



## INDIAN CHAMBER OF COMMERCE

CIN-U85300WB1926GAP005585

NORTH EAST INDIA REGIONAL OFFICE

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### **Nagaland** **Buyer – Seller Meet** **29 Nov -2 Dec 2018** **Kohima, Nagaland**



Dear Sir

I am pleased to inform you that Indian Chamber of Commerce (ICC), in association with Government of Nagaland is hosting the 'Nagaland Buyer – Seller Meet' during Hornbill festival at Nagaland in North East India to showcase the inherent strengths of Nagaland among the international buyers and market the potential products to inbound buyers from rest of the Country and South East Asia.

Hornbill Festival is one of the most cherished festivals of Nagaland, celebrated with much enthusiasm and zeal since the year 2000. Hornbill festival, also known locally as the "Festival of Festivals", is organized by State Tourism and Arts and Culture Department, Government of Nagaland. The festival is named after Hornbill, one of the most venerated bird species in the state of Nagaland. The festival is held at the Naga Heritage Village in Kisama, located around 12 kilometers from the capital of the Nagaland, Kohima, annually during the first week of December from 1<sup>st</sup> to 7<sup>th</sup> which is attended by thousands of foreign tourists and investors.

The Hornbill Festival Celebrations comprise of the Traditional Naga Morungs Exhibition and sale of Arts and Crafts, display of Traditional handloom & handicraft products, Traditional Archery, Naga wrestling, Flower shows, Beauty Contest, Fashion shows, Herbal Medicine Stalls, agriculture produce Stalls, display of paintings, sculptures and wood carvings and a Musical concert.

Objective of the Buyer – Seller Meet :

- To focus on the State of Nagaland as a world – class trade destination.
- Provide an opportunity to foreign buyers and investors to interact with Naga sellers for serious business deals.
- Give exposure of indigenous value added products of Nagaland for the business stakeholders from across the world.
- Match-Making deals and Memorandums of Undertaking.

Focus sectors of Buyer – Seller Meet :

- Bamboo
- Agriculture, Horticulture and allied industries
- Floriculture
- Medicinal Plants
- Handloom and handicrafts
- Sericulture
- Tourism

*A Brief note on strengths of Nagaland on the above focus sectors is enclosed for your reference.*

I am writing to cordially invite Buyers from your Country to participate in the Buyer Seller Meet. I am confident that **Nagaland BSM** would offer an opportunity for national and international trade Buyers to increase their understanding of **Nagaland** through meeting and experiencing the destination through Field Visit Programs offered to get a lifetime opportunities offered by **Nagaland**.

Enclosed please find the Buyer Registration Form for your perusal. We look forward to your kind confirmation.

Yours sincerely,

Ishantor Sobhapandit  
Regional Director ICC, North East

## Suggested Program

### **30 November 2018:**

Arrival of Buyers at Kohima

Dinner & Night Stay at Kohima

### **1 December 2018: Hornbill Festival & Field Trip**

10:00 – 12:00 hrs : *Attend Inauguration of Hornbill Festival 2018*

13 : 00 hrs                      Buyers start out for Field Trip

#### **Locations to be visited :**

- Tourism sites (Dzukou Valley, **Jafpu Peak**, **Intanki Wildlife Sanctuary**, Diezephe craft village, Saramati Peak, War Cemetery, Catholic Church, Khonoma Village etc
- Agriculture & Horticulture Farm
- Industrial Estate
- Handloom & Handcraft hub

17 : 00 hrs                      Return

### **2 December 2018 : Buyer – Seller Meet**

10:00 – 13:00 hrs: Buyer seller meetings

13:00 – 14:00 hrs : Lunch

14:00 – 16:00 hrs : Buyer seller meetings

16:00 – 16:20 hrs : Tea/ Coffee break

16:20 – 17:20 hrs : Buyer Seller meeting

1800 hrs: *Cultural Show and Dinner*

**2 December 2018:** Depart

## **KEY INDUSTRIES IN NAGALAND**

### **BAMBOO**

Nagaland promotes bamboo processing as an enterprise, covering various applications such as food-based, medicinal usage, handicraft, art, tiles and flooring. Nagaland Bamboo Development Agency (NBDA) is the nodal office that coordinates with other offices for all bamboo-related research, development and business applications. In July 2015, the Governor of Nagaland inaugurated the country's first bamboo toilet in Nagaland.

