



NLUP Manual

NEW LAND USE POLICY (NLUP)

CHAPTER – I

INTRODUCTION

1. Mizoram lies on the extreme north eastern corner of India and runs in a north-south direction. To the south it tapers off between Bangladesh and Myanmar. Besides bordering Bangladesh and Myanmar, three states of India- Manipur, Assam and Tripura surrounded it to the east, north and the west.
2. The country is rugged and consists of mountain ridges running mostly in a north-south direction and most of the rivers also flow in north-south direction. There are no really big or high mountains as well as major river in the state. The climate of the country is pleasant and comfortable, the temperature moderate and rainfall abundant. Almost all types of vegetables can be grown. On the other hand, being a hilly place, suitable land for Wet Rice Cultivation is very few. The size of the country is 21,087 sq.km.
3. Mizoram was formerly one of the districts of Assam. On the 21st January, 1972 it was made Union Territory under the direct administration of Indian Union and on the 20th February, 1986 became a full-fledged state. Accordingly, the administration of the state became the responsibility of the people as provided by the Indian Constitution.
4. The population of Mizoram is increasing gradually. Meanwhile, the traditional method of Shifting Cultivation is still being practiced. This practice results in the destruction of much of the forest cover. The rice and other vegetables being yielded under this shifting cultivation is very low. The end result is that we became dependent on other states for our daily basic needs. To break this cycle of poverty and dependence, and to become self reliant and self sufficient, the political leaders of the state introduced this New Land Use Policy. The chief aim of the Policy is to put an end to the practice of Shifting Cultivation by giving the farmers an alternate sustainable land based activities through the New Land Use Policy.

To fulfill the said aim and purpose, all suitable lands will be used for WRC. Terrace cultivation will also be introduced on land which can be irrigated. Apart from these, different kinds of sustainable and suitable trades/activities, land based or otherwise, will be selected by the people for their livelihood activities. The Government has evolved the policy and the attainment of self sufficiency through NLUP is assured through industry, integrity and determination on the part of the beneficiaries.

1. Though this NLUP is designed to follow the system of Aibawk Jhum Control, there is a slight difference in the two schemes. In the Aibawk Jhum Control only one scheme (Mono scheme) was made for one family. But for the trade/activity to succeed, more than five years is needed. It was found that assistance or support is necessary during these five years. So, under the new NLUP composite scheme is introduced, replacing the earlier model of Mono Scheme. In the Composite Scheme, subsidiary trade/activities may be given in addition to main trade/activities. This subsidiary trades/activities may facilitate additional income to the beneficiary families. The composite scheme envisages self-sufficiency for beneficiary families in consonance with traditional Mizo values.

1. **FORMATION OF NLUP BOARD:**

This policy was earlier launched on a modest scale in 1984-85 and assistance given was Rs.3,000/- per beneficiary. The logic at the time was that if the Government were to provide food in the form of Rs.3,000/- to the hard working farmers, they will be free to tend to their farms on a full time basis. However, the meager amount of assistance does not make much of a difference to the farmers. When the Congress party was in power from 1990-91 to 1997-98, NLUP was again launched and the amount of assistance was increased to Rs.30,000/- / Rs.40,000/-. Officers and staff from different Departments-Agriculture, AH & Vety, Industry, Sericulture and Economic and Statistics were mobilized on deputation in the Rural Development Department to implement the scheme. Despite the big impact the scheme had in the state and inspite of the efforts put in by these officers and staff, the success percentage of the scheme left much to be desired. Among the many reasons why the scheme did not achieve the desired result, lack of coordination among the departments mobilized to implement the scheme is considered to be one.

Therefore, with the benefit of hindsight, it is felt that instead of entrusting the tasks of NLUP implementation to only one Department, NLUP Board be formed, under which different Departments will implement the scheme, looking after the trade/activities which belongs to their area of expertise. There is a hope that this system will also create an atmosphere of healthy competition among the departments in the implementation of NLUP. Accordingly, the Congress Ministry thus formed the high powered NLUP Boards as under:

I **NLUP APEX BOARD (STATE LEVEL):**

Chairman	:	Chief Minister
Vice Chairman	:	MLA (Appointed by the Government)
Member Secretary	:	Chief Secretary, Mizoram

Members :-

1. All Ministers.
2. Vice Chairman, State Planning Board.
3. All Minister of States, Mizoram

- 4) Vice Chairman , NLUP Implementing Board.
 - 5) Principal Secretary/Commissioner/ Secretary of all the NLUP Line Departments (9 Departments)
 - 6) Secretary, Finance Department.
 - 7) Secretary, Planning Department.
 - 8) Commissioner/Secretary, Rural Development Department.
- 9) Secretary, Land Revenue & Settlement, Department.
- 10) Vice Chancellor, Central Agril. University or his Representative
- 11) Prominent Citizens, (Appointed by the Government).

Main Duties and Functions of the Board:

1. To approve the annual Budget, Project and schemes prepared/drafted by the NLUP Implementing Board.
2. To allocate funds for NLUP to the concerned Departments.
3. To co-ordinate, advise and supervise the concerned Departments as and when necessary.
4. To select villages and areas/constituencies to be covered by the NLUP.
- 5.

Under this Board, the NLUP Implementing Board is also formed as under:

Chairman	:	Vice Chairman, NLUP Apex Board.
Vice Chairman	:	Vice Chairman, NIB
Secretary	:	Secretary ,NIB.
Assistant Secretary	:	Project Coordinator, NIB

Members :

- 1) Principal Adviser, SPB
- 2) Addl. PCCF
- 3) Director, Agriculture (Crop Husbandry) Department.
- 4) Director, Horticulture Department.
- 5) Director, A.H & Vety. Department.
- 6) Director, Soil & Water Conservation Department.
- 7) Director, Urban Development Poverty Alleviation Department.

- 8) Director, Sericulture Department.
- 9) Director, Fisheries Department.
- 10) Director, Industries Department.
- 11) Director, Rural Development
Department.
- 12) Director, LR&S
- 13) Director, Agriculture (Research
and education) Department.
- 14) Dean, CAU, Selesih
- 15) Jt. Director, ICAR, Kolasib
- 16) Prominent Citizens, (appointed by
the Government)

II **MAIN DUTIES AND FUNCTIONS OF NLUP IMPLEMENTING BOARD:**

The Board shall, under the guidance and leadership of the Chairman and having a separate Office, function as under:

1. It will prepare the NLUP Annual budget, guidelines relating to financial matters, projects and scheme and submit to the NLUP Apex Board for approval.
2. To ensure and supervise that the line Departments follows the rules, regulations and guidelines laid down by the NLUP Board in the implementation of NLUP.
3. To do whatever follow-up action has to be done for the success of NLUP.
4. It may utilize up to 10% of the total fund of NLUP as 'Management Components', if necessary.

III **DISTRICT LEVEL NLUP COMMITTEE (DLNC):**

There will be a District Level NLUP Implementing Committee in each Districts as under:

1. Chairman : Deputy Commissioner.
2. Secretary : NLUP Nodal Officer in D.C's Office.
3. Members :
 - 1) Line Department Officers of the districts.
 - 2) Non Official Members will be appointed in each District as follows :
 - 1) Aizawl District 10 members
 - 2) Lunglei District 7 members

3) All other Districts 5 members each

Note: In the Autonomous District Council areas, the Chief Executive Member will be the Co-Chairman.

Duties and functions of the District NLUP Implementing Committee:

1. Within the District area the District Level NLUP Committee is the key executing agency.
2. It will supervise and guide the Village Level NLUP Committee.
3. It will take the necessary actions for the formation of the Village Level NLUP Committee and will obtain the approval of the Chairman, NLUP Implementing Board.
4. Members of the NLUP Implementing Board may attend District Level NLUP Committee meetings as far as possible.

IV VILLAGE LEVEL NLUP COMMITTEE (VLNC) :

Village Level NLUP Committee (VLNC) will be formed in each villages as under:

Chairman	:	Appointed by the NLUP Board
Secretary	:	Appointed by the NLUP Board
Members	:	Prominent Citizens (Appointed by the Deputy Commissioner)

Important functions and responsibilities of VLNC are as follows:-

- i. Selection Beneficiaries.
- ii. Selection of trades/activities for the beneficiaries.
- iii. All activities relating to implementation of NLUP including problems of infrastructure, input supply and any problem faced by beneficiaries at the village level.
- iv. Monitoring of NLUP implementation.
- v. Any other issue which may be entrusted or necessary for successful implementation of NLUP.

Membership of VLNC including nomination of the Chairman, Secretary may be as follows :

- | | | |
|------------------------------|---|---|
| i. Villages up to 300 houses | - | Maximum of 5 members in addition to the Chairman and Secretary. |
| i. Villages up to 500 houses | - | Maximum of 7 members in addition to the Chairman and Secretary |
| i. Villages above 500 houses | - | Maximum of 9 members in addition to the |

Chairman and Secretary

As far as possible at least one woman representative may be included in the Committee.

The NLUP Implementing Board may change or dissolve this Committee if it finds sufficient reasons to do so.

