

NO.F.23015/9/2023 - C&I
GOVERNMENT OF MIZORAM
COMMERCE & INDUSTRIES DEPARTMENT

Aizawl, the 21st January, 2025

To,

**All Deputy Commissioners,
Mizoram.**

Subject: **Preparation of District Export Action Plan (DEAP)**

Ref: Memo No. F.12016/3/2015-TC dt 12.11.2020

Madam/Sir,

With reference to the subject cited above, it may kindly be recalled that District Export Promotion Committee (DEPC) had been notified for all Districts on 12.11.2020. As per the Terms of Reference of the DEPC, District Export Action Plans (DEAP) is to be created by the Committee.

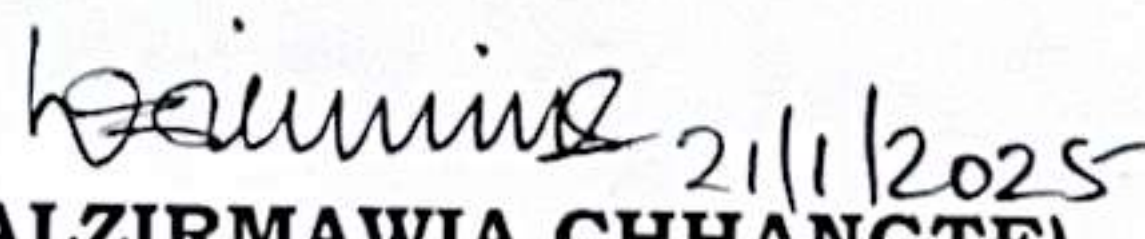
Further, preparation of DEAP is included under **Area 20 - District as Export Hubs (Reform No. 333 under Business Reforms Action Plan (BRAP) 2024 Plus** initiative of the Department for Promotion of Industry and Internal Trade (DPIIT). As per the Reform requirements, all Districts must create and regularly update the DEAP which must be published online (say, on the District Administration's portal). The last date for implementation of BRAP Plus reforms and submission of evidences (which is to be done by Commerce & Industries Department) is **15th February, 2025**.

Therefore, in order to meet the reform requirements, your personal intervention is sought to ensure that DEAP of your District is created or updated and published in the District Portal not later than **10th February, 2025**.

A copy of Notification of DEPC, relevant BRAP Plus Reforms and Indicative content for DEAP is enclosed for reference.

Enclosed: As stated.

Yours faithfully,


(Dr. LALZIRMAWIA CHHANGTE)

* Commissioner & Secretary to the Govt. of Mizoram.
Commerce & Industries Department

Memo No.F.23015/9/2023-C&I : **Aizawl, the 21st January, 2025**

Copy to:

1. Sr. P.P.S to Chief Secretary, Govt. of Mizoram.
2. P.S to Commissioner & Secretary, Commerce & Industries Department.
3. Director, Dte. of Commerce & Industries.


Commissioner & Secretary to the Govt. of Mizoram.
Commerce & Industries Department.

No.F.12016/3/2015-TC
GOVERNMENT OF MIZORAM
COMMERCE & INDUSTRIES DEPARTMENT

Dated Aizawl, the 12th November, 2020.

NOTIFICATION

In the interest of public service, the Competent Authority is pleased to set up District Export Promotion Committee for all Districts in Mizoram with immediate effect and until further order.

1. AIZAWL DISTRICT:	
Chairman	Deputy Commissioner, Aizawl District
Vice Chairman	Designated DGFTRA (Guwahati)
Member Secretary	General Manager, DIC/FM/SDIO/DMO
Members	(1) Mission Director, Organic Mission, Agriculture Development or his representative
	(2) Joint Director, Commerce & Industries (Commerce) or his representative.
	(3) District Agriculture Officer or his representative.
	(4) District Horticulture Officer or his representative.
	(5) District AH&Vety Officer or his representative.
	(6) District Sericulture Officer or his representative.
	(7) Chief Executive Officer, MKVIB, Aizawl or his representative
	(8) Dy.General Manager, NABARD, Mizoram Regional Office or his representative.
	(9) Asst.Commissioner, Custom Division, CE&C, Aizawl Division or his representative.
	(10) General Manager, Bamboo Development Agency, C&I Deptt or his representative
	(11) Lead Bank Manager, State Bank of India, Aizawl or his representative.
Ex-officio Member	Nodal Officer or Officer i/c, Agriculture Export Policy.

