

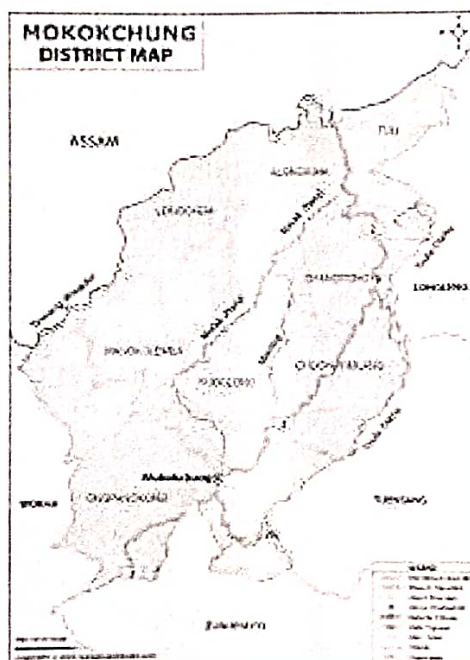


विदेश व्यापार महानिदेशालय  
DIRECTORATE GENERAL OF  
**FOREIGN TRADE**



## **District Export Action Plan**

### **Mokokchung, Nagaland**



**Districts**  
*as* **Export Hubs**

DEPUTY COMMISSIONER  
Mokokchung, Nagaland



## EXECUTIVE SUMMARY

Under this Initiative a DEPC committee was formed vide letter no F no 01/36/218/01/AM 18/TC/PART-1/01 date 26/12/2019, which is headed by the District Magistrate /District Collector, in this Pilot phase Initiate 75 districts have been selected in which Mokokchung is one of the districts selected. From Mokokchung, we have identified the products as **“Coffee, Tea, Handloom and Handicraft”** as potential thrust areas where reference of this products has been provided by the DEPC.

In this document, the DEAP of Mokokchung District for the export of Coffee, Tea, Handloom and Handicraft products is explained. The chosen products have fairly high production in this district and can be made niche items of export for the future. 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 Coffee, Tea Handloom and Handicraft . The objective of this DEAP is to become the basis for the formation of DEPC at the district level. This DEAP will make sure to Guide DEPC to involve all stakeholders such as farmer of Mokokchung, logistics operators, and primary processing industries, wholesale marketing, business houses, government, research labs, banking and financial institutions, etc. to streamline the production of Coffee, Tea, Handloom and Handicraft. 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 export data including through GSTN and Customs ICEGATE System. 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.



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# 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 Atma Nirbhar Bharat. The objective to develop Mokokchung as potential export opportunities in the global markets will further attract, investment in the district and boost manufacturing and thereby increase exports, enabling ecosystem of integrated global market.

The DLEPC will be one stop facilitation center for the exporters in the district in coordination with various Govt. Departments and agencies to achieve desired result in the promotion of exports in the district by identifying key institutional structures and infrastructures and to address challenges and hindrance for export in the district.



## 2. District Profile

### a. Profile of Mokokchung District.

The district is the home of the Ao Nagas. It is bounded by the state of Assam to its north, Wokha District to its west, Tuensang District and Longleng District to its east, and Zunheboto District to its south. It covers an area of 1,615 Sq km and lies between 94.29 and 94.76 degrees east longitude and 26.20 and 26.77 degrees north latitude. The entire district of Mokokchung is sub-divided into ranges. The main valleys are Tsurang, Changki and Milak Valleys. The district is agriculturally and industrially among the most progressive districts in the state, along with Chümoukedima, Dimapur and Kohima. Major agricultural regions are Changki-Longnak, Tsurang, Milak and Dikhu valley regions. Tuli-Milak region and Changki-Longnak valley are the major industrial areas.