CHAPTER – II

AIMS AND OBJECTIVES OF NEW LAND USE POLICY

The chief aim of the NLUP is to develop and give all farmers in the state suitable, permanent and stable trades. The Policy also aims at to give all the Village farmers self sufficiency in rice, vegetables etc. and give them help in money with necessary guidance. The aims and objectives are as follows:

1. To put an end to wasteful Shifting Cultivation.
2. To ensure that all the farmers had a land of their own so that they can each pursue a permanent means of livelihood under Agriculture (and allied sectors), Industry or Animal Husbandry sector.
3. To develop all suitable land for Wet Rice Cultivation to attain self sufficiency in rice and vegetables.
4. To re-afforest the land save those allocated to the NLUP beneficiaries so as to regenerate the ecosystem. This will help stabilize the climatic changes wrought by global warming, rejuvenate the flora and fauna and make Mizoram a better place to live in.
5. To set up a marketing infrastructure so that the successful farmers and beneficiaries under NLUP can have a viable commercial outlet for their products.

CHAPTER – III

TARGET GROUP UNDER THE NEW LAND USE POLICY

1. The permanent inhabitants of Mizoram who are bonafide Indian citizens.
2. Families who ekes out subsistence livelihood from jhuming.
3. Families not depending on jhuming but having no permanent trade for their livelihood.
4. Only those families who have set up independent household for at least for one year will be eligible for assistance under NLUP, other conditions remaining the same.
5. Ongoing projects undertaken individually or as a group under Centrally Sponsored Scheme (CSS) which are deemed economically viable may be continued under NLUP as convergence/gap filling measures.

**** For a family to be eligible for assistance under NLUP, their annual income ceiling is fixed as below:***

- i. ***For families living in the urban areas, not exceeding Rs. 1,00,000/-***
- ii. ***For families living in the rural areas, not exceeding Rs. 50,000/-***

**** This new clause is inserted as amendment Vide No. D 12011/1/2009-NLUP Dated 25.3.2011.***

NON TARGET GROUP UNDER THE NEW LAND USE POLICY:

1. Persons already having stable and permanent livelihood activities, Government servants, deficit school employees, full time workers under Faith Based Organizations, companies and public/private sector enterprises.
2. Businessmen, registered contractors, registered suppliers, owners of paddy (WRC) fields who employed others to look after and cultivate the field, rich farmers and traders.
3. Persons who had already availed assistance under NLUP and have migrated to other village about to be covered by the scheme.
4. Newly established households will be regarded with reservation because it had been experienced that families are not averse to setting up independent household overnight for their sons/daughters in anticipation of double/triple assistance for the family. The cut off year for newly established household to be eligible for assistance will be 1 (one) year.
5. Foreigners.

The above conditions may be revised by the Board if, due to various compelling reasons it is felt necessary.

DUTIES AND RESPONSIBILITIES OF BENEFICIARIES

The beneficiaries under NLUP must utilize the assistance received by them (in cash or in kind) only for the purpose to which it is granted. They should always remember that it is to their benefit to correctly utilize the assistance. It is their obligation, as laid down in the undertaking signed by them to give their utmost for the success of the scheme. The following points should always be kept in mind :

1. The assistance is not allowed to be used for any other purpose except for the purpose to which it is granted.
2. The assistance which are received in kind are not permitted to be sold or gifted to others without the permission of the Government.
3. The trade/activity under the scheme, whether fully or partially developed are not allowed to be sold or transferred to others without the permission of the Government. This shall not include the by-products of the trade/activity.
4. Without prior permission of the Government or the NLUP Board, no beneficiary should migrate before completing the trade/activity.

MISUSE OF THE GRANT

Every persons/families to be selected for assistance under NLUP must take an undertaking, duly signed by him/her on the form given at Annexure II. This form is introduced with the hope that the it may deter the beneficiaries from mis-utilizing the assistance meant for the trade/activities. Defaulters may be punished by the Government as follows :

1. They will forfeit any subsequent installment of assistance due.

2. They will forfeit the right to receive any other grants/assistance from the Government.
3. Recovery of assistance already given may be recovered from the beneficiary, calculated at the current prevailing rate. Recovery of cash assistance will include a penal interest of 5%. In case of recovery of assistance given in kind, the value will be calculated as per the current prevailing rate.

PERIOD OF OPERATION OF THE PROGRAMME

The different trades/activities under the NLUP are generally designed to be completed within three years. Some trades/activities may be finished within two years, depending on the fund position. There are some trade/activities which need longer period (gestation period) for completion. However, under NLUP, these trades/activities are also designed to be given assistance for the first three years only. However, after three years the same will be assisted through on going Government programmes (ie. NREGS etc.) The Implementing Department will carefully prepare a suitable calendar of works as per which the beneficiaries under the NLUP will operate their trade/activities.

CHAPTER – IV

PROGRAMME OF WORKS

1. Works programme is prepared for every one year. It is estimated that within ten years, the whole of Mizoram can be covered. It may take lesser time than ten years, depending on the amount of funds received.
2. Selection of the villages and beneficiaries to be covered under NLUP for the coming year should preferably be done within the month of July the preceding year. Likewise, Selection of the villages and beneficiaries to be covered under NLUP for the next two years can also be done in advance, greatly facilitating the preparation process.
3. Motivation campaign, awareness campaign etc. may be done in the month of September-November the preceding year to those villages and beneficiaries selected to be covered under NLUP for the coming year.
4. A careful survey, as per Annexure I on which selection of beneficiaries and trades/activities will be based needed to be carried out. Government Servants and NGO to be mobilized for the survey may be given training in the month of October the year preceding the selection of those villages and beneficiaries to be covered under NLUP for the coming year. The survey should be conducted with care and precision so that correction need not be made at a later date in the data so collected. The survey report should be submitted to the NLUP Implementing Board as soon as possible.
5. The survey shall be conducted and submitted as per the report form at Annexure – I

6. Selection of trade/activities must be done with special care. It is better to identify a fewer number of trade/activities that can be selected by the beneficiaries instead of having a large number to choose from, in view of market and economic viability. The NLUP Implementing Board will, taking into careful consideration various factors like topography, temperature, soil conditions etc. identify the trades/activities which will be placed before the Apex Board for approval. Crop zoning should be encouraged as far as possible.
7. The concerned Department must take special care while procuring seeds and seedlings to be distributed to the beneficiaries. They shall exercise strict quality control to ensure that only the best seeds and seedlings are procured. They will be held accountable should there be any sub standard seeds and seedlings supplied to the beneficiaries. It may be reiterated that the success or failure of agro based trades/activities largely depends on the quality of seeds and seedlings. It is anticipated that supply of the same may have to be outsourced to nursery owners from outside the state due to non capability of the local nurseries to meet the quantity required. However, all things being equal, priority will be given to those that can be procured inside Mizoram.
8. It is not mandatory to supply all the required seeds and seedlings in the first year of implementation if sufficient good quality seeds and seedlings cannot be procured at one go. For example, the demand of orange seedlings per beneficiary is 400 and only 250 good quality seedlings can be provided. In such instances, the remaining 150 will be supplied in the second year.

CHAPTER – V

SELECTION OF LAND FOR NLUP IMPMEMENTATION

In the previous NLUP, the advice of the Government to the beneficiaries was to select land located in a compact area. Unfortunately, this advice went unheeded. The land selected for the trades/activities were scattered over wide areas, making it impossible to connect them with roads. The end result was that the products of the farmers could not be easily transported and hence lost out in the open market, much to the frustration of the beneficiaries and the Government. This was one of the reasons of the limited success of the previous NLUP. Therefore, in this new and improved NLUP, all land based trades/activities will be located within one compact area in respect of one village. If that is physically not possible, two, or even three compact areas may be identified for the purpose. Ideally, land allotted per beneficiary should be not less than 2 hectares. Land so identified should have a good source of water for irrigation purpose.

Beneficiaries having their own land which is also suitable for NLUP activities may not be allotted separate land.

Beneficiaries will not have permanent right to ownership of land allotted to them for NLUP purpose should he/she fail to utilize it for the purpose to which it is allotted. That land may be transferred to the new NLUP beneficiaries.

Ownership rights to the land allotted to the beneficiary will only be issued by the Revenue Department only if the beneficiary successfully utilizes it. Such passes shall only be issued on the recommendation of the NLUP Board.

Land selected and allotted for the NLUP scheme are not allowed to be sold or transferred without the permission of the Government. Allottees of the land must take proper measures to prevent forest fire while clearing the land. They should ensure that at the time of clearing of their land by burning, the fire should not spread to the adjacent lands.

CHAPTER – VI

DISTRIBUTION OF GRANT - TRANSPARENCY

As the NLUP is introduced for the upliftment of the poor, it should be planned in such a way that the beneficiaries receive maximum benefit and utilization. The grant should be distributed transparently and each and every single rupee must be accounted for. In every District headquarters and villages, list of beneficiaries will be made available, showing the amount granted and the trade/activities selected so that it is freely accessible to the public. Besides, Detailed Project Report indicating the names of trade/activities including the amount grant etc. will also be made available in the places mentioned above.

