



## “Promoting NE India, Improving Livelihoods”

Only service provider of packaging in North East, Biggest brand of GI and unique products of NE



### Incubated at



### Technology Partners –



**Special Mention** - Acceleration support, NERES (North Eastern Regional Entrepreneurship Summit) 1.0

### Winner

- MASI under Assam Industries and Commerce Department
- MANAGE - Ministry of Agriculture, Government of India, Sammunati Agri Start up awards 2022 under North East Region category
- Selected by Start Up India & Shiprocket for promoting NEFSP - NE agro products as a D2C brand in India with cash grant, training, etc

**First** - First in history by air, export from Assam to Vietnam of North East GI Food Products

### Selected

- Amongst 12 start up selected under FOCUS Accelerator, supported by JICA and IIMCIP
- In the Top 25 of Freedom Pitch, amongst 700 start ups
- Only company from East and North East India (out of 14 from whole India) selected for bilateral cooperation in Germany, sponsored by Government of Germany, including 15 days visit and meetings in germany



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## About North East Farm Sales Promotion (NEFSP)–

North East Farm Sales Promotion LLP (NEFSP) is a social objective START-UP, dedicated to upscale livelihoods of women & farmers of NE India by supporting with new product development, standards development, marketing them in attractive eco friendly packaging all across India & abroad with all logistics support.

### Vision

To promote North East across world through its Agro/Horti strength.

### Mission

1. To provide end to end packaging solutions for farmers
2. To aggregate local products from farmers with assured procurement at premium prices and market across the world.

### Achievements

1. Packaging service provided to Livelihood Projects - IFAD, NERCORMP, PM Van Dhan Yojana - Assam, PM Van Dhan Yojana - Nagaland.
2. Products located at top locations viz. Guwahati Airport, Statue of Unity, Ahmedabad, etc.
3. First NE's biggest agro produce showroom outside NE at India's highest tourist footfall location - Statue of Unity, Gujarat.
4. First in history by air, export from Assam to Vietnam of North East GI Food Products.
5. First of its kind - CFC (common facility centre) on packaging and own brand production unit at Jagiroad, Assam. Land procured and civil construction in process.
6. Recipient of grant from Assam Govt. (45 lakhs) and Ministry of Agriculture (15 lakhs).
7. Winner of NERES 1.0 Acceleration Support.
8. MANAGE - Ministry of Agriculture, Government of India, Sammunati Agri Start up awards 2022 under North East Region category.
9. Selected by Start Up India & Shiprocket for promoting NEFSP - NE agro products as a D2C brand in India with cash grant, training, etc.
10. NEFSP was only company from East and North East India (out of 14 from whole India) selected for bilateral cooperation in Germany, sponsored by Government of Germany, including 15 days visit and meetings in germany

### Values and Principles

For us, the definition of a 'good' company is where the company generates returns not just for 'investors', but also the 'producers'; where the latter are also shareholders

We do not aim for 'big'; rather we aim for the greatest good of the producers at the bottom of the pyramid (based on existing land ownership, not disruption for corporate scale)

We also aim for a model that treats nature as capital, not something to be depleted but something to be built; builds 'rural futures'; regards 'ecology' as 'economy', and tries to develop a virtuous, sustainable 'circular' economy where nothing is wasted.

In a sense the model we have in mind is individual or cooperative ownership, aggregation, and corporate quality control, management, knowhow and management, combining unique NE products and the Amul-Kurien model.

There are many things we can do based on that: POS collection; aggregation centres at principal logistic hubs and market towns; SME clusters at such centres ,generating value, employment, entrepreneurship, branding of traditional products (like 'champagne' in France), and innovation.

### Society first for us

1. 10% higher than market price for procurement and 1% sharing of MRP with producers
2. PPP - Procurement from poorest of poor farmers
3. PROVESH - Procurement for Processing of unsold products from road side vegetable sellers at night
4. Vending carts for road side sellers
5. Assured procurement with premium price from below poverty line farmers residing on small islands (saporis/chars) of assam in partnership with a lead social organisation of state

## Vertical 1- Products development for Retail Stores



MoU Signing with Trifed in presence of Ms. Mary Kom, MP & Brand Ambassador Trifed to sell North East Heritage Products at 105 physical showrooms across India & 190 countries through Amazon Global Selling



North East Heritage products launching at Noida Expo Center by Shri Mahesh Sharma, Union Culture Affairs Minister on 2nd October, 2019



Apprising Honble Union Minister, PM office/North East/Atomic energy, Government of India, Dr Jitendra Singh sir about marketing support provided to small farmers of North East by our group of organisations during Destination North East, Varanasi, Nov, 2019



North East heritage and other tribal products launch by Shri Amit Shah, Honble Union Home Minister, Government of India at Delhi during Adi Mahotsav, Delhi, November, 19

