



## Integrated Basin Development and Livelihoods Promotion Programme (IBDLP)

# Meghalaya

'A report to Citizens

December 2012'







The Integrated Basin Development and Livelihoods Promotion Programme (IBDLP) was launched in April 2012 as an ambitious initiative to improve the quality of life of the people of Meghalaya. At that time, I had promised that we will come back to the people with a report card after six months of implementation. This *Report to the Citizens* is redemption of that promise.

The IBDLP is founded on aspiration and on hope—we dare to aspire to a poverty free Meghalaya, to a Meghalaya where the citizens have secure livelihoods that are in harmony with nature.

Over the last six months, considerable work has gone into mobilization and into reaching out. There has been an overwhelming response to the “Basin” approach of working with people as partners and not as beneficiaries. In many ways, this is a validation of our philosophy of changing the way development is envisaged, delivered and experienced.

This document seeks to update you on the progress we have made since April. While we have made a promising start in many areas, considerable work still remains to be done. Early impacts are already visible in many places across the State. This report highlights some of them, with the expectation that these success stories will inspire others for inclusion of their stories in the next report.

The challenge is daunting and indeed, an endeavour of this magnitude is not possible without sincere involvement and active participation of all the stakeholders in the development process. The response of each one of them so far has been very encouraging indeed. As the New Year begins let us rededicate ourselves to the cause of ensuring a vibrant poverty free Meghalaya emerging as a successful model of inclusive growth and sustainable development.

31<sup>st</sup> December, 2012, Shillong

**Dr. Mukul Sangma**



Dr. Mukul Sangma  
Hon'ble Chief Minister  
Government of Meghalaya







I am happy that the Meghalaya Basin Development Authority (MBDA) is bringing out this 'Report to Citizens' highlighting the significant successes achieved over the last few months under the aegis of the Integrated Basin development and Livelihood Promotion Program (IBDLP). This report is a testimony to the changing paradigm of development and the relationship between Citizens and Government in the State.

The focus of the first year of the Program was on reaching out to citizens, conducting need assessments, building capacity of Government departments to deliver, creating new institutional framework to support the departments and building partnerships at all levels- national and international organizations of excellence, financial institutions, civil society, traditional institutions and most importantly the citizens. The building blocks for effective delivery of the Program have been put in place over the last few months.

Significant progress has been made under some components of the Program- Implementation of the Meghalaya State Aquaculture Mission, Operationalization of some Enterprise Facilitation Centers (EFCs) and the remaining on the anvil, Strengthening of Institutions like the Meghalaya Institute of Entrepreneurship (MIE) and Meghalaya Institute of Governance (MIG), Launching of the Women's Economic Empowerment through Financial Inclusion Program, Mobilizing of resources and Conducting of detailed studies on Market Access, Value Chain Development and Access to Finance. The MBDA with its dedicated cadre of Program Associates, Interns and part-time functionaries has shaped up into a vibrant and outcome oriented organization and the District Basin Development Units headed by the Deputy Commissioners have been set up and strengthened to drive convergent and integrated action at the grass roots.

The greatest success of the Program till date has been the active involvement and participation of different stakeholders and ushering in of a sense of hope and optimism about the comprehensive development process getting rolled out under the aegis of the State flagship programme. Our initiative is getting recognized by investors as a positive step towards re-engineering of the development administration.

Speedy and effective delivery of services envisioned under the programme is critical to retain and further build up the confidence of different stake holders in this ambitious programme. As the New Year begins, let us rededicate ourselves to the cause of all round prosperity and well being for all the citizens of our State as well as all our programme partners in different parts of India and elsewhere.



**Shri WMS Pariat**  
Chief Secretary  
Government of Meghalaya



# Introduction

Meghalaya has set for itself an annual growth rate target of 11 percent during the XII Plan period, 2012-17 against the national growth target of 8.0 percent. Given that the per capita income in Meghalaya is lower than the all- state average of by 10 percent and the necessity of providing economic opportunities to the growing young population, it is important to target a higher growth rate than the country's target growth rate.

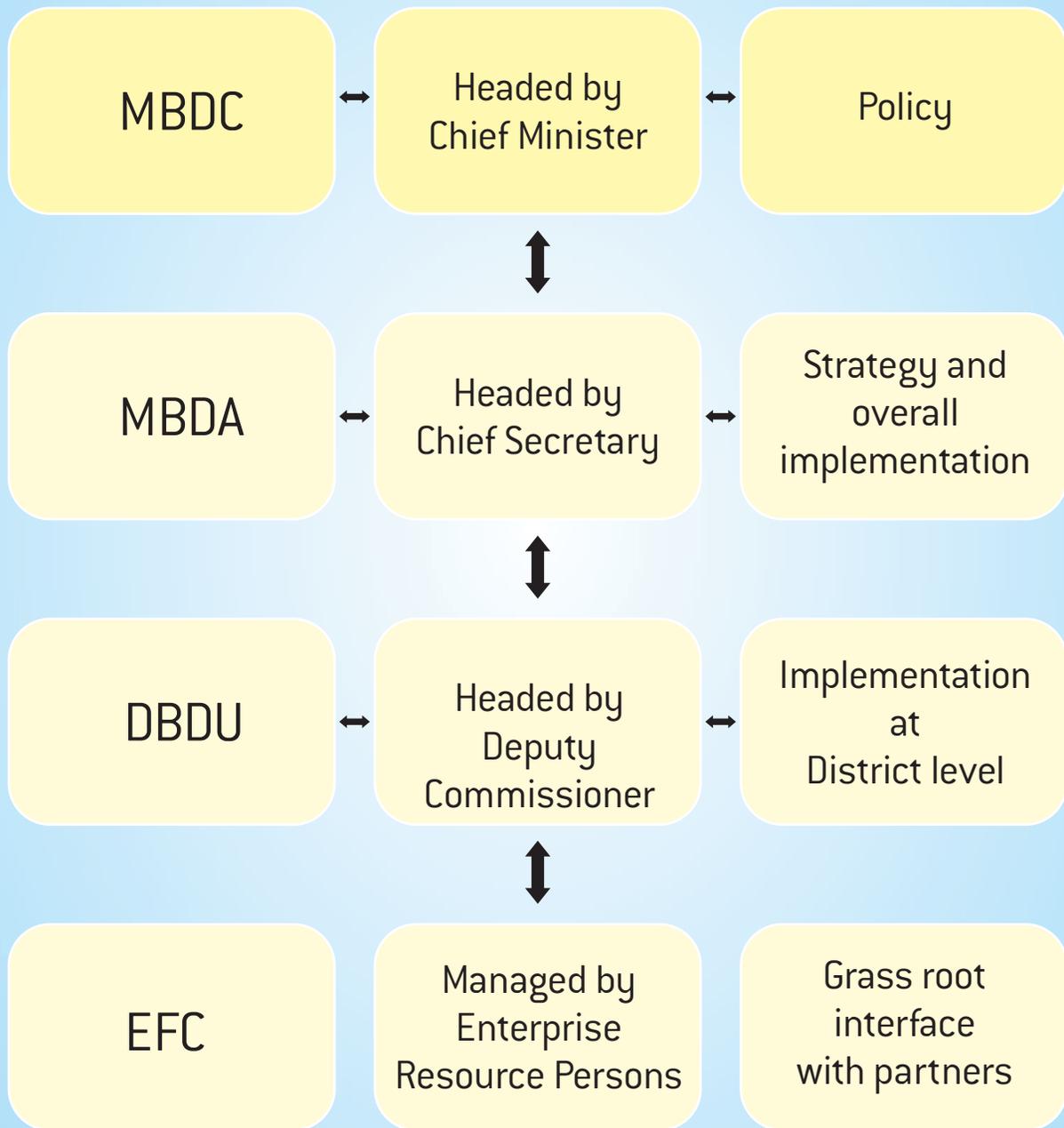
The achievement of this kind of phenomenal growth demands concerted and integrated efforts of the government machinery, private sector, civil society and the citizens. A conducive environment in which every individual performs to the best of his/her potential needs to be put in place. The Integrated Basin Development and Livelihoods Promotion Programme (IBDLP) is an effort at ushering in such a facilitating eco system for growth.

The IBDLP is designed around four pillars- Knowledge Management, Natural Resource Management, Entrepreneurship Development and Good Governance and is being implemented in a Mission mode through nine missions- Aquaculture Mission, Horticulture Mission, Livestock Mission, Sericulture Mission, Tourism Mission, Forestry & Plantation Crops Mission, Apiculture Mission, Energy Mission and Water Mission. Each mission is designed to leverage the natural advantages that the state has in the sector and to generate livelihood opportunities for every household and to accelerate growth.

The basic strategies revolve around strengthening the hands of the majority rural population through an area wise (basin) approach rather than a Department centric approach, building up the necessary platforms for delivery of the required inputs for different productive activities. Under the program the stakeholders are being exposed to practical knowledge, which would enable them to exploit proven technology, through the entire value chain, right from the input up to the marketing stage. Proper and sustained use of our water resources and mobilization of required energy support at various stages of the value chain are also the key components of the Program. The IBDLP would enable the State to improve substantially on most of its growth indicators, and would result in a more equitable and inclusive growth.

