

NewsLetter

ISSUE | 02 | JULY - AUGUST 2021

MEGHA FOOD COOPERATIVE SOCIETY

Inside THE ISSUE

- Health & Nutrition – The Focus
- Addressing the issue of Malnutrition through Anganwadis & Midday Meals
- Benefits on Pregnant & Lactating Women
- Progress in the Field and Snapshots
- Digital outreach
- Upcoming Issue

For a Healthier Future –
Where Passion meets Taste

Oyster Mushroom – The proven Superfood

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



Oyster Mushroom – The Health Food

Oyster mushroom - excellent source of niacin, fibre, and riboflavin



Nutritional Supplement for Mothers & Children

A powerhouse of nutrients - reduce fatigue in Pregnant women and helps in the foetus Brain development



CFC under construction – Progress on ground

Oyster Mushroom Cluster – The First step towards building a healthier future

FOR A HEALTHIER FUTURE

Cholesterol - Free

Low Sodium

Low - Calorie

High- Fibre & Protein

Rich - Vitamin D

MINERAL RICH

HIGH FIBRE

BOOSTS IMMUNE SYSTEM

LOWERS CHOLESTROL

REDUCES BLOOD PRESSURE

GOOD FOR DIABETES



PER 1 CUP, RAW & SLICED

28

CALORI

0.3 G

FAT

2.0 G

FIBRE

5.2 G

CARBS

2.9 G

PROTEIN

OYSTER MUSHROOM – THE HEALTH FOOD

Over the recent years, Oyster Mushroom has gained significant momentum as a wholesome quality food with numerous health benefits. Owing to various steps undertaken by GOI, Ministry of Agriculture and various Farmers' Welfare Schemes, mushroom consumption as a basic food item has achieved widespread recognition. The GOI has advised state governments to include mushrooms in the ICDS and the Mid-day meal schemes. It is equally important for the pregnant and lactating mothers as mushrooms include essential elements such as Riboflavin, Niacin and Thiamine which are important for the mother and unborn child.

One cup of raw, sliced oyster mushrooms (86g) provides 28 calories, 2.9g of protein, 5.2g of carbohydrates, and 0.3g of fat.

Our cluster has more than 50% women members who are young and middle-aged. Another 47% have children below the age of 6 years. It is the group that has inspired us to reach out to larger group through the cluster thereby bridging the health & nutritional gap in the community.

FROM THE EDITOR'S DESK

Dear Readers,

Coming week, India celebrates its National Nutrition Week. Perfect time for Megha Food to come out with the 2nd issue of the newsletter focused on mother & child nutritional aspects. The prime objective for us it to raise awareness on nutrition and adaptive eating habits.

In this issue, we also reflect upon the momentous past 2 months as we laid the foundation of our cluster, website and trial run of the 1st version of our app GreenQube. This app gives information on the traceability of the products, weather patterns, market discounts, etc. It fortifies our efforts of inculcating digital literacy amongst our farmers.

We are extremely grateful to all our readers and well -wishers who stand with us supporting our cause.

Editor in-Chief

BENEFITS DURING PREGNANCY

Oyster Mushroom is not just good in taste but is beneficial for health also.

Rich Source of Vitamin B Nutrients:

rich in vitamin B components including thiamine (B1), riboflavin (B2), Niacin (B3) and Pantothenic Acid (B5)

Rich in Vitamin D Nutrients:

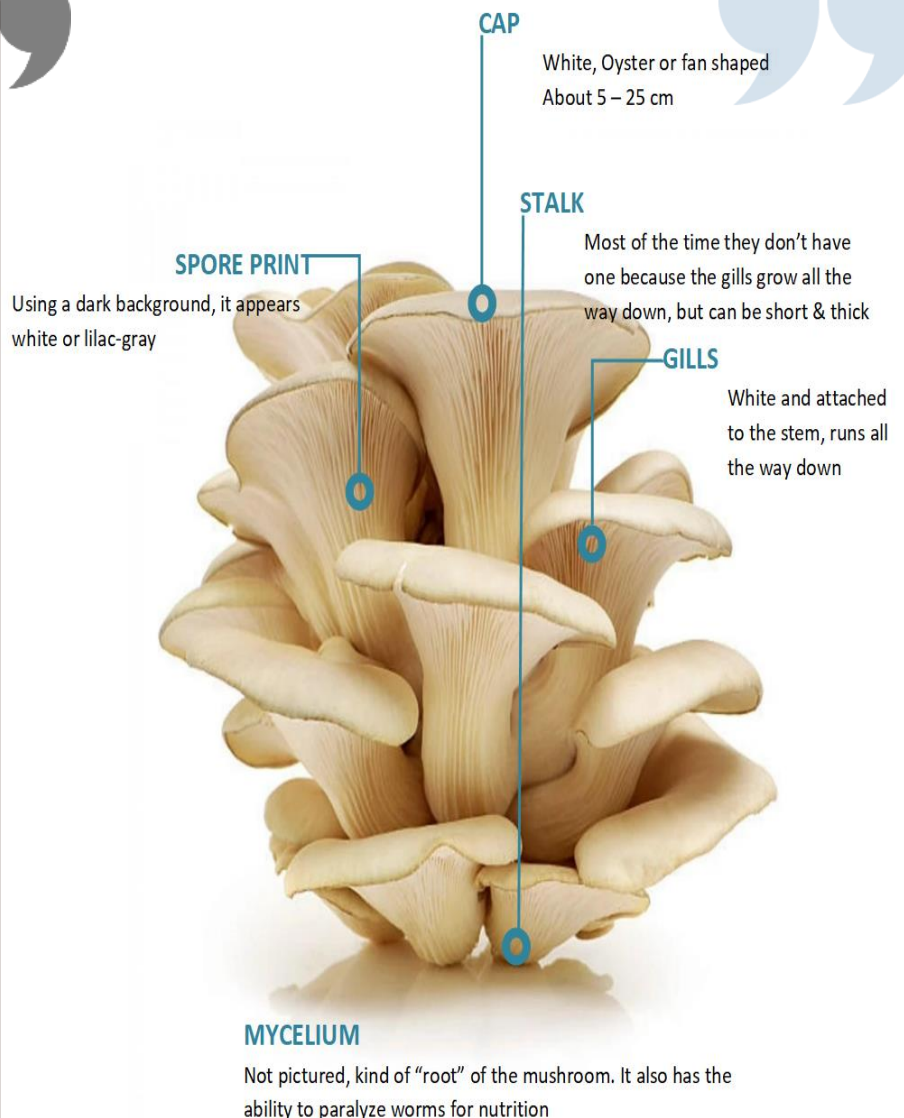
Iron is a major component in hemoglobin and oyster mushrooms contains a rich amount of iron

Fiber & Antioxidants:

oyster mushrooms are also loaded with rich amounts of fiber and antioxidant, which help in keeping your body sugar related throughout the three trimesters

Protein:

contain Zinc, Potassium, and Selenium which helps in baby's growth



NATIONAL NUTRITION WEEK

"Our food should be our medicine and our medicine should be our food." - Hippocrates

Through this program, government aims to impart knowledge about how children and citizens may benefit from a good nutritional diet, right from birth.

"FEEDING SMART RIGHT FROM START"

Government is putting efforts both at centre and state level to promote nutrition supplementation right from start through the route of local grown foods by making people aware and responsible.

National Centre of Biotechnology Information (NCBI) along with National Institute of Health (NIH) also proposed that mushroom can be used as supplement for human health and promoting Quality of life.

The National Nutrition Week is celebrated every year from September 1 to September 7. The main objective of the program is to raise public awareness about proper nutrition and adequate eating habits to ensure a proper and a healthy lifestyle. Over the recent years, the Govt. of India has laid enough emphasis in imparting the knowledge of a healthy lifestyle through proper nutrition to every individual.

HEALTHY NUTRITION

Nutritious food gives our body the energy and substances essential for good health.

- **Macronutrients**, which include fats, carbohydrates and protein.
- **Micronutrients**, which include vitamins and minerals.

"PREVENTIVE | CURATIVE | ENABLING"

As per the Meghalaya Health Policy 2021, only 29% of the children in the state receive adequate nutrition and diet thereby suffering from micro-nutrient deficiency. The high Maternal and Infant Mortality Rates in the state are also of great concern which can be alleviated through systematic long-term interventions in a consistent and timely manner. This nutritional deficiency of the mothers and the children can be addressed by further enrichment of nutrients and health supplements in the diet and reducing the inaccessibility to diverse foods. The Oyster Mushroom cluster aims to bridge the gap in nutritional deficiency through its inclusion in:

MID DAY MEAL FOR CHILDREN @ SCHOOLS, ANGANWADI CENTRES ETC.

