

NATIONAL BUYER–SELLER MEET CUM EXHIBITION

ON INDIGENOUS AND HERITAGE PRODUCTS
OF NORTHEAST INDIA



24 & 25

JULY

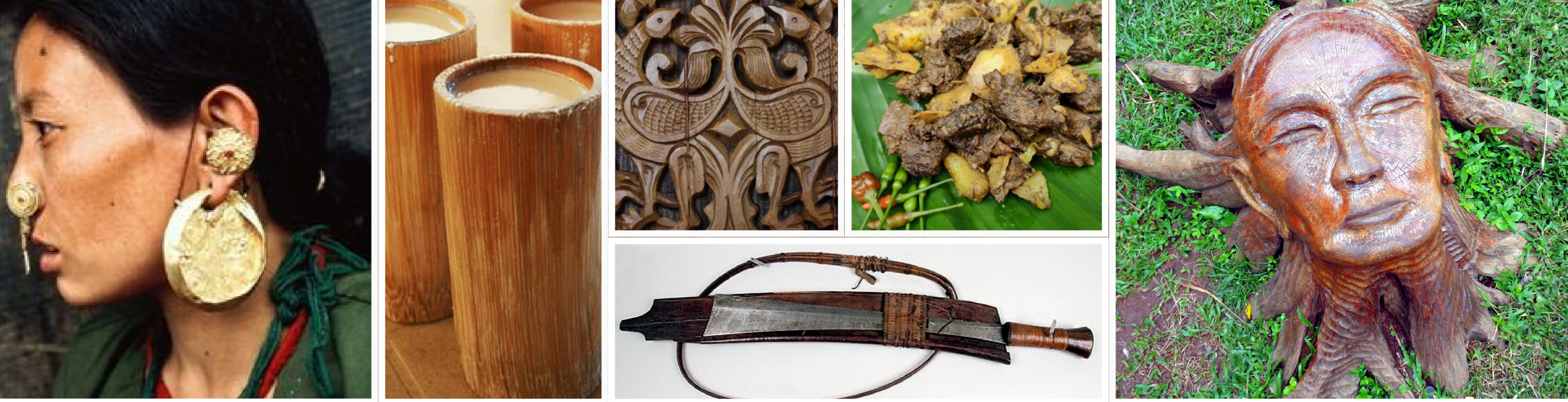
2026

2 DAYS
8 STATES OF NORTH-EAST
REGION
1 SHARED VISION

STATE CONVENTION
CENTRE, SHILLONG,
MEGHALAYA



Theme:
“From Heritage to Enterprise: Empowering Women Artisans in
Northeast India”



ABOUT THE EVENT

Where Heritage Meets Enterprise

Preamble & Perspective

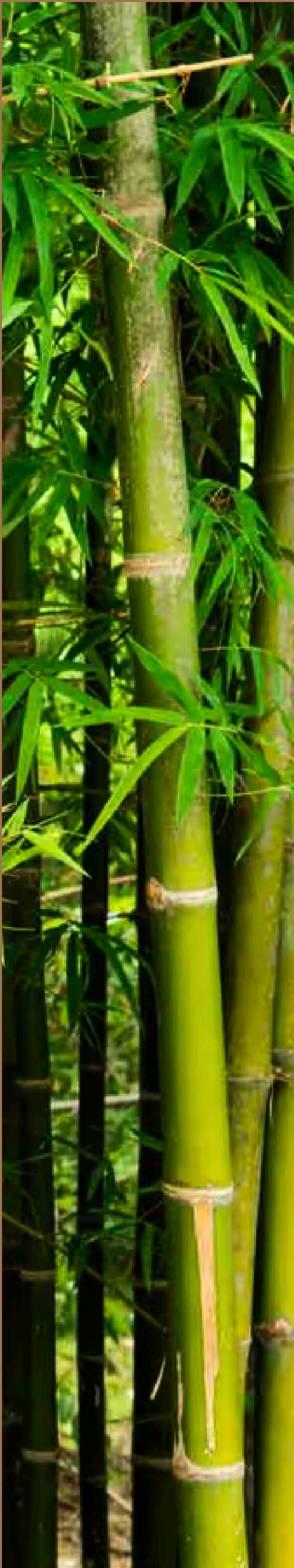
The North Eastern Region of India is renowned for its rich cultural heritage, vibrant indigenous traditions, exquisite handloom and handicrafts, bamboo and cane products, wood carvings, ethnic foods, natural fibres, herbal products, and eco-friendly lifestyle innovations. These unique resources, nurtured over generations, reflect the region's exceptional craftsmanship and biodiversity. Women artisans and entrepreneurs play a vital role in preserving these traditions while contributing to rural livelihoods, cultural conservation, and sustainable economic development.

