

# MEGHALAYA Chronicle

QUARTERLY MAGAZINE

JUL - SEP 2022







Curtain Raiser to the 2<sup>nd</sup> North East Olympic Games 2022 to be held in Meghalaya from 10<sup>th</sup> to 16<sup>th</sup> November 2022.

26<sup>TH</sup> SEPTEMBER 2022 | PINEWOOD BANQUET HALL

Meet **NEO**  
Mascot of the North East Olympic Games.





## MEGHALAYA SCHOOL UPGRADATION PROGRAMME



**SEPT 29 :** Chief Minister, Conrad K. Sangma virtually launched the Meghalaya School Upgradation Programme under which 50 lower primary and upper primary schools were upgraded and improved under Phase I of the programme. This is part of the 208 set of schools as announced earlier for upgradation.

Addressing the gathering the Chief Minister said that though in the current stage of the program only 50 schools are being inaugurated the impact of it will be immense and bring important

changes in the Education sector. He further informed that another 100 renovated schools will be inaugurated in November and January and added that as the infrastructures are completed, the rankings of the State in Education will also improve.

Referring to the NIPUN Bharat Mission (National Initiative for Proficiency in Reading with Understanding and Numeracy, launched by the Education Ministry of India under National Education Policy 2022) which was also e-launched by the Chief Minister for

the State of Meghalaya, he said that the programme will be working towards building the foundational skills and the mission also will go a long way in improving the overall cognitive capability of children and overall analytical skills.

NIPUN Bharat ensures every child in India gains foundational numeracy and literacy by the end of Grade 3. The goals include good health and well-being of children, to become effective communicators and that they become involved learners and connect with their immediate environment.

## ONLINE PORTAL OF THE MEGHALAYA RESIDENTS SAFETY & SECURITY ACT LAUNCHED



**September 8:** The online portal of the Meghalaya Residents Safety and Security Act was launched by Chief Minister Conrad K. Sangma in presence of Home Minister, Lahkmen Rymbui and other dignitaries and senior government officials.

The web-based system is first being rolled out in seven localities of Shillong. The first phase is being implemented in the localities of Nongrim Hills, Lapalang, Nongmynsong, Nongrah, Pohkseh, Riat Laban and Wahdienglieng.

The Government of Meghalaya has introduced the Meghalaya Resident Safety & Security Act 2016 with the purpose to ensure and enhance security of the citizens of State by making careful and thorough examination of tenants residing in the state. The implementation of Act will prevent anti-social elements from gaining shelter in the State and to create a control mechanism to check illegal infiltration or illegal migrants who might be coming and residing in the localities.



## "RURAL BACKYARD PIGGERY SCHEME" ROLLED OUT

**September 1 :** Targeted at making the State self-sufficient in pork production, Phase 1 of the ambitious flagship programme for the farmers - "Rural Backyard Piggery Scheme" under National Livestock Mission was rolled out by Meghalaya Chief Minister Conrad K. Sangma at Byrnihat, Ri-Bhoi district.

"Progress" has been conceptualized by the government to ensure the prosperity of grassroots families through livestock intervention which includes piggery, poultry, etc.

Under Rural Backyard Piggery Scheme - phase 1, the government has earmarked ₹15.18 crore under which four high-yielding improved varieties will be distributed to 6000 families. An additional ₹25 crore will be earmarked to roll out the second phase of the programme reaching out to 10000 households.

Under this scheme 4 piglets, 3 females and 1 male piglet will be distributed to farmers to promote pig breeding to provide regular income to farmers. This livestock package is worth ₹25,000 per beneficiary and it is envisaged to benefit 6000 poor and marginal farmers in the state.



## CHC, TRANSIT HOME FOR EXPECTING MOTHERS INAUGURATED



**September 7 :** Chief Minister Conrad K. Sangma officially inaugurated community health center and a transit home for mothers at Mawryngkneng, East Khasi Hills District.

He expressed his happiness saying, "Women were facing a great deal of maternity related problems like death during childbirth, multiple pregnancies, high risk pregnancies, anemia etc and there are many reasons attributed to these problems and the health and pregnancy of the woman was also connected to the economic activities of the women,"

He further spoke about how "MOTHER" (Meghalaya





Outcome and Transformation in Health, Education and Rural Sector) is aimed to improve support towards women of the state in sectors of health, education, and rural livelihood.

