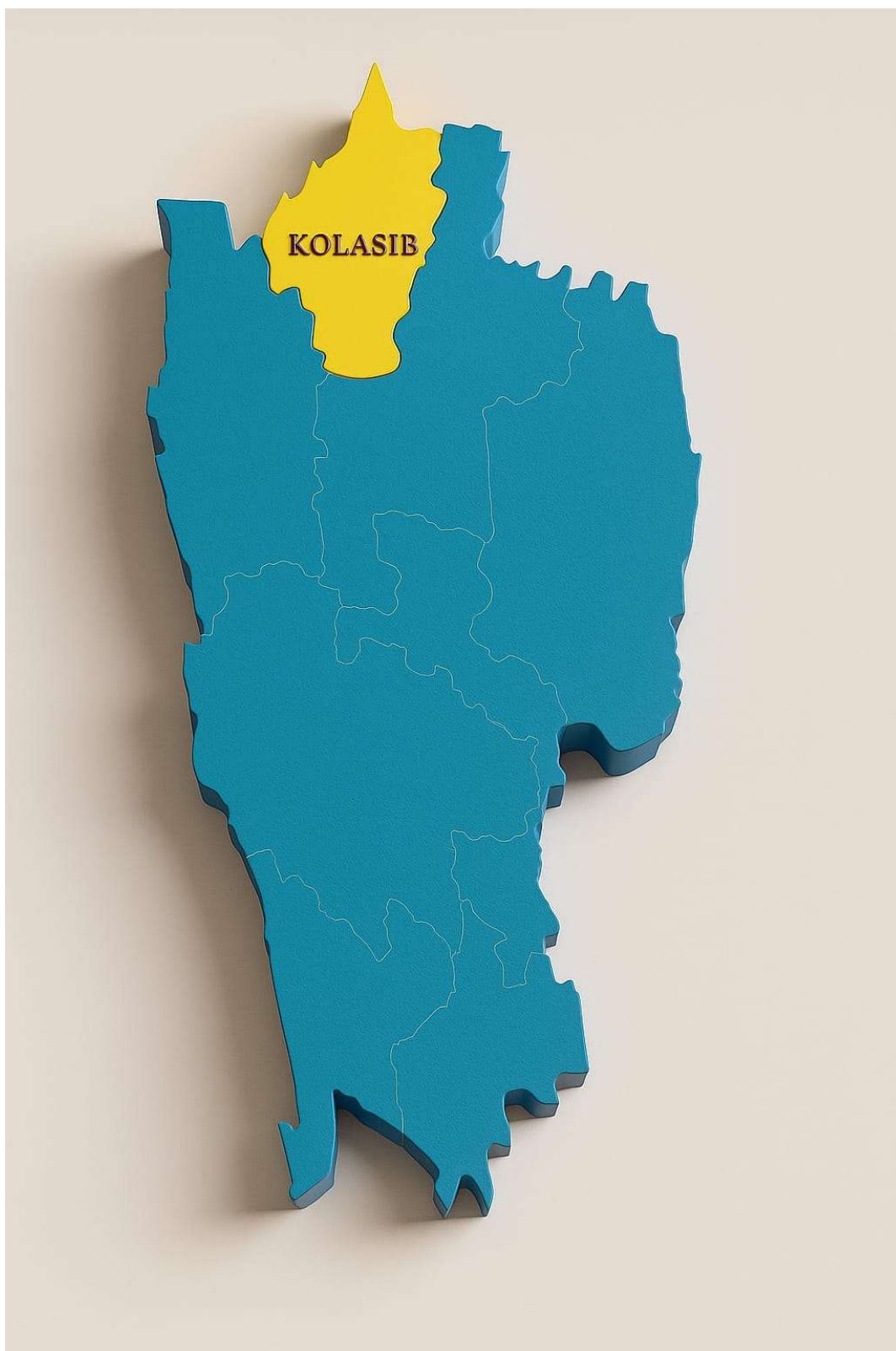


DISTRICT EXPORT ACTION PLAN

KOLASIB DISTRICT



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1. DISTRICT PROFILE – KOLASIB :

Kolasib District is one of the 11 administrative districts in Mizoram. Located in the northern part of the state, it shares an inter-state boundary with Assam, making it a strategic location for trade and logistics. Though small in size, the district is a crucial agricultural and emerging agro-industrial hub in Mizoram. Its fertile land, favourable climate, and proximity to Assam have contributed to the development of horticulture and agro-processing sectors.

Kolasib District is located in the northern part of Mizoram, India. It is characterized by rugged terrain with numerous hills and valleys typical of the Mizoram topography. The district lies between latitude 24.2°N and longitude 92.7°E, and it spans an approximate area of 1,382 square kilometers.

1.1 Topography

Kolasib District, located in the northern part of Mizoram, is characterized by a rugged and hilly terrain typical of the state's landscape. The district lies within the Lushai Hills, a part of the larger Patkai hill range system. The topography is dominated by a series of parallel hill ranges running predominantly in a north-south direction, interspersed with narrow valleys and gently sloping plains along river banks.

