

THE LANDSCAPE OF MILK AND MEAT RELATED FOOD PROCESSING SECTOR IN N E INDIA AND IMPERATIVE FOR DEVELOPMENT

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The N E Food processing landscape (Milk)



The N E Food processing landscape (Meat)

Processing and further processing:

NON-VEG



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Meat Delivery:

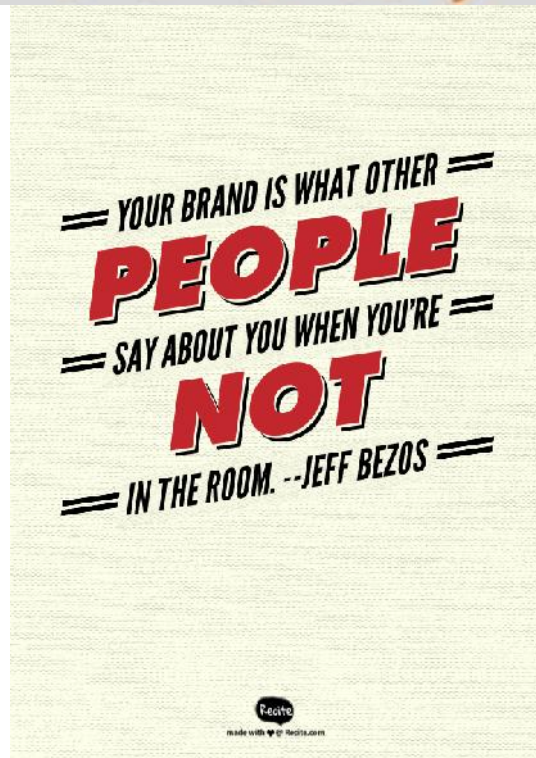


Gogoi's Pork



“Things that are important have names”

David Newberry



YVU Milk Producer Company Limited, Manipur

THE BIGGEST
MISTAKE
A SMALL BUSINESS
CAN MAKE IS TO
THINK
LIKE A SMALL BUSINESS
-POSTFILM DESIGN

Analyzing the imperative for Investment promotion using 7 I' Framework

- ❑ Institution
- ❑ Infrastructure
- ❑ Investment
- ❑ Innovation
- ❑ Input
- ❑ Incentive
- ❑ Inclusive

*Do we have sufficient **Institutions** to support entrepreneurs?*

- To impart education and skill training related food processing in milk and meat sector
- To support entrepreneurs with knowledge on market dynamics.
- To support networking / exposure need of entrepreneurs.
- To empower players and encourage value chain interaction e.g. Milk and Meat Processors association

*Do we have **Infrastructure** for use of entrepreneurs?*

- Tool room & Incubation facility (Idea to Product testing !)
- Providers of quality food laboratory and packaging service.
- Exclusive public funded retail outlets for SHGs, NGOs
- Cold room and transport providers.

What is the **Investment** climate?

- Entrepreneurial access to bank finance.
- Entrepreneurial access to venture / angel funding.
- Facilitation of enterprise level investment on supply chain.
- Supporting investment on related areas e.g. Generic promotion of processed products, investment on food safety administration etc.

Are **inputs** available / accessible / affordable?

- Processing machineries as per scale of operation.
- Ingredients

Are we supporting **Innovation**?

- Technological innovation in processing. (e.g. New ways of increasing shelf-life)
- Process innovation (e.g. New recipes)
- Innovation in milk and meat delivery / retailing
- Innovation in value chain governance. (e.g. Making all within the value chain interact and learn from each other)

What are the **incentives** for entrepreneurs?

- Optimum regulatory environment.
- Subsidy – for level playing field.
- Exposure visits.
- Access to public services.

How **inclusive** is our entrepreneurship promotion initiative?

- Promotion of participation of women.
- Promotion of traditional meat products of tribes.
- Meat / milk products from unconventional species.



Thank You!



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Our program: Promoting investment in livestock and fishery sector in North East India

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