In the program, the Chief Minister stated that the transit home located in the Mawryngkneng CHC will offer housing and care to expectant mothers who reside in remote places. "These transit homes give shelter, food and medical care so that they can have safe institutional deliveries and today we have 180 transit homes across the State giving service and care to high risk mothers and those who live in far flung areas," he added.

## ₹ 121 CRORES WATER SUPPLY PROJECT LAUNCHED IN EAST GARO HILLS

**September 1 :** Meghalaya Chief Minister Conrad K. Sangma and MoS Housing and Urban Affairs, Kaushal Kishore laid the foundation stone for the prestigious Phase-I of the Williamnagar Urban Water Supply Project, in the presence of PHE Minister Renikton Lyngdoh Tongkhar and MLAs Marcuise Marak, Jim Sangma and Abdus Saleh at Williamnagar in East Garo Hills.

The scheme was sanctioned at an estimated cost of ₹ 121 Crores under AMRUT 2.0 by the Ministry of Housing and Urban Affairs, Government of India, in the funding pattern of 90:10. With a capacity of generating 15.00 Million litres per day, it is envisaged that this Scheme will cater to the water demands of the town up to the year 2050.





## BORDER ISSUE BETWEEN ASSAM AND MEGHALAYA TO BE PERMANENTLY RESOLVED



## CM LAYS BASE FOR UMSNING-JAGI ROAD



**August 17 :** In an effort to improve road connectivity in the State, Meghalaya Chief Minister, Conrad K. Sangma, laid the foundation stone for the Umsning-Jagi Road at a function held at Mawhati.

Funded by World Bank at an estimated cost of ₹83,38,49,016.00, the Upgradation/Improvement of Umsning - Jagi Road under Meghalaya Integrated Transport Project (MITP) covers a length of 40.13 km and is expected to be completed within 36 months.

The road project will connect 17 villages in Ri-Bhoi District besides providing faster connectivity to Jagi Road and then to Upper Assam making this an economically strategic road, for the people of the State.





**August 22 :** Meghalaya and Assam after signing MoU at Delhi on 6 areas of differences started their second Phase of border talks in Guwahati to resolve the border issues in 6 remaining areas of differences. The talks between the two states are aimed at resolving the dispute in these remaining six areas of differences.

It was decided in the meeting that three regional committees will be formed by both Meghalaya and Assam respectively to prepare the modalities for resolving the border dispute in the six areas of differences. The committees will be headed by Cabinet

Ministers and shall be formed within 15 days and notified by both Assam and Meghalaya.

"Both Assam and Meghalaya had initiated the discussion in the process to resolve the border dispute that lasted between Assam and Meghalaya for over 50 years. We have taken the discussion forward and have carried out a very detailed discussion before signing of the MoU," Hon'ble Chief Minister Conrad K. Sangma said. "We are committed to permanently resolve the border disputes between the two states in a reasonable time span," he added.

## 80 CMYCS TO BE ESTABLISHED FOR ALL ROUND YOUTH DEVELOPMENT



**August 12 :** Chief Minister Conrad K. Sangma inaugurated the Chief Minister's Youth Centre at Chibra Agal under Rongram block in West Garo Hills on the occasion of International Youth Day.

The government of Meghalaya through State Youth Policy aims to thrust youth centric programs and policies. In pursuance of that goal, Chief Ministers Youth Centers are being established across the state. The center aims to provide an open, safe, and accessible platform for the youth of rural Meghalaya to design their learning journey by nurturing their ideas, showcasing their talents, and building their capacity to solve problems that they see around them.

Chief Ministers said that initiatives such as the CMYC will further the government's endeavor to create the right environment for positive growth and productivity of our youth.

Co-designed by Sauramandala Foundation and Project DEFY, 80 such centers will be set up across different parts of the State.





