



# NERCORMP

 **IFAD**  
Investing in rural people



# neat fest

*at a glance*

**North Eastern Region Community Resource Management Project**

**Shillong**

## **NERCORMP**

North Eastern Region Community Resource Management Project for Upland Areas is a livelihood project aimed to transform the lives of poor and marginalized tribal families of the North East (NE) India. It is a joint developmental initiative of the North Eastern Council (NEC), Ministry of DoNER, Govt. of India and International Fund for Agriculture Development (IFAD).

The project activities include capacity building of communities, economic livelihood activities, social sector activities, village road & rural electrification and community based biodiversity conservation.

### **OBJECTIVE**

“To improve the livelihoods of vulnerable groups in a sustainable manner through improved management of their resource base in a way that contributes to preservation & restoration of the environment”.

### **REACH & COVERAGE**

Arunchal Pradesh – Changlang, Tirap & Longding District

Assam – Dima Hasao & Karbi Anglong District

Meghalaya – West Garo Hills & West Khasi Hills District

Manipur – Chandel, Churachandpur, Senapati & Ukhrul District

Project Headquarter: Shillong (Meghalaya)

Phase – I: 1999 to 2008 (complete)

- Project Cost: Rs. 159.36 Crore
- Share (in terms of Crore): GoI – 26.88 Cr, IFAD – 109.92 Cr, Financial Institution – 5.76 Cr, Community Contribution – 16.80 Cr
- Beneficiaries: Villages – 860, Households – 39,161, NaRMGs – 1,012, SHG – 3,168

### Phase – II: 2010 to 2016 (ongoing)

- Project Cost: Rs. 200 Crore
- Share (in terms of Crore): GoI – 90.00 Cr, IFAD – 95.00 Cr, Financial Institution – 6.00 Cr, Community Contribution – 9.00 Cr
- Beneficiaries: Villages – 400, Households – 20,000, NaRMGs – 400, SHG – 2,000

### Phase – III: 2014 to 2020 (ongoing)

- Project Cost: Rs. 540 Crore
- Share (in terms of Crore): GoI – 440.00 Cr, Other Agencies – 54.00 Cr, Financial Institution – 28.00 Cr, Community Contribution – 18.00 Cr
- Beneficiaries: Villages – 1,177, Households – 58,850, NaRMGs – 1,570, SHG – 3,920

### **NEAT BRAND**

The acronym for North East Agro business Trade 'neat' has been developed as the common brand name for the marketing of different community based products across the project spread over 10 districts of the 4 states under NERCORMP. The project facilitated to ensure that all branded products of NERCORMP communities' are marketed under the same brand name.

### **BRAND REGISTRATION INFORMATION**

S.No.	Products	Class	Trademark No.
1	Aloe Vera Gel, Juice etc.	3	1686747
2	Handloom Products etc.	24	1686748
3	Pickle, Jam, Jellies etc.	29	1686749
4	Honey, Spices etc.	30	1686750
5	Agri-horti Products etc.	31	1686751
6	Juice (Non-alcoholic) etc.	32	1686752

## NEAT FEST

### North East Agro-business Trade Festival (NEAT FEST)

was held for the first time in the year 2009 with the then Union Minister of DoNER, Shri Mani Shankar Aiyar gracing the occasion as the Chief Guest. Since then every year NERCORMP has been organizing NEAT FEST, where the project communities participate and showcase their products and produces.

All the produces produced by the communities is marketed under the brand NEAT (North East Agro-business Trade).

The trade fair gives opportunities to the village artisans to market their products in a more profitable way, besides understanding the wider market demands across the region.

#### *The Journey so far .....*

Year	Date	Place
2009	Feb 21 <sup>st</sup> – 24 <sup>th</sup>	Savio Hall, Dhankheti, Shillong
2010	May 24 <sup>th</sup> – 26 <sup>th</sup>	All Saints Hall, IGP, Shillong
2011	May 03 <sup>rd</sup> – 06 <sup>th</sup>	All Saints Hall, IGP, Shillong
Theme - "Showcasing upland rice varieties of North East"		
2012	May 08 <sup>th</sup> – 11 <sup>th</sup>	All Saints Hall, IGP, Shillong
Theme - "Showcasing traditional tea and spices of North East"		
2013	May 21 <sup>st</sup> – 24 <sup>th</sup>	All Saints Hall, IGP, Shillong
Theme - "Showcasing value added minor forest produces of North East"		
2014	Sept 2 <sup>nd</sup> – 5 <sup>th</sup>	All Saints Hall, IGP, Shillong
Theme - "Showcasing the diversities of upland North East"		
2015	Sept 22 <sup>nd</sup> – 25 <sup>th</sup>	Central Library, IGP, Shillong
Theme - "Showcasing diversity of People, Culture & Food"		

## Participating Organizations in NEAT FEST

DSTs'	District Support Team from all 10 project districts of NERCORMP located at Arunachal Pradesh, Assam, Manipur & Meghalaya
KVIC	Khadi & Village Industries Commission
MKVIB	Meghalaya Khadi & Village Industries Board
NEDFi	North Eastern Development and Finance Corp. Ltd.
NEHHDC	North Eastern Handicrafts & Handloom Dev. Corp.
NERAMAC	North Eastern Regional Agricultural Marketing Corp.
NERLP	North East Rural Livelihoods Project
NEFAS	North East Slow Food & Agrobiodiversity Society
ORCS	Office of the Registrar of Cooperative Societies
SCSTE	State Council of Science, Technology & Environment
SFAC	Small Farmers Agri-business Consortium
SIFFS	South Indian Federation of Fishermen Societies

## NEAT FOOD DELIGHT

(Showcasing indigenous cuisines of Arunachal Pradesh, Assam, Manipur and Meghalaya)

The NERCORMP neat fest displays and showcases indigenous food reflecting culture and tradition of the communities.