The successful National Symposium on Heritage Textiles at Umiam, Meghalaya, and the National Conclave on "Weaving India Together" in New Delhi highlighted the immense potential of Northeast India's heritage products by bringing together artisans, researchers, designers, entrepreneurs, policymakers, and industry stakeholders. These events strengthened collaborations and emphasized the need for greater market access, branding, value addition, and commercialization.

Despite their exceptional skills and authentic products, many women-led enterprises continue to face challenges in marketing, packaging, technology adoption, and buyer connectivity. To address these gaps, the proposed National Buyer–Seller Meet cum Exhibition, *"From Heritage to Enterprise: Empowering Women Artisans in Northeast India,"* aims to provide a dedicated platform for connecting artisans with buyers, exporters, investors, designers, institutions, and policymakers, thereby promoting sustainable enterprises and enhancing the national and global visibility of Northeast India's heritage products.

OBJECTIVES

WHY THIS MEET



- ◆ To promote and showcase indigenous food products, heritage textiles, handicrafts, and traditional products created by women artisans and entrepreneurs of Northeast India.
- ◆ To strengthen market linkages and business opportunities for women entrepreneurs, SHGs, FPOs, and artisan groups through direct interaction with buyers, exporters, and industry stakeholders.
- ◆ To empower women and youth entrepreneurs of Northeast India through networking, knowledge sharing, and exposure to marketing, e-commerce, and startup opportunities.
- ◆ To encourage value addition, branding, packaging, and commercialization of heritage-based products for sustainable livelihood and entrepreneurship development among women of the North-east region.

TOGETHER, TOWARDS SUSTAINABLE GROWTH AND INCLUSIVE ENTERPRISE



WHO CAN PARTICIPATE?

A unified convergence platform for:

- Artisans, weavers & craftspeople
- Indigenous entrepreneurs & startups
- Farmers & Farmer-Producer Organizations (FPOs/FBOs)
- Academicians, researchers & research scholars
- Government officials, industry experts & trade buyers

WHAT CAN YOU EXPECT?

- Enhanced market linkages for indigenous products
- Increased visibility & commercialization opportunities
- Strengthened women-led enterprises & startups
- Promotion of sustainable, heritage-based livelihoods
- Long-term buyer & institutional collaborations
- Greater awareness of Northeast India's cultural & economic potential

PRESERVE HERITAGE. PROMOTE LOCAL. BUILD A SUSTAINABLE FUTURE.

INSIDE THE VENUE

MAJOR HIGHLIGHTS OF THE EVENT

BUYER-SELLER MEET

- B2B and B2C interactions
- Networking sessions with national buyers and exporters
- Retail chain and e-commerce platform participation
- Institutional procurement opportunities

MARKET PLACE

- Indigenous / exotic food products
- Handloom and heritage textiles
- Natural fibre products
- Bamboo and cane crafts
- Herbal and wellness products
- Handmade accessories and eco-products
- Traditional art and craft products

TECHNICAL SESSIONS

- Branding and packaging strategies
- Digital marketing and e-commerce opportunities
- Financial assistance and government schemes
- Sustainable and eco-friendly production systems

SPECIAL ATTRACTIONS

- Live craft demonstrations
- Heritage product showcase
- Investor-entrepreneur interaction