## (YESS) LAUNCHED TO EMPOWER YOUTH ORGANIZATIONS

**JULY 28 :** Meghalaya holds 74 % population under 35 years of age. There are 3000 registered youth clubs and organizations at present across the state, working for the development, engagement, and rejuvenation of the youth. To enable such organizations, Chief Minister, Conrad K. Sangma, launched - Youth Engagement

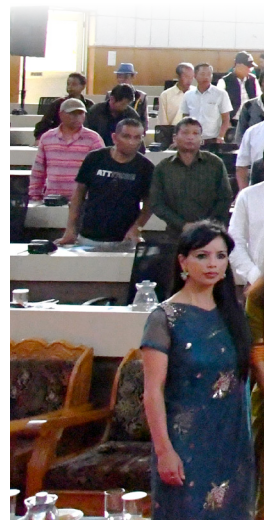


through Empowered Youth Organizations (YESS) initiative in the State. Through this initiative, registered entities focusing on youth development and empowerment can apply for financial assistance up to INR 1.00 Lakh.

The broad objective of this program includes strengthening of youth clubs and associations for arranging and usage of grassroot level programs and activities relating to key subjects influencing the Youth, emphatically channelizing energies of the youth through engaged youth associations. It is anticipated that the youth organizations taking part in this initiative will participate in activities like environmental protection, conservation programs and workshops, financial literacy workshops and campaigns etc.

Chief Minister Conrad K. Sangma, said, "With the youth dominating our state demographic, it was imperative that the State Government took measures to create positive impact on the community. The program YESS is in line with the State Government's vision of empowering the youth of Meghalaya. It is them who can lead the State towards further growth and prosperity. The objective to provide proper opportunities for the abundant potential in our youngsters, as well as the freedom to seek excellence without financial or societal constraints."

## CM LAUNCHES MG-NREGS IN CENSUS TOWNS OF MEGHALAYA





## FOCUS + LAUNCHED TO BENEFIT ALL HOUSEHOLDS OF MEGHALAYA

**July 28 :** As an expansion to the flagship initiative FOCUS, Chief Minister of Meghalaya Conrad K. Sangma launched FOCUS+ in Resubelpara, North Garo Hills with the aim of providing an opportunity to families to take up additional activities and contribute towards agriculture value chain development.

Under FOCUS+, households would be provided with a FOCUS+ card as identification and cash transfer of ₹5,000/- as family benefit. Individuals would need to get registered under a producer group to avail the benefit. This is an additional benefit over ₹5,000/- to producer group account from FOCUS scheme.

FOCUS originally launched on March 2021, have benefitted 2.45 lakh farmers till date. It was launched to boost agricultural economic activities by collectivization of Producer Groups to farm and non-farm produce.



**July 12 :** Meghalaya Chief Minister Conrad K. Sangma, launched the MGNREGS in Census towns of Meghalaya at a function held at the State Convention Centre in the presence of Minister, C & RD Hamletson Dohling and Principal Secretary, C & RD, Sampat Kumar.

With the clarification on the status of census towns given by Ministry of Rural Development, Government of India, census towns can now reap the benefits of MGNREGS.

Meghalaya has been performing exceptionally well in MGNREGS. It is the first state to have women reservation of 15 per cent in the committees of the MGNREGS and today there are close to 2500 women secretaries in different VECs which reflect the equality and gender participation on important decisions that are made at the grassroots level.





## MEGHALAYA LAUNCHES "CASH AWARD SCHEME" FOR SPORTS ACHIEVERS

**July 28 :** The sports discipline has been witnessing and gaining befitting attention which was long overdue. To further contribute to this growing interest, the Department of Sports and Youth Affairs of the Government of Meghalaya, held the Felicitation of Sports Achievers at Regional, Zonal, National and International Level Competitions 2017-2018 & launched a Cash Award Scheme for sports performers, at the U Soso Tham Auditorium, Shillong.

Speaking on the occasion, Chief Minister Conrad K. Sangma emphasized, "Indian sportspersons have been excelling at international arenas. As we engaged with the youth through the Sports program, we found about 7-8 youths among 300-500 participants who met international standards and were in the 'Super Elite' category, despite of no professional training, diet, even to the extent of some not even having shoes, running bare feet but proving to be just as efficient. This shows their immense talent that needs to be recognized, acknowledged, and supported."

The event honored 231 athletes from a variety of Olympic and non-Olympic sporting disciplines. The Chief Minister presented cash prizes totaling more than Rs 81 lakh to the athletes. Financial prizes of up to Rs 75 lakh have been offered by the state's sports department for sports achievers at International, national, and regional level tournaments since 2016-2017.