The elevation in Kolasib varies significantly, ranging from approximately 19 meters in the lowest river valleys to about 1,721 meters at the highest hill peaks. The average elevation of the district is around 722 meters above sea level. This varied elevation results in a landscape that is not only scenic but also presents both challenges and opportunities for agriculture and infrastructure development.

The hill slopes are generally steep and often subject to soil erosion and landslides, particularly during the monsoon season. Valleys and low-lying areas are relatively more fertile and are used for agriculture, particularly for crops like paddy and maize. The Serlui and Tuirial rivers are the main rivers that drain the district, with the Serlui B dam on the Serlui River being a significant hydroelectric project contributing to the state's power supply.

The geological structure of the district mainly comprises sedimentary rocks such as sandstone, shale, siltstone, and mudstone, belonging to the Barail, Surma, and Tipam formations. These formations contribute to the undulating nature of the terrain. Forests cover a substantial portion of the district, with tropical evergreen and semi-evergreen vegetation dominating the landscape. These forested hills are an important ecological asset, supporting biodiversity and playing a critical role in soil and water conservation.

In summary, the topography of Kolasib District is defined by its hilly and mountainous landscape, deep river valleys, and forest-covered ridges, creating a diverse and dynamic physical environment that shapes the district's agriculture, settlement patterns, and natural resources.

1.2 Demography

Kolasib District, located in the northern part of Mizoram, presents a demographic profile that reflects the broader trends seen across the state—marked by high literacy, moderate population growth, and improving health indicators. The district, with a

population of around **83,955** as per the **2011 Census**, continues to experience gradual population increase with a relatively young population structure.

1.3 Income Level

The **average income level** in Kolasib District is modest, reflecting its largely rural and agrarian economy. A significant portion of the population is engaged in agriculture, horticulture, animal husbandry, and small-scale forest-based industries such as bamboo and sericulture. Although precise per capita income data at the district level is limited, estimates based on state averages suggest that income levels are improving, particularly in urban areas like Kolasib town and Vairengte. Various central and state government schemes contribute to income support and employment, particularly through programs like MGNREGA and PMEGP. However, **income inequality persists**, with tribal farmers and daily wage earners in remote villages earning significantly less than their urban counterparts.

1.4 Sex Ratio

The **sex ratio** in Kolasib District is relatively balanced and healthier than the national average. As of the 2011 Census, the district recorded a **sex ratio of 976 females per 1,000 males**. This figure reflects relatively equitable social conditions and low levels of gender discrimination, especially compared to many other parts of the country. The ratio in the 0–6 age group is also favorable, suggesting a healthy trend in female child survival.

1.5 Fertility Rate

The **Total Fertility Rate (TFR)** in Kolasib District is estimated to be **below the national average**, in line with Mizoram's overall fertility rate which stands at around **2.1 children per woman** (replacement level). Improvements in education, especially female literacy, access to healthcare, and widespread family planning awareness have contributed to lower fertility rates. Rural areas may show slightly higher fertility than urban centers, but the difference is not extreme.

1.6 Life Expectancy

While district-specific life expectancy figures are not officially published, Mizoram as a whole has seen steady improvement. The **average life expectancy** in Mizoram is estimated to be around **72 to 74 years**, with **Kolasib District likely reflecting similar figures** due to its relatively strong healthcare infrastructure, high literacy, and low infant mortality. Public health campaigns and access to primary healthcare centers have contributed to better maternal and child health outcomes, especially in Kolasib town and larger villages.

1.7 Reproduction Rate

The **Gross Reproduction Rate (GRR)**, which measures the average number of daughters a woman is expected to have during her lifetime, is estimated to be **close to 1** in Kolasib, again mirroring state trends. This indicates that each generation of women is being replaced by the next, without significant population growth or decline. The **Net Reproduction Rate (NRR)** is also expected to be around **1**, reflecting effective reproductive health programs and education.

Summary Table

Indicator	Estimated Value / Description
Income Level	Low to moderate; agriculture and government jobs
Sex Ratio	976 females per 1,000 males
Fertility Rate (TFR)	~2.1 children per woman (near replacement level)
Life Expectancy	Estimated 72–74 years
Reproduction Rate	GRR/NRR $\approx$ 1 (stable population)

The demography of Kolasib District reveals a stable, literate, and relatively healthy population. Fertility and reproduction rates are well managed, life expectancy is improving, and the sex ratio is balanced. While income levels remain modest, especially in rural areas, ongoing development initiatives and better access to healthcare and education are contributing to gradual socio-economic improvements.

1.8 Economic Base

Kolasib District has a predominantly agrarian economy supported by horticulture, animal husbandry, and emerging small-scale industries. The fertile land and moderate climate favour the cultivation of rice, maize, ginger, turmeric, pineapple, passion fruit, and notably arecanut and dragon fruit, which are identified as high-value crops. The district also has rich bamboo resources. Animal husbandry, particularly pig farming, is an important rural occupation, while fisheries and arecanut plantation are the main contribution of economic activity. The Bairabi Railway Station and proximity to Assam support trade and logistics, enhancing market access. Small businesses in tailoring, carpentry, and workshops also contribute to the economy. Overall, Kolasib's economic base is diversifying toward value-added agriculture, processing, and rural entrepreneurship. Oil Palm cultivation is also very common in Kolasib District and oil extraction is supported by Godrej Agrovet.