The programme is people-centric and brings about a complete paradigm shift in the development strategy as it veers away from the traditional 'Beneficiary' approach and promotes alliances with 'Entrepreneurs' and 'Development Partners' in taking the State to the higher trajectory of growth, prosperity and well being. It endeavors to focus more on the less developed areas, under privileged sections of society, women and youth, thereby aiming to harness the vast untapped creative potential of our people, and particularly the mass of creative energy exemplified in the vibrant, industrious and expressive youth, who need opportunities for growth and a better and more secure future. The entire programme is pitched on a platform of good governance, wherein the whole process is done transparently.

The focus on complete value chain management of different production sectors coupled with a thrust on thematic and institutional convergence of developmental initiatives will mitigate the business risks and also enhance comparative advantage of the State in gaining greater market access.



# Institutional Framework

IBDLP is being implemented through the following Institutional Framework :

## **MBDC**

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The Meghalaya Basin Development Council (MBDC) is headed by the Chief Minister and is responsible for policy planning and coordination, innovation, resource mobilisation and for synergising the efforts of the various stakeholders. Ministers and Chief Executive Members of Autonomous District Councils and other distinguished experts are member of MBDC.

## **MBDA**

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The Meghalaya Basin Development Authority (MBDA) is headed by the Chief Secretary, Government of Meghalaya and is responsible for strategy and steering the overall implementation of the programme.

## **DBDU**

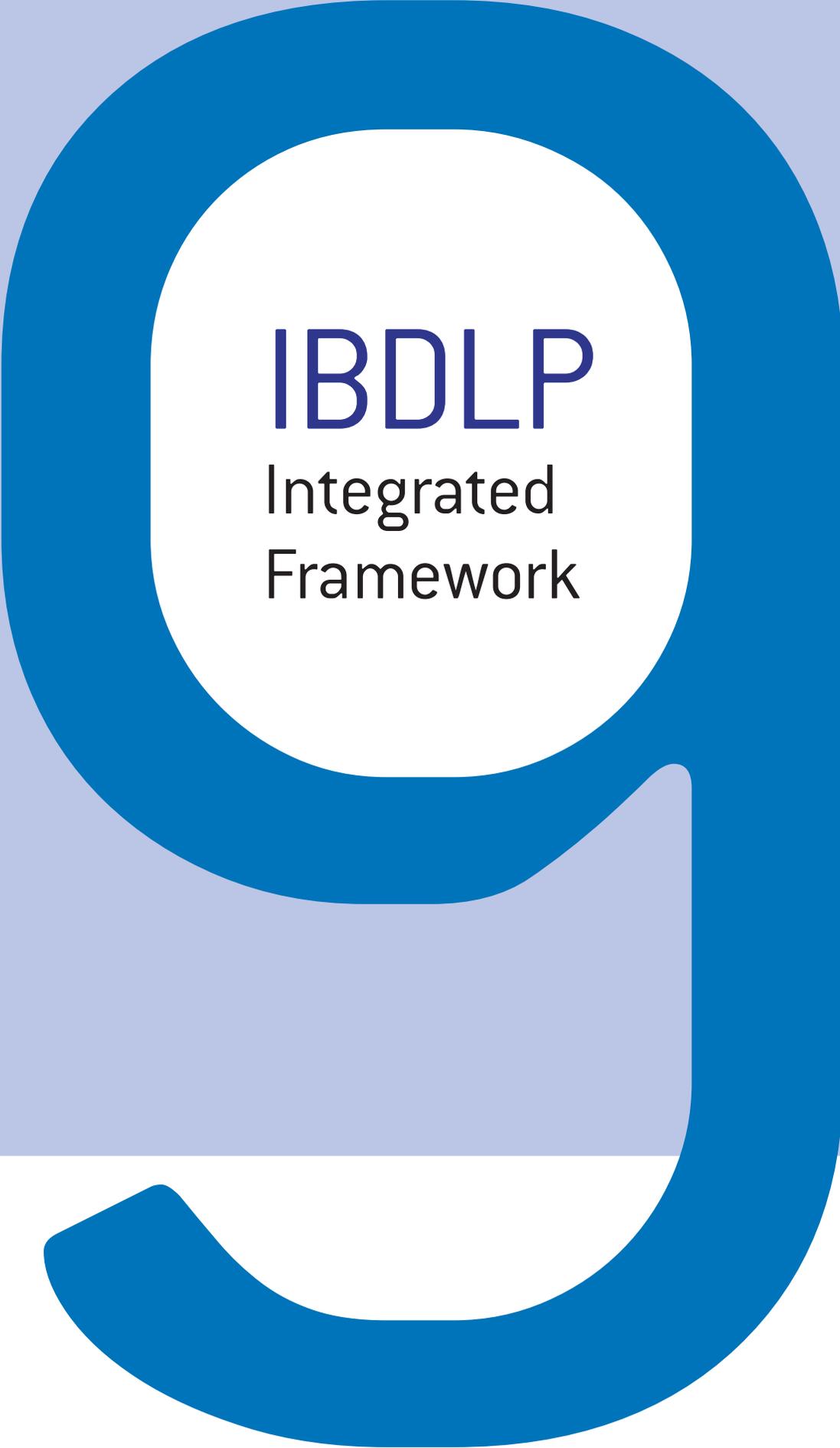
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The District Basin Development Units (DBDU) has been set up in all the 11 Districts in the office of the Deputy Commissioner. The DBDUs are the implementation agencies for the various interventions under the programme. Convergence of the activities of the department is achieved under the aegis of the DBDUs.

## **EFC**

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Enterprise Facilitation Centers (EFC) are set up at the Block level as first points of contacts and grass root interface with the citizens. 14 EFCs are currently functioning and the rest would be operationalized soon.



**IBDLP**  
Integrated  
Framework

# MISSIONS

AQUACULTURE

APICULTURE

LIVESTOCK

HORTICULTURE

SERICULTURE

FORESTRY AND PLANTATION CROPS

TOURISM

ENERGY

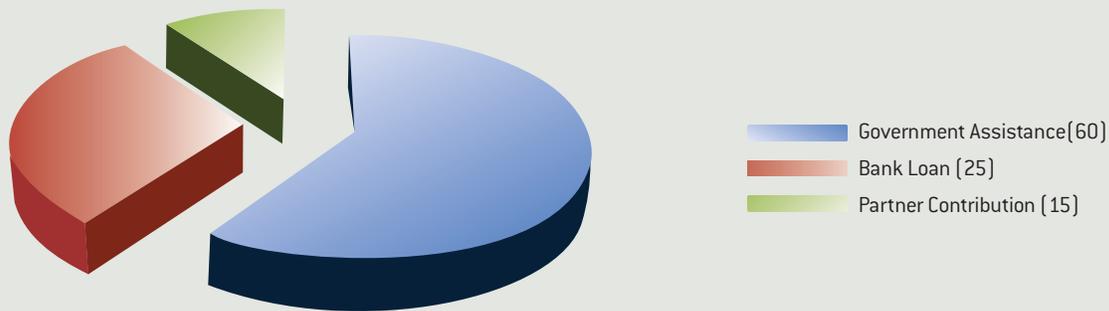
WATER

# ➤ AQUACULTURE MISSION

The fisheries department has launched the Meghalaya State Aquaculture Mission (MSAM) with six mini missions focussing on Area and productivity expansion, Critical infrastructure development, Establishing sanctuaries, Capacity building, Media and outreach and Tapping of emerging opportunities in the fisheries sector.



## Investment Pattern for Intervention (in %)



The Meghalaya State Aquaculture Mission (MSAM) was launched on 5th March 2012. The objectives of the MSAM are:

- Development of existing water bodies and creation of additional water area for large scale fish production, including reclamation/rehabilitation of marshy and swampy lands,
- Conservation of native, endangered and traditional species of Meghalaya and developing breeding farms of commercially potential species on a large scale,
- Creation of mass awareness, capacity building, exposure training and skill development of all the stakeholders and technical support for long term sustainability of fishery sector,
- Capturing emerging opportunities in the fisheries sector.

Given the wide canvas, the Aquaculture Mission is divided into six Mini Missions for better focus and ease of implementation. The following Programs/activities were taken up under the different Mini Missions over the last one-year.

### Mini Mission I

#### Area and Productivity Expansion:

- 38,000 potential fish farmers have registered for assistance under the programme. Process of Feasibility assessment of all applications is underway.
- 6518 individual fishponds are being assisted covering a water area 651.80 Hectares.

### Mini Mission II

#### Critical Infrastructure Development:

- Seventeen project proposals for setting up of fish seed hatcheries in the private sector- Progressive Fish Farmers, NGOs, Fishery Cooperative Societies and Entrepreneurs, have been approved. Ten of the projects have already been assisted.
- Process initiated for establishment of twenty Fabricated Reinforced Plastic (FRP) hatcheries in Private Sector.

