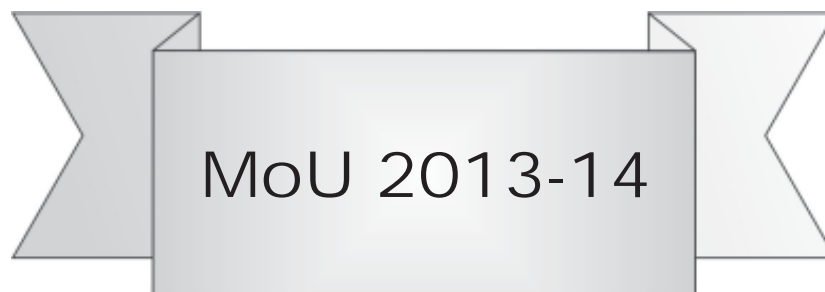


**NORTH EASTERN REGIONAL AGRICULTURAL MARKETING  
CORPORATION LIMITED, GUWAHATI**



***Memorandum of Understanding***  
**(MoU)**

FOR THE YEAR 2013-14

## Part I

### **1. MISSION AND OBJECTIVES OF THE CPSE**

#### **1.1 MISSION / VISION :**

- ❖ To contribute significantly for the agro-horticultural development of the region by procuring, processing and marketing of the surplus production of agri-horticultural produces that the farmers find difficult to market like Ginger, Pineapple, Orange, Apple and Kiwi etc.

#### **1.2 OBJECTIVES OF THE CPSE :**

- ❖ Help farmers obtain remunerative price for their produces by procuring the surplus production directly from farmers or farmer Societies.
- ❖ Establish backward linkage with farmers and forward linkage with terminal markets for marketing of agro-horticulture commodities viz pineapple Orange, Apple, Kiwi, Ginger, Cashew nut, Chilli, Large Cardamom etc.
- ❖ Set up common facilities like Post – Harvest Handling Centre, Warehouses, Cold Storage, Primary Processing Centers to eliminate Post Harvest losses including collection, processing and maintaining related data.
- ❖ Develop the existing FPO Registered Units to increase capacity with focus on quality by providing technical support, training in latest processing technology, quality assurance, modern packaging and intervening in marketing including export and development of common brand.
- ❖ Develop suitable packaging for transport of fresh commodities with emphasis on specified commodities to avoid damage during transportation.
- ❖ Promote use of fresh Juice, Processed Food Products, and Vegetables etc. by setting up retail outlets in important commercial centers of North Eastern Region.
- ❖ Develop Entrepreneurial skill in Food Processing Sector through Capacity Building Programme and also to provide knowledge base to farmers in improved cultivation practices, post harvest handling etc.
- ❖ Collaborate with State Governments in implementing Govt. of India schemes of Technology Mission / National Horticulture Mission / Bamboo Mission /National Food Security Mission etc.

**Performance Assessment Targets & Their Determination  
MOU (2013-2014)**

Sl. No.	Criteria	Unit	Weight (in %)	Excellent (1)	V. Good (2)	Good (3)	Fair (4)	Poor (5)	Documentary evidence and source / origin of documents
<b>1</b>	<b><u>Static / Financial Parameters (40%)</u></b>								
1.1	Gross sales	Rs. Cr.	10	90.00	75.00	60.00	50.00	45.00	] Certification from Practicing Chartered Accountant.
1.2	Gross Margin	Rs. Cr.	10	3.00	2.75	2.50	2.25	2.00	
1.3	Gross Profit	Rs. Cr.	5	2.30	2.20	2.10	2.00	1.90	
1.4	Net Profit	Rs. Cr.	5	0.41	0.39	0.37	0.35	0.33	
1.5	Cash Generation from Operations	Rs. Cr	5	0.22	0.21	0.20	0.19	0.18	
1.6	Working capital / Turnover	Ratio	5	0.34:1	0.36:1	0.38:1	0.39:1	0.41:1	
<b>Sub Total 1 (1.1+ 1.2+ 1.3+ 1.4 +1.5+1.6)</b>			<b>40</b>						
<b>2</b>	<b><u>Dynamic Parameters (25%)</u></b>								
2.1	<u>Physical Targets</u>								
A	Processing:-								
i)	Ginger Processing Plant, Byrnihat	Mt	5	120	110	100	90	80	] Certification from Practicing Chartered Accountant.
ii)	Cashew Processing Unit, Mankachar	Mt	6	250	220	200	180	160	

Sl. No.	Criteria	Unit	Weight (in %)	Excellent (1)	V. Good (2)	Good (3)	Fair (4)	Poor (5)	Documentary evidence and source / origin of documents
B	Procurement & Marketing of spices/ Agri. Horticultural items	Rs. Lacs	1	910	855	825	780	740	Certification from Practicing Chartered Accountant.
C	Procurement & Marketing of other items including Fertilizers	Rs. Lacs	1	5690	5420	5160	4900	4650	
2.2	<u>Order Booking during the year</u>	Rs. Cr	4	70	65	60	55	50	Copy of Board Note and resolution
2.3	<u>Quality for Ginger Processing Plant, Byrnihat HACCP</u>	Date	1	31.07.13	30.09.13	31.12.13	31.01.14	31.03.14	Certification from Independent Agency
2.4	<u>Customer Satisfaction</u>	%	1	1.00	1.50	2.00	2.5		
2.5	<u>Project Implementation:</u>								
(i)	Preparation of DPR & submission to Government of Tripura for onward submission to Government of India in respect of Cashew Processing Unit, Tripura.	Date	3	30.06.13	30.09.13	31.12.13	31.01.14	28.02.14	Copy of Board Note and resolution
2.6	<u>Corporate Social Responsibility (CSR) &amp; Sustainable Development</u>								
i)	Fruit Juice Concentrate Plant, Nalkata Procurement of pineapple from farmers of Nalkata, Tripura.	MT	3	280	260	250	240	230	
Sub Total 2 (2.1+2.2+2.3+2.4+2.5+2.6)			25						

Sl. No.	Criteria	Unit	Weight ( in % )	Excellent (1)	V. Good (2)	Good (3)	Fair (4)	Poor (5)	Documentary evidence and source / origin of documents
<b>3</b>	<b><u>Sector / Enterprises Specific Parameters (35%)</u></b>								
3.1	<b>Preparation/ Implementation of the Business / Revival Plan:</b>								
i)	Setting of outlets on franchisee basis.	Nos	4	8	7	6	5	4	] Copy of Board Note and resolution
3.2	<b>Human Resource Management (HRM)</b>								
i)	Skill Development for Cashew processing, grading & packaging.	No.of person	5	75	65	50	45	40	
ii)	Risk Management Training Courses to Senior Management Personnel.	No.of person	3	5	4	3	2	1	] Certification from Practicing Chartered Accountant.
iii)	Turnover from Consultancy Service	Rs. Cr.	5	5	4	3	2	1	
3.3	<b>Farmers Organization:</b> Development of Self Help Groups / Cluster for procurement of Cashew nuts in Cashew growing areas of Meghalaya	Nos.	4	15	12	10	9	8	
3.4	<b>Preparation of DPR</b> for creation of infrastructure of Solar Dehydration facilities for Ginger drying in GPP, Byrnihat	Date	4	30.09.13	31.10.13	31.12.13	31.01.14	28.02.14	
3.5	<b>Receivables &amp; Loans &amp; Advances</b>								
i)	Reduction in receivables outstanding more than 3 years	Rs. Crs.	3	3.00	2.75	2.50	2.25	2.00	] Certification from Practicing Chartered Accountant.
ii)	Adjustment & recovery from short term Loans & Advance (over 1 year as 31.03.2013)	%	3	100	80	60	50	40	
3.6	<b>Compliance for all Statutory Auditors Observations</b> (as on 31.03.2012)	Date	4	30.06.13	30.09.13	31.12.13	31.01.13	28.02.14	] Copy of Board Note and resolution
<b>(3.1 + 3.2 + 3.3 + 3.4 +3.5 +3.6)</b>			<b>35</b>						
<b>Total (1 +2 + 3)</b>			<b>100</b>						

## Part IV

### COMMITMENTS/ASSISTANCE FROM THE GOVERNMENT :

Ministry of DoNER has to make an adequate provision for working capital loan to the extent of Rs. 2 Cr. and assistance in sourcing Rs. 6 Cr. through profit earning CPSE and / or soft loan through NEDFi.

