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**District Export Action Plan**  
**for**  
**Aizawl, Mizoram**

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# 1. Introduction

The District Export Plan (DEP) is focused to make the district as an export hub for particular niche products indigenous to that district and nearby districts as product clusters. The goods or services chosen for the particular district are based on the natural as well as comparative advantage in all terms justifying the export potential.

In this document, the DEP of Aizawl District for the export of **Mizo Chilli, Anthurium and Handicraft** is submitted. The chosen products have significant production and potential in this district and can be made niche items of export in the future. The objective of this document is to streamline the production, plug the loopholes in the supply chain, provide district and state level administrative handholding by forming a **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 the aforementioned products. The present trends in trade and commerce for these identified products 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 exporter communities. This DEP will ensure adequate guidance to the DEPC to involve all stakeholders such as horticulturalists, logistics providers, primary processing industries, wholesale marketing business houses, Government, research and testing labs, banking and financial institutions, etc. to streamline the production of **Mizo Chilli, Handicraft and Anthurium** from the fields of Mizoram to the plates of consumers of the world.

## 2. Aizawl District Profile

Aizawl is the State Capital of Mizoram, Aizawl. District is named after the name of the State Capital and Aizawl is also becomes the District capital of Aizawl District.

### HISTORICAL BACKGROUND OF AIZAWL

Aizawl the state Capital of Mizoram and the District Capital of Aizawl District was officially established on 25th February, 1890 by the British Colonial rulers.

Untill 1966, Aizawl was a large village but the regrouping of Mizo villages after the uprising made it become a larger town and then, a city. Aizawl has become the centre of wad Network in Mizoram connecting the North and South, East and West. More than 25% of the Mizoram population reside in Aizawl city.

### GENERAL CHARACTERISTICS OF THE DISTRICT:

Aizawl District is bounded by Assam Cachar district of Assam in the north, Manipur State in the North East, Saitual District in the East, Serchhip District in the South, Lunglei District in the South West, Mamit District in the West and the Kolasib District in the North West.

Aizawl is located in North of Tropic of cancer in the Northern part of Mizoram. It is situated on a ridge 1132 metres (3715ft) above sea level with Tlawng river valley to its West and the Tuirial river valley to its East.

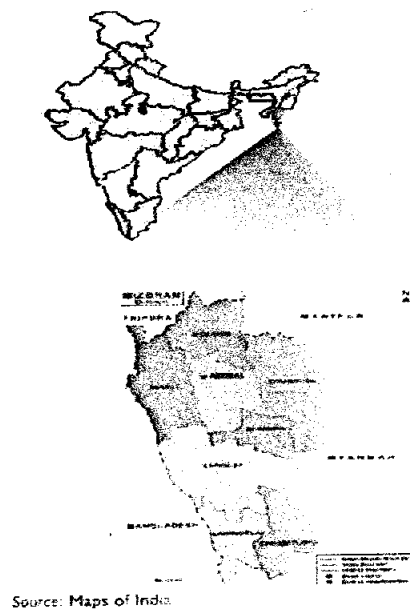


Figure 1 : Mizoram Map



**AIZAWL DISTRICT AT A GLANCE**

- 1. Name of the District : Aizawl District
- 2. District Capital : Aizawl
- 3. Population : 1) Male - 1,99,270  
2) Female - 2,01,039  
Total - 4,00,309
- 4. Sex Ratio : 1009 females per 1000 male
- 5. Population Density : 112 per sq.km
- 6. Rural and Urban Population: Rural - 85,555  
Urban - 3,14,754  
Total - 4,00,309
- 7. Literacy Rate : 97.89%
- 8. No. of City : 1 (one)
- 9. No. of towns : 2 (two)
- 10. No. of villages
- 11. Population by Social Group: 1) Scheduled Caste - 627  
2) Scheduled Tribe - 3,73,542  
3) Others - 26,140  
Total - 4,00,309
- 12. Population of workers and : a) Main workers  
i) Rural - 40,272  
ii) Urban - 1,11,138  
Total - 1,51,410  
  
b) Marginal Workers  
i) Rural - 4,140  
ii) Urban - 19,086  
Total - 23,226  
  
c) Non Workers  
i) Rural - 41,143  
ii) Urban - 1,84,530  
Total - 2,25,673

**13. Monthly Rainfall (2017) (MM)**

Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
0.0	18.50	153.90	329.30	266.30	706.40	439.90	599.10	246.40	351.60	16.80	61.60	3251.80

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**14. Monthly-wise temperature & Humidity in Aizawl City (217)**

1	Month		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2	Temperature (Celsius Degree)	Max	26.30	28.40	27.10	30.00	30.00	28.40	29.10	29.40	29.90	29.70	28.80	25.30
		Min	5.70	8.20	8.50	10.60	13.80	12.20	12.62 0	12.60	14.10	15.60	13.90	11.40
3	Humidity (Percentage)	Max	89.30	89.10	90.70	91.10	92.70	96.50	97.50	97.80	97.50	96.00	92.10	91.70
		Min	79.60	79.90	82.00	84.50	86.40	93.60	95.10	96.70	75.90	92.40	85.30	84.40

