

DISTRICT EXPORT ACTION PLAN

SAITUAL DISTRICT(MIZORAM)

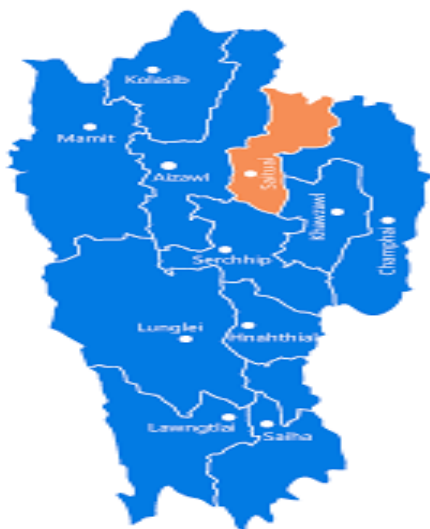


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1.DISTRICT PROFILE – SAITUAL

Saitual is one of the prominent districts of Mizoram, located in the northeastern part of India. Known for its serene landscapes and vibrant culture, Saitual holds immense significance in the socio-economic and cultural fabric of the state. The district, with its administrative headquarters in Saitual Town, is a vital contributor to Mizoram’s development story.

1.1 DISTRICT FACT SHEET

| GEOGRAPHY | COORDINATES | POPULATION |
|--------------------------------------|--|---|
| Situated in the Northeastern Mizoram | 23°41'20.18" North latitude and 92°57'49.71" East longitude. | 50,575 people 25,607 men 24,968 women |
| NO. OF VILLAGES | NO. OF GRAM PANCHAYAT | SEX RATIO |
| 40 | 46 | 1,026 females per 1,000 males |

1.2 ECONOMIC BASE

- Predominantly agrarian economy supported by favorable terrain and climate.
- Rich in natural resources such as bamboo, ginger, watermelon, chilli and other.
- Strong foundation for industries catering to both domestic and export markets.

Economically, Saitual is emerging as a hub for Micro, Small, and Medium Enterprises (MSMEs). These enterprises predominantly focus on agro-processing, handicrafts, food items and handloom. Organic farming, with minimal chemical use, has high potential due to growing global demand for sustainable agricultural practices. Furthermore, Saitual’s pristine environment and cultural richness position it as a promising destination for eco-tourism. Despite these strengths, Saitual faces challenges such as inadequate infrastructure, limited market access, and a lack of awareness about export procedures among local entrepreneurs. Addressing these issues can unlock the district’s full export potential, transforming it into a significant contributor to Mizoram’s economic growth.

1.3 AGRICULTURE PROFILE

Saitual District, nestled in the hilly terrain of Mizoram, is primarily dependent on agriculture, with the majority of its population engaged in farming. The district benefits from its fertile soil, abundant rainfall, and favorable climatic conditions, which support a diverse range of agricultural activities. Agriculture forms the backbone of the local economy, with both food crops and cash crops contributing significantly to its livelihood.

The district's agricultural landscape is marked by the cultivation of staple crops such as rice, which is grown through both jhum (shifting) cultivation and wetland paddy farming. Maize, a secondary food crop, is also grown, contributing to the region's food security. In addition to food crops, farmers focus on cash crops like ginger, turmeric, chili, etc., which are not only vital for local consumption but also hold export potential. These crops have found markets both within the state and beyond, bringing in additional income for farmers.

1.4 INDUSTRIAL PROFILE

Saitual District is a region with significant untapped industrial potential. The district's economy is primarily agricultural, but it is gradually witnessing the emergence of various industries that leverage its natural resources, including bamboo, horticultural products, and local crafts. While the industrial landscape is still in the early stages of development, ongoing efforts by both the government and private enterprises are focused on fostering sustainable industrial growth, with particular emphasis on small-scale industries, agro-processing, and eco-tourism.

The primary industries in Saitual District are rooted in agriculture, with agro-based industries forming the backbone of the local economy. The region is known for the cultivation of ginger, chilli, and various fruits such as water melon, dragon fruit, etc. To enhance the value of these agricultural products, agro-processing industries have emerged, focusing on processing fruits and spices into juices, preserves, dried products, and powders. These industries not only add value to raw agricultural products but also contribute to the creation of local employment opportunities.

1.5 LOGISTICS AND CONNECTIVITY

Saitual District, located in the northeastern part of Mizoram, has a relatively underdeveloped infrastructure in terms of logistics and connectivity compared to more urbanized areas. However, the district is gradually improving its transportation networks, and there are ongoing efforts to enhance both internal and external connectivity. Effective logistics and transportation infrastructure are vital for the economic growth of the region, particularly for agriculture, industry, and tourism.

The District is connected to other parts of Mizoram and the broader northeastern region primarily through a network of roads. The main road that connects the district to Aizawl, the state capital, is a crucial link, as it facilitates the movement of goods and people. The district is accessible by National Highway 54 (NH 54), which links Aizawl with the Silchar area of Assam. This highway is vital for transportation of agricultural produce, industrial goods, and tourists.