## MAWLYNNONG VILLAGE BAGS SILVER AWARD AS THE BEST ECO TOURISM DESTINATION IN INDIA





# AWARDS

## BEST PERFORMER AWARD IN THE NATIONAL STARTUP RANKINGS 2021

**July 4 :** The results of the 3<sup>rd</sup> edition of ranking of states on support to the startup ecosystem were released by the Minister of Commerce and Industry, Government of India Piyush Goyal in a felicitation ceremony held in New Delhi.

A total of 24 states and 7 UTs participated in the exercise with 7 reform areas and 26 action points. The states were categorized in five groups Best Performers, Top Performers, Leaders, Aspiring Leaders and Emerging Startup Ecosystem. Meghalaya was placed in the Best Performers category along with the states of Gujarat and Karnataka. This is a huge honour and recognition for the State and its entrepreneurs.

The PRIME, Promotion and Incubation of Market Driven Enterprises program was launched in January, 2020 to realize the Chief Minister vision of providing opportunities to entrepreneurs in the State. As part of the program, aspiring entrepreneurs are provided mentorship, incubation

and funding support through a network of PRIME hubs. The entrepreneurs are also assisted in establishing credit and market linkage and till date almost 1,300 entrepreneurs have benefitted from the program.

The program has been a success on account of the collaborative effort of the Commerce and Industries department that has been providing policy support and Meghalaya Basin Management Agency that has been instrumental in implementing the PRIME program. The program has also tied up with institutions such as IIMCIP, Amazon India, Facebook Meta, Invest India, Pernod Ricard India, NESF and Sauramandala Foundation as knowledge partners.

## EMERGING BUSINESS ECOSYSTEM STATES UNDER EODB 2020 ASSESSMENT

Meghalaya has been included in "Emerging Business Ecosystems" along with several States and UTs, under Ease of Doing (EoDB) 2022 Assessment done by Department of Promotion of Industries and internal trade (DPIIT), Union minister of commerce and industry.

The DPIIT assessed 38 states and

UTs on the Business Reforms action Plan (BRAP), 2020 which consists of 301 reforms around regulatory processes, policies, practices and procedures classified into 15 reform areas. The assessment was done based on feedback taken from actual users of the services.

## THIRD POSITION IN NITI AAYOG'S RANKING

**July 22,** Meghalaya has grabbed third position with a score of 16.00 in the third edition of NITI Aayog's India Innovation Index 2021 under the 'North East and Hill States' category.

India Innovation Index was launched in 2019 to cultivate development among states. The index is prepared by NITI Aayog and the Institute for Competitiveness and is used to evaluate the development of the country's innovation ecosystem. The index draws its framework from the Global Innovation Index. The list assessed the execution of 28 states and 8 UT on seven wide range parameters and 66 indicators. The index had 66 indicators this year, in comparison with 36 indicators in the last edition.

Mawlynnong village which is popularly known as Asia's cleanest village has added another feather in its cap; This time this picturesque village has bagged the Silver Award as the 'Best Eco Tourism Destination' in India.

The accolade was conferred to the representatives of Meghalaya government at the glittering Outlook Traveller Awards function - 2022 organised in New Delhi in the month of August. The Outlook Traveller Awards is considered the 'end word' in terms of quality & competence in the travel and tourism industry.

The awardees were chosen by a team of expert jurors from across the industry and government agencies based on stringent global tourism parameters. The recognitions were handed out by the Union Minister of Tourism & Culture & Development of North-eastern Region of India, G. Kishan Reddy.

Besides Mawlynnong village, another destination of Meghalaya i.e., the famous 'Shillong to Sohra route' was also nominated among the Best Scenic roads in India.



## CLUSTER DEVELOPMENT PROGRAM FOR LAKADONG INITIATED IN WEST JAIÑTIA HILL



**JUNE 29 :** West Jaiñtia Hills district is now covered under the Centre's Horticulture Cluster Development Programme (CDP), for its famous Lakadong turmeric.

The district is amongst 12 other States out of 53 in the country identified under the pilot project to be implemented by the National Horticulture Board (NHB) of the Ministry of Agriculture and Farmers' Welfare.