## Part V

The achievement of the Company against the Targets will be evaluated as under:

- Monthly review by the Management
- Quarterly review by Board
- Half Yearly Review by the Administrative Ministry
- Annual review by the Dept. of Public Enterprise

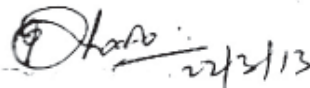
The following will be the Means of Verification for non-financial parameters:

- Physical Targets and Turnover from Consultancy Services : Certification from Practicing Chartered Accountant.
- Order Booking, Project Implementation, CSR and SD, preparation / Implementation of the Business / Revival Plan, HRM, Compliance for all Statutory Auditors Observations, Farmers organization and Preparation of DPR for creation of infrastructure Solar Dehydration facilities for Ginger drying in GPP, Byrnihat : Copy of Board Note and resolution.
- Customer Satisfaction, Quality : - Certificate from Independent Agency.
- Non-compliance of Corporate Governance will be penalized by way of negative marking and the MoU Score will be increased in the following manner in accordance with DPE OM 18(8)/2005-GM, Dated 22<sup>nd</sup> June 2011.


SI No.	Annual Score	Grading	Penalty Marks	Difference in Score from 'Excellent' Grade
1	85% and Above	Excellent	0.00	0.00
2	75% - 84%	Very Good	0.00	0.00
3	60% - 74%	Good	0.50	0.02
4	50% - 59%	Fair	0.50	0.02
5	Below 50%	Poor	1.00	0.04

If a CPSE fails to submit the Self Evaluation report in the format enclosed with the OM, its Grading will be treated as poor and score will inflated accordingly.

- CPSE has to give a Certificate regarding Implementation of Guidelines issued by DPE as per OM No. DPE/14(38)/10-Fin Dated 28<sup>th</sup> June 2011 and also a certificate from their Auditor/Chartered Accountant in Practice. Non-compliance of DPE Guidelines determined on the basis of certificate submitted will be penalized up to 1 mark at the discretion of Task Force at the time of MoU Evaluation. (In other words, the MoU Ratings can be increased by 0.04)



**Managing Director**  
North Eastern Regional Agricultural  
Marketing Corporation Ltd, Guwahati



**Secretary to the Govt. of India**  
Ministry of Development of North Eastern Region  
New Delhi

## TARGET FOR 2013-2014 & PROJECTION FOR NEXT FIVE YEARS

(Rupees in Lakh)

	2013-2014		2014-2015		2015-2016		2016-2017		2017-2018		2018-2019	
	Qty in MT	Value	Qty in MT	Value	Qty in MT	Value	Qty in MT	Value	Qty in MT	Value	Qty in MT	Value
<b>A) Processing</b>												
1 Ginger	100	15.00	110	16.50	120	18.00	130	19.50	140	21.00	150	22.50
2 Cashewnut (Mankachar)	200	170.00	220	187.00	240	204.00	260	221.00	290	246.50	320	272.00
<b>B) Procurement &amp; Marketing of Spices /Agri- Horticulture</b>	1410	750.06	1550	787.56	1700	826.94	1870	868.29	2060	911.70	2270	957.29
<b>C) Procurement &amp; Marketing of other items</b>	1900	5064.94	2090	5318.19	2300	5584.10	2530	5863.30	2780	6156.47	3060	6464.29
		<u><u>6000.00</u></u>		<u><u>6309.25</u></u>		<u><u>6633.04</u></u>		<u><u>6972.09</u></u>		<u><u>7335.67</u></u>		<u><u>7716.08</u></u>

## Target for 2013- 2014

(Rs. in Lakhs)

	<b>2013-2014</b>	
	<b>Qty in MT</b>	<b>Value</b>
<b>A) Processing</b>		
i) GPP, Byrnihat	100	15.00
ii) Cashewnut (Mankachar)	200	170.00
<b>B) Trading in spices/ Agri-Horti item</b>	<b>1410</b>	<b>750.06</b>
i) Pineapple	250	5.35
ii) Ginger,	500	148.32
iii) Orange	250	2.82
iv) Cashewnut,	80	41.60
v) Chilly	10	0.10
vi) Hill grass	200	70.00
vii) Tezpatta,	75	26.93
viii) Turmeric	40	416.81
ix) Large Cardamom, etc.	5	38.12
<b>C) Trading in other items</b>	<b>1900</b>	<b>5064.94</b>
i) Maize,	50	12.38
ii) Seed,	350	340.66
iii) Fertilizer,	1500	85.50
iv) Animal Feed Ing, etc		4626.40
		<b>6000.00</b>



**PROFITABILITY STATEMENT****(Rs. in lakh)****YEAR****2013-2014**Sales  
(Excluding extra ordinary income)

6000.00

**Expenses**

Cost of Production / sales

5735.00

Income generated

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265.00

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**TREND OF CPSE'S PERFORMANCE ON FINANCIAL PARAMETERS FOR LAST FIVE YEARS**

(Rupees in Crore)

Particulars	2008-09		2009-10		2010-11		2011-12		2012-13		2013-14	
	MoU	Actual	MoU	Actual	MoU	Actual	MoU	Actual	MoU	Projected	MoU	Projected
<b>Production:</b>												
i) <u>FJCP, Nalkata</u>												
Raw Material Processed (Mt)	1350	683.72	1350	587.43	650	270.38	650	256.15	-	-	-	-
ii) <u>CPU, Agartala</u>												
Raw Material Processed (Mt)	136	71.32	136	52.30	70	56.00	70	4.20	-	-	-	-
iii) <u>GPP, Byrnihat</u>												
Raw Material Processed (Mt)	675	123.50	675	184.00	500	113.00	500	22.65	500	50	100	100
iv) <u>CPU, Mankachar</u>												
Raw Material Processed (Mt)	0	0	0	0	0	0	0	0	745	0	200	200
Gross Sales	23	36.84	27	89.65	50	99.91	90	96.04	105	40.00	60.00	60.00
Gross Margin	0.96	-1.00	1.6	0.88	2.42	0.66	4.5	1.10	5.25	(1.69)	2.50	2.50
Profit Before Tax	0.96	0.15	1.6	1.12	2.42	2.07	-	1.49	4.80	(3.09)	0.55	0.55
Gross Block	-	6.55	-	6.67	-	6.77	-	7.04	9.53	7.05	7.22	7.22
Less Depreciation	-	4.57	-	4.80	-	5.00	-	5.16	5.57	5.35	5.84	5.84
Net Block	-	1.97	-	1.87	-	1.77	-	1.88	3.96	1.70	1.38	1.38
Share Capital of CPSE	-	7.62	-	7.62	-	7.62	-	7.62	7.62	7.62	7.62	7.62
Reserve & Surplus of CPSE	-	0.21	-	1.33	-	2.81	-	3.81	-	0.71	1.09	1.09
Less Deferred Revenue Exp/Pre-acquisition Loss	-	0.35	-	0.47	-	0.48	-	0.35	0.24	0.35	0.32	0.32
Less Profit & Loss A/C	-	0.15	-	1.12	-	1.47	-	1.00	0.48	-3.09	0.37	0.37
Net Worth of CPSE	-	7.33	-	7.36	-	8.48	-	10.08	6.90	11.07	8.02	8.02
Investment	-	-	-	-	-	-	-	-	-	-	-	-
Sundry Debtors / Sales	-	0.03	-	0.20	-	0.14	-	0.21	0.2	0.35	0.25	0.25
Inventory	-	0.59	-	0.86	-	0.40	-	0.82	0.35	1.21	0.99	0.99

