



KENONO
FOUNDATION

Synergy Between Conservation And Social Enterprise



BUSINESS PLAN AND FEASIBILITY REPORT

Kenono Coffee Processing, Roasting & Value Chain Development Initiative

Prepared for Venture Partners and Investors

By Kenono Foundation

Mission Center Zunpha, Tseminyu, Nagaland, India 797109

May 2026



Contents

Executive Summary	3
1. Introduction to Kenono Foundation	4
2. Background of Coffee in Nagaland	7
3. Problem Statement and Market Gap	10
4. Vision and Strategic Opportunity	13
5. Existing Progress and Achievements of Kenono Foundation	14
6. Proposed Project	19
7. Proposed Technical Infrastructure	22
8. Market Analysis	24
9. Competitive Advantage of Kenono Coffee	26
10. Social and Environmental Impact	27
11. Training and Capacity Building Requirement	29
12. Financial Feasibility	31
13. Potential Partnership Areas for Investors	33
14. Risk Assessment and Mitigation	35
15. Long-Term Vision	35
16. Conclusion	36
References and Sources	38



Executive Summary

Kenono Foundation proposes the establishment of an integrated community-based coffee processing and value-addition enterprise in Tseminyu District, Nagaland, India. The project aims to build a professionally managed coffee ecosystem centred around washing, pulping, fermentation, drying, roasting, grading, packaging, branding, and market linkage for Arabica coffee grown by indigenous communities across Tseminyu and neighbouring districts.

The proposed venture seeks strategic partnership and investment support from venture partners to establish a modern coffee processing unit at Mission Centre Zunpha under the flagship enterprise “Kenono Coffee – From Our Hills to Your Cup.” The initiative combines commercial viability with biodiversity conservation, indigenous livelihood strengthening, youth entrepreneurship, and climate-resilient agroforestry.

Nagaland possesses highly favourable agro-climatic conditions for specialty Arabica coffee, with over 11,000 hectares currently under cultivation in the state and significant future expansion potential. However, the major challenge is not production, but post-harvest processing and value addition. Most coffee produced in Nagaland is sold as unprocessed sundried cherry to traders in Assam and Karnataka, resulting in substantial value leakage outside the state. (ipr.nagaland.gov.in)

Kenono Foundation has already established an operational grassroots coffee network involving more than 200 farmers across Tseminyu district and neighboring regions. Through pilot procurement and market linkage initiatives since 2022, the Foundation has successfully supplied coffee to buyers such as Blue Tokai and D’Cafe while launching its own coffee label, “Kenono Coffee.” The proposed project seeks to move beyond small-scale roasting toward a complete integrated processing model that includes:

- (a) Community coffee procurement and aggregation
- (b) Washing and pulping stations
- (c) Fermentation and quality control systems
- (d) Solar and mechanical drying facilities



- (e) Roasting and packaging unit
- (f) Farmer training and extension support
- (g) Specialty coffee branding and export readiness
- (h) Traceability and biodiversity-linked coffee certification

The project is expected to:

- (a) Improve farmer income by 60–200%
- (b) Create rural employment for youth and women
- (c) Strengthen forest-based agroforestry systems
- (d) Position Nagaland coffee within specialty global markets
- (e) Develop a scalable model for Northeast India
- (f) Create export opportunities to national and international markets

The estimated initial investment requirement for Phase I establishment is INR 1.8–2.5 Crores (USD 190,000 – 265,000) depending on processing scale and technology level.

1. Introduction to Kenono Foundation





Kenono Foundation is a community-based non-profit and social enterprise organisation working on biodiversity conservation, climate resilience, indigenous livelihoods, community enterprises, and sustainable rural development in Nagaland.

The word “Kenono” means “to uplift one another” in the Rengma language, reflecting the Foundation’s philosophy of community cooperation and mutual support. The organization works extensively with indigenous communities, village councils, farmer groups, church institutions, and conservation bodies across Nagaland.

Kenono Foundation has emerged as a pioneering organisation integrating conservation with enterprise development. The Foundation’s major work areas include:

- (a) Community biodiversity conservation
- (b) Afforestation and restoration initiatives
- (c) Climate and carbon projects
- (d) Ecotourism and environmental education
- (e) Coffee value chain development
- (f) Sustainable livelihood enterprises

The Foundation currently works across multiple districts of Nagaland and has built strong partnerships with institutions such as:

- (a) National Agriculture Bank for Rural Development (NABARD)
- (b) State Bank of India Foundation
- (c) The Energy and Resource Institute (TERI)
- (d) Micro Energy Credits (MEC)
- (e) Carbon Markets HQ
- (f) ICCA Consortium
- (g) Kalpavriksh
- (h) The Nature Conservancy
- (i) Seva Mandir



- (j) Nagaland Community Conserved Area Forum
- (k) Nagaland State Biodiversity Board
- (l) World Conservation Monitoring Center, United Nations Environment Program
- (m) LEMSACHENLOK
- (n) North East Network (NEN)
- (o) Local government agencies

Kenono Foundation has already developed a pilot coffee enterprise under the project “Tseminyu and Coffee: A Brewing Tango,” which began in 2022 to assess coffee value chains and create fair market linkage for farmers. Since 2023, the Foundation procured approximately 4 tons of Arabica coffee from 14 villages and generated revenue for nearly 50 farmers. In 2025, Kenono Coffee was formally launched under the branding line “From Our Hills to Your Cup,” representing a community-rooted and biodiversity-positive coffee story from Nagaland.



A young coffee farmer harvesting coffee from her farm in Tseminyu district



2. Background of Coffee in Nagaland



A healthy coffee farm of a farmer in Ehunnu village

Coffee cultivation in Nagaland has expanded rapidly over the last two decades, primarily under initiatives promoted by the Government of Nagaland and the Coffee Board of India.