1.9 Agriculture Profile

Agriculture is the backbone of Kolasib District's economy, engaging the majority of its rural population. The district's fertile soil, favorable climate, and abundant rainfall make it ideal for both food and commercial crop cultivation. Traditional jhum (shifting) cultivation is still practiced in hilly areas, while terrace and settled farming are expanding with government support. Major crops include rice and maize for subsistence, while arecanut, banana, ginger and dragon fruit serve as key commercial crops. Kolasib is a leading producer of arecanut in Mizoram and is rapidly emerging as a hub for dragon fruit and banana farming. Farmers are increasingly adopting organic methods, particularly for spices and fruits, to tap into premium markets.

1.10 Industrial Profile

Kolasib District's industrial sector is in a developing phase, centered around agro-processing, bamboo and wood based industries and micro and small enterprises (MSMEs). The abundance of agricultural and forest resources has given rise to value-added processing units for fruit juice, pickles, banana flour, turmeric powder etc. Local entrepreneurs are actively supported through schemes like PMEGP, PMFME, NEIDS,

SIS, MUDRA, UNNATI and numerous MSME schemes. Bamboo-based industries are a key focus, with units producing furniture, handicrafts, and charcoal briquettes, leveraging the district's rich bamboo forests.

Cottage industries such as tailoring, carpentry, tyre repair, and automobile workshops also contribute to local employment and income. While most enterprises are small-scale, they show strong potential for expansion with better access to finance, market linkages, and skill development. Kolasib's proximity to Assam and the presence of Bairabi Railway Station enhance its industrial connectivity and trade capacity.

1.11 Logistics and Connectivity

Kolasib District enjoys a strategic location in northern Mizoram, with improving logistics and connectivity infrastructure. It is well-connected to the state capital Aizawl and neighbouring Assam via National Highways NH-54 and NH-306, enabling smooth transport of goods and people. The Bairabi Railway Station, the only railhead in Mizoram, connects Kolasib to Silchar and the Indian Railways network, offering significant advantages for trade and logistics, especially for agro and bamboo-based products.

The district is approximately 110 km from Lengpui Airport, providing access to air connectivity for business and passenger travel. While internal roads to rural areas are being upgraded under PMGSY and other state schemes, challenges remain in terms of last-mile connectivity.

. With its close proximity to the Assam border and growing infrastructure, Kolasib holds strong potential as a regional logistics and agro-export hub.

1.12 Utilities

As of the 2022–23 reporting period, **Kolasib district had 36 inhabited villages and all of them were electrified**, achieving a 100% village electrification rate. Water supply is sourced from springs, rivers, and piped systems, with urban and semi-urban areas covered under government water schemes. Telecommunication services are provided by BSNL, Jio, and Airtel, with 4G connectivity available in most areas. Internet and broadband penetration is increasing under BharatNet. Although rural areas still face occasional service gaps, the overall utility infrastructure is steadily improving, enhancing living standards and supporting industrial growth.

2. GENERAL CHARACTERISTICS OF MAJOR AND VALUE-ADDED PRODUCTS IN KOLASIB DISTRICT

Kolasib District in Mizoram has a thriving agrarian and allied economy. With its suitable topography, moderate rainfall, and fertile soil, the district produces a wide variety of crops and animal-based products. This document outlines the general characteristics of key products from the district, including their perishability, GI tag status, and responsible administrative bodies.

S. No.	Product	General Characteristics	HS Code	Value-Added Products	Line Ministry	State Department	Relevant Board	GI Tag	Perishable
1	Dragon Fruit	Exotic fruit rich in antioxidants; suited to Kolasib climate	0810.90.90	Juice, candy, dried fruit	Ministry of Agriculture	Horticulture Department	APEDA, NHB	No	Yes
2	Banana	Year-round fruit; staple crop	0803.90.10	Chips, puree, flour	Ministry of Agriculture	Horticulture Department	NHB, APEDA	No	Yes
3	Ginger	Major spice crop with strong market demand	0910.11.10	Dry ginger, powder, candy	Ministry of Agriculture	Agriculture Department	Spices Board	Yes (Mizo Ginger)	Yes (fresh)
4	Turmeric	High curcumin content; widely cultivated	0910.30.10	Powder, oil, capsules	Ministry of Agriculture	Agriculture Department	Spices Board	No	Yes (fresh)
5	Chilli	Mizo chilli known for pungency and aroma	0904.21.10	Powder, paste, pickle	Ministry of Agriculture	Horticulture Department	Spices Board	Yes (Mizo Chilli)	Yes (fresh)
6	Vegetables	Includes tomato, cabbage, beans, etc.	0709.99.00	Frozen, canned, pickled vegetables	Ministry of Agriculture	Horticulture Department	NHB, APEDA	No	Yes
7	Fruits	Pineapple, citrus, papaya, etc.	0810.90.00	Juice, pulp, jam, jelly	Ministry of Agriculture	Horticulture Department	APEDA, NHB	No	Yes
8	Anthurium	Decorative flower; major floriculture product	0603.19.00	Fresh cut flowers, bouquets	Ministry of Agriculture	Horticulture Department	NHB	No	Yes