The District itself does not have an airport, but it is connected to air travel services through **Lengpui Airport**, located about 32 kilometers from Aizawl, the capital of Mizoram. Lengpui Airport is the nearest commercial airport to Saitual, offering regular flights to and from major cities like Kolkata and Guwahati. This airport serves as the primary gateway for both tourists and business travelers to the region.

Currently, Saitual District does not have a railway station, and Mizoram as a state is not connected to the Indian Railways network. The nearest railway station is located in **Silchar**, Assam, which is around 150 kilometers away from the district. This makes rail transportation less viable for the movement of goods to and from Saitual, especially for heavy and bulk commodities.

1.6 UTILITIES

Water Supply : The primary source of water in Saitual District is natural springs, rivers, and streams, which supply water to the local communities. Water supply systems, including pipelines, are gradually being installed in urban and semi-urban areas. In rural areas, the local population often relies on traditional water sources.

Electricity Supply : Saitual District is primarily dependent on the state grid for its electricity needs, with the power supply sourced from the central grid. Mizoram is served by the North Eastern Electric Power Corporation (NEEPCO) and other state-based generation units.

1.7 SUPPORT INFRASTRUCTURE

Telecom Connectivity: The district is served by mobile network providers such as BSNL, Airtel, and Jio, providing mobile phone services across major towns and along major roads. However, mobile network coverage can be patchy in remote villages and higher altitudes.

Health Centers: The district has a **District Hospital** located in Saitual, along with several **Primary Health Centers (PHCs)** in smaller towns and rural areas. These centers provide basic healthcare services, including maternal and child health, vaccinations, and emergency medical care.

Schools: The district has a number of schools offering primary and secondary education. Additionally, there are a few higher secondary schools, vocational training centers, and private institutions. However, the availability of institutions for higher education and professional courses is limited.

Banks and ATMs: The district has several branches of nationalized banks, including **State Bank of India (SBI)**, **Mizoram Rural Bank**, **Apex Bank**, etc, along with ATMs in major towns. These facilities cater to the banking needs of both urban and rural residents.

1.8 TOURISM IN SAITUAL

Rolling Hills and Greenery: Saitual District is famous for its picturesque landscapes, with rolling hills, deep valleys, and lush greenery. The verdant forests and breathtaking views of the surrounding mountains make it a paradise for nature lovers and photographers.

Rivers and Streams: The district is dotted with rivers and streams, including the Tuirial river, Tuivai river and others which is an important water source for the region. These waterways offer opportunities for water-based activities like fishing, boating, and nature walks along the riverbanks.

Flora and Fauna: The forests of Saitual are rich in biodiversity, with a wide variety of flora and fauna. These forests are home to numerous species of birds, animals, and plants, making the district an attractive destination for wildlife enthusiasts and bird watchers.

2.Export Scenario - Saitual

Saitual District is primarily an agricultural region with abundant natural resources. While the export sector is still in its nascent stages compared to more developed regions, the district holds significant potential for growth in exports, particularly in agricultural and horticultural products, as well as traditional crafts. With increasing government support for infrastructure and industrial development, Saitual has the opportunity to expand its export base and contribute to the state's economy.

Agricultural Exports

Saitual's fertile land and favorable climate provide an excellent environment for a variety of crops, many of which have significant export potential. Key agricultural exports from the district include:

- **Bamboo:** Saitual's vast bamboo resources offer a variety of products, such as furniture, handicrafts, and bamboo-based construction materials. Bamboo is in high demand in international markets, particularly for eco-friendly construction and furnishing materials.
- **Fruits:** Saitual is known for its production of fruits such as **oranges, pineapples, and bananas, dragon fruit, water melon**, which are grown in the district's favorable climate. These fruits can be processed into juices, jams, and dried products, which could cater to international markets.
- **Spices and Herbs:** The district's agricultural activities also include the cultivation of spices like **ginger, turmeric**, and various medicinal herbs. These products have a high export potential in global markets, especially in regions where natural and organic products are in demand.
- **Orchids and Anthuriums:** The district's favorable climate for floriculture supports the cultivation of exotic flowers, including **orchids and anthuriums**, which are highly sought after in the global flower and horticultural trade.

Silk Cocoon Industry

Saitual District, is renowned for its silk production, particularly **Eri silk**, which is the most widely produced variety in the district, followed by **Muga** and **Mulberry silk** in smaller quantities. Saitual is home to a thriving **silk cocoon industry**, with silkworm farming being a key activity in various villages. The production of high-quality silk products in Saitual presents excellent opportunities for export and growth in the global market.

- **Silk Products:** While the region doesn't yet have a significant silk handloom industry, the silk cocoon industry provides raw silk .These silk products are produced using traditional techniques and are growing in popularity, particularly in domestic markets.
- **Eri Silk:** Known for its **softness** and **durability**, **Eri silk** has carved out a niche in the global market, especially for **eco-friendly** and **sustainable textile** production. This silk is gaining traction in countries like **Japan** and the **United States**, where there is rising demand for environmentally conscious products. Eri silk's unique qualities make it a sought-after material for producing high-end, sustainable garments and textiles.

