

Newsletter

ISSUE | 01 | MAY - JUNE 2021

MEGHA FOOD COOPERATIVE SOCIETY

Inside THE ISSUE

- Megha Food Cooperative Society - Mushroom Grower's Society
- The Project
- Geographical Data & Development Framework
- Progress in the Field and Snapshots
- Green drive by Cluster Members
- Upcoming Issue

Creation of Community Mushroom Cultivation Facility

Mushroom cultivation supplements livelihood for Tribal communities

Addressing unemployment and malnutrition in tribal region of North Garo Hills, Meghalaya

PROJECT FUNDED UNDER SFURTI SCHEME OF MINISTRY OF MICRO SMALL & MEDIUM ENTREPRISES (MSME), GOVERNMENT OF INDIA



The Oyster Mushroom Project

Using oyster mushroom to Solve Community Challenges via Cluster Development Approach



Cluster farmer Baseline Survey

Bringing our farmers together under one roof - The beginning of the Custer development



Plantation drive - The Green Week of MSME

Plantation drive initiative by SFURTI division of MSME between 15th - 22nd June 2021

OYSTER MUSHROOM PROJECT

The first ever **STATE-OF-ART** Oyster Mushroom cluster in the state of Meghalaya.

Located in tribal belt of North Garo Hills, the project covers 1000 farmers of the region involved in mushroom production. The aim of the project is to empower unskilled and semi-skilled mushroom farmers through value addition by using technology-based interventions. The farmers are connected directly to the cluster for inputs & outputs there by leading to an increase in their income. With an aim to alleviate poverty and encourage socio-economic prosperity at the grassroots level, the project envisages to create and enhance livelihood opportunities for the oyster mushroom farmers in and around Mendipathar in a sustainable manner through infrastructure development at the local level. Developed under the SFURTI scheme of MSME of Govt. of India, the project will create sustainability in farmers' income and help them reach larger market.

FROM THE EDITOR'S DESK

This is the 1st issue of our program newsletter. We aim to share brief news item about our Oyster Mushroom Cluster and our other partners collaborating with us on this project.

From now onwards, we will be releasing this newsletter every month. If you have any information on research and any other practical applications that you would like to share with others, please let us know. Since this is our first issue and we are at the initial stage of its development, your suggestions and comments for the improvement of the quality of the newsletter at this stage would be very helpful.

With thanks and best wishes,

Editor in-Chief

BASELINE SURVEY – OUR FARMER GROUP

Baseline survey was carried out through one-stage cluster sampling procedure for the selection of households involved in the project. Total of 14 villages covering 604 farmer households in North and East Garo Hills have been covered.

FINDINGS

Male vs Female:	50:50
House type:	More than 60% Kuccha
Employment:	80% self-employed, 10% each being salaried employees and daily wage earners
Major crop:	Paddy
Market connect:	Local rural market/ Haat Bazaar
Assets:	50% own land, only handful (ie.10 nos.) own Power Tiller and Bullock for agriculture support



GEOGRAPHICAL LOCATION



**MENDIPATHAR, RESUBELPARA BLOCK
NORTH GARO HILLS, MEGHALAYA**

PRIME PROGRAM

“PROMOTION AND INCUBATION OF MARKET-DRIVEN ENTERPRISES”

Facilitating economic transformation by providing targeted support to entrepreneurs and emerge as one of the leading “Startup Hubs” through strategic partnerships, conducive ecosystem, investment and policy interventions.

PRIME Program aims at incubating 10,000 MICRO and NANO Enterprises over a 5-year horizon through cluster development, market and technology access, credit linkage as well as supporting 50,000 Livelihood Enterprises.

The PRIME Program has been implemented in 29 blocks of the state.



Value Addition and Marketing investments seek to reposition Oyster Mushroom in the state

The prime objective of Oyster Mushroom Cluster is to create an environment that supports and allows the mushroom growers in the state to increase their production, come at par with the industry standards and maximize on their returns.

The FIRST cluster under the PRIME Program aims to address:

Achieving market growth by developing an environment with quality products and production system.

- Ensuring appropriate support to farmers for skill building.
- Providing information to individual farmer to increase production efficiencies at the farm level.
- Minimizing farmer’s risk by giving direct connect to market via cluster CFC.
- Make the cluster largest in Oyster Mushroom production in the country.

