



**NERCORMP**



Investing in rural people



**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 Development of North Eastern Region, Government 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 (completed)**

- **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

**\*\* Community Contribution is in the form of labour.**



## 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

## **MAJOR ATTRACTION**

### **Arunachal Pradesh**

Changlang, Longding & Tirap

- Large Cardamom & Orange

### **Assam**

Dima Hasao & Karbi Anglong

- Sesame (Black) & Ethnic Shawls (Karbi)

### **Manipur**

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, Liliium, 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.

## **NEAT FEST**

NEAT FEST in NERCORMP is an annual event organized to promote the communities and their produces, to provide them exposure on customer demand and taste. This helps in building the market linkages.

The NEAT FEST is a platform to showcase produces of SHGs'/NaRMGs' promoted by NERCROMP. 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

## **NERCORMP**

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