

Press Release

April Farmers' Market Celebrates Seasonal Harvest with Focus on Potatoes, Coriander, and Spring Onion (Jyllang)

Shillong, April 18, 2026: The April edition of the Monthly Farmers' Market, organized by 1917 iTEAMS under the Department of Agriculture & Farmers' Welfare and supported by the Meghalaya Farmers' (Empowerment) Commission (MFEC), was held today at the parking lot of the Directorate of Fisheries, opposite St. Edmund's College, Risa Colony, Shillong. The event witnessed a footfall of around 600 people.



The focus crops for this month included potatoes, coriander, and spring onion, locally known as 'jyllang,' sourced directly from farmers across various districts of the State reflecting the seasonal agricultural produce in Meghalaya.

The initiative continues to align with the vision of the Hon'ble Chief Minister, Shri Conrad K. Sangma, by improving livelihoods for the farmers, enhancing better market opportunities, and promoting a resilient and self-sufficient agricultural economy in the State.

The Farmers' Market operates as a vital element in the State's efforts to transform agricultural marketing practices and establish direct channels between farmers and consumers. The model enables farmers to achieve economic empowerment together with social advantages, which include gaining recognition and confidence to interact with customers directly.

This month's edition once again witnessed strong participation from farmers, producer groups, and Self-Help Groups (SHGs) offering a wide range of agricultural and value-added products. The steady customer visits to the monthly farmers' market and their positive response underscore the growing demand for fresh local produce, and the initiative is successfully establishing a reliable market platform for the farmers in Meghalaya.

Bansaralin Mukhim from Ri Bhoi District who participated in the Farmers' Market for the first time expressed her delight and gratitude for the opportunity to showcase her produce, both at the market and at the traditional market in Lewduh, Shillong. A solo entrepreneur under PMFME Scheme, she acknowledged the consistent support extended by the Government right from the block, district, and state levels, particularly through the provision of saplings and seedlings to farmers.



Another farmer, **Dona Dkhar from Cham Cham Mutong, East Jaintia Hills District, a member of Sanshnong CLF**, participated in the Farmers' Market for the first time and expressed her delight at being part of the initiative, providing her a platform to showcase her organic produce to a wider audience. She noted that platforms like the Farmers' Market provide valuable market access and contribute to farmers' economic growth, while also boosting the morale of fellow farmers and SHG members. She added that, beyond selling in her village's traditional market, this platform enables her to sell her produce at more sustainable prices.



Like the previous editions, the April farmers' market featured a live kitchen by members of the Van Dhan Vikas Kendras (VDVKs) who prepared dishes featuring exclusive potato, jyllang, and coriander-based cuisines. Visitors also got to experience live music by local artists of the Chief Minister's Meghalaya Grassroots Music Program (CM-MGMP).

SOMOI- the hyperlocal online platform, in partnership with the government, expanded the market's reach, ensuring that farmers maximize their revenue. SOMOI, a local homegrown quick-commerce app, procures produce in bulk directly from the farmers, empowering the farmers financially.



A frequent visitor to the Farmers' Market expressed her delight at being able to purchase organic vegetables directly from farmers representing different districts. "My main purpose of visiting the Farmers' Market is the range of organic produce that I can purchase from here unlike other markets". She also encouraged others to visit the market and support local farmers and their organic produce.



Another visitor, a tourist from Kolkata, described it as his 'first experience' at such a farmers' market. He appreciated the initiative taken to support farmers and highlighted the presence of something unique such as bamboo smoked fish, which he noted is rare and not found in Kolkata, along with other products distinctive to Meghalaya. He commended the government's efforts, calling the Farmers' Market a brilliant idea.

The Monthly Farmers' Market, which began in January 2026, has steadily gained momentum with its first focus crops of oranges and pumpkins, followed by strawberries and black pepper in February and strawberries, bananas, and sesame seeds in March 2026. Each edition displays the distinct agricultural products which Meghalaya produces thus supporting the State's efforts to expand farming methods and enhance market access while providing increased economic opportunities to the agricultural community.

The Government of Meghalaya continues to prioritize initiatives that place farmers at the heart of the State's development agenda. The State is working towards building a more resilient and self-sufficient agricultural economy and improving market access. The monthly farmers' market operates as a platform to create awareness on the importance of supporting farmers and local agricultural produce while helping rural communities and their shared goal of building a successful agricultural industry.

Sd/-

Deputy Secretary

Department of Agriculture & Farmers' Welfare

Government of Meghalaya