1. The total amount for the grant is fixed approximately at Rs.1,00,000/- per beneficiary. Depending on the trade/activity, more than this amount may also be granted. The scheme shall be made in a COMPOSITE SCHEME as far as possible, meaning that in addition to the main trade/activity, smaller trade/activity will be added as subsidiary trade/activity. All grants will be released as per the Calendar of Works.
2. The grant will be released, according to trade/activity, in installments. The beneficiaries will sign an Undertaking as provided at Annexure II which will be countersigned by the Officer-in-charge (appointed for the purpose) on behalf of the Government.

Beneficiaries under NLUP who misused the assistance received by him/her shall be made to recover the assistance whether in kind or in cash, failing which relevant provisions under Public Demand Recovery Act 2001 shall be invoked for the recovery.

1. If the grant is paid in cash, payment record will be entered clearly in the NLUP Progress Chart, duly signed by the beneficiary, the disbursing officer and the witness.
2. Mode of payment will be prepared by the Implementing Board/Apex Board. Banking service facilities may be used.
3. If the grant is disbursed in cash, it will be witnessed by the concerned VCP and member of the NLUP Committee constituted (eg. VDC). Signature of these witnesses should also be invariably obtained. Every single rupee must be accounted for. In case of misappropriation of fund, the person responsible will be severely punished.

As far as possible, members of the Implementing Board/Apex Board will be present during the disbursement of the grant.

1. Assistance will be in cash or in kind. Cash assistance will be deposited to the bank account of the beneficiaries opened for the purpose. However, this will depend upon the availability of banking facilities in the concerned village and areas. Necessary instructions in this regard will be made by the Board.
2. APR/Voucher should be obtained from every beneficiaries receiving assistance, be it in kind or in cash. While retaining the original copy for safekeeping, the concerned Departments will send a Xerox copy of the same to the Implementing Board.

VIKAS PATRIKA must be issued to each beneficiary. The beneficiary will keep this book which can be checked by any NLUP Officers and Staff at any time. Purpose of grant, the date and time and the amount paid will be recorded in this Vikas Patrika, duly signed by the beneficiary, the disbursing official and other designated witnesses.

1. Grants will be released in installments depending on the progress of works made by the beneficiaries. Beneficiary who misused the grant will forfeit not only the remaining balance due, he/she will also be made to recover the assistance already received.
2. At the end of the financial year, the Director concerned must, as per the form at Annexure III, submit utilization certificate/completion certificate to the Chairman, Implementing Board to authenticate that the grants are actually utilized by the beneficiaries for the purpose to which it is given. This report should be submitted in the month of April.

CHAPTER – VII

NLUP TRADE/ACTIVITIES OPTIONS:

Under the NLUP there are different kinds of trade/activities that can be opted by the beneficiaries. However, selection of the trade/activities needed to be made on the advice of the concerned departmental experts. The under mentioned trades/activities are considered suitable in view of local marketability. Even Tung, for which a market is yet to be tapped is included in the list as the Marketing Cell, which is already being formed, will be tasked with the job of finding a market for the products derived from the different trade/activities. Being Composite Scheme, traditional trades/activities such as Poultry Farming, Pig rearing etc. are included under the subsidiary trades/activities within the scheme. The trade/activities which can be selected are as under:

1. **HORTICULTURE DEPARTMENT**

i) Passion Fruit

ii) Grapes

- i. Mandarin Orange + Banana
- ii. Aloe Vera + Banana
- iii. Iskut (Squash)
- iv. Arecanut
- v. Tung
- vi. Pineapple
- vii. Tea

2. **FISHERY DEPARTMENT**

i) Pisciculture

3. **SERICULTURE DEPARTMENT**

i) Mulberry Silk Rearing

4. **ANIMAL HUSBANDRY & VETY DEPARTMENT**

i) Dairy Cow Farming

ii) Pig Rearing

- i. Hill Cattle/Mithun Rearing
- ii. Goat/Sheep Rearing
- iii. Poultry Farming (Layer/Broiler)

5. **SOIL AND WATER CONSERVATION**

i) Rubber Plantation

ii) Coffee Plantation

i. Broom Cultivation

6. AGRICULTURE DEPARTMENT

- i) WRC
- ii) Hill Terracing

- i. Sugar Cane
- ii. Red Oil Palm

7. INDUSTRIES DEPARTMENT

- i) Carpentry
- ii) Blacksmithy

- i. Rice Hulling
- ii. Chow making
- iii. Petty Trade
- iv. Shoe Repairing/Making
- v. Tinsmithy
- vi. Photography/Videography
- vii. Steel Fabrication
- viii. Motor Works
- ix. Electronics Repairing
- x. Tailoring
- xi. Draft Wood Processing
- xii. Desktop Publishing
- xiii. Bakery
- xiv. Agarbati Stick Making
- xv. Cane and Bamboo Work
- xvi. Knitting
- xvii. Handloom
- xviii. Fruit Processing (home Scale)
- xix. Spices Processing (Home Scale)
- xx. Tea Processing (Home Scale)
- xxi. Compressed Stabilized Earth Block Making
- xxii. Beauty Parlour
- xxiii. Hair Cutting
- xxiv. Auto Rickshaw 2 strokes & 4 strokes.

Apart from these trade/activities, others may be included as and when necessary.

8. TRADE/ACTIVITIES ONCE SELECTED CANNOT BE CHANGED :

Trade/activities once selected and approved cannot be changed for another trade/activities. In case of technical/special difficulties, it may be referred to the Board for consideration.

9. GRANTS RECIEVED IS NOT ALLOWED FOR USE FOR OTHER PURPOSES.

The grants given for a particular trade/activity is not allowed to be used for other purposes.

10. **ROLE OF VC/NGOS IN THE IMPLEMENTATION OF NLUP.**

In every villages, the Village Council/Village Level Implementing/Monitoring Committee are to be mobilized and should be intimately involved in the process for the success of the programme. Churches' and NGOs' assistance may also be sought as and when necessary.

CHAPTER – VIII

PUBLICITY OF NLUP PROGRAMME

A massive programme of awareness campaign of the Project needs to be launched:

- i) Magazines, folders, dramas/plays, video cassettes, stickers, photographs etc. will be made to inspire, encourage and motivate the public and the officials involved in the Programme.
- ii) A concerted campaign may be launched in the villages, schools and colleges propagating the urgent need to have a permanent and sustainable means of livelihood for Mizoram to progress and become economically self reliant. Virtues of individual integrity and industry may be stressed for the attainment of the goal.
- iii) The aims and objectives of the NLUP may be broadcasted through the electronic media, AIR and Doordharshan as many times as possible.
- iv) National/local papers may also be used to publicise the NLUP programme as many times as possible. Relevant NLUP photographs may also be furnish to them for better impact.

CHAPTER – IX

SPECIAL SCHEME

From past experience, it is known that there are classes of people who cannot implement the Project as per guidelines laid down. For these people, such as widow etc., a special scheme will be made which they can implement. The quantum of assistance may be less than those given to the mainstream beneficiaries.

CHAPTER – X

(Deleted vide No. B 28014/6/2010-NLUP Dated 29.1.2014)

CHAPTER – XI

Marketing Plan

Foreword :

The revised, improved and enlarged NLUP aims at economic emancipation of all the poor families of Mizoram who do not have viable economic occupation. Approximately 1,23,000(or 66%) of the 1,87,633 families living in Mizoram are such families. A dominating 90% of such families are engaged in the agriculture and allied sector. The Marketing plan of the NLUP, therefore, mainly concerns itself with market of agriculture produce. Marketing of the produce of other seasons are, however, also taken care of.

Formulation of Marketing Plan :

Those who are engaged in agriculture & allied sector face hardship year in and year out in marketing their produce, hence making the task of formulating a successful marketing plan in an essential factor of the NLUP programme.

Reliable Marketing System is a vital precondition if at all production of any economic crop is to be attempted, to ensure disposal at adequately remunerative prices. This Government is, therefore, aware that production plan must go hand in hand with marketing plan.

Marketing System in Mizoram :

Agriculture Marketing is carried on by way of –

1. Retail Marketing in the State Capital, Aizawl, other District towns and various market yards.
2. Wholesale Marketing :

Wholesale Marketing Yard does not exist in Mizoram. However, wholesale marketing exists and is generally executed as under:

- a. Annual Crop Wholesale at Harvest Site: Selling at wholesale prices mutually agreed upon by the grower and the buyer, depending on the year's crop at the harvest site. Guava and oranges are bought by wholesalers coming from outside the State, the buyer catering to harvesting, transportation and all necessary activities, relieving the grower of all such hustles.
- b. Sales at Producer's Village: Ginger, chillies and squash are generally brought by wholesales on the localities of the producers, the producers catering to the harvesting, transportation and initial packing.

- a.
- b. Wholesale at Bagha and Silchar :

Wholesales at Bagha and Silchar constitute the only terminal wholesale market for produces from Mizoram till date. Wholesale transaction of ginger, chillies, medicinal herbs and brooms are conducted at Bagha and Silchar where such produces are sorted, cleaned and repacked for further dispatch to different wholesale markets of the country. It is these wholesalers at Silchar and Bagha, and not the farmers of Mizoram, who gain the most from the trade.

It is obvious that the marketing system at present is far from satisfactory and also that the growers and producers do not get remunerative returns for their products. Formulation of effective marketing plan therefore is a must.

