MEGHALAYA COLLECTIVES

PRIME MEGHALAYA



## MEGHALAYA COLLECTIVES

# PRODUCT HANDBOOK

#StoreEdition
2026-2027





**MEGHALAYA** COLLECTIVES

is a flagship initiative of the Government of Meghalaya, bringing together products from local farmers, cooperatives, SHGs, and rural entreprenuers under one collective marketing umbrella.

Across the state, these communities produce exceptional products - from turmeric and ginger to honey, spices and fresh fruits - using traditional knowledge and farming practices.

In collaboration with PRIME , Meghalaya Collectives is helping cooperatives as well as grassroot entreprenuers reach customers across India through curated retail experiences and online marketplaces.

PRIME MEGHALAYA

A Government of Meghalaya initiative



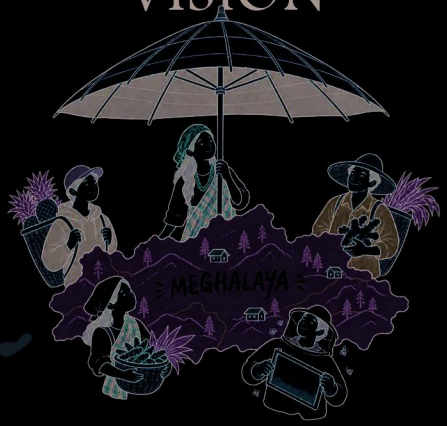
MEGHALAYA COLLECTIVES

# OUR JOURNEY

## THE BEGINNING



## THE GOVERNMENT'S VISION




## MEGHALAYA COLLECTIVE IS BORN



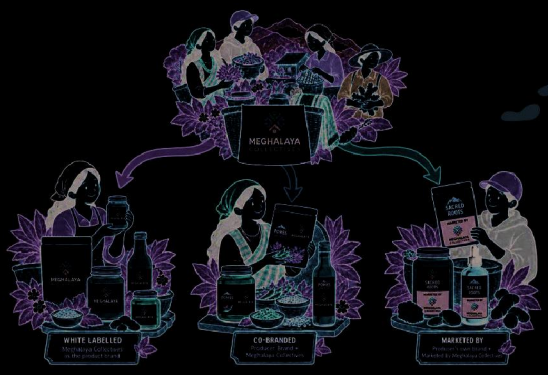

## A NEW CHAPTER




## BUILDING STRONGER COLLECTIVES



# A NEW BRAND MODEL




# BRIDGING THE GST BARRIER




# GOING DIGITAL




# GROWING THE MOVEMENT




Different communities. Different product. Different stories.

One Meghalaya Collectives.

# SPICES, NUTS & AGRI-PRODUCTS

## THE HILLS BEHIND EVERY FLAVOUR

Grown in Meghalaya's rain-soaked hills and forested slopes, where cool temperatures, rich organic soils and mist create ideal conditions, these spices carry the character of the land. Lakadong turmeric, prized for its deep colour and high curcumin, sits alongside warming ginger and black pepper, smoky large cardamom, and forest-grown cinnamon and bay leaf. From the Garo Hills, hand-harvested cashew adds a creamy, naturally sweet kernel. Careful sun-drying and gentle processing preserve every aroma, colour and flavour.



## LAKADONG TURMERIC

***Local Name: U Chyrmit Lakadong***
***Form: Dried slices, Powder***
***Parameter: Curcumin content: 7 ~ 10%***

Lakadong Turmeric is world-renowned for its rich curcumin content, ranging from 7-9% as compared to 2-3% for other turmeric varieties. Our Lakadong Turmeric has a curcumin content of 8.9%. The high curcumin content of Lakadong Turmeric is a combined outcome of a cultivar selectively bred by the villagers, soil and climatic conditions of the region surrounding the villages, and above all the tender care given to each crop by its farmer.



# GINGER

***Local Name: U Sying Tyrkhong (Khasi) | Etchin (Garo)***
***Form: Dried slices, Powder***
***Parameter: No Chemical pesticides detected***
***Gingerols: 8.32% / Volatile Oil: 1ml/ 100g***



Meghalaya Collectives' Ginger is sourced from the farmers of Khasi Jaintia and Garo Hills. In an almost nomadic quality, each batch is planted in fresh locations that are specially prepared for it, giving them primed growing conditions. Cherry-picked roots from the previous harvest are planted,which then pass down only its very best traits.