The implementation of this project in West Jaiñtia Hills is expected to address concerns of the turmeric value chain in an integrated manner to accelerate competitiveness in domestic and export markets. It also aims to reduce harvest and post-harvest losses by developing / expanding / upgrading infrastructure for post-harvest handling of produce, value addition and developing market linkages.

CDP supplements the efforts the State Government for promotion of Lakadong Turmeric, under its 'Lakadong Mission', which has been helping around 13,000 farmers.

## INDIA'S FIRST PILOT PROJECT FOR REFUSE DERIVED FUEL PLANT LAUNCHED



**May 17 :** Meghalaya Chief Minister Conrad K. Sangma along with the Ambassador of South Korea to India, Chang Jae-Bok inaugurated the pilot project for a refuse derived fuel plant in Tura, the district headquarter of West Garo Hills.

Set up by a Korean company, the project is a collaborative effort between the Tura Municipal Board, Government of Meghalaya and Chamhana GW of South Korea.

A first of its kind project in the entire country, the plant situated at the landfill site at Rongkhon Songital will work to convert all waste except recyclables like metals, glass wood and e-waste, construction waste, etc. into fuel briquettes which in turn can be used as a replacement for coal and charcoal.

The current project has been envisioned as a working model demonstration (Proof of Concept), to manage the daily incoming municipal garbage of Tura town and its adjoining areas.





## NORTHEAST FOOD SHOW

**May 5 :** With the aim of providing a platform for the entrepreneurs and farmers of the State and the Northeast to meet and interact with National & Global majors of the Food & Beverage Industry to better understand, build connections, anticipate consumer needs and familiarize themselves with the latest trends in the industry for export promotion and up-scaling their businesses to global standards, the North East Food

show was held at Polo Grounds, Shillong.

Meghalaya Chief Minister Conrad K. Sangma and Sikkim Chief Minister Prem Singh Tamang inaugurated the three-days exhibition in the presence Agriculture & Farmers' Welfare Minister Banteidor Lyngdoh and Sikkim Tourism Minister Bidu Singh Panth.

Meghalaya in collaboration with

SIAL, world's No. 1 Food Innovation Network had organised the first event in the State in 2019 and this is the second edition of the mega food exhibition show, where buyers and sellers from different parts of the region and South East Asian nations participated. The 2022 edition saw the participation of over 200 Brands, making it the region's biggest food innovation showcase.





## JACKFRUIT TECHNO INCUBATION CENTRE INAUGURATED



**May 24 :** Chief Minister Conrad K. Sangma in presence of MLA, Pyniaid Sing Syiem, inaugurated the Jackfruit Techno Incubation Centre (TIC) located at the Institute of Hotel Management, Mawdiangdiang, Shillong.

The TIC at IHM, Shillong is one of the two Incubation Centres under the Government's Mission Jackfruit that is being set up in the State. The Government is also in the process of setting up a Techno Incubation Centre at the College of Community Science, CAU, Tura.

Mission Jackfruit was launched in 2018. Envisaged as a five-year project, it is being implemented under the Directorate of Food Processing.

## MEGHALAYA GRASSROOTS MUSIC PROJECT

**April 26 :** A unique initiative to promote music and music talents in the State - "Meghalaya Grassroots Music Project" was launched by Meghalaya Chief Minister Conrad K. Sangma. Under this initiative, the State Government will support gigs and music shows across the State. It will also provide a platform for the musicians to showcase their musical talents. Through the programme, the Government will also support artists for tours outside the State.

Some of the unique features of this intervention are - the street performance platform, wherein artistes will perform in different public spaces being created by the Government and the music café platform, wherein artistes will get the opportunity to perform in different cafés across the State.

On the occasion the 'Lifetime Achievement Award' was also conferred upon to legendary musician Lou Majaw in recognition of his immense contribution to the music landscape of the State.



## GINGER MISSION LAUNCHED





## SHILLONG TECHNOLOGY PARK INAUGURATED



**FEB 22 :** Leveraging on the State's tremendous potential in the IT sector, Meghalaya Chief Minister Conrad K. Sangma inaugurated the "Shillong Technology Park" in presence of Information Technology and Communication Minister Hamletson Dohling and PHE Minister Renikton Lyngdohon at Umsawli, Shillong.