NLUP Marketing Plan :

The need for dependable and effective marketing system has been pointed out, as well as the need to formulate a marketing plan together with production plan, as is practiced by countries with fast growing economies.

NLUP is the flagship programme in respect of Mizoram, the main economic policy. And inherent in the programme are the production and marketing plan.

NLUP Marketing Plan therefore will include the following aspects :

1. **Crop Selection** : Beneficiaries under NLUP have to grow such crops as would ensure success. Failure or success rests on the right choice of crops to be grown. The help of experts in the

field is essential for the beneficiaries. Selection of the right crop will be, from marketing point of view, a job well begun. The wisest choice will be for cultivation of perennial, quick maturing crops for which there is a steady, dependable and remunerative market, especially such crop as can be grown under contract farming, and not necessarily traditional crops. There are options in medicinal, aromatic and economic plants, some of which have already been prioritized by the government to the extent of making cultivation subsidies available. Production in viable quantities is also an aspect that should not be overlooked.

Besides rice and other vegetable crops, the following crops may be included in the list of options :

Economics of Some Selected Crops :

Sl. No	Name of Crops	Harvest period	Economic Returns Per Hactare (in Rs.)	Market Availability	Perennial or Seasonal	What Kind of Crop ?	Prospect For Contract Farming ?	Remarks
1.	AloeVera	8-10 Months	1,00,000-1,40,000	Available	Perennial	Medicinal	Good	Can be harvested upto 5 years
1.	Patchouli	4-5 Months	1,00,000-1,25,000	Available	Perennial	Aromatic	Good	Can be harvested upto 5 years
1.	Stevia	4-5 Months	2,00,000-2,50,000	Available	Perennial	Medicinal	Good	Can be harvested upto 5 years
1.	Oil Palm	4 th Year	80,000-1,20,000	Available	Perennial	Oilseed	Good	Can be harvested upto 30 years

1.	Broomgrass	8-10 Months	40,000-1,20,000	Available	Perennial	Economic	Good	Can be harvested upto 50 years
1.	Passion Fruit	2 nd Year	30,000-60,000		Perennial	Economic		Can be harvested upto 5 years
1.	Grape		70,000-1,00,000	Available	Perennial	Economic	Good	Can be harvested upto 40 years
1.	Serthlum (Mandarin Orange)	7 th Year		Available	Perennial	Economic		Can be harvested upto 30 years
1.	Kuhva	7 th Year		Available	Perennial	Economic		Can be harvested upto 50 years
1.	Rubber	7 th Year		Available	Perennial	Economic		Can be harvested upto 30 years

Creating Marketing Infrastructure:

Marketing infrastructure includes all the facilities that are needed for harvesting of the products at the site, transportation, processing, storage and even highways and railways. The marketing infrastructure required to be set up in Mizoram as of now are :-

- a. Wholesale market : A wholesale market where all the crops produced in bulks to be sold outside the state is the first requirement. The town of Vairengte, which is the gateway to Assam and the busiest and the most important juncture is ideal for the establishment of the wholesale market. Products which earlier were collected at Bhaga and Silchar will be processed and disposed off at this market, to the convenience and advantage of the farmers who are, at present, at the mercy of wholesalers of Silchar and Bhaga. At the District headquarters, wholesale markets will also be established, depending on the volume of crops produced under NLUP.
- b. Market Intelligent Network: A Market Intelligence Network has been created all across the country. Likewise, it is high time that such type of network is created in Mizoram where vital market information across the country can be accessed via the internet. Necessary actions will be taken to have such type of network.
- c. Godown and Cold Storage : Godowns and Cold Storage facilities are important component of market infrastructures, without which marketing on a large scale is difficult. The existing Cold Storage

facilities at Vairengte, Serchhip, Champhai and Chhingchhip with capacity of 3500 MT, 500 MT, 1000 MT and 500 MT respectively may be adequate for the time being, with improved of their functioning. Godown space, however, needs to be drastically enhanced.

- d. Cleaning, Grading & Packing Yards : These facilities are as yet non existent in the state. Careful cleaning, sorting and packing of products is vital to enhance marketability. These facilities needed to be situated alongside Godowns and Cold Storages and will be set up accordingly.
- e. Processing and Manufacturing Units :

Processing adds to preservation resulting in value addition. It also provides employment opportunity. Most of the produces of Mizoram can be processed within the State. Manufacturing Units based on products sold as raw material can be set up. For example, ginger, turmeric and chillies can be sold as processed products by setting up drying and dehydration units. Factory to churn out ready made brooms can also be set up on a modest scale. Upgradation of existing processing units will be taken up. Case in point is the manufacture of Agarbati sticks. By upgrading and expanding the existing units, it can be exported as finished and complete agarbati product. Bamboo trade will also benefit greatly from setting up of Agarbati Industry.

- a. Truckable Line Road need to be built to ensure access to places of production and cultivation. Lack of such Link Roads constitute major infrastructural gap in agricultural development. Priority will be given in this sector.
- b. Foreign exchange facility : Banks constitute institutional marketing infrastructure, facilitating foreign trade. Banks capable of handling large Foreign Exchange to facilitate Letter of Credit and Export Bill Clearing are needed to be set up, specially at Champhai and Lunglei. These needs will be addressed.

3. Foreign Trade and Border Trade :

Foreign Trade and Border Trade are very important for the economic development of Mizoram. Mizoram lies between Bangladesh and Myanmar which makes it a landlocked country. This feature however makes convenient and provides opportunity with regards to International and Border Trades with these two countries. The much vaunted Look East Policy of the Government of India can be capitalized via Myanmar.

Bangladesh, with a population of 1500 lakhs can be a major foreign market for Mizoram as it is not self sufficient in crops and vegetables/fruits production. Its deficit in foodgrains and crops production during the last 5 years was 99,60,635 MT. The deficit in fruits production was about 48,56,800 MT. Mizoram can meet this shortfall, making the dreams of trade with Bangladesh a reality through NLUP. Necessary measures will be taken for this to materialize.

At present, the government of India and of Bangladesh agreed upon only one trade route (Tlabung-Thegamukh) at Bangladesh sector to be operational as per the Trade Notification of 1994. Attempt will be made to establish more trade route and transit facility across Bangladesh.

In Myanmar – Mizoram sector one trade route (Zokhawthar - Rih) has already been opened whose usage will be optimized to facilitate higher volume of cross border trades.

4. MSP, MIS, MAI and Transport Subsidy : Created for Agriculture Produce Marketing Support, their usage are as below :

- a. Minimum Support Price (MSP): Used for the support price of 23 kinds of selected vegetables.
- b. Market Intervention Scheme(MIS): Designed to support the price of vegetables/crops not included in the MSP list. Ginger, Iskut, passion fruit and Hatkora falls under this scheme in Mizoram.
- c. Market Access Initiative (MAI): Designed to support the transport cost of produces to be exported to foreign countries. Eg. Subsidy for transport from Mizoram to Bangladesh, Myanmar. 90% of airfreight can be recovered under this scheme.

- d. Transport subsidy : At present subsidy for transport for Mizoram produces upto Siliguri can be claimed. This subsidy will also be sought to be extended for the transport of goods up to the Terminal Wholesale Market.

The abovementioned schemes are the on going Govt. of India policy. Other ways and means which can be implemented by the state will be explored in addition to these schemes.

5. **Mizoram Trade Brand/Trade Mark :**

Brooms, gingers and chillies produced in Mizoram have found their ways in various parts of the country. Our gingers reaches West Bengal and North Indian markets every year. Our chillies have also spread all over the country. But as the place of despatch is Bagha and Silchar, it is known as Assam product and only a few people knew that it is from Mizoram. As such, having MIZORAM TRADE BRAND/TRADE MARK is vital, and action will be initiated in this regards.

6. **National And International Market :**

Wholesale markets within and outside the country will be explored for the disposal of the products of Mizoram.

7. **Forest Produces (Bamboo, Wood etc.) Market.**

The system/methods of sale of our bamboos, wood and minor forest products needs to be re-examined. Under the present system, we have little say in the sale of raw bamboos and most of the profit goes to non Mizos. Even the teak plantation owners cannot sell their teaks at remunerative prices. Even in the sale of minor forest products the lion's share of the profits goes to non Mizos. A more effective means of systems will be explored.

1. In addition to the above, any other market prospects and potentials will be explored through Companies and individuals throughout the state and across the country, for example, market for tung, etc.

ANNEXURE – II

UNDERTAKING

I.....S/O.....

Of **undertakes** that the amount of Rs.....

(Rupees.....) only received by me under NLUP along with the assistance already received in kind including those yet to be received will be used only for the purpose for which it is given. I also promise that I will no longer practice Shifting Cultivation.

Further, I understands that should I misuse, sell or dispose off the assistance given to me in cash or in kind, I will no longer be eligible to receive further assistance due to me, and I undertakes to return all the assistance already received by me to the Government. I bind myself to whatever actions the Government decided to take against me.

Witness :

Beneficiary

1. Signature.....

Signature.....

Name

Name

VCP/VC Member with seal

2. Signature.....

Name.....

