



# Newsletter

25 July 2025

## KEY HIGHLIGHTS

**Raw Cashewnut**

Input: 200 MT Worth: ₹ 1.5 Cr

Output: 44 MT Worth: ₹ 3.47 Cr

Investment: ₹ 15 Cr

Operational Costs: ₹ 1.13 Cr

Other products: Mustard oil, dried ginger, black pepper

Farmer Impact (4,000+)

Additional direct incomes of Rs 1,600

1. Plain cashew  
2. Chocolate cashew  
3. Flavoured cashew

**MEGHALAYA COLLECTIVES**

MEGHALAYA INITIATIVE

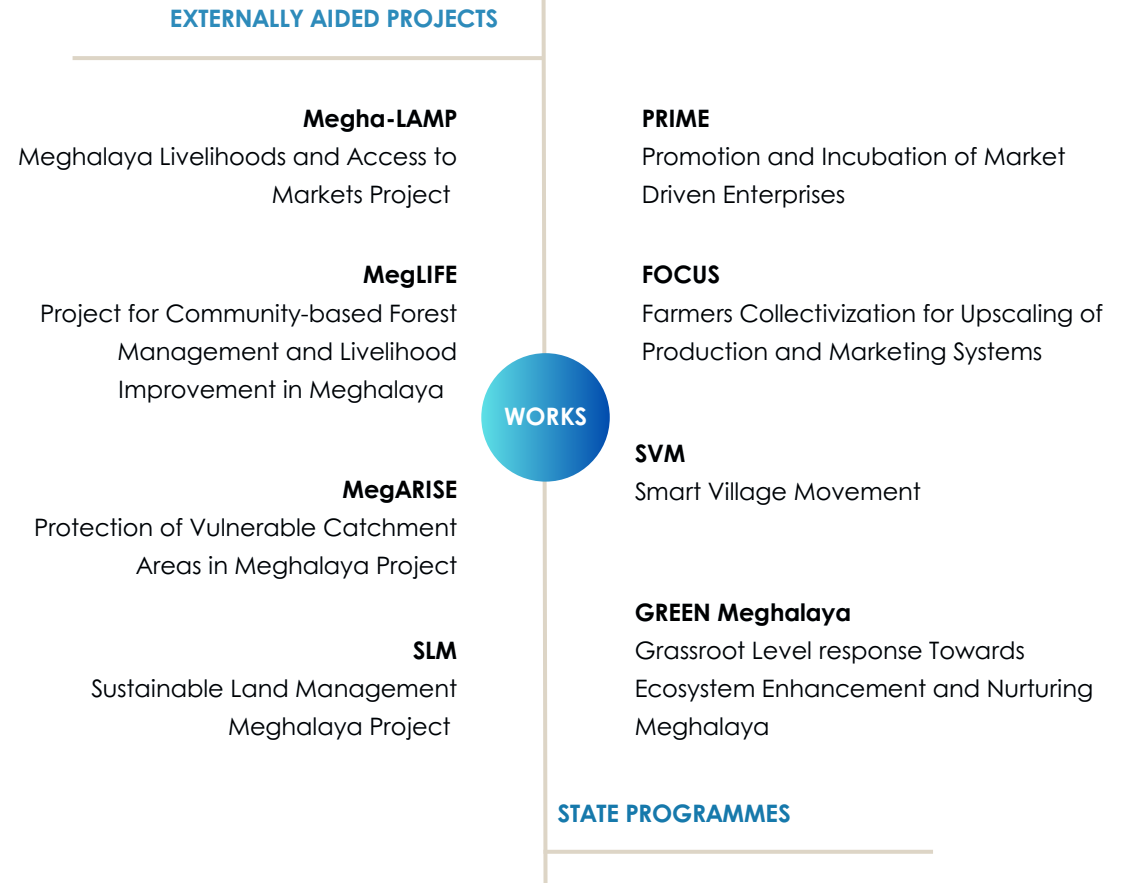


# ABOUT THE ORGANIZATION

The Meghalaya Basin Management Agency (MBMA) and Meghalaya Basin Development Authority (MBDA) implement citizen-centric, community-driven projects to improve the quality of life for Meghalaya's citizens, bridge developmental gaps, and promote natural resource management, catchment area protection, forest management, agroecological practices, and market development. Incorporated under the State's Planning, Investment Promotion & Sustainable Development Department, MBMA and MBDA partner with multilateral agencies, banks, non-profits, UN organizations, government departments, and community groups to implement their works.