2. KOLASIB DISTRICT:	
Chairman	Deputy Commissioner, Kolasib District
Vice Chairman	Designated DGFTRA (Guwahati)
Member Secretary	General Manager, DIC/FM/SDIO/DMO
Members	(1) Mission Director, Organic Mission, Agriculture Development or his representative
	(2) Joint Director, Commerce & Industries (Commerce) or his representative.
	(3) District Agriculture Officer or his representative.
	(4) District Horticulture Officer or his representative.
	(5) District AH&Vety Officer or his representative.
	(6) District Sericulture Officer or his representative.
	(7) Chief Executive Officer, MKVIB, Aizawl or his representative
	(8) Dy.General Manager, NABARD, Mizoram Regional Office or his representative.
	(9) Asst.Commissioner, Custom Division, CE&C, Aizawl Division or his representative.
	(10) General Manager, Bamboo Development Agency, C&I Deptt or his representative
	(11) Lead Bank Manager, State Bank of India, Aizawl or his representative.
Ex-officio Member	Nodal Officer or Officer i/c, Agriculture Export Policy.

3. LUNGLEI DISTRICT:

Chairman	Deputy Commissioner, Lunglei District
Vice Chairman	Designated DGFTRA (Guwahati)
Member Secretary	General Manager, DIC/FM/SDIO/DMO
Members	(1) Mission Director, Organic Mission, Agriculture Department or his representative
	(2) Joint Director, Commerce & Industries (Commerce) or his representative.
	(3) District Agriculture Officer or his representative
	(4) District Horticulture Officer or his representative
	(5) District AH&Vety Officer or his representative
	(6) District Sericulture Officer or his representative
	(7) Chief Executive Officer, MKVIB, Aizawl or his representative
	(8) Dy.General Manager, NABARD, Mizoram Regional Office or his representative
	(9) Asst.Commissioner, Custom Division, CE&C, Aizawl Division or his representative
	(10) General Manager, Bamboo Development Agency, C&I Deptt. or his representative
	(11) Lead Bank Manager, State Bank of India, Aizawl of his representative.
Ex-officio Member	Nodal Officer or Officer i/c, Agriculture Export Policy.

4. SIAHA DISTRICT:

Chairman	Deputy Commissioner, Siaha District
Vice Chairman	Designated DGFTRA (Guwahati)
Member Secretary	General Manager, DIC/FM/SDIO/DMO
Members	(1) Mission Director, Organic Mission, Agriculture Department or his representative
	(2) Joint Director, Commerce & Industries (Commerce) or his representative.
	(3) District Agriculture Officer or his representative
	(4) District Horticulture Officer or his representative
	(5) District AH&Vety Officer or his representative
	(6) District Sericulture Officer or his representative
	(7) Chief Executive Officer, MKVIB, Aizawl or his representative
	(8) Dy.General Manager, NABARD, Mizoram Regional Office or his representative
	(9) Asst.Commissioner, Custom Division, CE&C, Aizawl Division or his representative
	(10) General Manager, Bamboo Development Agency, C&I Deptt. or his representative
	(11) Lead Bank Manager, State Bank of India, Aizawl of his representative.
Ex-officio Member	Nodal Officer or Officer i/c, Agriculture Export Policy.

5. CHAMPHAI DISTRICT:

Chairman	Deputy Commissioner, Champhai District
Vice Chairman	Designated DGFTRA (Guwahati)
Member Secretary	General Manager, DIC/FM/SDIO/DMO
Members	(1) Mission Director, Organic Mission, Agriculture Department or his representative
	(2) Joint Director, Commerce & Industries (Commerce) or his representative.
	(3) District Agriculture Officer or his representative
	(4) District Horticulture Officer or his representative
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	(6) District Sericulture Officer or his representative
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	(11) Lead Bank Manager, State Bank of India, Aizawl of his representative.
Ex-officio Member	Nodal Officer or Officer i/c, Agriculture Export Policy.

6. LAWNGTLAI DISTRICT:

Chairman	Deputy Commissioner, Lawngtlai District
Vice Chairman	Designated DGFTRA (Guwahati)
Member Secretary	General Manager, DIC/FM/SDIO/DMO
Members	(1) Mission Director, Organic Mission, Agriculture Department or his representative
	(2) Joint Director, Commerce & Industries (Commerce) or his representative.
	(3) District Agriculture Officer or his representative
	(4) District Horticulture Officer or his representative
	(5) District AH&Vety Officer or his representative
	(6) District Sericulture Officer or his representative
	(7) Chief Executive Officer, MKVIB, Aizawl or his representative
	(8) Dy.General Manager, NABARD, Mizoram Regional Office or his representative
	(9) Asst.Commissioner, Custom Division, CE&C, Aizawl Division or his representative
	(10) General Manager, Bamboo Development Agency, C&I Deptt. or his representative
	(11) Lead Bank Manager, State Bank of India, Aizawl of his representative.
Ex-officio Member	Nodal Officer or Officer i/c, Agriculture Export Policy.

