विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE

सत्यमेव जयते

District Export Action Plan

Kohima, Nagaland

Districts as Export Hubs

CONTENTS

1. Introduction to District Export Action Plan (DEAP)

In order to implement the vision of the Hon'ble Prime Minister of India, Narendra Modi to convert each district into an export hub, the Government of Nagaland has constituted District Level Export Promotion Committee (DLEPC) in each district which is chaired by Deputy Commissioner. The composition of DLEPC is as under:

Serial No	Official/Department	Role
1	Deputy Commissioner	Chairman
2	General Manager, District Industries Centre	Member, Secretary
3	District Agriculture Officer	Member
4	District Horticulture Officer	Member
5	District Soil Conservative Officer	Member
6	Project Director, DRDA	Member
7	District Project Officer, LRD	Member
8	Manager, Lead Bank (SBI)	Member

The primary function of the DLEPC is to prepare and implement district specific Export Action Plans in collaboration with all the relevant stakeholders of the Central, State and District level. The functions of the DLEPC include:

i. Conduct a comprehensive assessment of Kohima District's export profile.
ii. Identify products currently being exported from the district.
iii. Evaluate the untapped export potential within the district.
iv. Set quantifiable targets to increase export performance from the district.
v. Identify and promote new products with export potential.
vi. Establish an institutional mechanism to undertake a baseline study across goods and services.
vii. Map current export activities and future potential within the district.
viii. Identify infrastructure, regulatory and logistical constraints and bottlenecks that need to be addressed to achieve export potential.

ix. Serve as a central facilitator for export promotion at the district level.

x. Act as a grievance redressal forum for exporters and follow up with concerned agencies.

xi. Organise buyer-seller meets, exhibitions and trade fairs to showcase district products.

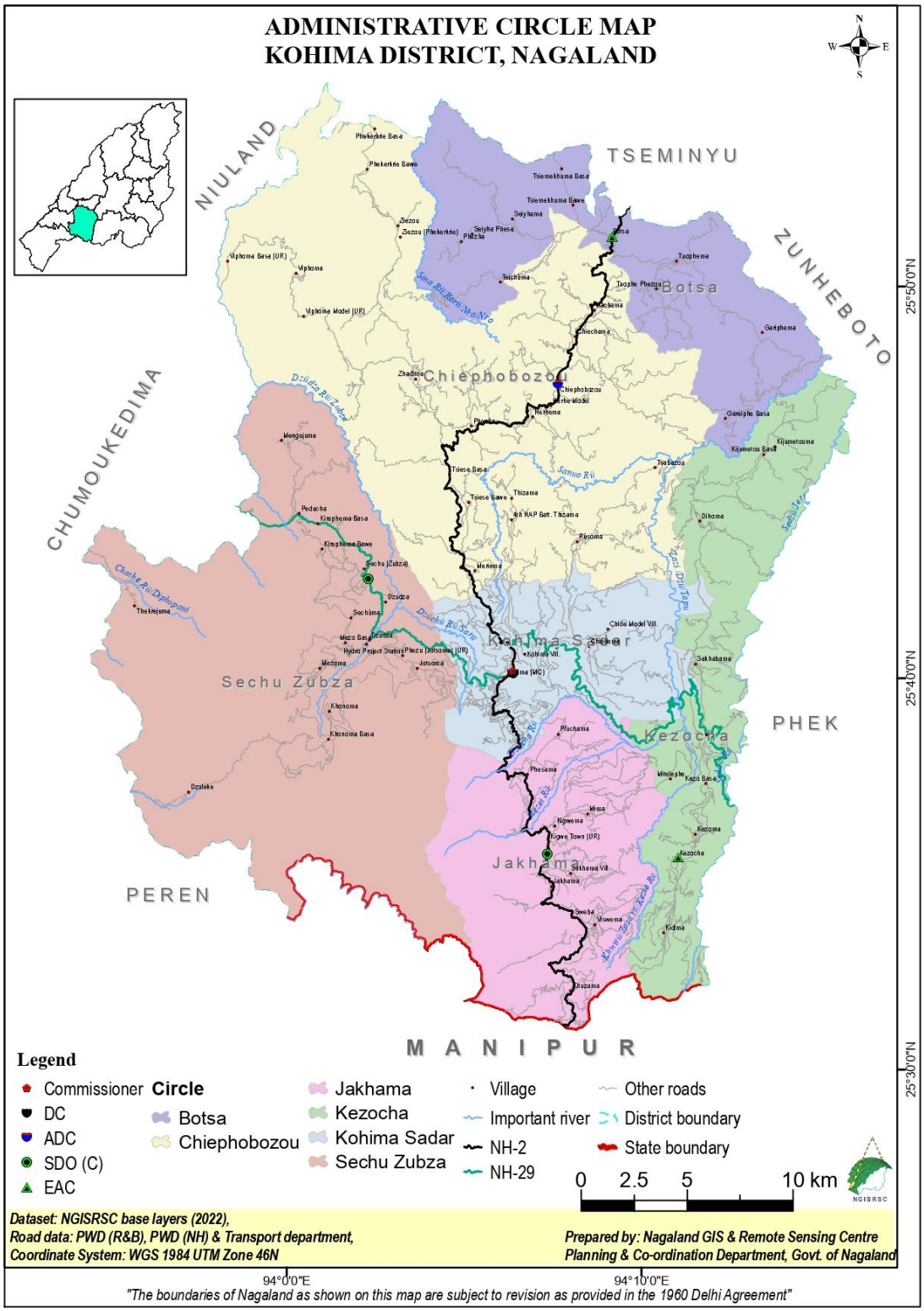
xii. Implement the District Export Action Plan in Phase to ensure targeted export growth.