### Mini Mission III

#### Establishing sanctuaries for conserving the indigenous and endemic species:

- Advertisement inviting NGOs, Communities, Self-Help- Groups, Civil Society Organizations,







Fish farmers Organizations etc., to partner with the Department of Fisheries in the establishment of Fish Sanctuaries in the potential areas/ part of the rivers/ streams etc., has been floated and twenty sanctuaries are proposed to be assisted in 2012-13.

**Mini Mission IV**  
**Capacity Building and**  
**Human Resource Development**

- Four Departmental Officers have been sent to Kerala and one Officer to Hyderabad to study the “Fish Feed Mills” established in the Private Sector in these states.
- Seven Departmental Officers have been deputed for a study tour to Kolkata to study the “Scampi Culture” with the intention of replicating the same in the State.
- Ten Departmental Officers have been sent for short-term training at IIM, Bangalore and Sixteen Programme Managers have been given a short-term trainings on Network and Web Application for Management of RD Programmes, Orientation to Fisheries and Project Management.
- 394 Potential Fish Farmers from across the have been trained at NIRD, Guwahati on “Capacity building of Rural Functionaries and Progressive Fish Farmers for Development of Pisciculture in Meghalaya”.

- Ten Entrepreneurs selected for Fish Seed Hatcheries have been sent for training on the operation of Hatcheries, Breeding technique of IMCs at Regional Research Centre, Kalyani, Nadia, West Bengal.
- Two Training Halls at Nongstoin and Williamnagar are being constructed.

**Mini Mission V**  
**Mass Media Campaign, Documentation**  
**and Outreach:**

- Five workshops and seminars to discuss various issues concerning the Fisheries development in the State with the experts have been held.
- Mass Mobilization Campaigns to publicize the objectives, goals of the MSAM were held at Ampati, Selsella, Mawphlang, Umsning, Tura and Shillong and awareness programmes have been held at Williamnagar, Nongstoin and Jowai.

**Mini Mission VI**  
**Emerging opportunities in the Fisheries Sector:**

- Through the Mission, investments were made to develop Ja-Ud Community Pond in East Khasi Hills into an Aqua Parks/Aqua Tourism destination. Gap funding for the project is being provided by BDU, East Khasi Hills.

## ❖ APICULTURE MISSION

Apiculture Mission is conceptualized with a vision to promote apiculture as an organized industrial enterprise to provide livelihood and gainful employment opportunities to the people of the state.



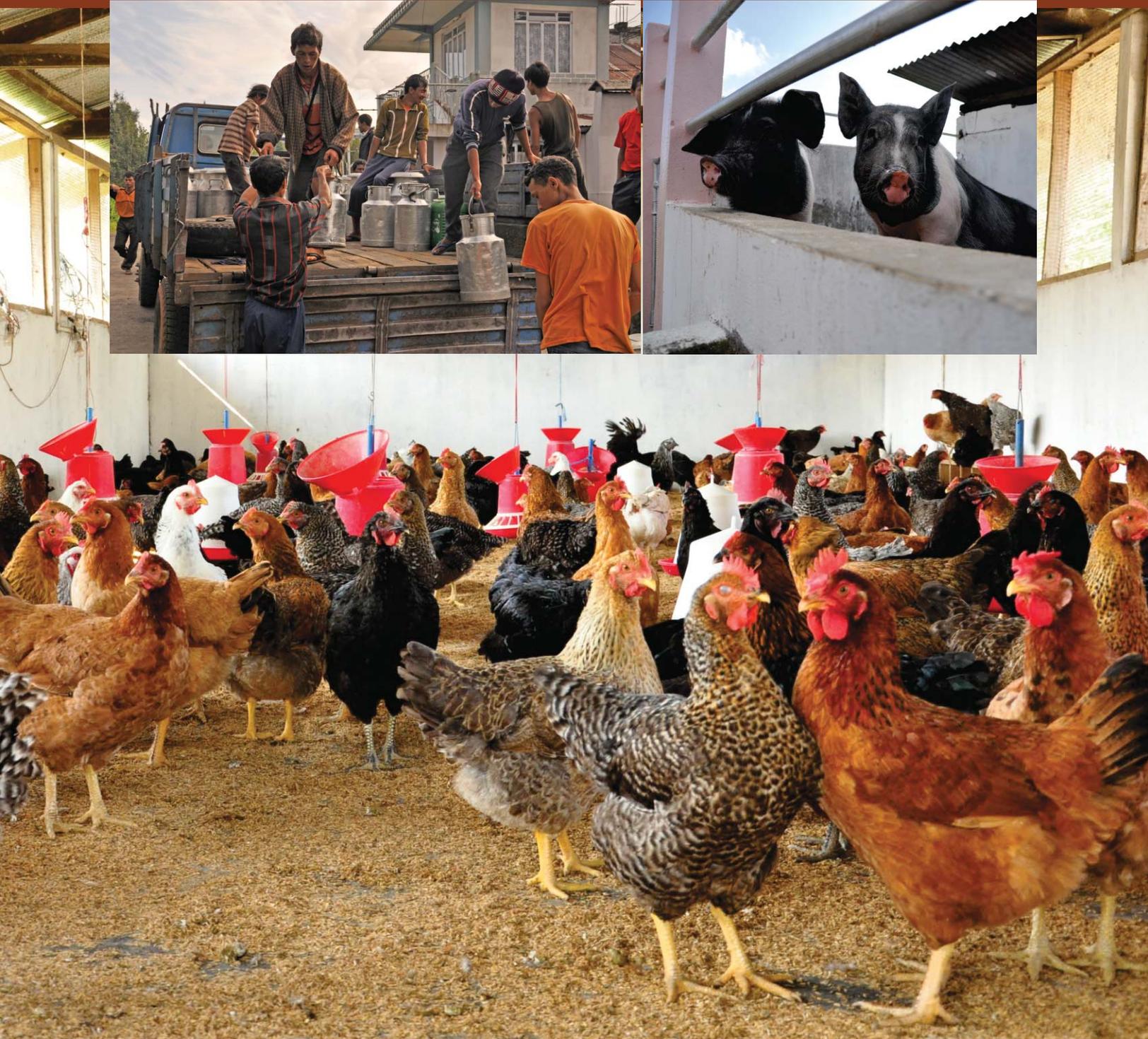


In order to achieve mission objectives of boosting honey production, increasing its demand, generating self-employment and economic development, facilitating adoption of modern techniques and skill up gradation, promoting availability of support services and creating market linkages, the following activities were taken up by the Commerce & Industries Department, the nodal department for the implementation of the mission and the other agencies involved in the mission

- Scheme for Awareness creation programme is approved and will be conducted in 500 villages
- Proposal for up gradation of Central Honey Processing cum Demonstration Centre at Barik, Shillong finalized.
- Base Line Survey /SWOT Analysis is being conducted.
- Basin Development Unit (BDU), East Khasi Hills organized an experience sharing workshop on bee-keeping and honey processing in collaboration with Nagaland Beekeeping and Honey Mission (NBHM) in Shillong with the participation of the local honey growers and stakeholders.
- A number of steps have been initiated after the workshop- Survey and Study of the honey clusters in East Khasi Hills, research on bee and flora species, identifying key lead farmers and training them, training on bee box making, development of packaging materials, entrepreneurial and management skill training, market access etc.

## ❖ LIVESTOCK MISSION

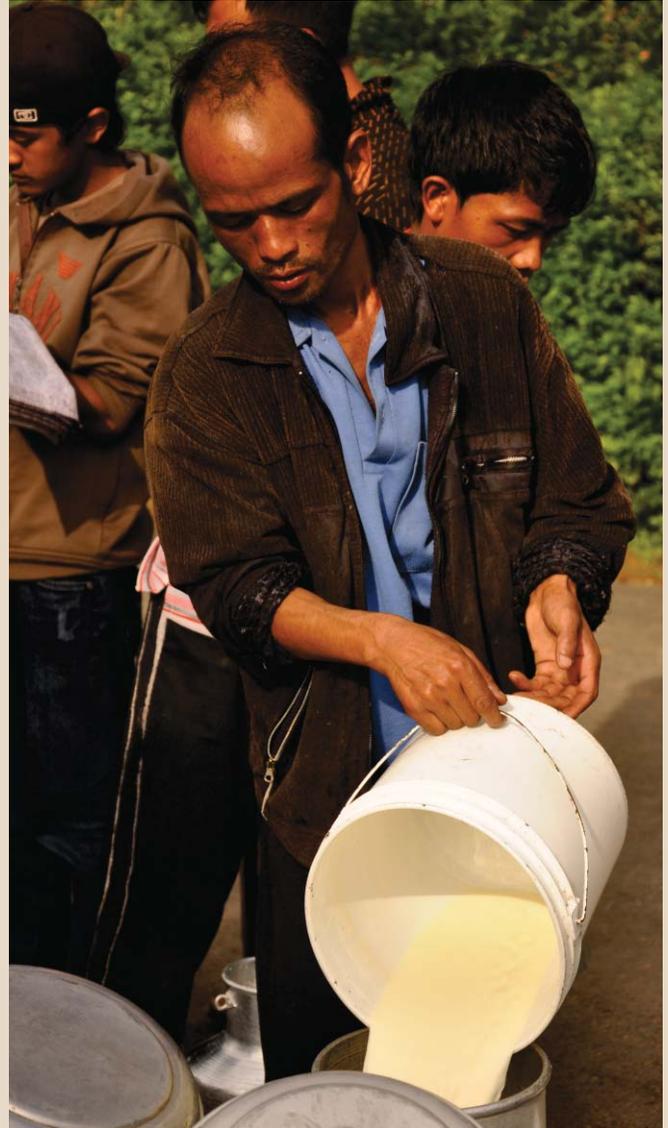
The Animal Husbandry and Veterinary Department, the nodal department for the Meghalaya State Livestock Mission, has initiated the mission implementation with the objectives to enhance livestock and poultry production, generate self employment, and improve the economy of farmers in terms of livelihood and food security, to ensure better managerial practices and technical knowhow as well protection of animals from diseases.





