GOVERNMENT OF MEGHALAYA

PRESS RELEASE

World Food India 2024: Meghalaya's Pavilion Unveils Innovative Livelihood Solutions and Local Food Brands by the farmers of Meghalaya

~Inauguration of Meghalaya Pavilion & Launch of Meghalaya Collectives~

~ MOU signing took place between the NCOL and MEGNOLIA~

New Delhi, September 20, 2024: As part of efforts to promote market access for products from local farmer collectives, the Directorate of Food Processing, Government of Meghalaya is participating in **3rd Edition of the World Food India 2024 as a 'Focus Partner State'.**

The Ministry of Food Processing Industries, Government of India announced the commencement of the third edition of World Food India 2024 starting from September 19, 2024, to September 22, 2024. With the theme 'Processing for Prosperity,' the event is hosting a distinguished array of dignitaries and ministers from various states collectively reflecting a collaborative spirit and commitment to addressing food challenges. The programme intends to highlight the true potential of the food processing sector in transforming India as the global food basket.







Dr Ashish Kumar Bhutani, IAS, Secretary, Ministry of Cooperation, Government of India in the presence of Dr. Vijay Kumar D., IAS, Commissioner & Secretary, Agriculture and Farmers' Welfare Department inaugurated the Meghalaya Pavilion that features Meghalaya Collectives with twenty-one food processing brands and FPO's.






Under this Meghalaya Collectives initiative, the Government of Meghalaya plans to provide a platform for more than twenty exclusive brands of the state to easily access through the domestic and international markets. **These brands include value added products made from renowned Lakadong Turmeric, Khasi Mandarin, Kew Pineapple, Local Ginger, Cashew Nuts, and many other indigenous produces.**





A Memorandum of Understanding (MOU) was also signed between the National Cooperatives of Organic Limited (NCOL), and MEGNOLIA to create a partnership focused on the procurement, marketing, and sale of organic products from Meghalaya. This agreement facilitates MEGNOLIA's promotion of organic farming and the expansion of the market for local non-perishable organic produce, with NCOL utilising its marketing network to increase product value.



The MOU was signed between Dr Vijay Kumar D, IAS, Commissioner & Secretary, Agriculture and Farmers' Welfare Department, Government of Meghalaya, and Shri Vipul Mittal, Managing Director of NCOL.

Dr Ashish Kumar Bhutani, IAS, Secretary, Ministry of Cooperation, Government of India said, *"The innovativeness and uniqueness of Meghalayan farmers have always impressed me. I am amazed by the type of packaging and processing of the produce. I am sure with the NCOL link, they will be able to take it far and wide. Let us give our farmers, the assurance that every grain grown by them will be purchased at a remunerative price. The is the assurance that we want NCOL to give the farmers, so we can get greater volume for selling in International markets."*

While signing the MOU, Dr Vijay Kumar D. reflected on the Government's vision towards launching the Meghalaya Collectives. He said, *"It is a wonderful day for Meghalayan farmers. The state is predominantly tribal, and the communities work collectively with a communitarian culture. Therefore, we though that there should be a brand to represent the culture and the people. There are a number of cooperatives, FPOs, SHG for women. These different collectives create a plethora of products. We want all our farmer collectives to have their own brands, which the government will co-brand. Thus, all the different products will be supported through Meghalaya Collectives, in collaboration with NDDB, NCOL, APEDA, and the Government of India, to provide them with a much larger platform."*

Shri Vipul Mittal, Managing Director of NCOL, emphasised, *"We look forward to providing market access to certified organic growers, especially to the cooperative network. Our chief promoter is NDDB, which also promotes Mother Dairy. We are also promoted by GCMMF which promotes Amul, we are confident that we can provide huge market access to the farmers of Meghalaya using this marketing muscle."*

Noteworthy that the MEGNOLIA is an initiative, under the Department of Agriculture and Farmers' Welfare, Government of Meghalaya, dedicated to transforming Meghalaya into a hub for organic farming. This aligns with the strategies of the State Governments to convert 100,000 hectares to organic production by 2028, with 24,000 hectares already certified and 8,000 in the process of certification.

Subsequently, Agricultural and Processed Food Products Export Development Authority(APEDA) also launched its report on promoting Agri-export from Meghalaya.





A panel discussion on building food-brands for remote community-based organisations took place with expert insights on branding and marketing strategies, real-life success stories from community-based organisations and interactive Q&A sessions.

The panellists included Mr. R M Mishra, Chairperson, Meghalaya State Investment Promotion Board, Mr. Defenderson Shadap, OSD, Directorate of Food Processing, Government of Meghalaya (Moderator), Mr Nitin Puri, Founder, KisaanSay, Mr Vipul Mittal, MD, NCOL, Ms Bhumika Malhotra, North Head, Zepto, and representatives from Entrepreneurs and Collectives of Meghalaya.

Present at the inauguration and launch were Dr Ashish Kumar Bhutani, IAS, Secretary, Ministry of Cooperation, Government of India, Dr. Vijay Kumar D., IAS, Commissioner & Secretary, Agriculture and Farmers' Welfare Department, Shri R. M. Mishra (Rtd. IAS): Executive Chairman, Meghalaya Industrial Development Corporation (MIDC), Government of Meghalaya, Shri Abhishek Dev, IAS: Chairman, Agricultural and Processed Food Products Export Development Authority (APEDA),Shri Abhishek Dev, IAS, Chairman, Agricultural and Processed Food Products Export Development Authority (APEDA), Shri Meenesh Shah, Chairman, National Cooperative Dairy Federation of India (NCDFI) and Shri Vipul Mittal, Managing Director, National Cooperative for Organic Limited (NCOL) and other officials from other allied departments.