DLEPC Kohima aims to identify the existing products and services which are being exported and to further promote it along with new products/services, to increase production, grow exports, generate economic activity and achieve the goal of *AtmaNirbhar Bharat, Vocal for Local and Make in India*.

2. District Profile

History: Kohima, situated in the south at an altitude of 1444m above sea level, occupies pride of place as the capital city of Nagaland. Sharing its borders with Dimapur and Peren District in the West, Zunheboto and Phek District in the East, Manipur State in the South and Tseminyu District in the North. One of the oldest among the eleven districts of the state, Kohima is the first seat of modern administration as the Headquarters of Naga Hills District (then under Assam). When Nagaland became a full fledged state on 1st December, 1963, Kohima was christened as the capital of the state. Since then, parts of Kohima district have been carved out four times – the first in 1973 when Phek District was created, then in 1998 Dimapur was carved out and declared as a separate district. In 2004, Peren District was created and it was for the fourth time that Kohima district once again gave birth to one of the youngest districts in the state called Tseminyu District in the year 2021.

The name Kohima derives its name from "KEWHIRA" which is the name of the village where Kohima town is located. Kohima village , also called 'Bara Basti' is the second largest village in Asia and forms the North-Eastern part of Kohima Urban area today.


ADMINISTRATIVE CIRCLE MAP
KOHIMA DISTRICT, NAGALAND
N
W
E
S
NIULAND
TSEMINYU
ZUNHEBOTO
CHUMOUKEDIMA
PHEK
PEREN
MANIPUR
Botsa
Chiephobozou
Kohima Sadar
Sechu Zubza
Kezocha
Jakhama
Legend
Commissioner
DC
ADC
SDO (C)
EAC
Circle
Botsa
Chiephobozou
Jakhama
Kezocha
Kohima Sadar
Sechu Zubza
Village
Important river
NH-2
NH-29
Other roads
District boundary
State boundary
0 2.5 5 10 km
NGISRSC
Dataset: NGISRSC base layers (2022),
Road data: PWD (R&B), PWD (NH) & Transport department,
Coordinate System: WGS 1984 UTM Zone 46N
Prepared by: Nagaland GIS & Remote Sensing Centre
Planning & Co-ordination Department, Govt. of Nagaland
94°0'0"E
94°10'0"E
25°50'0"N
25°40'0"N
25°30'0"N
"The boundaries of Nagaland as shown on this map are subject to revision as provided in the 1960 Delhi Agreement"

Climate: Kohima features a more moderate version of a humid subtropical climate. Kohima has a pleasant and moderate climate – not too cold in winters and pleasant summers. December and January are the coldest months when frost occurs and in the higher altitudes, snowfall occurs occasionally. During peak summer months from July-August, temperature ranges an average of 80-90 Fahrenheit. Heavy rainfall occurs during summer.