SERCHHIP DISTRICT:

Chairman	Deputy Commissioner, Serchhip District
Vice Chairman	Designated DGFTRA (Guwahati)
Member Secretary	General Manager, DIC/FM/SDIO/DMO
Members	(1) Mission Director, Organic Mission, Agriculture Department or his representative
	(2) Joint Director, Commerce & Industries (Commerce) or his representative.
	(3) District Agriculture Officer or his representative
	(4) District Horticulture Officer or his representative
	(5) District AH&Vety Officer or his representative
	(6) District Sericulture Officer or his representative
	(7) Chief Executive Officer, MKVIB, Aizawl or his representative
	(8) Dy.General Manager, NABARD, Mizoram Regional Office or his representative
	(9) Asst.Commissioner, Custom Division, CE&C, Aizawl Division or his representative
	(10) General Manager, Bamboo Development Agency, C&I Deptt. or his representative
	(11) Lead Bank Manager, State Bank of India, Aizawl of his representative.
Ex-officio Member	Nodal Officer or Officer i/c, Agriculture Export Policy.

8. MAMIT DISTRICT:

Chairman	Deputy Commissioner, Mamit District
Vice Chairman	Designated DGFTRA (Guwahati)
Member Secretary	General Manager, DIC/FM/SDIO/DMO
Members	(1) Mission Director, Organic Mission, Agriculture Department or his representative
	(2) Joint Director, Commerce & Industries (Commerce) or his representative.
	(3) District Agriculture Officer or his representative
	(4) District Horticulture Officer or his representative
	(5) District AH&Vety Officer or his representative
	(6) District Sericulture Officer or his representative
	(7) Chief Executive Officer, MKVIB, Aizawl or his representative
	(8) Dy.General Manager, NABARD, Mizoram Regional Office or his representative
	(9) Asst.Commissioner, Custom Division, CE&C, Aizawl Division or his representative
	(10) General Manager, Bamboo Development Agency, C&I Deptt. or his representative
	(11) Lead Bank Manager, State Bank of India, Aizawl of his representative.
Ex-officio Member	Nodal Officer or Officer i/c, Agriculture Export Policy.

SAITUAL DISTRICT:

Chairman	Deputy Commissioner, Saitual District
Vice Chairman	Designated DGFTRA (Guwahati)
Member Secretary	General Manager, DIC/FM/SDIO/DMO
Members	(1) Mission Director, Organic Mission, Agriculture Department or his representative
	(2) Joint Director, Commerce & Industries (Commerce) or his representative.
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	(10) General Manager, Bamboo Development Agency, C&I Deptt. or his representative
	(11) Lead Bank Manager, State Bank of India, Aizawl of his representative.
Ex-officio Member	Nodal Officer or Officer i/c, Agriculture Export Policy.

10. HNAHTHIAL DISTRICT:

Chairman	Deputy Commissioner, Hnahthial District
Vice Chairman	Designated DGFTRA (Guwahati)
Member Secretary	General Manager, DIC/FM/SDIO/DMO
Members	(1) Mission Director, Organic Mission, Agriculture Department or his representative
	(2) Joint Director, Commerce & Industries (Commerce) or his representative.
	(3) District Agriculture Officer or his representative
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	(10) General Manager, Bamboo Development Agency, C&I Deptt. or his representative
	(11) Lead Bank Manager, State Bank of India, Aizawl of his representative.
Ex-officio Member	Nodal Officer or Officer i/c, Agriculture Export Policy.

L KHAWZAWL DISTRICT:

Chairman	Deputy Commissioner, Khawzawl District
Vice Chairman	Designated DGFTRA (Guwahati)
Member Secretary	General Manager, DIC/FM/SDIO/DMO
Members	(1) Mission Director, Organic Mission, Agriculture Department or his representative
	(2) Joint Director, Commerce & Industries (Commerce) or his representative.
	(3) District Agriculture Officer or his representative
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	(10) General Manager, Bamboo Development Agency, C&I Deptt. or his representative
	(11) Lead Bank Manager, State Bank of India, Aizawl of his representative.
Ex-officio Member	Nodal Officer or Officer i/c, Agriculture Export Policy.