### b. Demography

SI No.	Particulars	Statistics
1	Total population	194,622
2	Area	1,615 Sq Km
3	Density/Sq Km	120/Sq Km
4	Sex Ratio (per 1000)	925
5	Rural Population	71.37%
6	Urban Population	28.63%
7	Literacy Rate	91.62%
8	Male Literacy	92.18%
9	Female Literacy	91.01%

(as per 2011 census)



### **c. Topography.**

Mokokchung district covers an area of 1,615 km<sup>2</sup>. The district headquarter which is called Mokokchung Town is at a distance of approximately 145 km from the State capital Kohima. The physiography of the district shows six distinct hill ranges. The ranges are approximately parallel to each other and are aligned roughly north-east/south-west. These hill ranges are Ongpangkong, Asetkong, Jangpetkong Japukong Langpangkong Tsurangkong. The district lies between 94.29 and 94.76 degrees east longitude and 26.20 and 26.77 degrees north latitude. The entire district of Mokokchung is conveniently sub-divided into ranges. The main valleys are Tsurang, Changki and Milak Valleys.

### **d. Economy**

Mokokchung district in Nagaland, India, primarily engages in agricultural activities such as rice, maize, millet, and potato cultivation. Handicrafts and weaving are also important economic activities in the region. Additionally, trade, small-scale industries, and government services contribute to the district's economy. The region's economy has a significant reliance on traditional practices and local resources.



### **e. Climate conditions**

The temperature in Mokokchung varies significantly throughout the year. Summers (March to June) can be moderately hot with temperatures ranging from 20°C to 35°C. Monsoon season (June to September) brings cooler temperatures and heavy rainfall. Winters (December to February) are cold with temperatures dropping to around 5°C to 15°C. Mokokchung receives a substantial amount of rainfall, particularly during the monsoon months. The average annual rainfall ranges from 1500 mm to 2500 mm. The monsoon season is characterized by intense rainfall, which is crucial for agriculture in the region.





## Industrial Background

Mokokchung district in Nagaland, India, has a limited industrial base compared to other parts of the country. However, there are some notable industrial activities and initiatives in the region:

**Handloom and Handicrafts:** Mokokchung is known for its traditional handloom and handicraft industries. The district is famous for its Naga shawls, textile products, pottery, bamboo crafts, and other indigenous handicrafts. These industries provide employment and income to many local artisans and craftsmen.

**Small-scale Industries:** There are several small-scale industries in Mokokchung district, including units producing agro-based products, food processing, and manufacturing of household items. These industries contribute to the local economy and provide employment opportunities.

**Agricultural Processing:** With a strong agricultural base, there are efforts to promote agro-processing industries in Mokokchung. This includes processing of agricultural products like fruits, vegetables, and spices to add value and create marketable products.

Further, the Government of Nagaland has identified the following Centres in Mokokchung District as Industrial Zone:

- 1. Tuli Sub-Division - Industrial Zone**
- 2. Longnak/ Longtho Areas - Industrial Zone**
- 3. Chuchuyimlang - Industrial Estate**

The District also has had the opportunity to host some Large scale Industries/Public sector undertakings like the:

- 1. Nagaland Pulp and paper co. ltd, Tuli**
- 2. Fruits Canning Factory, Longnak.**

However, both the factory become dysfunctional due lack of working capital, Power shortage, lack of skilled workers, low capacity performances.





The Cabinet Committee on economic affairs, GOI has taken decision to revive the NPPC, Tuli by enhancing the capacity from 100 MPD to 200 MTPD (white writing paper) by infusing about Rs 600 crores and the requirement of bamboo will be 3 lacs tonnes annually. Works relating to the revival programme is going on and once the mill is commissioned enormous avenues will be created for both direct and indirect employment among the locals, industrial work-culture will slowly changed the attitude of locals in particular and the enhanced economic conditions will definitely changed the living standard of the people in the state thereby the graph of the state gross domestic product (SGDP) will sharply goes upward trends.