Export Potential of Processed Food and Beverages

Saitual District's agricultural output provides an opportunity for processing raw agricultural products into value-added items for export. These include:

- **Fruit Juices and Jams:** Processed **pineapple juice**, **orange juice**, and **fruit jams** have good export potential, particularly to countries with a growing demand for organic and healthy food products.
- **Spices and Herbal Products:** **Dried herbs** and **spice powders** from Saitual, such as ginger, turmeric, and cardamom, can be packaged for export, catering to international markets that prefer organic or natural food products.
- **Honey:** The district's natural environment is ideal for **bee farming**, and there is a growing demand for organic honey both domestically and internationally. Saitual's natural honey could be marketed as a premium product in global health and wellness markets.

3. S.W.O.T Analysis

Strengths:

1. Rich Natural Resources:

Saitual District is endowed with abundant natural resources, especially in agriculture, with the cultivation of crops like bamboo, anthuriums, orchids, oranges, silk (particularly Eri silk), and pineapple. These resources can serve as the backbone for local industries and export potential.

2. Silk Production:

The district is known for its silk production, particularly Eri silk, which is eco-friendly and durable. This gives Saitual a competitive edge in the growing sustainable textile market.

3. Cultural Heritage:

Saitual has a rich cultural history, including the weaving of traditional garments, which is a strength for promoting local crafts and boosting tourism. Traditional silk products, such as stoles and shawls, are highly valued in local and regional markets.

4. Strategic Location:

Saitual's proximity to Aizawl and its location near key trade routes offer it connectivity to other parts of Mizoram and to neighboring states, potentially improving trade prospects.

Weaknesses:

1. Limited Infrastructure:

Saitual faces challenges with basic infrastructure, particularly road connectivity, electricity supply, and transportation. These limitations hinder smooth transportation of goods and raw materials, affecting overall industrial growth.

2. Lack of Industrial Diversification:

The district is still heavily dependent on agriculture. There is limited industrial diversification, and sectors like manufacturing, technology, or service industries are underdeveloped, limiting job opportunities and economic growth.

3. **Limited Silk Handloom Industry:**

While there is a thriving silk cocoon industry, the absence of a robust silk handloom industry limits the value-added potential of the silk industry. The district relies on traditional methods that may not meet global demands for volume or consistency.

4. **Underdeveloped Tourism Sector:**

Despite its cultural heritage and natural beauty, the tourism industry in Saitual is still in its infancy. Limited infrastructure, marketing, and services are barriers to attracting tourists.

Opportunities:

1. **Growing Demand for Sustainable Products:**

As the global demand for eco-friendly, sustainable products increases, the demand for Eri silk—known for its eco-friendly properties—presents an opportunity for Saitual to capitalize on this trend, especially in national markets

2. **Government Initiatives and Support:**

The Indian government offers various schemes for promoting sericulture, agriculture, and rural industries. These can provide funding, infrastructure development, and market access support, which would benefit Saitual's economy.

3. **Expanding Silk Production:**

With Saitual's growing silk cocoon industry and expertise in Eri silk, there is room to expand the silk sector, particularly through the establishment of a silk handloom industry, which could improve product value and appeal to international markets.

4. **Potential for Agro-based Industries:**

The district has significant opportunities to develop agro-based industries, particularly in sectors like bamboo processing, horticulture, and fruit exports (such as oranges and pineapple). This would diversify the local economy and provide job opportunities.

5. **Tourism Development:**

Saitual's natural beauty and cultural heritage can be leveraged for tourism growth. Developing ecotourism, cultural tourism, and promoting local handicrafts could attract more visitors to the region and create an additional income source.

Threats :

1. Climate Vulnerability:

Agriculture, including silk farming, is highly sensitive to climatic changes. Unpredictable weather patterns, such as droughts or heavy rainfall, can adversely affect crop yields and silkworm production, posing a risk to the livelihoods of local farmers.

2. Insufficient Skill Development:

While traditional methods of silk production and weaving exist, the lack of formal training and modern techniques in sericulture and handloom weaving could limit the district's potential to scale and meet the growing demand for silk in global markets.

3. Limited Market Access:

While there is potential for export, Saitual faces challenges in accessing broader markets due to limited marketing networks, brand recognition, and a lack of international exposure for its products.

