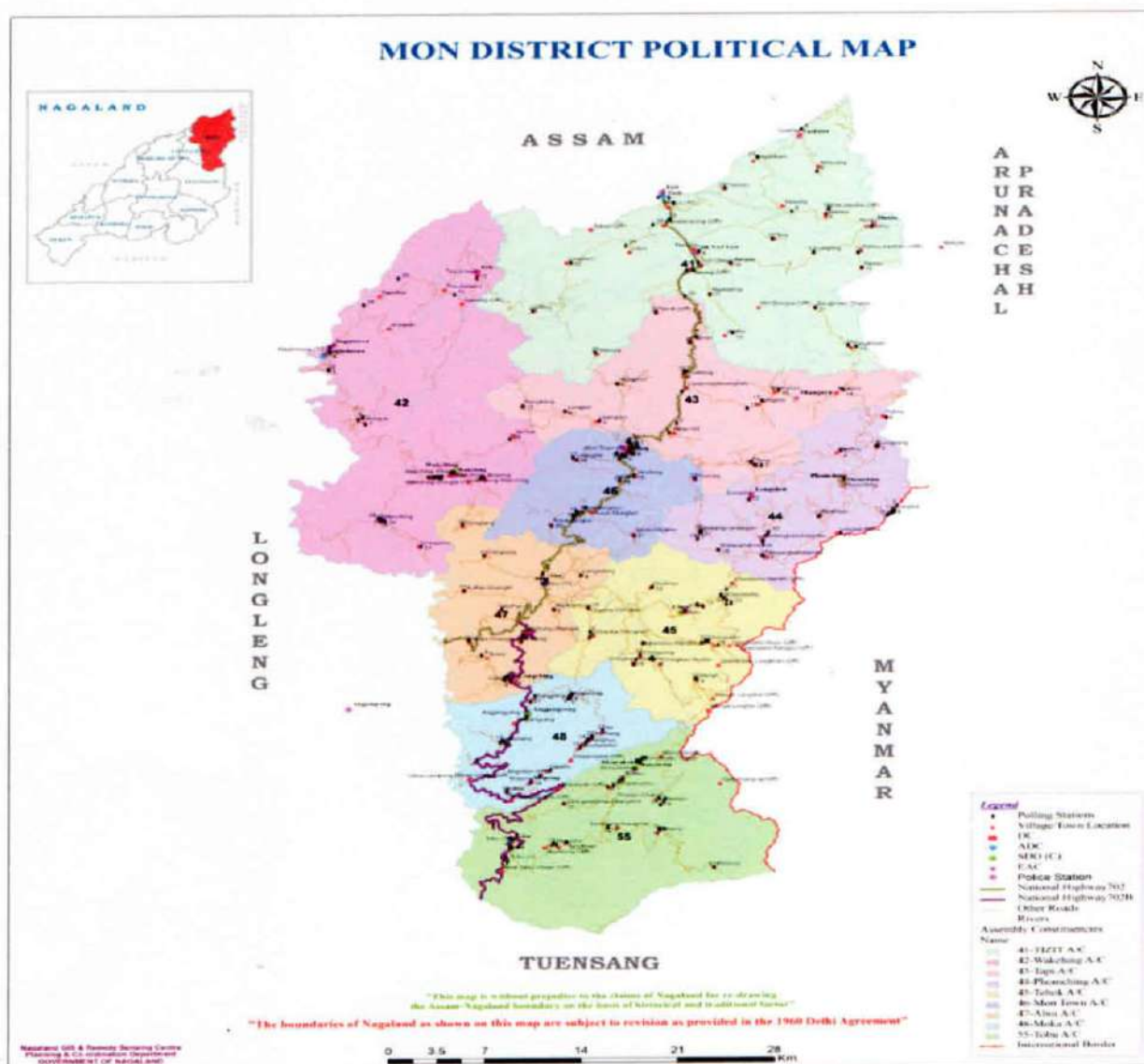




# District Export Action Plan Mon, Nagaland



**Districts**  
as Export Hubs

General Manager  
District Industries centre  
Mon: Nagaland



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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 of projects, creation of institutional mechanism and to coordinate all 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 and generation of economic activity and achieve the goal of "*Atma Nirbhar Bharat*". The objective is to develop Mon District as a potential export hub in the global market. This 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 centre for the exporters in the district in coordination with various other Govt. Departments and agencies to achieve desired result in the promotion of exports in the district by identifying key institutional structures and infrastructure and also address challenges and bottlenecks for export in the district.





## 2. District Profile

### A. Brief description of the District.

Mon district is the northernmost district of Nagaland. It is surrounded by the state of Arunachal Pradesh to its north, Assam to its west, Myanmar to its east, Longleng district to its south-west and Tuensang district to its south. Mon Town is its district headquarters. It has an area of 1,786 sq. km and a population of around 250671 persons.

