



PRESS RELEASE



Garro Hills Farmers Achieve Market Breakthrough as 150 MT Ginger & Turmeric Procured Directly, 870 Farmers Benefit Across 54 Villages

Garro Hills, Meghalaya: In a landmark transformation of hill agriculture in Meghalaya, farmers from the Garro Hills region are witnessing a new era of market access, fair pricing, and income stability. A total of **150 metric tonnes of ginger and turmeric** have been directly procured from farmers, benefiting **870 small and marginal producers across 54 villages** in North Garro Hills.

This achievement marks a significant shift away from traditional market constraints, where farmers were often dependent on middlemen, faced volatile prices, and struggled with high transportation costs due to the region's challenging terrain. The initiative demonstrates how structured market linkages can empower tribal farmers and integrate them into national and global value chains.

Breaking the Cycle of Market Isolation

For decades, farmers in the remote villages of Garro Hills cultivated high-quality ginger and turmeric, but their potential remained largely untapped due to limited access to organized markets. The absence of direct buyers meant that farmers had to rely on local traders, who often dictated prices, leaving farmers with minimal bargaining power.

In addition, the hilly geography of Meghalaya made transportation expensive and unreliable. Farmers frequently incurred losses due to post-harvest damage, delayed sales, and lack of storage facilities. Small and marginal farmers, who produced limited quantities, were particularly disadvantaged, as they could not access bulk buyers or distant mandis.

Price fluctuation in cash crops like ginger and turmeric added another layer of uncertainty. Farmers often had to sell their produce at distress prices during peak harvest periods, only to see market rates rise later.

This initiative was conceptualized to address these long-standing challenges and create a **farmer-centric, transparent, and sustainable market system**.

A New Model: Direct Procurement and B2B Linkages

The program has been implemented through a collaborative effort involving **Save the Nature International** and **Cultivator Natural Products, Jodhpur**, in partnership with **Dijako Agro Farmer Producer Company (FPC)**. It is supported under the **market linkage initiatives of the Meghalaya New and Renewable Energy Development Agency (MNREDA)** and the **Asian Development Bank (ADB)**.

Under this model, farmers are directly connected with bulk buyers and exporters through **Business-to-Business (B2B) procurement systems**, eliminating intermediaries and ensuring fair and transparent pricing.

So far, multiple consignments have been dispatched, including a recent shipment of **20 metric tonnes**, bringing the total procurement to **150 metric tonnes of fresh ginger and turmeric**.

This approach ensures that farmers receive assured prices and are not exposed to the uncertainties of open market fluctuations.

Ensuring Fair Prices and Reducing Risk

One of the key features of the initiative is **price assurance**, which protects farmers from volatility. Farmers are offered **fixed prices of around ₹40 per kilogram for fresh ginger and ₹25 per kilogram for fresh turmeric**, providing them with predictable income.

In traditional markets, prices often drop sharply during harvest seasons due to oversupply. However, under this system, farmers can sell their produce at stable rates, enabling better financial planning and reducing distress sales.

Dr. Joram Beda, IAS, Director, MNREDA, emphasized the importance of this approach: *"Price fluctuation in cash crops is a major challenge for farmers in Meghalaya. Through this initiative, we are connecting farmers directly with large exporters and companies through B2B procurement. Our aim is to build a sustainable market system that protects farmers from volatility and ensures better returns."*

Expanding Market Opportunities and Partnerships

The initiative is not limited to a single buyer. Efforts are underway to expand the network by inviting more companies into the procurement system.

Rupat Momin, Chairman, MNREDA, highlighted the vision: *"Direct procurement benefits farmers by creating competitive markets and multiple selling platforms. We are actively inviting large companies such as Everest and Mangalam Organics, along with other organic supply chain partners. Our products are organic and high-value, and by building multiple market channels, we can ensure better prices and long-term sustainability for farmers."*

By creating a competitive environment with multiple buyers, the program ensures that farmers are not dependent on a single company. This increases bargaining power and helps establish a **robust and resilient supply chain**.

Role of Farmer Producer Company

A crucial component of the initiative is the involvement of **Dijako Agro Farmer Producer Company**, which acts as an aggregator and facilitator.

The FPC collects produce from individual farmers, consolidates it into bulk quantities, and coordinates with buyers for procurement. This aggregation is particularly important in regions like Garo Hills, where farmers produce small quantities.

The FPC also supports farmers in sorting, grading, and packaging, ensuring that the produce meets quality standards required by buyers and exporters.

Logistics and On-Ground Support

The initiative provides comprehensive support beyond just market access. Services include:

- **On-field aggregation of produce**
- **Packaging support to maintain quality**
- **Loading and unloading assistance**
- **Transportation coordination**

These interventions significantly reduce post-harvest losses and the burden on farmers, especially in remote and hilly areas.

By streamlining the supply chain, the initiative ensures that produce reaches markets in a timely and efficient manner.

Impact on Farmers' Livelihoods

The benefits of the program are already visible on the ground. Farmers who once struggled to find buyers are now part of an organized supply chain with assured demand.

Participation from **870 farmers across 54 villages** demonstrates the scale and acceptance of the initiative.

Farmers have reported:

- **Higher and more stable incomes**
- **Reduced dependence on middlemen**
- **Improved confidence to expand cultivation**
- **Access to reliable market information**

The ability to sell even small quantities has been particularly beneficial for marginal farmers, ensuring that no produce goes unsold.

Unlocking Export Potential

Garo Hills is known for its **high-quality, aromatic, and naturally grown ginger and turmeric**. These characteristics make the produce highly suitable for premium markets, including exports.

By linking farmers with companies like Cultivator Natural Products, which cater to both domestic and international markets, the initiative is opening new avenues for **export-oriented supply chains**.

This not only enhances income but also positions Meghalaya as a source of **high-value organic produce**.

Building a Sustainable and Scalable Model

The success of this initiative demonstrates the effectiveness of **public-private-community partnerships** in transforming agriculture.

The collaboration between:

- Government agencies (MNREDA)
- International institutions (ADB)
- Private companies
- Farmer Producer Organizations

has created a model that is both **inclusive and scalable**.

As more villages and companies join, the system can be expanded to include other crops such as spices, fruits, and medicinal plants.

Addressing the Challenge of Price Fluctuation

Price volatility remains one of the biggest challenges in agriculture, especially for cash crops. Farmers often lack access to real-time market information and are forced to sell at whatever price is offered.

By introducing **assured pricing and direct procurement**, the initiative addresses this issue at its core.

Farmers now have the confidence that their produce will be purchased at fair rates, reducing the risk associated with cultivation.

Women and Smallholder Inclusion

Although not always highlighted, initiatives like this have a strong impact on **women farmers and smallholders**, who form a significant portion of the agricultural workforce in Meghalaya.

By enabling collective marketing and aggregation, the program ensures that even farmers with small landholdings can participate in larger markets.

This contributes to **inclusive growth and community development**

Some of the snapshots to be included in the news:

