



SOIL TO MARKET

The inauguration of Nongmaiching Organic Producer Company Ltd. will boost the local economy and improve market access for farmers while reducing food wastage.

Prepared by:
Manipur Technology Innovation Hub
(MTI HUB)



Grand Inaugural Ceremony of “Nongmaiching Organic Producer Company Ltd.”

Date: Wednesday, 7th February, 2024

Location: Uran Chiru Village, Imphal East



INTRODUCTION

The Grand Inaugural Ceremony of Nongmaiching Organic Producer Company Ltd., a small food processing and collection unit, took place on Wednesday, 7th February, 2024, at Uran Chiru Village, Imphal East. The event marked a significant step towards empowering local farmers and promoting organic farming practices in Manipur.

DIGNITARIES

CHIEF GUEST

Donald Soubam, Project Officer, Manipur Organic Mission Agency (MOMA), Department of Horticulture & Soil Conservation, Government of Manipur.



GUESTS OF HONOUR

Ashwni Vashisht, Project Monitoring Unit - Mission Organic Value Chain Development for North Eastern Regions (PMU-MOVCDNER)



GUESTS OF HONOUR

Bishak Roy Choudhary, Project Monitoring Unit - Mission Organic Value Chain Development for North Eastern Regions (PMU-MOVCDNER)



DIGNITARIES

GUESTS OF HONOUR

Dr. Rajiv Kangabam, Lead Manipur Technology Innovation Hub (MTI-HUB) and Manager BRTC.



PRESIDENT

JPR Thangni-eng, Village Chairman, Uran Chiru Village



INAUGURAL SESSION

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Donald Soubam emphasized MOMA's efforts to minimize waste and enhance farmer profitability by facilitating the sale of surplus produce to markets beyond the state. He underscored the potential benefits of the new food processing unit in facilitating fruit and vegetable collection, aggregation, and export.



Bishak Roy Choudhary and Ashwni Vashisht highlighted lucrative market opportunities beyond Manipur for value-added agricultural products. They emphasized the importance of processing raw agricultural produce to increase its value, enabling farmers to access higher-value markets and boost profits. Encouraging farmers to embrace processing, they suggested it as a strategy to enhance economic prospects, diversify revenue streams, and capitalize on the untapped potential of their agricultural produce beyond local markets.



INAUGURAL SESSION

Dr. Rajiv Kangabam shared insights into the support provided by MTI HUB for startups, emphasizing its crucial role in fostering innovation and entrepreneurship. He aimed to inspire local farmers, illustrating how innovative ideas can translate into concrete success stories.



JPR Thangni-eng thanked MOMA for support and stressed unity for agricultural development. He highlighted the benefits of the processing unit and urged farmers to adopt sustainability and innovation for prosperity. Thangni-eng's speech promoted unity, gratitude, and commitment to growth.



TECHNICAL SESSION

Dr. Rajiv Kangabam provided a detailed explanation regarding the facilities and financial assistance programs available through MTI HUB. He shed light on the various resources and support systems accessible to aspiring entrepreneurs and startups, emphasizing the role of MTI HUB in facilitating innovation and business development. Additionally, Dr. Kangabam actively interacted with farmers who expressed interest in brainstorming and developing innovative ideas utilizing locally available resources. Ultimately, Dr. Kangabam's goal was to encourage farmers to explore new opportunities, utilize available support, and confidently embark on their entrepreneurial endeavors.



CONCLUSION

In conclusion, the Grand Inaugural Ceremony of Nongmaiching Organic Producer Company Ltd. marked a significant milestone in the promotion of sustainable agriculture and rural development in Manipur. With dignitaries emphasizing the importance of value addition, market access, and innovation, the event underscored the potential for economic empowerment and prosperity within the local farming community. Through the establishment of the FPC and the support of organizations like MOMA and MTI HUB, farmers are poised to capitalize on lucrative market opportunities, minimize food wastage, and enhance their livelihoods. As stakeholders unite in a shared vision for agricultural growth, the ceremony serves as a catalyst for positive change, inspiring hope and confidence in the future of agriculture in Manipur.



SNAPSHOTS



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