Mon district is the home of the Konyak Nagas, traditionally ruled by hereditary chiefs known as Anghs. The people of the district are adept artisans and skilled craftsmen. Wood carvings, blacksmithing, basketry, weaving, beadworks, etc. are some of the activities undertaken by the people traditionally and culturally since time immemorial. Mon town, the district headquarters, can be reached by bus from two routes. They are via Sonari in Charaideo district and via Simulguri in Sibsagar district of Assam. At present, train and air services are not available in the district. Nonetheless, the Bhoju railway station (about 72 km from Mon) and the Airport in Jorhat (about 161 km from Mon) in the neighboring state of Assam are the nearest railway station and airport to the district.

The district is rich in flora and fauna. It has a sub-tropical type of climate with an average rainfall ranging from 2000mm to 3000mm, occurring mostly between May and October. The agro-climatic condition of the region is most conducive for the growth of cash crops like tea, coffee and spices like ginger, peppers, etc. Bamboo which is considered as "Green Gold" also grows in abundance in the district.

### B. District at a glance.

Sl. No.	Demographic Label	Value (as per 2011 census)
1	Total population	250260
2	Area	1786
3	Density/Sq. Km	140
4	Sex Ratio (per 1000)	899
5	Proportion to Nagaland Population	12.65%
6	No. of Town Council	5
7	No. of villages	131



### **C. Current economic scenario of the district.**

The main occupation of the people of this district is agriculture with nearly 90 percent of the work force engaged in it. The economic condition of the people paints a painfully sad picture when compared to that of the people of other districts in the country. Just a few persons are employed in the cottage and small scale industries however the people employed in the medium and large-scale ones are almost negligible. Therefore, thrust on setting up of medium and large-scale industries and consistent handholding and promotion simultaneously of the smaller ones is long overdue for the overall economic health of the district. In the absence of waterways, railways and airways as means of transport, roadways are the only viable option available which too needs an overhauling to get rid of its deplorable condition at present. From an ecological point of view, people of the district need an alternative avenue to earn a living as the practice of Slash-and-burn or Shifting cultivation in currency is costing a colossal loss to the bio-diversity in a relentless manner. Settled and sustainable farming practices and adoption of modern and equitable economic activities will go a long way in bringing about a paradigm shift in the district. Nevertheless, the gentle slopes and the rolling hills of the district have immense bounty of Nature just raring to be unleashed with the right set of ideas and scientific and technological interventions.





#### **D. Industrial Background.**

The district of Mon is considered backward as far as industrial activity is concerned. Traditionally, the people in the district are engaged in agricultural activities and to some extent do metal works and black-smithy but mostly for consumption only at the local level and caters only to household needs.

- **Some of the industrial activities prevalent in the district are:**
  - a. Basketry
  - b. Weaving
  - c. Stone Crushing
  - d. Wood-based units
  - e. Saw Mill
  - f. Steel Fabrication
  - g. Carpentry
  - h. Black-smithy
- **Some of the challenges and constraints existent in the district:**
  - a. Lack of adequate road infrastructure
  - b. Insufficient Power Supply
  - c. Shortage of skilled/trained manpower
  - d. High cost of raw materials
  - e. Deficiency of credit flow



### 3. Potential -SWOT Analysis

STRENGTH	WEAKNESS
<p><b>OPPORTUNITIES</b></p> <ol style="list-style-type: none"> <li>1. The district having international boundary with Myanmar and setting up of International Trade Center at Longwa and Industrial Growth Center (IGC) at Tizit offers wide scope for trade and export at international level.</li> <li>2. International Trade Center (ITC) at Longwa could be another gateway to Southeast Asia under Act East policy.</li> <li>3. Abundance of untapped land and its resources for cultivation and industrial project and the sheer brilliance and the unique talent of people of Mon especially in Handicraft and handloom sector.</li> </ol>	<p><b>THREATS</b></p> <ol style="list-style-type: none"> <li>1. Lack of awareness and knowledge among the entrepreneurs to export their products.</li> <li>2. Absence of strong industrial base and institutional mechanism in export business.</li> <li>3. Most products are shy of export quality.</li> </ol>





**4. District Level Export Promotion Committee (DLEPC), constituted through the Notification NO. GA/DEV/DIC-6/PART1/08-09/3360, comprises of the following members:**

1. Deputy Commissioner – Chairman
2. District Horticulture Officer – Member
3. District Agriculture Officer – Member
4. District Soil Conservator Officer – Member
5. Project Officer, DRDA – Member
6. District Project Officer, Land Resource Department – Member
7. Manager, Lead Bank (SBI) – Member
8. General Manager, District Industries Centre – Member Secretary

#### **5. Functions of the DLEPC**

1. Monitoring of projects and review of system for better facilitation of exporters/farmers/artisans.
2. Partnering with Central and Regional authorities related to export and enlisting the assistance of training and design institutes and financial institutions.
3. Creation of sub-groups as and when required.
4. Identification and updating of new products for export.
5. Including and co-opting of new and concerned stakeholders.
6. Setting up of a single window system to promote easy of doing business and a digital portal of export for the district.