**15. C:D RATIO:**

- 1. 2016-17 - 32.04%
- 2. 2017-18 - 41.90%

**16. RICE CULTIVATION IN AIZAWL DISTRICT**

		<u>2014-15</u>	<u>2015-16</u>
1.	No. of family engaged in WRC.	- 769 families	937 families
2.	WRC potential area	- 875 hectares	1388 hectares
3.	Area under WRC (Hr)	- 415 hectares	757 hectares

**17. AREA PRODUCTION AND YIELD RATE OF PRINCIPAL HORTICULTURE CROPS IN MIZORAM**

Sl. No.	Name of crops	2016-17			2017-18		
		Area (Ha)	Production (MT)	Yield (MT/Ha)	Area (Ha)	Production (MT)	Yield (MT/Ha)
1	Orange	16030.00	80150.00	5.00	16037.00	44020.00	2.69
2	Banana	11000.00	141040.00	12.82	11021.00	1430840.00	12.83
3	Passion Fruit	980.00	2110.00	2.15	980.00	2011.00	2.15
4	Arecanut	11860.00	13050.00	1.10	120140	9010.00	0.75
5	Ginger	8553.00	62744.00	7.34	8553	60130.00	7.03
6	Binreys Chilli	11169.00	10727.00	0.96	11195.80	10918.60	0.98
7	Chow chow (squash)	4796.00	81930.00	17.08	4805.00	82035.00	17.14
8	Tumeric	7483.00	28890.00	3.86	7738.40	29082.00	7.35
9	Grape	2450.00	18000.00	7.35	2450	18000.00	7.35
10	Anthurium	10	150.50 lakhs (nos.)	15.05 lakh no per h.a.	11.00	1.297 lakh nos.	15.05 lakh no. of per h.a.

(72)  
54

**18. ESTIMATES OF GROSS AND NET DOMESTIC PRODUCTS AND PER CAPITA INCOME (NSDP) AT CURRENT AND CONSTANT PRICES (2011-2012 SERIES)**

Year	GSDP (Rs. In crores)		NSDP (Rs. In crore)		PER CAPITA INCOME (NSDP) IN RUPEES	
	At current Prices	At constant Prices	At current Prices	At constant Prices	At current Prices	At constant Prices
1	2	3	4	5	6	7
2011-2012	7258.69	7258.69	64.4.14	6404.64	57654	57654
2012-2013	8361.93	7777.97	7375.49	6836.44	65013	60261
2013-2014	10293.37	9039.41	8988.90	7831.45	77584	67594
2014-2015	13509.40	11261.04	12067.05	9960.02	103049	85056
2015-2016	1513.86	1232.60	13595.32	10947.91	114055	91845
2016-2017	17613.18	13789.10	1566.41	12367.89	128998	101877

**19. FERTILITY RATE OF MIZORAM STATE :**

Sl. No.	Fertility Rate		
	Urban	Rural	Total
1	1.6	2.2	1.9

**20. LIFE EXPECTANCY RATE OF MIZORAM**

Life Expectancy Rate	Females	Male
	73.8 years	68.3 years

**21. REPRODUCTION RATE OF MIZORAM**

Sl. No.	Year	Birth per 1000 inhabitants
1	2017-18	15.0
2	2018-19	14.8

**22. GENERAL CHARACTERISTICS OF THE PRODUCT AND THE VALUE ADDED PRODUCTS:**

- 1) HS Code of the Products - NIL
- 2) Whether G.I. tagged - Mizo Chilli is G.I. tagged
- 3) Is the products perishable - Mizo Chilli and Anthurium are perishable  
Handicraft products are not perishable
- 4) Concerned Line Ministry, State Department and Board

Sl. No.	Products	Concerned Line Ministry	State Department/Boards
1	Mizo Chilli	Ministry of Agriculture and Farmer Welfare	Horticulture Department, Horticulture Development Boards.
2	Anthurium	Ministry of Agriculture and Farmer Welfare	Horticulture Department, Horticulture Development Boards.
3	Handicraft	Ministry of Textile	Commerce & Industries Department Industrial Development Board ZOHANCO Ltd.