Official with designation

Countersigned.....

Officer in charge with seal

NEW LAND USE POLICY (NLUP)

CHAPTER – I

INTRODUCTION

1. Mizoram lies on the extreme north eastern corner of India and runs in a north-south direction. To the south it tapers off between Bangladesh and Myanmar. Besides bordering Bangladesh and Myanmar, three states of India- Manipur, Assam and Tripura surrounded it to the east, north and the west.
2. The country is rugged and consists of mountain ridges running mostly in a north-south direction and most of the rivers also flow in north-south direction. There are no really big or high mountains as well as major river in the state. The climate of the country is pleasant and comfortable, the temperature moderate and rainfall abundant. Almost all types of vegetables can be grown. On the other hand, being a hilly place, suitable land for Wet Rice Cultivation is very few. The size of the country is 21,087 sq.km.
3. Mizoram was formerly one of the districts of Assam. On the 21st January, 1972 it was made Union Territory under the direct administration of Indian Union and on the 20th February, 1986 became a full-fledged state. Accordingly, the administration of the state became the responsibility of the people as provided by the Indian Constitution.
4. The population of Mizoram is increasing gradually. Meanwhile, the traditional method of Shifting Cultivation is still being practiced. This practice results in the destruction of much of the forest cover. The rice and other vegetables being yielded under this shifting cultivation is very low. The end result is that we became dependent on other states for our daily basic needs. To break this cycle of poverty and dependence, and to become self reliant and self sufficient, the political leaders of the state introduced this New Land Use Policy. The chief aim of the Policy is to put an end to the practice of Shifting Cultivation by giving the farmers an alternate sustainable land based activities through the New Land Use Policy.

To fulfill the said aim and purpose, all suitable lands will be used for WRC. Terrace cultivation will also be introduced on land which can be irrigated. Apart from these, different kinds of sustainable and suitable trades/activities, land based or otherwise, will be selected by the people for their livelihood activities. The Government has evolved the policy and the attainment of self sufficiency through NLUP is assured through industry, integrity and determination on the part of the beneficiaries.

1. Though this NLUP is designed to follow the system of Aibawk Jhum Control, there is a slight difference in the two schemes. In the Aibawk Jhum Control only one scheme (Mono scheme) was made for one family. But for the trade/activity to succeed, more than five years is needed. It was found that assistance or support is necessary during these five years. So, under the new NLUP composite scheme is introduced, replacing the earlier model of Mono Scheme. In the Composite Scheme, subsidiary trade/activities may be given in addition to main trade/activities. This subsidiary trades/activities may facilitate additional income to the beneficiary families. The composite scheme envisages self-sufficiency for beneficiary families in consonance with traditional Mizo values.

1. FORMATION OF NLUP BOARD:

This policy was earlier launched on a modest scale in 1984-85 and assistance given was Rs.3,000/- per beneficiary. The logic at the time was that if the Government were to provide food in the form of Rs.3,000/- to the hard working farmers, they will be free to tend to their farms on a full time basis. However, the meager amount of assistance does not make much of a difference to the farmers. When the Congress party was in power from 1990-91 to 1997-98, NLUP was again launched and the amount of assistance was increased to Rs.30,000/- / Rs.40,000/-. Officers and staff from different Departments-Agriculture, AH & Vety, Industry, Sericulture and Economic and Statistics were mobilized on deputation in the Rural Development Department to implement the scheme. Despite the big impact the scheme had in the state and in spite of the efforts put in by these officers and staff, the success percentage of the scheme left much to be desired. Among the many reasons why the scheme did not achieve the desired result, lack of coordination among the departments mobilized to implement the scheme is considered to be one.

Therefore, with the benefit of hindsight, it is felt that instead of entrusting the tasks of NLUP implementation to only one Department, NLUP Board be formed, under which different Departments will implement the scheme, looking after the trade/activities which belongs to their area of expertise. There is a hope that this system will also create an atmosphere of healthy competition among the departments in the implementation of NLUP. Accordingly, the Congress Ministry thus formed the high powered NLUP Boards as under:

I NLUP APEX BOARD (STATE LEVEL):

Chairman	:	Chief Minister
Vice Chairman	:	MLA (Appointed by the Government)
Member Secretary	:	Chief Secretary, Mizoram

Members :-

1. All Ministers.
2. Vice Chairman, State Planning Board.
3. All Minister of States, Mizoram
- 4) Vice Chairman , NLUP Implementing Board.
- 5) Principal Secretary/Commissioner/ Secretary of all the NLUP Line Departments (9 Departments)
- 6) Secretary, Finance Department.
- 7) Secretary, Planning Department.
- 8) Commissioner/Secretary, Rural Development Department.
- 9) Secretary, Land Revenue & Settlement, Department.
- 10) Vice Chancellor, Central Agril. University or his Representative
- 11) Prominent Citizens, (Appointed by the Government).

Main Duties and Functions of the Board:

1. To approve the annual Budget, Project and schemes prepared/drafted by the NLUP Implementing Board.
2. To allocate funds for NLUP to the concerned Departments.
3. To co-ordinate, advise and supervise the concerned Departments as and when necessary.

4. To select villages and areas/constituencies to be covered by the NLUP.
- 5.

Under this Board, the NLUP Implementing Board is also formed as under:

Chairman	:	Vice Chairman, NLUP Apex Board.
Vice Chairman	:	Vice Chairman, NIB
Secretary	:	Secretary ,NIB.
Assistant Secretary	:	Project Coordinator, NIB

Members :

- 1) Principal Adviser, SPB
- 2) Addl. PCCF
- 3) Director, Agriculture (Crop Husbandry) Department.
- 4) Director, Horticulture Department.
- 5) Director, A.H & Vety. Department.
- 6) Director, Soil & Water Conservation Department.
- 7) Director, Urban Development Poverty Alleviation Department.
- 8) Director, Sericulture Department.
- 9) Director, Fisheries Department.
- 10) Director, Industries Department.
- 11) Director, Rural Development Department.
- 12) Director, LR&S
- 13) Director, Agriculture (Research and education) Department.
- 14) Dean, CAU, Selesih
- 15) Jt. Director, ICAR, Kolasib
- 16) Prominent Citizens, (appointed by the Government)

II MAIN DUTIES AND FUNCTIONS OF NLUP IMPLEMENTING BOARD:

The Board shall, under the guidance and leadership of the Chairman and having a separate Office, function as under:

1. It will prepare the NLUP Annual budget, guidelines relating to financial matters, projects and scheme and submit to the NLUP Apex Board for approval.
2. To ensure and supervise that the line Departments follows the rules, regulations and guidelines laid down by the NLUP Board in the implementation of NLUP.
3. To do whatever follow-up action has to be done for the success of NLUP.
4. It may utilize up to 10% of the total fund of NLUP as 'Management Components', if necessary.

III **DISTRICT LEVEL NLUP COMMITTEE (DLNC):**

There will be a District Level NLUP Implementing Committee in each Districts as under:

1. Chairman : Deputy Commissioner.
2. Secretary : NLUP Nodal Officer in D.C's Office.
3. Members :
 - 1) Line Department Officers of the districts.
 - 2) Non Official Members will be appointed in each District as follows :
 - 1) Aizawl District 10 members
 - 2) Lunglei District 7 members
 - 3) All other Districts 5 members each

Note: In the Autonomous District Council areas, the Chief Executive Member will be the Co-Chairman.

Duties and functions of the District NLUP Implementing Committee:

1. Within the District area the District Level NLUP Committee is the key executing agency.
2. It will supervise and guide the Village Level NLUP Committee.
3. It will take the necessary actions for the formation of the Village Level NLUP Committee and will obtain the approval of the Chairman, NLUP Implementing Board.
4. Members of the NLUP Implementing Board may attend District Level NLUP Committee meetings as far as possible.

IV VILLAGE LEVEL NLUP COMMITTEE (VLNC) :

Village Level NLUP Committee (VLNC) will be formed in each villages as under:

Chairman	:	Appointed by the NLUP Board
Secretary	:	Appointed by the NLUP Board
Members	:	Prominent Citizens (Appointed by the Deputy Commissioner)

Important functions and responsibilities of VLNC are as follows:-

- i. Selection Beneficiaries.
- ii. Selection of trades/activities for the beneficiaries.
- iii. All activities relating to implementation of NLUP including problems of infrastructure, input supply and any problem faced by beneficiaries at the village level.
- iv. Monitoring of NLUP implementation.
- v. Any other issue which may be entrusted or necessary for successful implementation of NLUP.

Membership of VLNC including nomination of the Chairman, Secretary may be as follows :

- i. Villages up to 300 houses - Maximum of 5 members in addition to the Chairman and Secretary.
- i. Villages up to 500 houses - Maximum of 7 members in addition to the Chairman and Secretary
- i. Villages above 500 houses - Maximum of 9 members in addition to the Chairman and Secretary

As far as possible at least one woman representative may be included in the Committee.

The NLUP Implementing Board may change or dissolve this Committee if it finds sufficient reasons to do so.