- **Some of the key challenges/hindrances that the district is facing in export promotion are due to non-availability of infrastructures like:**
  - a. Export Promotion Industrial Park
  - b. Food Processing Industrial Park
  - c. Agro Export Zone
  - d. Farmers Market
  - e. Pack House
  - f. Cold Storage
- **Potential areas for new MSMEs:**
  - a. Food Processing enterprises
  - b. Handicrafts
  - c. Handlooms
  - d. Blacksmithy
  - e. Auto servicing
  - f. Fabrication
  - g. Printing Press
  - h. Internet service unit
  - i. Confectionary units
  - j. Carpentry
  - k. Masonry



- **Potential service providers:**
  - a. Vocational Training Centre
  - b. Information Technology
  - c. Construction activities
  - d. Video, Audio, Digital studios
  - e. Offset Printing

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

Category	HS code	Description
Coffee	090121	Coffee, whether or not roasted or decaffeinated
Handicraft	46021100	Of Bamboo
	46021911	Baskets
	63079011	Of Cotton
	63079013	Of manmade fiber
	69120040	Clay Articles
	96011000	Worked Ivory and articles of Ivory
	94033090	Wooden furniture of a kind use in office
	94035090	Wooden furniture of a kind use in bedroom
	94039900	Furniture of other materials including cane, osier, bamboo or similar materials
	44202900	Statuettes and other ornaments of wood.
Handloom	63049281	Cushion covers
	63041940	Bed sheets and bed covers of cotton
	63049231	Pillow cases and pillow slips of handloom
	520823	Woven fabrics of cotton



Tea	0902	Tea, whether or not flavoured
	09024020	Black tea, leaf in bulk
	09022020	Green tea in bulk

- Whether GI Tagged: No
- Is the product perishable: Coffee -No, Handicraft-No, Handloom-No
- Concerned line Ministry, State Department and Boards
  1. DGFT
  2. APEDA
  3. Nagaland Handloom & Handicrafts Development Corporation (NHHDC)
  4. Industries and Commerce Department, Nagaland
  - 5.

### 3. Product Profiles

#### a. Coffee

Mokokchung has a high potential in production of Coffee. The district has many areas favourable for cultivation of coffee. Through encouragement and intervention of government agencies like Land Resource, Horticulture and ATMA, it is taking off in a positive way. The increased production will be a good source of input for the Coffee Processing Unit. Emphasis to be on quality and unique flavour of Nagaland coffee. Coffee to be grown with different fruits and crops which will impart unique flavor to Nagaland coffee.

Coffee has been chosen as the product for Mokokchung district under One District One Product and under Prime Minister Formalization of Micro Food Processing Scheme (PM FME), there is a provision to help Coffee Processing Units.



The scheme has component for creation of infrastructure, capacity building programs and marketing. With Nagaland Coffee already being exported to countries like South Africa, Bahrain, Dubai, Germany, Italy, Netherlands and also South East Asia, the coffee production from the District could play a crucial role in boosting the export of the product to other countries.

## **b. Handloom and Handicraft**

There is a flourishing home furnishing market in the domestic and international level. Traditional design theme is one of the popular segment in this markets.

Handloom in Nagaland has been traditionally been a home based enterprise, focusing on traditional shawls and mekhalas. The demand for this product is not sufficient to support the large number of artisans in Mokokchung. Their talent can instead be used in producing products like carpets, door and window curtains, door mats, decorative items etc., which have a bigger market. An entrepreneur can start a business by engaging this abundant talent or the artisans can group together to form Self Help Groups. This makes it easier to source to get finance and also market their product efficiently.

Handicraft particularly bamboo and wood carving is another segment with a lot of potential. There is a huge market for these products. There are many successful entrepreneurs in Dimapur sourcing their products to customers in the big cities within India. With support to help improve/innovate their products through capacity building and financing, Mokokchung district can replicate the same success.



### **c. Tea**

Tea is another area where Mokokchung has a lot of potential. There is already a small but flourishing tea processing units in Tuli and Longnak areas. There are currently 7(Seven) registered Tea Processing unit under Mokokchung district. With the right support this sector has the potential for export brining in much needed revenue and employment to the state.

Emphasis on small growers producing quality tea for marketing in the premium section of the market. This will mitigate the problem of labour shortage especially in the hilly section of the district.