5) Concerned Industry Associations

- 1) Mizo Chilli - All Mizoram Farmers Union (AMFU)
- 2) Anthurium - a) All Mizoram Farmers Union (AMFU)  
b) Zo Anthurium Growers Society





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**23. NUMBER OF MSME/SCI UNITS & PERSONS EMPLOYED BY TYPES OF INDUSTRIES (As on 31.3.2018)**

Sl. No.	Types of Industry	No. of Units	No. of persons employees
1	Food Processing	774	4725
2	Tobacco Production	3	3
3	Wood, Silk Synthetic Textiles	843	4400
4	Hosiery & Garments	938	7046
5	Wood Product	1250	7279
6	Paper Products & Printing	410	3563
7	Leather Products	36	137
8	Rubber & Plastic Products	105	736
9	Chemical & Chemical Products	1	5
10	Non Metallic Mineral Products	116	822
11	Metal Product	1370	10417
12	Electric Machinery and Apparatus	1	0
13	Misc. Manufacturing Industries	225	2192
14	Water Works & Supply	14	91
15	Constructions	35	292
16	Activities Allied to Construction	270	3345
17	Restaurants & Hotel	37	462
18	Education, Scientific & Research Service	5	144
19	Medical & Health Services	26	420
20	Personal Services	14	1
21	Repair Service	1638	9922
22	Services not classified elsewhere	189	1140
23	Others	145	901
	Total	8445	58043



75)  
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**24. DIFFERENT INDUSTRIES IN THE DISTRICT**

- 1) Iron & Steel Fabrication Industries
- 2) Aluminium Fabrication Industries
- 3) Flour Mill
- 4) Plastic Tanky Manufacturing Industries
- 5) Hotel Industries
- 6) Hospital Industries
- 7) Automobile Workshop
- 8) Wood Carpentry Industries
- 9) Saw Mill
- 10) Handicraft Industries
- 11) Handloom Industries
- 12) Tailoring & Readymade Garments Industries
- 13) Food Processing Industries
- 14) Oxygen Plant
- 15) Mineral Water Processing Industries
- 16) Quarrying
- 17) Glaze Tile Manufacturing Industries
- 18) Paver Block Manufacturing Industries
- 19) Bakery & Confectioneries Industries
- 20) Fruit Juice Processing Industries

**25. INDUSTRIAL AREAS IN AIZAWL DISTRICT :**

- |  |   |               |
|--|---|---------------|
| 1) Industrial Estate, Zuangtui               | - | 314.70 Bighas |
| 2) Industrial Growth Centre (IGC), Luangmual | - | 766.42 Bighas |
| 3) Bamboo Technology Park (BTP), Sairang     | - | 130.13 Bighas |

76)  
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### 3. District Export Promotion Committee (DEPC)

An institutional mechanism is being set up in each District in the form of District Export Promotion Committees (DEPCs) that may be headed by DM/Collector/DC/District Development Officer of the District and various other stakeholders as its members. The primary function of the DEPC will be to prepare and act on District Specific Export Action Plans in collaboration with all the relevant stakeholders from the center, State and the District level.

All key officers related to agriculture, horticulture, livestock, fisheries, handicrafts, handlooms and industry in the district and also the Lead Bank Manager will work towards the participation of key Export Promotion Councils, Quality and Technical Standards Bodies, Government of India departments like MSME, Heavy Industry, Revenue and Textiles will be part of the initial meetings. The initial meetings in the identified Districts are being conducted by the DGFT Regional Authorities in collaboration with the District and State Authorities.

The suggestive composition of the DEPC is as under:

S.No	Official/Department	Role
1	Deputy Commissioner of District	Chairperson
2	Designated DGFT RA	Co-chair
3	GM – District Industries Center	Convener
4	Nominated Member of State Govt.	Member
5	Lead Bank Manager	Member
6	Representative – Department of MSME	Member
7	Representative – Sector Specific EPC	Member
8	Representative - Sector Specific Ministry Centre	Member
9	Representative - Sector Specific Ministry Centre	Member
10	Sectoral Agencies specific to Product identified	Member
11	Representative-Agriculture and Process Food Products Development Authority (APEDA)	Member

Figure 2: DEPC Structure

The role/functions of the District Export Promotion Committee broadly includes:

1. Prepare a time-bound, detailed District Export Action strategy / plan for the district to develop as an export hub.



2. Benchmarking baseline export performance of the district, including identification of products and services currently exported with export volumes, destinations etc. and additional products/services with good promise of targeting export markets.
3. Comprehensive analysis of the strength of each district and the gaps in product quality/design, production efficiency/competitiveness, infrastructure, logistics, utilities, enforcement of standards etc.
4. Identify major bottlenecks and challenges hindering export of thrust sector in the districts.
5. Facilitate in organising buyer-seller meets, exhibitions, trade fairs etc. in the District to encourage the industries to showcase their products to the world.
6. Implementing the District Export Action Plan in a phased manner to ensure the District achieves the targeted export growth.