Particulars	2008-09		2009-10		2010-11		2011-12		2012-13		2013-14	
	MoU	Actual	MoU	Actual	MoU	Actual	MoU	Actual	MoU	Projected	MoU	Projected
Total Current Asset	-	26.57	-	37.27	-	39.52	-	44.24	51.53	35.56	-	37.58
Total Current Liabilities & Provision	-	13.76	-	22.71	-	22.81	-	24.22	29.2	15.47	-	13.95
Net Current Asset	-	12.81	-	14.56	-	16.71	-	20.02	22.33	20.09	-	23.63
Capital Employed (Net Block +Net Current Assets)	-	14.78	-	16.43	-	18.48	-	21.90	26.29	21.79	-	25.01
Total Debt (Loan Funds)	-	9.41	-	11.93	-	15.71	-	20.11	20.85	23.58	-	27.12
Total Assets	-	30.55	-	39.14	-	26.52	-	23.99	55.49	37.26	-	38.96
No of Employees of CPSE	-	48	-	48	-	48	-	48	44	46	-	46
Dividend Paid	-	-	-	-	-	-	-	-	-	-	-	-
Add Value ( Gross Margin Less Capital Recovery factor 4% of Capital employed for social sector and 10% for other CPSE)	-	-2.48	-	-0.76	-	-1.19	-	-1.09	2.62	-3.87	-	0.00
<b>Ratio</b>												
Debt / Equity	-	1:1	-	2:1	-	2:1	-	3:1	3:01	3:1	-	4:1
Return on Net Worth (% age)	-	1.97	-	14.70	-	19.29	-	13.13	43.57	-40.55	-	4.86
PBDIT / Total Employment of CPSE (Rs.)	-	0.00	-	0.02	-	0.04	-	0.03	0.11	-0.07	-	0.01
Gross Profit / Capital Employed (% age)	-	-8.87	-	3.04	-	1.68	-	3.75	18.26	-8.99	-	8.40
Net Profit / Net Worth (% age)	-	2.05	-	15.21	-	17.33	-	9.93	48.12	-27.91	-	4.61

Particulars	2008-09		2009-10		2010-11		2011-12		2012-13		2013-14	
	MoU	Actual	MoU	Actual	MoU	Actual	MoU	Actual	MoU	Projected	Projected	Projected
<u>Working of Gross Margin</u>												
Net Profit	0.06	0.15	0.58	1.12	1.02	1.47	1.70	1.00	3.32	(3.09)	0.37	
Tax	-	-	-	-	-	0.60	-	0.49	1.48	0.00	0.18	
Net Profit Before Tax	-	0.15	-	1.12	-	2.07	-	1.49	4.80	(3.09)	0.55	
Add Prior Period	-	0.47	-	(0.16)	-	0.98	-	(0.11)	-	0.00	0.00	
Add Extra Ordinary Items	-	0.99	-	0.78	-	0.78	-	0.78	-	0.34	0.00	
Profit Before Prior Period	-	(1.31)	-	0.50	-	0.31	-	0.82	4.80	(3.43)	0.55	
Add Interest	-	-	-	-	-	-	-	0.00	-	1.47	1.55	
Gross Profit	-	(1.31)	-	0.50	2.12	0.31	4.10	0.82	4.80	(1.96)	2.10	
Add Depreciation	-	0.20	-	0.23	-	0.21	-	0.16	0.35	0.20	0.34	
Misc. Expenditure Written Off	-	0.11	-	0.15	-	0.14	-	0.12	0.10	0.07	0.06	
Gross Margin before interest, depreciation & misc. expenditure written off	0.96	(1.00)	1.60	0.88	2.42	0.66	4.5	1.10	5.25	(1.69)	2.50	

## Cash Flow statements for the F/Y 2013-14

Rs. In Lakhs

	<b>Net profit before Tax and extra ordinary items</b>	55.47
	<b>Adjustments for Non cash &amp; Non operating items</b>	
Add	Depreciation	34.00
	Preliminary Expenses	6.00
	Foreign exchange loss	XX
	Interest expenses	154.53
	Loss on sale of fixed assets	XX
Less	Interest income/received	10.00
	Dividend income received	XX
	Rental income received	XX
	Profit on sale of fixed assets	XX
	<b>Operating profit before working capital changes</b>	
Less	Decrease in current liabilities	152.44
Less	Increase in current assets	67.57
	<b>Cash generation from operations</b>	19.99
Less	Income tax paid	18.00
	<b>Net Cash flow from operating activities</b>	<b>1.99</b>

**NORTH EASTERN REGIONAL AGRICULTURAL  
MARKETING CORPORATION LIMITED, GUWAHATI  
BALANCE SHEET AS AT 31ST MARCH, 2014 (PROJECTED)**

SL. NO.	PARTICULARS	AS AT MARCH 31, 2014	AS AT MARCH 31, 2013
		Rs (Lakhs)	Rs (Lakhs)
I)	SOURCES OF FUND :		
1.	SHARE HOLDERS FUNDS		
	(a) SHARE CAPITAL	762.00	762.00
	(b) MARKETING SUPPORT / SALES SUBSIDY	0.00	0.00
2.	LOAN FUND Unsecured	2712.37	2357.84
3	RESERVE AND SURPLUS VRS Fund	9.15	9.15
<b>GRAND TOTAL</b>		<b>3,483.52</b>	<b>3,128.99</b>
II)	APPLICATION OF FUNDS :		
1.	FIXED ASSETS		
	(a) GROSS BLOCK	722.43	705.43
	(b) LESS : DEPRECIATION	584.09	535.44
	(c) NET BLOCK	138.34	169.99
	(d) CAPITAL WORK IN PROGRESS	296.80	224.80
		435.14	394.79

SL. NO.	PARTICULARS	AS AT MARCH 31, 2014	AS AT MARCH 31, 2013
		Rs (Lakhs)	Rs (Lakhs)
2.	CURRENT ASSETS, LOANS & ADVANCES		
	(a) INVENTORIES	99.23	121.23
	(b) SUNDRY DEBTORS	1,496.97	1,392.52
	(c) LOANS & ADVANCES	1,557.02	1,571.90
	(d) CASH & BANK BALANCES	605.16	470.02
		3,758.38	3,555.67
	LESS : CURRENT LIABILITIES & PROVISIONS		
	CURRENT LIABILITIES	1,394.77	1,547.21
	NET CURRENT ASSETS	2,363.61	2,008.46
3.	MISC. EXPENDITURE (TO THE EXTENT OF (a) NOT WRITTEN OFF OR ADJUSTED)		
	i) PRELIMINARY EXPENSES: LESS : WRITTEN OFF:	31.54	35.04
(b)	PROFIT & LOSS ACCOUNT	(653.23)	(690.70)
	<b>GRAND TOTAL</b>	<b>3,483.52</b>	<b>3,128.99</b>