From each harvest, the cream of the crop is handpicked, sliced and sun-dried. Our process establishes a safeguard that every slice receives the most hygienic and eco-friendly treatment which retains the root's nutrients

# BAY LEAF

***Local Name: U Sla Tyrpad (Khasi) / Tej patta (Garo)***
***Form: Dried leaves with greenish tinge***

Meghalaya Collective's Bay Leaves, known in Khasi as 'Sla Tyrpad', are collected from trees that are native to the region around Nongriat Village. On deconstructing the word, "Sla" refers to leaves. The word "Tyr-pad" in turn, translates to a species of trees that are as wide as an arm span. The word "Tyrpad" as such aptly refers to these trees that are over 5 feet wide and grow up to a height of 60 feet.



The best and freshest of bay leaves can only be found at the very top of these trees and the nimblest of climbers scale these giants to bring you bay leaves of unrivalled quality.
The best and fresh bay leaves can only be found at the very top of these trees and the nimblest of climbers scale these giants to bring you bay leaves of unrivalled quality.
Likewise, Tej patta (Garo) is available from the Garo Hills as well. Villages around Nokrek, Balpakram and areas such as Daddengre grow plenty of these trees.

# BIRD'S EYE CHILLI



***Local Name: U Sohmynken Khnai (Khasi)***
***The bird's eye ( English)***

Bird's Eye Chilli or U Sohmynken Khnai from Ri Bhoi is one of the hottest chillies in the world. Owing to its miniature size the Khasis call it a Mouse Chilli.

Standing at 100,000 Scoville Units, each chilli is hand-picked from privately tended gardens. Intricate care is taken to single out only the reddest of the chillies.

This assures the most aromatic and sweetest of chillies find their way to your kitchen.The bird's eye chili plant is a perennial with small, tapering fruits, often two or three, at a node. The fruits are verypungent.



# BLACK PEPPER

***Local Name: Go/ Meris (Garo)***
***Form: Dried (Ungarbled)***
***Para meter: Moisture content < 12% I Density ranging from 500 ~***

Meghalaya Collective's Black Pepper, locally known as Gal Meris, is sourced from farmers in is sourced from farmers in West Garo Hills and South West Garo Hills. Our pepper is packaged whole making it distinctively fresh and aromatic. Grown ingeniously by our farmers using the environmentally sustainable intercropping farming technique, our product is wholly free from pesticides and othersynthetic chemicals, making it perfect for you.



# LONG PEPPER



***Form: Dried***

Meghalaya Collective's Long Pepper is brought to you from East Khasi Hills. Locally known as Sohmrit Khlaw in Khasi, the condiment is used in pickles, preserves and in traditional medicine. Grown in the forest along the Southern slopes of Khasi Hills, they are hand-picked by the farmers, sun dried and packed with utmost care.



## SICHUAN PEPPER



***Local Name: Tejphal (Garo)***
***Dried Form (Ungarbled)***

Meghalaya Collective's Sichuan Pepper or Tejphal as it is called in Garo is brought to you from South Garo Hills. A mysterious condiment, this distinctively flavoured spice is used in chutneys, pickles, and salads. The branches of the plant and the delicate nature of the seeds make it a challenging crop to harvest. The utmost care is taken to bring this household favourite from our homes to yours.



## LARGE CARDAMOM

***Form: Dried***
***Local Name: Bodi Elatchi***

Meghalaya Collective's Large Cardamom comes from Ri Bhoi as well as Nokrek ranges ofGaro Hills. The seed pods of this perennial flowering plant are usually dried over an open flame,giving them a roasted and savory spiciness rather than the slightlysweet flavor of green cardamom. Not only is it a versatile spice that works well with tea and stew, savory meat and fish, sweets and cakes, but it alsohas a variety ofhealth benefits.

## CINNAMON



***Local Name: Dalchini (Garo)***
***Form: Unpolished***

Meghalaya Collectives' Cinnamon is brought from the slopes of East Khasi and South Garo hills. It is known for its unique flavour profile, which is often described as more intense and aromatic compared to other varieties. The specific growing conditions and the genetic makeup of the trees contribute to th is unique sensory experience.

# KING CHILLI

***Local name: Sohmynken Beb (Khasi)***



Meghalaya Collective's King Chilli or U Sohmynken Beb is considered one of the world's hottest chillies. Standing at 1,001,304on the Scoville scale, it is also referred to as the Ghost Pepper. While its bushes bear fruit frequently, farmers patiently wait for the third harvest, when the peppers mature into their firecracker red colour. Our Chillies are Sun-Dried in an age-old process that seals its potency and delivers you the absolute best in quality.



# COFFEE

***Varieties: Arabica (Chandragiri, Selection 9) | Robusta (CxR, Selection 274)***
***Form: Natural, Washed, Roasted***
***Parameter: Elevation 1,000–1,600 m***

Meghalaya Collectives' Coffee is grown in mixed forest settings rather than plantations. Indigenous trees shade it, and it grows alongside citrus and jackfruit, so each hill gives the coffee a different character.

17 producer groups and 2 farmer cooperatives grow the coffee. Each lot is profiled by region, species, processing, harvest, so every cup can be traced back to where it was grown.





# WHY?

***Meghalaya's rain-fed hills nurture spices renowned for their richness and aroma. From Lakadong Turmeric and indigenous pepper to bay leaf, ginger powder and handcrafted ginger candy, every product reflects the unique climate, fertile soils and farming traditions of the region.***

***Home to Lakadong Turmeric***

***Naturally grown through sustainable methods***

***Rich aroma and flavour***

***Carefully processed***

***Rich in flavour, free from preservatives***



## ENTERPRENEURS AND THEIR CONTACTS

**Donfield A Sangma**
+91- 6909240426

**Kyrsiew Ryngkhlem**
+91- 9362784664

**Brinson M Sangma**
+91- 8132052292

**M/S Savourit, Ri Bhoi District**
+91- 9366397276

**Marbin Food Processing Unit, East Khasi Hills**
+91- 9366631472

**Life Spice Co-op Society , Laskein West Jaintia Hills**
+91- 6009267072

**All Garo Hills Multi-Purpose Co-op Society Ltd, West Garo Hills**
+91- 7482004510

**Megha food co-op society , North Garo Hills**
+91- 9946449068

**Mendiparthar Multipurpose Co-operative society, Mendipathar, Resubelpara, North Garo Hills**
+91- 9946449068



# HONEY

## WHERE EVERY DROP REFLECTS THE FOREST

Harvested from the forests of the Khasi, Jaintia and Garo Hills through natural, forest-based beekeeping, Meghalaya's honey takes its character from where it is made. Khasi Hills honey carries citrus and wild floral notes, Jaintia Hills honey is multi-floral, and Garo Hills honey is bold and wild. Collected and filtered with minimal processing, it keeps its natural aroma, texture and taste.

## WHY?

***From the citrus orchards of the Khasi Hills to the wild forests of the Garo and Jaintia Hills, Meghalaya's honey is shaped by one of India's richest natural ecosystems. Harvested through sustainable, forest-based beekeeping and minimally processed, every bottle carries the unique floral character of the landscape it comes from.***

***Harvested from forest and orchard landscapes***

***Distinct flavours from all three hill regions***

***Naturally pure and minimally processed***

***Sustainably harvested by rural beekeepers***

***A true taste of Meghalaya's biodiversity***

MEGHALAYA COLLECTIVES

PRIME MEGHALAYA

## ENTERPRENEURS AND THEIR CONTACTS

**Tokingland Shangdiar**
+91- 8731058296

**Twolding Jyrwa**
+91- 9366300458

**Martina**
+91- 8974028472

**Armingroi Dkhar**
+91- 9612351954

**Wosslingshon Wahlang**
+91- 9366543679

**Lebi D Sangma**
+91- 8413807804

**Randitha Ch Sangma**
+91- 9366819196



# INDIGENOUS PICKLES



## RECIPES PASSED DOWN. FLAVOURS PASSED ON.

Prepared from local fruits, vegetables, forest produce and meats, Meghalaya's pickles follow food traditions of the Garo, Khasi and Jaintia Hills. Largely crafted by women, the recipes carry forward community knowledge of preservation, spice use and flavour balance. Now documented and standardised for consistent quality, they keep their authentic ingredients, methods and identity, ready to travel beyond the region.