The state possesses ideal conditions for Arabica coffee cultivation:

- (a) Elevation between 900–1,600 meters
- (b) Cool temperatures
- (c) High annual rainfall
- (d) Rich biodiversity
- (e) Shade-grown agroforestry systems
- (f) Low chemical usage
- (g) Indigenous forest landscapes



Coffee cultivation aligns naturally with traditional agroforestry systems and has emerged as an important alternative to shifting cultivation (jhum).

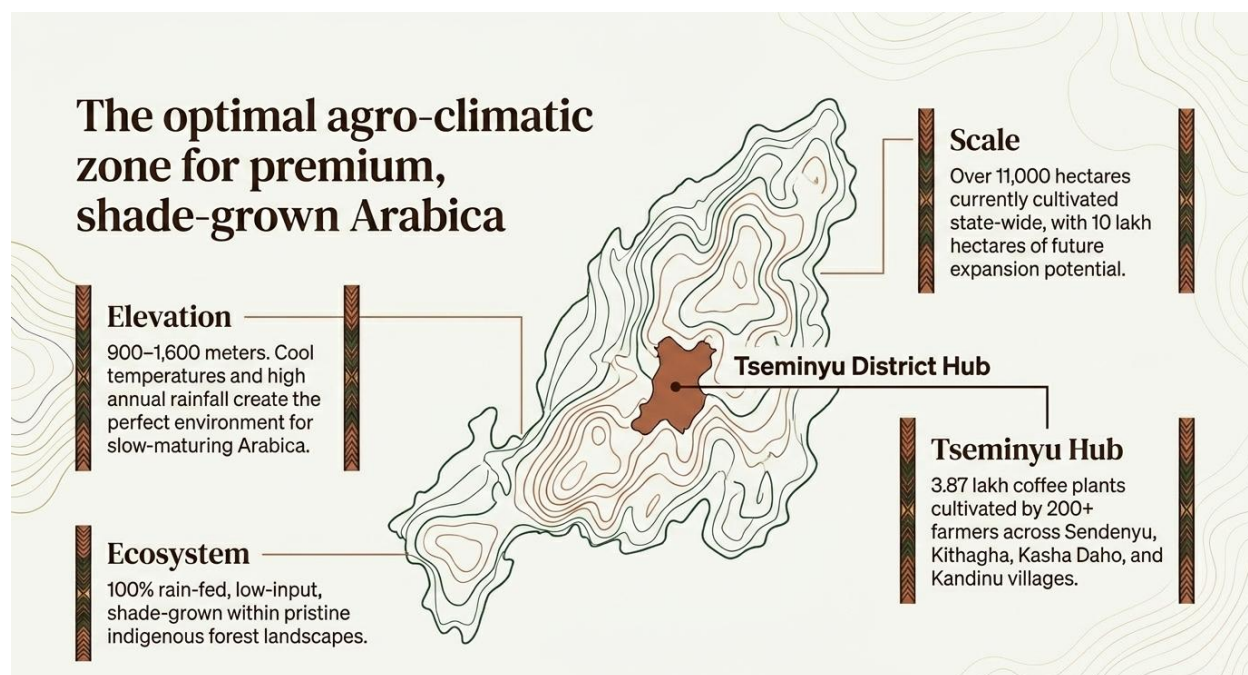
According to reports from the Land Resources Department and Coffee Board-linked initiatives:

- (a) Nagaland currently has over 11,000 hectares under coffee cultivation.
- (b) The state has identified more than 10 lakh hectares as potential coffee-growing area.
- (c) The Government has targeted expansion toward 50,000 hectares by 2047.
(ipr.nagaland.gov.in)

Tseminyu district has become one of the important emerging coffee landscapes in the state.

A district-level coffee status assessment conducted by Kenono Foundation documented:

- (a) More than 200 farmers involved in coffee cultivation
- (b) Approximately 4,00,000 coffee plants in Tseminyu district
- (c) Coffee cultivation spread across Sendenyu, Kithagha, Kasha Daho, Kandinu, Tseminyu and neighbouring villages
- (d) Strong participation by farmer groups and agri-allied clubs.





The study also highlighted that most coffee plantations are still young but rapidly expanding.

Coffee in Tseminyu is primarily:

- (a) Shade-grown
- (b) Biodiversity-friendly
- (c) Rain-fed
- (d) Low-input and largely organic by practice
- (e) Integrated within forest landscapes

This creates significant potential for specialty coffee positioning in global markets.



Ripped Arabica cherry at one of the farmer's farms in Kithagha village



3. Problem Statement and Market Gap

Although Nagaland produces substantial quantities of Arabica coffee, the state lacks adequate post-harvest infrastructure and processing systems.

The major bottlenecks include:

3.1 Lack of Processing Infrastructure

Most farmers currently:

- (a) Harvest mixed ripe and unripe cherries
- (b) Dry coffee on tarpaulins or open ground
- (c) Sell unprocessed sundried cherry
- (d) Lack access to washing stations and pulpers
- (e) Lack moisture testing and grading systems
- (f) Lack quality control and cupping support

