops incubation machines for various Agro- based industrial technology.</li> <li>▶ The Industrial Growth Centre(IGC) may intervene to provide infrastructural facilities to prospective entrepreneurs in theState to set up their units.</li> </ul>



2	Logistics	<ul style="list-style-type: none"><li>▶ Since, the commodities are perishable in nature, availability of containers at the optimum time at the ports is critical.</li><li>▶ Congestion at the ports due to high waiting periods of the shipment.</li><li>▶ The connectivity of the landlocked production areas to the ports or terminals is a stiff challenge.</li><li>▶ Also, the link roads from farms to the main road are to be improved for seamless transportation.</li></ul>	<ul style="list-style-type: none"><li>▶ 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.</li><li>▶ After analyzing the transport infrastructure scenario in the state, the possibility of trade through the Land Customs Station, Guwahati has been evaluated.</li><li>▶ In addition, alternative trade routes from Kohima and p have been suggested.</li></ul>
---	-----------	---	--



3	Training and Development - Farm and Exporter Levels	<ul style="list-style-type: none"> <li>▶ No usage of fertilizer and pesticides in production leads to less yields.</li> <li>▶ Inadequate harvest and post-harvest management affects quality and shelf life of the produce.</li> <li>▶ Lack of awareness of exporters on existing schemes and policies and relevant documentation related to exports.</li> <li>▶ Efficient training and workshops to be conducted.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Workshops to be conducted to educate and train people.</li> <li>▶ Export promoting agencies to aware people about export possibilities and potential market.</li> </ul>
---	---	---	--





4	Backward Integrations	<ul style="list-style-type: none"> <li>▶ The backward integration for perishables is inefficient resulting in quality and longevity issues.</li> <li>▶ From the export perspective, the importing nations are becoming more and more stringent with respect to the production norms/traceability at the farm level.</li> <li>▶ To comply with the norms of importing nations, it is requisite to procure the produce from registered farmers only. If the farmers' registration is not put in place, exports may be adversely affected.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Increase Cold Storage chain facilities and storage unit in the district.</li> </ul>
5	Packaging	<ul style="list-style-type: none"> <li>▶ The availability of quality packing material to suit the export requirement is a challenge. The packaging is important as it adds value to the product.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Tie up various agencies like the Indian Institute of Packaging (IIP) to help the exporters/entrepreneurs in packaging and related services.</li> <li>▶ Promotion of training, workshop.</li> <li>▶ Setting up processing units.</li> </ul>



6	Process able Grade Products	<ul style="list-style-type: none"> <li>▶ 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.</li> <li>▶ There is a pressing need to develop block wise process able varieties of horticultural products so that desired quality raw material is available to the processing Industry.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Tie up various agencies like the Indian Institute of Packaging (IIP) to help the exporters/entrepreneurs in packaging and related services.</li> <li>▶ Promotion of training, workshop.</li> <li>▶ Setting up processing units.</li> </ul>
7	Marketing	<ul style="list-style-type: none"> <li>▶ During the peak season, the markets are covered with big heaps of apple, 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 leads to a very low price. There is no regular market in most of the production zones and a large quantity of apple gets wasted in the field itself. No value addition is being undertaken by the farmers at the field level.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Tie up with various agencies/organizations, e-commerce and private players for marketing the products. With Market Access Initiative(MAI) schemes to bring buyers sellers meet and promote the product.</li> </ul>
8	Financial Facility	<ul style="list-style-type: none"> <li>▶ Availability of loans to the farmers/entrepreneurs for credit support.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Through Government Schemes like kisan loan, PMFME, PMEGP, MUDRA loans, SUI and term loans through agencies like NIDC Ltd.</li> </ul>



### **Steps needs to be done for development of infrastructure**

- To reduce the congestion on the Siliguri route and Kolkata port exports can be done from Chittagong port in Bangladesh.
- Setting up of a cold storage chain for better productivity & use of agriculture produces to value-added product is need of the hour.
- Uninterrupted power supply is essential for health of the industries in the district.
- Setting up of designated Industrial Park or Hubs will boost the environment of the industries.
- Institutional support for improved technology in research & development will enhance performance.
- Awareness on GST, Government e-Marketing, vendor development etc., needs to be done.
- Ease in access of credit from banks.
- Increasing electiveness of Ease of Doing Business which includes documentation of purchase /hand over and takeover of land, environment clearances, registration of the units etc.
- Lack of adequate knowledge and information on procedures regarding export amongst entrepreneurs is the reason for export not picking up. This can be addressed by conducting various technical session to encourage entrepreneurs to come forward to export.