#### **6. Objective of the Plan:**

The objective of the District Export Action Plan is to convert the district into a hub for exports. The plan will include the providing of support required by the local industries in boosting their manufacturing and exports with an impetus on handholding of the exporters/manufacturers from the stage of production to the final stage of export.





## **7. Identification of the potential export-products/export-oriented products.**

After due deliberations and consideration of the existing agriculture-allied activities and the general economic scenario of the district the following products have been identified by the DLEPC:

- (i) Tea
- (ii) Coffee
- (iii) Ginger
- (iv) Bamboo products
- (v) Handicraft products



## 8. Analysis of Present Scenario, Challenges and bottlenecks and action plan.

Sl. No	Name of the product	Present scenario	Challenges and bottlenecks	Action plan on remedial measures	Agencies and departments to be involved
1.	TEA	The state has become the latest destination for excited Tea Board officials as more farmers are switching to exclusive tea cultivation instead of mixed crops. With the discovery that Nagaland Tea is akin to Darjeeling Tea in terms of brew and flavour, farmers from Mon can find themselves a niche in the market.	Lack of technical know-how, absence of adequate processing facilities, hurdles in transportation. Capital-intensive nature of plantation discourages farmers to venture into the sector invariably. At present there is only one tea factory (Paramount Tea Factory, Lapa Lampong) in operation.	Opening of Tea Board sub-regional office; overall maintenance of roads with special emphasis on Agri-link roads. Provision of loan through financial institutions.	DAO, DHO, LRD, etc. SBI & other banks for provision of loans. PWD (R & B) for proper and timely maintenance of roads and bridges.
2.	COFFEE	The district possesses a very favourable agro-climatic condition suitable for healthy growth of coffee crop. Generation of coffee-based employment for farmers; mitigation of widespread practice of Jhuming.	Lack of scientific knowledge and skills; inadequate extension services and processing facilities;	Training to be imparted to farmers from time to time;	tying up with Coffee Board, ICAR, KVK, etc
3.	GINGER	A variety having very high pungency and smaller size is commonly grown by the people; organic by default.  Diversity of species including wild-type can be maintained as the climate is conducive. At present an area of 500 ha is under cultivation with an output of 150 MT annually.	Shifting cultivation; infestation with weeds, pests and diseases due to high rainfall; lack of cold storage	Awareness programmes on the benefits of settled cultivation; encouraging use of bio-fertilizers and bio-pesticides; installation of solar-powered cold storages wherever feasible.	DAO, DHO, ATMA, etc
4.	BAMBOO PRODUCTS	Agro-climatic condition is suitable for abundant growth of bamboo without much intensive capital and labour investment. India is net importer of bamboo and its products hence ample market exists in the country itself, besides the market abroad.	Lack of common facilities/technology centres; and such other production units	Setting-up of required facilities like Common facilitation Centres, Charcoal briquette unit, Bamboo Treatment Plant, etc.	NBRC, DIC, etc
5.	HANDICRAFT PRODUCTS	A huge gamut comprising of weaving, cane furniture, woodcarvings, traditional ornaments, pottery, metal works, beadworks, etc. Tapping into India's position as one of the major suppliers/exporters of handicrafts to the world market.	Lack of easy access to markets, both domestic and international; need for trendy designing and utility features.	Seeking the streamlining of export routes and channels; Inculcation and upgrading of skills of artisans and crafts persons.	DGFT for streamlining of export routes and channels; Enlist institutes such as NIFT, CTC, etc. for training and upgrading of skills.





## 9. Conclusion

The above District Export Action Plan 2021 for Mon district is in no manner exhaustive or conclusive, rather the Committee (DLEPC) needs to constantly adopt and incorporate valuable inputs of all the stakeholders in order to put the district in the export map of the country and contribute towards its growth and prosperity. A cohesive and constant coordination within the concerned agencies of the committee is a prerequisite ingredient required to bring the plan to fruition. Also, proactive approach of all the stakeholders and quick response to issues and hiccups from the departments and machinery of the government are keys to make the objective of the plan a grand success. The Committee reserves the rights and powers to amend the plan in accordance with the needs of the changing times keeping the plan dynamic and progressive.



### Appendix

1. ATMA – Agricultural Technology Management Agency
2. ICAR – Indian Council of Agricultural Research
3. CITC – Cottage Industries Training Centre
4. DAO – District Agricultural Officer
5. DGFT – Directorate General of Foreign Trade
6. DHO – District Horticulture Office
7. DIC – District Industries Centre
8. DLEPC – District Level Export Promotion Committee
9. KVK – Krishi Vigyan Kendra
10. LRD – Land Resources Department
11. NBRC – Nagaland Bamboo Resource Centre
12. NIFT – National Institute of Fashion Technology
13. SBI – State Bank of India



  
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