**The exact constituents of the DEPC will be shared once finalized.**

## 4. District Office's details

**DM Office:** Office of The District Magistrate, Aizawl District, DC Office, Treasury Square, Aizawl-796 001, Mobile: 03892329203; email-id: [dcaizawl-mz@nic.in](mailto:dcaizawl-mz@nic.in)

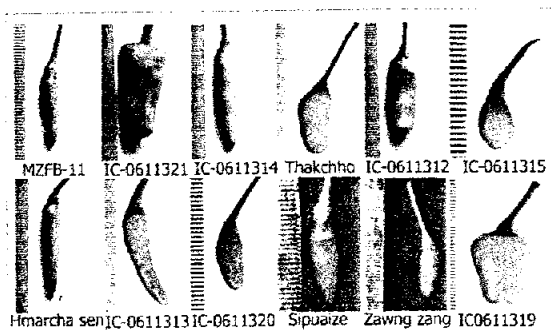
**GM DIC Office:** Industrial Estate Aizawl; Name- R . Laltanzuala Phone: 0674-2548146; Mobile: 9612164681; email-id: [r.laltanzuala@nic.in](mailto:r.laltanzuala@nic.in)

## 5. Product Profiles

### (i) Mizo Chilli

Mizo Chilli' or 'Mizoram's Bird Eye Chilli', a **Geographical Indication**, is grown under completely organic cultivation on Jhum land - High availability of potash in the area gives it a distinctive red colour. One of the hottest chilli in the world. It is small, about half an inch in length greenish in color before ripening and become bright red when ripe. It has been recognized as a Geographical indication by the Government of India on 23/03/2015.

In Mizoram it is locally known as *Hmarchate* and it is used for spicy cuisine in, pickle, chutneys, hot sauces and local medicines and has a very high demand in neighboring states like Assam, Tripura, Manipur and countries like China, Thailand, Vietnam, Myanmar and Bangladesh. Due to its complete organic production and unique quality attributes, it has got geographical indication. *Hmarchate* is an important cash crop which supports the livelihood and generates income for the farmers.



**Figure 3: Mizo chilli varieties**

*Hmarchate* is found throughout the year in almost all the roadside markets of Mizoram. Majority of the produce comes from traditional *Jhum* lands and farmers kitchen gardens. There are few commercial growers having extensive area under Bird's eye chilli. Mature red and green *Hmarchate* is sold in the form of bunches (carrying 100-200 berries) and loose in small cups. Both dry and green chillies are sold in the market.

Price of dry chillies are relatively higher than the green ones and the dried ones can be stored for longer duration. The present retail price of *Hmarchate* is about Rs. 20 /cup (around 100 grams) in the local market. It is mostly marketed in dried form and therefore, it is non-bulky and has long shelf life which makes it easy to transport.

It is grown completely organically in the *jhum* lands. Use of chemical fertilizers and pesticides is very rare in the state and because most of this chilli is grown on *jhum* land which is already very fertile, farmers don't ever use any chemical fertilizers. This feature clearly differentiates it from other Bird's Eye Chilli grown elsewhere in the world. *Hmarchate* is completely free (Below Limit of Qualification) from any pesticide residues which is the unique characteristics of *Hmarchate*. *Hmarchate* which is exclusively grown in Mizoram is distinctly different from other chilli varieties grown in different parts of the country.

Mizoram has enormous potential for large quantity production with proper market linkage and not less than 2000 tons is sold though un-authorized traders every year to Bangladesh and neighboring states.

**Types of Chillies produced in India**

Sr. No	Types of Chillis
1	Dalle Khursani
2	Bhut Jolokia
3	Naga King Chilli
4	Hmarcha te – Mizo Chilli
5	Sohmynken Khnai – Meghalaya's Bird's Eye Chilli
6	Mizo Chilli
7	Krishna Jolokia
8	Sohmynken Bhot or Beb or 'Ken Rakot

**Production Levels: State-wise production**

State	Area (in 000' Hectares)	Production (in 000' Tonnes)
Andhra Pradesh (Composite)	210.02	685.15
Karnataka	100.73	107.00
Maharashtra	90.50	45.60
Odessa	75.60	70.00
Tamil Nadu	80.67	23.00
West Bengal	65.60	100.00
Madhya Pradesh	54.41	95.57
Rajasthan	12.21	17.71
Uttar Pradesh	15.47	10.53
Gujarat	43.40	68.43
Assam	20.50	15.90
Punjab	10.00	1.70
Bihar	2.00	3.00
Manipur	6.50	4.00
Mizoram	9.02	8.21
Meghalaya	1.85	1.41
Tripura	2.35	3.27
Arunachal Pradesh	2.50	4.40
Jammu & Kashmir	0.50	0.51
Kerala	1.91	3.90
Nagaland	0.80	1.00
All India	794.12	1304.55

Source: National Horticulture Board

*Figure 4: Production Levels of Chillies at State Level*

**(ii) Anthurium**

Anthurium is a genus of about 1,000 species of flowering plants, the largest genus of the arum family, Araceae. General common names include anthurium, tailflower, flamingo flower, and laceleaf.

The genus is native to the Americas, where it is distributed from northern Mexico to northern Argentina and parts of the Caribbean.

Anthurium is a genus of herbs often growing as epiphytes on other plants. Some are terrestrial. The leaves are often clustered and are variable in shape. The inflorescence bears small flowers which are perfect, containing male and female structures. The flowers are contained in close together spirals on the spadix. The spadix is often elongated into a spike shape, but it can be globe-shaped or club-shaped. Beneath the spadix is the spathe, a type of bract.