## 4.Potential -SWOT Analysis

Strength	Weakness
<p>1. The District shares a boundary with Assam which is the gateway to export into Bangladesh and further beyond. It is also strategically located in proximity to the other Districts in Nagaland which shares an international boundary with Myanmar giving it access to the South-East Asian market via Myanmar.</p> <p>2. With the District's ODOP product as Coffee, it could leverage into the already existing channel of export of Nagaland Coffee to South Africa, Europe and other countries.</p> <p>3. Its close proximity to the major tea producing units and institutions in Assam, a proper channel of R&amp;D as well as access to market in Assam could be established.</p> <p>4. Abundant availability of untapped land and its resources for cultivation and industrial project and the sheer brilliance and the unique talent of people of Mokokchung in Handicraft and handloom sector.</p>	<p>1. Lack of awareness and knowledge among the entrepreneurs to export their products.</p> <p>2. No strong industrial base and institutional mechanism in export business.</p> <p>3.No diversified products for export as export potential are mainly Agro based products</p>



Opportunities	Threats
1.Availability of export quality products in all categories in the local market.	1.Lack of access to guidance in obtaining export license or lack of access to firms/entities dealing in export. 2.Stagnation/Saturation of product in the local market prior to access into the export market leading to demotivation of entrepreneurs which may cause closure of the production unit.





## 5.Challenges that need to be addressed

Sl No.	Key Challenges	Issue to be addressed	Intervention
1	<b>Infrastructure</b>	<ul style="list-style-type: none"> <li>a. Lack of adequate facilities for setting up units for food processing and packaging</li> <li>b. Lack of export marketing focus and design improvement in Handloom sector</li> <li>c. Scattered production of Handicrafts</li> </ul>	<ul style="list-style-type: none"> <li>a. The NTTC under Department of Industries and Commerce provides facilities for technological upgradation and quality improvement. The Agro based Rural technology Development Cell under NTTC designs and develops incubation machines for various Agro based industrial technology.</li> <li>b. The industrial Growth Center (IGC) may provide infrastructural facilities to prospective entrepreneurs in the district to set up their units.</li> </ul>



2	<b>Logistics</b>	<ul style="list-style-type: none"> <li>a. Bad conditions of links roads from farm to main road for regular transportation.</li> <li>b. Non availability of trains and ports cheap transportation during exports.</li> <li>c. Non availability of cold storage or packaging centers for shipment storage.</li> </ul>	<ul style="list-style-type: none"> <li>a. Links roads from farm to main road should be improved.</li> <li>b. Alternate routes especially during rainy season should be maintained for regular transportation of shipment.</li> <li>c. After analyzing the transport infrastructure scenario in the state, the possibility of trade through Sand Custom station, Guwahati has been evaluated.</li> </ul>
3	<b>Training and development -Farm and Exporter Levels</b>	<ul style="list-style-type: none"> <li>a. Efficient training and workshops to be conducted time to time.</li> <li>b. Lack of awareness of exporters on existing schemes and policies and relevant documentations related to exports</li> </ul>	<ul style="list-style-type: none"> <li>a. Workshops to be conducted to educate and train the entrepreneurs.</li> <li>b. Export promoting agencies to aware people about export possibilities and potential market.</li> </ul>
4	<b>Backward integration</b>	<ul style="list-style-type: none"> <li>a. Disruptions in its operation by causing delays by the suppliers due to bad roads and unforeseen calamities.</li> <li>b. Quality control issues</li> <li>c. Regulatory compliance</li> <li>d. To comply with the norms of importing nations, it is requisite to procure the produce from registered farmers only.</li> </ul>	<ul style="list-style-type: none"> <li>a. Increase in Cold Storage facilities in the district</li> </ul>
5	<b>Packaging</b>	<ul style="list-style-type: none"> <li>a. 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>a. Tie up with various agencies like the Indian Institute of Packaging (IIP)</li> <li>b. Setting up processing unit.</li> <li>c. Promotion of training workshop.</li> </ul>



6.	<b>Process able Grade products</b>		
7.	<b>Marketing</b>	a. No value addition is being undertaken by farmers at the field level. b. No Farmer's Market	a. Tie up with various agencies/organization, e-commerce and private players for marketing the products.
8.	<b>Financial Facility</b>	a. Availability of loans to farmers/entrepreneurs for credit support	a. Through government schemes like Kisan loan, PMEGP, PMFME, MUDRA loans etc.

