



# Consumer Packaged Goods Industry in Meghalaya



## At a glance

Meghalaya is basically an agricultural state in which about 80 percent of its total population is dependent primarily on agriculture for livelihood. Besides the major food crops of rice and maize, Meghalaya is known for its oranges (Khasi Mandarin), pineapple, banana, jackfruits, temperate fruits like plums, peaches and pear etc. Horticultural crops have generally vast potential for post farm processing of fruits and vegetables to convert them into many consumer products. Fruits like oranges, pineapples, peaches, pears, plums, guavas and bananas are grown in the region. Plantation crops like coffee, rubber, black-pepper and arecanut are also becoming important products. As the tea is grown in relatively high altitudes, its quality is similar to the Darjeeling tea Majority of processable varieties of fruits, vegetables like banana and onions and spices are grown in sufficient quantities for establishing food and other agri processing industries.

## Key metrics



**2.9M**

literacy rate of 75.5%



**22,429 SQ.KM.**

Only 11% Cultivable Land



**17% OF**

**STATE GDP**

80% Agrarian Population



**1.21 LC. TONNES**

**ANNUAL DEFICIT**

High Import Dependency

## CONSUMER PACKAGED GOODS VALUE CHAIN



Stage	Activities	Stakeholders	Challenges
<b>Raw Material Production</b>	Cultivation of fruits, vegetables, and other raw materials	Farmers, Agricultural Cooperatives, State Agriculture Department	Limited infrastructure, fragmented landholdings, lack of modern farming techniques, post-harvest losses.
<b>Collection and Aggregation</b>	Collecting and aggregating raw materials from various farms.	Middlemen, Collection Centers	Poor connectivity, inefficient logistics, high transportation costs, lack of cold storage facilities.
<b>Processing</b>	Converting raw materials into packaged goods (e.g., juices, jellies, snacks).	Local SMEs, Food Processing Units, Entrepreneurs	Underutilized processing capacity, inadequate technology, lack of skilled labor, limited access to finance.
<b>Packaging</b>	Packaging processed goods for distribution and sale	Packaging Companies, Local Entrepreneurs	limited standardization
<b>Distribution</b>	Distribution of packaged goods to markets within and outside Meghalaya.	Distributors, Wholesalers, Retailers, Transport Companies	Poor road infrastructure, high logistics costs, limited reach to markets outside the state.
<b>Marketing and Sales</b>	Branding, advertising, and selling products to consumers.	Marketing Agencies, Retailers, Online Platforms	Lack of effective marketing strategies, limited brand awareness, competition from established brands
<b>Consumption</b>	End consumers purchase and use packaged goods	Local Population, Tourists, Export Markets	Limited product availability, high prices due to distribution challenges, limited consumer education.

## CHALLENGES

**Lack of cold storage facilities:** Limited availability of cold storage facilities leads to significant post-harvest losses and wastage of raw materials.

**Weak Branding:** Local CPG products struggle to compete with major FMCG giants due to inadequate branding and marketing efforts.

**Low Margins:** Small-scale purchasing and distribution lead to lower profit margins, making it difficult for local businesses to scale.

## FURTHER READING

[megagriculture.gov.in](http://megagriculture.gov.in)

[1917iteams.in](http://1917iteams.in)

[primemeghalaya.com](http://primemeghalaya.com)

# Horticulture in Meghalaya

The potential for agro-based industries in the state of Meghalaya is phenomenal. The state produces substantial quantities of oranges, peaches, pineapples, pears, guavas, plums and bananas of superb table variety. It also grows plenty of potatoes, tapioca, bay leaves, ginger, maize and jackfruit.

Meghalaya has vast potential for development of food & fruit processing industries.

- Mushroom cultivation and processing
- Tea processing
- Fruit processing
- Ginger dehydration and ginger processing plant
- Cashew nut processing
- Spice oleoresins
- Tomato based products
- Starch and starch-based products
- Processing of potato into potato chips
- Manufacture of industrial alcohol from tapioca/maize and potato tubers
- Soya milk Processing
- Mushroom Processing

Land available for Horticulture: 5.55 Lakh Ha.  
 Area Under Horticulture:  
 Plantation Crop: 34846 Ha.  
 Tuber Crop: 28926 Ha.  
 Fruits: 36368 Ha.  
 Vegetables: 18498 Ha.  
 Spices: 20342 Ha.

# OPPORTUNITIES AND SOLUTIONS



- Jackfruit Processing**  
Many products could be made from ripe jackfruit like nectar, jam, pickle, chips and canning. Meghalaya, especially Garo region of the state, grows substantial quantities of this fruit and reportedly there are not much processing units in the state
- Mushroom Processing**  
Mushroom is an exotic and nutritious source of vegetarian food and is also easy to digest. There are many varieties of mushroom and most of them are edible. It is a universal product and Meghalaya has been considered as a likely location.
- Lime Processing**  
Products like pectin, citric acid, lime oil, lime juice etc. are in vogue. There is a growing market in Meghalaya for all these products round the year. Quality, pricing and consistency in supply shall be the critical success determinants.
- Cold Storage**  
Cold storages are being used for preservation of many food products since long. Their location has to be strategic and they should have easy access. The state grows many varieties of fruits and vegetables. Hence, a cold storage seems to have good scope.
- Pineapple & Orange Products Processing**  
Oranges and pineapples are grown in large quantities in many parts of the North-East region including Meghalaya. Fruits are perishable in nature and for their preservation; they need to be processed to make juices, squashes, jams, etc.
- Canned Bamboo Shoots**  
Bamboo shoots are a favourite amongst the regional people of Meghalaya and many delicacies are made from them. There is a ready market as there are very few processing units whereas demand is increasing.

# SCHEMES



Start-Up fund for Small Medium Enterprise



Start-Up fund for Nano-Enterprise for Jackfruit processing Unit



North East Entrepreneurs Development Scheme