



MEGHALAYA BASIN MANAGEMENT AGENCY (MBMA)

C/o Meghalaya State Housing Financing Cooperative Society, Upper Nongrim Hills,
Behind Bethany Hospital, Shillong, East Khasi Hills District, Meghalaya – 793003

(CIN No. U75144ML2012NPL008509)

Phone: +91-364- 2522921/2522992

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Dated; Shillong 03 June 2023

Expression of Interest for Operating PRIME Hubs Agri- processing units under Meghalaya Basin Management Agency (MBMA)



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1) Introduction and context

- a) The State of Meghalaya is primarily a rural-agricultural economy with approximately 80% of the population dependent on agriculture and allied activities for their livelihood. The structural constraints such as small land-holdings, remote geographies, poor connectivity and access to market, inadequate infrastructure have impeded the growth of agri-businesses in the state.
- b) Taking cognizance of these constraints, the State Government has been taking consistent steps towards collectivization of agri-produce by forming farmer collectives in the form of IVCS, FPO, PGs etc. To scale up these farmer collectives into full-fledged agri-business enterprises, Meghalaya Basin Management Authority (MBMA) has established PRIME Hubs at block levels with an objective to provide infrastructure for aggregation, value-addition and marketing of agri-produce. Each Hub will comprise of -
 - i) **Processing Unit** - An inhouse processing centre comprising machines relevant to the selected value-chains, such as Dehydrator, Fryer, Pouch Packing & Sealing Machine, Canning Machines etc.
 - ii) **Training Halls** - These will act as spaces for conducting training and workshops and shall be equipped with computers, projectors etc.
 - iii) **Accommodation Unit** - The accommodation facility for entrepreneurs or experts who come from far-away places and need a place to stay.
 - iv) **Office Space**
 - v) **Parking Space**
- c) These PRIME hubs are owned by the local farmer collectives (cooperatives, IVCS, FPOs etc.) and managed by the management committee constituting of members from the farmer collectives.
- d) It is anticipated that during the initial years, there will be a steep learning curve for the management committee. They will be exposed to new technologies, larger markets and would require managerial proficiency to manage human-resources, inventory and supply-chains.
- e) Meanwhile, many new agri-entrepreneurs in the state possess the managerial competence to run a processing unit and are looking for opportunities to build agro based brands and require infrastructure for value-addition of their produce.
- f) MBMA is actively supporting these PRIME hubs for developing the value-chains and establishing market linkages. The Agri-PMU (Agriculture Project Management Unit) at



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MBMA has been supporting the Hubs on a case-by-case basis but overtime there is need for a more hands-on management approach for making these hubs efficient and profitable.

- g) Being cognizant of the needs of the farmer collectives for managing the PRIME Hubs and infrastructural needs of the upcoming agri-entrepreneurs, MBMA plans to synergize the needs of the two by inviting agri-entrepreneurs to manage the PRIME hubs for an initial period of 2 years.

2) Objective of the EoI

- a) Through synergizing the needs of the two parties (agri-entrepreneurs and farmer collectives), MBMA aims at creating a ‘win-win’ situation that proves beneficial to both. Broadly, the following are the **expected role and responsibilities** of the entrepreneur:

- i) Operate and manage the PRIME Hubs in consultation with management committee and the Agri-PMU for a minimum of 2 years.
- ii) Develop a business model for the respective value-chains to make hub profitable.
- iii) Propose activities and interventions needed to make the hub profitable.
- iv) Coordinate with the Agri-PMU MBMA for developing the hub and establishing market linkages.
- v) Build capacities of the management committee to operate and manage the PRIME hubs.

b) Benefits for agri-entrepreneur

- i) A monthly stipend of Rs. 25,000 for a period of 2 years.
- ii) Access to the processing infrastructure in place at the PRIME hubs for value addition of their own produce.
- iii) Learning experience of operating a processing unit and understanding the technical ‘know-how’ entailed in running a processing unit.

c) Selection of agri-entrepreneurs will be based on the following considerations:

- i) This is open to upcoming agri-entrepreneur from the state of Meghalaya.
- ii) One applicant can give 2 preferences for management of PRIME hubs (specifying the preference in the application form). However, no entrepreneur will be given the right to operate more than one site.



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- iii) Prior experience of processing and marketing of products for the selected value-chain.
- iv) Their concept plan of running the hub(s) including:
 - Additional activities that they would want to take at the hub.
 - Financial model/economics for of the hub.
- v) Education qualification
- d) Final selection would depend on the proposal and the presentation that the applicants will have to make to a panel.
- e) Detailed contract between the agri entrepreneur, farmer collective and MBMA will be finalised post the selection process.

3) The following sites have been identified for the first phase of the program:

#	PRIME HUB	Block	District	Proposed Value Chains
1	Diengkynthong PRIME HUB	Khatarshnong Laitkroh	East Khasi Hills	Honey, Piggery, Bay leaf
2	Porshih PRIME HUB	Mawshynrut	West Khasi Hills	Ginger
3	Wahiajer PRIME HUB	Thadlaskein	West Jaintia Hills	Tomato, Ginger, Lakadong Turmeric
4	Rongmil PRIME HUB	Dambo Rongjeng	East Garo Hills	Pineapple, Ginger
5	Gairong PRIME HUB	Kharkutta	North Garo Hills	Banana

4) GUIDELINES FOR SUBMISSION OF PROPOSALS

- a) Proposals towards EOI must be delivered in a written form as per ANNEXURE A to the address below through registered post/speed post/ courier/ by hand/on or email on or before **26th June 2023, 5 PM.**

Address – Chief Executive Officer, Meghalaya Basin Management Agency,
C/o Meghalaya State Housing Financing Co-operative Society Ltd.
Upper Nongrim Hills, Shillong – 793003