## WHY?

***Across Meghalaya, generations of women have preserved seasonal fruits, vegetables and forest produce using traditional recipes rooted in indigenous knowledge. From Tree Tomato and Sohphie to Bamboo Shoot and King Chilli, every jar celebrates the bold flavours and food heritage of the hills.***

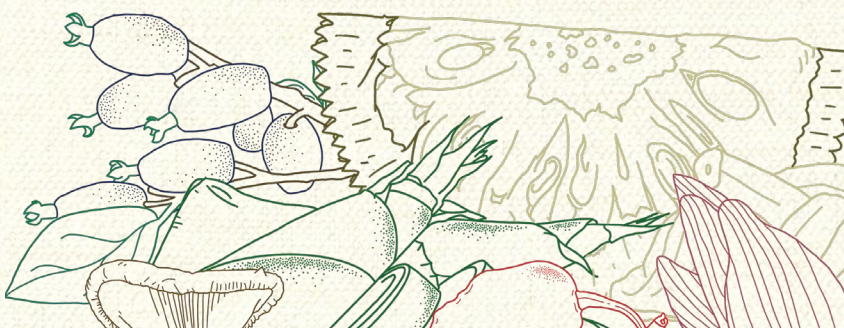
***Made using indigenous ingredients***

***Traditional recipes preserved across generations***

***Crafted by rural women entrepreneurs***

***Seasonal, authentic and deeply local***

***A celebration of Meghalaya's culinary heritage***



## ENTERPRENEURS AND THEIR CONTACTS

**Martihun Syiemlieh**
+91- 6009064823

**Kresilla M Sangma**
+91- 9612010268

**Victoria Sohpoh**
+91- 8414086063

**Jasica B Sangma**
+91- 8837217376

**Armstrong Shylla**
+91- 9366422610

**Meg Products (Fruit Preservation Centre Shillong, East Khasi Hills)**
+91- 8837407367

**Aiphidalin Wahlang**
+91- 8837257009

**Sunitha Marak**
+91- 9383397447



# TEAS & CAFFEINE FREE BREWS

## NATURE'S WAY OF BREWING WELLNESS

Nurtured in the mist-covered highlands of the Khasi and Garo Hills, in small garden clusters and community-managed estates, Meghalaya's green, black and white teas develop aroma, clarity and depth under cloud cover. Natural, low-input growing and careful hand-processing keep their artisanal character. Alongside them are caffeine-free local brews of Red Rice, Lemongrass, Roselle and Bael, each drawing flavour straight from the ingredient.

## WHY?

***Long before tea leaves became commonplace, Meghalaya's communities brewed nourishing beverages from red rice, lemongrass, roselle and bael. Alongside the region's premium hill-grown teas, these naturally caffeine-free brews offer a refreshing glimpse into the state's rich beverage traditions.***

***Premium hill-grown aroma***

***Traditional caffeine-free alternatives***

***Locally grown herbs, flowers and grains***

***Naturally rich in flavour***

***Rooted in centuries-old food traditions***



## ENTERPRENEURS AND THEIR CONTACTS

**Niwan Sten**
+91- **8414088015**

**Rikchi Marak**
+91- **8118915205**

**Jellum R Marak**
+91- **9366627008**

**Cherift Shylla**
+91- **9366112262**

**Meg Products (Fruit Preservation Centre Shillong, East Khasi Hills)**
+91- 8837407367

**Hendri G Momin**
+91- **8787713153**



# SAUCES, CHIPS & SNACKS

## EVERYDAY FAVOURITES, REINVENTED WITH INDIGENOUS INGREDIENTS

From the heat of King Chilli to the crunch of jackfruit and tapioca chips, this is Meghalaya's pantry in a bite. Pumpkin and King Chilli sauces bring the fire; the chips bring the snap. Small-batch and made by rural food entrepreneurs, every product starts with ingredients grown in the hills and ends in flavour that is unmistakably Meghalayan.