Participation at North East Food Show Shillong by SIAL Paris during December, 19

## Products Available at

1. NEFSP, GI and Unique products store, Statue of Unity, Gujarat
2. NEFSP, GI and Unique products store, Kolkata
3. NEFSP, GI and Unique products store, Ambari, Guwahati
4. Purbashree Emporium, Pamohi, Guwahati

5. Purbashree Emporium, Shillong
6. Konyak, Guwahati
7. Trifed, Guwahati
8. Trifed, Gangtok
9. Trifed , Bangalore



NEFSP, GI and Unique products store, Statue of Unity, Gujarat



NEFSP, GI and Unique products store, Kolkata



Purbashree Emporium, Guwahati



Konyak store, Guwahati



Brahmaputra River Heritage Centre, Guwahati



Tribes outlet (Trifed), Guwahati airport

## Products List

1. GI Naga Chilli Dry	25 gms	37. Assam Brown Rice	330 gms
2. GI Sikkim Large Cardamom	125 gms	38. Meghalaya Black Pepper Powder	100 gms
3. GI Assam Tea (orthodox)	100 gms	39. Assam CTC Tea Blended with Lakadong Turmeric /Black Pepper/Cinnamon	100 gms
4. GI Assam Joha Rice	330 gms	40. Assam CTC Tea Blended with Cinnamon/Turmeric	100 gms
5. GI Manipur Black Rice	330 gms	41. Assam CTC Tea Blended with Lakadong Turmeric/Black Pepper/Ginger	100 gms
6. GI Assam Magic Rice	330 gms	42. Assam Green Tea Blended with Lakadong Turmeric/Ginger	100 gms
7. GI Assam Karbi Anglong Ginger Powder	100 gms	43. Assam Green Tea Blended with Ginger/Cinnamon	100 gms
8. GI Mizo Ginger Powder	100 gms	44. Assam Green Tea Blended with Lakadong Turmeric/Black pepper	100 gms
9. GI Manipur Kachai Lemon Pickle	170 gms	45. Assam Green Tea Blended with Cinnamon/Ginger/Turmeric	100 gms
10. GI Assam Joha Rice	1 kg	46. Assam Green Tea Blended with Black pepper/Ginger	100 gms
11. GI Assam Magic Rice	1 kg	47. Assam Green Tea Blended with Lakadong Turmeric/Cinnamon	100 gms
12. GI Manipur Black Rice	1 kg	48. Pineapple Candy (Osmo dried)	100 gms
13. GI Assam Tea (orthodox)	330 gms	49. Amla Candy (Osmo dried)	100 gms
14. GI Fresh Kachai Lemon Handmade fruit bathing soap	100 gms	50. Jackfruit Candy (Osmo dried)	100 gms
15. GI Lakadong Turmeric Handmade soap	100 gms	51. Naga Kholar Beans	250 gms
16. GI Black Rice Handmade soap	100 gms	52. Arunachal Khamti Rice	330 gms
17. GI Karbi Anglong Ginger with woods Natural Room Freshener	330 ml	53. Naga Sticky Rice	330 gms
18. GI Safety Spray with Naga Chilli	35 gms	54. Pineapple Syrup	170 ml
19. Cinnamon with Citronella Natural Room Freshener	330 ml	55. Manipur Sirirakhong Hathei Chilli Dry	25 gms
20. Papaya Pamper Handmade fruit bathing soap	100 gms	56. lakadong Turmeric Latte	200 gms
21. Orange Handmade fruit bathing soap	100 gms	57. Assam Bee Wax Candle	400 gms
22. Mixed Fruits Handmade fruit bathing soap	100 gms	58. Meghalaya Lakadong Turmeric Powder	750 gms
23. Cinnamon (Dalchini) Handmade soap	100 gms	59. Assam Red Rice	1 kg
24. Ginger Handmade soap	100 gms	60. Assam CTC Tea	500 gms
25. Meghalaya Cinnamon Powder	150 gms	61. Assam Green Tea	350 gms
26. Meghalaya Black Pepper	200 gms	62. Assam Brown Rice	1 kg
27. Meghalaya Lakadong Turmeric Powder	200 gms	63. Arunachal Khamti Rice	1 kg
28. Meghalaya Cashewnuts	250 gms	64. Assam Bhut Jolokia Pickle	170 gms
29. Meghalaya Ginger Powder	100 gms	65. Assam Wild Olive Pickle	170 gms
30. Assam Bhut Jolokia Powder	50 gms	66. Assam Wild Amla Pickle	170 gms
31. Assam Village Jaggery	200 gms	67. Assam Elephant Apple (Outenga) Pickle	170 gms
32. Assam Red Rice	330 gms	68. Assam Star Fruit Pickle	170 gms
33. Assam Green Tea	100 gms	69. Assam Liquid Jaggery	170 gms
34. Assam CTC Tea	100 gms	70. Assam Bhut Jolokia Paste	180 gms
35. Assam Village Dal - unpolished (Arhar)	330 gms	71. Assam Honey	200 gms
36. Assam Village Dal - unpolished (Masoor)	330 gms		

