



3. PRIMARY SECTOR



3.1 **NERAMAC** (North Eastern Regional Agricultural Marketing Corporation) Ltd, a Government of India Undertaking under the Ministry of Development of North Eastern Region (DoNER) has been playing a significant role by sourcing, procuring & marketing of cash crops like ginger, fresh pineapple, cashew nut etc from the farmers and the growers of North Eastern Region. It has taken up its role as dynamic and vibrant marketing organization essentially to support the farmer's interest in production by application of post harvest technology thereby arrest decline in prices arising from larger output of farm produces. Corporation achieved a turnover of all time high of Rs.101.65 Crore during 2010 – 2011 as compared to Rs.89.90 crores during 2009-10. There was a resultant increase of 13% in turnover corresponding to last year.

The Company during the year 2010 – 11 earned a gross profit of Rs.4.18 crores as compared to that of Rs.3.73 crore during the previous year, resulting in an increase of 12%. NERAMAC has been procuring agro-horticultural produces like Pineapple, Ginger, Orange, Hill grass, Cashew nut etc. from farmers. These operations have helped farmers in getting better price. Corporation is providing marketing support by procuring processed products manufactured by the FPO registered units set up spread all over the region for supply through its own outlet and also to end users/other buyers. Corporation also promotes their products by participating in various exhibitions at State & National Level thereby helping & introducing range of exotic produces & products of the NE Region.



3.2 SHARE CAPITAL

The Authorized Share Capital of the company as on 31/3/2011 remains same as in the previous year and stood at Rs. 10 Cr. The paid up Capital of the company as on 31/3/2011 remains same as in the previous year and stood at Rs. 7.62 Cr.

3.3 PRODUCTION

The Fruit Juice Concentration Plant at Nalkata processed 270.38 MT of pineapple, the Cashew Processing Unit at Agartala processed 56.00 MT of raw cashew nut and produced 11.25 MT of finished product and Ginger Processing Plant at Byrnihat processed 113.33 MT of fresh Ginger to produce fresh graded ginger, oil & powder during the year 2010-2011

3.4 PROCUREMENT & MARKETING ACTIVITIES

Main thrust of the Corporation is the Procurement and Marketing Activities.



NERAMAC stall at INDIAPACK at Goregaon, Mumbai supported by NEC, Shilong

Corporation has procured items like fresh pineapple, ginger, large cardamom, bay leaves, cashew nuts, and marketed them outside the region. Corporation has also marketed various other items like processed products, maize, Ground Nut Cake, input supplies like fertilizer, assorted seeds, planting materials etc.

It has initiated procurement and supply through National Horticultural Mission, National Food Security Mission (NFSM), Horticulture Mission for North East &



Sipra Mall



Sipra Mall



NERAMAC Stall at AAHAR, 2011 at New Delhi

Hill States (HMNEHH), Integrated Child Development Scheme (ICDS) programmes etc in different states in the country.

3.5 OTHER INITIATIVES:

- NERAMAC under the sponsorship of Ministry of Food Processing Industries, Government of India conducted twelve numbers of capacity building programmes on Product Specific at Karimganj, Kailashahar, Morigaon, Rongli, Gayzing, Tura, Imphal, Churachandpur, Sairang, Dimapur, Roing, Tinsukia.
- NERAMAC under the sponsorship of Ministry of Food Processing Industries, Government of India conducted three numbers of Food Processing Investors Meet at Dimapur, Gangtok and Imphal.
- NERAMAC under the sponsorship of Ministry of Food Processing Industries, Government of India conducted workshop on Fruit Wine & its Commercialization at Shillong.
- NERAMAC under the sponsorship of Ministry of Development of North Eastern Region (DoNER), Government of India conducted ten numbers of Capacity

Building cum Awareness Programme on Post Harvest Management of Perishable Agro-Horti Produces & Seminar on Fruit Processing at Jorhat, Karimganj, Gangtok, Agartala, Dimapur, Itanagar, Aizawl, Shillong, Tura, Imphal.

- NERAMAC under the sponsorship of North Eastern Council (NEC) conducted a training program on Agricultural Marketing and Management at NIAM, Jaipur.
- NERAMAC under the sponsorship of North Eastern Council (NEC) organized a Two Day Seminar cum Workshop on Capacity Building for Executives on Strategic Management at Shillong.
- NERAMAC in association with American Soybean Association –International Marketing conducted two awareness programmes at Tezpur & Kohima.
- NERAMAC participated in India Pack - 2010 Exhibition in Mumbai, International Conference on Agricultural Marketing in Changing Global Economic Order at Mysore, Aahar 2011 in New Delhi.
- NERAMAC in association with Indian Institute of Packaging, Mumbai conducted three programs at Tezpur, Aizawl and Imphal.
- NERAMAC in Association with Society for Energy, Environment & Development (SEED) organized a one day workshop on Rural Solar Food Processing Technology at Guwahati.
- Under CSR activities the Corporation has donated its two refrigerated vans to Akshaya Patra Foundation, a public charitable trust engaged in implementing the mid day meal program of Govt. of India during the financial year.



Award giving ceremony during Hindi Week celebration in NERAMAC

- NERAMAC under PPP mode has set up a compost plant for Agro Horticultural Wastes near Guwahati for production of Vermi Compost.

3.6 PERSONNEL AND INDUSTRIAL RELATIONS:

Company's overall regular manpower strength is 44, contractual manpower strength is 24 and casual manpower strength is 27 as on 31/03/2011. Industrial relations of the Company remained satisfactory during the year under review.

3.7 IMPLEMENTATION OF OFFICIAL LANGUAGE:

The company pursued the policy of Government of India on implementation of official language. A week long Hindi week was organized by NERAMAC at the Corporate Office of NERAMAC during fiscal year 2010-11. Quarterly meeting has also been conducted pertaining to implementation of the official language.