During 2015-16, the funds allocated under National Agroforestry & Bamboo Mission was recorded to be US\$ 1.33 million.

NBDA has set up the Nagaland Bamboo Resource Centre (NBRC) at Dimapur as a centre of excellence to function as an information repository and facilitate technology and information transfer to enterprises, create awareness on the potential of bamboo, support bamboo farmers and entrepreneurs in building capacity and in-house pilot bamboo processing units for training entrepreneurs

### **FLORICULTURE**

Nagaland has a rich wealth of flora and fauna. Favourable climatic and geographical conditions in the state offer tremendous scope for floriculture.

Based on accessibility and agro-climatic conditions, Kohima, Mokokchung, Wokha and Dimapur districts have commercial potential for floriculture.

The Department of Under Developed Areas began promoting floriculture a few years back across four districts, which has currently spread to other districts. This has promoted commercial cultivation of flowers by various educated Naga women under the Horticulture Technology Mission (HTM).

The centrally sponsored project HTM for promotion of the horticulture sector in the North East, has helped to set up green houses for any self-help group or women group who have 200 square metres of land.

During 2015-16, 72.4 million stems were produced in the state over an area of 18.3 hectares. Several varieties of orchids are available in the state, offering significant investment potential.

Exotic and hybrid varieties of flowers are also being developed in Nagaland; the state is also home to the tallest Rhododendron tree in the world.

### **AGRICULTURE, HORTICULTURE & FOOD PROCESSING**

Nagaland has a suitable climate for agricultural and horticultural produce. It supports multiple crops viz., rice, maize, millet, gram, mustard, bean, sugarcane, rubber, tea, banana, pineapple, orange, jackfruit, pear, plum, passion fruit, litchi, mango, lemon, sweet lime, potato, sweet potato, tapioca, tomato, pea, chilly, ginger, garlic, cardamom, etc.

Jhum cultivation (or shifting cultivation) is widely practised in Nagaland; however, crop yields are low under such cultivation. There is potential for increasing capacity utilisation by adopting modern techniques.

During 2015-16, there was a 6.6% increase in the production of fruits in the state, with the production reaching to 436.36 thousand MT in 2015-16. The major fruits being produced in the state include banana, pineapple, passion fruit and orange, which accounted for 84.92% of total fruit production and 79.28% of total area under cultivation in the state, during 2015-16. The food and meat processing sector also have immense potential for investment in Nagaland. In 2015-16, productivity of the total plantations sector in the state stood at around 14.3 tonnes per hectare. However, the production of fruits and vegetables in the state was around 436.47 thousand MT and 701.41 thousand MT, respectively

The state government has proposed an outlay of around US\$ 406.8 million for agriculture and allied sectors development during the 12th Five-Year Plan. Out of the proposed plan, over US\$ 350 million has been released till November 2015.

During 2015-16, the number of projects sanctioned under various schemes for the enhancement and promotion of food processing industries in the state were:

- Under Technology upgradation/establishment/modernization of Food Processing Industries Scheme, 10 projects were sanctioned.
- Under National Mission on Food Processing, 7 projects sanctioned.
- Under Food Testing Laboratory Scheme and Setting up/modernisation of abattoirs scheme – 1 project and 2 projects sanctioned, respectively.

## **TOURISM**

Pleasant climate, green hills, criss-crossing rivers, interspersed lakes, vibrant culture, colourful handicrafts and weavings, and numerous festivals make Nagaland a tourist's paradise.