CHAPTER – II

AIMS AND OBJECTIVES OF NEW LAND USE POLICY

The chief aim of the NLUP is to develop and give all farmers in the state suitable, permanent and stable trades. The Policy also aims at to give all the Village farmers self sufficiency in rice, vegetables etc. and give them help in money with necessary guidance. The aims and objectives are as follows:

1. To put an end to wasteful Shifting Cultivation.
2. To ensure that all the farmers had a land of their own so that they can each pursue a permanent means of livelihood under Agriculture (and allied sectors), Industry or Animal Husbandry sector.
3. To develop all suitable land for Wet Rice Cultivation to attain self sufficiency in rice and vegetables.
4. To re-afforest the land save those allocated to the NLUP beneficiaries so as to regenerate the ecosystem. This will help stabilize the climatic changes wrought by global warming, rejuvenate the flora and fauna and make Mizoram a better place to live in.

5. To set up a marketing infrastructure so that the successful farmers and beneficiaries under NLUP can have a viable commercial outlet for their products.

CHAPTER – III

TARGET GROUP UNDER THE NEW LAND USE POLICY

1. The permanent inhabitants of Mizoram who are bonafide Indian citizens.
2. Families who ekes out subsistence livelihood from jhuming.
3. Families not depending on jhuming but having no permanent trade for their livelihood.
4. Only those families who have set up independent household for at least for one year will be eligible for assistance under NLUP, other conditions remaining the same.
5. Ongoing projects undertaken individually or as a group under Centrally Sponsored Scheme (CSS) which are deemed economically viable may be continued under NLUP as convergence/gap filling measures.

**** For a family to be eligible for assistance under NLUP, their annual income ceiling is fixed as below:***

- i. ***For families living in the urban areas, not exceeding Rs. 1,00,000/-***
- ii. ***For families living in the rural areas, not exceeding Rs. 50,000/-***

**** This new clause is inserted as amendment Vide No. D 12011/1/2009-NLUP Dated 25.3.2011.***

NON TARGET GROUP UNDER THE NEW LAND USE POLICY:

1. Persons already having stable and permanent livelihood activities, Government servants, deficit school employees, full time workers under Faith Based Organizations, companies and public/private sector enterprises.
2. Businessmen, registered contractors, registered suppliers, owners of paddy (WRC) fields who employed others to look after and cultivate the field, rich farmers and traders.
3. Persons who had already availed assistance under NLUP and have migrated to other village about to be covered by the scheme.
4. Newly established households will be regarded with reservation because it had been experienced that families are not averse to setting up independent household overnight for their sons/daughters in anticipation of double/triple assistance for the family. The cut off year for newly established household to be eligible for assistance will be 1 (one) year.
5. Foreigners.

The above conditions may be revised by the Board if, due to various compelling reasons it is felt necessary.

DUTIES AND RESPONSIBILITIES OF BENEFICIARIES

The beneficiaries under NLUP must utilize the assistance received by them (in cash or in kind) only for the purpose to which it is granted. They should always remember that it is to their benefit to correctly utilize the assistance. It is their obligation, as laid down in the undertaking signed by them to give their utmost for the success of the scheme. The following points should always be kept in mind :

1. The assistance is not allowed to be used for any other purpose except for the purpose to which it is granted.
2. The assistance which are received in kind are not permitted to be sold or gifted to others without the permission of the Government.
3. The trade/activity under the scheme, whether fully or partially developed are not allowed to be sold or transferred to others without the permission of the Government. This shall not include the by-products of the trade/activity.
4. Without prior permission of the Government or the NLUP Board, no beneficiary should migrate before completing the trade/activity.

MISUSE OF THE GRANT

Every persons/families to be selected for assistance under NLUP must take an undertaking, duly signed by him/her on the form given at Annexure II. This form is introduced with the hope that the it may deter the beneficiaries from mis-utilizing the assistance meant for the trade/activities. Defaulters may be punished by the Government as follows :

1. They will forfeit any subsequent installment of assistance due.
2. They will forfeit the right to receive any other grants/assistance from the Government.
3. Recovery of assistance already given may be recovered from the beneficiary, calculated at the current prevailing rate. Recovery of cash assistance will include a penal interest of 5%. In case of recovery of assistance given in kind, the value will be calculated as per the current prevailing rate.

PERIOD OF OPERATION OF THE PROGRAMME

The different trades/activities under the NLUP are generally designed to be completed within three years. Some trades/activities may be finished within two years, depending on the fund position. There are some trade/activities which need longer period (gestation period) for completion. However, under NLUP, these trades/activities are also designed to be given assistance for the first three years only. However, after three years the same will be assisted through on going Government programmes (ie. NREGS etc.) The Implementing Department will carefully prepare a suitable calendar of works as per which the beneficiaries under the NLUP will operate their trade/activities.

CHAPTER – IV

PROGRAMME OF WORKS

1. Works programme is prepared for every one year. It is estimated that within ten years, the whole of Mizoram can be covered. It may take lesser time than ten years, depending on the amount of funds received.
2. Selection of the villages and beneficiaries to be covered under NLUP for the coming year should preferably be done within the month of July the preceding year. Likewise, Selection of the villages and beneficiaries to be covered under NLUP for the next two years can also be done in advance, greatly facilitating the preparation process.
3. Motivation campaign, awareness campaign etc. may be done in the month of September-November the preceding year to those villages and beneficiaries selected to be covered under NLUP for the coming year.
4. A careful survey, as per Annexure I on which selection of beneficiaries and trades/activities will be based needed to be carried out. Government Servants and NGO to be mobilized for the survey may be given training in the month of October the year preceding the selection of those villages and beneficiaries to be covered under NLUP for the coming year. The survey should be conducted with care and precision so that correction need not be made at a later date in the data so collected. The survey report should be submitted to the NLUP Implementing Board as soon as possible.
5. The survey shall be conducted and submitted as per the report form at Annexure – I
6. Selection of trade/activities must be done with special care. It is better to identify a fewer number of trade/activities that can be selected by the beneficiaries instead of having a large number to choose from, in view of market and economic viability. The NLUP Implementing Board will, taking into careful consideration various factors like topography, temperature, soil conditions etc. identify the trades/activities which will be placed before the Apex Board for approval. Crop zoning should be encouraged as far as possible.
7. The concerned Department must take special care while procuring seeds and seedlings to be distributed to the beneficiaries. They shall exercise strict quality control to ensure that only the best seeds and seedlings are procured. They will be held accountable should there be any sub standard seeds and seedlings supplied to the beneficiaries. It may be reiterated that the success or failure of agro based trades/activities largely depends on the quality of seeds and seedlings. It is anticipated that supply of the same may have to be outsourced to nursery owners from outside the state due to non capability of the local nurseries to meet the quantity required. However, all things being equal, priority will be given to those that can be procured inside Mizoram.
8. It is not mandatory to supply all the required seeds and seedlings in the first year of implementation if sufficient good quality seeds and seedlings cannot be procured at one go. For example, the demand of orange seedlings per beneficiary is 400 and only 250 good quality seedlings can be provided. In such instances, the remaining 150 will be supplied in the second year.

CHAPTER – V

SELECTION OF LAND FOR NLUP IMPLEMENTATION

In the previous NLUP, the advice of the Government to the beneficiaries was to select land located in a compact area. Unfortunately, this advice went unheeded. The land selected for the trades/activities were scattered over wide areas, making it impossible to connect them with roads. The end result was that the products of the farmers could not be easily transported and hence lost out in the open market, much to the frustration of the beneficiaries and the Government. This was one of the reasons of the limited success of the previous NLUP. Therefore, in this new and improved NLUP, all land based trades/activities will be located within one compact area in respect of one village. If that is physically not possible, two, or even three compact areas may be identified for the purpose. Ideally, land allotted per beneficiary should be not less than 2 hectares. Land so identified should have a good source of water for irrigation purpose.

Beneficiaries having their own land which is also suitable for NLUP activities may not be allotted separate land.

Beneficiaries will not have permanent right to ownership of land allotted to them for NLUP purpose should he/she fail to utilize it for the purpose to which it is allotted. That land may be transferred to the new NLUP beneficiaries.

Ownership rights to the land allotted to the beneficiary will only be issued by the Revenue Department only if the beneficiary successfully utilizes it. Such passes shall only be issued on the recommendation of the NLUP Board.

Land selected and allotted for the NLUP scheme are not allowed to be sold or transferred without the permission of the Government. Allottees of the land must take proper measures to prevent forest fire while clearing the land. They should ensure that at the time of clearing of their land by burning, the fire should not spread to the adjacent lands.

CHAPTER – VI

DISTRIBUTION OF GRANT - TRANSPARENCY

As the NLUP is introduced for the upliftment of the poor, it should be planned in such a way that the beneficiaries receive maximum benefit and utilization. The grant should be distributed transparently and each and every single rupee must be accounted for. In every District headquarters and villages, list of beneficiaries will be made available, showing the amount granted and the trade/activities selected so that it is freely accessible to the public. Besides, Detailed Project Report indicating the names of trade/activities including the amount grant etc. will also be made available in the places mentioned above.