FROM THE DESK OF CEO – MBMA



This issue of the newsletter comes at a time when we are intensifying our efforts to promote and support entrepreneurship in the State of Meghalaya. As part of the PRIME initiative, we are promoting product focused clusters to enhance livelihood opportunities. When COVID-19 hit the communities, we live and work in, we felt responsible to continue doing the work we do and keep supporting rural Meghalaya. One piece is evident in this newsletter, the launch of “OYSTER MUSHROOM CLUSTER” one of the achievements under PRIME program that needs to be celebrated.

It is heartening to know that our efforts with ground support from organizations like MMCS & MLF to encourage and empower farmers to grow and compete in the market is showing results. Recognising the need to further strengthen our work and enhance its impact on rural community, MBMA will continue to support organizations working in Meghalaya.

Best wishes

CEO - MBMA

OUR PRIORITY

PRODUCTIVITY AND VALUE ADDITION

SUPPLY CHAIN AND MARKETS

NATURAL RESOURCE MANAGEMENT

CLIMATE VARIATION

BIOSECURITY





MEGHA FOOD COOPERATIVE SOCIETY – a farmer's cooperative

INCORPORATED ON:

09th JULY 2020

Implementing Partner:

Mendipathar
Multipurpose Cooperative
Society (MMCS)

Technical Partner:

Madhukar Livelihood
Foundation (MLF)

OUR FOCUS

- Accelerate inclusive growth.
- Stimulate long-term participation of smallholder farmers.
- Improving value chain performance by using technology.
- Connecting and supporting farmers by using Blockchain technology.
- Building partnership between public, private and civil society.

**A P P C P M O D E L O F
D E V E L O P M E N T**



THE PROJECT

Meghalaya state provides a very favourable climate and environmental conditions conducive for the production and development of Oyster Mushroom into a successful enterprise.

The objective of the project is to reach out to the entire community and not just one entrepreneur to increase livelihood and income generation activities for the farmer. Funded under the SFURTI scheme of MSME, GoI and with the said objective in mind, the project has been designed in an integrated manner to support the farmers through inputs and outputs.

The overall aim of the project is to:

- Develop infrastructure through the route of building state-of-art CFC. Clean, hygienic and standardized production, value addition facility with Spawn production lab.
- Bring standardized, improved and homogenous production of mushroom to reach to the larger market.
- Bring traceability by using Industry 4.0 technology, geotagging all production houses @ farmer level, reduce production cost and apply for GI for Oyster Mushroom for state of Meghalaya.
- Reduce migration of young, educated youth by bringing in technology driven production techniques.

SNAPSHOTS



PROJECT

FARMER BASELINE

SURVEY



INAUGURATION

FARMER AWARENESS

PROGRAMME



LAMP LIGHTING

Sh. R P MARAK (IAS), DC-NGH

Smt. A. Momin , DHO - NGH



KEYNOTE

DDM, NABARD, NGH

Sr. R. Kayathinkara, Secretary -

MMCS



VISION CASTING

Ms. N. Biswas, PO-MLF

600+ Farmers participated for a
2-day program

PLANTATION DRIVE

15TH JUNE – 22ND JUNE



BLACK PEPPER WINE PLANTED AT INAUGURAL OF THE WEEK IN MMCS



700+ farmers participated during the week.

Turmeric, Black pepper, papaya, banana, arecanut, coconut etc saplings were planted.

UPCOMING DEVELOPMENT

- Farmer training & capacity building in Mushroom Production
- Start of construction of Common Facility Centre
- Hosting of Megha Food Website
- More comprehensive field activities
- Call for P&M for the mushroom facility.

UPCOMING ISSUE

- Health & Nutrition – The Focus
- Value added products of Oyster Mushroom
- Farmer outreach

PROJECT PARTNERS

Funding Agency:	SFURTI Scheme of Ministry of Micro Small & Medium Enterprises (MSME), GoI
State Support Agency:	Meghalaya Basin Development Authority (MBDA), GoM
Nodal Agency:	Indian Institute of Entrepreneurship (IIE), Guwahati
Technical Agency:	Madhukar Livelihood Foundation, New Delhi
Implementing Agency:	Mendipathar Multipurpose Cooperative Society, NGH, Meghalaya