Coverage spans across Meghalaya through Externally Aided Projects (EAP) such as the IFAD-supported Meghalaya Livelihoods and Access to Markets Project (Megha-LAMP), the JiCA-funded Project for Community-based Forest Management and Livelihood Improvement in Meghalaya (MegLIFE), and the KfW Development Bank-funded projects - the Sustainable Land Management Meghalaya Project (SLM) and the Protection of Vulnerable Catchment Area in Meghalaya (MegARISE) Project.

State programmes being implemented include the Promotion and Incubation of Market-Driven Enterprises (PRIME), the Farmers Collectivization for Upscaling Production and Marketing Systems (FOCUS), and the Smart Village Movement (SVM).



**MeghaLAMP**  
Meghalaya Livelihoods Access to Market Project  
10 September 1998-2020



**GREEN**  
MEGHALAYA  
Grassroot Level Response towards Ecosystem Enhancement and Nurturing Meghalaya

**Smart Village Movement™**  
In Alliance With Berkeley Haas



**PRIME**  
MEGHALAYA



# KEY UPDATES

## MEGHALAYA LIVELIHOODS AND ACCESS TO MARKETS PROJECT

25 July 2025



### Premium Pineapples from Jirang FPC Exported to Dubai

On 11 July 2025, Smt. Nirjala Sitharaman, the Hon'ble Union Minister of Finance and Corporate Affairs, Government of India, and Shri Conrad K. Sangma, the Hon'ble Chief Minister of Meghalaya, flagged off a 2-ton consignment of premium organic pineapples from Jirang Farmer Producer Company, Ri Bhoi, to Lulu Group in Dubai. Facilitated under the Trial Marketing initiative of MeghaLAMP, the export aims to connect local producers to international markets and enhance Meghalaya's agri-export efforts.



### 10 MT of Black Pepper Aggregated for ₹64.5 Lakh

On 21st July 2025, Gatabil IVCS Ltd. and Denggagre IVCS Ltd. from Baghmara Block, South Garo Hills jointly aggregated 10 MT of black pepper, generating ₹64.5 lakh in revenue through a sale to Sundardas Rathansay Spices Pvt. Ltd., Mumbai. The shipment was flagged off by Smt. Tashri M Momin, District Horticulture Officer, in the presence of the Project Management Unit, South Garo Hills team and IVCS members.





### **Hon'ble Union Finance Minister Visits Siej Village**

Siej Village was honoured by the visit of Smt. Nirmala Sitharaman, Hon'ble Union Finance Minister of India, reaffirming the strength and perseverance of local communities—the true custodians of living heritage and nature. Central to the efforts of Syrwet U Barim are the people themselves: farmers, elders, youth, and women who continue to nurture traditions, living root bridges, and forest ecosystems. With continued support from MBMA and the Government of Meghalaya, this grassroots journey of cultural and ecological conservation moves forward with renewed strength and deeper purpose. The Minister's presence was a moment of pride and encouragement, underscoring the impact of community-led change.



## MEGHALAYA LIVELIHOODS AND ACCESS TO MARKETS PROJECT



### Exhibition Showcasing MLAMP Success Stories

An exhibition featuring farmers and entrepreneurs under the IFAD-funded Meghalaya Livelihoods and Access to Markets Project (MLAMP) was inaugurated at LARITI, Shillong. The stalls, set up by community members across the state, highlighted success stories and value-added products. The exhibition was organised in conjunction with the visit of Smt. Nirmala Sitharaman, Hon'ble Union Minister of Finance and Corporate Affairs, to showcase the impact of MeghaLAMP interventions on rural livelihoods.