### **Bottlenecks for Export**

1. Lack of Cold Storage facility and processing units
2. Lack of APEDA certified pack house
3. Lack of Technical knowledge about export, especially documentation.
4. Lack of certified Export Firm.
5. NO testing Labs.
6. No Organic Certification Bodies.



Problems	Detail	Proposed Intervention	Level of Intervention (Centre, State, District, RA)	Concerned Ministry & Department
Administrative Support	Lack of awareness about IEC	Increasing awareness about IEC process	Centre, state	DGFT
Branding	Loss of merchandise due to damage	Better primary, secondary, or tertiary packaging	Centre, RA	IIP, Mo CI
Awareness	Lack of awareness	Dissemination of information through Product Catalogues	District, RA	DEPC
Quality assurance & Certification	Lack of awareness	Quality certifications for agricultural products	RA, State and Central	DGFT, DPIIT, Mo CI & Agriculture Department of Respective state
Credit Support	Lack of availability credit, finance	Mapping existing schemes with beneficiaries	RA, District, State, Central	DEPC and line ministries at State and Central level
Logistics	High transportation charges or unavailability of logistics partner	Mapping existing schemes with beneficiaries	District, State, Central	
Marketing support	No access to a high-profile distribution channel	Mapping existing schemes with beneficiaries	District, State, Central	DEPC and line ministries at State and Central level



strict Export Action Plan – Kiphire, Nagaland Page | 33

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**

District Export Action Plan – Kiphire, Nagaland Page | 33



Particulars	Details (enter response here)	Comments (if any)	Instructions
<b>(I) General Information</b>			
(1) State/ Union Territory	NAGALAND		
(2) District	Kiphire		
(3) Product / Service	Apples, Kidney Beans, Maize and Handloom products		
(4) HS code of the product	Apple - 080810, Kidney Beans -071333, Maize – 100590, Handloom - 520823		
(5) Whether GI Tagged			Apple - No Kidney Beans- No Maize - N Handloom- No
(6) Industry	Agriculture  Horticulture  Handicraft & Handloom		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?	Apple Kidney Beans Handloom Maize		Yes Yes No Yes





(8) Concerned Line Ministry, State departments and Boards	<b>-DGFT- RA</b> <b>- DEPC</b> <b>- APEDA</b> <b>-Department of Industries</b> <b>-Deputy Commissioner's Office</b> <b>-Department of Agriculture, Government of Nagaland</b> <b>-Ministry of Agriculture and Farmer's Welfare, Govt. of India</b>	<p>For ex: Silk products will have Ministry of Textiles as the Line Ministry</p> <p>▪ <b>APEDA</b> (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 <b>APEDA</b>.</p> <p>▪ The <b>Department of Industries</b> 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.</p>
---	--	--

(9) Concerned Industry associations			Nagaland Handloom & Handicrafts Development Corporation Ltd.(NHHDC) Department of Agriculture, Dept. of Horticulture.
-------------------------------------	--	--	---



--

(1) Production capacity (in units)	No data available		
------------------------------------	-------------------	--	--

(2) Production capacity (in number of processing units)	No data available		
---	-------------------	--	--

(3) Composition of production units in Small / Medium / Large enterprises	No data available		Data to be provided by the District GMDIC
---	-------------------	--	---

(4) Any marginalized section of society engaged in the production	Yes Tribal – 100% Women – 40%		Women/Tribal/Differently able engaged in production
---	-------------------------------------	--	---