Like other aroids, many species of Anthurium plant can be grown as houseplants, or outdoors in mild climates in shady spots, including Anthurium crystallinum and Anthurium clarinervium with its large, velvety, dark green leaves and silvery white venation. Many hybrids are derived from Anthurium andraeanum or Anthurium scherzerianum because of their colorful spathes.

As the anthurium flower is by nature long lasting, it can be transported to distant market destinations without much loss of quality. Thus, there is a good opportunity of its commercial cultivation for geographically isolated states of North Eastern India. Its commercial cultivation has started in the region with the onset of Technology Mission, 2001-02, as one of the centrally sponsored schemes. According to the record of National Horticulture Board (2013) this region has accounted for more than 90 percent of the total production of the country during 2012-13. Among the North Eastern States, the contribution of Mizoram is highest at around 44 percent.

The existence of favourable institutional factors has enhanced the success of its cultivation and scope for expansion in the future. However, the requirements of high initial investment for equipment, planting materials, etc posed serious threat to its sustainability in the long-run.

**Production Levels of Anthurium**

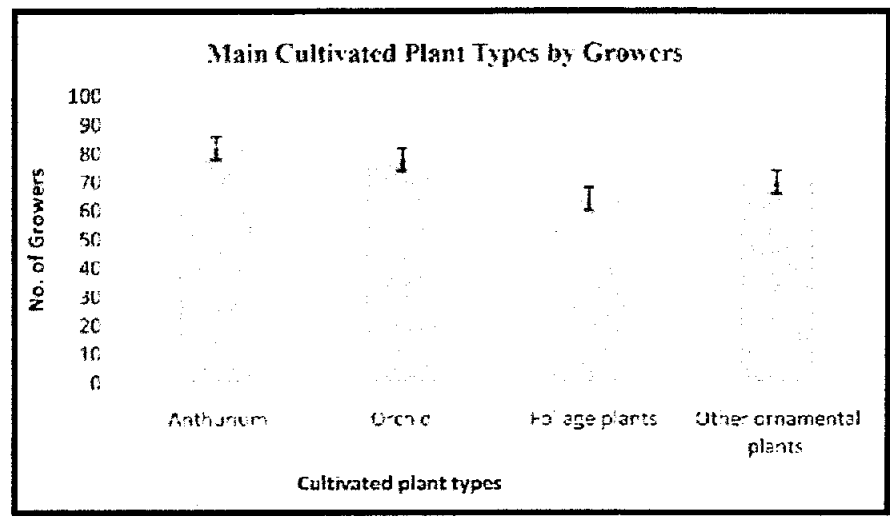


Figure 5: Cultivated plant types



**Analysis of existing markets of Anthuriums**

By looking at the figures and maps, it is evident from the fact that the Netherland, USA , Japan, Italy are some of the largest markets for Anthuriums. And India holds good ground in terms of market penetration into these large markets.

However, SPS measures and lack of technology affects India’s ability to diversify further in this product and meet the exact requirement of the buying markets. Also, the tough competition from Mauritius, Indonesia, Japan and other littoral countries in the global market are always a threat to our potential export of Anthurium.

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.

**Oranges**

Sl. No.	Particulars	2011-12	2012-13	2013-14	2014-15	2015-16
1	...	20	14	4	7	17
2	...	0	0	0	0	0
3	...	12	21	22	4	43
4	...	1	0	0	0	20
5	...	1	1	34	0	26
6	...	0	0	0	0	17
7	...	0	0	20	0	2
8	...	0	0	0	0	0
9	...	0	0	0	0	0

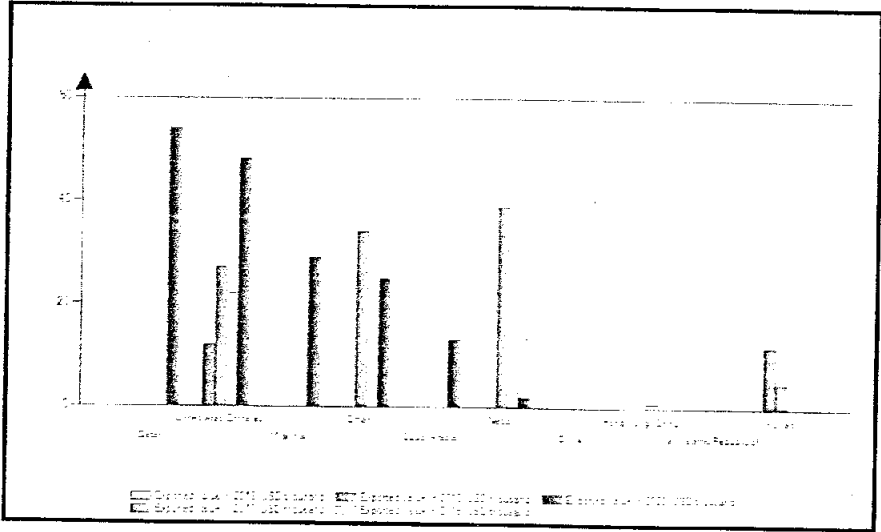


Figure 10: Export Figures of Mandarin Oranges from Trademap



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(84)  
(60)