4.Target Export Product - Saitual

Products/Services identified with Export Potential

| Product | Govt. Body | Scheme/Initiative | Estimated Yield for 2025 | Last Year Yield | Villages of Production |
|----------------|---|---|---------------------------------|------------------------|--|
| Ginger | District Horticulture Office (DHO)Saitual | Mission for Integrated Development of Horticulture.(MIDH) | 13328.38 MT | 9531 MT | All villages from Saitual District |
| Water Melon | DHO Saitual | MIDH | 277.68 MT | 130 MT | "Mimbung, Phuaibuang, Lailak, Saitual, Buhban, Mualpheng, Lenchim, etc" |
| Mizo Chilli | DHO Saitual | MIDH | 625 MT | 468.6 MT | Ngopa, Lamzawl, Chiahpui,Pawlrang. |
| Dragon Fruit | DHO Saitual | MIDH/FOCUS | 17 MT | 16 MT | N.Lungpher,Buhban,Saitual,Phuaibuang, Ruallung,Rulchawm. |
| Bamboo | DHO Saitual | NBM(Bamboo shhot processing) | 4 Qtls | 3 Qtls | Saitual(Lalengkawla Kiangte) |
| Anthurium | | | NIL | NIL | NIL |
| Orhids | | | NIL | NIL | NIL |
| Oranges | DHO Saitual | MIDH | 9.49 MT | 8 MT | Khawhawn,Teikhang,Chiahpui, Vanbawng, Kawlbem,Mualpheng,Tualbung,Saitual. |
| Silk Cocoon | Sericulture | Central Sector Scheme | 1480 kgs | 400 kgs | Saitual,Keifang, Luangpawng, N.Khawlek, NE. Khawdungsei, Ngopa, Maite, Phullen |
| Pineapple | DHO Saitual | MIDH | 20 MT | 18 MT | Mimbung,Teikhang,Khawkawng, Vanbawng,Saitual. |

1. **Ginger:** Fresh and processed ginger with potential in medicinal and culinary markets.
2. **Watermelon:** Seasonal fresh fruit for domestic and international export markets.
3. **Mizo Chilli(Bird Eye Chilli):** Dried and powdered chilli with high demand in spice markets worldwide.
4. **Dragon Fruit:** Exotic fruit with growing demand in national and global market
5. **Bamboo:** Products like furniture, packaging, and crafts.

6. **Anthurium and Orchids:** Decorative flowers for international floriculture markets.(**Anthurium and orchids are not cultivated in Saitual District**).
7. **Oranges:** Fresh fruit with highly export demand.
8. **Silk (Eri):** Sustainable, eco-friendly silk with a niche luxury market globally.
9. **Pineapple:** Fresh and processed pineapple for beverages and culinary uses.

Brief Profiles of Target Products

(a)Ginger

| | |
|--------------------------------|---|
| HS CODE (6 DIGIT) | 091011 |
| POTENTIAL EXPORT MARKET | 1. <u>Domestic Market (Within India)</u> Major Consuming States: Maharashtra, Gujarat, Tamil Nadu, West Bengal, Delhi, and Karnataka have high demand for ginger in food, beverage, and pharmaceutical industries. |
| POTENTIAL OPPORTUNITY | <ol style="list-style-type: none"> 1. Ginger Powder & Flakes, 2. Ginger Oil & Oleoresin, 3. Ginger Paste & Pickles, 4. Ginger Tea |
| G.I tag | Yes |

(b)Water Melon

| | |
|--------------------------------|---|
| HS CODE (6 DIGIT) | 080711 |
| POTENTIAL EXPORT MARKET | <p>1.<u>Domestic Market (Within India)</u></p> <p>Major Consuming States: Delhi, Maharashtra, Tamil Nadu, Karnataka, Uttar Pradesh, and West Bengal have high demand for fresh watermelon, especially in the summer season.</p> |
| POTENTIAL OPPORTUNITY | <ol style="list-style-type: none">1. Watermelon Juice & Beverages,2. Watermelon Seed Processing,3. Watermelon Rind Pickles & Candy |
| G.I tag | No |

(c)Mizo Chilli(Bird Eye Chilli)

| | |
|--------------------------------|--|
| HS CODE (6 DIGIT) | 090421 |
| POTENTIAL EXPORT MARKET | <p>1.<u>Domestic Market (Within India)</u></p> <p>Major Consuming States: Andhra Pradesh, Maharashtra, Tamil Nadu, West Bengal, Gujarat, and Delhi have a strong demand for both fresh and dried chillies in household and commercial cooking.</p> |
| POTENTIAL OPPORTUNITY | <ol style="list-style-type: none">1. Chilli Powder & Flakes2. Dried Red Chilli3. Chilli Paste & Pickles |
| G.I tag | Yes |

(d)Dragon Fruit

| | |
|--------------------------------|---|
| HS CODE (6 DIGIT) | 08109090 |
| POTENTIAL EXPORT MARKET | 1. <u>Domestic Market (Within India)</u> Major Consuming Cities: Delhi, Mumbai, Bengaluru, Chennai, Hyderabad, Kolkata – where premium customers seek exotic fruits. |
| POTENTIAL OPPORTUNITY | 1. Dragon Fruit Juice & Pulp 2. Dried Dragon Fruit Chips 3. Dragon Fruit Powder |
| G.I tag | No |