S. No.	Product	General Characteristics	HS Code	Value-Added Products	Line Ministry	State Department	Relevant Board	GI Tag	Perishable
9	Bamboo	Abundant in forests; used for handicrafts and construction	1401.20.00	Incense sticks, boards, furniture	Ministry of Environment & Forest	Bamboo Development Agency, Forest Dept.	National Bamboo Mission	No	No
10	Sericulture	Mulberry and Eri silk production; traditional weaving culture	5002.00.10	Silk yarn, scarves, shawls	Ministry of Textiles	Sericulture Department	Central Silk Board	No	No
11	Rubber	Latex-producing crop with commercial scope	4001.10.00	Latex sheets, footwear	Ministry of Commerce	Industry/Agriculture Department	Rubber Board	No	No
12	Staples	Rice, maize, pulses are common food grains	1006.30.20	Parboiled rice, flour, bran oil	Ministry of Agriculture	Agriculture Department	FCI, APEDA	No	Yes (some)
13	Oil Palm	Oil palm mill in Kolasib; processed locally	1511.10.00	Palm oil, biodiesel	Ministry of Agriculture	Agriculture Department	NMEO-OP	No	Yes (fruit)
14	Areca Nut	Common betel nut used for chewing	0802.80.00	Supari, pan masala	Ministry of Agriculture	Agriculture Department	DASD	No	Yes (fresh)
15	Fisheries	Inland fish farming; increasing adoption of scientific methods	0302.89.10	Frozen fish, dried fish, fish pickle	Ministry of Fisheries	Fisheries Department	NFDB	No	Yes
16	Poultry	Layer and broiler farming are common	0207.14.00	Frozen chicken, eggs, sausages	Ministry of Animal Husbandry & Dairying	Vety & AH Department	National Livestock Mission	No	Yes

S. No.	Product	General Characteristics	HS Code	Value-Added Products	Line Ministry	State Department	Relevant Board	GI Tag	Perishable
17	Piggery	Widely practiced; pork is staple meat	0203.19.00	Smoked pork, bacon, sausages	Ministry of Animal Husbandry & Dairying	Vety & AH Department	National Livestock Board	No	Yes
18	Veterinary Sector (Livestock)	Encompasses cattle, goat, piggery, and poultry support system	NA	Dairy products, meat products	Ministry of Animal Husbandry & Dairying	Veterinary Department	NDDB, Livestock Board	No	Yes

Notes:

- **GI Tag:** Mizo Chilli and Mizo Ginger have received GI tag recognition for their unique quality and origin.
- **Perishable:** Most horticultural, floricultural, and livestock-based products are perishable and require cold-chain or immediate processing.
- **Non-Perishable:** Bamboo, silk, rubber, and dried spices are non-perishable and can be stored longer.

3. EXPORT POTENTIAL

Kolasib District holds strong export potential due to its rich agro-climatic conditions, proximity to trade routes, and growing entrepreneurial base. The district's key export drivers include horticulture crops, spices, and forest-based products, along with emerging interest in sericulture, the district is transitioning from primary production to value-added processing aimed at national and international markets.

3.1 Export Potential – Agriculture

Kolasib's agricultural output includes both food and cash crops with growing market potential:

- 1) **Arecanut (ODOP Product):** The district is among Mizoram's largest producers. Dried arecanuts have strong demand in North India and Bangladesh.
- 2) **Maize & Rice:** Staple crops with domestic market value and some inter-state trade.
- 3) **Chilli & Pulses:** Grown in limited pockets, but have potential for expansion under organic certification.
- 4) **Organic Produce:** Increasing interest in organic farming, especially turmeric, ginger, and arecanut.

Kolasib is shifting from traditional jhum cultivation to sustainable, commercial farming with better packaging, grading, and market access.

3.2 Export Potential-Horticulture

Kolasib is recognized as a major horticulture-producing district in Mizoram. Key export-oriented horticultural crops include:

- 1) Dragon Fruit: Grown widely across the district; processed into fresh fruit, wine, and juice.
- 2) Banana: High-yield crops with potential for processed products like flour, chips, and jams.
- 3) Anthurium: Kolasib's agro-climatic conditions support Anthurium growth, but cultivation remains **relatively limited** in scale compared to other crops.
- 4) Ginger: Used in dried, powdered, and processed forms for national and international markets.
- 5) Bamboo: Forest cover in Kolasib district is around **85%**, meaning bamboo thrives naturally and is widely accessible for harvesting and craft use.

3.3 Export Potential-Fisheries

Fisheries have emerged as a significant livelihood activity, especially in the foothill and valley regions. With abundant rivers like Tuirial, Serlui, and Tut, the district has seen steady growth in fish production.

Key Fish Varieties Cultivated

- 1) **Indian Major Carps:** Rohu (*Labeo rohita*), Catla (*Catla catla*), Mrigal (*Cirrhinus mrigala*)
- 2) **Exotic Carps:** Grass carp, Silver carp, Common carp
- 3) **Air-breathing fish:** Magur (Clarias), Singhi (Heteropneustes fossilis)
- 4) **Indigenous species:** Channa spp., Puntius spp.