About 64,616 domestic tourist and 2,769 foreign tourists visited the state in 2015.

Creation of tourist complexes, eco-tourism, adventure tourism, ethnic culture tourism, health farms, hotels, convention centres, tourist travel services, etc, are various avenues for investment in the sector.

Ministry of Tourism, Government of India, has included 12 villages in Nagaland under the rural tourism scheme in order to promote traditional rural art, craft, textile and culture.

The preferred tourist destinations in the state are Kohima, Dimapur, Mokokchung, Longleng, Wokha, Kiphire, Zunheboto, Phek, Peren, Mon and Tuensang.

During 2015-16, under the Tribal Circuit theme of Swadesh Darshan scheme, an amount of US\$ 14.87 million was sanctioned and US\$ 2.97 million has been released by the central government, for the development of tourism in the country.

## **SERICULTURE**

The Department of Sericulture of Nagaland is mandated to popularise sericulture in rural areas, generate employment opportunities, introduce and impart latest technologies on sericulture, support marketing of sericulture products and promote silk exports from Nagaland.

To facilitate operations at the district-level, the department has set up district sericulture offices in all 11 districts of the state. Agroclimatic conditions in the state are conducive for development of sericulture. Mulberry, muga, eri, oak-tussar and silk are widely cultivated in Nagaland. During 2015-16, production

of raw silk in the state of Nagaland stood at around 631 MT. Moreover, from April-August, 2016, the raw silk production in the state was 218 MT. The state aims to increase its silk production to 1,700 MT, over the 12th Five-Year Plan period. For a period of three years (from 2014-15 to 2016-17) projects worth US\$ 4.8 million have been allocated to the state by the central government. Till September 2015, out of the total amount, US\$ 1.18 million has been released by the central government.

## **HANDLOOM & HANDICRAFT**

The handicraft and handloom sector in Nagaland has enormous growth potential due to the abundant availability of skilled labour and raw materials, coupled with rich cultural traditions that people follow. Handicraft and handloom products from the state are renowned for their beauty and intricate design.

The varied ethnic handloom and crafts of Nagaland have a ready market in India and abroad.

Bamboo crafts are being promoted as a part of the state's Bamboo Policy. With modern weaving equipment being popularised in Nagaland, the handloom sector is poised for growth in production and trade.

Nagaland Handloom & Handicrafts Development Corporation Limited (NHHDC) was established in 1979. Its primary objectives are to boost production and promote the handloom & handicrafts industry. In January 2016, under NHHDC, the total turnover from three centres- dyeing, weaving production and craft development was recorded at US\$ 0.016 million.

## **MEDICINAL PLANTS**

Nagaland has rich flora and fauna, which supports various medicinal plants. The agro-climatic conditions of Dimapur, Mokokchung, Phek and Tuensang districts are suitable for growth and cultivation of medicinal and aromatic plants.

The state has identified 650 indigenous medicinal plants that could be cultivated and processed, including *aconitum ferox*, lemon grass, *aconitum heterophyllum*, *aquilaria agallocha*, *artemiszia annua*, *dioscorea floribunda*, *gloriosa superba*, *hedychium spicatum*, *lycopodium clavatum*, *nardostachys jatamansi*, *panaxpseudoginseng*, *picrorhiza kurron*, *piper longum*, *piper nigrum*, *podophyllum hexandrum*, *pogostemon cablin*, *smilax china*, *tagetes minuta*, *taxus bacata* and *valeriana wallichii*.

The Department of Land Resources Development has initiated the development of medicinal and aromatic plants through Bio-Resources Mission, with a view to encourage farmers to cultivate indigenous medicinal and aromatic plants (MAP) on a commercial basis.

To conserve and promote medicinal plants in the state, the government has set up herbal gardens at Dimapur, Wokha, Mon, Mokokchung and Kohima. As per the World Bank and Department of Industrial Policy and Promotion (DIPP) report - Assessment of State Implementation of Business Reforms 2016, the state was ranked at 26th position.