## WHY?

***Made using locally grown fruits, vegetables and spices, Meghalaya's chips and sauces transform familiar favourites into distinctly local experiences. From fiery King Chilli sauces to vibrant fruit-based creations, every product captures the bold character of the hills.***

***Locally sourced ingredients***

***Indigenous flavours***

***Small-batch production***

***Naturally vibrant taste***

***Crafted by rural food entrepreneurs***



## ENTERPRENEURS AND THEIR CONTACTS

**Baldilla T Sangma**
+91- 8787703757

**Gremilla Ch Marak**
+91- 8575247900

**Lokki M Sangma**
+91- 7005990781

**Jasica B Sangma**
+91- 8837217376

**Balmijini Sangma**
+91- 8787421256



# JAMS, SQUASHES & CANDIES

## THE SWEETNESS OF THE HILLS, BOTTLED

Strawberry jams, squashes from indigenous fruits and candies from Meghalaya's famous ginger, each with something different to offer. Sohiong Squash, from a deep purple native berry, is sharp and tangy. Passion Fruit Squash captures the bright acidity and aroma of the fruit with minimal processing. Pineapple core candy, and sweet and spicy pineapple chunks, complete the range.

## WHY?

***From GI-tagged oranges and naturally sweet pineapples to indigenous Sohiong berries and passion fruit, Meghalaya's orchards produce fruits bursting with flavour. Carefully crafted into jams and squashes, these products preserve the freshness, colour and character of the state's remarkable biodiversity.***

***Indigenous fruit varieties***

***High natural sweetness***

***Minimal processing***

***Crafted close to harvest***

***A vibrant taste of Meghalaya***







## ENTERPRENEURS AND THEIR CONTACTS

**Robina Sangma**
+91- 9366810170

**Sakihok Lamare**
+91- 8787837297

**Isilla Marak**
+91- 9383273258

**M/S Savourit, Ri Bhoi District**
+91- 9366397276

**Tiewlarisha Dkhar**
+91- 6009867046

**Hendri G Momin**
+91- 8787713153

**Meg Products (Fruit Preservation Centre Shillong, East Khasi Hills)**
+91- 8837407367



# HANDICRAFTS

## WHERE TRADITION MEETS CONTEMPORARY DESIGN

From forest-grown bamboo and cane, hand-carved wood and finely worked crochet, Meghalaya's artisans turn generations of skill into contemporary lifestyle, decor and fashion products: handbags, lampshades, giftware, figurines, pouches and more. Made by village-based artisan groups and women-led collectives, each piece keeps the natural texture and warmth of its material.

## WHY?

***Across Meghalaya, artisans transform bamboo, cane, wood, stone and yarn into products that are both functional and beautiful. Every piece carries the warmth of handmade craftsmanship and generations of traditional knowledge.***

***Bamboo & cane crafts***

***Wood & stone carvings***

***Crochet & accessories***

***Sustainable artisan-made***

***Designed for modern living***



## ENTERPRENEURS AND THEIR CONTACTS

**Sengrik K Sangma**
+91- 7630093669

**Jennyfa Suiem**
+91- 8414992210

**Bithon Sangma**
+91- 9863669561

**Dakaeishwami Shadap**
+91- 9862269214

**Jency Suchiang**
+91- 9378178107

**Gentleman Nongkseh**
+91- 8731021168

**Kynjailin Syiem**
+91- 9612087430

**Aminda Marak**
+91- 8011477506

**Silverius Susngi**
+91- 8837071754

**Balsrang B Marak**
+91- 9362015152

**Rollin A Sangma**
+91- 6009837131

**Wanshan Lyngdoh**
+91- 9612925948

**Divia Rapsang**
+91- 8794527538

**Muni B Marak**
+91- 9383272853

**Tengchira A Sangma**
+91- 9366918805

**Cherika Sangma**
+91- 7005591635

**Chemitha A Sangma**
+91- 8787729707

**Jengmish Ch Marak**
+91- 9233144733

**Baphilari L. Nonglait**
+91- 9485126330

**Romila War**
+91- 8837475167

**Elijabartha R Marak**
+91- 8014550673

# INDIGENOUS INNOVATIONS



## CENTURIES OF WISDOM. DESIGNED BY TRADITION.

Maw-Khar stone creations are hand-carved from locally sourced stone known for its soft pink to rose hues, with the natural grain left visible so every piece is subtly different. Alongside them are two GI-tagged traditions passed from one generation of women to the next: Larnai Pottery and Umwai Oil, a Khasi traditional massage oil.