Fisheries Infrastructure in Kolasib

- 1) **Serlui 'B' Reservoir Project** – large potential for cage culture
- 2) **Fish seed hatcheries** at Bilkhawthlir and Vairengte
- 3) Local markets in **Kolasib, Bairabi, and Bilkhawthlir**
- 4) Cold storage and feed mills under construction or proposal
- 5) Ongoing support under **Blue Revolution** and **PMMSY**

Value-Added Fisheries Products

- 1) Processed and packaged fish (iced, frozen)
- 2) Smoked and dried fish (traditional & hygienic packaging)
- 3) Fish pickles and ready-to-eat snacks
- 4) Fish meal and fish oil (future potential)

3.4 Export Potential - Veterinary and Animal Husbandry

The veterinary and animal husbandry sector contributes significantly to the rural economy through **piggery, poultry, cattle rearing, and goat farming**. While the sector mainly caters to domestic demand, there is emerging **export potential** in processed and value-added animal products, especially **pork, poultry meat, and dairy-based items**.

Major Livestock Products in Kolasib

Livestock	Main Products
Pig	Live pigs, pork, smoked pork, pork pickles
Poultry	Broilers, eggs, processed chicken meat
Cattle	Milk, ghee, paneer, hides (limited)
Goat	Meat (chevon)
Others	Dog and cat feed, manure, bone meal

Value-Added Animal Products with Export Potential

- 1) **Processed Pork:** smoked pork, sausages, pork pickles
- 2) **Frozen Meat Products:** vacuum-sealed pork or poultry cuts
- 3) **Dairy Products:** ghee, paneer, yogurt (at small scale)
- 4) **Animal By-products:** bone meal, hides (future potential)
- 5) **Organic Manure:** compost from livestock waste

3.5 Export Potential - Sericulture

Though still in early stages, sericulture has been introduced in parts of Kolasib District:

- 1) As of 2017–18, Kolasib had 19 sericulture villages, with about 465 ha under sericulture plantation, supported by 4 government seed farms for mulberry, muga, and eri silkworms
- 2) District-wise 2021–22 data shows ~440 families engaged in sericulture in Kolasib—50 in mulberry, 250 in eri, and 140 in muga production
- 3) Kolasib district hosts: A Government Mulberry Seed Farm (Saidan),
- 4) A Muga Seed Farm (Kawnpui), an Eri Seed Farm (Project Veng)—all providing high-quality seed cocoons and DFLs (Disease Free Layings) to private rearers
- 5) Under NERTPS's Integrated Muga Silk Development Project, ~500 beneficiaries in Kolasib are supported via ₹12.83 crore in funding for infrastructure and training

3.6 Strategic Opportunities & Actions

- 1) **Cluster & Cooperative Development**
Establish FPOs around turmeric, GI-chilli, areca nuts, silk farmers or bamboo artisans to aggregate volume and meet export-grade standards.
- 2) **Value-Addition Infrastructure**
Leverage **Kolasib's Mega Food Park** and existing **areca nut processing unit** to process and package turmeric, spices, vegetables and perhaps bamboo value-added goods.
- 3) **Certification & Quality Control**
Pursue **organic, GI, eco-label certifications** for turmeric, chilli, silk and bamboo crafts to access premium export markets.

4) **Cold Chain & Logistics**

Invest in cold storage and pack-houses to support perishable produce exports (French beans, cabbage, fruits).

While some sectors like turmeric, areca nut, chilli, and silk are already anchored with seed/commercial foundations, unlocking true export performance depends on **producer group formation, value chain development, certifications, processing infrastructure, and logistics connectivity**.

3.7 **Potential Areas for Service Sector**

Kolasib District, with its strategic location bordering Assam and being part of the North Eastern Region's economic corridor, offers significant opportunities for **service sector expansion**. The following sectors have strong potential for development:

1) **Tourism and Hospitality Services**

- a) **Eco-tourism** and **rural tourism** around Vairengte, Bairabi, and Tamdil Lake.
- b) Homestays, budget lodges, and boutique hotels catering to eco-tourists, cultural tourists, and transit travelers.
- c) **Adventure tourism** support services (trekking guides, camping operators, etc).

Support Needed: *Skill development in hospitality, tourism promotion, road & digital connectivity.*

2) **Logistics and Warehousing**

- a) Kolasib acts as a **gateway district** connecting Mizoram to Assam via NH-54.
- b) Proximity to Bairabi railhead makes it ideal for **warehousing and cold chain infrastructure**, especially for perishable agro-products.
- c) Service potential includes: Small freight services Parcel & courier logistics Agro logistics (storage, ripening chambers, etc.)

