

Focus on NE organic products



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The Ministry of [Development](#) of North-Eastern Region (DoNER) will make suitable arrangements for showcasing the Northeast organic products outside, in the rest of the country.

In his speech at a meeting of [agriculture](#) and [marketing](#) in Guwahati on Friday. DoNER minister Jitendra Singh said an initiative in this direction has already begun with the opening up, recently, of a Showroom-cum-Restaurant bearing a common brand name “ONE” (Organic [North East](#)) at Dilli Haat in [New Delhi](#).

Singh, who was on a visit to Assam to take part in the programmes commemorating the completion of three years of Government led by Prime Minister,

said, the high priority accorded to the Northeast by the present government is evident from the fact that [Narendra Modi](#) chose to observe the completion of three-years of government in this region. He said, it is under the present government that Sikkim was declared [as](#) the first “Organic State” of [India](#) and a roadmap for developing the entire region [as](#) an organic hub of [India](#) has been envisaged.

Emphasizing on the importance of developing the agri-horticulture ecosystem of Northeast, Singh said, NERAMAC must take up the responsibility of carrying forward this mission and build a modern dynamic [marketing](#) apparatus for the purpose. He said, in the absence of organized “Mandis” in most parts of the North-Eastern region, one of the priority activities of NERAMAC should be to act [as](#) an aggregator of agri-horti produce in the region, particularly when 80-82% of the agri-horti produce from the region happens to be organic in nature.

Singh observed that people in other parts of the country are yet to be introduced to the rich and exclusive organic produce of the North-Eastern region and once this happens, they would spontaneously come looking for it. This will not only give a boost to [trade](#) and business, but also create opportunities of livelihood, he said.

Earlier, Managing Director of NERAMAC, Pankaj Kumar Prasad made a brief presentation on the organization’s role to act [as](#) organic aggregators for Northeast. He said, the NERAMAC is confident to succeed in its plan to promote organic farming and its [marketing](#) through different linkages at different levels. Notwithstanding the constraints of poor connectivity and infrastructural drawbacks, the NERAMAC has succeeded in pushing forward its operations, he added.

Mowsam Hazarika

BY MOWSAM HAZARIKA

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