## WHY?

***Some of Meghalaya's greatest innovations were perfected in homes, forests and villages over generations. From Umwai Oil and Red Rice Brew to Larnai Pottery and Maw-Khar Stone Craft, these products preserve indigenous knowledge while creating new opportunities for rural entrepreneurs.***

***Knowledge passed through generations***

***Unique to Meghalaya***

***Rooted in indigenous communities***

***Preserving heritage through enterprise***

***Innovation inspired by tradition***









## ENTERPRENEURS AND THEIR CONTACTS

**Niwan Sten**
+91- 8414088015

**Darsing Syiemlieh**
+91- 6009259814

**Albidora Jitem**
+91- 9383306693

**Phiu Pyrthu**
+91- 6009288909





# HANDLOOM

## WOVEN WITH HERITAGE. CRAFTED FOR TOMORROW.

Handwoven stoles, shawls and mufflers crafted from Meghalaya's celebrated Eri Silk, also known as Ahimsa Silk, a sustainable, world-renowned fibre. Each piece begins on a handloom, where local artisans use timeless techniques to create textiles made to be treasured. Appreciated from the Shark Tank stage to Indian households, Meghalaya's handloom is known for its quality.

## WHY?

***Every shawl, stole and muffler begins on a handloom using world-renowned Eri Silk, also known as Ahimsa Silk. Handwoven by Meghalaya's artisans, these textiles celebrate sustainable craftsmanship and timeless design.***

***Handwoven by local artisans***

***Eri (Ahimsa) Silk***

***Sustainable fibre***

***Traditional techniques***

***Unique textile heritage***





## ENTERPRENEURS AND THEIR CONTACTS

**Tapashree B Hadu**
+91- 8638973271

**Arwandakahi Niang**
+91- 9863655438

**Honest Syiem**
+91- 9612920036

**Preciously Shadap**
+91- 7005790518

**Badashisha Syngkli**
+91- 9612361353

**Phidalin Khymdeit**
+91- 6009595587



# FURNITURE



## SHAPING WONDERS FROM SCRAPS

Scrap wood finds a second life in Meghalaya, shaped into furniture that is anything but ordinary. Each piece is unique, defined by the character of the wood it is made from. Pairing sustainability with distinctive design, these handcrafted creations have become a massive hit at exhibitions across the country, proving that what others set aside can become what everyone wants to take home.

## WHY?

***Scrap wood finds a second life as one-of-a-kind furniture. Each piece pairs sustainability with distinctive design and has been a massive hit at exhibitions across the country.***

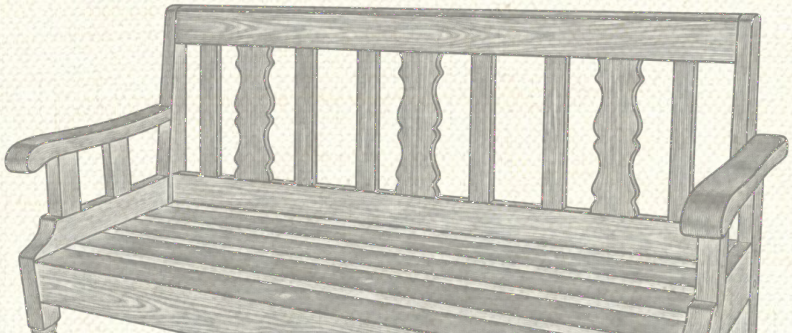
***Made from reclaimed scrap wood***

***Every piece is unique***

***Handcrafted in Meghalaya***

***An exhibition favourite across India***

***Sustainable by design***









## ENTERPRENEURS AND THEIR CONTACTS

**Kalsin G Momin**
+91- 7085622169

**Sakham Ch Sangma**
+91- 8787661872

**Malstone Sangma**
+91- 9612001326



# MELODIES, AROMA & MORE



## THE SOUNDS AND SCENTS OF THE HILLS

Music runs deep in Meghalaya. Khasi traditional instruments, shaped by hand and rooted in cultural heritage, sit alongside handmade ukuleles and electric guitars from the Garo Hills, where makers bring a new voice to an old craft. From the Jaintia Hills come handmade soaps, made by local producers to carry the freshness of the hills home. Together, they bring Meghalaya's sounds and scents within reach.

