



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 NERCORMP. 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

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