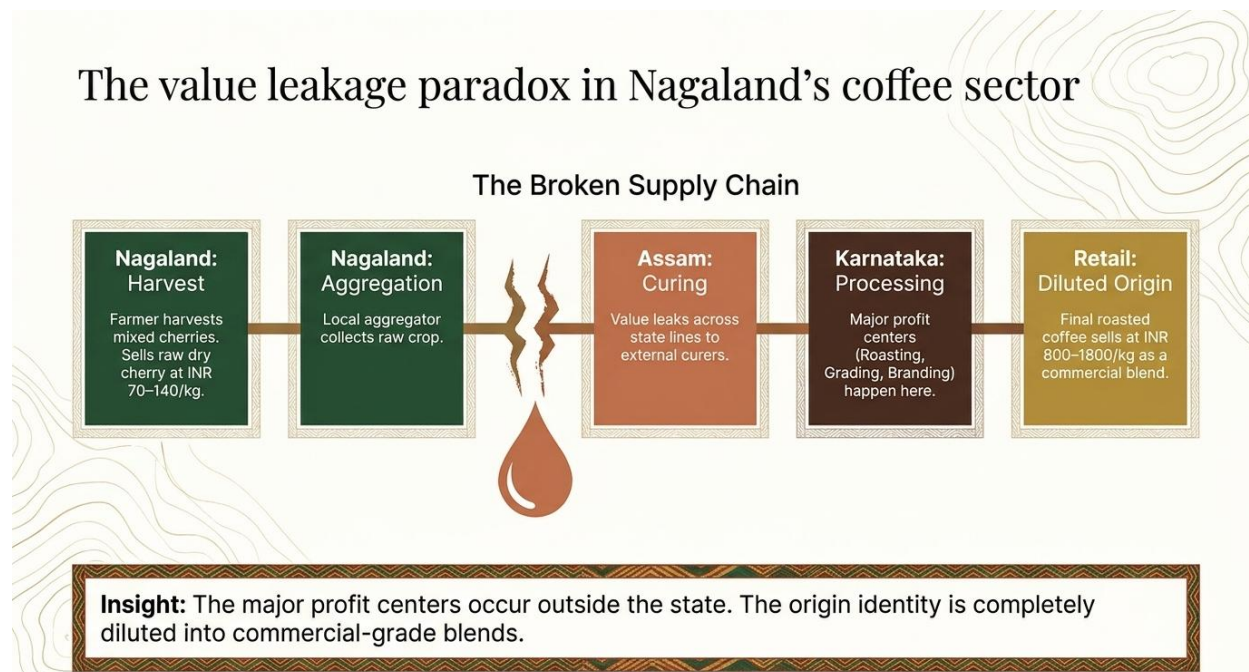
As a result, Nagaland coffee is often downgraded to commercial-grade coffee instead of specialty-grade coffee.



Checking the quality of sundried Arabica coffee beans during purchase at Zunpha



3.2 Value Leakage Outside Nagaland



The present supply chain generally follows:

Farmer → Local Aggregator → Dimapur Trader → Assam Curer → Karnataka Trader → Roaster/Exporter

This means:

- (a) Farmers receive very low prices
- (b) Value addition happens outside the state
- (c) Nagaland loses branding opportunities
- (d) Communities remain disconnected from specialty markets
- (e) Coffee origin identity is diluted

According to sector analysis:

- (a) Fresh cherry price range between INR 70-100/kg
- (b) Sundried cherry farm gate prices range between INR 200-350/kg
- (c) Final roasted coffee sells between INR 800-1800/kg depending on quality and branding.



The major profit in coffee occurs during:

- (a) Washing and processing
- (b) Grading and curing
- (c) Roasting
- (d) Branding and retail

Nagaland currently participates mainly at the lowest-value stages.

3.3 Limited Training and Capacity Building

Most coffee growers lack training on:

- (a) Selective harvesting
- (b) Specialty processing
- (c) Fermentation methods
- (d) Moisture control
- (e) Drying standards
- (f) Quality management
- (g) Roasting profiles
- (h) Packaging and branding

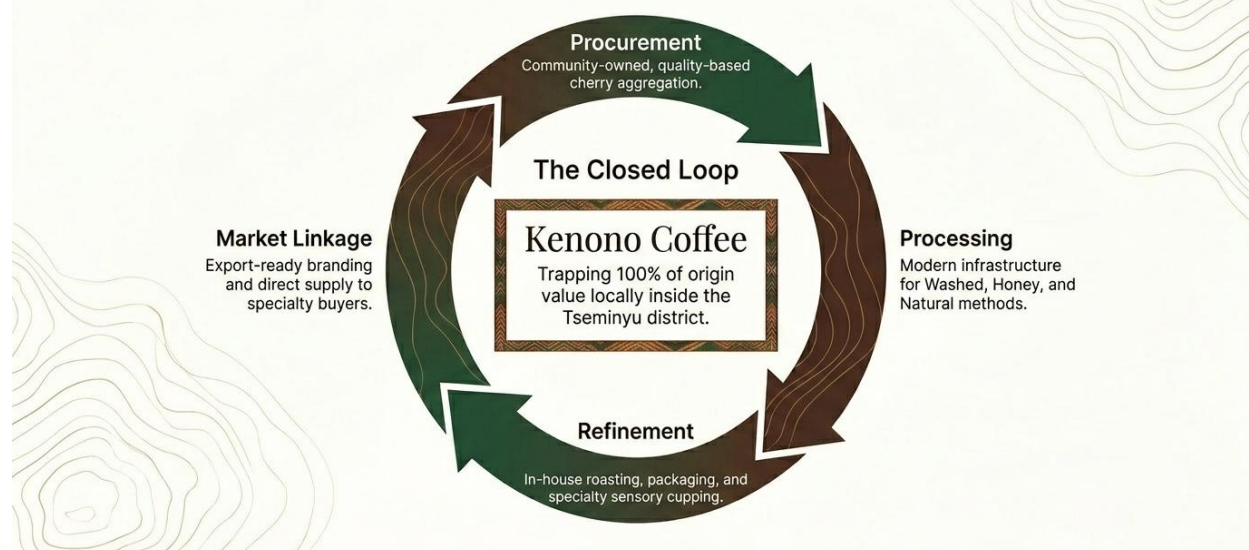
3.4 Absence of Integrated Community Coffee Ecosystem

While coffee cultivation is expanding rapidly, there is still no strong community-owned integrated processing model in Tseminyu district. This creates a strategic opportunity for Kenono Foundation.



