

ICAR-ATARI UMIAM AND MBMA JOIN HANDS TO BOOST RURAL AGRIBUSINESS AND TRIBAL LIVELIHOODS IN MEGHALAYA

Umiam, April 25, 2025 — ICAR-ATARI, Umiam organized a high-level coordination meeting with the Meghalaya Basin Management Agency (MBMA) on April 25, 2025, to explore collaborative strategies for promoting rural agribusiness and tribal livelihoods in Meghalaya. The meeting, chaired by Dr. A. K. Mohanty, Director of ATARI, brought together officials from MBMA, scientists from ATARI, and Heads of Krishi Vigyan Kendras (KVKs) across the state.



A key statement made by Dr. A. K. Mohanty during the meeting underlined the institution's commitment to unlocking the potential of under-utilized agricultural resources and empowering rural youth and tribal communities through value-added initiatives. The Rural Agri-business Incubation Centres (RUBICs) were identified as crucial platforms for supporting grassroots innovation and enterprise development.

MBMA's representative, Mr. Raj Vasisht, shared the agency's vision for rolling out **Van Dhan Vikas Kendras (VDVKs)** across Meghalaya to support forest-based tribal enterprises. These centres will focus on non-timber forest products and will benefit from the technical support and training offered by ICAR-ATARI.



As an initial step, it was agreed that the first VDVK would be established in the adopted village of **KVK East Garo Hills**. This pilot initiative aims to serve as a model for integrated rural enterprise, with active collaboration between MBMA, ATARI, and local KVKs.

The meeting concluded with a shared commitment to build a long-term partnership, combining scientific expertise and local knowledge to enhance livelihood opportunities and promote sustainable development in Meghalaya's rural and tribal regions.