Support Needed: *Cold storage units, transport hubs, mini logistics parks.*

3) **Agri-Value Chain Services**

With high production of **ginger, turmeric, banana, pineapple, dragon fruit**, etc., Kolasib has strong potential for: Sorting, grading & packaging services, Agri-input delivery services, Rural agri-retail chains, Custom hiring centers for farm equipment

4) **Education and Skill Training Services**

- a) Need for **private tuition centers**, digital learning hubs, and **vocational training institutes** in trades such as: Hospitality, Carpentry and bamboo craft, Electrical/solar installation, Handloom and tailoring,
- b) English-medium coaching, IT training, and entrepreneurship programs have rising demand.

5) **Healthcare and Wellness Services**

The district has limited secondary healthcare infrastructure.

Potential services:

- i. Diagnostic labs

- ii. Mobile health vans
- iii. Physiotherapy and traditional wellness centers
- iv. Clinics for veterinary care (animal husbandry is growing)

Support Needed: *PPP-based clinics, telemedicine hubs, trained paramedics.*

6) T and Digital Services

- a) Rising internet penetration allows micro IT services:
- b) Common Service Centers (CSCs)
- c) Digital documentation, printing, online services
- d) E-commerce delivery partners (Flipkart/Amazon)
- e) Rural BPOs and back-end data entry services

7) Repair & Maintenance Services

Growing demand for services like:

- a) 2-wheeler/4-wheeler repair
- b) Mobile phone and electronics repair
- c) Agricultural machinery and tool repair
- d) Bamboo furniture finishing/repairing

Support Needed: *Technical training and toolkits under schemes like PM Vishwakarma.*

8) Banking and Financial Services

- a) Demand for more **micro-finance services**, insurance agents, **banking correspondents** (BCs), and **SHG bookkeepers**.
- b) Rural financial literacy and credit linkage services are underdeveloped.

Kolasib's **strategic location**, growing **agricultural base**, and expanding **transport connectivity** offer high potential in service sectors like logistics, hospitality, digital services, and rural skill training. Government schemes like **PMFME**, **PMEGP**, **PM Vishwakarma**, and **Digital India** can be leveraged to promote entrepreneurship in these areas.

4. S.W.O.T ANALYSIS

4.1 Strengths:

- 1) Favorable Agro-Climatic Conditions: Suitable for growing high-value crops like arecanut, dragon fruit, banana, ginger, and turmeric.
- 2) Proximity to Assam: Offers easy market access via Silchar and other NE trade routes.
- 3) Bairabi Railway Station: Only railway station in Mizoram, improving logistics and trade potential.
- 4) Abundant Bamboo Resources: Large forest cover with high-yielding bamboo species supports eco-friendly product development.

- 5) High Literacy Rate (93.5%): Fosters entrepreneurship, quick skill adoption, and awareness.

4.2 Weakness:

- 1) Limited Industrial Base: Absence of large-scale processing and manufacturing units.
- 2) Inadequate Cold Storage and Warehousing: Leads to post-harvest losses in perishables.
- 3) Poor Last-Mile Connectivity in Rural Areas: Affects supply chain efficiency.
- 4) Low Awareness of Export Procedures: Many small producers lack knowledge of certification, packaging, and compliance norms.
- 5) Fragmented Farmer Groups: Lack of aggregation for economies of scale and bargaining power.

4.3 Opportunities:

- 1) Rising Demand for Organic and Exotic Fruits: Export potential for dragon fruit, ginger, turmeric, and pineapple.
- 2) Government Schemes & Convergence: PMFME, ODOP, PMEGP, UNNATI, MSME-CDP, Bamboo Mission offer infrastructure and financial support.
- 3) Growth in E-Commerce and Direct-to-Market Platforms: Opportunity for local producers to reach national/international buyers.
- 4) Skill Development and Entrepreneurship Training: Can strengthen rural income through value-added products.

4.4 Threats:

- 1) Climate Vulnerability: Heavy rains and shifting cultivation affect crop consistency and planning.
- 2) Out-Migration of Youth: Lack of local job opportunities leads to migration to urban centers.
- 3) Lack of Standardization and Certification Facilities: Hampers entry into premium national and export markets.
- 4) Dependence on Government Projects: Low private investment limits innovation and competitiveness.

5. IDENTIFICATION OF BOTTLENECKS FACED BY KOLASIB DISTRICT FOR EXPORT

Kolasib District, though rich in agro-climatic potential and organic produce, faces several bottlenecks that hinder its ability to fully realize its export potential. These challenges span across infrastructure, logistics, institutional support, and market access. A clear identification of these issues is essential for policy interventions and corrective measures.

5.1 Inadequate Post-Harvest and Processing Infrastructure

- 1) **Lack of packhouses, cold storage, and ripening chambers** for fruits like banana and dragon fruit limits shelf life and exportability.
- 2) **Absence of modern processing units** for value-added products like ginger powder, turmeric oil, and chilli flakes.
- 3) **High post-harvest losses** due to lack of proper storage and preservation technology.

5.2 Poor Connectivity and Logistics

- 1) **Remote location and difficult terrain** increase transportation costs.
- 2) Limited access to **major railheads and airports**, with reliance on roads leading to Silchar or Guwahati.
- 3) **Lack of reefer vans and cold chain logistics** for perishable items such as fish, meat, and fruits.