The following programmes under the Livestock mission are being implemented in a phased manner based on the feasibility of the area and demand driven approach.

- Cattle Development – Dairy Farming for milk production
- Pig Development – Pig farming for breeding and fattening
- Poultry Development – Poultry farming for layer, broiler, low-in-put bird (Kuroiler), including rearing of Turkey, Emu, Duck and Quail
- Goat Development – Goat farming for breeding and fattening
- Fodder Production – Cultivation of improved varieties of fodder
- Clean Butcher Shop – Provision of improved equipments and appliances, refrigeration to maintain hygienic meat
- Marketing – Marketing of livestock, birds, feed and products
- Capacity Building – Awareness, training, discussion, workshop, newsletter, exposure trip for farmers etc.



Awareness creation and mobilization of partners till the block level has been done resulting in registration of 28,552 farmers, out of which 7,527 registered farmers short-listed for implementation of projects.

## ✦ HORTICULTURE MISSION

Meghalaya State Horticulture Mission (MSHM) is conceived with a vision to make the state as the "Horticulture Hub" of the North-East.

In the process, the mission is designed to help the farmers achieve increased production and productivity, through technological interventions, support and service facilities





The Mission aims at achieving sustainable development of land and water resources and providing livelihood to rural households. This will also maintain the emphasis on growth of horticultural production while striving to achieve mission's targets. Further, the two processes would also strengthen the post-harvest management, particularly cold-chain development and market access.

The Agriculture Department has already deployed the following intervention programmes/schemes to achieve the stated objectives under the mission –

- Resources and Production Management – To achieve Production Enhancement and processing of horticultural commodities at specific locations.
- Post-harvest and Value Addition Management – To promote improved harvesting process, storage of farm produce, value addition through processing, grading and packaging.
- Markets and marketing information Management – To establish well organized and fully equipped markets.
- Supply Chain Management – To achieve horizontal and vertical integration of various ongoing and planned government programmes in the field of horticulture development by establishing forward and backward linkages.

- Capital Formation/ Investment Management – To develop entrepreneurship among the growers towards value addition through markets interventions for better products' prices.

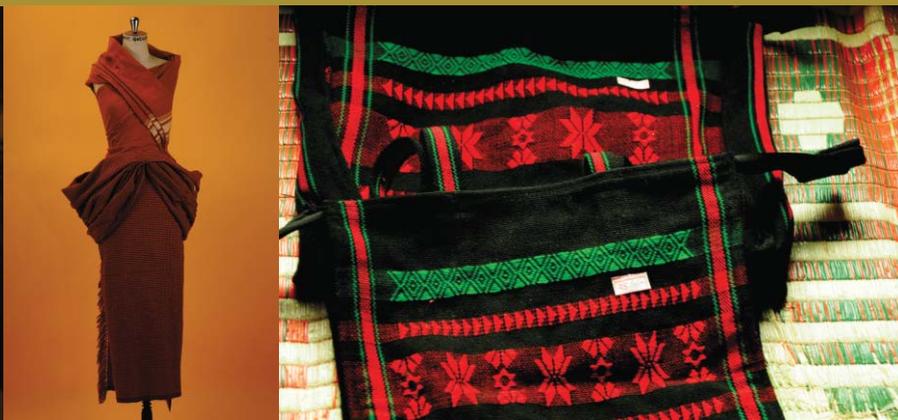
Nature and Environment-Conservation Technologies – To conserve and promote natural resources, eco-system and traditional native plantation crops.

The Department is currently working on the Horticulture Mission's document after completing various preliminary enquiries and evaluation of the present situation. The department surveyed districts in Khasi, Jaintia and Garo Hills to obtain the views of the farmers and also held meetings with all the District Horticulture Officers (DHOs) and Horticulture Officers at the Block level.



## ❖ SERICULTURE MISSION

The mission will focus on development of all three types of silk and all activities in the value chain connected with sericulture - growing nurseries for food plants, seed production, supply of raw yarn to weavers, improvement of handloom machinery (power looms and jacquard machines) and development of natural dyes.





The Sericulture and weaving department is the nodal department for the implementation of the Sericulture Mission, which targets to reach out to the 30,000 silk farmers/ growers and the 23500 weaver households of the state. All three types of silk- Eri, Mug and Mulberry, are grown in different regions of the state. Eri is predominant in Nongpoh district, Mulberry in Jaintia Hills and Muga in the Garo Hills.

The mission will focus on development of all three types of silk and enterprises connected with sericulture - growing nurseries for food plants, seed production, supply of raw yarn to weavers, improvement of handloom machinery (power looms and jacquard machines) and development of natural dyes.

Along with development of backward linkages, stress is being laid on developing strong forward linkages. The department sponsored the Shillong Fashion Week and created a platform for local weavers and silk farmers to interact with some of the biggest names in the fashion industry like Rohit Bal. The local weavers were also exposed to high fashion and concepts of garment design and product diversification. The department has also partnered with National Institute of Fashion Technology (NIFT), Shillong for new products development and design interventions. Negotiations are on with stores like Fab India to show case and sell the products of the state.

The department conducted five weavers registration programmes and mega health camps at Selsella, Ampati, Tikrikilla, Nongpoh and Resubelpara since September 2012, recording registrations from an overwhelming 26,500 weavers. The registrations will provide comprehensive statistical information of the handloom sector – number of weavers, number of functional handloom units, scale and pace of their functioning etc., and will enable the department in,

- a) identifying genuine weavers eligible for benefits under various schemes,
- b) facilitate hassle free census and issuance of photo-identity cards to eligible weavers and allied handloom workers, and
- c) enable better planning and execution of handloom development schemes.



# ❖ FORESTRY AND PLANTATION CROPS MISSION

Meghalaya State Forestry Mission is conceived around creating forest-based livelihoods with a focus on sustainability. The vision is to conserve forests and wildlife of the State in a manner, which includes preservation, and maintenance of the dense forests and habitats up-gradation and restoration of degraded forests and creation of livelihood opportunities for people based on forestry resources.





The following interventions are being made to achieve the Mission Objectives:

- Integrated and multidisciplinary participatory planning and formulation of schemes involving activities such as agriculture, apiculture, horticulture etc; and implementation through Forest Development Agencies and Joint Forest Management Committees
- Promotion of livelihood opportunities based on forestry resources.
- Facilitate providing of alternative sources of energy to reduce pressure on existing forest for fuel wood collection.

- Catchment area treatment through preservation of very dense forests and increasing forest cover in moderately dense and open forest irrespective of ownership of the forest land.
- Contain jhum cultivation in the affected areas by propagating improved agricultural practices and rehabilitate such areas through social forestry and energy plantations
- Building traditional and professional knowledge base and trade facilitation at the ground level to provide informed options to farmers enabling them to make rational choices
- Development of research infrastructure for local species and creating gene bank.

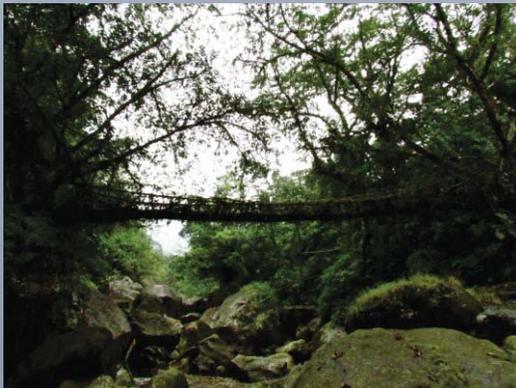


Partnerships has been worked out with the institutions of excellence such as National Botanical Research, Central Institute of Medicinal & Aromatic Plants, National Mission on Bamboo Applications, Ministry of Science & Technology, Government of India to take forward the agenda of promoting forestry based livelihoods within the framework of sustainable development.