Topography: Kohima is located at 25º40'N 94º07'E 25.67ºN 94.12ºE. It has an average elevation of 1261 metres (4137 feet) and covers an area of 1,463 sq. km, with a density of 213 per sq. km2 Kohima town is located on the top of a high ridge and the town serpentines all along the top of the surrounding mountain ranges.

The People: The main indigenous inhabitants of Kohima District are the Angami Nagas . But Kohima being the capital city, it is a cosmopolitan city with a pot pouri of all the tribes of Nagaland as well as mainland India residing here.

Demography

Sl. No	Demographic Label	Value
1	Area	1463 sq km
2	No. of Municipal Cooperation	1
3	No. of Village	58
4	Total Population	267,988
5	Sex Ratio	1000:928
6	Density Per Sq. Km	213
7	Literacy Rate	85.23
8	ADC Headquarters	1
9	Sub-Division	2
10	EAC Circle	2

Subdivisions and Blocks:

List of RD Blocks in Kohima.

1. Kohima 2. Chiephobozou 3. Jakhama 4. Sechu-Zubza 5. Botsa

Industry profile:

The primary economic activities in Kohima district center around agriculture and allied activities, tourism, handloom and handicrafts, and small-scale industries. Emerging export potential in the district includes sectors such as organic agricultural products, ethnic handloom and handicrafts, and agro and food processing. These sectors are gaining prominence and show promise for future growth in the international market.

Additionally, Kohima district boasts over 3500 MSME (Micro, Small, and Medium Enterprises) units registered under Udyam Registration, highlighting the entrepreneurial spirit and economic diversity of the region.

Number of Trade-wise UDYAM Registered (MSME) from 1st April 2022 to 31st March 2023

Sl. No	Particulars	Registration
1	Mfg. of Food Products and Beverages	102
2	Mfg. of Textile	35
3	Mfg. of Weaving Apparel	19
4	Training and Dressing of Leather	2
5	Mfg. of Wood and Wood Products except Furniture	26
6	Mfg. of Paper and Paper Products	10
7	Publishing, Printing and Reproduction of Recorded Media	15
8	Retail/Wholesale trade, except of motor vehicles and motorcycles	480
9	Land transport and transport via pipelines	94
10	Mining and Quarrying	22
11	Mfg. of Chemical and Chemical Products	1
12	Mfg. of other non-metallic	5
13	Mfg. of Fabricated Metal Products	7
14	Mfg. of Machinery and Equipment NEC	2
15	Mfg. of Furniture	12
16	Maintenance and Repair of Motor Vehicles and Motor cycles	7
17	Maintenance and Repair of Personal and Household Goods	5
18	Computer and Related Activities	13
19	Other Business Activities	25
20	Health and Social Work	2
21	Recreation Culture and Sporting Activities	2
22	Other Services Activities	231
	Total	1117

Source: Directorate of Industries and Commerce

Some of the infrastructural issues affecting the export potential of Kohima district are non availability of:

1. Growth Centres
2. Export Promotion Industrial Park
3. Food Processing Industrial Park
4. Border Trade Centre
5. Agro Export zone
6. Cold Storage
7. Sufficient transportation networks such as roads and ports
8. Sufficient access to electricity and internet services

The potential areas for new MSMEs:

1. Food processing enterprise
2. Handicrafts
3. Electrical repair unit
4. Auto repair works
5. Agricultural equipment
6. Confectionery unit
7. Engineering goods
8. Pickle making
9. Printing press
10. Internet service unit
11. E-commerce platform for local products
12. Sports and recreational facilities

Potential service providers are as follows

1. Vocational training centres
2. Interior and exterior designing
3. Information Technology
4. Construction activities
5. Video, Audio, Digital studio
6. Offset printing
7. Creative Arts
8. Library and study room services

Agriculture Profile: Agriculture stands as the predominant economic activity in the State, owing to its topographical challenges, traditional farming methods, and the prevalence of subsistence agriculture practices. Within this agricultural landscape, a diverse array of crops holds significance, contributing to the sustenance and livelihoods of the populace.