1. The total amount for the grant is fixed approximately at Rs.1,00,000/- per beneficiary. Depending on the trade/activity, more than this amount may also be granted. The scheme shall be made in a COMPOSITE SCHEME as far as possible, meaning that in addition to the main trade/activity, smaller trade/activity will be added as subsidiary trade/activity. All grants will be released as per the Calendar of Works.
2. The grant will be released, according to trade/activity, in installments. The beneficiaries will sign an Undertaking as provided at Annexure II which will be countersigned by the Officer-in-charge (appointed for the purpose) on behalf of the Government.

Beneficiaries under NLUP who misused the assistance received by him/her shall be made to recover the assistance whether in kind or in cash, failing which relevant provisions under Public Demand Recovery Act 2001 shall be invoked for the recovery.

1. If the grant is paid in cash, payment record will be entered clearly in the NLUP Progress Chart, duly signed by the beneficiary, the disbursing officer and the witness.

2. Mode of payment will be prepared by the Implementing Board/Apex Board. Banking service facilities may be used.
3. If the grant is disbursed in cash, it will be witnessed by the concerned VCP and member of the NLUP Committee constituted (eg. VDC). Signature of these witnesses should also be invariably obtained. Every single rupee must be accounted for. In case of misappropriation of fund, the person responsible will be severely punished.

As far as possible, members of the Implementing Board/Apex Board will be present during the disbursement of the grant.

1. Assistance will be in cash or in kind. Cash assistance will be deposited to the bank account of the beneficiaries opened for the purpose. However, this will depend upon the availability of banking facilities in the concerned village and areas. Necessary instructions in this regard will be made by the Board.
2. APR/Voucher should be obtained from every beneficiaries receiving assistance, be it in kind or in cash. While retaining the original copy for safekeeping, the concerned Departments will send a Xerox copy of the same to the Implementing Board.

VIKAS PATRIKA must be issued to each beneficiary. The beneficiary will keep this book which can be checked by any NLUP Officers and Staff at any time. Purpose of grant, the date and time and the amount paid will be recorded in this Vikas Patrika, duly signed by the beneficiary, the disbursing official and other designated witnesses.

1. Grants will be released in installments depending on the progress of works made by the beneficiaries. Beneficiary who misused the grant will forfeit not only the remaining balance due, he/she will also be made to recover the assistance already received.
2. At the end of the financial year, the Director concerned must, as per the form at Annexure III, submit utilization certificate/completion certificate to the Chairman, Implementing Board to authenticate that the grants are actually utilized by the beneficiaries for the purpose to which it is given. This report should be submitted in the month of April.

CHAPTER – VII

NLUP TRADE/ACTIVITIES OPTIONS:

Under the NLUP there are different kinds of trade/activities that can be opted by the beneficiaries. However, selection of the trade/activities needed to be made on the advice of the concerned departmental experts. The under mentioned trades/activities are considered suitable in view of local marketability. Even Tung, for which a market is yet to be tapped is included in the list as the Marketing Cell, which is already being formed, will be tasked with the job of finding a market for the products derived from the different trade/activities. Being Composite Scheme, traditional trades/activities such as Poultry Farming, Pig rearing etc. are included under the subsidiary trades/activities within the scheme. The trade/activities which can be selected are as under:

1. **HORTICULTURE DEPARTMENT**
 - i) Passion Fruit

ii) Grapes

- i. Mandarin Orange + Banana
- ii. Aloe Vera + Banana
- iii. Iskut (Squash)
- iv. Arecanut
- v. Tung
- vi. Pineapple
- vii. Tea

2. FISHERY DEPARTMENT

- i) Pisciculture

3. SERICULTURE DEPARTMENT

- i) Mulberry Silk Rearing

4. ANIMAL HUSBANDRY & VETY DEPARTMENT

- i) Dairy Cow Farming
- ii) Pig Rearing

- i. Hill Cattle/Mithun Rearing
- ii. Goat/Sheep Rearing
- iii. Poultry Farming (Layer/Broiler)

5. SOIL AND WATER CONSERVATION

- i) Rubber Plantation
- ii) Coffee Plantation

- i. Broom Cultivation

6. AGRICULTURE DEPARTMENT

- i) WRC
- ii) Hill Terracing

- i. Sugar Cane
- ii. Red Oil Palm

7. INDUSTRIES DEPARTMENT

- i) Carpentry
- ii) Blacksmithy

- i. Rice Hulling
- ii. Chow making
- iii. Petty Trade
- iv. Shoe Repairing/Making
- v. Tinsmithy
- vi. Photography/Videography
- vii. Steel Fabrication

- viii. Motor Works
- ix. Electronics Repairing
- x. Tailoring
- xi. Draft Wood Processing
- xii. Desktop Publishing
- xiii. Bakery
- xiv. Agarbati Stick Making
- xv. Cane and Bamboo Work
- xvi. Knitting
- xvii. Handloom
- xviii. Fruit Processing (home Scale)
- xix. Spices Processing (Home Scale)
- xx. Tea Processing (Home Scale)
- xxi. Compressed Stabilized Earth Block Making
- xxii. Beauty Parlour
- xxiii. Hair Cutting
- xxiv. Auto Rickshaw 2 strokes & 4 strokes.

Apart from these trade/activities, others may be included as and when necessary.

8. **TRADE/ACTIVITIES ONCE SELECTED CANNOT BE CHANGED :**

Trade/activities once selected and approved cannot be changed for another trade/activities. In case of technical/special difficulties, it may be referred to the Board for consideration.

9. **GRANTS RECIEVED IS NOT ALLOWED FOR USE FOR OTHER PURPOSES.**

The grants given for a particular trade/activity is not allowed to be used for other purposes.

10. **ROLE OF VC/NGOS IN THE IMPLEMENTATION OF NLUP.**

In every villages, the Village Council/Village Level Implementing/Monitoring Committee are to be mobilized and should be intimately involved in the process for the success of the programme. Churches' and NGOs' assistance may also be sought as and when necessary.

CHAPTER – VIII

PUBLICITY OF NLUP PROGRAMME

A massive programme of awareness campaign of the Project needs to be launched:

- i) Magazines, folders, dramas/plays, video cassettes, stickers, photographs etc. will be made to inspire, encourage and motivate the public and the officials involved in the Programme.
- ii) A concerted campaign may be launched in the villages, schools and colleges propagating the urgent need to have a permanent and sustainable means of livelihood for Mizoram to progress and become economically self reliant. Virtues of individual integrity and industry may be stressed for the attainment of the goal.
- iii) The aims and objectives of the NLUP may be broadcasted through the electronic media, AIR and Doordharshan as many times as possible.
- iv) National/local papers may also be used to publicise the NLUP programme as many times as possible. Relevant NLUP photographs may also be furnish to them for better impact.

CHAPTER – IX

SPECIAL SCHEME

From past experience, it is known that there are classes of people who cannot implement the Project as per guidelines laid down. For these people, such as widow etc., a special scheme will be made which they can implement. The quantum of assistance may be less than those given to the mainstream beneficiaries.

CHAPTER – X

(Deleted vide No. B 28014/6/2010-NLUP Dated 29.1.2014)

CHAPTER – XI

Marketing Plan

Foreword :

The revised, improved and enlarged NLUP aims at economic emancipation of all the poor families of Mizoram who do not have viable economic occupation. Approximately 1,23,000(or 66%) of the 1,87,633 families living in Mizoram are such families. A dominating 90% of such families are engaged in the agriculture and allied sector. The Marketing plan of the NLUP, therefore, mainly concerns itself with market of agriculture produce. Marketing of the produce of other seasons are, however, also taken care of.

Formulation of Marketing Plan :

Those who are engaged in agriculture & allied sector face hardship year in and year out in marketing their produce, hence making the task of formulating a successful marketing plan in an essential factor of the NLUP programme.

Reliable Marketing System is a vital precondition if at all production of any economic crop is to be attempted, to ensure disposal at adequately remunerative prices. This Government is, therefore, aware that production plan must go hand in hand with marketing plan.

Marketing System in Mizoram :

Agriculture Marketing is carried on by way of –

1. Retail Marketing in the State Capital, Aizawl, other District towns and various market yards.
2. Wholesale Marketing :

Wholesale Marketing Yard does not exist in Mizoram. However, wholesale marketing exists and is generally executed as under:

- a. Annual Crop Wholesale at Harvest Site: Selling at wholesale prices mutually agreed upon by the grower and the buyer, depending on the year's crop at the harvest site. Guava and oranges are bought by wholesalers coming from outside the State, the buyer catering to harvesting, transportation and all necessary activities, relieving the grower of all such hustles.
- b. Sales at Producer's Village: Ginger, chillies and squash are generally brought by wholesales on the localities of the producers, the producers catering to the harvesting, transportation and initial packing.

- a.
b. Wholesale at Bagha and Silchar :

Wholesales at Bagha and Silchar constitute the only terminal wholesale market for produces from Mizoram till date. Wholesale transaction of ginger, chillies, medicinal herbs and brooms are conducted at Bagha and Silchar where such produces are sorted, cleaned and repacked for further dispatch to different wholesale markets of the country. It is these wholesalers at Silchar and Bagha, and not the farmers of Mizoram, who gain the most from the trade.

It is obvious that the marketing system at present is far from satisfactory and also that the growers and producers do not get remunerative returns for their products. Formulation of effective marketing plan therefore is a must.