Besides providing a golden opportunities for IT professionals of Meghalaya from across the world to contribute back to their home State, the Tech Park will support incubation centres in collaboration with industry, academia and government

On the occasion, the Chief Minister also inaugurated the "TechDigital" BPO which will accommodate 300 local employees. TechDigital is a service provider of Total Talent Management solution with offices in USA, Canada and India



**April 26 :** Meghalaya Chief Minister Conrad K. Sangma launched the flagship programme - "Ginger Mission" in presence of Agriculture Minister Banteidor Lyngdoh at Integrated Agriculture Training Centre, Shillong.

The mission aims to double the ginger production in the State to at least 1.5 lakh MT per annum in the next three years from its current production of about 60,000 MT per annum. Through the mission, the Department of Agriculture and Farmer's Welfare will introduce improved and high yielding varieties of ginger like -

IISR Mahima, IISR Varada and Nadia (which is currently being grown widely in the State).

About 50,000 farmers will be benefited through the Mission and the area of production will be increased from 10,000 ha to 12,500 ha. Apart from introducing high yielding and improved varieties of ginger, the mission imparts training to farmers on the Package of Practices (POP) and the latest production technology, collectivization and aggregation, processing of ginger and market linkage.



# TOWARDS EMPOWERMENT

**WEST GARO HILLS :** In most parts of Meghalaya, women farmers are hard working and dedicated. One such farmer is Wanilla D. Sangma, a resident of Thibapara (Sorokpara) village in West Garo Hills District of Meghalaya. She was identified as a progressive farmer in Agri and allied activities by ATMA functionaries in one of their training programmes.

Wanilla D. Sangma already owned livestock and her homestead garden were abundant in jackfruit, mango, star fruit, plum, jujube, pineapple, gooseberry, banana, burmish grape, tapioca, arecanut trees. Leveraging on her resources and her zeal, the ATMA functionaries further guided her and trained her in pickle making, juice making, chips making where she could take advantage of locally available raw materials for her venture. She was also trained by ATMA in poultry, bakery (cake baking) and in developing a kitchen garden.

Motivated by training received from ATMA in food processing, mushroom cultivation, kitchen garden, piggery and poultry, she put her training to use and began making juices, pickles, candy, spices, sauces, chips etc and gradually she witnessed an exponential rise in her income.

Besides her farming capabilities, she is innovative in making artificial flowers from dried arecanut peels, arecanut leaf sheath, eggshells, egg crate and she also uses mineral water bottles to make artificial flowers, which are commercially sold in the local markets and also during Kisan Melas and other exhibitions.

**WEST JAINTIA HILLS :** Hailing from Muplieng village in West Jaintia Hills District, Anumahasa Sna is a Lakadong Turmeric farmer and entrepreneur, who saw the potential of Lakadong way before the launch of Lakadong Mission

In the initial days, Anumahasa would purchase dried Lakadong turmeric in small quantities from farmers of Laskein Block, process and maintain the quality by herself and sell at home-scale. It was in 2019 when she registered her brand as BRAVES and attended the SIAL North East Food Show, that she came to know about Mission Lakadong and also met buyers from USA and other parts of India.

With the assistance from the Lakadong Mission, she not only upscaled her business but she also mobilized

In recognition of her exemplary work in the field of agriculture and allied sector, Wanilla received a cash award and certificate as a part of observation of "Kisan Bhagidari Prathamika Hamari" under "Azadi Ka Amrit Mahotsav". She was awarded for "Women Empowerment and Food processing Enterprise" during the producer group programme by the Deputy Commissioner, West Garo Hills. She also received the "Outstanding Goatery Farmer" award by the District A.H. & Veterinary Department, West Garo Hills.



women farmers to take up the cultivation of Lakadong Turmeric in her Village. 5 Self Help Groups and 10 individual farmers were provided with free seeds and also received training in organic way of cultivation. Among the SHGs, lashanlang SHG fared better than the others. The group cultivated in an area of 2000 sq. mt. and from this area they received a profit of ₹39,800/- (Thirty Nine thousand and Eight Hundred) in the 1<sup>st</sup> season of growing.

By 2021, she had mobilized more farmers from Muplieng Village and also 17 SHGs from the neighbouring village of Myrjai. Enthused and inspired by her example villages where Lakadong Turmeric was not cultivated before, also come forward to take up Lakadong Turmeric cultivation.