Among the major crops cultivated in the district, paddy (rice) holds a prominent position, serving as a staple food crop. Additionally, the cultivation of potatoes, ginger, maize, rice bean, and various vegetables is widespread. Moreover, the horticulture sector plays a vital role, encompassing the cultivation of fruits such as bananas, passion fruits, and guavas.

The major crops cultivated in Kohima District are:

Sl.No.	Category	Crops
1	Cereals	Paddy, Maize, Jowar, Millet, Jobstears, Bajra
2	Pulses	Nagadal, Beans, Pea, Gram, Kholar
3	Oilseeds	Groundnut, Soya bean, Perilla, Rapeseed mustard, Linseed
4	Commercial	Sugarcane, Tea, Tapioca, Yam, Sweet Potato, Potato, Ginger

These agricultural pursuits are not only vital for food security but also contribute significantly to the socio-economic fabric of the region. Data regarding agricultural activities in Kohima district, sourced from the Horticulture Area Production Information System (HAPIS) quarterly reports provided by the Horticulture Department of Nagaland, serve as crucial references for understanding the dynamics and trends within the agricultural sector.

"Estimations of Crop Cultivation and Production (2019-2021), Kohima"

Crop	Final Estimation 2019-20		I Estimation 2020-21		II Estimation 2020-21		III Estimation 2020-21	
	Area	Production	Area	Production	Area	Production	Area	Production
Spices	**Hectare**	**Metric ton**	**Hectare**	**Metric ton**	**Hectare**	**Metric ton**	**Hectare**	**Metric ton**
Cardamom Large	626.00	300.00	626.00	300.00	626.00	300.00	626.00	300.00
Ginger	282.00	4802.00	282.00	4802.00	282.00	4802.00	282.00	4802.00
Turmeric	25.00	360.00	25.00	360.00	25.00	360.00	25.00	360.00
Red chilly	670.00	471.00	670.00	471.00	670.00	471.00	670.00	471.00
Fruits	**Hectare**	**Metric ton**	**Hectare**	**Metric ton**	**Hectare**	**Metric ton**	**Hectare**	**Metric ton**
Banana	1000.00	1231.00	1000.00	1231.00	1000.00	1231.00	1000.00	1232.00
Gooseberry	29.00	360.00	29.00	360.00	29.00	360.00	29.00	360.00
Guava	70.00	495.00	70.00	495.00	70.00	495.00	70.00	495.00
Plum	72.00	515.00	72.00	515.00	72.00	515.00	72.00	515.00
Kiwi	56.00	562.00	56.00	562.00	56.00	562.00	56.00	562.00
Mandarin orange	895.00	7890.00	895.00	7890.00	895.00	7890.00	895.00	7890.00
Vegetables	**Hectare**	**Metric ton**	**Hectare**	**Metric ton**	**Hectare**	**Metric ton**	**Hectare**	**Metric ton**
Potatoes	500.00	6604.00	500.00	6604.00	500.00	6604.00	500.00	6605.00
Tapioca	530.00	9426.00	530.00	9426.00	530.00	9426.00	530.00	9426.00
Cabbage	770.00	14596.00	770.00	14596.00	770.00	14596.00	770.00	14596.00
Green chilly	670.00	4789.00	670.00	4789.00	670.00	4789.00	670.00	4789.00
Sweet potato	165.00	265.00	165.00	265.00	165.00	265.00	165.00	265.00
Tomato	420.00	2029.00	420.00	2029.00	420.00	2029.00	420.00	2030.00

Source: HAPIS, Horticulture Department.

In 2021, Ministry of Commerce and Industry have identified a total of 20 products and services from the then 12 districts in Nagaland as export potential. These products and services range from usual food and handloom, to tourism and cement. Naga Raja Mircha, Ginger, Orchids, Orange and Tourism were selected for export potential in Kohima district. Additionally, the District Level Export Promotion Committee has undertaken the task of identifying key exportable products at the block level.

Major Products (Goods and Services) with export Potential:

Sl.No	Block	Product	Seasonality
1	Jakhama	Traditional attires (Shawl Waist Coat, Mufflers)	
		Potato	April - May
		Maize	July - September
2	Chiephobozou	Turmeric Powder, Orange	July-August
3	Sechu-Zubza	King Chilly, Garlic	
4	Botsa	Forest value added Product (Tsumho tea, Rosella tea, Sweet Gooseberry, Honey)	

Hence, the primary exportable products from Kohima include Naga King Chilly, Ginger, Oranges, and Orchids, all identified for their significant export potential.