Tissue Culture labs are being set up in the State to provide for quality planting material to upscale the efforts under the mission.

# TOURISM MISSION

Meghalaya with its salubrious climate, cascading waterfalls and unique culture and peoples has a great tourism potential. Tourism has been identified as one of the primary growth drivers and a key focus area under the programme. The Tourism Mission aims at projecting Meghalaya, as the most preferred Tourist Destination within the Country and abroad. The mission document has been finalised after consultations with the various stakeholders.





The major activities initiated under the Mission are:

### **Training, capacity building and skill development**

Tourism sector has the greatest potential for employment generation provided the right skill building is done. Human resource development under the mission is focusing both on skill building for new jobs and capacity building of the different players currently in the sector. The training partners for the department under the mission are IL&FS Education, IHM & FCI, Avenues, ETPL (India) etc.

Trainings have been conducted in the areas of grooming and building of life skills in hospitality and service, front office work including communication skills, house keeping, outdoor and adventure activities and skill development of masons. About 200 youths have been trained in these skills over the last few months and another 1000 are expected to be trained by the end of the financial year.

### **Infrastructure Creation**

Inadequate facilities for stay and accommodation is impeding the growth of the sector and a scheme for addressing the problem has been designed under the programme. Homestays and resorts are proposed to be constructed and operated in an entrepreneurial mode under the new “**Meghalaya Tourism Development and Investment Promotion Scheme 2012**” which provides assistance to entrepreneurs for creation of Homestays and Resorts to the tune of 30% of project cost of Rs 16.00 Lakhs and Rs 100.00 Lakhs respectively.

The mission also focus on brand building and convergence with other departments. Ghasura Park was constructed in South West Garo Hills in convergence with Horticulture department and similar projects are being proposed in several places in convergence with fisheries, cooperation, soil and water conservation departments.



# “**Meghalaya Tourism Development and Investment Promotion Scheme 2012**”

## ENERGY MISSION

State Energy Mission's vision under the IBDLP aims to provide energy solutions for enterprises and livelihoods through partnerships with rural communities. The plan is to empower the rural communities through access to those solutions through partnership and capacity building, to ensure sustainability of the projects, including operation and maintenance.





The Energy Mission has short term goal of providing solar energy solutions to villages and schools. The focus will be on bio mass and bio gas in the medium term; Micro -hydel and mini hydro projects form part of the long term solutions being looked at.

**The following steps have been initiated over the last few months under the mission.**

- The Power department is holding brainstorming sessions with officials of MeECL, Meghalaya Non-Conventional and Rural Energy Development Agency (MNREDA) and Inspectorate of Electricity.
- It is also consulting officials of the Uttarakhand Renewable Energy Corporation and the representatives of Infrastructure Development Finance Company (IDFC) Foundation in order to obtain the benefits of both experience and better technical know-how.
- The draft Energy Mission Document was presented during the workshops organized at State level, and is presently being fine-tuned by IDFC Foundation to make it more comprehensive and practical.
- The Energy Mission Teams will visit all District Headquarters in Meghalaya for making presentations before the District Basin Units in order to highlight the mission goals and to facilitate convergence with various line departments.
- The IDFC Foundation also conducted a Site Survey for resource assessment at twelve (12) sites in the State in September with the view of providing clean and sustainable energy.
- The Mission is currently examining issues relating to accessing the Clean Energy Fund.

## WATER MISSION

Water is at the heart of the IBDLP. The vision of the water mission is to promote Integrated Water Resource Management (IWRM) and building of water based and water related livelihood and enterprise opportunities in the state.





The thrust areas of the water mission are:

- **Creating knowledge in the sector:**

A Geophysical study on ground water in the state has been completed with the help of Central Ground Water Board (CGWB). This information is being integrated with the geo spatial data to plan interventions in the sector. WAPCOS Ltd are preparing a comprehensive master plan for water resources management in the state.

- **Governance of water resources:**

A water resources council: Headed by the Chief Minister has been established to ensure policy planning and convergence.

An Integrated Water Resources Management Agency (IWRMA) has been promoted to look at various issues of water resources development and governance.



The Chief Secretary is the Head of this agency and the secretaries of water related departments are the members of the governing body.

At the district level, District Water Resources Councils headed by the Deputy Commissioners have been established to look at the integrated development of water resources in convergence with schemes like MGNREGS.

Water Users Associations have been set up at the village level to usher in a regime of demand based water management.

- **Policy measures:**

Draft of the Water Act and Water Policy has been circulated to all stakeholders for consultations.

- **Efficient and Optimum Usage of Water Resources and Water Quality Management:**

Different government agencies have been encouraged to work with communities to promote efficient water usage. Water harvesting strategies have been taken up in the form of the following interventions:

- 1) Small Multipurpose Reservoirs to impound water along the cascades and use it for various purposes drinking, sanitation, irrigation, aquaculture, micro-hydel, eco-tourism etc.
- 2) Jalkunds: Stand-alone structures for tapping rainfall for upland irrigation.

Massive area expansion to provide irrigation facilities is also being taken up under the mission.





# Accompanying/ Supporting Measures

KNOWLEDGE MANAGEMENT

NATIONAL RESOURCE MANAGEMENT  
AND CLIMATE CHANGE ADAPTATION

INFRASTRUCTURE DEVELOPMENT

INSTITUTIONAL DEVELOPMENT

FINANCIAL INCLUSION

MARKET ACCESS

POLICY SUPPORT/LEGISLATION

CONVERGENCE

GOVERNANCE

CAPACITY BUILDING

MEDIA AND OUTREACH



come partner with us

# EFC

come partner with us

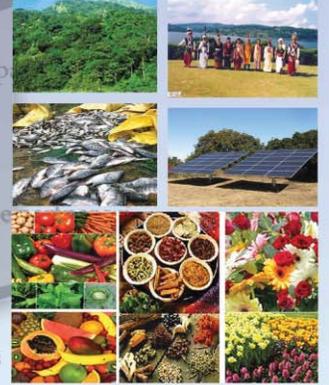


## (ENTERPRISE FACILITATION CENTRE)

*Under*

**Integrated Basin Development  
and  
Livelihood Promotion Programme  
(IBDLP)**

*Come partner with us...*



# Enterprise Promotion

Meghalaya Institute of Entrepreneurship (MIE)  
and Enterprise Facilitation Centers (EFCs)



Promotion of natural resource based micro enterprises is seen as a definitive growth driver for the state. A paradigm shift in thinking and strategy on development is sought to be brought about under the programme by moving away from a beneficiary oriented model to an enterprise promotion model. The belief is that citizens of the state can become successful entrepreneurs if the state creates a conducive eco system for enterprise building which involves a systematic engagement with existing and aspiring entrepreneurs of the state, providing for skill building and technology up gradation, access to finance, access to markets and development of value chains.

Meghalaya has redefined entrepreneurship by choosing to view every individuals of the state who produces any thing for the market as an entrepreneur. The Meghalaya Institute of Entrepreneurship (MIE) has been set up as the nodal institution to facilitate the setting up of enterprises in the state. The MIE has over the last one year held several rounds of consultations with all the stakeholders to understand and conceptualize a homegrown model for Enterprise Facilitation.

A consultation with the Tourism entrepreneurs and stakeholders was held in March 2012 and a workshop on value chain development was held with all the government departments, banks and farmers in May 2012. Similar consultations and workshops were held at the district level. Consultations were also held with our partner agencies- IDFC foundation and India @75 (CII), to understand and learn from comparable national and international experiences.

On the basis of these consultations, the Enterprise Facilitation Centre (EFC) model was finalized. The EFC is a designed as a one stop shop and a sensitive public interface for providing structured information on IBDLP, linkage with several agencies involved in enterprise building including banks and providing hand holding support for fledgling micro enterprises.

14 EFCs are have been set up across the state and about 6000 partners have visited the centers. The EFC is manned by two Enterprise Resource Persons

(ERPs) who interact with the partner and understand the entrepreneurial requirements of the partners. Films on IBDLP and on successful entrepreneurs of the state are shown to motivate the partners and to increase the levels of confidence and aspiration. The partner will eventually be linked with the mission implementing agencies, departments, banks, and capacity building institutions etc., in accordance with his/ her need.

Small Farmers Agri-Business Consortium (SFAC) has been engaged to develop technology platforms for integration of the enterprise and market data and for development of a Meghalaya Entrepreneur Portal. New models of delivery of credit are being finalized with the banks. EFCs in all the 39 blocks are expected to be functioning by March, 2013.

To enable enterprise led growth, enterprises are sought to be build all along the pyramid starting from micro and tiny enterprises to medium and large enterprises which will provide forward and backward linkages to the micro enterprises.