HEALTH SUPPLEMENT FOR PREGNANT & LACTATING MOTHERS



National Nutrition Week 2021



MEGHA FOOD COOPERATIVE SOCIETY – *a farmer's cooperative*

INCORPORATED ON:

09th JULY 2020

Implementing Partner:

Mendipathar
Multipurpose Cooperative
Society (MMCS)

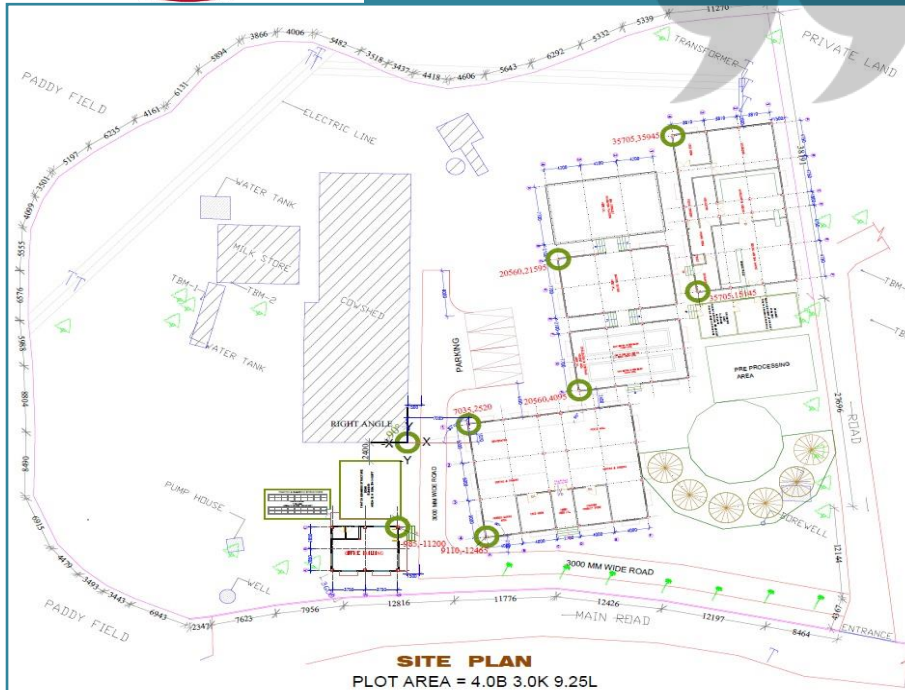
Technical Partner:

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 MODEL OF
DEVELOPMENT



THE PROJECT

The Cluster Approach:

The cluster will support in the production and marketing of fresh mushrooms, dry mushrooms, and other value-added products in order to improve the livelihoods of the rural and peri-urban people and contribute to assure that safe and good-quality mushrooms reach the consumers.

The aim of the cluster is to –

- Fill the nutritional needs of pregnant and lactating women
- Include Oyster Mushroom in the ICDS and the Mid-day meal scheme in the region and the country
- Address the growing concerns of Vit. D deficiency in the region
- Bring enhanced and standardized production of mushroom to reach out to the larger market.

Our Goals:

- Engage communities in sustainable livelihood opportunities
- Develop products and/or services with health, nutritional and environmental benefits
- Facilitating long-term change through enterprise knowledge
- Promoting responsible purchase action among customers and patrons

SNAPSHOTS



- Construction of 14,000 sq.ft. facility in Mendipathar
- Produce varieties of culinary and nutraceutical mushrooms than any other farm in the State
- Our mushrooms to be certified Organic
- First successful demonstration training of Oyster mushroom to LSPs conducted



DIGITAL OUTREACH



Farmer connect **Platform On Cloud**

UPCOMING ISSUE

- Central Facility Centre – The Focus
- Farmers' outreach and Training & Capacity Building
- Value Addition & Vitamin D enhancement in Oyster Mushroom
- Market Connect & Outreach



OYSTER MUSHROOM CLUSTER

WEBISTE

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