General Characteristics of the Product and the value added products

Hs Code:

Category	Hs Code	Description
Naga King Chilly	20059900	Other vegetables and mixtures of vegetables
	0904221	Naga King Chilly Powder
Ginger	091012	Crushed or ground
	091011	Neither crushed nor ground
	33012926	Ginger oil
Orchids	06031300	Fresh orchids
Oranges	08051000	Oranges (Fruit)
	20091100	Orange juice frozen
	20091900	Orange juice other

Whether GI tagged:- Yes, Naga Raja Mircha (2008)

Is the Product Perishable:-

1. Naga King Chilly – Yes
2. Ginger – Yes
3. Orchids – Yes
4. Oranges – Yes

Concerned Line Ministry, State Department and Boards

1. DGFT
2. APEDA
3. NABARD
4. KVK
5. Nagaland State Agricultural Marketing Board
6. Industries and Commerce Department, Nagaland
7. Nagaland Flower Growers Society

3. Product Profiles:

Naga King Chilly:

Naga King chilli (Capsicum chinense sacq), known by various names such 'Raja Merja' or 'Raja Mircha' at the local level, is one of the traditional food item of the Naga community in Nagaland. It is also known by other names like Bhut jolokia in Assam and U-morok or Go-morok in Manipur. Nagaland has vast potential for its cultivation, with 2519.73 million tons produced across 606 hectares. (Statistical handbook of Nagaland, 2023). It's renowned globally for its distinct taste, aroma, and extreme spiciness, earning it a place in the Guinness Book of World Records as one of the hottest chillies.. The crop is native to the north-eastern part of India and Nagaland got the geographical indication tag as 'Naga mircha' in the year 2008. It is grown in almost all the districts of Nagaland and commercially cultivated well in Peren, Chümoukedima, Mon and Kohima district. As per HAPIS data for the year 2021-22, Kohima district cultivated Raja Mircha across 25 hectares, yielding a production of 24.48 metric tonnes. Naga mircha thrives well in warm climate and grows in all types of soil, preferably in well drained and soil with high organic matter content.

APEDA in collaboration with the Nagaland State Agricultural Marketing Board (NSAMB), coordinated the first export consignment of fresh King Chilli to London. APEDA had coordinated with NSAMB in sending samples for laboratory testing in June and July 2021 and the results were encouraging as it is grown organically. The consignment was sourced from Tening, part of Peren district, Nagaland and was packed at APEDA assisted packhouse at Guwahati. Exporting fresh King Chilli posed a challenge because of its highly perishable nature.

The Department of Horticulture hosted the inaugural Naga Mircha (King Chilli) Festival at Seiyhama Village, Kohima, on September 16, 2022. Botsa block has been designated by the Horticulture Department as the primary area for Naga Mircha production, covering an area of over 100 hectares. Presently, 200 households are engaged in cultivating Naga Mircha. In 2021, the community generated revenue of 27 lakh rupees from the cultivation. Some of the value added products of Naga Mircha are: Naga Mircha Pickle, Sauce, puree, and Dehydrated King Chilly.

Ginger:

Ginger (Zingiber officinale Rosc.) (Family: Zingiberaceae) is a herbaceous perennial, the rhizomes of which are used as a spice. The area under ginger in NE region is 30.84 thousands ha which gives total production of 209.15 thousand tonnes at an average yield of 6.78 t/ha against the national productivity of 3.56 t/ha. However, the productivity is highest in Manipur (9.86 t/ha) followed by Nagaland (9.05 t/ha). Kohima district stands as one of the leading ginger producers in the state, cultivating ginger across 287.64 hectares and yielding a production of 4900 metric tonnes, as per HAPIS data for 2021-2022.

Ginger thrives in warm, humid climates and can be grown from sea level up to 1500 meters above sea level. It can be cultivated under both rain-fed and irrigated conditions. Adequate rainfall during sowing, consistent showers during growth, and dry weather before harvesting are essential. Well-drained soils like sandy loam, clay loam, red loam, or lateritic loam with a pH of 6.0 to 6.5 are ideal. However, rotating crops is recommended due to ginger's exhausting nature. It grows best in temperatures between 19°C and 28°C with humidity ranging from 70% to 90%.