**NORTH EASTERN REGIONAL AGRICULTURAL  
MARKETING CORPORATION LIMITED, GUWAHATI**

**PROFIT & LOSS ACCOUNT FOR THE YEAR ENDING 31ST MARCH, 2014 (PROJECTED)**

SL. NO.	PARTICULARS	AS ON MARCH 31, 2014 Rs (Lakhs)	AS ON MARCH 31, 2013 Rs (Lakhs)
I	<u>INCOME</u>		
	(a) SALES	6,000.00	4,000.00
	(b) OTHER INCOME	310.00	16.02
	<b>TOTAL</b>	<b>6,310.00</b>	<b>4016.02</b>
II	<u>EXPENDITURE</u>		
	(a) MATERIALS & MFG. EXPENSES	5,735.00	3,880.00
	(b) ESTABLISHMENT & ADMN. EXPENSES	90.00	94.67
	(c) EXPENSES ON PERSONNEL	235.00	210.44
	(d) DEPRECIATION	34.00	19.52
	(e) PRELIMINARY EXPENSES WRITTEN OFF	6.00	7.00
	(f) TAXES	18.00	0.00
	(g) INTEREST ON LOAN	154.53	147.36
	<b>TOTAL</b>	<b>6,272.53</b>	<b>4358.99</b>
III	SALES SUBSDY		33.52
IV	<b>NET PROFIT DURING THE YEAR</b>	<b>37.47</b>	<b>(309.45)</b>
V	BALANCE OF LOSS BROUGHT FORWARD FROM THE PREVIOUS YEAR	(690.70)	(381.25)
VI	<b>BALANCE IN PROFIT &amp; LOSS ACCOUNT</b>	<b>(653.23)</b>	<b>(690.70)</b>



## Income and Expenditure Statement

(Rs. in Cr.)

	Particulars	Amount
	<b>Gross Sales (including excise duty, commission &amp; discounts etc.)</b>	60.00
Add:	Other Income	3.10
	Total Revenue	63.10
Less:	<b>All expenses (except Depreciation, Misc. exp. w/o, interest, prior period items, extra ordinary items &amp; taxes (including deferred taxes))</b>	
	i) Materials & Mfg. Exp.	57.35
	ii) Establishment & admn. Exp	0.90
	iii) Exp. On Personnel	2.35
	<b>Gross Margin</b>	2.50
Less:	Depreciation	0.34
Less:	Misc. Exp. w/o	0.06
	<b>Gross profit</b>	2.10
Less:	Interest	1.55
	<b>Profit before extra ordinary items, prior period items &amp; taxes</b>	0.55
Less:	prior period items	0.00
Less:	Extra ordinary items	0.00
	<b>Profit before taxes</b>	0.55
Less:	taxes	0.18
	<b>Profit after taxes</b>	0.37

	<b>Working of Gross Margin</b>	
	<b>Net profit after tax (PAT)</b>	0.37
Add	Tax	0.18
	<b>Net profit before tax</b>	0.55
Add/ Less	Prior period items	0.00
Add/ Less	Extra ordinary items	0.00
	<b>Profit before prior period, extra ordinary items &amp; tax</b>	0.55
Add	Interest	1.55
	<b>Gross Profit</b>	2.10
Add	Depreciation	0.34
Add	Miscellaneous expenditure written off	0.06
	<b>Gross Margin before Interest, depreciation &amp; misc. Exp. w/o</b>	2.50

## ANNEXURE -IX

### Self Declaration/Certification by CPSE

It is hereby certified that the targets and actual achievements in respect of financial parameters have been worked out as per MoU Guidelines by adopting the norms and definitions laid down in MoU Guidelines for the year 2013-2014. In case, any deviation is found at the time of appraisal of performance, DPE is free to evaluate as per audited accounts as per MOU Guidelines, CPSE has no right of claim in this regard.



Authorized Signatory

**बी. आर. बरुवा**

**B. R. Baruah**

**महा प्रबंधक (वित्त एवं लेखा)/General Manager (F&A)**

**नेरामेक लि./NERAMAC Ltd.**

**(भारत सरकार का उपक्रम/A Govt. of India Enterprise)**

**ए, राजबारी पथ, जी.एस. रोड/9, Rajbari Path, G.S. Road  
गणेशगुरी, गुवाहाटी-७८१००५/Ganeshguri, Guwahati-781005**

## **CORPORATE PLAN**

NERAMAC was set up to support farmers/producers of North Eastern Region of the country in getting remunerative prices for their produce and thereby bridge the gap between the farmers and the market and also to enhance the agricultural, procurement, processing and marketing infrastructure of the North Eastern Region of India.

To fulfill its prime objectives, NERAMAC is offering helping hand in sourcing and procuring cash crops of the producers by intervening in the market and provide them remunerative prices. It also helps processing units by providing raw materials and arranging packaging materials. NERAMAC has a few retail outlets within the North East region which directly sell various processed and value added products produced locally in the region.

The main objectives of NERAMAC are :

- To procure the marketable surplus of fruits and vegetables from the growers of North Eastern Regional Agricultural Marketing Corporation India.
- To make necessary arrangement for its processing and marketing.
- To support farmers and producers through input supplies for better productivity under the aegis of Central Sector Schemes.
- To enhance entrepreneurship skills in food preservation, processing and marketing by organizing capacity building programmes.

Over the years, NERAMAC has also been actively involved in marketing involved in marketing of cashew nut, maize, sesame and other oil seeds, spices like black pepper etc., and minor forest products like broom, hill grass etc. The Corporation has also taken up sourcing and marketing of agro-horticultural inputs like fertilizers, pesticides, seeds, agricultural tools and equipment, keeping in view of overall agro-horticultural development.

Despite its best effort & initiative over the years, NERAMAC has not achieved its desired results due to the various socio-economic problems as well as lack of infrastructure in the areas of its operation.

The Corporate plan in the areas of processing, marketing, entrepreneurship development, corporate social responsibility, research & development and sustainable development is given below:

## A. Processing :

### **I. Commissioning of Cashew Processing Unit at Mankachar, Assam**

To harness the potentiality of cashew cultivation of the West Garo Hills District of Meghalaya & Dhubri District of Assam, NERAMAC is setting up of a cashew processing unit of 4 MT per day capacity. More than 90% of the civil works has already been completed & erection of plant and machinery is under process. The trial production is scheduled in the month of January, 2012 and the commercial production is planned in subsequently.