District	EFC Centre
East Garo Hills	William Nagar
East Khasi Hills	Pynursla
	Laitkroh
South Garo Hills	Baghmara
	Gasuapara
	Chokpot
	Rongara
South West Garo Hills	Zikzak
	Betasing
West Garo Hills	Rongram
	Selsella
West Jaintia Hills	Amlareim
	Laskein
	Thadlaskein

GOVERNMENT OF MEGHALAYA

Integrated Basic Development and Livelihood Promotion Programme

Govt. of Meghalaya



# Mobile Multi Facility Centre (MMFC)



IBDLP aims to reach out to every household of the state over the next five years. Enterprise Facilitation Centres (EFCs) are set up in the blocks as grassroots level contact points between program implementing agencies and the citizens. Considering the remoteness and inaccessibility of many villages across the state and also considering the fact that the message and the services associated with the programme need to be taken as close as possible to the citizens, the concept of Mobile Multi Facility Centre (MMFC) has been conceptualised.

MMFC is an EFC on wheels providing all the enterprise related information available at the EFCs except individual counselling. The MMFC will also provide other services like water testing, soil testing and e-banking in the immediate future. Banks have

shown a keen interest to use the MMFCs for providing e-banking services. The first MMFC was inaugurated in West Garo Hills district during Wangala Festival in November 2012.

The mobile facility is a customized multi service publicity vehicle with state of the art technologies, audio-visual equipment like PA address system, LCD projector and screen, computer, generator, camera and other equipment and is being used for publicity and awareness on the various components of IBDLP.

The van will move to remote areas of the district and will cover market places on market days to enable maximum outreach.

Similar MMFCs will be launched in all the districts of the state.



# Natural Resource Management (NRM) and Institute of Natural Resources (INR)



Meghalaya is blessed with bountiful natural resources- water, land and bio-diversity. Communities have for generations depended on these natural resources for their livelihoods. Under the Program, the Institute of Natural Resources (INR) is set up to bring together the traditional knowledge on NRM and modern technology (remote sensing tools, GIS platform, Geospatial data) and create actionable/usable knowledge for building and improving livelihoods in a framework of sustainability.

Preparing comprehensive NRM plans village wise and Basin wise has been initiated. Integrated Village Development Plans (IVDP) with a strong focus on NRM are prepared for more than 100 villages across the state.

In partnership Mission for Geo-Spatial Applications, Department of Science and Technology, Government of India and the North Eastern Space Applications Centre (NESAC), knowledge layers are being developed with regards to soil, slope, drainage system, etc which will help in integrated natural resource planning.

The Institute is closely working with KfW for preparation of climate change adaptation plan in 64 villages focusing on natural resource management and related matters and also with GIZ on technical inputs in connection with Climate Change Adaptation Programme.

The NBRI, Shillong Centre at Upper Shillong was established in partnership with the CSIR – National Botanical Research Institute (NBRI), Lucknow, MBDA and the Bio-Resources Development Centre (BRDC), Upper Shillong, as a regional centre of excellence. The centre will impart appropriate knowledge and technologies to the local entrepreneurs to tap the bio-resources and build enterprises and livelihoods around them.



“  
A new scheme for  
Financial Inclusion  
called-  
“Womens  
Economic  
Empowerment  
through  
Financial  
Inclusion”  
was launched.

”

# Financial Inclusion

## A key to Women Empowerment



Access to finance is a prerequisite for employment, economic growth, poverty reduction and social cohesion. Non-availability of finance is a key impediment to setting up of enterprises and new businesses. Realizing the importance of the Financial Inclusion Agenda, A conclave on financial inclusion was organized with participation of prominent economists, bankers, micro finance institutions from across the country in April, 2012. The conclave brought to centre stage the issues of FI and threw up a number of innovative ideas to take forward the FI agenda.

A new scheme for Financial inclusion called- "Womens Economic Empowerment through Financial Inclusion" was launched. Under the programme, potential entrepreneurs who agree to undergo formal Entrepreneurship Development Programme (EDP) training through the Industries Department/ Banks/ Meghalaya Institute of Entrepreneurship/ any other reputed institute or agency or have completed Skill Development Courses would be eligible to apply for one time margin money

contribution of Rs. 5,000/- which will be transferred to the bank account of the entrepreneur. The program targets to reach out to 60,000 entrepreneurs this year and 4,00,000 during the XII plan period.

Campaigns were done across the state for registration of the potential entrepreneurs. Block and district level committees have been constituted for scrutiny of the applicants.

A study is commissioned in partnership with International Financial Cooperation (IFC) for designing of customized financial inclusion models for Meghalaya. Detailed discussions have been held with the senior managements of the various banks and modalities of financial inclusion and availability of credit for setting up of enterprises are being finalized.

New models of providing rural credit are being set up in the form of Integrated Village Cooperatives. Twenty villages have been finalized for setting of these new institutions.

# Governance

MEGHALAYA INSTITUTE OF GOVERNANCE (MIG)





Entrepreneurship led growth cannot happen without an enabling Governance framework. Creating such a framework would require systematic engagement with government, civil society and traditional institutions. The MIG is set up to provide an institutional framework to holistically look at issues of Governance and governance reform. The mandate of the institute includes capacity building, engagement with stateholders and advocacy for governance reform.

The following activities were taken up in furtherance of the Governance agenda under the programme

- Capacity Building of officers at various levels in the government has been initiated- 38 officers of the different departments were sent for a one month management training at IIM Bangalore; 18 officers of the government have been sent to China for an exposure visit; a one day orientation training on Public Private Partnerships was conducted by IDFC for all the heads of departments
- Engagement with the community was initiated through a series of consultative meetings and village level workshops. A youth meet on *Initiatives for Change* was held in association with

Initiatives of Change, Panchgani where hundreds of youth participated and this eventually led to the Campaign to Save the Wahumkhrah and Umshyrpi rivers

- Systematic engagement with the traditional authorities and institutions is underway. A workshop was organized with all the *Nokomas* of Garo Hills at Tura in November. About 400 *Nokomas* across Garo Hills participated in the workshop. A stakeholder's meet with traditional institutions was organized in Shillong in December where about 100 leaders from across the Khasi hills region participated. More consultations are being planned with the *Syiems* and *Rangbashnongs* of the various *Himas* in Khasi Hills region
- The MIG is also launching a lecture series to connect the students and civil society of the state to the best minds across the country and also to project Shillong as a knowledge destination.

In the next few months the MIG will intensify its engagement with the traditional institutions and work at building capacities at different levels in the government.



# MARKET ACCESS





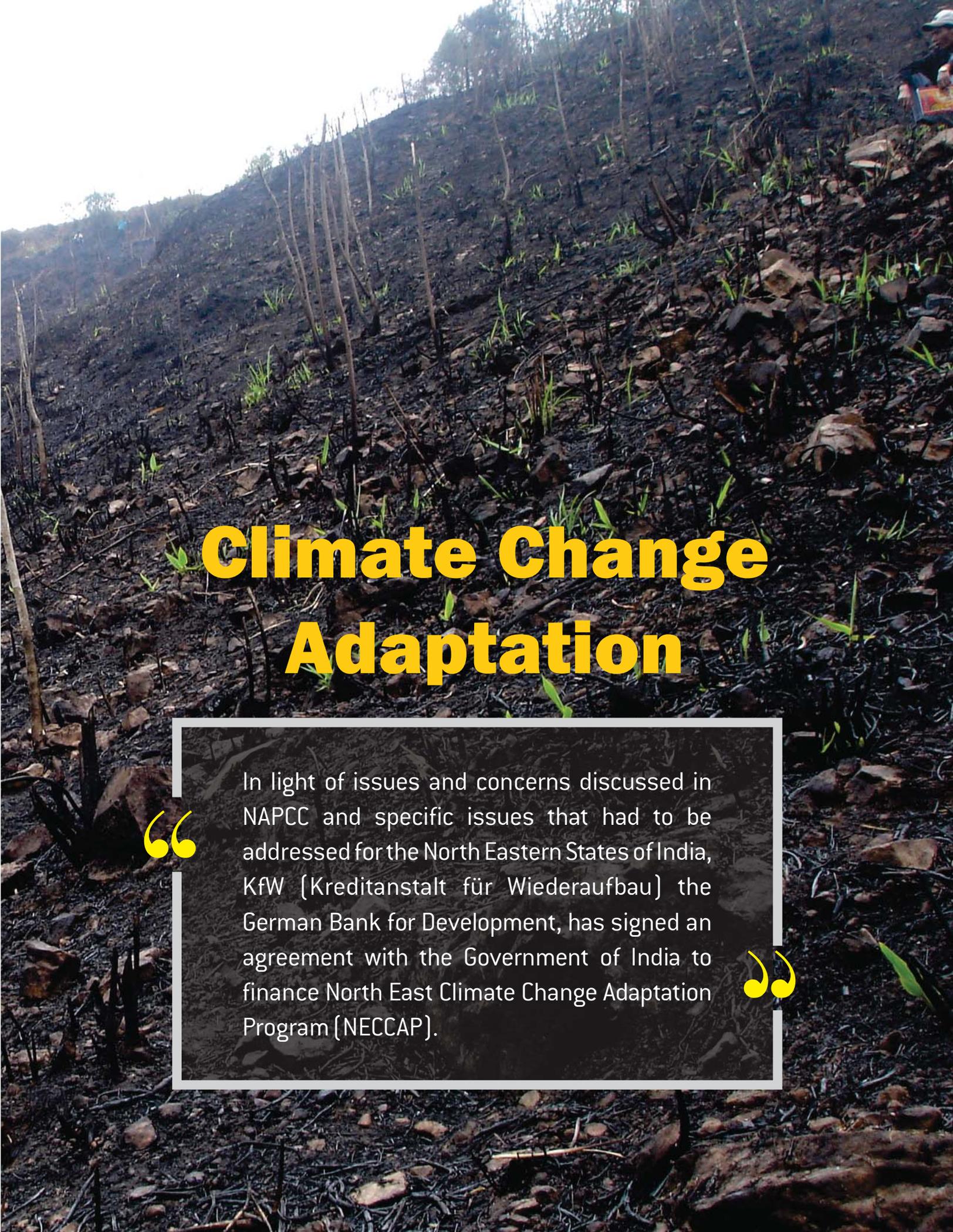
Farmers and breeders of the state face many difficulties while trying to sell their produce in the markets. Improving market access and value chain development of products therefore becomes vital for effective promotion of enterprises.