(e)Bamboo

| | |
|--------------------------------|---|
| HS CODE (6 DIGIT) | 440210 |
| POTENTIAL EXPORT MARKET | 1. <u>Domestic Market (Within India)</u> Major Consuming States: Maharashtra, Gujarat, Tamil Nadu, Delhi, Karnataka, and West Bengal have high demand for bamboo furniture, handicrafts, and paper industries. |
| POTENTIAL OPPORTUNITY | 1. Bamboo Furniture 2. Bamboo Handicrafts & Home Décor 3. Bamboo Flooring & Panels 4. Bamboo Paper & Pulp 5. Bamboo-based Textiles 6. Bamboo Charcoal & Biofuel 7. Bamboo Cutlery & Straws |
| G.I tag | No |

(h)Oranges

| | |
|--------------------------------|---|
| HS CODE (6 DIGIT) | 080510 |
| POTENTIAL EXPORT MARKET | <p>1.<u>Domestic Market (Within India)</u></p> <p>Major Consuming States: Maharashtra, Gujarat, Tamil Nadu, Karnataka, West Bengal, Delhi, and Punjab – High demand in wholesale fruit markets, supermarkets, and juice industries.</p> |
| POTENTIAL OPPORTUNITY | <ol style="list-style-type: none">1. Fresh Oranges2. Orange Juice & Concentrate3. Orange-Based Products4. Dried Orange Peel & Essential Oils5. Organic Oranges |
| G.I tag | No |

(i)Silk

| | |
|--------------------------------|---|
| HS CODE (6 DIGIT) | 500200 |
| POTENTIAL EXPORT MARKET | <p>1.<u>Domestic Market (Within India)</u></p> <p>Major Silk Processing States: Assam,Karnataka,West Bengal,Tamil Nadu,Uttar Pradesh.</p> |
| POTENTIAL OPPORTUNITY | <ol style="list-style-type: none">1. Raw Silk Cocoons2. Spun Eri Silk Yarn3. Silk Waste & Byproducts |
| G.I tag | No |

(j)Pineapple

| | |
|--------------------------------|---|
| HS CODE (6 DIGIT) | 08043000 |
| POTENTIAL EXPORT MARKET | <p>1.<u>Domestic Market (Within India)</u></p> <p>Major Consuming States:</p> <p>Maharashtra, West Bengal, Delhi, Gujarat, and Uttar Pradesh – High demand in fruit markets, supermarkets, and juice industries.</p> |
| POTENTIAL OPPORTUNITY | <ol style="list-style-type: none">1. Fresh Pineapple2. Pineapple Juice & Concentrate3. Canned Pineapple4. Pineapple Jam & Syrup5. Dehydrated Pineapple & Pineapple Powder6. Pineapple Pickles & Sauces |
| G.I tag | No |

5.Export Action Plan - Saitual

| Intervention | Strategy | Action Plan | Responsibility |
|---------------------------|--|--|---|
| 1. Trade Promotion | <u>International Exposure & Strategic Market Partnerships</u> - Focus on increasing visibility of local products in global markets and building sustainable trade relationships with international buyers. | - <u>Organize International Trade Fairs and Exhibitions</u> : Participate in global trade shows such as food, agricultural, and textile fairs to showcase local products from Mizoram. | - <u>Export Agencies</u> : Facilitate connections with global markets. |
| | | | - <u>Private Sector</u> : Support and sponsor businesses to participate in trade shows. |
| | | - <u>Establish Trade Relations with International Buyers</u> : Develop strong connections with foreign companies, importers, and wholesalers to create long-term partnerships. | - <u>State Government</u> : Provide funds, resources, and logistical support for participation in trade events. |
| | | | |

| | | | |
|------------------------------------|---|--|--|
| 2. Market Intelligence Cell | <u>Data-Driven Decision Making & Targeted Market Entry</u> - Use data and market trends to identify high-potential international markets and help businesses tap into profitable opportunities. | - <u>Set Up Market Intelligence Platforms:</u> Establish digital platforms that track global demand trends, consumer preferences, pricing, and competitors, offering key insights to exporters. | - <u>Export Agencies:</u> Design and operate the market intelligence systems. |
| | | - <u>Conduct Export Market Research:</u> Research various international markets to identify regions with the highest potential for Mizoram's products. | - <u>Research Institutions:</u> Provide necessary data and reports on export trends and emerging opportunities. |
| | | - <u>Provide Reports and Insights to Exporters:</u> Equip businesses with comprehensive market intelligence reports to make informed decisions on market selection and strategies. | - <u>Chamber of Commerce:</u> Assist in market research and strategic advice for business expansion. |
| | | | |

| | | | |
|---------------------------------------|---|---|---|
| 3. Infrastructure Augmentation | <u>Enhancing Export Logistics and Supply Chain</u> - Invest in infrastructure that ensures smooth transportation, storage, and processing of goods, enabling efficient delivery to international markets. | - <u>Upgrade Cold Storage Facilities</u> : Build or modernize cold storage facilities for perishable products like fruits and vegetables, ensuring freshness during export. | - <u>State Government</u> : Provide funding and policy support for infrastructure projects. |
| | | | - <u>Private Sector</u> : Partner with logistics companies to develop transportation systems. |
| | | - <u>Establish Refrigerated Transport Systems</u> : Set up refrigerated trucks and shipping services for efficient transportation of perishable products. - <u>Improve Rural Infrastructure</u> : Invest in roads and transport systems to ensure that remote farming areas are well-connected to markets and export points. | - <u>NABARD</u> : Fund rural infrastructure development. |