### 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 cold storage chain for better productivity and use of agriculture produces to value added product.
- Uninterrupted power supply is essential for industries in the district.
- Setting up of Industrial Park and Hubs will boost the environment of the industries.
- Institutional support for improved technology in research and development will enhance performance.
- Awareness on GST, Government E- Marketing, Vendor Development etc. needs to be done.
- Ease in access to credit from banks
- Increasing Ease of Doing Business by documentation of purchase/handover and takeover of land, environment clearance, registration of the units etc.
- Conducting various technical session to encourage entrepreneurs to come forward to export.



## Bottlenecks for Exports.

- Lack of cold storage facilities and processing units.
- Lack of APEDA certified pack house.
- Lack of technical knowledge about export, especially documentation.
- Lack of certified exports firm.
- No testing labs.
- No organic certification bodies

Problems	Detail	Proposed Intervention	Level of Intervention(Centre, State, District, RA)	Concern Ministry & Department
<b>Administrative support</b>	Lack of awareness about IEC	Increasing awareness about IEC process	Centre, State	DGFT
<b>Branding</b>	Loss of merchandise due to damage	Better primary, secondary or tertiary packaging	Centre, State	IIP,MoCI
<b>Awareness</b>	Lack of awareness	Dissemination of information through Product Catalogues	District, RA	DEPC
<b>Quality assurance &amp; certification</b>	Lack of awareness	Quality certification for agricultural products	RA, State and Centre	DGFT,DPIIT,MoCI & Agricultural Department of respective state



<b>Credit support</b>	Lack of availability of credit and finance	Mapping Existing schemes with beneficiaries	RA, District, State and Centre	DEPC and line ministries at State and Central level
<b>Logistics</b>	High transportation charges or unavailability of logistic partner	Mapping existing schemes with beneficiaries	District, State and Centre	
<b>Marketing support</b>	No access to high profile distribution channel	Mapping existing schemes with beneficiaries	District, State and Centre	DEPC and line ministries at State and Central level.

<b>Training</b>	Limited knowledge on E- Commerce onboarding	Workshop on E-commerce onboarding	District and State level	DEPC and State Industries Department
<b>Regulatory</b>	Customs duty related challenges	Coordination and Resolution	Centre	Department of Revenue, MoF
<b>Research and Development</b>	Design related modification required for products	Training workshop by NID	District, State and Centre	



<b>Supply chain</b>	No access to cold chain and warehouse facilities	Mapping existing schemes with beneficiaries	District, State and Centre	DEPC and line MoFPI, Agriculture Ministry at State and Central level
<b>Common Facilitation Centre</b>	Lack of processing facilities	A common Facility Centre with state-of-the-art machinery	District, State and Centre	DEPC, State Industries Department, Mo CI

## 6: Data on products from respective districts

Particulars	Details	Comments (if any)	Instruction
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### (1) General Information

(1) State /Union Territory	Nagaland		
(2) District	Mokokchung		
(3) Product/Service	Coffee, Tea Handicraft and Handloom products		
(4) HS Code of the product	Coffee- 090121 Tea- 0902 Handicraft- 73261990 Handloom- 63025110		



