



North Eastern Regional Agricultural Marketing  
Corporation Limited

# Agriculture Prosperity Growth

Supporting farmers in the North East Region

[www.neramac.com](http://www.neramac.com)



# About Us

## A Brief

North Eastern Regional Agricultural Marketing Corporation (NERAMAC) Limited was incorporated in 1982 as a Government of India Enterprise with North Eastern Council (NEC), Shillong as a Promoter. We are now under the administrative control of the Ministry of Development of the North Eastern Region (MDoNER).

NERAMAC has taken up its role as a dynamic and vibrant marketing organisation essentially to support farmers of the North East Region in all sincerity. We give importance to sustain farmers' interest in production by both pre and post-harvest support. We play a significant role by sourcing, procuring and marketing cash crops like Ginger, Pineapple, Cashew Nut etc. from farmers of the North East Region to market their products in terminal markets.

The mandate of the Corporation also extends to assist small-scale processing units of North East Region to market their products in terminal markets.

# Vision

To become a preferred and trusted brand in the national and international market for authentic agri-horti produce of the North East Region.

## Mission

01

Provide a comprehensive marketing solution to farmers and entrepreneurs associated with agri-horti sector in the North East Region.

02

Initiate livelihood generation, skill upgradation and training programs at the grass root level.

03

Support women led enterprises in the North East Region.

04

Focus on value addition to fruits, vegetables and spices with the intent to reduce waste and increase income of farmers



# Major Achievements



13

01

## GI Registered products initiative by NERAMAC

The North Eastern Regional Agricultural Marketing Corporation Limited (NERAMAC) has 13 produce of the NER registered under Geographical Indication (GI) and another seven are in the pipeline for registration. This is a significant milestone for development of the agri-horti sector of the North East Region.

7000 +

03

## Families in NER

We have touched the lives of 7000+ farmers and their families by providing a sustainable livelihood solution either directly or through the Gol, 'Creation of 10,000 FPOs' scheme. Some of the FPOs ward are all women FPOs.



280+

04

## Local Branded Products

The primary focus is to support young entrepreneurs of North East Region while extensively supporting women led enterprises.



# The North East



North East India is well known for its agri-horti produce like Khasi Mandarin of Meghalaya, Kachai Lemon of Manipur and Queen Pineapple of Tripura etc., which have Geographical Indicator tags. However, the revenue earned from agricultural sector in this part of the country is low at times, as surplus produces tends to get wasted for dearth of processing, value addition and adequate marketing.

The role of NERAMAC sets in here as it endeavours to be the torch bearer for potential to farmers by providing them with appropriate market linkages as well as remunerative prices for their produce and entrepreneurs helping them get exposure to advanced processing technologies. NERAMAC is steaming ahead with a strong belief that it would be the harbinger of change in the existing agricultural marketing system of the Region.

**200+**

Ethnic communities and cultural practices with varied dialects.

**2.6 million sq. km**

The region comprises eight states with a landmass of 2.6 million sq. km accounting for 7.9 % of India's total landmass.

**65%**

Agriculture and its allied sector, provides employment to about 65% of the working population of the Region.



SOURCE: <http://dhingcollegeonline.co.in/attendance/classnotes/files/1590294327.pdf> <https://niti.gov.in/planningcommission.gov.in/docs/aboutus/committee/wrkgrp/wgagrINE.pdf>

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# Gap



## A Brief

### 01 Fragmented holding of land

With the rapid increase of population on the one hand and lack of economic diversification on the other, agricultural plots have undergone sub-division with each successive generation and hence, the return on investment from small tracts of land is unsustainable.

### 03 Inability to mechanise agriculture due to terrain

Due to their economic condition, farmers of the region cannot afford to buy high yielding varieties of seeds, fertilizers etc. At places the terrain does not permit deployment of machinery.

### 05 Agricultural Infrastructure

There is a considerable gap when it comes to technology up-gradation along with developing the skill sets for creating value addition.

### 02 Problem of marketing agricultural products

Cultivators of the Region do not get a fair return from their agricultural products. Further, due to their economic condition, they cannot hold back from selling them for long.

### 04 Limited Awareness

The large variety of indigenously grown spices, herbs and other produce from the NER is relatively less known to 'outsiders'.



# Solutions



## Capacity Building and Skill Development



The major focus is on skill up-gradation and the training program.

## Marketing



Retail outlets - Major cities/ Airports/ Railway Stations.

## Export



Creating a global market for produce of the North East Region comprising fruits, grains and spices.

## Technology and Value Addition



Cashew Processing Unit/ Pineapple Juice Concentration Plant/ Ginger Processing Plant.

## Exposure and Awareness



Participating in various international and national exhibitions. Involving stakeholders in Public Private Partnership (PPP) model.

## Farm solutions and Input supply



Assisting farmers by ensuring quality seed, enriched soil, fertilizer and minor agri-machinery supply, amongst others, for holistic development of the agri-sector.





# GI Registered Products

## Assam



**Karbi Anglong  
Ginger**



**Tezpur Litchi**



**Dalle  
Khursani**



**Large  
Cardamom**

## Manipur



**Chak Hao  
Black Rice**



**Kachai Lemon**

## Mizoram



**Mizo Chilli**

## Tripura



**Queen  
Pineapple**

## Nagaland



**Naga Tree  
Tomato**



**Sweet  
Cucumber**

## Meghalaya



**Memang  
Nareng**



**Khasi  
Mandarin**

## Arunachal Pradesh



**Arunachal Orange**



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**Registered Head Office**

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