4. Vision and Strategic Opportunity

A closed-loop specialty ecosystem at Mission Centre Zunpha



Kenono Foundation aims to establish one of the first integrated community-driven coffee processing and specialty coffee ecosystems in Tseminyu district.

The vision is: **“To build a biodiversity-positive, community-owned coffee value chain that uplifts indigenous farmers, protects forest landscapes, and positions Nagaland coffee within premium specialty markets.”**

The opportunity is highly strategic because:

- (a) Global specialty coffee demand is increasing.
- (b) Buyers are searching for new and traceable coffee origins.
- (c) Nagaland coffee remains under-branded.
- (d) Coffee cultivation in the region is rapidly expanding.
- (e) Existing processing infrastructure remains insufficient.
- (f) National and international markets increasingly value sustainable and ethical coffee sourcing.
- (g) Consumers increasingly prefer biodiversity-friendly and community-rooted products.



The proposed project therefore combines:

- (a) Commercial opportunity
- (b) Social impact
- (c) Environmental sustainability
- (d) Indigenous enterprise development
- (e) Export potential

5. Existing Progress and Achievements of Kenono Foundation

Kenono Foundation has already established important groundwork for the coffee enterprise.

5.1 Coffee Value Chain Development Since 2022

The project “Tseminyu and Coffee: A Brewing Tango” began in 2022 to assess value chains and market linkage systems.

Achievements include:

- (a) Coffee procurement from multiple villages
- (b) Sample testing and quality analysis
- (c) Market linkage with buyers
- (d) Development of initial branding
- (e) Farmer mobilisation
- (f) Pilot roasting and packaging
- (g) Initial retail presence

5.2 Farmer Network

Kenono Foundation has built relationships with:

- (a) Over 200 coffee farmers
- (b) Farmer clubs and agri-allied groups
- (c) Multiple villages across Tseminyu and neighbouring districts



Interaction with farmer group in Kebenstin Agri-Allied Society (KAAS) Farm, Sendenyu village



Interaction with farmer group at farmer's coffee farm in Sishunu village



Training on coffee processing with farmers in Sishunu Village



Dr. Kim In-Soo & Korean friends visit to coffee farmers training at Sendenyu village (KAAS)



Procurement of coffee from farmers in Tseminyu and other neighboring districts

Proven market traction and established buyer linkages





5.3 Existing Buyer Linkages

The Foundation has already supplied coffee to:

- (a) Blue Tokai Coffee Roasters
- (b) D'Cafe
- (c) Mi Café
- (d) and launched coffee products under the Kenono Coffee label.

5.4 NABARD Support

Kenono Foundation has signed an MoU with NABARD for the project:

“Hills of Hope: Building a Sustainable Coffee Ecosystem in 10 Villages of Tseminyu District.”

The project includes support for:

- (a) Roasting facility establishment
- (b) Farmer training
- (c) Capacity building
- (d) Coffee ecosystem strengthening

5.5 Brand Identity

Kenono Coffee already possesses a strong narrative identity:

- (a) Indigenous origin
- (b) Forest-grown coffee
- (c) Community-centered production
- (d) Biodiversity conservation linkage
- (e) Traceability and transparency

These are highly attractive elements within specialty coffee markets.



KENONO
FOUNDATION

Synergy Between Conservation And Social Enterprise



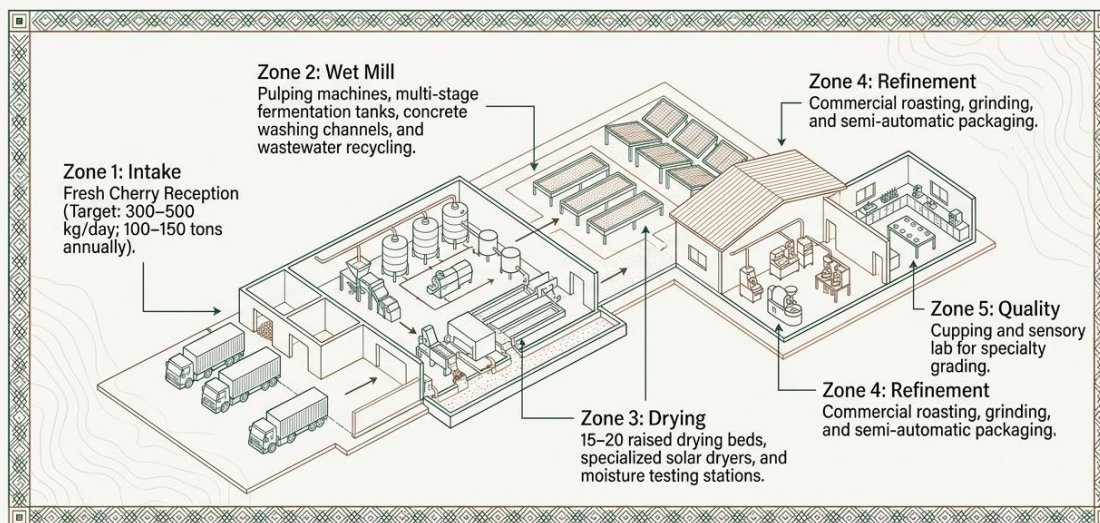
Launching of Kenono Coffee during World Coffee Day 2025





6. Proposed Project

The architectural blueprint for the Zunpha Processing Facility





6.1 Project Name

Kenono Coffee Integrated Processing & Specialty Coffee Development Initiative

6.2 Proposed Location

Mission Centre Zunpha, Tseminyu District, Nagaland, India

6.3 Proposed Components

The project proposes establishment of:

A. Coffee Procurement & Aggregation System

- (a) Village-level procurement centres
- (b) Farmer collection systems
- (c) Cherry collection logistics
- (d) Quality-based procurement model
- (e) Farmer traceability system

B. Wet Processing Unit

The wet processing facility will include:

- (a) Coffee cherry reception tanks
- (b) Pulping machines
- (c) Fermentation tanks
- (d) Washing channels
- (e) Water recycling system
- (f) Wastewater management system

C. Drying Infrastructure

The drying system will include:

- (a) Raised drying beds
- (b) Solar drying systems
- (c) Mechanical dryers (optional phase)
- (d) Moisture testing systems
- (e) Covered drying facilities during monsoon



D. Roasting & Packaging Unit

The roasting unit will include:

- (a) Commercial roaster
- (b) Grinding unit
- (c) Packaging and sealing machine
- (d) Branding and labelling setup
- (e) Storage facility

E. Quality Control & Training Facility

The facility will include:

- (a) Coffee cupping and tasting lab
- (b) Training space
- (c) Demonstration unit
- (d) Farmer education programs

F. Branding & Market Linkage

- (a) Specialty coffee branding
- (b) Domestic premium market development
- (c) Export readiness
- (d) International buyer partnerships
- (e) E-commerce and retail development

7. Proposed Technical Infrastructure

7.1 Recommended Processing Capacity

Phase I processing target:

- (a) Fresh cherry handling capacity: 300–500 kg/day
- (b) Annual processing target: 100–150 tons cherry
- (c) Expandable modular structure



7.2 Key Equipment Requirement

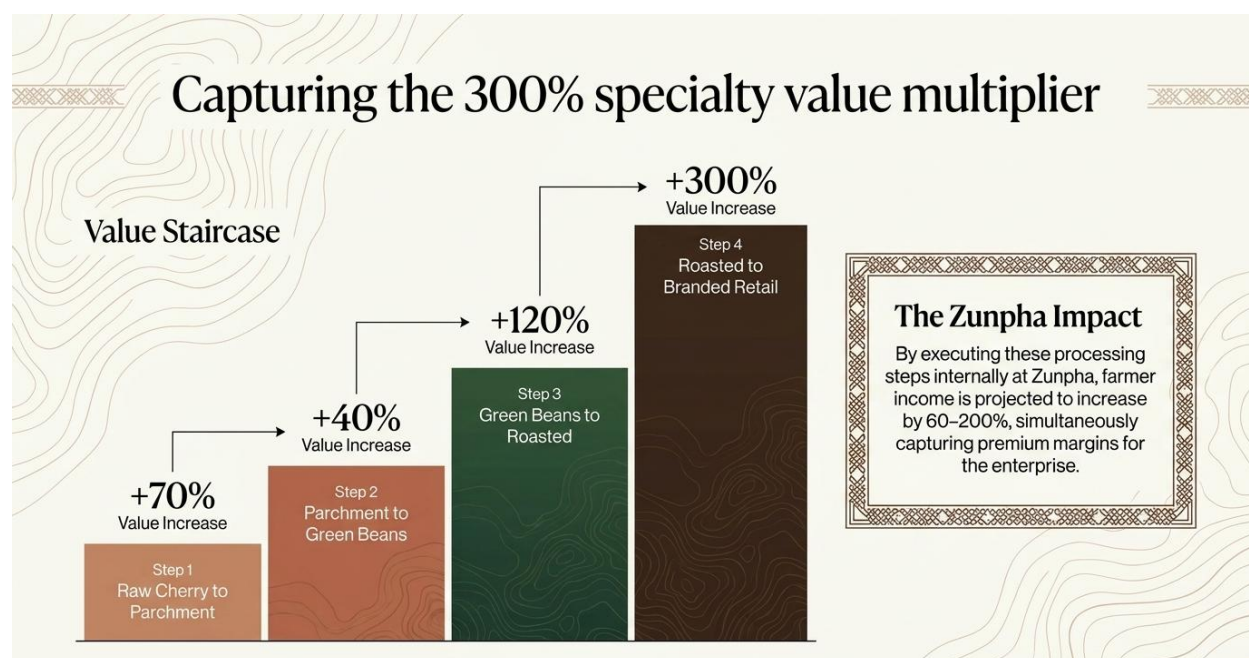
SL	Component	Estimated Requirement
1	Coffee pulper	1–2 units
2	Fermentation tanks	Multiple food-grade tanks
3	Washing channels	Concrete channels
4	Raised drying beds	15–20 units
5	Solar dryer	1–2 units
6	Moisture meter	2 units
7	Roasting machine	Commercial grade
8	Packaging machine	Semi-automatic
9	Storage facility	Dry warehouse
10	Water management system	Recycling setup

7.3 Recommended Processing Methods

The project should initially focus on:

- (a) Washed Arabica
- (b) Honey process
- (c) Natural process

This allows diversified specialty coffee offerings.





8. Market Analysis

8.1 Global Coffee Trends

Global coffee consumption continues to rise, particularly within:

- (a) Specialty coffee
- (b) Ethical sourcing
- (c) Traceable coffee
- (d) Biodiversity-friendly coffee
- (e) Smallholder-origin coffee
- (f) Single-origin premium coffee

Countries such as South Korea and Japan possess strong specialty coffee cultures with increasing demand for unique origins.