# Success Story

Besides urging farmers to cultivate Lakadong turmeric she also helps other farmers in marketing their products. Her brand BRAVES along with Mt. Meru, a world renown company from USA Sandiago have

successfully launched premium Lakadong Turmeric supplements in USA during 2020 which may offer market avenues for the Lakadong Turmeric growers.



**EAST KHASI HILLS :** A family man hailing from Nohron village in East Khasi Hills district, Oscar Nongrum's transition from a betelvine and broomstick farmer to a strawberry cultivator began in 2016 when he went to seek assistance for cultivation of Strawberry from the District Horticulture Office, Shillong.

As suggested, he attended the training programme organized by the office on Package of Practices for Strawberry Cultivation. Motivated, he applied for the same under MIDH Sub - Scheme HMNEH and received the assistance in the same year in the form of quality planting materials Variety - Festival, drip irrigation system and plastic mulch. Oscar was able to harvest around 250Kg (2016), 200Kg (2017), 170Kg (2018), 100Kg (2019), 90Kg (2020), 150Kg (2021) and 200Kg (2022) of Strawberries and he sold the fruits @ ₹300/- per Kg in and around his village as well as in the State Capital Shillong.

Initially, only three farmers practiced cultivation of Strawberry in Nohron village. Seeing the benefit of growing Strawberries through the improvement of Oscar livelihood, in the following year i.e; in 2017, 26 more farmers took up Strawberry cultivation in Nohron village.

Oscar Nongrum's success in the these years has become an eye-opener to many farmers in and around his village for adopting the same as a means of livelihood. Having been inspired by him, farmers from the six neighbouring villages of Khliehasem, Syntung, Siangkhnai, Mynsang, Umtong and Mawdulop have adopted Strawberry cultivation since 2018 onwards. His success has motivated him to improve his livelihood through Strawberry cultivation and he and many more other farmers are buying planting materials such as - Winterdawn and Salvia varieties both at subsidized rate from the office of the District Horticulture Officer as well as full rate from outside the State i.e; Pune.





## NEWS REEL



Meghalaya Chief Minister, Conrad K. Sangma, lighting the lamp while inaugurating the national seminar on 'Interface with Award Winning KVKs Building of Success' at College of Post Graduate Studies in Agricultural Sciences, CAU, Umiam on 29.10.22.



Meghalaya Chief Minister, Conrad K. Sangma inaugurating Umlingka Milk Collection Centre on 27.06.2022



Meghalaya Chief Minister, Conrad K. Sangma interacting with farmers during the Lakadong Festival held at Laskein village in West Jaintia Hills District on 10.05.2022



Meghalaya Chief Minister, Conrad K. Sangma laying the foundation stone of the P.A. Sangma Medical Skill Hunar Hub at 14.05.2022



Deputy Chief Minister, Prestone Tynsong inaugurating Two Lane Bridges on Wahumkhrah River at Weiking and Umpling, Shillong 31.03.2022



Minister of Power, James P. K. Sangma inaugurating the Hydro Power Energy at Bandaregre Village, Chokpot on 01.06.2022





Animal Husbandry & Veterinary Minister, Sanbor Shullai distributing piglets to beneficiaries under National Livestock Mission at Mawsynram and Dangar, on 06.09.2022



Education Minister, Lakhmen Rymbui launching the statewide "Har Ghar Tiranga" campaign at U Soso Tham Auditorium, Shillong on 13.08.2022



Minister of Social Welfare Kyrmen Shylla distributing free Aids and Appliances to PWDs in Khliehriat, East Jaintia hills District on 17.09.22



Minister of Textile, Banteidor Lyngdoh inaugurating the Design Innovation and Resource Centre at Umden-Diwon, Ri-Bhoi District on 06.08.2022



C & RD Minister, Hamletson Dohling launching Amrit Sarovar Campaign at Umphrew village on 02.06.2022



PHE Minister R. I. Tongkhar inaugurating the renovated Jowai Water Supply Scheme and laying the foundation stone for Mihmyntdu Water Supply Scheme and Khliehtyrshi Combine Water Supply Scheme at the Urkhla, Jowai on 27.05.22