Some of the ginger based products are:

1. Fresh ginger root
2. Dried ginger slices/powder
3. Ginger tea
4. Ginger candies
5. Ginger ale
6. Ginger essential oil
7. Ginger capsules/supplements
8. Pickled ginger
9. Ginger jam/chutney
10. Ginger-flavored sauces or marinades
11. Ginger-infused vinegar
12. Ginger-based skincare products (such as creams or masks)

Organic Value Chain Development for North East Region (MOVCD-NER):

The ministry of Agriculture and Farmer Welfare launched MOVCD-NER for the period 2020-21 to 2022-23, with an objective to facilitate stronger marketing access under the ownership of growers' organization**.** The Department of Agriculture has identified 140 clusters covering173 villages and 7339 beneficiaries/ farmers.

Under the Mission Organic Value Chain Development for North Eastern Region (MoVCD), a strategic cluster-based approach has been implemented for ginger cultivation in the rural areas of Kohima district. Leveraging this approach, villages within Kohima district have been categorized under the MoVCD Ginger (cluster) initiative. Although precise data regarding cultivation areas and production yields are currently unavailable, this concerted effort underscores a proactive strategy to promote organic farming practices and enhance agricultural sustainability.

The MoVCD Ginger (cluster) villages under Kohima district are categorized as follows:

Block	Villages
Kohima Sadar	Khuzama
	Kigwema
	Jakhama
	Mezo Basa
	Jotsoma
	Thekrujuma
Chiephobozou	Gariphema
	Kijumetouma
	Seiyhama
	Phekerkriema
	Chiechama
	BOTSA- I
	BOTSA-II

The cluster-based approach, particularly prevalent in land-locked states like Kohima, has demonstrated considerable success in fostering cooperative agricultural practices, optimizing resource utilization, and improving market access for local farmers. By clustering villages together, the initiative aims to create synergies, facilitate knowledge exchange, and streamline supply chains within the ginger cultivation sector. Furthermore, the MoVCD Ginger (cluster) villages serve as focal points for capacity-building initiatives, technical assistance programs, and value chain enhancements. Through collaborative efforts between government agencies, agricultural experts, and local communities, these clusters strive to elevate the quality, productivity, and market competitiveness of ginger cultivation in Kohima district.

While the precise impact of the cluster approach awaits comprehensive data analysis, early indications suggest positive outcomes in terms of increased farmer incomes, improved crop yields, and enhanced resilience to market fluctuations. As the initiative progresses, ongoing monitoring and evaluation efforts will provide valuable insights into the effectiveness and scalability of cluster-based strategies in promoting organic agriculture and rural development in the region."

Orchids:

Orchids are monocotyledonous plants belonging to the family Orchidaceae. The orchids are a group of plants regarded as highly ornamentally important and valued taxa amongst the various plant groups. Orchids have their own unique characteristics and charms for their unique floral architecture Orchid cultivation which started as a hobby in the early part of 20th century transformed into a commercial enterprise in late sixties. They rank among the top ten sought after plant for cutflower production. The state of Nagaland is an important reservoir of large number of orchids. The diversity of orchids was described by different groups, there are over a thousand species of orchids in India and Nagaland alone has about 360 orchid species. The state of Nagaland, India, boasts a diverse array of orchids, showcasing various hues and colors, each with its unique shelf life. Despite the immense market potential, particularly for horticultural produce like orchids, Nagaland has yet to fully capitalize on this opportunity. Currently, the market is largely unorganized, with wild orchids often sold at low

prices in local markets by village women from nearby and distant areas. These orchids are typically sold in bunches of 8-10 stems and are collected from the wild during the flowering season. While hobbyists and flower enthusiasts predominantly purchase these wild-collected orchids, this practice puts significant strain on the region's already vulnerable biotic resources. Conversely, there is a notable demand for orchid hybrids among the local population, indicating an untapped market opportunity. Over the years, orchid cultivation has transitioned from a hobbyist pursuit to a thriving commercial industry. The global trade of orchid flowers, including popular varieties like Cymbidiums, Dendrobiums, Phalaenopsis, and Oncidiums, is on the rise, contributing significantly to the economies of various Southeast Asian countries.