| | | | |
|----------------------------|---|---|--|
| 4.Skill Development | <u>Empowering the Workforce for Global Competitiveness</u> - Train local farmers, artisans, and entrepreneurs to improve their skills and product quality, meeting global market standards and consumer preferences. | - <u>Conduct Training Workshops for Farmers and Artisans</u> : Offer training on sustainable farming practices, quality control, and innovative production techniques. | <u>Horticulture/Agriculture/Handloom Departments</u> : Provide training to farmers and artisans on cultivation and processing methods. |
| | | | - <u>NGOs</u> : Partner with local communities to conduct training workshops. |
| | | - <u>Offer Technical Training on Post-Harvest Handling and Quality Management</u> : Teach skills related to post-harvest treatments like packaging, storing, and quality checking to reduce spoilage and enhance product quality. | - <u>Private Sector</u> : Organize industry-specific training programs for scaling up businesses. |

| | | | |
|------------------------------------|---|---|--|
| 5.Facilitation of Exporters | <u>Simplifying Export Procedures and Encouraging Entrepreneurship</u> - Support exporters by easing regulatory processes, providing financial assistance, and facilitating access to international markets. | - <u>Provide Financial Assistance and Subsidies</u> : Offer export credit, low-interest loans, and subsidies to small and medium enterprises (SMEs) to encourage export activities. | - <u>State Agricultural & Horticulture Departments</u> : Support farmers and producers by assisting in the export process. |
| | | | - <u>NABARD</u> : Provide financial resources for export-oriented businesses. |
| | | - <u>Assist with Export Documentation and Certification</u> : Help exporters navigate the complex documentation process, including obtaining certifications (organic, fair trade, etc.) that are required by foreign markets. | - <u>Export Promotion Agencies</u> : Facilitate the smooth entry of businesses into international markets. |

6. Identification of Bottlenecks

| Category | Bottlenecks Identified. |
|--|---|
| Administrative Support | <ul style="list-style-type: none"> - Complex bureaucratic procedures leading to delays in approvals and documentation. - Lack of single-window clearance for businesses and exporters. - Insufficient coordination among government departments. - Limited awareness and accessibility of government schemes for industry development. |
| Branding | <ul style="list-style-type: none"> - Weak branding and promotion of local products in national and international markets. - Lack of a unified branding strategy for export-oriented goods. - Limited digital presence and promotional campaigns. - Inadequate use of Geographical Indication (GI) tagging and certification for market differentiation. |
| Awareness | <ul style="list-style-type: none"> - Limited knowledge of export policies and government incentives. - Lack of market intelligence on demand trends, pricing, and buyer preferences. - Insufficient awareness about quality standards and certifications required for exports. - Limited exposure of producers to national and international trade fairs. |
| Quality assurance & Certification | <ul style="list-style-type: none"> - Lack of proper certification facilities (e.g., organic certification, ISO, GI tagging). - Inconsistent quality control measures, affecting product competitiveness. - Expensive and time-consuming certification processes for small producers. - Limited local infrastructure for testing and quality control. |

| | |
|--------------------------|--|
| Credit Support | <ul style="list-style-type: none"> - Limited access to affordable credit for small and medium enterprises (SMEs) and farmers. - High-interest rates on loans for agribusiness and exporters. - Complex loan approval processes with extensive documentation requirements. - Lack of awareness and accessibility to government credit support schemes (e.g., Mudra loans, Agricultural credit schemes). |
| Logistics | <ul style="list-style-type: none"> - Poor transportation infrastructure, especially for perishable goods like fruits, flowers, and silk. - Limited availability of cold storage and warehousing facilities. - High transportation costs due to lack of supply chain efficiency. - Inadequate connectivity between rural production centers and major markets. |
| Marketing Support | <ul style="list-style-type: none"> - Limited participation in national and international trade fairs. - Weak market linkages between producers and potential buyers. - Lack of structured market intelligence and price forecasting mechanisms. - Limited access to e-commerce platforms for direct marketing of local products. |
| Training | <ul style="list-style-type: none"> - Limited technical training programs for farmers, artisans, and entrepreneurs. - Absence of skill development initiatives for value addition and processing. - Need for modern technological interventions in production, post-harvest handling, and packaging. - Inadequate government-led training centers for industry-specific skill development. |
| | |

| | |
|-----------------------------------|---|
| Regulatory | <ul style="list-style-type: none"> - Complicated export regulations and trade compliance requirements. - Frequent policy changes leading to uncertainty for businesses. - Lack of coordination between local and national regulatory bodies. - Delays in getting necessary approvals and licenses for export-oriented businesses. |
| Research & Development | <ul style="list-style-type: none"> - Low investment in product innovation and process improvement. - Limited collaboration between research institutions and industry stakeholders. - Absence of data-driven insights for improving yield and quality. - Lack of research-based initiatives to improve disease resistance and productivity in agriculture and allied sectors. |
| Supply Chain | <ul style="list-style-type: none"> - Fragmented supply chain leading to inefficiencies and wastage. - Lack of aggregation centers and producer cooperatives. - Weak coordination between producers, processors, and exporters. - Dependence on multiple intermediaries leading to price distortions and lower producer profits. |
| Common Facilitation Centre | <ul style="list-style-type: none"> - Inadequate shared infrastructure for small businesses and exporters. - Lack of centralized processing, testing, and packaging units. - Need for incubation centers to support startups and MSMEs. - Absence of public-private partnerships to develop common facilities for industry support. |