8.2 Indian Specialty Coffee Growth

India's specialty coffee sector is expanding rapidly due to:

- (a) Urban café culture
- (b) Third-wave coffee movement
- (c) Premium consumer markets
- (d) E-commerce coffee sales
- (e) Tourism-linked coffee experiences

8.3 Strategic Positioning of Nagaland Coffee

Nagaland coffee possesses several unique strengths:

- (a) Shade-grown ecosystem
- (b) Indigenous landscape identity
- (c) High-altitude Arabica
- (d) Rich biodiversity
- (e) Low chemical input systems
- (f) Distinct flavor profile
- (g) Emerging origin story



According to multiple coffee sector discussions and government initiatives, Nagaland coffee is increasingly being recognized as a premium emerging origin. (ipr.nagaland.gov.in)

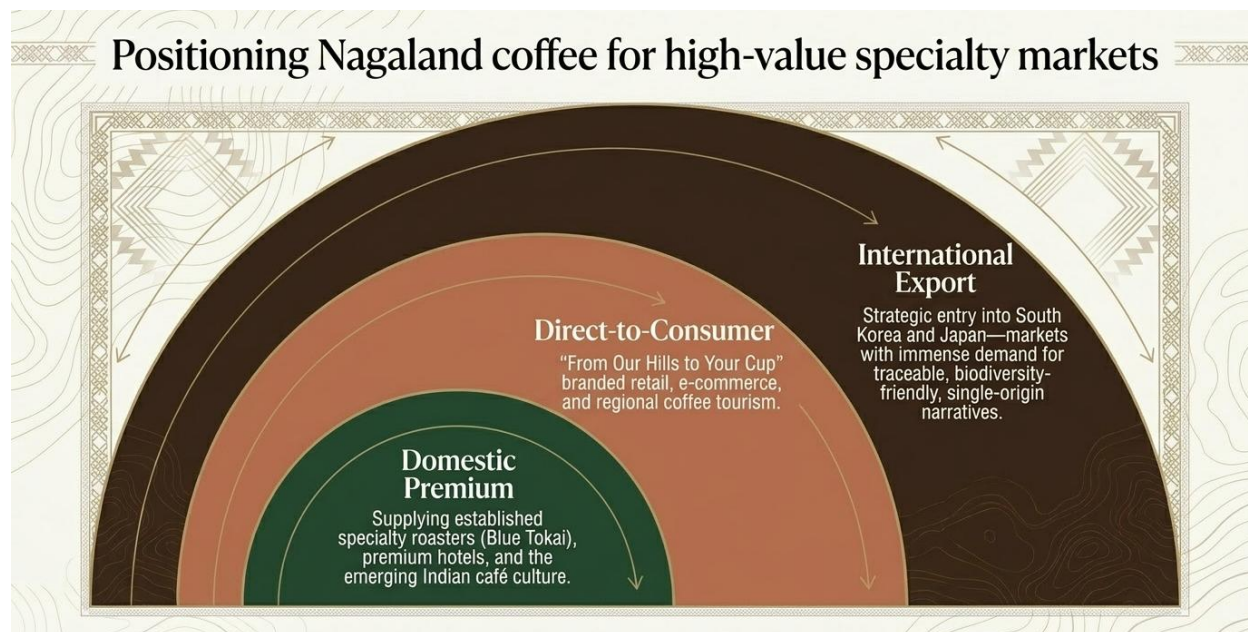
8.4 Potential Target Markets

Domestic Markets

- (a) Specialty coffee roasters
- (b) Cafés
- (c) Premium hotels
- (d) E-commerce consumers
- (e) Tourism sector

International Markets

- (a) South Korea
- (b) Japan
- (c) Europe
- (d) Middle East
- (e) Southeast Asia





9. Competitive Advantage of Kenono Coffee

Transitioning from commodity status quo to premium origin

Commodity Status Quo			Kenono Specialty Model		
Harvesting	Mixed ripe and unripe cherries.		Selective, trained hand-picking.		
Processing	Open-ground sun-dried on tarpaulins.		Controlled Washed, Honey, and Natural processes.		
Market Position	Diluted, unbranded commercial filler.		High-altitude, traceable, single-origin specialty.		
Farmer Economics	Stagnant survival income; exploitative intermediaries.		60%  60–200% income growth via direct procurement and value sharing.		

Kenono Coffee possesses several strategic advantages.

9.1 Community-Based Sourcing

The coffee is sourced directly from indigenous smallholder farmers.

9.2 Biodiversity-Positive Production

Coffee is grown under forest shade systems that support biodiversity conservation.

9.3 Authentic Indigenous Story

The product possesses strong cultural identity and community-rooted branding.

9.4 Existing Grassroots Network

Kenono Foundation already possesses established farmer networks and local trust.

9.5 Conservation-Linked Enterprise

The enterprise integrates:

- (a) Livelihoods
- (b) Conservation
- (c) Climate resilience



- (d) Community empowerment

9.6 Strong Institutional Positioning

The Foundation already works with:

- (a) Government departments
- (b) NABARD
- (c) International conservation networks
- (d) Local institutions

10. Social and Environmental Impact



10.1 Livelihood Enhancement

The project is expected to:

- (a) Improve farmer incomes
- (a) Provide assured procurement
- (b) Increase value addition within the district
- (c) Reduce exploitative intermediary dependency



10.2 Youth Employment

The enterprise will generate employment in:

- (a) Processing
- (b) Roasting
- (c) Packaging
- (d) Marketing
- (e) Logistics
- (f) Café operations
- (g) Tourism and coffee experiences

10.3 Women Participation

Women already play major roles in coffee harvesting and processing.

The enterprise can create:

- (a) Women-led processing groups
- (b) Packaging units
- (c) Café opportunities
- (d) Cooperative participation

10.4 Biodiversity Conservation

Coffee agroforestry systems:

- (a) Reduce pressure on forests
- (b) Encourage tree retention
- (c) Support wildlife habitat
- (d) Promote sustainable land use

10.5 Climate Resilience

Coffee agroforestry supports:

- (a) Soil conservation
- (b) Water retention



- (c) Carbon sequestration
- (d) Landscape restoration

This aligns strongly with Kenono Foundation's broader conservation initiatives.