5.3 Fragmented and Small Landholdings

- 1) **Small and fragmented farms** restrict economies of scale.
- 2) Difficulty in **aggregating produce** from small growers for bulk export orders.

5.4 Limited Market Access and Linkages

- 1) **Poor market intelligence and awareness** about international demand and export procedures.
- 2) Limited participation in **national/international trade fairs or buyer-seller meets**.
- 3) **No direct linkages with large exporters** or export houses.

5.5 Certification and Quality Compliance Issues

- 1) Lack of **awareness and access to export certifications** like FSSAI, APEDA, MPEDA, Organic (PGS/NPOP).
- 2) **Limited testing and quality control laboratories** in the district.
- 3) **Absence of branding or GI promotion** for local products like turmeric and chilli.

5.6 Limited Financial Access and Risk Coverage

- 1) Low awareness and uptake of export financing schemes and **credit guarantee schemes**.
- 2) **Reluctance of financial institutions** to finance agri-export ventures due to perceived risk.

- 3) **Delays in disbursal** of scheme funds such as PMFME, PMEGP, or subsidies.

5.7 Capacity and Skill Gaps

- 1) Lack of **trained manpower in packaging, food processing, export documentation, and logistics**.
- 2) **Limited technical support** for product innovation and compliance with export standards.
- 3) Weak institutional capacity among **FPOs, SHGs, and cooperatives**.

5.8 Inadequate Institutional Coordination

- 1) **Fragmented support from line departments** like Agriculture, Horticulture, Sericulture, Fisheries, and Commerce & Industries.
- 2) Lack of a **dedicated export promotion cell** at the district level for coordination and facilitation.

5.9 Policy and Regulatory Constraints

- 1) Delay in implementation of **One District One Product (ODOP)** framework for Kolasib.
- 2) **Unclear export incentives or subsidies** specifically targeted at Northeast India's border districts.
- 3) Absence of **border trade facilitation** with neighbouring countries despite proximity to Myanmar and Bangladesh.

5.10 Environmental and Climate Vulnerability

- 1) Kolasib is prone to **heavy rainfall and landslides**, disrupting transport and supply chains.
- 2) High risk of **crop damage due to pests and weather**, reducing consistency in export supply.

The above bottlenecks, while significant, are not insurmountable. With focused investments in infrastructure, institutional reforms, market access strategies, and targeted government support, Kolasib District can overcome these challenges and emerge as a robust player in India's export landscape, especially in organic agriculture, fisheries, bamboo, and processed food sectors.

6. EXPORT ACTION PLAN

6.1 Identify High-Potential Export Sectors

The following sectors have been identified based on availability, scalability, and market potential:

1) **Horticulture and Agriculture**

- a) **Key Products:** Dragon fruit, banana, turmeric, ginger, chilli, pineapple.
- b) **Export Potential:** Fresh fruits, dehydrated ginger and turmeric, spice, powders, organic produce, etc,
- c) **Value-Added Products:** Fruit juice, pickles, dried fruit, organic spices.

2) **Fisheries**

- a) **Key Species:** Rohu, catla, mrigal, and other local freshwater fishes.
- b) **Export Potential:** Frozen, smoked, or dried fish products.
- c) **Infrastructure Needed:** Cold chain, packaging units, quality testing.

3) **Sericulture**

- a) **Products:** Eri and mulberry silk.
- b) **Export Potential:** Silk yarn, handloom fabric, traditional garments.
- c) **Support Institutions:** Department of Sericulture, Silk Board.

4) **Animal Husbandry and Veterinary**

- a) **Products:** Pork, poultry, and dairy products.
- b) **Export Potential:** Processed meat, smoked pork, value-added dairy.
- c) **Schemes:** AHIDF, PMFME, and assistance under the Animal Husbandry Department.

5) **Handicrafts and Bamboo Products**

- a) **Products:** Bamboo furniture, baskets, decorative items.
- b) **Export Potential:** Eco-friendly packaging, household items, handicrafts.
- c) **Support:** National Bamboo Mission.

6.2 Strengthen Infrastructure & Processing Facilities

- 1) **Industrial Estates:** Utilize the existing **Industrial Estate in Kolasib (food processing and wood-based units)** and Bairabi estate (ginger processing), while developing Pangbalkawn, Meidum, Bilkhawthlir and various notified Industrial areas.
- 2) **Cold Chain Facilities:** Set up for horticulture and fisheries exports—pack houses, cold storage, refrigerated transport.
- 3) **Processing Units:** Establish small-scale meat and fish processing centers under various schemes.

6.3 Institutional Enablement

- 1) **District Industries Centre (DIC):** Facilitate schemes such as **PMEGP**, **PMFME**, **UNNATI**, **MSME-CDP** and **Industrial policy** to support setting up export-oriented units.
- 2) **Farmer Producer Companies (FPCs):** Leverage **Kolasib Organic Turmeric Producer Co. Ltd.**, inclusive under MOM (Mission Organic Mizoram) to aggregate and standardize producer groups.
- 3) **Sericulture Outreach:** Build upon existing infrastructure like the **Mulberry Seed Farm at Vairengte** to produce high-quality silk exports sericulture.