SUPPORT INDIGENOUS. EMPOWER COMMUNITIES

A SHOWCASE OF INDIGENOUS BIO-RESOURCES

TREASURES OF NORTHEAST INDIA

HERITAGE TEXTILES, HANDICRAFTS & THE AGRI-BIOECONOMY

HIGH-VALUE AGRICULTURAL POWERHOUSES & SPECIALIZED BIOECONOMY

The North Eastern Region stands as a foundational anchor for premium organic crops. Refining post-harvest management and cultivating direct buyer pipelines is transforming local sub-tropical staples into global agribusiness assets.



01 GINGER VARIETIES

Cultivated under traditional rainfed conditions across Meghalaya, Mizoram, Arunachal Pradesh, Nagaland, Sikkim and Assam — prized for flavour depth, pungency and medicinal oils, ideal for dried products and therapeutic distillations. Black Ginger (*Kaempferia parviflora*) holds particular significance in traditional Ayurveda



02 LAKADONG TURMERIC

From the Jaintia Hills, this globally competitive variety yields a curcumin profile of 6–8% — far exceeding typical domestic variants — making it a flagship of geographical identity and community enterprise.



03 PREMIUM FRONTIER PINEAPPLES

Led by the exquisite Queen Pineapple of Tripura, alongside crops from Meghalaya, Manipur, Nagaland and Assam — low-fibre, deeply aromatic, and suited for purees, dehydrated treats and craft beverages.



04 CHAKHAO (MANIPUR'S AROMATIC BLACK RICE)

A heritage dark-grain rice rich in anthocyanin antioxidants, once reserved for sacred events and now powering specialty baking and functional health markets.



4 Zones

Agro-climatic richness with abundant water resources and agricultural universities driving cultivation value chains

50%+ Yield

A leading tea hub backed by a vast, pristine land bank of certified organic raw output

78+ Species

Sustainable bamboo reserves supported by Mega Food Parks and advanced testing labs

CREATIVE ECONOMIES OF THE NORTHEAST



HERITAGE TEXTILES & CULINARY ARTS

HERITAGE HANDWOVEN TEXTILES

PRESERVED METICULOUSLY BY FEMALE WEAVERS, THESE TEXTILES ENCODE ANCESTRAL HISTORIES — FROM NAGALAND'S COMPLEX LOIN LOOM FABRICS TO ASSAM'S ELEGANT SILK MEKHELA CHADOR. STRATEGIC DESIGN STYLING IS PUSHING THESE ZERO-CARBON TEXTILES INTO GLOBAL LUXURY FASHION.

GASTRONOMY & INDIGENOUS FOODS

TRADITIONAL FERMENTED VEGETABLES, BAMBOO SHOOT PREPARATIONS, WILD HERBS AND NUTRIENT-DENSE REGIONAL INGREDIENTS — NOW ENTERING ELITE CULINARY-TOURISM CHANNELS THROUGH HYGIENIC STANDARDIZATION AND FINE RETAIL PACKAGING.

COMMERCIAL AROMATICS, ESSENTIAL OILS & THE PURPLE REVOLUTION

The high-humidity, subtropical foothills of the Northeast provide optimal ecosystems for lucrative essential-oil extraction, supplying international cosmetics and organic repellent formulations.



Citronella Grass

A highly profitable cash crop favoured by heavy annual rainfall (2,000–3,000 mm); its oil is foundational to natural pest control.

Lemongrass

Cultivated across the foothills of Arunachal Pradesh and Sikkim, yielding citral heavily demanded in therapeutic compounding.

Lavender & the Purple Revolution

Deployed in the cooler highlands of Nagaland, Meghalaya and Mizoram, generating up to Rs 15,000 per kanal annually on small landholdings.