### **II. Establishment of Quality Assurance & Central Packaging Centre at Chaygaon, Assam :**

Food Processing is often branded as a sunrise industry. Though this industry has a bright prospect in the region, there is hardly any infrastructure created for its development as yet. Based on the abundant availability of fruits like pineapple, oranges, passion fruit etc. in the region, fruit processing has been identified as thrust industry. There is an urgent need to provide modern packaging facilities for the already existing as well as the upcoming processing units. NERAMAC proposes to set up a Central Packaging Centre at Chaygaon near Guwahati, with an objective to provide assistance to the existing small fruit processors and to build a common brand name for marketing their products. In the North Eastern Region there are more than 102 FPO registered processing units. Many of them are running under capacities. Moreover, under Technology Mission, Micro Processing Units are being setup, thereby bringing value addition at the growing areas. Considering the existing available capacity and coming up of number of Micro Processing Units, NERAMAC has conceived the project of Central Packaging Centre for overall marketing support to the existing producers and budding entrepreneurs. This will enable NERAMAC to pack processed products sourced from these units. The North East region has immense potential specifically for tropical fruits like pineapple, orange, etc. Though this region produces very high quantities of such fruits, there was not much of serious efforts to utilize them for processing and marketing in Consumer packs which will not only add value but will also provide better realization to the growers. With this twin objective of assisting small fruit processors and providing them a common platform for marketing, the proposed packaging centre will be equipped with modern packaging machines for making fruit juices available for marketing in attractive and convenient consumer packs. Creation of such infrastructure will give a fillip to food processing in the region. The proposed packaging centre will have modern facility for packaging fruit juice in smaller retail packs of assorted sizes & also bulk filling for export.

### **II. Establishment of Multi-fruit Processing Plant at Silchar, Assam**

There is abundant availability of fruits like pineapple, oranges, passion fruit and ginger in the Barak Valley District of Assam where no infrastructure exists for processing and value addition of such items for better avenues of farmers. NERAMAC is proposing to set up a Multi fruit processing Plant at Silchar as a Joint Venture project by suitably modifying the existing infrastructure of HLL/MFIL. This plant would also act as a mother unit for other feeder plants located in the surrounding areas since Silchar is at a quadrant place where proximity lies with States like Mizoram, Manipur, Meghalaya, Tripura and Assam where substantial quantity of fruits & vegetables are grown.

#### **IV. Restructuring & Modernisation of the Pineapple Juice Concentration Plant, Nalkata, Tripura**

NERAMAC has set up a Fruit Juice Concentration Plant at Nalkata in 1988 which is located at a distance of 135 Km from Agartala. The installed capacity of the plant is to process 2 T/hr. of fresh pineapple to produce only pineapple juice concentrate. Besides, producing Pineapple Juice Concentrate in the plant there was no other infrastructure created for processing and value addition.

From the very inception the plant was running at a loss as it was a single line plant. Consequently, NERAMAC started producing juice concentrate in cold chain and supply is affected to outstation in refer vans with very low economical viability. Moreover, the concentrate is produced during the pineapple season that lasts only for a maximum of three/four months.

As per sequel to the above, NERAMAC proposes suitable diversification plan for a multi fruit processing unit at Nalkata by adding facilities like Aseptic Filler, commissioning of a canning & bottling line, renovation of the existing cold storage etc. for an assorted product mix of multi-fruit line.

#### **V. Setting up of Primary Processing Centers:**

The North Eastern region produces variety of vegetables and fruits. These are being carried to the nearby as well as distant markets with wastage which in some cases accounts for up to 40% (in case of cauliflower, cabbage etc.). If these are cleaned, graded and packed properly, not only the expenses towards transportation is reduced, but the damage, which accounts for not less than 20%, can also be reduced to a considerable extent. Besides, if the wastage is left at the production centre itself, it will be huge and can be used for producing organic manure commercially. Therefore, the Corporation plans to set up primary processing centers at major vegetable/fruit growing areas. To begin with, it is proposed to set up primary processing centers at Barpeta, Kharupetia, Goalpara, Sonaribali etc.

#### **B. Marketing :**

##### **I. Setting up of Large Cardamom Auction Centre at Gangtok:**

One of the most recent ventures of NERAMAC was the setting up of Large Cardamom Auction Centre at Gangtok, Sikkim which is first of its kind in the country. Prior to its existence there was no organized market of large cardamom in Sikkim, which is the largest producer of large cardamom in India which was totally controlled by a few private groups and the farmers are being given a meager price for their produce. After functioning of the Large Cardamom Centre of NERAMAC, the farmers are being benefited though in small volume at the beginning, and there is abandon scope for making the auction in large volume so that farmers are benefited to a greater extent. It is proposed to strengthen its trading, more vigorous media coverage and public/ farmers participation strategies are being worked out before the onset of the next cardamom season with more diversified product trading option on spices and herbal products.

## **II. Appointment of franchisees:**

NERAMAC is planning to generate employment by way of appointing franchisees for marketing its different products where Juice Vending Machines will also be provided. This scheme is aimed at, apart from employment generation, creation of alternate marketing structure for natural juice and other processed products and fresh fruits & vegetables of NE Region.

## **III. Tie-up with Shopping Malls**

In addition to appointment of franchisees, NERAMAC is planning to have tie-up arrangements with shopping malls situated in the different parts of the North Eastern Region for marketing of its products.

## **IV. Set up retail outlets to market fruits and vegetables grown in the region.**

NE region produces a variety of fruits and vegetables. However, due to transportation bottlenecks even though in some places these fruits and vegetables are available abundantly and farmers find it difficult to market it locally during the peak season, in other locations these vegetables are either not available or very costly. States like Arunachal Pradesh and Meghalaya produce off-season vegetables also and there is huge demand. NERAMAC aims to set up minimum 100 outlets within the next five years. To begin with, NERAMAC will put up minimum 10 retail outlets in the important locations, gradually increasing it to 100 within the next 5 years. The aim is to help farmers market their produce and make these items available to customers.

## **V. Establishment of NERAMAC's offices in Kerala, Chhattisgarh, Bihar, U.P., Delhi and other states.**

NERAMAC has expanded its activities by undertaking supplies of inputs to different state Governments implementing the centrally sponsored schemes like NHM, HMNEH (for NE Region), NFSM, RKVY etc. There is a need to maintain close relation with the State Governments concerned. Therefore, it is proposed to open NERAMAC's offices in Kerala, Chattisgarh, Bihar, U.P. and Delhi on priority basis and in other states in a later stage.

## **C. Setting up of Project & Consultancy Cells**

Government of India is giving top priority to Development of Horticulture in the country and many schemes under National Horticulture Mission in national level, Horticulture Mission for North Eastern and Himalayan States, Rashtriya Krishi Vikas Yojana, National Food Security Mission are being implemented in a mission mode. The works under these programmes include:

- a) Adoption and certification of organic farming,
- b) Development and Supply of quality seeds, planting materials, bio-fertilizer, micro-nutrients etc.
- c) Construction of seed processing and storage facilities,
- d) Construction of green-houses, mist-chambers, net houses, poly-houses shade-nets etc. for development of horticultural crops under controlled atmosphere.

The programme is being implemented by the State Governments and NERAMAC is already supplying these items to a number of states. There is huge demand for the above works and some of them need highly skilled technical professional. Therefore, NERAMAC plans to set up Specialized Project & Consultancy Cells that shall provide consultancy services for:

- a) Adoption & certification of organic farming
- b) Setting up of Food Processing Units
- c) Design, Construction & Maintenance of Green House and other related works

#### **D. Setting up of Procurement Centres:**

The North-Eastern region produces a variety of fruits like pineapple, orange, apple, kiwi, passion fruit, lemon; spices like ginger, turmeric, chillies, black pepper, large cardamom, bay leaves and varieties of vegetables. Currently, the middlemen are the link between the farmers and market. The difference between the farm price and retail price is very huge, sometimes 200 to 300%. This is mainly due to the reason that there is no organized market at the growing centers where the farmers can sell their produces. To bridge the gap, NRAMAC propose to set up procurement centers in major growing areas of various crops that have an economic bearing on the rural population. The proposed centers will have facilities for collection and storage of agricultural produces, packing, sorting and grading facilities, cold storage. The centers will act as a hub where agricultural produces from nearby growing areas are collected, graded, packed and transported to different markets using appropriate transport i.e. by road/rail/air, as the case may be, and excess items are stored properly to avoid damage. The buyers including processors can be invited to buy the items on auction.