(5) Demand in India in the last 6 months (in units)	No data available		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
(9) Top importing countries	Apple – Germany, UK, Egypt Kidney Beans – Italy, Turkey, Mexico Handloom – France, Bangladesh, Indonesia Maize – China, Jaan, South Korea		Mention top 5 countries in order of quantity imported

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

(1) Name of the value-added product	Apple juice, Apple squash, Ready- to- serve (RTS) beverages, Apple Jam, Bean Flour		
(2) Production capacity of the value-added product (in units)	No data available		No data available
(3) Production capacity of the value-added product (in number of processing units)	No data available		No Data available



(4) Composition of production units in Small / Medium / Large enterprises	No data available		No data available
(5) Any marginalized section of society engaged in the production of value-added products	Yes Tribal – 100% Women – 40%		Women/Tribal/Differently abled engaged in production
(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

(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	No data available		
(11) Scope for value addition			
(12) Is the value added product perishable?			Yes
<b>(IV) Problems in the supply chain, Interventions required and Responsible Authority (If present, fill Yes with a one-line description)</b>			
(1) Tech related			Ex: More automated methods of processing and packaging after production.
(2) Standards and certification related			Ex: Food standards, quality standards
(3) Quality of output related			Product quality not up to international standards for Apple, Kidney Beans, Handloom & Maize
(4) Awareness related			NA



<p>(5) Infrastructure / Ecosystem related (other logistics) than</p>			<ul style="list-style-type: none"> <li>▪ The export of apple depends upon proper cold storage and warehousing. The transport also must be done in Refrigerated containers. Presently, there are shortcomings in adequate availability of cold storage and warehousing facilities in the district.</li> </ul> <p>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.</p> <ul style="list-style-type: none"> <li>▪ Creation of adequate cold storage infrastructure and warehousing facilities and ICDs with the assistance of the district administration to improve storage capacity of perishables.</li> <li>▪ Discussions with state Govt. for creation of sufficient state- of-the-art testing labs in the district, thereby improving quality of the exported product and also to reduce cost of testing.</li> <li>▪ Demarcating commodity specific clusters and basis this conducting need gap analysis of Infrastructure (roads, pack houses, storage structures, processing units, testing labs etc.)</li> </ul>
--	--	--	--





(6) Logistics related			<ul style="list-style-type: none"> <li>▪ In order to connect hinterlands, efficient multimodal transportation system needs to establish in a phased manner with more focus on developing the dedicated corridors. Also introduction of technology in Loading, unloading, packaging.</li> <li>▪ Increase capacity and provision for exports from airports of tier 2 &amp; 3 cities after viability assessment with the airport authority.</li> <li>▪ Green channel to be created at key ports (value to be Considered) to boost the export of perishables.</li> </ul>
(6) Workforce availability or training related			<p>Farmer awareness is critical to regulate the chemical usage on the farm.</p> <ul style="list-style-type: none"> <li>▪ Linking them to Self-Help Groups (SHGs) and Farmers' Producers Organizations (FPOs).</li> <li>▪ Collaboration between APEDA, industry associations and DGFT to set up workshops and training programs for farmers and exporters.</li> <li>▪ The workshops to focus on aspects like- challenges, awareness on non-tariff barriers and applicable schemes on various commodities and Components</li> </ul>



(7) Working capital related			No access to credit for purchase of raw materials
(8) Investment related			<p>No access to finances to set up a processing unit ▪</p> <p>Credit Lending facilities - Majority needs proper funding at various stages of marketable production. Thus, linking to Micro financial Institutions (MFIs).</p> <p>▪ The EPC may also identify schemes that support exports and create awareness about existing schemes that exporters can avail</p>
(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 revamped.</p>
(10) Infringement / duplication / counterfeit related			<p>Fake versions being sold of original products in the name of Naga Kholar.</p>
(11) Any other			
<b>(V) Potential for other products / services</b>			



(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
---	--	--	--



विदेश व्यापार महानिदेशालय  
DIRECTORATE GENERAL OF  
FOREIGN TRADE

**Districts**  
OS Export Hubs



\*\*\*

  
14/05/24  
Deputy Commissioner  
Kiphire : Nagaland