## WHY?

***Meghalaya's makers shape sound and scent with equal care. Traditional Khasi instruments sit beside handmade ukuleles and electric guitars from the Garo Hills, while handmade soaps from the Jaintia Hills bring the aroma of the hills home.***

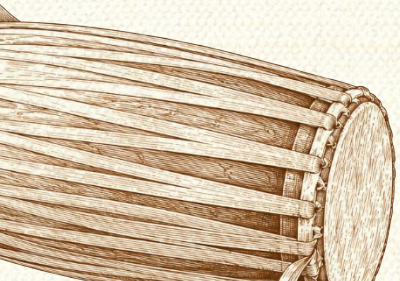
***Traditional Khasi instruments rooted in culture***

***Handmade ukuleles and electric guitars from the Garo Hills***

***Handmade soaps from the Jaintia Hills***

***Crafted by local makers and producers***

***Tradition meets contemporary sound***









## ENTERPRENEURS AND THEIR CONTACTS

**Anno Dominick Lyngkhoi**
+91- 9402182223

**Johny M Sangma**
+91- 8837368290

**Solimai Talang**
+91- 6009078084



# Hidden Gems From Across the Three Hills

## KHASI HILLS

The Khasi Hills, shaped by high plateaus, deep valleys, forests and abundant rainfall, has a landscape closely tied to agriculture, horticulture and traditional craftsmanship.

The region is known for produce such as the GI-tagged Khasi Mandarin and Meghalaya's distinctive pineapples, alongside a strong tradition of Ryndia or Eri Silk, Khasi handloom and weaving. Indigenous ingredients also continue to inspire locally made foods, preserves, oils and products such as Umwai Oil, connecting traditional knowledge with contemporary enterprise. Together, they offerba glimpse of the Khasi Hills - its landscape, its harvests and the traditions being carried forward by its makers.

## JAINTIA HILLS

The Jaintia Hills, with its fertile valleys and rolling hills, has a long tradition of agriculture and craftsmanship that continues to support livelihoods across the region.

Its landscape gives rise to some of Meghalaya's most distinctive products, including GI-tagged Lakadong Turmeric and Larnai Black Pottery, alongside traditions of blacksmithing, bamboo and cane craft, weaving and food processing. Local crops and indigenous ingredients are also finding new expressions through entrepreneurs, from spices and preserves to products such as Red Rice Tea. Together, they offer a glimpse of the Jaintia Hills - where local resources, inherited skills and new enterprise continue to shape what the region makes today.