11. Training and Capacity Building Requirement

One of the most critical components of the project is technical training.

Kenono Foundation seeks support for:

11.1 Farmer Training

Training topics include:

- (a) Selective cherry harvesting
- (b) Specialty coffee quality
- (c) Post-harvest handling
- (d) Drying standards
- (e) Fermentation methods
- (f) Agroforestry practices

11.2 Processing Staff Training

- (a) Wet processing management
- (b) Moisture control
- (c) Quality grading
- (d) Storage management
- (e) Hygiene and food safety

11.3 Roasting Training

- (a) Roast profiling
- (b) Specialty roasting
- (c) Flavor development



- (d) Quality consistency
- (e) Packaging standards

11.4 Cupping and Quality Analysis

- (a) Sensory evaluation
- (b) Coffee grading
- (c) Defect identification
- (d) Quality benchmarking

11.5 Business and Market Training

- (a) Branding
- (b) Export readiness
- (c) Specialty coffee marketing
- (d) Traceability systems
- (e) Customer engagement

Potential training partnerships may include:

- (a) Specialty coffee institutions
- (b) Coffee Board of India
- (c) Specialty coffee associations
- (d) International coffee experts
- (e) Roaster collaborations

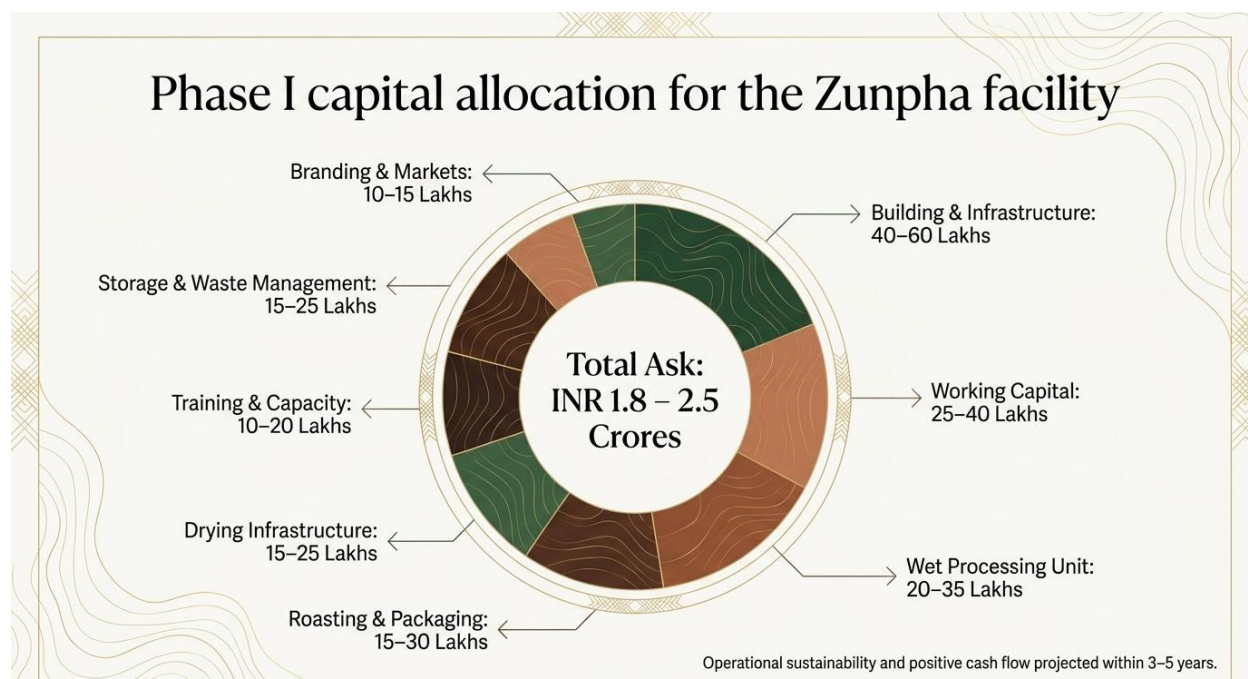


12. Financial Feasibility

12.1 Estimated Capital Investment (Phase I)

Given below are estimates based on market benchmark survey. An actual cost estimation based on site specific needs will be done at a latter stage of the project proposal development.

SL	Component	Estimated Cost (INR)	Estimated Cost (USD)*
1	Building and infrastructure	₹40–60 Lakhs	USD 42,000 – 63,500
2	Wet processing unit	₹20–35 Lakhs	USD 21,000 – 37,000
3	Drying infrastructure	₹15–25 Lakhs	USD 16,000 – 26,500
4	Roasting and packaging	₹15–30 Lakhs	USD 16,000 – 31,800
5	Storage and warehouse	₹10–15 Lakhs	USD 10,500 – 16,000
6	Water and waste management	₹5–10 Lakhs	USD 5,300 – 10,500
7	Training and capacity building	₹10–20 Lakhs	USD 10,500 – 21,000
8	Working capital	₹25–40 Lakhs	USD 26,500 – 42,000
9	Branding and market development	₹10–15 Lakhs	USD 10,500 – 16,000
10	Miscellaneous and contingency	₹10–20 Lakhs	USD 10,500 – 21,000
11	Total Estimated Requirement	₹1.8–2.5 Crores	USD 190,000 – 265,000





12.2 Revenue Streams

Potential revenue streams include:

- (a) Sale of green beans
- (b) Sale of roasted coffee
- (c) Specialty micro-lots
- (d) Retail packaged coffee
- (e) Café partnerships
- (f) Export sales
- (g) Coffee tourism experiences
- (h) Training and workshops

12.3 Value Addition Potential

According to coffee value chain analysis:

SL	Stage	Approximate Value Increase
1	Cherry to parchment	+70%
2	Parchment to green beans	+40%
3	Green to roasted	+120%
4	Roasted to branded retail	+300%

This demonstrates the strong economic rationale for investing in processing and branding.