### Gender Responsive Budgeting Training Held in East Garo Hills

On 7th and 8th July 2025, a district-level training on Gender Responsive Budgeting was conducted in East Garo Hills. The programme aimed to promote inclusive budgeting practices by addressing gender considerations in planning and implementation. Smt. Silma Dogatchi G. Momin and Smt. Rehmie Jessi M. Sangma, Gender Specialists from the Social Welfare Department, facilitated the sessions, highlighting gender-specific schemes, challenges, and issues, particularly those affecting women. Participants were encouraged to reach out to the department for guidance and support.



### District-Level Workshop on IVCS Mobilization Drive Held in Mawkyrat

A district-level workshop on the IVCS Mobilization Drive was conducted on 23rd July 2025 at DRDA Hall, Mawkyrat, South West Khasi Hills. The programme was chaired by Shri B. Mawlong, IAS, Deputy Commissioner, in the presence of Shri N.D. Shira, MCS, Assistant Commissioner. Officials from the Corporations Department, MSRLS, C&RD Block, Agriculture Department, Horticulture Department, and MCAB also attended the session. The workshop aimed to strengthen efforts toward the formation and mobilisation of Integrated Village Cooperative Societies (IVCS) across the district.





## PROJECT FOR COMMUNITY-BASED FOREST MANAGEMENT AND LIVELIHOOD IMPROVEMENT IN MEGHALAYA



### 2nd Annual MegLIFE Workshop 2025 Held in Shillong

The 2nd Annual MegLIFE Workshop 2025 was held over two days in Shillong, bringing together teams from across the state for reflection, planning, and recognition. Chaired by the Deputy Project Director, the event featured district-wise action planning, sessions on plantation strategies and aroma cultivation, and engaging group discussions. Team-building activities, a quiz, an interactive HR session, and an award ceremony added energy and camaraderie. The workshop reaffirmed the shared commitment driving MegLIFE's progress.

### Podcast | Stories from the Block: Episode 2

The second episode of Stories from the Block features Bitarsing Khardewsaw and Bashanbor Khardewsaw, two 9-year-old boys from Mawkyrwat Block, South West Khasi Hills, who responded when a fire broke out in their local forest. Their story is a testament to courage, community spirit, and the inspiring role of young changemakers.



### 20 SHGs Driving Eco-Friendly Livelihoods in Rongram and Umling

In Rongram Block, 20 SHGs are constructing piggery sheds using local bamboo and preparing sites for fisheries and strawberry farming. In Umling, Chillang SHG under Lumdieng VPIC has launched piggery-based income activities. These community-led efforts are boosting food security, encouraging sustainable practices, and strengthening rural livelihoods.

### 54 Piglets Distributed to SHGs under Chak Nari IVCS, Tikrikilla

To promote rural livelihoods, 54 piglets were distributed to six SHGs under Chak Nari IVCS in Belguri, Tikrikilla Block, West Garo Hills. The initiative supports women-led income generation through cooperative pig rearing, fostering entrepreneurship, group cohesion, and sustainable livestock farming.



**Cabbage planting begins at the Model SALT citronella farm in Laitdiengsai, Mawkyrnrew, East Khasi Hills.**





### SPMU Team Visits FPA Sites in Pombot Myllem and Demthring

On 15th July 2025, the SPMU team conducted a field visit to Pombot Myllem and Demthring to inspect ongoing and completed activities under Financial Participatory Appraisal (FPA) 2 and FPA 3. The visit included an assessment of the plantation site at Pombot Myllem, with a focus on monitoring progress and ensuring effective implementation.

### Saplings Delivered Across VPICs in Ganol Catchment

From 12th to 16th July 2025, the Ganol Catchment Management Unit (CMU) carried out sapling deliveries across multiple Village Project Implementation Committees (VPICs). The CMU team verified the quality and quantity of saplings supplied by vendors to ensure proper implementation of the plantation drive.



### 3,200 Saplings Verified After Plantation Drive in Umiew Catchment

From 10th to 12th July 2025, plantation activities were carried out across Kyrdemkhla, Steplakrai, and Lyngkienshie under the Umiew Catchment initiative. On 22nd July, a team visited Demthring, Myllem Block, East Khasi Hills, to verify and validate the arrival of 3,200 saplings received from the KHADC Nursery.