Our strategic partners in the implementation of IBDL, IDFC Foundation have been engaged in putting in place measures for improving market access and agricultural produce marketing.

A study conducted over the last three months through field surveys, interviews with market committees and analysis of trade flow of markets studied 169 main markets including district council markets across the state. Detailed data is now available for 55 markets. This includes trade data (produce and value), market infrastructure, and major crops/ produce coming to the markets, number of villages/ households impacted, transportation facilities and others. The study has helped identify products in which the state has a comparative advantage and which have the potential for livelihood creation on a large scale - livestock and livestock products, handicrafts and ecotourism services, and high-value agriculture and horticulture products.

Six markets (Smit, Umsning, Wahiajer, Garobadha, Ampati, Gokulgre) from across the state have already been identified for start up interventions including up gradation of market infrastructure, creation of warehouse and cold store facilities, strengthening of transportation logistics and product supply chain, formation of market access anchors and product based Special Purpose Vehicles (SPVs).

The other important facet of improving market access is about orienting established entrepreneurs and contractors from the State towards emerging opportunities in value chains, particularly those based on natural resources. Workshops and consultations with the contractors on business diversification have already been initiated in Tura and Shillong where contractors and entrepreneurs participated actively and evinced keen interest in partnering with the government in furthering growth.



# Climate Change Adaptation

“ In light of issues and concerns discussed in NAPCC and specific issues that had to be addressed for the North Eastern States of India, KfW [Kreditanstalt für Wiederaufbau] the German Bank for Development, has signed an agreement with the Government of India to finance North East Climate Change Adaptation Program [NECCAP]. ”



All development projects have to address issues of climate change as per the National Action Plan for Climate Change (NAPCC).

In light of issues and concerns discussed in NAPCC and specific issues that had to be addressed for the North Eastern States of India, KfW (Kreditanstalt für Wiederaufbau) the German Bank for Development, has signed an agreement with the Government of India to finance North East Climate Change Adaptation Program (NECCAP).

The overall objective of the program is to enhance livelihood resilience and adaptive capacity of rural people in the North East Region, to the impacts of climate variability and change. The NECCAP aims to support the Government of India (GoI) in establishing instruments for dealing with current and future impacts of climate change, by designing and implementing adequate climate change adaptation measures.

The KfW assisted project is being implemented in

64 vulnerable villages in erstwhile districts of West Khasi Hills, East Garo Hills, West Garo Hills and South Garo hills thereby directly benefitting about 6000 families in Meghalaya.

Similar comprehensive approach to development would be adopted and replicated in all remaining villages in the State, under Integrated Basin and Livelihood Development Program (IBDLP) of the Government of Meghalaya. The project addresses various issues of sustainable development related to natural resource management, capacity building, development of infrastructure etc. with climate change perspective.

Total outlay of NECCAP Project is Rs. 648.05 Crores of which approximately 1/5<sup>th</sup> will be invested in Meghalaya. Under this project, 75 per cent of the outlay will be by way of loan to Government of India and 4 per cent of the outlay will be in the form of grant from KfW.

The respective State Governments and partners will invest remaining costs.

# CONVERGENCE AND GAP FUNDING OF PROJECTS

## **SUCCESSFUL CONVERGENCE MODELS**

Convergence and integrated action by different departments of the government is one of the essential strategies under the IBDLP to ensure best results through optimum usage of available resources- financial and human.

Guidelines have been issued by the MBDA to the BDUs for conceptualizing projects in a convergent mode under which gap funding wherever required will be provided by the MBDA. All the BDUs have come with imaginative projects, which are at different stages of sanction and implementation.



Two examples of visible successes achieved in a remarkably short span of time through convergence of the efforts of the various departments are presented below:

**Mawlyngbna Village  
Mawsynram Block,  
East Khasi Hills**



Mawlyngbna Village is a true depiction of interdepartmental convergence where interventions have been made for the improvement of the day-to-day life of the community. The interventions started with the construction of the Small Multipurpose Reservoir (SMR) through convergence of various departments- Soil & Water Conservation, Fisheries, Rural Development, Tourism, Water Resources, etc. This concerted effort by the departments galvanized the village community, which constructed a road under the NREGS programme. The tourism department is planning to develop a fossil park and other tourism infrastructure in the village. Feasibility studies are being conducted for setting up of a mineral water processing unit to tap and process the water of the natural springs of the village. The villagers have also agreed to take up bio- diesel plantations over large tracts of land around the village.

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The Chief Secretary, Government of Meghalaya, Shri WMS Pariat inaugurated the SMR in the presence of the entire village community.

**Ghasura Park  
Ampati  
South-West Garo Hills**



Ghasura Park is located at South-West Garo Hills, Ampati. It is based on a Japanese Zen garden concept.

The project was initiated by the Department of Tourism, Meghalaya in the beginning of 2012, which constructed the infrastructure, Tree House and Suspension Bridge, Gazebo, Pebble Walk, Compound etc. The Horticulture Department decided to join forces with the Tourism department in May 2012. This convergence of both the departments makes the park distinct. The place is overwhelmed with various plantations of the unlike species of bamboos and deciduous trees which attracts numerous birds like robins, doves, mynas, kingfishers, etc. This garden also adds to the natural beauty of the surrounding town like Ampati.

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Honourable Chief Minister of Meghalaya Dr. Mukul Sangma inaugurated the project.

# Institutional Partnerships



A wealth of knowledge, expertise and experience is available in many national and international organisations/ agencies on the different components/ interventions of the IBDLP. MBDA has entered into strategic partnerships for cooperation with many such organisations/ agencies for greater success in all the interventions under the program and to avoid wastage of valuable time and resources in reinventing the wheel.

## Some of the key partners in the implementation of the Program are:

**Infrastructure Development Finance Company (IDFC) Foundation** is a not-for-profit company under Section 25 of the Companies Act, 1956 set up to oversee and coordinate the various development activities being pursued by IDFC Limited (IDFC). The Foundation is a wholly owned subsidiary of IDFC.

IDFC foundation is a strategic partner in the implementation of the Program and is providing Support in policy, capacity building, procurement, resource mobilization and project management. A comprehensive study on Markets along with creation of access and setting up of farmers' producer companies/ SPVs for aggregation and marketing is underway. Apart from capacity building of government functionaries, Interns and Programme associates of MBDA are being trained by IDFC at Delhi.

**Small Farmers' Agri- Business Consortium (SFAC)**. Is a Developmental Institution under the Ministry of Agriculture aiming to bring about and facilitate farm-focus growth through new ventures in agro-based industries. Its core aims and objectives are focused on increased production and productivity, value addition, provision of efficient linkages between producers and consumers.

Meghalaya Entrepreneurs Portal and a technology platform for data management are under development for effective planning and delivery of the program. Teams of SFAC are also working on Value Chain development of some of the important crops of Meghalaya.

**International Finance Corporation (IFC)** is a member of the World Bank Group providing investment and advisory services to the companies and Governments across the globe. A study on Access to Finance in Meghalaya has been commissioned as part of which structured interactions with all stakeholders have been held over the last six months and customised solutions for financial access are being developed. Value Chain development studies for ginger, turmeric and spices are in progress.

**Kreditanstalt für Wiederaufbau (KfW)** is the German Bank for Development and is implementing the North East Climate Change Adaptation Program (NECCAP) in 64 vulnerable villages of the state in districts of West Khasi Hills, East Garo Hills, West Garo Hills and South Garo hills directly benefitting about 6000 families.

**Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)** is a federal enterprise of the German Government working on international cooperation for sustainable development and is implementing a project on climate change adaptation with focus on implementation of the state action plan on Climate Change, Climate proofing of value Chains, Knowledge management at state level to support decisions for service delivery and capacity building.

**National Botanical Research Institute (NBRI)**, Luknow under CSIR is the country's front ranking Institute in the area of Biodiversity conservation. A CSIR- NBRI, Shillong Centre was set up as a regional institute of excellence for furthering research on Bio-inoculants, Bio- prospecting Meghalaya's plant wealth and for action research on promoting livelihoods around bio diversity.

**Mission for Geospatial application, Ministry of Science and Technology**, Government of India are the strategic partners in the field of remote sensing and geospatial applications. Knowledge layers of soil, slope and drainage system are being developed on a GIS platform for integrated natural resource planning.

Apart from the above, partnerships are being finalised with other National and regional Institutes of Excellence- National Institute for Smart Government (NISG), Hyderabad, Administrative Staff College of India (ASCI), Hyderabad, Tamil Nadu Agricultural University (TNAU), National Geo- Spatial Mission, New Delhi, Indian Institute of Management (IIM), Shillong, North eastern Hill University (NEHU), Shillong, National institute of Fashion Technology (NIFT), Shillong, BAIF Development Research foundation, and Agricultural Finance Corporation (AFC).



# District Highlights



The District Basin Development Units (DBDU), headed by the Deputy Commissioner of the district, is the district level institutional mechanism for the conceptualizing and implementing the initiatives under the IBDLP. The other members include officers of all the line departments and agencies like MRDS involved in the developmental activities of the district. The DBDUs ensure convergent action and integration of efforts of all the departments/ agencies in tune with the philosophy of the programme.

Over the last one-year, all the DBDUs have aggressively held meetings, consultations and workshops of the various stakeholders-people, traditional institutions, government departments, civil society organizations, intelligentsia, academia etc., on the IBDLP and have mobilized the required critical mass for grounding of the various components of the programme.



# East Garo Hills & North Garo Hills



- Integrated Village Development Plans (IVDP) prepared for 35 villages through Participatory Rural Appraisal (PRA) exercises - learnings being used to scale up the effort to the other villages progressively.
  - 50 entrepreneurs sent on exposure visit to Assam Agriculture University (AAU), Jorhat.
  - 500 entrepreneurs/ partners selected for sending on exposure visits to various national institutes across the country.
  - Project under convergence mode identified and submitted to MBDA for gap funding. Convergence
- Matrix has been defined and DPRs preparation of the various projects is under way. Exposure visits have been linked with projects.
- Enterprise Facilitation Centre (EFC) is set up at Williamnagar.
  - Proposal for setting up a Mobile Multi facility Centre (MFC) finalized.
  - 1740 number of partners sanctioned margin money support under the 'Womens Economic Empowerment through Financial Inclusion Scheme'



# East Khasi Hills



- Two Entrepreneurs Facilitation Centers (EFCs) are functioning at Pynursla and Khatar Shnong Laitkroh C&RD Block and a total of about 150 partners have registered themselves at these centers.
- A three-day workshop on Apiculture was organized in August 2012 in collaboration with the Nagaland Bee- Keeping & Honey Mission (NBHM) and Meghalaya Rural Development Society (MRDS-IFAD). As an outcome of the workshop, a *draft policy document* on apiculture was prepared and submitted to MBDA for consideration. The workshop helped in creating better understanding on the various issues on apiculture amongst the stakeholders. A detailed mapping of about 1000 households has been done and they are proposed for support under the programme.
- Proposals for exposure visit of about 365 numbers of partners/ entrepreneurs to various national and regional institutes have been finalized and sanction has been accorded by the BDU.
- Convergence mode projects involving departments of soil and water conservation, rural development, fisheries and water resources have been identified and submitted to MBDA for gap funding.
- Under the Women Empowerment through Financial Inclusion scheme, Mass mobilization workshops were conducted in all eight C&RD blocks. A total of 12,800 women entrepreneurs from all the eight C&RD blocks were selected and approved by the District Level Committee. The sanction has been accorded and the modalities for transfer of margin money have been finalized with the concerned designated bank.
- As a pilot, Integrated Village Development Plans (IVDP) are prepared for 3 villages through Participatory Rural Appraisal (PRA) exercises. A total of 114 villages were identified to scale up the efforts.





# RiBHOI

- A mass awareness campaign was held at Umsning for Aquaculture Mission where more than 5000 potential entrepreneurs registered.
- A special drive was organized for registration of weavers along with Health Camp under Sericulture Mission to understand their challenges, and elicit their partnership under the mission and other activities of the programme. Nearly 3000 weavers from across the district participated in the programme.



- Value Chain Analysis was done for the different products and three products were developed for value chain development under the programme- Pineapple, ginger and strawberry.
- Project proposals under gap funding are being finalized. A proposal for expanding the existing units of the Ginger Processing at Mawpat village under Meghalaya Rural Development Scheme (MRDS) is also finalized.
- EFC to be inaugurated in the first week of January, 2013. Partners have been mobilised under the 'Women's Economic Empowerment through Financial Inclusion' Programme.





## South Garo Hills



- EFCs inaugurated and functioning in all the four blocks of the district. About 3000 partners registered themselves at the centers and are at different stages of the enterprise facilitation process.
- An entrepreneurs conclave was held at Dabat Wari, Siju where 500 youth participated and expressed their desire to partner with the government.
- 200 unemployed youth from Simsang valley of Baghmara-Siju area were identified for imparting training on Eco-Tourism
- Five products have been identified for value chain development- Cashewnut, Arecanut, Orange, Jackfruit and Pineapple.
- 118 individual villages under 17 Clusters of the District have been identified to conduct the Participatory Rural Appraisal (PRA) exercise with climate change adaptation perspective. Out of these 118 villages, Participatory Rural Appraisal (PRA) Exercise for 30 Villages is completed.



# West Garo Hills & South West Garo Hills



- Basin Week was organized in the first week of April 2012 on the themes- Financial Inclusion, Governance and Infrastructure with large participation from various stakeholders.
- Entrepreneurs Conclave was held at Ampati in April, 2012 with a participation of 3000 aspiring entrepreneurs.
- Four EFCs have been inaugurated and are functioning. About 2500 partners visited the centers and are at different stages of engagement in the Enterprise Facilitation process.
- Strategic partners from amongst the civil society, academic institutions other institutions of excellence identified and partnerships finalized with BAKDIL, NIRD- NERC, Indian Institute of Entrepreneurship etc.
- Consultation with Nokomas organized in November 2012 with the Hon'ble Chief Minister as the Chief Guest. A total of 400 Nokomas participated and expressed their keenness at partnering with the government in the implementation of the programme.
- IEC and publicity material are created in Garo and widely disseminated to create understanding about the programme.
- A workshop was organized in October 2012 with the contractors and established entrepreneurs of the Garo Hills region to elicit their partnership in building enterprises and facilitate business diversification. About 200 contactors participated in the workshop and actively contributed to the deliberations, which are being used for the finalization of the strategy for business diversification.



# West Jaintia Hills and East Jaintia Hills



- Multi stakeholders' meets were held in April 2012 to enlist partners for the implementation of the programme.
- In November 2012, the Enterprise Facilitation Centres (EFCs) were inaugurated in three blocks in three blocks – Thadlaskein, Amlarem and Laskein. About 100 partners enrolled at the centres and momentum is picking up.
- As part of the Outreach programme, block level workshops on IBDLP programme were organized in all the five blocks, which received a very positive response with about 400 people attending the workshops.
- PRA exercises for Integrated Village Development Plan (IVDP) were conducted in four villages in consultation with the traditional heads and the communities.
- Identification of convergence projects and finalization of partners for exposure visits is underway.
- The District Committee approved 1427 entrepreneurs for support under the 'Womens Economic Empowerment through Financial Inclusion' program for the three blocks of Thadlaskein, Laskein & Khliehriat.
- Teams are working on value chain development, market access and setting up of Mobile Multi facility Centers (MMFCs).



# West Khasi Hills South West Khasi Hills



- Four Hydrological Basins - Kynshi, Rilang, Wahblei and Mawthadraishan were identified in September 2011
- Integrated Village Development Plans (IVDP) were made for the villages of Mawphanniaw, Mawten, Mawlangwir, Jakrem, Ngunraw, Kynshi and Laitkseh in November 2011.
- The following schemes are proposed to be taken up Under Climate Change Adaptation Programme (CCAP)
  - Proposal for creation of Mini Park and construction of Thwei Wanniang Sanctuary over Umnamlang river of Markasa cluster.
  - Proposal for pilot project under CCAP for Markasa Cluster to be implemented by soil and water conservation department.
- DPRs are being prepared for creation of critical road infrastructure for market access- Rangthong-Ngunraw Road and Markasa-Mawphanlur Road
- EFC at Mairang inaugurated in December, 2012.