#### **E. Entrepreneurship Development:**

Since inception NERAMAC is actively engaged in imparting knowledge to the local entrepreneurs by way of organizing various Capacity Building Programs for skill development in all the eight state of North Eastern Region with the technical backup of reputed Institutes and Universities in the trade. In order to maintain the momentum of activities of food processing, NERAMAC has taken various initiative through Ministry of Food Processing Industries, Government of India , Ministry of DoNER, Government of India, North Eastern Council, Shillong in conducting awareness programs like Post Harvest Management, Food processing Investors meet, Product specific on Pineapple & Ginger, escorting and direct marketing of Fruits & Vegetables, Managing Food Business Enterprises for Better Market Access in the North Eastern Region, etc.

## **F. Promote Public Private Partnership (PPP):**

NERAMAC has initiated Public Private Partnership (PPP) mode of operation by involving small scale private processing units in value addition, thereby playing a greater role in helping farmers get remunerative price and processing units increase their capacity utilization. To begin with NERAMAC has procured Kiwi fruits grown in Arunachal Pradesh and engaged the small scale private processing units in Assam and Meghalaya for processing it to make kiwi squash, kiwi jam, kiwi drink to market it under the brand name of NERAMAC. Similarly, NERAMAC had also procured passion fruit from Manipur and engaged private processing units in Assam and Meghalaya to make passion fruit squash and passion fruit drink. NERAMAC has also procured hill grass and engaged small scale units to make grass brooms to sell in other parts of the country. As this can be marketed throughout the country, NERAMAC plans to market this item on a long term basis, as there is huge market for this item. Though the quantity procured, processed and marketed under this mode is small so far, there is enough scope to develop the business under this mode which in one way helps farmers market their produce and the processing units increase the capacity. There are other fruits like lemon, orange, pineapple, wood apple and other local fruits that can be processed under PPP mode. However, it needs to be popularized by advertisement and publicity for which enormous resources are required. Depending upon the availability of funds, NERAMAC plans to develop PPP mode of business to a large scale on long term.

## **G. Develop FPO/FSSAI registered processing units.**

NERAMAC is providing a platform to market processed products produced by the FSSAI registered processing units of North East. However, it is seen that a number of units are defunct and the capacity of many units is under-utilized due to various factors such as obsolete machinery, lack of skilled technical hands, lack of quality, lack of financial assistance and many other factors. The scope to develop these units to their full potential is very good. NERAMAC plans to engage a reputed consultant like CFTRI to conduct an all round study to find the problems being faced by these units and make suggestions to improve the functioning of these units. NERAMAC may also, in the process, develop a common brand and identify suitable units and make buy-back arrangement of their products to market under a common brand.

## **H. Cluster development :**

It is noticed that the farmers of the region are not organized and the production of farm produce is sporadic resulting that from a single location one trader or entrepreneur may not be able to collect economic quantity of any single produce either for trading or for processing. The production being sporadic, the collection charges is also very high. This also denies the farmers of the power of bargain, resulting in to less realization of the price for their produce. Therefore there is an urgent need to organize the farmers by forming clusters. NERAMAC plans to form at least ten clusters each of pineapple, orange, ginger, turmeric farmers in the identified locations in each Northeastern states.



## **I. Others:**

### **I. Develop Seed Production Centers :**

The Government of India is implementing a number of schemes under mission mode viz. National Horticulture Mission, Horticulture Mission for North Eastern and Himalayan States, Rashtriya Krishi Vikas Yojana, National Food Security Mission etc. All these schemes programmes provides for availability quantity seeds and planting materials. NERAMAC is already supplying seeds and planting materials by sourcing them from other producers. It is felt that NERAMAC should have seed producing facility as seeds and planting materials have got huge demand throughout the country and the demand is expected to grow in the coming years. There is immense potential to develop the business of seeds and planting materials. Therefore, to begin with, NERAMAC propose to have tie-up with seed producing agencies to have a command in the trade. Later on NERAMAC will have its own seed production facilities on Licensee/franchisee basis.

## **II. Implementation National Mission on Food Processing in North Eastern States:**

Ministry of Food Processing Industries has launched a new Centrally Sponsored Scheme – National Mission on Food Processing (NMFP) in the country during the 12<sup>th</sup> Five Year Plan. The basic objective of the of NMFP is decentralization of implementation of Ministry's Schemes, which will lead to substantial participation of State Governments & Union Territories.

Considering the activities of NERAMAC & it's impetus, Ministry has appointed NERAMAC as Project Monitoring Agency (PMA) for implementing the Schemes in North Eastern States such that it provides management, capacity building, coordination & monitoring support.

NERAMAC will assist Ministry in implementation of the NMFP and coordinate with the North Eastern States/ State Industry Associations. It will prepare & submit to Ministry state-wise monthly financial & physical progress report of the project, inspect the assisted units & guide the State Governments in implementing the Schemes. NERAMAC will also organize State wise conferences once in a year. On the other hand NERAMAC will assist the entrepreneurs in getting the assistance from financial institutions and coordinate with them in appraisal of their projects & getting approval of term loan for the same.

**Procurement and Marketing Plan of NERAMAC for the year 2013-14**

STATE	Pineapple MT	Ginger MT	Orange MT	Cashew nut MT	Chilly MT	Hill grass MT	Tezpatta MT	Turmeric MT	Large Cardamom MT	Kiwi MT
	1	2	3	4	5	6	7	8	9	10
<b>ARUNACHAL PRADESH</b>										
East Siang/ Yinkyng Roing Tazu										5
<b>ASSAM</b>										
Diphu		50						5		
Haflong		50						5		
Fulertal								5		
Boko		50	50			165				
Tinsukia										
<b>MANIPUR</b>										
Senapati			50		5			5		
<b>MEGHALAYA</b>										
Phulbari		400		25		25	5	5		
Nongpoh										
<b>MIZORAM</b>										
					5	5		5		
<b>NEGALAND</b>										
<b>TRIPURA</b>	200			350						
<b>SIKKIM</b>	50	50	150			5	70	11	10	
	250	600	250	375	10	200	75	41	10	5

**Procurement and Marketing Plan of NERAMAC for the year 2014-15**

STATE	Pineapple MT	Ginger MT	Orange MT	Cashew nut MT	Chilly MT	Hill grass MT	Tezpatta MT	Turmeric MT	Large Cardamom MT	Kiwi MT
	1	2	3	4	5	6	7	8	9	10
<b>ARUNACHAL PRADESH</b>										
East Siang/ Yinkyng										6
Roing										
Tazu										
<b>ASSAM</b>										
Diphu		55						6		
Haflong		55						6		
Fulertal								6		
Boko		55	55			182				
Tinsukia										
<b>MANIPUR</b>										
Senapati			55		6			6		
<b>MEGHALAYA</b>										
Phulbari		440		28		28	6	6		
Nongpoh										
<b>MIZORAM</b>					6	6		6		
<b>NEGALAND</b>										
<b>TRIPURA</b>	220			385						
<b>SIKKIM</b>	55	55	165			6	77	12	11	
	275	660	275	413	12	222	83	48	11	6