Some of the key species which could be used for cut flower as well as for potential parents for viable hybrids are: *Aerides multiflora, Arundina graminifolia, Calanthe chloroleuca, Coelogyne corymbosa, Cymbidium devonianum Paxton, Cymbidium elegans Lindley, Cymbidium iridioides, Cymbidium iridioides, Cymbidium lowianum, Dendrobium chrysanthum, Dendrobium chrysotoxum, Dendrobium densiflorum, Dendrobium lituiflorum, Dendrobium nobile, Dendrobium transparens, Dendrobium williamsonii, Renanthera imschootiana, Rhynchostylis retusa, Taenia latifolia, Thunia marshalliana, Vanda alpina, Vanda bicolor, Vanda coerulea and Vanda stangeana*

Oranges:

One of the key states leading the way in orange cultivation in the North East is Nagaland. The state has witnessed a steady increase in orange farming over the years, and farmers are reaping the benefits of this citrus fruit. The districts of Kohima, Mon, Tuensang, and Longleng in Nagaland are known for their orange orchards that stretch across the picturesque landscape of the state. The oranges grown in Nagaland are of the Kinnow and Mandarin varieties, known for their juicy pulp and tangy flavor.

Mandarin oranges are grown in all the northeastern states. These oranges are small, sweet, and easy to peel. They are popularly known as Khasi Mandarin, Nagaland Mandarin, and Mizo Mandarin, depending on the state in which they are grown.

Kinnow oranges are mostly cultivated in Arunachal Pradesh and Tripura. These oranges are large, juicy, and have a sweet and tangy flavor. Kinnow oranges are a hybrid of mandarin and sweet orange and are rich in vitamin C.

Climate requirement: In general, oranges are grown in areas with a tropical or subtropical climate, with average temperatures ranging between 15-30°C. The soil should be well-drained, rich in organic matter, and have a pH range of 5.5-7.5.

Harvesting and Post-Harvest Practices

Orange trees start bearing fruits after 3-4 years of planting. Oranges should be harvested when they are fully mature and have developed the characteristic color and flavor. The harvesting season for oranges in the northeast is from December to February.

After harvesting, oranges should be sorted, graded, and packed carefully to prevent damage during transportation. Proper post-harvest practices like washing, waxing, and storage in cool temperatures can help in maintaining the quality and shelf-life of oranges.

In the agricultural season of 2021-2022, Nagaland, renowned for its vibrant orange production, yielded an impressive total of 43,234 tons of this citrus fruit across its lush orchards spanning 5,469.9 hectares. Within this bounty, Kohima district emerged as a prominent contributor, boasting a yield of 8,047.8 metric tons cultivated across 913 hectares of fertile land.

The thriving orange cultivation in Kohima district not only underscores its significant contribution to Nagaland's overall production but also highlights its immense potential for further agricultural growth. With its conducive climatic conditions and dedicated farming communities, Kohima stands poised as a pivotal hub for the cultivation of oranges, symbolizing both its agricultural prowess and economic promise. As efforts continue to enhance agricultural practices and infrastructural support, Kohima's potential as a leading orange-producing region within Nagaland and beyond is undoubtedly primed for further expansion and acclaim.

Organic Orange Festival, Rusoma Village:

Rüsoma Village, fondly dubbed the 'Gardening Village', epitomizes Nagaland's agrarian charm, nestled within the heart of Kohima, the state capital. This idyllic settlement boasts a remarkable horticultural legacy, with its inhabitants nurturing a total of 14,100 flourishing fruit-bearing orange trees alongside an impressive plantation of 28,700 saplings

What sets Rüsoma apart is not just the sheer abundance of its orange groves but also the ingenuity of its farming practices. Here, orange cultivation transcends traditional orchards, thriving in kitchen gardens, courtyards, backyards, and even adorning the terraced fields that grace the landscape. The result? Oranges renowned for their unparalleled sweetness and a diverse array of shapes and sizes, earning Rüsoma a well-deserved reputation for producing some of the finest citrus delights.

Over the years, the village economy has blossomed in tandem with its thriving orchards, symbolizing the symbiotic relationship between agriculture and prosperity. Now, with its inclusion under the 'Horti Model Village' initiative for 2025, Rüsoma is poised for even greater heights of horticultural excellence.