Terms of Reference

S.No	Terms of Reference
1	Benchmarking baseline export performance of District-Present Export Performance
2	Identification of potential export products from the District
3	Creation of District export action plan with quantifiable targets
4	Creation of sub-groups for each identified potential export product-involving stakeholders like manufacturers, artisans, exporters, of the identified products.
5	Resolution, escalation and monitoring of issues in exports from the District for identified potential products through regular meetings
6	Identification of bottlenecks for exports of potential products
7	Identifying training and development needs of District Industries and coordination for training with other departments
8	Dissemination of information through trainings, seminars, guest lectures, practical training, exchange visits with other Districts of excellence.
9	Act as one point facilitator for export promotion at District level
10	Liaison with and report progress to state Level export promotion committee
11	Update DGFT's Online DEPC Progress Monitoring Portal

Sd/-P.JAWAHAR, IAS
Secretary to the Govt. of Mizoram
Commerce & Industries Department

Memo No.F.12016/3/2015-TC : Dated Aizawl, the 12th November, 2020.

Copy to:

1. Secretary to the Governor, Mizoram.
2. Additional Chief Secretary to Chief Minister, Mizoram.
3. P.S to all Ministers/Speaker, Mizoram.
4. P.S to Minister of State/Dy. Speaker, Govt. of Mizoram.
5. Sr. P.P.S to Chief Secretary, Govt. of Mizoram.
6. P.S to Secretary, Commerce & Industries.
7. All Administrative Departments, Govt. of Mizoram.
8. All Heads of Department, Govt. of Mizoram.
9. Director of Commerce & Industries/Geology & Mineral Resources Department.
10. Controller, Printing & Stationeries with 6(six) spare copies for publication in the Mizoram Gazette.
11. All members concerned.
12. All General Managers, DIC, Mizoram.
13. Guard file.

Phu 12/11/2020.
(LALTHAWMMAWIA)
Under Secretary to the Govt. of Mizoram,
Commerce & Industries Department.

Area 20: District as Exports Hub

i. Capture and list the export data by District of Origin

Reform No.	Reform Details
Reform 330	Ensure that States/UTs include an additional field to specify the District of Origin for all exported goods in the export documents (Daily Trade Returns System).
Reform 331	Ensure that all exporters accurately report the District of Origin for their goods. This requirement applies to both manufacturers and non-manufacturers and must clearly differentiate from the District of Procurement.
Reform 332	Ensure the DGCIS portal link, displaying district of origin information, is prominently displayed on the State Single Window System/District Administration portal. This visibility will make district-level export data readily available, aiding local stakeholders in decision-making, market analysis, and export promotion.

Reform objective and associated Checklist for assessment

Reform objective	Checklist for assessment
Reform 330	
1. Ensure the precise collection of export data by the District of Origin to facilitate improved decision-making and the formulation of informed policies at the district level. 2. Aim to bridge the data gap at the district level by capturing export data according to the District of Origin, which will offer enhanced localized insights into the export performance of districts throughout India.	1. State/UT authorities must ensure the integration of the 'District of Origin' field into the online DTR systems for all exports originating from the district. 2. URL of the online system. 3. Links to uploaded videos of user walkthroughs or screenshots of the online system, substantiating the availability of the required information on the website. 4. Clearly highlight the sections that substantiate the implementation of all reform requirements in the uploaded screenshots.
Reform 331	
1. The reform objective is to establish a requirement for all exporters to precisely report the District of Origin for their exported goods, enhancing the accuracy of trade data and supporting the traceability of products from their initial production location. 2. Implement a clear differentiation in export documentation between the District of Origin, where the goods were produced or manufactured, and the District of Procurement, where the	1. Conduct pilot surveys to validate data accuracy. 2. Develop and disseminate comprehensive guidelines and training materials to educate exporters on the importance of accurately reporting the District of Origin and the distinction from the District of Procurement. This could include webinars, workshops, and detailed documentation.

