

MEGHALAYA BASIN MANAGEMENT AGENCY (MBMA)

GOVERNMENT OF MEGHALAYA

PRESS RELEASE

IFAD Team Visits Megha-LAMP Project Sites in Ri Bhoi District

Shillong, May 13, 2026: A delegation from the International Fund for Agricultural Development (IFAD) began a two-day on-ground visit to project locations under the Meghalaya Livelihoods and Access to Markets Project (Megha-LAMP) of the Government of Meghalaya across Ri Bhoi District on Wednesday, 13th May, 2026.

The delegation consisted of key leadership from the (IFAD), including Dr. Donal Brown, Associate Vice-President; Ms. Reehana Raza, Regional Director for the Asia and the Pacific Region; and Mr. James Mach Dsouza Shield, Country Director for IFAD India.

Organised by the Megha-LAMP, the visit aimed to showcase community-led institutions, farmer collectives, processing units and livelihood initiatives supported under the Project.

Sharing his remarks, Dr. Brown, said that while Meghalaya is geographically remote, it possesses immense potential for high-value agricultural products, making it a vital focus area for IFAD's mission to support smallholder farmers. Commending the agro-processing efforts driven by local village cooperative societies, he highlighted the exceptional quality of native products like turmeric, black pepper, cashews, and pineapples. He also stressed that alongside high-quality agriculture, presentation is the critical key to unlocking broader domestic hubs and international export markets.

Praising the State's commercial readiness, Dr brown also remarked, "If you're looking to export to other parts of India, to urban centers like Delhi, or to export markets like the Middle East or Europe, it's not just the quality of the product, it's the branding and the packaging. It's got to look attractive, and you've got some really, good branding. I look at the packaging and I think, 'this must be good,' even before I've tasted the product."

On the first day of their visit, the delegation focused on grassroots agricultural infrastructure and community engagement within the Ri Bhoi district. In Umwang, the officials visited the Integrated Village Cooperative Society (IVCS) and Collective Marketing Centre (CMC), taking the opportunity to interact directly with local community members and review the PRIME Hub initiatives in the district. The delegation then proceeded to Bhoirymbong to inspect the upcoming Organic Spice Unit- the biggest organic spice industrial unit in the North East to observe value-addition efforts.

While Ms. Raza, highlighted the strength and success of their two-decade-long partnership with the State of Meghalaya. Reflecting on the successful implementation of the (LAMP) project and previous initiatives, she emphasized that such continuous, long-term collaborations are essential for creating sustainable investments that effectively support small farmers. She expressed excitement over the continuous advancements achieved by the local communities across multiple project phases, praising the welcoming spirit of the people of Meghalaya.

On the second day, IFAD officials visited Jirang in Ri Bhoi District, including the Pineapple Processing Unit, Jirang PRIME Hub, model farm initiatives, and the Jirang Organic Agro Farmers Producer Company Limited, where further interactions with farmers, producer groups, and entrepreneurs are scheduled.

The externally aided Megha-LAMP project, implemented by MBMA with support from IFAD, focuses on improving rural livelihoods, strengthening community institutions, promoting value addition and enhancing market access for farmers and producer collectives across the State.