The 'Horti Model Village' project, spearheaded by the state horticulture department under the Mission for Integrated Development of Horticulture (MIDH) for 2023-2024, marks a pioneering endeavor aimed at fostering holistic horticultural development. Across 16 villages, one in each district, including Rüsoma, this initiative seeks to elevate the production of various horticultural crops such as kiwi, citrus, banana, pineapple, dragon fruit, and the famed Naga Chilli.

4. SWOT ANALYSIS OF KOHIMA, NAGALAND

- **Strengths:**
- Rich agricultural heritage and diverse crop cultivation.
- Favorable climatic conditions for horticultural production.
- Strategic location as the capital of Nagaland, facilitating transportation and logistics.
- Presence of skilled farming communities with traditional knowledge.
- **Weaknesses:**
- Limited infrastructure for processing and storage facilities.
- Dependence on traditional farming methods may hinder scalability.
- Vulnerability to weather fluctuations and natural disasters.
- **Opportunities:**
- Growing demand for organic and specialty crops in international markets.
- Potential for value addition through processing and packaging.
- Increasing government support and funding for agricultural development.
- Collaboration opportunities with agro-industrial sectors for technology transfer and market access.
- **Threats:**
- Competition from other regions with established export markets.
- Regulatory barriers and trade restrictions in target export destinations.
- Risks associated with pest outbreaks and crop diseases.
- Fluctuating global market prices impacting export profitability.

5. Challenges that need to be addressed

S .No	Key Challenges	Issue to be Addressed	Intervention
1	Infrastructure	▶ The export of Agrobased products and its value-added products depend upon proper cold storage and warehousing. The transport alsomust 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 and design improvemen	▶ 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 NTTC under Department of Industries & Commerce 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 it takes for coffee to be transported, the more its flavor weakens	▶ 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. ▶ In addition, alternative trade routes from Kohima and Dimapur have been suggested.

3	Training and Development - Farm and Exporter Levels	▶ No usage of fertilizer and pesticides in production leads to 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 storage unit in the 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 helpthe exporters/entrepreneursin 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 leads to 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 ,MUDRAloans, SUI and term loansthrough 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 unitsetc.
- 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

6. 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	Kohima		
(3) Product / Service	Naga Mircha, Ginger, Orchid and Oranges		
(4) HS code of the product	Naga Mircha - 20059900 Ginger - 091011 Orchid - 06031300 Oranges - 08051000		
(5) Whether GI Tagged			Naga King Chilly – YES Ginger – NO Orchids – NO Oranges – NO
(6) Industry	Agriculture Horticulture		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?	Naga King Chilly – Yes Ginger – Yes Orchids – Yes Oranges – Yes		

(8) Concerned Line Ministry, State departments and Boards	**-DGFT-** **RA** **- DEPC -** **APEDA** **-Nagaland Coffee Pvt. Ltd** **-EPCH** **-Department of Industries** **-Deputy Commissioner's Office** **-Department of Agriculture, Government of Nagaland** **-Ministry of Agriculture and Farmer's Welfare, Govt. of India**		For ex: Silk products will have Ministry of Textiles as the Line Ministry ▪ **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**. ▪ 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			Nagaland State Agricultural Marketing Board Nagaland Flower Growers Society

(II) Current status of the product / service			
(1) Production capacity(in units)	Naga King Chilly – 24.48MT Ginger – 4900 MT Orchids – 100000 MT Oranges – 8047 MT		

(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/Tribal/Differently abl eengaged 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 6months (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			Mention top 5 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	Ginger Ale, Pickle, King chilly Sauce, King chilly puree, Orange Juice		
(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		Women/Tribal/Differently abled engaged in production Data to be provided by the District GMDIC
(6) Demand of the value-added product in India in the last 6 months (in units)	No data available		This is the total units demanded of a product in India. Please provide latest available data Data to be provided by the District GMDIC

(7) Supply of the value-added product in India in the last 6 months (in units)	No data available		This is the total units supplied of the concerned product in India by the concerned district Data to be provided by the District GMDIC
(8) Demand of the value-added product in the 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?			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 the products 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 thefarm. ▪ 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 endeavor 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			
(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