7.ANNEXURE :

(1)GENERAL INFORMATION

| State | District | Product/Service | HS Code | GI Tagged | Perishable | Concerned Ministry, State Departments & Boards |
|--------------|-----------------|---------------------------------|----------------|------------------|-------------------|---|
| Mizoram | Saitual | Ginger | 091011 | Yes | Yes | Ministry of Agriculture & Farmers Welfare, District Horticulture Office (DHO), Mizoram Agriculture Department |
| | | Watermelon | 080711 | No | Yes | Ministry of Agriculture & Farmers Welfare, DHO Mizoram |
| | | Mizo Chilli (Bird's Eye Chilli) | 090421 | Yes | Yes | Ministry of Agriculture & Farmers Welfare, DHO Mizoram, Spices Board of India |
| | | Dragon Fruit | 08109090 | No | Yes | Ministry of Agriculture & Farmers Welfare, DHO Mizoram |
| | | Bamboo | 440210 | No | No | Ministry of Environment, Forest & Climate Change, National Bamboo Mission, DHO Mizoram |
| | | Oranges | 080510 | No | Yes | Ministry of Agriculture & Farmers Welfare, DHO Mizoram |
| | | Silk (Cocoon & Yarn) | 500200 | No | No | Ministry of Textiles, Sericulture Department, Central Silk Board |
| | | Pineapple | 08043000 | No | Yes | Ministry of Agriculture & Farmers Welfare, DHO Mizoram |

(2)CURRENT STATUS OF THE PRODUCT/SERVICES.

| Product | Production Capacity (in units) | Processing Units (Number) | Enterprise Composition (Small/Medium /Large) | Marginalized Community Involvement | Domestic Demand (Last 6 months) | Domestic Supply (Last 6 months) | International Demand (Last 6 months) | International Supply (Last 6 months) | Top Importing Countries |
|---------------------|---------------------------------------|----------------------------------|---|---|--|--|---|---|---|
| Ginger | 13,328.38 MT | Limited | Small | Small-scale farmers | Growing | Growing | High | Low | USA, UK, UAE, Netherlands, Saudi Arabia |
| Watermelon | 277.68 MT | Limited | Small | Small-scale farmers | Growing | Growing | Growing | Low | Mainly Domestic |
| Mizo Chilli | 625 MT | Limited | Small | Small farmers | Growing | Growing | Growing | Low | Southeast Asia |
| Dragon Fruit | 17 MT | Limited | Small | Small-scale farmers | Growing | Growing | Growing | Low | Mainly Domestic |
| Bamboo | 4 Qtls | Limited | Small | Tribal communities | Growing | Growing | Growing | Low | USA, Japan, EU |
| Oranges | 9.49 MT | Limited | Small | Small-scale farmers | Growing | Growing | Growing | Low | Mainly Domestic |
| Silk Cocoon | 1,480 kg | Limited | Small | Small-scale farmers | Growing | Growing | High | Low | China, Japan, Italy |
| Pineapple | 20 MT | Limited | Small | Small farmers, tribal groups | High | High | Growing | Low | Mainly Domestic |

(3) CURRENT STATUS OF VALUE-ADDED PRODUCTS / SERVICES

| Value-Added Product | Production Capacity (in units) | Processing Units (Number) | Enterprise Composition (Small/Medium/Large) | Marginalized Community Involvement | Domestic Demand (Last 6 months) | Domestic Supply (Last 6 months) | International Demand (Last 6 months) | International Supply (Last 6 months) | Top Importing Countries |
|---|---------------------------------------|----------------------------------|--|---|--|--|---|---|---------------------------------------|
| Ginger Powder & Flakes | Limited | Limited | Small | Nil | Growing | Low | High | Low | USA, Germany, Netherlands, UK, Japan |
| Ginger Oil & Oleoresin | Limited | Limited | Small | Nil | Growing | Low | High | Low | USA, China, France, Germany, India |
| Ginger Paste & Pickles | Limited | Limited | Small | Nil | Growing | Low | Moderate | Low | UK, UAE, Canada, Australia, Singapore |
| Watermelon Juice & Beverages | Limited | Limited | Small | Nil | Growing | Low | Low | Low | USA, Canada, UAE, Germany, Japan |