(i) Average Tariffs

▪ Mizo Chilli

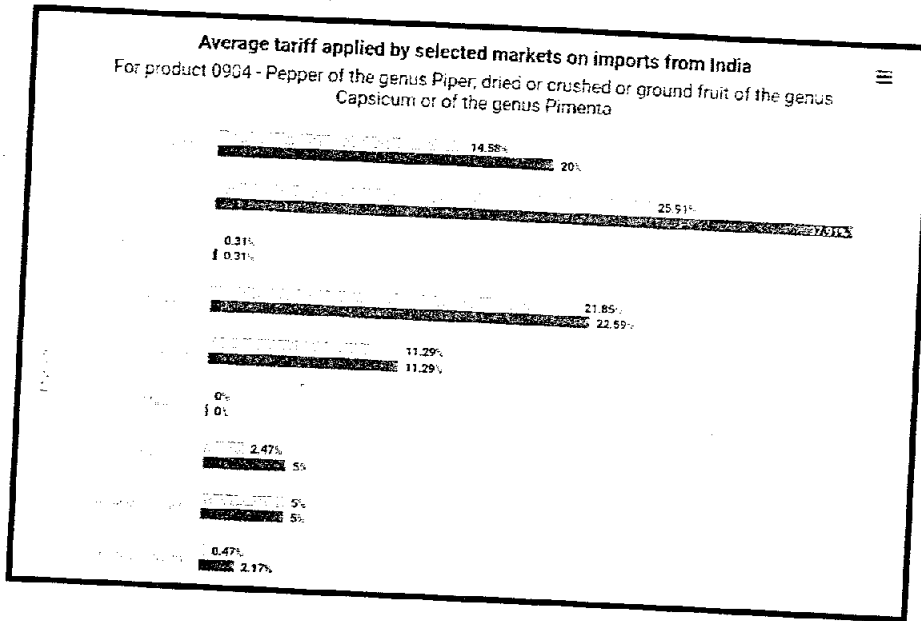
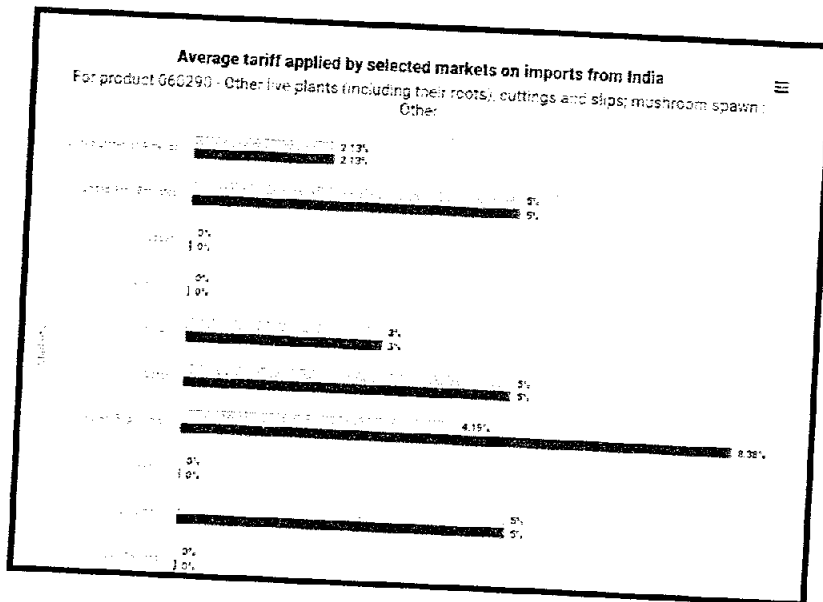


Figure 11: Average Tariffs Applied for Chillies from Trademap

▪ Anthuriums



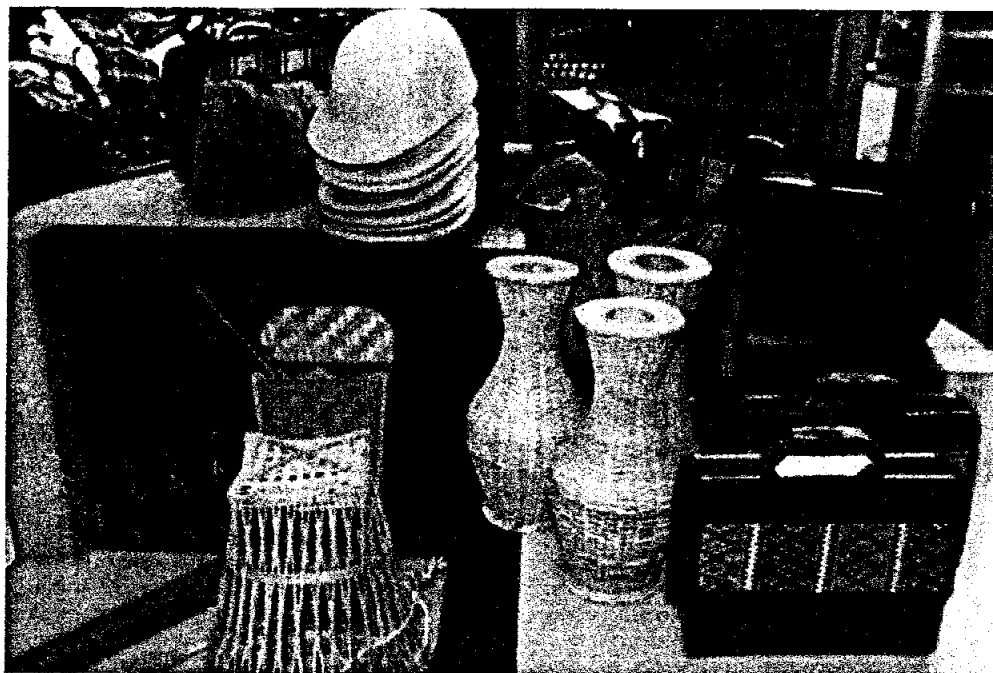
Effectively applied tariffs ● MFN Tariffs