**Procurement and Marketing Plan of NERAMAC for the year 2015-16**

STATE	Pineapple MT	Ginger MT	Orange MT	Cashew nut MT	Chilly MT	Hill grass MT	Tezpatta MT	Turmeric MT	Large Cardamom MT	Kiwi MT
	1	2	3	4	5	6	7	8	9	10
<b>ARUNACHAL PRADESH</b>										
East Siang/ Yinkyng										7
Roing										
Tazu										
<b>ASSAM</b>										
Diphu		61						7		
Haflong		61						7		
Fulertal								7		
Boko		61	61			200				
Tinsukia										
<b>MANIPUR</b>										
Senapati			61		7			7		
<b>MEGHALAYA</b>										
Phulbari		484		31		31	7	7		
Nongpoh										
<b>MIZORAM</b>										
					7	7		7		
<b>NEGALAND</b>										
<b>TRIPURA</b>	242			424						
<b>SIKKIM</b>	61	61	182			7	85	13	12	
	303	728	304	455	14	245	92	55	12	7

**Procurement and Marketing Plan of NERAMAC for the year 2016-17**

STATE	Pineapple	Ginger	Orange	Cashew nut	Chilly	Hill grass	Tezpatta	Turmeric	Large Cardamom	Kiwi
	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT
	1	2	3	4	5	6	7	8	9	10
<b>ARUNACHAL PRADESH</b>										
East Siang/ Yinkyng										8
Roing										
Tazu										
<b>ASSAM</b>										
Diphu		67						8		
Haflong		67						8		
Fulertal								8		
Boko		67	67			220				
Tinsukia										
<b>MANIPUR</b>										
Sena.pati			67		8			8		
<b>MEGHALAYA</b>										
Phulbari		532		34		34	8	8		
Nongpoh										
<b>MIZORAM</b>					8	8		8		
<b>NEGALAND</b>										
<b>TRIPURA</b>	266			466						
<b>SIKKIM</b>	67	67	200			8	94	14	13	
	333	800	334	500	16	270	102	62	13	8

**Procurement and Marketing Plan of NERAMAC for the year 2017-18**

STATE	Pineapple	Ginger	Orange	Cashew nut	Chilly	Hill grass	Tezpatta	Turmeric	Large Cardamom	Kiwi
	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT
	1	2	3	4	5	6	7	8	9	10
<b>ARUNACHAL PRADESH</b>										
East Siang/ Yinkyng										9
Roing										
Tazu										
<b>ASSAM</b>										
Diphu		74						9		
Haflong		74						9		
Fulertal								9		
Boko		74	74			242				
Tinsukia										
<b>MANIPUR</b>										
Senapati			74		9			9		
<b>MEGHALAYA</b>										
Phulbari		585		37		37	9	9		
Nongpoh										
<b>MIZORAM</b>					9	9		9		
<b>NEGALAND</b>										
<b>TRIPURA</b>	293			513						
<b>SIKKIM</b>	74	74	220			9	103	15	14	
	367	881	368	550	18	297	112	69	14	9

**Procurement and Marketing Plan of NERAMAC for the year 2018-19**

STATE	Pineapple	Ginger	Orange	Cashew nut	Chilly	Hill grass	Tezpatta	Turmeric	Large Cardamom	Kiwi
	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT
	1	2	3	4	5	6	7	8	9	10
<b>ARUNACHAL PRADESH</b>										
East Siang/ Yinkyng										10
Roing										
Tazu										
<b>ASSAM</b>										
Diphu		81						10		
Haflong		81						10		
Fulertal								10		
Boko		81	81			266				
Tinsukia										
<b>MANIPUR</b>										
Senapati			81		10			10		
<b>MEGHALAYA</b>										
Phulbari		644		41		41	10	10		
Nongpoh										
<b>MIZORAM</b>					10	10		10		
<b>NEGALAND</b>										
<b>TRIPURA</b>	322			564						
<b>SIKKIM</b>	81	81	242			10	113	17	15	
	403	968	404	605	20	327	123	77	15	10

**Procurement and Marketing Plan of NERAMAC for the year 2019-20**

STATE	Pineapple	Ginger	Orange	Cashew nut	Chilly	Hill grass	Tezpatta	Turmeric	Large Cardamom	Kiwi
	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT
	1	2	3	4	5	6	7	8	9	10
<b>ARUNACHAL PRADESH</b>										
East Siang/ Yinkyng										11
Roing										
Tazu										
<b>ASSAM</b>										
Diphu		89						11		
Haflong		89						11		
Fulertal								11		
Boko		89	89			293				
Tinsukia										
<b>MANIPUR</b>										
Senapati			89		11			11		
<b>MEGHALAYA</b>										
Phulbari		708		45		45	11	11		
Nongpoh										
<b>MIZORAM</b>					11	11		11		
<b>NEGALAND</b>										
<b>TRIPURA</b>	354			620						
<b>SIKKIM</b>	89	89	266			11	124	19	17	
	443	1064	444	665	22	360	135	85	17	11



**Procurement and Marketing Plan of NERAMAC for the year 2020-21**

STATE	Pineapple	Ginger	Orange	Cashew nut	Chilly	Hill grass	Tezpatta	Turmeric	Large Cardamom	Kiwi
	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT
	1	2	3	4	5	6	7	8	9	10
<b>ARUNACHAL PRADESH</b>										
East Siang/ Yinkyng										12
Roing										
Tazu										
<b>ASSAM</b>										
Diphu		98						12		
Haflong		98						12		
Fulertal								12		
Boko		98	98			322				
Tinsukia										
<b>MANIPUR</b>										
Senapati			98		12			12		
<b>MEGHALAYA</b>										
Phulbari		779		50		50	12	12		
Nongpoh										
<b>MIZORAM</b>					12	12		12		
<b>NEGALAND</b>										
<b>TRIPURA</b>	389			682						
<b>SIKKIM</b>	98	98	293			12	136	21	19	
	487	1171	489	732	24	396	148	93	19	12

**Procurement and Marketing Plan of NERAMAC for the year 2021-22**

STATE	Pineapple MT	Ginger MT	Orange MT	Cashew nut MT	Chilly MT	Hill grass MT	Tezpatta MT	Turmeric MT	Large Cardamom MT	Kiwi MT
	1	2	3	4	5	6	7	8	9	10
<b>ARUNACHAL PRADESH</b>										
East Siang/ Yinkyng										13
Roing										
Tazu										
<b>ASSAM</b>										
Diphu		108						13		
Haflong		108						13		
Fulertal								13		
Boko		108	108			354				
Tinsukia										
<b>MANIPUR</b>										
Senapati			108		13			13		
<b>MEGHALAYA</b>										
Phulbari		857		55		55	13	13		
Nongpoh										
<b>MIZORAM</b>										
					13	13		13		
<b>NAGALAND</b>										
<b>TRIPURA</b>	428			750						
<b>SIKKIM</b>	108	108	322			13	150	23	21	
	536	1289	538	805	26	435	163	101	21	13