goods may have been purchased or otherwise acquired, to improve the clarity and usefulness of export records. 3. Apply this reporting standard uniformly to both manufacturers and non-manufacturers, ensuring that the entire spectrum of exporters contributes to a comprehensive and detailed dataset for policymakers, analysts, and trade facilitators.	
Reform 332	
1. The reform objective is to improve the visibility and accessibility of district-level export data by ensuring the DGCIS portal link, which displays district of origin information, is prominently displayed on the State Single Window System/District Administration portal. 2. This will equip local stakeholders with essential data for informed decision-making and thorough market analysis. 3. Additionally, it will aid in the creation of effective export promotion strategies by providing targeted and easily accessible export information.	1. URL of the online dashboard available in the public domain. 2. Links to uploaded videos of user walkthroughs/screenshots highlighting that the data on the online dashboard is updated regularly (daily/ weekly/ fortnightly/ monthly). 3. Clearly highlight the portions substantiating the implementation of all reform requirements in the uploaded screenshots and copy of the Act/Rules/Notification/GO.

ii. Integration of District Export Action Plans into a Centralized Portal

Reform No.	Reform Details
Reform 333	Mandate that the District Collector, via the District Export Promotion Committee (DEPC), create and periodically review a District Export Action Plan (DEAP). The plan should outline the district's export potential, key products, infrastructure, and strategies leveraging its unique advantages. At least four DEPC meetings should be held annually.
Reform 334	Develop an online system where stakeholders, including government agencies, exporters, industrial associations, and businesses, can access all district action plans. This system will serve as a one-stop platform for all districts, offering critical insights into export initiatives.
Reform 335	Ensure that the DEAPs are updated in real-time on the portal, enabling stakeholders to monitor progress, identify bottlenecks, and propose improvements.

Reform objective and associated Checklist for assessment

Reform objective	Checklist for assessment
Reform 333	
1. The reform objective is to systematically harness each district's export potential by mandating the creation and regular review of a District Export Action Plan (DEAP) by the District Collector through the District Export Promotion Committee (DEPC). 2. This will aid in identifying and promoting key products and infrastructure unique to the district, thus tailoring export strategies to local strengths and opportunities. 3. Additionally, it will ensure consistent oversight and dynamic strategy adaptation by requiring a minimum of four DEPC meetings annually.	1. URL of the online system where the DEAPs are uploaded. 2. Links to uploaded videos of user walkthroughs or screenshots of the online system, substantiating the availability of the required information on the website. 3. Clearly highlight the sections that substantiate the implementation of all reform requirements in the uploaded screenshots.
Reform 334	
1. The reform objective is to establish a dedicated online platform that consolidates District Export Action Plans (DEAPs) from all districts, granting specific stakeholders, including government agencies, exporters, industrial associations, and businesses, direct access to comprehensive export data and strategies. 2. This platform will function as a	1. URL of the online system. 2. Links to uploaded videos of user walkthroughs/screenshots of the online system showcasing the reform requirements. 3. Clearly highlight the portions substantiating the implementation of all reform requirements in the uploaded screenshots and copy of the Act/Rules/Notification/GO.

specialized resource hub, offering detailed insights and enabling coordinated efforts to enhance the effectiveness of export-related activities at the district level.	
Reform 335	
1. The reform objective is to implement a dynamic update mechanism for District Export Action Plans (DEAPs) on the designated portal, ensuring that stakeholders have access to the most current information. 2. This will allow for continuous monitoring of progress, timely identification of bottlenecks, and the ability to suggest actionable improvements, thereby facilitating responsive and adaptive export strategies at the district level.	1. URL of the online dashboard available in the public domain. 2. Links to uploaded videos of user walkthroughs/screenshots highlighting that the data on the online dashboard is updated regularly (daily/ weekly/ fortnightly/ monthly). 3. Clearly highlight the portions substantiating the implementation of all reform requirements in the uploaded screenshots and copy of the Act/Rules/Notification/GO.

Brief indicative content of DEAP

1. The plan is to be developed under the guidance of the **District Export Promotion Committee (DEPC)** and uploaded on the District portal.
2. The **brief indicative content of DEAP** should comprised of following:
 - i. Profiles of District & Industries
 - ii. Comprehensive analysis of major products/services with export potential.
 - iii. Identification of bottlenecks, infrastructure gaps, and necessary policy interventions.
 - iv. Export targets with specific timelines and actionable strategies.
 - v. Capacity-building and training needs for exporters in the district.
 - vi. Integration of institutional responsibilities and available incentives/reforms from the State and Central Government.
 - vii. Mid- and long-term strategies to promote exports.
3. To support this DEAP preparation exercise, **guidelines for preparing the DEAP, a reference DEAP from Hassan District, Karnataka** and a **list of identified products/services with export potential for Aizawl District** shall be sent via the DC's official e-mail address.