(5) Whether GI Tagged			Coffee- No Tea-No Handicraft -No Handloom- No
(6) Industry	Agriculture Handicraft and Handloom		
(7) Is the product perishable?	Coffee Tea Handicraft Handloom		No No No No
(8) Concerned Line Ministry, State Department and Boards	<ul style="list-style-type: none"> <li>• DGFT</li> <li>• RA</li> <li>• DEPC</li> <li>• APEDA</li> <li>• NHHDC</li> <li>• Department of Industries and Commerce</li> <li>• Deputy Commissioner's Office</li> <li>• Department of Agriculture, Government of Nagaland</li> <li>• Ministry of Agriculture and Farmer's Welfare, Government of India.</li> </ul>		<p><b>APEDA</b> (Agricultural and Processed Food Products Export Development Authority) is one of major institution 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 Department of industries and Commerce headed by Director of Industries and Commerce in the state level and District Industries Centre at district level. The department is ably supported by State Corporation and subsidiaries.</p>
(9) Concerned Industry associations			<p>Nagaland Handloom &amp; Handicraft Development Corporation Ltd (NHHDC)</p>



## (II) Current status of the product/service

(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 enterprise			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		
(6) Supply in India in the last 6 months (in units)	No data available		
(7) Demand in the international market in the last 6 months (in units)	No data available		
(8) Supply in the international market in the last 6 months (in units)	No data available		
(9) Top importing countries	Coffee- USA and Germany  Handicraft – Japan and UK Handloom – Bangladesh and Germany		



### (iii) Current status of value added products/service

(1) Name of the value-added product	Roasted coffee beans, Tea bags, Tea leaves, Green Tea		
(2) Production capacity of the value-added product (in Units)	No Data available		Data to be provided District GM DIC
(3) Production capacity of value-added product (in number of processing units)	No data available		Data to be provided District GM DIC
(4) Composition of production units in Small/Medium/Large enterprise			Data to be provided District GM DIC
(5) Any marginalized section of society engaged in the production of value-added products	Yes 100% Tribal 40% Women		
(6) demand of value-added product in India in the last 6 months (in units)	No data available		
(7) Supply of value-added products in India in the last 6 months (in units)	No data Available		
(8) Demand of the value-added product in the international market in the last 6 months (in units)	No data available		
(9) Supply of the value-added product in the international market in the last 6 months (in units)			
(10) Top importing countries of the value-added product			



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(11) Scope for value addition			Scope for value addition in Millet based product
(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 descriptions)**

(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 upto international standard for Handicraft and Handloom
(4) Awareness related			N/A
(5)Infrastructure/Ecosystem related(other than Logistics)			<p>*Creation of adequate cold storage infrastructure and warehousing facilities.</p> <p>*Discussion with state government for creation of sufficient state-of-the-art testing labs in the district, to improve quality of the exported products and also to reduced cost of Testing.</p> <p>*Demarcating commodity specific clusters and basis this conducting need gap analysis of infrastructure (roads, packhouses, storage structures, processing units,testing labs etc.. )</p>
(6) Logistic related			*In order to connect hinterlands,efficient multi model

		<p>transportation system needs to established in a phased manner with more focus on developing the dedicated corridors. Also introduction of technology in loading ,unloading, packaging.</p> <p>*Green channel to be created at key ports.</p>
(7) workforce availability or Training related		<p>*Collaboration between APEDA, Industry Associations and DGFT to set up workshops and training programs for Farmers and Exporters.</p> <p>*Linking them to Self Help Groups (SHGs) and Farmer's Producers Organisation(FPOs).</p>
(8) Working capital related		<p>No access to credit for purchase of raw materials.</p>
(9) 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 DEPC may also identify, schemes that support exports and create awareness about existing schemes that exporters can avail.</p>

(10) Policy and Regulation 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.
(11) Infringement/Duplication/Counterfeit related			
(12) Any other			

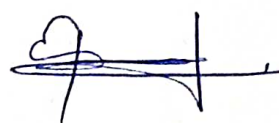
#### **(V) Potential for other products/services**

(1) Other products/services with potential for export			*Honey products *Ginger based product
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			revamped.
(11) Infringement/Duplication/Counterfeit related			
(12) Any other			

**(V) Potential for other products/services**

(1) Other products/services with potential for export			*Honey products *Ginger based product
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**DEPUTY COMMISSIONER**  
**Mokokchung : Nagaland**