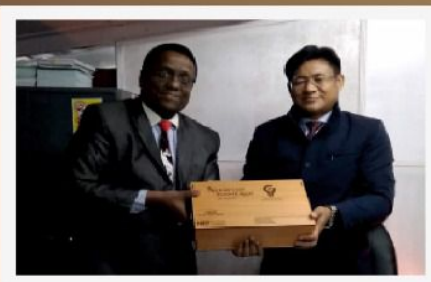


**Innovative products  
(Room Fresheners/Safety  
Spray/Fruit Soaps/Bee  
Wax Candle)**

**Vertical 2- Gift hampers development from NE product for supply to Ministries/Embassies/Corporates/PSUs to popularize NE products**



160 NE GI gift hampers with GI logo engraved on top are being distributed to 160 top decision makers of North East (including Governors, CMs, Ministers, Secretaries) during North Eastern Council plenary meeting, 8th to 9th September, 2019 at Guwahati ordered by Assam Government for North Eastern Council, Ministry of DoNER. In this pic, being distributed to Ms Agatha Sangma from Meghalaya, former Union MoS Rural development



Presentation of North East GI Gift hamper to Shri Mhathung Yanthan, Honble Advisor/Minister, Horticulture, Government of Nagaland



1000 Gift hampers developed for NERCORMP, an IFAD project for supply to dignitaries during Destination North East Varanasi



Presentation of North East GI Gift hamper to Shri Moses Chalaj, IAS, Secretary, North Eastern Council, Government of India



Presentation of North East GI Gift hamper to Ms Rashmi Singh, IAS, Secretary New Delhi Municipal Corporation



Presentation of North East GI Gift Hamper to Honble Union Minister of State-Tribal Affairs, Mrs. Renuka Choudhary



International standard new products & gift hampers developed for beneficiaries of NERLP, Ministry of DoNER project, as support to them on New product development, standards development, packaging development with support on logistics & marketing



## Kinds of Hampers available

NORTH EAST GI GIFT HAMPER  
NORTH EAST HAMPER  
CUSTOMISED STATE SPECIFIC HAMPER  
NEW (NORTH EAST WOMEN) HAMPER  
NE OSOP (ONE STATE ONE PRODUCT) HAMPER

NE OCOP (ONE CITY ONE PRODUCT) HAMPER  
ASSAM GI GIFT HAMPER  
ASSAM TEAS HAMPER  
NE SPICE GI HAMPER  
RICE OF ASSAM HAMPER



## Past Clients

NEC, SHILLONG  
PLANNING DEPT., GOVT. OF ASSAM  
NERCORMP, GOVT. OF INDIA  
CONSUL GENERAL OF INDIA, VIETNAM

APEDA, MINISTRY OF COMMERCE  
NEHHDC, MINISTRY OF DONER  
IIM, KOZHIKODE LIVE  
CHIEF MINISTER'S OFFICE, ASSAM

### Vertical 3- End to End Packaging Services for Small Producers/farmers/SHGs



(Collection of products at Guwahati, Sorting, Grading, Pouching, Vacuuming, Label designing with their brand name, Labeling, Eco friendly paper can packaging & delivery)

Provided Packaging services to IFAD NERCORMP Project in North East.



Launch of PM van dhan yojna Assam products executed by IIE, Packaging servive by NEFSP by Honble CM Assam Shri Sonowal

Provided Packaging services to PM Van Dhan Yojna in Assam.



Provided packaging services to PM Van Dhan Yojana, Execution Agency, Marcofed, Nagaland

### Packaging services (Logo Designing, Label Designing, FSSAI Registration, Packaging Material etc.)

- 1 BUDGET POUCHES
- 2 HIGH END PAPER CANS WITH EASY OPEN SEAL

- 3 BOTTLES FOR HONEY, PICKLE, EDIBLE OILS
- 4 HARD PAPER BOXES FOR RICE, SOAPS
- 5 TIN CANS



## MEDIA / PRESS Releases –



First in history by air, export from Assam to Vietnam of North East GI Food Products



ED NEFSP promoting NE GI products at Thaixef Bangkok sponsored by DP IIT and European Union IPO.

ED NEFSP apprising then DPIIT Secretary about NE products at World Food India, New Delhi.



With Hon'ble CM of Meghalaya Shri Conrad Sangma

Hon'ble CM of Assam Dr. Himanta Biswa Sarma visit to NEFSP stall at Assam Startup

Coverage by 'The Sentinel' newspaper, Assam



Hon'ble Ex Chief Minister Assam Shri Sonowal visit to NEFS stall.