**Procurement and Marketing Plan of NERAMAC for the year 2022-23**

STATE	Pineapple	Ginger	Orange	Cashew nut	Chilly	Hill grass	Tezpatta	Turmeric	Large Cardamom	Kiwi
	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT
	1	2	3	4	5	6	7	8	9	10
<b>ARUNACHAL PRADESH</b>										
East Siang/ Yinkyng										14
Roing										
Tazu										
<b>ASSAM</b>										
Diphu		119						14		
Haflong		119						14		
Fulertal								14		
Boko		119	119			389				
Tinsukia										
<b>MANIPUR</b>										
Senapati			119		14			14		
<b>MEGHALAYA</b>										
Phulbari		943		61		61	14	14		
Nongpoh										
<b>MIZORAM</b>					14	14		14		
<b>NAGALAND</b>										
<b>TRIPURA</b>	471			825						
<b>SIKKIM</b>	119	119	354			14	165	25	23	
	590	1419	592	886	28	478	179	109	23	14

Annexure - 2**Processing and Marketing Plan of Ginger at Ginger Processing Unit, Byrnihat**

<b>Year</b>	<b>2013-14</b>	<b>2014-15</b>	<b>2015-16</b>	<b>2016-17</b>	<b>2017-18</b>
<b>Quantity</b>	100 MT	110 MT	120 MT	130 MT	140 MT
<b>Turnover</b>	15.00 Lakhs	16.50 Lakhs	18.00 Lakhs	19.50 Lakhs	21.00 Lakhs

**Processing and Marketing Plan of Cashewnut at Cashewnut Processing Unit, Mankchar, Assam**

<b>Year</b>	<b>2013-14</b>	<b>2014-15</b>	<b>2015-16</b>	<b>2016-17</b>	<b>2017-18</b>
<b>Quantity</b>	200 MT	220 MT	240 MT	260 MT	290 MT
<b>Turnover</b>	170.00 Lakhs	187.00 Lakhs	204.00 Lakhs	221.00 Lakhs	246.50 Lakhs

## **BACKGROUND NOTE ON THE WORKING OF NERAMAC**

**North Eastern Regional Agricultural Marketing Corporation Limited (NERAMAC)** was incorporated on 31/3/82 with the objective for developing market potential of agricultural produce in North Eastern Region of the country on the initiative of North Eastern Council, Shillong.

The authorized capital of the Corporation is Rs. 1000 lakhs and the paid up capital is Rs. 762 lakhs. Presently it is under the Administrative control of **Ministry of Development of North Eastern Region, Govt. of India, New Delhi** with its registered office at Rajbari Path, G.S. Road, Ganeshguri, Guwahati.

### **Activities**

#### **i) Towards Farmers:-**

NERAMAC has set up three processing units namely **Pineapple Juice Concentration Plant at Nalkata** at a cost of Rs. 3.62 Crores during 1988, a **Cashew Processing Unit at Agartala** at a cost of Rs. 10 lakhs during 1994 and a **Ginger Processing Plant at Byrnihat** is set up during this year.

The setting up of these three plants had helped thousands of farmers of pineapple, cashew and ginger obtain remunerative price for their production and had thus contributed to the economy of the region positively.

Though, NERAMAC had operated on small scale, its intervention in the market had helped the farmers of pineapple, orange, ginger, cashew nut, citronella grass, grass broom etc. obtain better price for their produces.

#### **ii) Towards Food Processors:-**

NERAMAC helps processing units by marketing their products through its own outlets and also through export and domestic marketing from N E Region.

The marketing of processed products manufactured by all the processing units spread throughout the Region helped these units to market their products.

### **Projects in hand :**

**i) Restructuring of the Fruit Juice Concentration Plant, Nalkata, Tripura**

The Fruit Juice Concentration Plant at Nalkata was incurring losses every year, though export of pineapple juice concentrate from the plant under frozen condition was carried out. This is because the plant is seasonal and has only single product line. NERAMAC has submitted a proposal to Govt. of Tripura for restructuring of FJCP, Nalkata under NLCPR.

**ii) Cashew Processing Unit, Mankachar, Assam**

Project sanctioned under NLCPR for Rs.248.34 lacs out of which Rs.165.05 lacs sanctioned and released for Civil Works.

**iii) Quality Assurance & Central Packaging Centre at Chaygaon, Assam**

NERAMAC proposes to set up a Central Packaging Centre at Chaygaon near Guwahati, with an objective to provide assistance to the existing small fruit processors and to build a common brand name for marketing their products. Accordingly NERAMAC submitted a proposal to the Ministry of DoNER, GOI through Govt. of Assam for the project which is retained by the Ministry of DoNER, GOI.

**iv) Multi-fruit Processing Plant at Silchar, Assam**

NERAMAC is proposing to set up a Multi fruit processing Plant at Silchar as a Joint Venture project by suitably modifying the existing infrastructure of Hindustan Unilever Ltd./Modern Food Industries Ltd. Accordingly, proposal was submitted Accordingly NERAMAC submitted a proposal to the Ministry of DoNER, GOI through Govt. of Assam for the project which is retained by the Ministry of DoNER, GOI.

## NERAMAC AT A GLANCE

Incorporation	:	31 <sup>st</sup> March 1982
Promoter	:	North Eastern Council Govt. of India, Shillong-793 001
Admn. Dept.	:	Ministry of Development of North Eastern Region, Govt. of India Vigyan Bhavan Annexure Moulana Azad Road New Delhi – 110 011
Regd. / Head Office	:	9 Rajbari Path, Ganeshguri, G S Road, Guwahati – 781 005 Phone: (0361) 2341427 Telefax: (0361) 2341428 Email: <a href="mailto:neramac@gmail.com">neramac@gmail.com</a> ; <a href="mailto:info@neramac.com">info@neramac.com</a> Website: <a href="http://www.neramac.com">www.neramac.com</a>
Branch Offices	:	Branch Offices, 1) Arunachal Pradesh 2) Assam (3) Manipur 4) Meghalaya (5) Mizoram 6) Nagaland (7) Sikkim 8) Tripura (8) Kolkata 10) Delhi
Own Processing Units	:	Pineapple Juice Concentration Plant, Nalkata (Tripura)  Cashew Processing Unit, Agartala, Tripura.  Ginger Processing Plant, Byrnihat
Own Sales Outlets	:	Guwahati - Directorate of Agriculture, Khanapara  Agartala - Airport - SBI Building, Ramnagar Road - Secretariat Complex
Franchise Outlets	:	Guwahati - Assam State Zoo

**Contacts :**

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- 1) Managing Director (Offtg.) – Shri S. Bhattacharjee  
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Email: [md.neramac@gmail.com](mailto:md.neramac@gmail.com) / [neramac@satyam.net.in](mailto:neramac@satyam.net.in)
- 2) General Manager (F&A) – Shri B. R. Baruah  
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- 3) Senior Manager (Quality Control & Projects) – Shri Debojit Sarma  
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- 4) Senior Manager (Marketing) - Shri Ashok B Angadi,  
PBX: (0361)-2341427; Mobile- 9435549336

**Zonal Offices:**

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4) **Zonal Office, Manipur**

C/o Manipur Small Farmers' Agri-Business Consortium  
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General Manager – Shri K.C. Kurup  
Mobile – +91 9706098141, Phone.: 91 3812 331392  
Email: [neramac.agt@gmail.com](mailto:neramac.agt@gmail.com)

- Own Processing Units**
- a) Pineapple Juice Concentration Plant,  
Nalkata (Tripura)
  - b) Cashew Processing Unit,  
Agartala, Tripura.
  - c) Ginger Processing Plant, Byrnihat  
Meghalaya.

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