CRAFT SPECIALIZATIONS & REGIONAL MATERIAL MATRIX



Utilizing renewable local forestry inputs, rural artisan clusters champion zero-waste circular economic lifecycles:

State	CELEBRATED TRADITIONAL CRAFT & MATERIAL SPECIALIZATIONS
Assam	High-grade structural cane furniture, bell-metal smithing, Majuli Island mask craftsmanship, and ethnic gold jewelry.
Manipur	Sought-after Longpi black earthenware pottery, organic Kauna grass reed textiles, and tribal woodcarvings.
Meghalaya	Intricate traditional Khasi handcrafts, structural thick-bamboo weaving, and durable storage basketry.
Mizoram	Fine-split structural bamboo artifacts, signature woven Mizo hats, and heavy-duty agricultural mats.
Nagaland	Ancestral figurative wood carvings, complex multi-layered ceremonial bead jewelry, and traditional woven baskets.
Arunachal	Hand-knotted organic wool rugs, geometric cane architectural screens, and ceremonial tribal dance masks.
Tripura	Premium luxury split-cane furniture lines, meticulous decorative bamboo art, and eco-friendly home accessories.
Sikkim	Authentic Himalayan hand-woven carpets, relief wood sculpture, and sacred Thangka-inspired fine art items.

ORGANIZING INSTITUTION



CENTRAL AGRICULTURAL UNIVERSITY, IMPHAL

Central Agricultural University (CAU), Imphal is a premier agricultural university serving the North Eastern Hill Region of India, committed to education, research, extension and entrepreneurship development in agriculture and allied sectors.

CAU, Imphal has played a significant role in strengthening the livelihoods of artisans, weavers, women entrepreneurs, SHGs, FPOs, and foodpreneurs across the North-Eastern Region through technology development, skill training, value addition, entrepreneurship promotion, and market-oriented interventions — integrating traditional knowledge with scientific innovation for sustainable enterprise development.

The University has developed technologies related to natural fibres, heritage textiles, bamboo and cane products, food processing, millet-based products, fruit and spice value addition, eco-friendly packaging, nutraceuticals, and healthcare products from indigenous resources — enhancing the quality, shelf-life, and market potential of regional products through fibre extraction, yarn and fabric development, natural dyeing, hygienic processing, and branding.

Through extensive capacity-building programmes, entrepreneurship trainings, exhibitions, buyer–seller interactions, and incubation support, CAU has enabled artisans and foodpreneurs to access wider national markets — contributing to the preservation of indigenous heritage and the strengthening of women-led rural enterprises across the North Eastern Region.

COLLABORATING PARTNER — LUXURY BRAND POSITIONING & B2B SUPPLY NETWORKS

Ruchita Bansal is the collaborating partner for this Buyer–Seller Meet, bringing expertise in luxury brand positioning and entrepreneurial mentorship. As the creative force behind Izzhaar, she understands how to transform traditional regional crafts into high-end, commercially successful lifestyle products without losing their authentic heritage roots. Through her leadership at the COWE Haryana Chapter, she has extensive experience connecting grassroots weavers and craftspeople with commercial supply chains and corporate buyers — helping Northeast Indian artisans refine product design, scale output, and break into premium national and international B2B markets.





National Steering Committee

CHIEF PATRON

Dr. Mangi Lal Jat, Secretary DARE & DG, ICAR, New Delhi

CO-CHIEF PATRON

Dr. P.K Joshi, Hon'ble Chancellor, Central Agricultural University, Imphal

Dr. Anupam Mishra, Hon'ble Vice Chancellor, Central Agricultural University, Imphal

PATRON

Dr. Mridula Thakur Pradhan, Chairperson, Vikas Foundation Trust

Dr. Mehtab Chandee A. Sangma, Member of Legislative Assembly, Govt of Meghalaya

Smt. Ruchita Bansal, Founder-President, Izzhaar

CHAIRPERSONS

Dr. S.N Jha, DDG (Agri.Engg), Indian Council of Agricultural Research, New Delhi

Dr. Rajbir Singh, DDG (Extension), Indian Council of Agricultural Research, New Delhi