### Orientation on KfW-SLM Project for Eastern Region

On 16th and 22nd July 2025, a one-day orientation programme was conducted for the Eastern Region and Western Region respectively, bringing together Block Project Managers, Cluster Level Federations, and Village Organisations under Meghalaya State Rural Livelihood Society. The session focused on the KfW-Sustainable Land Management (SLM) Project, providing clarity on its objectives, roles, and responsibilities. The programme also included the signing of the Memorandum of Agreement (MoA) to formalise the partnership and facilitate effective implementation.



### Field Activities Report – Mawshynrut Block

On 17th July 2025, under the guidance of Internal Community Resource Person, several field activities were carried out across Mawshynrut Block, West Khasi Hills District. In Sherilina, Azolla was broadcasted in the paddy field to improve soil fertility. Vegetables were harvested for sale, and brinjal, tomato, chilli, and banana were planted in Surya Mandal to support ongoing livelihood efforts.





### GREEN Meghalaya (Grassroot Level response Towards Ecosystem Enhancement and Nurturing Meghalaya)



#### 4 Villages Covered Under Boundary Demarcation and Verification Activities

As part of the Green Meghalaya initiative, Green Field Associates conducted boundary demarcation and verification across four villages in four blocks. Demarcation was carried out at Lumdam village in Mairang Block, Eastern West Khasi Hills, while boundary verification took place at Dorengkigre, Samanda Block, East Garo Hills, Kyrdem, Bhoirymbong Block, Ri Bhoi, and Nongriat, Nongstoin Block, West Khasi Hills.



### ADB-assisted Integrated Eco-Tourism Development and Sustainable Agri-based Livelihood Development Project in Meghalaya Orientation on ADB-Assisted Eco-Tourism Project Held in Shillong

On 22nd July 2025, an orientation for the ADB-assisted Eco-Tourism and Sustainable Livelihood Project was held at Shillong. Participants from seven districts and the MBDA/MBMA SPMU team attended sessions on key components covering Project Overview & Tourism, Payment for Ecosystem Services (PES), Agricultural Components and Action Plan, Cluster Selection, Gender & Social Inclusion, and IVCS Consultancy.





## Leadership Wore Muddy Shoes: A Story from South Garo Hills

In South Garo Hills, where rivers replace roads and networks fade without warning, a quiet transformation is taking root, not because the path was easy, but because no one gave up.

At the forefront is an all-women team led by District Project Manager Mumua and Block Project Managers Walmetira, Silgamchiy, Saili, Evelyn, and Albia. What they've built goes beyond targets, it's a movement shaped by humility, grit, and resolve.

In 2023, the plantation achievement stood at 422.9 hectares. By 2024, they pushed that to 1236 hectares, and in 2025, they've already covered 776.13 hectares. Progress didn't come easy. Roads vanished in the rain. Villages became unreachable. But with skilled drivers navigating slippery bends and staff willing to walk, wait, or stay overnight in villages, the work went on.

"We stayed overnight," one of them shared, "because during the day, the villagers are in the fields. Only after dinner can we meet them." They listened before they spoke, stayed past sunset, and often mobilized as late as 11 PM.

No one said no, not the staff, not the MTAs. Whether it was carrying saplings through the night, crossing rivers for spring monitoring, or waiting for the last household to arrive, they showed up.

### The impact is visible

- 63 community halls constructed through EPA, each a sign of presence in remote areas
- 355 soil and water conservation structures completed, including tanks, check dams, and dugout ponds
- 265 regular and 121 priority springs monitored and maintained
- 9 IVCs formed and 142 SHGs graded, strengthening economic foundations

Even in agroforestry, where they faced resistance in reducing arecanut planting, they didn't push, they explained, trained, and earned trust. Change followed.

Behind it all lies belief, that no village is too far, no situation too hard, and no person too small to matter.

Financial utilization reflects this journey: from ₹72,390 in 2022–23 to ₹6.6 crore in 2023–24, and ₹1.84 crore in 2024–25, every rupee tied to people, places, and progress.

This isn't a story of easy wins. It's one of late nights, slippery trails, tired feet, and shared meals. Of women who led by doing, and teams who always asked, '**what's next?**'



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