6.4 Certification, Quality Control & Branding

- 1) Facilitate **FSSAI** registration, **Export Inspection Agency (EIA)** clearances, and processing unit audits.
- 2) Collaborate with agencies such as **APEDA**, **MPEDA**, **Spices Board**, and **Rubber/Silk Boards** for export linkage.
- 3) Promote **“Organic Mizo” branding**, using the district’s GI-certified products like Mizo Chilli and Ginger to access niche markets.

6.5 Market Linkage & Logistics

- 1) Develop trade corridors via **Assam gateways** (e.g., Silchar, Guwahati), including refrigerated transport services.
- 2) Connect with centralized e-markets and international buyers.
- 3) Leverage local fairs, expos, and digital platforms for visibility.

6.6 Capacity Building & Training

- 1) Conduct training sessions on export procedures, quality standards, packaging, and Good Manufacturing Practice guidelines.
- 2) Organize workshops via **District Industries Centre**, **District Agriculture Office**, **District Horticulture Office**, etc. to up skill farmers, aggregators, and entrepreneurs.

6.7 Policy Support & Incentives

- 1) Facilitate **financial support**, including subsidies under PMEGP, PMFME, AHIDF, and scheme-based tied assistance.
- 2) Provide **land allotment**, single-window clearances, and utility approvals for export-linked units.
- 3) Encourage **FPO/FPC clusters** for economies of scale in exporting.

6.8 Monitoring, Evaluation & Expansion

- 1) Establish a **District-Level Export Development Cell** (via DIC) which tracks:
 - a) Production volumes
 - b) Export orders
 - c) Quality compliance
 - d) Sales and revenue growth
- 2) Pilot with two value chains (e.g., turmeric powder exports and smoked fish exports) and scale up based on outcomes.

By aligning local agricultural outputs, infrastructure, institutional frameworks, and supportive schemes into a cohesive export strategy, Kolasib District can unlock new economic opportunities. Implementing this action plan could progressively transform Kolasib into a recognized contributor in regional and national exports.

7. TARGETED EXPORT DESTINATIONS

Product / Sector	Target Markets	Entry Route	Required Certifications / Standards
Organic Turmeric (fresh, powder, curcumin extract)	USA, Germany, UK, Netherlands, UAE, Saudi Arabia	Guwahati → Kolkata Port → Sea/Air Freight	NPOP/NOP Organic Certification, FSSAI, APEDA Registration, Phytosanitary Certificate
Ginger (fresh, dried, powder)	Japan, Bangladesh, Bhutan, EU countries	Guwahati → Kolkata Port → Sea/Air Freight	Organic Certification, APEDA Registration, Phytosanitary Certificate
Bamboo & Bamboo Products (raw, furniture, handicrafts)	China, Vietnam, USA, EU countries, Middle East	Guwahati → Kolkata Port / Land Route via Moreh (for ASEAN)	FSC Certification (for sustainability), Handicrafts Export Promotion Council (HEPC) Registration
Dragon Fruit (fresh)	Singapore, Malaysia, Thailand, UAE	Guwahati → Kolkata Airport / Seaport	GLOBALG.A.P., Phytosanitary Certificate, APEDA Registration
Anthurium (fresh cut flowers)	UAE, Qatar, Japan, Netherlands	Guwahati → Kolkata Airport (Air Cargo)	GLOBALG.A.P., Phytosanitary Certificate, Floriculture Certification under APEDA
Fisheries (freshwater fish, frozen fillets, dried fish)	Bangladesh, Myanmar, UAE, Kuwait, Qatar, EU (Belgium, Spain)	Land Route (Bangladesh, Myanmar) / Kolkata Port (Middle East & EU)	MPEDA Registration, HACCP, EU Export Approval, Health Certificate

Product / Sector	Target Markets	Entry Route	Required Certifications / Standards
Livestock Products (processed pork, poultry)	NE India (Guwahati, Shillong, Imphal), Myanmar	Road Transport / Land Route (Moreh)	FSSAI, Veterinary Health Certificate, Export Sanitary Certificate

8. CONCLUSION

The District Export Action Plan (DEAP) for Kolasib District provides a strategic framework to unlock the district's vast potential in agriculture, horticulture, bamboo, fisheries, and livestock-based products. By focusing on high-demand commodities such as organic turmeric, ginger, dragon fruit, anthurium, bamboo handicrafts, and value-added fishery and meat products, Kolasib can position itself as a competitive exporter in both domestic and international markets.

Key enablers will include capacity building for Farmer Producer Companies (FPCs), adoption of **GMP and HACCP standards**, improved logistics and cold-chain infrastructure, and active market linkage facilitation through agencies like **APEDA, MPEDA, and the National Bamboo Mission**. Strengthening organic certification under **Mission Organic Mizoram** will further enhance market credibility and premium pricing opportunities.

With targeted interventions, policy support, and coordinated efforts between producers, exporters, and government agencies, Kolasib can not only boost its export volume but also improve rural incomes, generate employment, and contribute significantly to Mizoram's economic growth. The successful execution of this plan will transform Kolasib from a production-oriented district to an export-driven growth hub, while maintaining its commitment to sustainability and organic farming practices.