12.4 Break-Even Potential

With proper procurement and market linkage, the project can realistically achieve:

- (a) Operational sustainability within 3–5 years
- (b) Positive cash flow after scale stabilisation
- (c) Premium margins through specialty markets



13. Potential Partnership Areas for International Investors



Kenono Foundation seeks long-term collaborative partnership rather than only financial support.

Potential areas of collaboration include:

13.1 Infrastructure Investment

Support for:

- (a) Washing station
- (b) Drying systems
- (c) Processing equipment
- (d) Roasting facility
- (e) Packaging systems

13.2 Technical Expertise

- (a) Specialty roasting training
- (b) Processing systems
- (c) Quality management



- (d) Korean/International market standards

13.3 Market Linkage

- (a) Korean/International café networks
- (b) Specialty coffee importers
- (c) Retail partnerships
- (d) Co-branding opportunities

13.4 Joint Product Development

Potential development of:

- (a) Single-origin Korean/international market coffee
- (b) Premium micro-lots
- (c) Biodiversity-positive coffee lines
- (d) Indigenous-origin specialty products

13.5 Sustainability and ESG Alignment

The project aligns strongly with:

- (a) ESG investment frameworks
- (b) Climate and biodiversity goals
- (c) Ethical sourcing models
- (d) Indigenous livelihood support
- (e) Sustainable supply chains



14. Risk Assessment and Mitigation

Strategic risk mitigation and operational resilience

Resilience Matrix		
Risk Factor	The Challenge	The Kenono Mitigation Strategy
Climate Variability	Unpredictable rainfall and temperature shifts affecting yield.	Deeply diversified, shade-grown agroforestry systems that retain water and protect soil.
Quality Inconsistency	Varied bean quality downgrading specialty value.	Intensive localized farmer training, rigorous sorting, and a dedicated in-house cupping/sensory lab.
Logistics & Transport	Difficult remote terrain for cherry transport.	Hub-and-spoke cluster procurement systems and localized dry-warehousing at Zunpha.
Market Fluctuation	Global commodity price crashes.	Shifting entirely out of commodity markets into price-insulated specialty premium tiers.

SL	Risk	Mitigation Strategy
1	Climate variability	Diversified agroforestry systems
2	Quality inconsistency	Farmer training and quality control
3	Market fluctuation	Diversified buyers and premium positioning
4	Processing failure	Technical training and phased scaling
5	Logistics challenges	Cluster procurement and storage systems
6	Farmer participation	Assured procurement and fair pricing

15. Long-Term Vision

Kenono Foundation envisions building:

- (a) A regional specialty coffee hub in Tseminyu
- (b) A scalable community processing model for Nagaland
- (c) A traceable biodiversity-positive coffee brand
- (d) A coffee tourism and education ecosystem
- (e) A youth-driven coffee entrepreneurship platform
- (f) A premium export-oriented indigenous coffee enterprise



Over time, the initiative aims to:

- (a) Expand procurement across multiple districts
- (b) Develop micro-lot estate coffees
- (c) Build export-ready systems
- (d) Establish a coffee experience and training centre
- (e) Position Nagaland as an internationally recognized specialty coffee origin

16. Conclusion

Nagaland stands at a critical moment in its coffee journey.

The state already possesses:

- (a) Ideal agro-climatic conditions
- (b) Expanding coffee cultivation
- (c) Indigenous agroforestry systems
- (d) Growing government support
- (e) Strong youth interest
- (f) Emerging specialty coffee recognition

However, without investment in processing and value addition, the region will continue losing economic value to external traders and processors.

Kenono Foundation has already laid strong grassroots foundations through:

- (a) Farmer mobilisation
- (b) Pilot procurement
- (c) Market linkage
- (d) Coffee branding
- (e) Conservation-linked enterprise development
- (f) Institutional partnerships

The proposed integrated processing initiative at Zunpha seeks to transform coffee from a raw agricultural commodity into a high-value, community-owned specialty enterprise.



The project combines:

- (a) Economic viability
- (b) Social impact
- (c) Biodiversity conservation
- (d) Indigenous empowerment
- (e) Climate resilience
- (f) Premium market potential

With strategic partnership and investment support from venture partners, Kenono Foundation believes that Nagaland coffee can emerge as one of India's most distinctive and meaningful specialty coffee stories.



Building the definitive specialty coffee hub of Northeast India

Expanding beyond Tseminyu to position Nagaland as an internationally recognized, traceable, and biodiversity-positive specialty coffee origin.

Kenono Foundation
Mission Centre Zunpha, Tseminyu District
Nagaland, India 797109



References and Sources

- (a) Coffee Board of India – Coffee Statistics and Northeast Development Reports.
- (b) Government of Nagaland, Land Resources Department – Coffee Development Initiatives.
- (c) Kenono Foundation, Coffee Status Report of Tseminyu District.
- (d) Kenono Foundation Annual Reports 2023–2025.
- (e) Kenono Coffee Promotional Document.
- (f) Coffee Business Feasibility Report prepared by Kenono Foundation.
- (g) Coffee Canvas – Government and coffee sector discussions in Nagaland.
(ipr.nagaland.gov.in)
- (h) FAO Coffee Processing and Smallholder Coffee Value Chain Manuals.
- (i) International Coffee Organization (ICO) reports on specialty coffee and producer value chains.
- (j) Market observations and coffee trade movement assessments for Northeast India.