Dr. T. R. Sharma, Registrar, Central Agricultural University, Imphal, Manipur

Dr. N. Bajendra Singh, DI, Central Agricultural University, Imphal, Manipur

Dr. K Mamocha Singh, DR, Central Agricultural University, Imphal, Manipur

Dr. Iboyaima Singh, DEE, Central Agricultural University, Imphal, Manipur

ADVISORY BOARD

Smt Archana Chitnis, MLA, Madhya Pradesh

Dr. Varnali Deka, IAS, Director, Ministry of Tribal Affairs, GOI, New Delhi

Dr. S. K. Shukla, Director, ICAR-Central Institute for Research on Cotton Technology, Mumbai

Dr. D. B. Sakhyawar, Director, ICAR-National Institute for Natural Fibres Engineering and Technology, Kolkata

Dr. V. N. Waghmare, Director, ICAR-Central Institute for Cotton Research, Nagpur

Dr. Gouranga Kar, Director, ICAR-Central Research Institute for Jute and Allied Fibres, Barrackpore

Dr. Nitin Kulkarni, Director, ICFRE-Rain Forest Research Institute, Jorhat

Dr. G. Kadirvel, Director, ICAR-Research Centre-NEH Complex, Umiam, Meghalaya

Dr. A. K. Mohanty, Director, ATARI-Zone VII, Umiam, Meghalaya

Prof. Indira Sarangthem, Coordinator NIRF & FDP, CAU, Imphal

Dr. Vijay Kumar D, IAS, Commissioner & Secretary, Govt of Meghalaya

Shri Sampath Kumar, IAS, Additional Chief Secretary, Community & Rural Development, Govt of Meghalaya

Shri. Jagdish Chelani, IAS, Joint Secretary, Dept of Labour, Employment & Skill Dev, Govt of Meghalaya

Shri. Vibhor Aggarwal, IAS, Deputy Commissioner, West Garo Hills, Tura, Govt of Meghalaya

Shri Peter Salam, MCS, Director, Dept of Agriculture, Govt of Manipur

Shri. Kamesh Salam, CEO, CanBoo and Founder World Bamboo Day

Dr. Lalnuntluangi Hmar, Dean, CVSc & AH - Selesih, Aizawl, Mizoram

CONVENOR

Dr. Jyoti V. Vastrad, Dean, CCS, CAU (I), Tura, Meghalaya

Prof. Dwipendra Thakuria, Dean, CPGS-AS, Umiam, Meghalaya

Prof. Ram Singh, Dean, CoA, Kyrdemkulai, Govt of Meghalaya

ORGANISING SECRETARIES

Dr. Natasha R Marak, Assoc. Prof., FSN, CCS, Tura

Dr. Ranima Saikia, Assoc. Prof., RMCS, CCS, Tura

CO-ORGANISING SECRETARIES

Dr. Narmada H., Secretary to Hon'ble VC, CAU, Imphal

Dr. Niranjan S., Asst. Prof., BSH, CCS, Tura



Organised by:
Central Agricultural University



Preserve Heritage.
Promote Local.
Build a Sustainable
Future

REGISTRATION

CATEGORY

REGISTRATION FEE

- ▶ Scientists, Academicians, Incubators, Officials from Central and State Government, KVK Personnel, etc. Rs. 5,000/ -
- ▶ MFIs, Investors, Banks, Financial Institutions, Buyers, Exporters, Traders, etc. Rs. 3,000/ -
- ▶ Representatives from Corporate Bodies and Agro-industries, etc. Rs. 3,000/ -
- ▶ YP / JRF / SRF / RA / Students Rs. 1,000/ -

***Registration fee is non-refundable and not adjustable against any other person. Fees can be paid only through online transfer – no cash will be accepted.*



State Convention Centre, Shillong, Meghalaya

PAYMENT DETAILS

ACCOUNT NAME- **EVENTS BY CCS TURA**

ACCOUNT NO.- **42231295908**

IFSC CODE- **SBIN0000198**

BANK & BRANCH VENUE- **STATE BANK OF INDIA, TURA BRANCH**