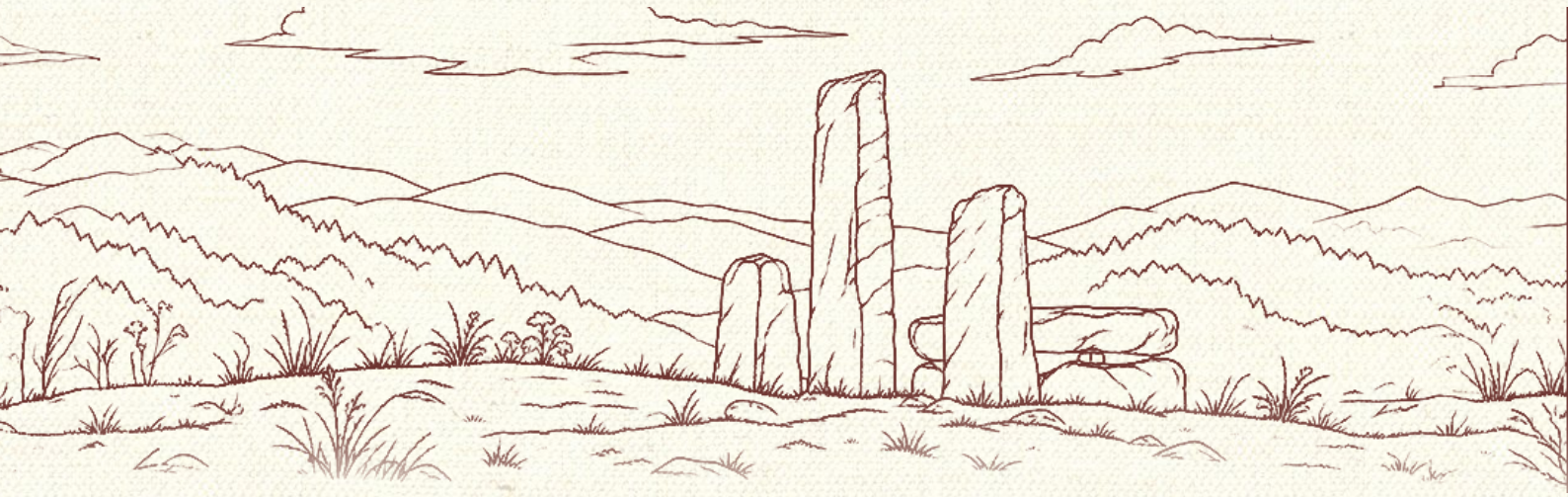
## GARO HILLS

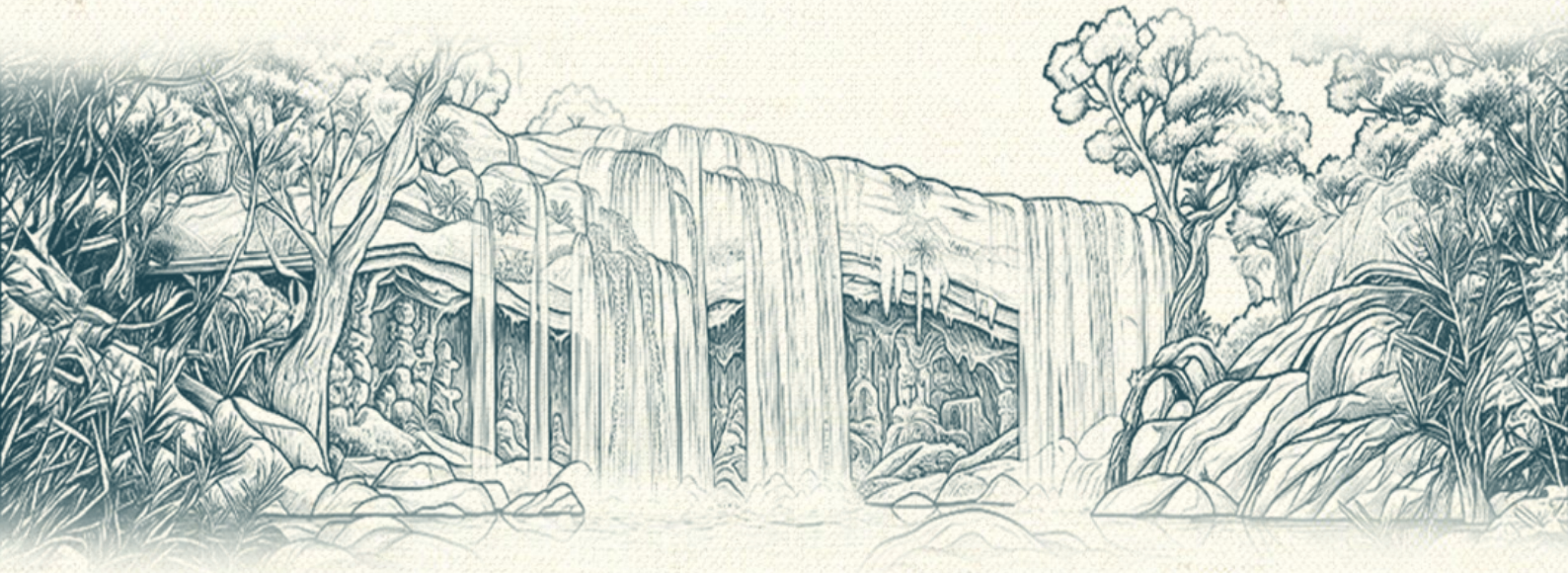
The Garo Hills, stretching across western Meghalaya, is a landscape of forested hills and fertile valleys where agriculture, weaving and traditional crafts have long supported local livelihoods.

Its products reflect this relationship with the land - from GI-tagged Garo Textile, represented by the Dakmanda, to bamboo and cane craft, woodcarving and locally processed foods. Harvests of spices, cashew, pineapple, banana and jackfruit are also finding new forms through rural enterprises, bringing the produce and craftsmanship of the hills to wider markets. Together, they offer a glimpse of the Garo Hills - its forests, its harvests and the craftsmanship that continues to shape livelihoods across the region.

MEGHALAYA COLLECTIVES

PRIME MEGHALAYA







## Notes:

MEGHALAYA
COLLECTIVES

PRIME
MEGHALAYA

megcollective@gmail.com

www.meghalayacollectives.in

Tripura Castle Rd, below Dylan's Cafe,
Dhankheti, Malki, Shillong, Meghalaya 793003