This food is good, clean and fair.

**Good** – a fresh and flavoursome seasonal diet that satisfies the senses and is part of our local culture.

**Clean** – produced in harmony with the environment and human health.

**Fair** – affordable prices for consumers and fair conditions & pay for producers.



The food festival which is part of NEAT FEST aims at giving a voice to those who all share the same desire to prospect mother earth and her biodiversity. Indigenous people possess an extensive knowledge on man's relationship with the earth and it is through their culture that this knowledge is passed from generation to generation. And because we are the ones deciding what food arrives on our plates, the future of mother earth lies in our own hands! It is for the reason why indigenous culture must be protected and celebrated.

**The Food Stalls:** It is through the preparation and consumption of traditional food products that we keep the diversity of mother earth alive. Come and taste some of these indigenous delicacies from the North East India.

Each stall represents those unique cuisines from various regions of Arunachal Pradesh, Assam, Manipur & Meghalaya.

### **MAJOR ATTRACTION**

#### **Arunachal Pradesh**

Changlang, Longding & Tirap      Large Cardamom & Orange

#### **Assam**

Dima Hasao & Karbi Anglong      Sesame (Black) & Ethnic Shawls

#### **Manipur**

Chandel, Churachandpur, Senapati & Ukhrul      Fruit Candies & Black Pottery

#### **Meghalaya**

West Garo Hills & West Khasi Hills      Aloe Vera & Honey (Orange)

### **PRODUCT RANGE**

#### **Agriculture & Horticulture**

Banana, Garlic, Ginger, King Chilly, Parkia, Kiwi, Litchi, Orange, Passion Fruit, Pineapple, Cashew Nut, Spring Onion etc.

## **Floriculture**

Orchid, Lilium, Chrysanthemum etc.

## **Handicraft**

Bags & Wallets, Bamboo products, Cane products, Wood products, Ornaments, Banana Fibre based products, Water Hyacinth based products etc.



## **Handloom**

Mekhela, Muffler, Shawl, Waist Coat, Suit etc.

## **Value Added**

Areca Nut Plates, Fruit Juices, Pickles, Sugar Coated Candies, Tea etc.

## GARO HILLS SUCCESS STORY



Villagers with Chengga Juice bottles, Picture by Saidul Khan

# A juice brand to call its own

SAIDULKHAN

Tura, Nov. 18: A remote village in Meghalaya's West Garo Hills has cashed in on the rich fruit diversity to produce juice under its own brand "Chengga".

The different varieties of seasonal fruits and wild berries are being used to produce juices which have become a popular brand in different markets of Garo hills.

The villagers of Rangmanagre, under Gamboge development block, conceptualised the idea of producing juices in 2010.

The village, about 50km from Tura, along India-Bangladesh border has 55 households. It is a project village under DoNER ministry's North Eastern Region Community Resource Management Project (NERCORMP) for upland areas.

The lead for production of juice was taken up by Rozillar M. Marak, a member of Natural Resource Management Group (NaRM-G), during its group meeting.

The NaRM-G is a group of villagers formed under the project. "We have vast areas under orange and pineapple cultivation. We felt that if we could start processing juices, it will be viable and mooted the idea to NERCORMP. They provided us technical assistance and we started the juice-processing unit," Marak said. It is a small unit run by NaRM-G and a women self-help group in the village. The unit pro-

duces about 1,500 litres of juice every month.

"In different seasons, we produce different varieties. The juices are made from available fruits in the village. We also produce juices from wild berries like mulberries," he added. He explained that juice of Indian gooseberry is a hot favourite in the market as it has medicinal value. "Over the years, we have been able to reach out to almost all markets of Garo hills," he said.

The NaRM-G of Rangmanagre manages a sustained income by selling the juices in the local market. A 500 ml bottle of juice is priced at Rs 100.

Though the management of the juice production is handled by NaRM-G, the women self-help group makes extra income by selling the juice. "We get Rs 20 as commission for sale of each bottle," said a member of group.

The juice-processing unit has given the villagers a reason to smile. Their brand is also being promoted and marketed by NERCORMP as "NeatChengga Juice", which is now supplied beyond Garo hills.

"We are helping the villagers to market their produce in various exhibitions and through NERCORMP brand. We are also assisting the NaRM-G to ensure that the juice produced are of good quality and processed in hygienic environment," said Jennifer Khumlo, an official associated with NERCORMP.

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