At LBSNAA, Mussoorie with trainee IAS officers



NEFS Gift Hamper being presented to Hon'ble Governor of Hyderabad by CM of Assam, Shri Himanta Biswa Sarma

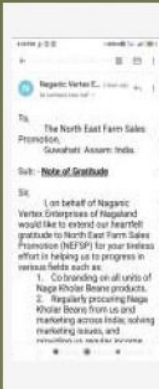


Presentation of NE GI Gift Hamper to Dr Jitendra Singh, Hon'ble Union Minister (DonER/PMO/Space), Government of India



Presentation of NE GI Gift Hamper to Shri Arju Munda, Hon'ble Union Tribal Affairs Minister, Government of India

## Appreciation Letters



## About Founder/Executive Director



**Bhanu Pratap Singh  
(Executive Director)**

Bhanu is alumni of Indian institute of foreign trade (New delhi) and Indian Institute of Management Kozhikode LIVE. He also served, Government of Meghalaya (Meghalaya Basin Development Authority) as Officer on Special Duty (OSD) Skill development and market linkages for 2 years He was part of 7 member team of Dr. Reddys Foundation, which did pilot in 7 states of placement linked training with Ministry of Rural Development in 2006 by taking full charge of 1 state (U.P.), later this pilo became full fledged scheme as Placement linked special scheme (DDUGKY). He was instrumental in setting up Apki Rasoi Kitchens (Free food for deprived) in Delhi in coordination with Chief Minister Office in 2008. A major achievement to his credit is to arrange GI (Geographical Indication) registration of 16 unique products of North East, 13 in name of a Gol PSU Neramac, 2 in Name of MoMA Manipur Government & 1 in Name of Mizoram SFAC. He has also facilitated development of Registered National brand for Nagaland Pineapple. He has actual experience of facilitation of export tie ups for Meghalaya farmers to Bangladesh via land border.

Because of his efforts of arranging intents from 5 star hotels of Kolkata to source directly from Meghalaya farmers, storage & distribution center at Meghalaya house, Kolkata was developed by state Government. He was awarded International award on spreading Mahatma Gandhi ji thoughts & principles through movie media in 2009. He has developed 16 Exporters and 26 Micro Enterprises in NE region. First by air export of perishables from Guwahati Airport was facilitated by him. He also served US India SME Council (USISMEC) headquartered at Washington (USA) as Director- North East Region for 4 years.

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## Mentors/Advisors

### **Gautam Mukhopadhaya, IFS (Retd)**

Indian Foreign Service, 1980 batch. Former Ambassador to Syria (December 2005–January 2008), Afghanistan (June 2010–May 2013), Myanmar (June 2013–May 2016). Reopened Indian Mission to Afghanistan after fall of the Taliban, November 2001–March 2002. Visiting Fellow, Carnegie Endowment for International Peace (October 2009–March 2010); Alumnus, National Defence College (2001). Served on deputation to the UN Division for Social Policy (2000); Ministry of Defence (August 2002–July 2005), & Festival of India, France, Ministry of Culture (1985–86). Posted in the Permanent Indian Mission to the UN (1986–89) and Indian Missions in Mexico, Cuba, France & UN (handling the Third Committee on Social Issues).

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**M P BEZBARUAH, IAS (Retd)**

Shri Bezbaruah is retired IAS officer. He is Permanent Representative (Hon.) in UN-WTO. He is Former Member, North Eastern Council, (in the rank of MOS). He has served as Secretary, Tourism in Government of India. He is Former Chairman, PATA. He is Hon. Adviser, Administrative Staff College of India

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**Dr. K L Chadha-**

Honored by Government of India, in 2012, with the 4th highest Indian Civilian Award, Padam Shree. He has served as Horticulture Commissioner & ED, National Horticulture Board in past. He has also served as DDG-ICAR. He has pioneered Oil Palm production in India. He launched MIS (Market Information Scheme), enhanced marketing of Fruit Juices in India. He popularised low cost storage structures for potato amongst farmers

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**Jahnabi Phookan**

She is the Immediate Past President of FICCI Ladies Organization (FLO), women's wing of the apex industry body, Federation of Indian Chamber of Commerce & Industry (FICCI). She is an entrepreneur, a co-founder of two National Tourism Award-winning companies: Jungle Travels India and Assam Bengal Navigation Company under JTI Group.

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**Arijit Bhattacharya**

Entrepreneur since 1998 India's oldest gaming VR and Deeptech company, Startup Mentor, Jury for Startup India Award. Angel Investor, Consultant ADB.

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**REGISTRATIONS**

Start Up - DIPP98564  
CIN - U74999UP2022PTC158879  
GST - 18AAICN0546K1Z8  
FSSAI NO. - 10319001000181