Figure 12: Average Tariffs Applied for Anthuriums from Trademap

**Handicrafts:**

The state of Mizoram has some great weavers who create intricately beautiful products. These traditional skill artisans make bamboo products like baskets, utensils, hats, Handicrafted furnitures and flowers vases as well as weaves shawls too. Cane and bamboo handicraft items are most prominent craft of the state.

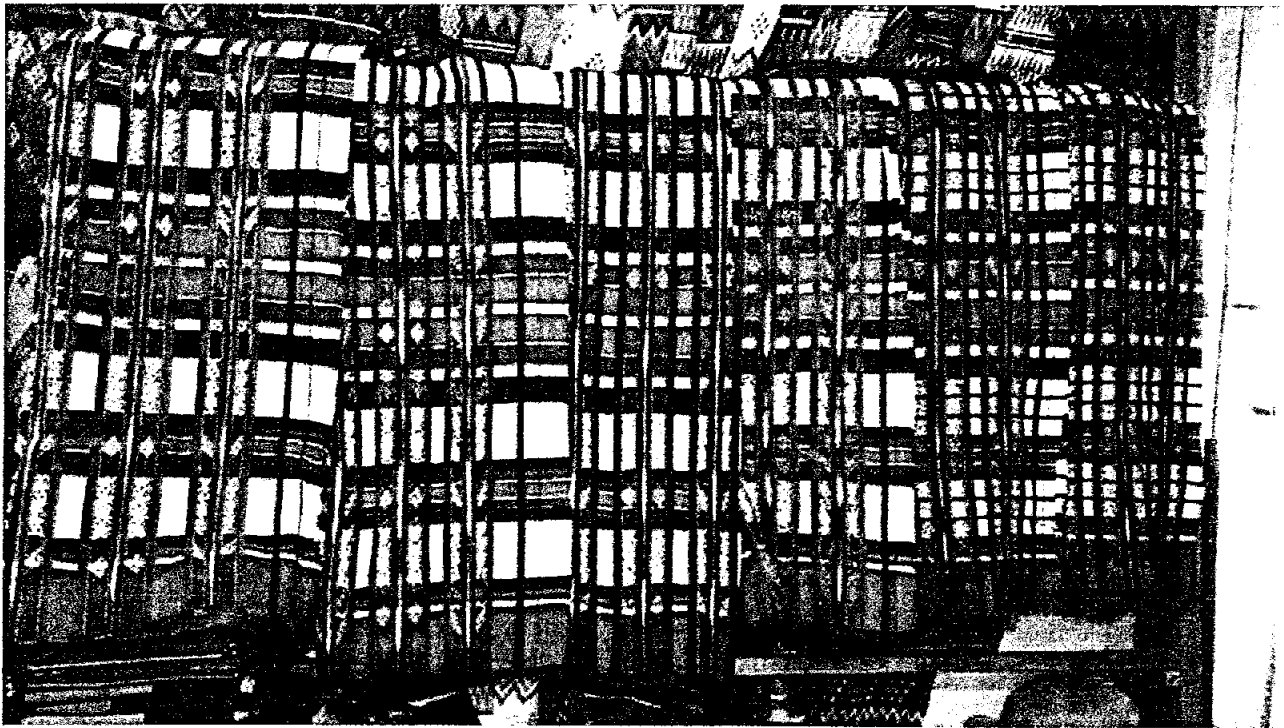
Mizoram products a lot of variety bamboo crafts, which are an essential part of Mizoram handicrafts. The handicraft Industry of Mizoram is limited and most crafts of Mizoram are created and weave with hands.



The tribes of Mizoram have been making some pattern of handicraft from ages, which have become a part and parcel of their lives and rich heritage. The traditional crafts of the Mizo tribes can be seen from in their wonderful work of cane and bamboo. The use of cane and bamboo is basically done to produce both utility and decorative items. Another popular craft of the state is weaving. The state of Mizoram has some great weavers who create intricately beautiful products like baskets, utensils, hats, Handicrafted Furniture and flower vases as well as weaves shawl too.