NLUP Marketing Plan :

The need for dependable and effective marketing system has been pointed out, as well as the need to formulate a marketing plan together with production plan, as is practiced by countries with fast growing economies.

NLUP is the flagship programme in respect of Mizoram, the main economic policy. And inherent in the programme are the production and marketing plan.

NLUP Marketing Plan therefore will include the following aspects :

1. **Crop Selection** : Beneficiaries under NLUP have to grow such crops as would ensure success. Failure or success rests on the right choice of crops to be grown. The help of experts in the field is essential for the beneficiaries. Selection of the right crop will be, from marketing point of view, a job well begun. The wisest choice will be for cultivation of perennial, quick maturing crops for which there is a steady, dependable and remunerative market, especially such crop as can be grown under contract farming, and not necessarily traditional crops. There are options in medicinal, aromatic and economic plants, some of which have already been prioritized by the government to the extent of making cultivation subsidies available. Production in viable quantities is also an aspect that should not be overlooked.

Besides rice and other vegetable crops, the following crops may be included in the list of options :

Economics of Some Selected Crops :

Sl. No	Name of Crops	Harvest period	Economic Returns Per Hactare (in Rs.)	Market Availability	Perennial or Seasonal	What Kind of Crop ?	Prospect For Contract Farming ?	Remarks
1.	AloeVera	8-10 Months	1,00,000-1,40,000	Available	Perennial	Medicinal	Good	Can be harvested upto 5 years
1.	Patchouli	4-5 Months	1,00,000-1,25,000	Available	Perennial	Aromatic	Good	Can be harvested upto 5 years
1.	Stevia	4-5 Months	2,00,000-2,50,000	Available	Perennial	Medicinal	Good	Can be harvested upto 5 years
1.	Oil Palm	4 th Year	80,000-1,20,000	Available	Perennial	Oilseed	Good	Can be harvested upto 30 years
1.	Broomgrass	8-10 Months	40,000-1,20,000	Available	Perennial	Economic	Good	Can be harvested upto 50 years
1.	Passion Fruit	2 nd Year	30,000-60,000		Perennial	Economic		Can be harvested upto 5 years
1.	Grape		70,000-1,00,000	Available	Perennial	Economic	Good	Can be harvested upto 40 years
1.	Serthlum (Mandarin Orange)	7 th Year		Available	Perennial	Economic		Can be harvested upto 30 years

1.	Kuhva	7 th Year		Available	Perennial	Economic		Can be harvested upto 50 years
1.	Rubber	7 th Year		Available	Perennial	Economic		Can be harvested upto 30 years

Creating Marketing Infrastructure:

Marketing infrastructure includes all the facilities that are needed for harvesting of the products at the site, transportation, processing, storage and even highways and railways. The marketing infrastructure required to be set up in Mizoram as of now are :-

- a. Wholesale market : A wholesale market where all the crops produced in bulks to be sold outside the state is the first requirement. The town of Vairengte, which is the gateway to Assam and the busiest and the most important juncture is ideal for the establishment of the wholesale market. Products which earlier were collected at Bhaga and Silchar will be processed and disposed off at this market, to the convenience and advantage of the farmers who are, at present, at the mercy of wholesalers of Silchar and Bagha. At the District headquarters, wholesale markets will also be established, depending on the volume of crops produced under NLUP.
- b. Market Intelligent Network: A Market Intelligence Network has been created all across the country. Likewise, it is high time that such type of network is created in Mizoram where vital market information across the country can be accessed via the internet. Necessary actions will be taken to have such type of network.
- c. Godown and Cold Storage : Godowns and Cold Storage facilities are important component of market infrastructures, without which marketing on a large scale is difficult. The existing Cold Storage facilities at Vairengte, Serchhip, Champhai and Chhingchhip with capacity of 3500 MT, 500 MT, 1000 MT and 500 MT respectively may be adequate for the time being, with improved of their functioning. Godown space, however, needs to be drastically enhanced.
- d. Cleaning, Grading & Packing Yards : These facilities are as yet non existent in the state. Careful cleaning, sorting and packing of products is vital to enhance marketability. These facilities needed to be situated alongside Godowns and Cold Storages and will be set up accordingly.
- e. Processing and Manufacturing Units :

Processing adds to preservation resulting in value addition. It also provides employment opportunity. Most of the produces of Mizoram can be processed within the State. Manufacturing Units based on products sold as raw material can be set up. For example, ginger, turmeric and chillies can be sold as processed products by setting up drying and dehydration units. Factory to churn out ready made brooms can also be set up on a modest scale. Upgradation of existing processing units will be taken up. Case in point is the manufacture of Agarbati sticks. By upgrading and expanding the existing units, it can be exported as finished and complete agarbati product. Bamboo trade will also benefit greatly from setting up of Agarbati Industry.

- a. Truckable Line Road need to be built to ensure access to places of production and cultivation. Lack of such Link Roads constitute major infrastructural gap in agricultural development. Priority will be given in this sector.
- b. Foreign exchange facility : Banks constitute institutional marketing infrastructure, facilitating foreign trade. Banks capable of handling large Foreign Exchange to facilitate Letter of Credit and Export Bill Clearing are needed to be set up, specially at Champhai and Lunglei. These needs will be addressed.

3. **Foreign Trade and Border Trade :**

Foreign Trade and Border Trade are very important for the economic development of Mizoram. Mizoram lies between Bangladesh and Myanmar which makes it a landlocked country. This feature however makes convenient and provides opportunity with regards to International and Border Trades with these two countries. The much vaunted Look East Policy of the Government of India can be capitalized via Myanmar.

Bangladesh, with a population of 1500 lakhs can be a major foreign market for Mizoram as it is not self sufficient in crops and vegetables/fruits production. Its deficit in foodgrains and crops production during the last 5 years was 99,60,635 MT. The deficit in fruits production was about 48,56,800 MT. Mizoram can meet this shortfall, making the dreams of trade with Bangladesh a reality through NLUP. Necessary measures will be taken for this to materialize.

At present, the government of India and of Bangladesh agreed upon only one trade route (Tlabung-Thegamukh) at Bangladesh sector to be operational as per the Trade Notification of 1994. Attempt will be made to establish more trade route and transit facility across Bangladesh.

In Myanmar – Mizoram sector one trade route (Zokhawthar - Rih) has already been opened whose usage will be optimized to facilitate higher volume of cross border trades.

4. **MSP, MIS, MAI and Transport Subsidy :** Created for Agriculture Produce Marketing Support, their usage are as below :

- a. Minimum Support Price (MSP): Used for the support price of 23 kinds of selected vegetables.
- b. Market Intervention Scheme(MIS): Designed to support the price of vegetables/crops not included in the MSP list. Ginger, Iskut, passion fruit and Hatkora falls under this scheme in Mizoram.
- c. Market Access Initiative (MAI): Designed to support the transport cost of produces to be exported to foreign countries. Eg. Subsidy for transport from Mizoram to Bangladesh, Myanmar. 90% of airfreight can be recovered under this scheme.
- d. Transport subsidy : At present subsidy for transport for Mizoram produces upto Siliguri can be claimed. This subsidy will also be sought to be extended for the transport of goods up to the Terminal Wholesale Market.

The abovementioned schemes are the on going Govt. of India policy. Other ways and means which can be implemented by the state will be explored in addition to these schemes.

5. **Mizoram Trade Brand/Trade Mark :**

Brooms, gingers and chillies produced in Mizoram have found their ways in various parts of the country. Our gingers reaches West Bengal and North Indian markets every year. Our chillies have also spread all over the country. But as the place of despatch is Bagha and Silchar, it is known as Assam product and only a few people knew that it is from Mizoram. As such, having MIZORAM TRADE BRAND/TRADE MARK is vital, and action will be initiated in this regards.

6. **National And International Market :**

Wholesale markets within and outside the country will be explored for the disposal of the products of Mizoram.

7. **Forest Produces (Bamboo, Wood etc.) Market.**

The system/methods of sale of our bamboos, wood and minor forest products needs to be re-examined. Under the present system, we have little say in the sale of raw bamboos and most of the profit goes to non Mizos. Even the teak plantation owners cannot sell their teaks at remunerative prices. Even in the sale of minor forest products the lion’s share of the profits goes to non Mizos. A more effective means of systems will be explored.

- 1. In addition to the above, any other market prospects and potentials will be explored through Companies and individuals throughout the state and across the country, for example, market for tung, etc.

ANNEXURE – II

UNDERTAKING

I.....S/O.....

Of **undertakes** that the amount of Rs.....

(Rupees.....) only received by me under NLUP along with the assistance already received in kind including those yet to be received will be used only for the purpose for which it is given. I also promise that I will no longer practice Shifting Cultivation.

Further, I understands that should I misuse, sell or dispose off the assistance given to me in cash or in kind, I will no longer be eligible to receive further assistance due to me, and I undertakes to return all the assistance already received by me to the Government. I bind myself to whatever actions the Government decided to take against me.

Witness :

Beneficiary

1. Signature.....

Signature.....

Name

Name

VCP/VC Member with seal

2. Signature.....

Name.....

Official with designation

Countersigned.....

Officer in charge with seal

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