



PRESS RELEASE

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Export Promotion Conference-cum-Buyer Seller Meet

Shillong, March 22, 2021: To facilitate a direct contact between farmers and buyers from domestic and international markets, the Directorate of Horticulture, Meghalaya with support from APEDA organise an Export Promotion Conference-cum-Buyer Seller Meet today at State Convention Centre, Shillong. The meet saw the participation of buyers from different parts of the country, exporters and farmers from the State.



In his inaugural address as the Chief Guest, Principal Secretary to the Government of Meghalaya, Agriculture and Farmers Welfare Department, Dr. P. Shakil Ahammed said that the buyer seller meet is a platform where long-term relationship is built and results in long term partnership in production, quality improvement, export opportunities and better price realisation of products. Export is one of the most highly competitive businesses that have factors within and beyond our control to ensure the trajectories goes in a smooth path. Therefore, he reiterated on the aspect of doing a business that is sincere, trustworthy, faithful, reliable and beneficial to both farmers and entrepreneurs.





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Dr. Ahammed informed that the Government has come up with various schemes to support buyers and farmers including logistic support to farmers and to ensure that export reach the last mile forward. The Government of Meghalaya is also focusing on a concept on one cluster one product with focus on processing, logistics, value chain link and market link, eg, Ri Bhoi as a Pineapple district, West Khasi Hills as a ginger district, South West Khasi Hills as a honey district and South Garo Hills as a Jackfruit district. By doing so, this tailor made match making platform will allow farmers and buyers to contact possible business partners to search for specific product and brands.

He expressed hoped that this meet will not just be a one-time visit, but will further the business opportunities of our farmers and to translate into action the deliberations and suggestions drawn from the technical sessions.

Others who spoke on the occasion included Smti. Sunita Rai, Assistant Manager, APEDA, Ministry of Commerce & Industry, Government of India who delivered the keynote address, Smti. S Nongbet, Director of Horticulture who gave the welcome address and Smt. L Kharkrang who offered the vote of thanks.