PRIME Rural
PSREF
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4. Tea
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   *(Orthodox Black Tea, Green Tea)*

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   Ha La Bri
Uplifting Rural entrepreneurs to the level of Urban entrepreneurs

Doorstep Incubation Support

Up-scaling at each stage

About Prime Rural

The vision and methodology driving the program
Mapped 191 Entrepreneurs
ACROSS 43 BUSINESS BASKETS

Animal Husbandry, Bio-concoctions, Agriculture, Fashion, Gift basket, Electronics, Pottery, Floriculture, Musical Instruments, Traditional medicine, Tourism, Machinery, Fisheries, Blacksmith, Candles, Home Appliances, Nursery, Services etc.
<table>
<thead>
<tr>
<th>Support Ecosystem</th>
</tr>
</thead>
<tbody>
<tr>
<td>Types of Support</td>
</tr>
<tr>
<td>Registration &amp; Licensing</td>
</tr>
<tr>
<td>Exposure Visits</td>
</tr>
</tbody>
</table>
MoU with the Govt. of Meghalaya and SELCO Foundation
to inculcate green energy through solar power, under Govt. of Meghalaya Decentralized Renewable Energy Initiative
Project
Execution of
First E-bike in
Meghalaya
Shella Block, East
Khasi Hills
Opportunity
The export potential of diverse business baskets

Export status quo

Potential of Exporting ‘Diverse Products’

1. Wood carving
2. Rare Herbs
3. Tea
4. Indigenous Nursery

Agri-based

Under PRIME Rural PSREF
Wood Carving

Enterprise: Malstone
Entrepreneur: Mr Malstone

SAMANDA, East Garo Hills District
Enterprise: MALSTONE

USP: made of **teak, scrap wood, unique designs** coming from nature

<table>
<thead>
<tr>
<th>NO</th>
<th>PRODUCT NAME</th>
<th>CURRENT Man Power</th>
<th>RAW MATERIAL PROCUREMENT (pcs)</th>
<th>PRODUCTION CAPACITY (pcs)</th>
<th>SCALE-UP REQUIREMENT MACHINERY</th>
<th>MAN POWER</th>
<th>PLANTATION AREA (HECTARES)</th>
<th>PRODUCTION CAPACITY WITH SUPPORT (pcs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tables</td>
<td>4</td>
<td>1000+</td>
<td>200+</td>
<td>Turning machine for carving and Wood cutting machine</td>
<td>20</td>
<td>4</td>
<td>1500+ (Can collaborate with 4 more villages)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(+21 trainees)</td>
<td>(from own village)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Flower Stands</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4</td>
<td>1500+ (connecting with nearby villages, 4 on radar)</td>
</tr>
<tr>
<td>3</td>
<td>Decor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

MALSTONE

*Production Capacity Projection when Scale Up Requirement Is addressed*
Rare Herbs

Enterprise: HUN AGRI
Entrepreneur: Mr Midot Marngar
Enterprise: HUN AGRI

**USP:** medicinal herbs and spices using traditional methods of zero input farming, focused on rare herbs

<table>
<thead>
<tr>
<th>NO</th>
<th>PRODUCT NAME</th>
<th>CURRENT MAN POWER</th>
<th>RAW MATERIAL PROCUREMENT</th>
<th>PRODUCTION CAPACITY (TONS/YR)</th>
<th>SCALE-UP REQUIREMENT MACHINERY</th>
<th>MAN POWER</th>
<th>RAW MATERIAL PROCUREMENT</th>
<th>PRODUCTION CAPACITY WITH SUPPORT (TONS/YR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Black Turmeric</td>
<td>2</td>
<td>30 villages across RiBhoi</td>
<td>15</td>
<td>high capacity powdering machine, labelling and packaging machine, cutting machine</td>
<td>5</td>
<td>About 100 villages and other regions like Garo Hills and Jaintia Hills, Manipur, Arunachal Pradesh, Tripura.</td>
<td>40</td>
</tr>
<tr>
<td>2</td>
<td>Black Ginger</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5-6</td>
</tr>
<tr>
<td>3</td>
<td>Bosenbergia (Finger roots/ chinese ginger)</td>
<td></td>
<td></td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td>12</td>
</tr>
</tbody>
</table>

HUN AGRI

*Production Capacity Projection when Scale Up Requirement Is addressed*
Enterprise: SAIKARAP TEA
Entrepreneur: Mr Omesty Chyne
Orthodox Black Tea

Green Tea
Enterprise: SAIKARAP TEA

USP: Saikarap Tea is **cultivated on organic soil** for purity, its **meticulously harvested** leaves deliver a **natural, strong aroma**, ensuring every sip is an **authentic** and enriching experience.

<table>
<thead>
<tr>
<th>NO</th>
<th>PRODUCT NAME</th>
<th>CURRENT MAN POWER</th>
<th>CURRENT PLANTATION AREA (HECTARES)</th>
<th>CURRENT PRODUCTION CAPACITY (TONS/YR)</th>
<th>SCALE-UP REQUIREMENT MACHINERY</th>
<th>SCALE-UP REQUIREMENT MAN POWER</th>
<th>SCALE-UP REQUIREMENT PLANTATION AREA (HECTARES)</th>
<th>PRODUCTION CAPACITY WITH SUPPORT (TONS/YR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Orthodox Black Tea</td>
<td>15 (in season)</td>
<td>8</td>
<td>0.6</td>
<td>Packaging machine Process and Product Design</td>
<td>35 (in season)</td>
<td>20</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>Green Tea</td>
<td>4 (off Season)</td>
<td>0.4</td>
<td></td>
<td></td>
<td>10 (off Season)</td>
<td></td>
<td></td>
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</tbody>
</table>
Indigenous Nursery

Enterprise: HA LA BRI
Entrepreneur: Mrs Phiksibon Tham

LAITKROH, East Khasi Hills District
**Enterprise:** Ha La Bri

**USP:** preservation and creation of **indigenous species databank** of fruit, forest and ornamental trees and shrubs

<table>
<thead>
<tr>
<th>NO</th>
<th>SAPLING TYPOLOGY</th>
<th>CURRENT</th>
<th>SCALE-UP REQUIREMENT</th>
<th>PRODUCTION CAPACITY WITH SUPPORT (TONS/YR)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>MAN POWER</td>
<td>PLANTATION AREA (HECTARES)</td>
<td>PRODUCTION CAPACITY (saplings/seedlings per year)</td>
</tr>
<tr>
<td>1</td>
<td>Ornamental Trees</td>
<td>12</td>
<td>2</td>
<td>2 lakhs</td>
</tr>
<tr>
<td></td>
<td>(Seeds and seedlings are collected from 3 villages currently and his family-owned forest cover)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Fruit Trees</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Forest Species</td>
<td></td>
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</tbody>
</table>

**Production Capacity Projection when Scale Up Requirement Is addressed**
“No Rural Entrepreneur Left Behind!”

PSREF

Thank you!