| | | | | | | | | | |
|--|---------|---------------|-------|---------------------|---------|-----|----------|-----|---|
| Watermelon Seed Processing | Limited | Limited | Small | Nil | Growing | Low | Low | Low | China, India, Vietnam, USA, Turkey |
| Watermelon Rind Pickles & Candy | Limited | Limited | Small | Nil | Growing | Low | Low | Low | USA, Japan, South Korea, Germany, Australia |
| Chilli Powder & Flakes | Limited | Limited | Small | Nil | Growing | Low | Moderate | Low | USA, UK, Germany, UAE, Thailand |
| Dried Red Chilli | Limited | Small - Scale | Small | Small- Scale Farmer | Growing | Low | Moderate | Low | China, Bangladesh, Sri Lanka, Malaysia, Indonesia |
| Chilli Paste & Pickles | Limited | Small - Scale | Small | Small- Scale Farmer | Growing | Low | Moderate | Low | UK, Canada, Singapore, Australia, UAE |
| Dragon Fruit Juice & Pulp | Limited | Limited | Small | Nil | Growing | Low | Niche | Low | USA, Canada, UAE, Japan, France |
| Dried Dragon Fruit Chips | Limited | Limited | Small | Nil | Growing | Low | Niche | Low | USA, UK, Australia, Germany, South Korea |

| | | | | | | | | | |
|--|---------|---------------|-------|---------------------|---------|---------|----------|-----|--|
| Dragon Fruit Powder | Limited | Limited | Small | Nil | Growing | Low | Niche | Low | Japan, South Korea, USA, Canada, France |
| Bamboo Furniture | Limited | Small - Scale | Small | Nil | Growing | Low | Moderate | Low | USA, Germany, UK, France, Japan |
| Bamboo Handicrafts & Home Décor | Limited | Small - Scale | Small | Small- Scale Farmer | Growing | Growing | Moderate | Low | USA, France, Italy, Germany, Japan |
| Bamboo Flooring & Panels | Limited | Small - Scale | Small | Small- Scale Farmer | Growing | Low | Growing | Low | USA, Canada, Australia, Germany, Netherlands |
| Bamboo Paper & Pulp | Limited | Limited | Small | Nil | Growing | Low | Growing | Low | China, USA, Germany, Japan, France |
| Bamboo-based Textiles | Limited | Limited | Small | Nil | Growing | Low | Growing | Low | USA, UK, China, Canada, Germany |
| Bamboo Charcoal & Biofuel | Limited | Limited | Small | Nil | Growing | Low | Growing | Low | Japan, South Korea, China, Germany, USA |
| Bamboo Cutlery & Straws | Limited | Limited | Small | Nil | Growing | Low | Moderate | Low | USA, UK, Canada, Australia, France |

| | | | | | | | | | |
|---|---------|-------------|-------|---------------------|---------|---------|---------|-----|---|
| Fresh Orange Juice & Concentrate | Limited | Limited | Small | Nil | Growing | Low | Limited | Low | USA, Germany, Netherlands, Canada, France |
| Dried Orange Peel & Essential Oils | Limited | Limited | Small | Nil | Growing | Low | Limited | Low | France, USA, UK, Germany, Japan |
| Silk Yarn (Spun Eri Silk) | Limited | Small-scale | Small | Small- Scale Farmer | Growing | Growing | High | Low | China, Italy, Japan, India, France |

(4) PROBLEMS IN THE SUPPLY CHAIN, INTERVENTIONS REQUIRED AND RESPONSIBLE AUTHORITY

| | | |
|--|---|--|
| Tech related | Limited access to technology for improved farming techniques, processing, and packaging. | Ministry of Agriculture & Farmers Welfare, State Agriculture Departments, Technology Service Providers. |
| Standards and certification related | Lack of standardized certifications and proper quality control mechanisms. | Spice Board of India, Food Safety and Standards Authority of India (FSSAI). |
| Quality of output related | Inconsistent quality of products, often leading to low market acceptance and consumer trust. | Agricultural Extension Services, State Horticulture Departments, Quality Control Agencies. |
| Awareness related | Low awareness about the potential of local products, especially in remote areas. | Ministry of Information & Broadcasting, Rural Development Ministry, State Governments. |
| Infrastructure/Ecosystem related (other than logistics) | Underdeveloped infrastructure for processing and storage in some regions. | Ministry of Agriculture & Farmers Welfare, Ministry of Rural Development, Local Government Authorities. |
| Logistics related | Inefficient logistics, especially for transporting perishable products. | Ministry of Transport, State Transport Departments. |
| Workforce availability or training related | Scarcity of skilled labor for farming, processing, and handling specialized products. | National Skill Development Corporation (NSDC), State Skill Development Agencies, Local Training Centers. |
| Working capital related | Limited working capital availability for small-scale farmers and processors. | Banks, Government Subsidy Programs. |
| Investment related | Challenges in attracting investments due to a lack of proper infrastructure and marketing strategies. | Private investors, Government funding agencies, Financial Institutions. |
| Policy & regulations related | Inadequate policies to support small-scale production units and fair trade practices. | Government, Ministry of Agriculture & Farmers Welfare, Trade Associations. |