Cane and bamboo handicraft items are most prominent craft of the state. These plain yet mesmerizing products design of cane and bamboo are truly amazing and highly durables. Basket utensils, hats, flower vases, furnitures and other decorative items are made out of these bamboo and cane handicrafts, which has a wide market within the state and outside. Moreover, the state Government emporia also store a large number of these items at affordable rates.

Weaving is a popular craft in Mizoram and the artisans of the state are expert in this craft from. They are proficient in changing the simple raw material in beautiful designs and patterns and produce lovely fabric, the intricate traditional design are women by the Mizo women on their loom.



# Potential - SWOT Analysis

	Helpful	Unhelpful
Strengths	<ul style="list-style-type: none"> <li>• High Literacy rate of 97.89% female</li> <li>• Sex ratio of 1009 to 1000 male</li> <li>• One religion one language using population in the district</li> <li>• Ideal agro climatic condition with optimum temperature. No extreme cold in winter and in extreme hot in summer</li> <li>• Abundant forest resources bamboo population in the whole state occupies 14% of India bamboo population.</li> </ul>	<ul style="list-style-type: none"> <li>• Low level of infrastructure – lack of sufficient cold storage, warehousing, testing labs and iCDs.</li> <li>• Logistics challenges – poor connectivity to mainland India. Air, train, Island Water Transport and road transport communication and quality of connectivity increase logistic cost.</li> <li>• Weak Resource Industry Linkage.</li> <li>• High digital divide – leading to low internet connectivity.</li> <li>• Political Economy of Weak Resource Industry Linkages</li> <li>• Lack of entrepreneurship institutions in the state and education.</li> </ul>
Opportunities	<ul style="list-style-type: none"> <li>• Highly skill base and good workmanship.</li> <li>• Good horticultural practices and import of different varieties of anthurium</li> <li>• Reasonably good existing base of micro enterprises in agricultural and horticultural units.</li> <li>• Positive Government interventions to improve export competitiveness</li> <li>• Good organization of Farmer SHG, FPO to adequate marketing potentials.</li> </ul>	<ul style="list-style-type: none"> <li>• The whole state of Mizoram has under seismic zone-5. risk natural disasters</li> <li>• Multi-zerard threads like landslide, floods, earthquake etc.</li> <li>• Communal feelings.</li> </ul>



## 6. Relevant Export Promotion Councils (EPCs)

- **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**.
- Apart from **APEDA**, **FIEO** is also working hard to make exports from Jaintia Hills profitable in all possible manner.
- 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.

## 7. Challenges that need to be Addressed

S.No	Key Challenges	Issue to be Addressed
1	Infrastructure	<ul style="list-style-type: none"><li>▪ The export of oranges and flowers depend 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>



	<ol style="list-style-type: none"><li>1. Need dedicated power supply for export processing zone</li><li>2. Need to establish Agri Export Zone /SEZ</li></ol>	<ul style="list-style-type: none"><li>▪ Inland container depots have been created at Guwahati in Assam. However, there is a shortage of ICD in the other places in Mizoram.</li><li>▪ Lack of availability of sufficient state-of-the-art testing labs in the district, whereby leading to additional cost for transporting the export products to get them tested.</li></ul>
2	<p>Logistics</p> <ol style="list-style-type: none"><li>1. Air Cargo Service from Mizoram to mainland is required for short duration transportation.</li></ol>	<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 land locked production areas to the ports or terminals is a stiff challenge.</li><li>▪ Also, the link roads from farms to the main road is to be improved for seamless transportation.</li></ul>



3	Training and Development - Farm and Exporter Levels	<ul style="list-style-type: none"><li>▪ Unregulated input (chemicals) usage at the farm level.</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></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</li></ul>

		from registered farmers only. If the farmers' registration is not put in place, exports may be adversely affected.
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.
6	Processable Grade Products	<ul style="list-style-type: none"><li>• Although India is the second largest producer of fruits and vegetables globally, the share of processable 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 processable varieties of horticultural products so that desired quality raw material is available to the processing industry.</li></ul>

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4		<p>introduction of technology in loading/unloading/packaging.</p> <ul style="list-style-type: none"><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 (Vol/value to be considered) to boost the export of perishables.</li></ul>
3	Training and Development Interventions	<ul style="list-style-type: none"><li>▪ Farmer awareness is critical to regulate the chemical usage on the farm.</li><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</li></ul>

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6 4	Marketing Interventions	<ul style="list-style-type: none"><li>▪ Development of web portals, buyers- sellers meet, aggressive promotion in trade fairs, etc.</li> <li>▪ New Market Identification based on the demand and local needs of the importing countries - The export can be improved if market studies are done and analyzed in its favor.</li> <li>▪ APEDA to work with IIP to develop packaging material in consultation with the industry players.</li></ul>