REPORT
THE SHORT-TERM SKILL DEVELOPMENT TRAINING COURSE ON TURMERIC CULTIVATION, PROCESSING, MARKETING & ENTREPRENEURSHIP DEVELOPMENT

Date of the Programme: 20th – 25th July 2026

Funded by: Prime Meghalaya, MBMA Shillong
Total Trainees Registered for the Training: 35 Trainees
Total Trainees Completed the Training: 35 Trainees

INTRODUCTION:

The Short-Term Skill Development Training Course on Turmeric Cultivation, Processing, Marketing and Entrepreneurship Development was organized by E-Cell, Jaintia Eastern College, Khliehriat from 20th – 25th July 2026, with the objective of equipping aspiring entrepreneurs, farmers, students and self-help group members with practical knowledge and entrepreneurial skills in the turmeric value chain. The programme aimed to promote scientific cultivation practices, value addition, processing technologies, marketing strategies and entrepreneurship opportunities in the turmeric sector, thereby encouraging sustainable livelihoods and rural economic development.

The six-day intensive training programme combined classroom lectures, practical demonstrations, field visits, and interaction with successful entrepreneurs and subject experts. Participants received hands-on exposure to every stage of turmeric production, beginning from scientific cultivation to processing, packaging, branding, marketing and business development. The programme also highlighted various government schemes and financial assistance available to prospective entrepreneurs.

DAY 1: Inaugural Session and Introduction to Turmeric Entrepreneurship



The programme commenced with an inaugural session at 10:00 A.M. in the College Seminar Hall. The event began with the registration of participants, followed by the welcome address and lighting of the ceremonial lamp. The gathering was graced by Padma Shri Awardee Smt. Trinity Saioo, renowned entrepreneur and popularly known for her remarkable contribution to the turmeric industry in Meghalaya, who attended as the Chief Guest.

In her inaugural address, Smt. Trinity Saioo shared her inspiring entrepreneurial journey, highlighting the immense potential of turmeric cultivation in

Meghalaya. She emphasized the importance of quality production, value addition, branding, market linkage and perseverance in building a successful enterprise. Her motivational speech inspired participants to view agriculture not merely as farming but as a viable entrepreneurial venture capable of generating employment and improving rural livelihoods.

The inaugural programme was further honoured by the presence of officials from PRIME Meghalaya, namely Ms. Merika Suting and Mr. Damangbhaki Wann,

Programme Associate–Academia, who encouraged the trainees to utilize the opportunity to develop entrepreneurial skills and explore sustainable business opportunities within the agriculture sector.



The resource persons for the training programme were:

Shri Danosha Tlang, Entrepreneur and Founder of M/S DD Spices Products.

Smt.Kyrsiewlang Ryngkhlem, Entrepreneur and Proprietor of Kyrsiew Organics.

Afternoon Session:

The second session commenced at 1:00 P.M. Shri Danosha Tlang delivered a comprehensive lecture on "Introduction to Turmeric: Importance, Scope and Market Potential." He explained the economic significance of turmeric, increasing domestic and international demand, medicinal and nutritional value, industrial applications, and opportunities available for farmers and entrepreneurs in the spice industry.





This was followed by Smt. Kyrsiewlang Ryngkhlem, who delivered an informative lecture on Scientific Methods of Turmeric Cultivation, covering topics such as suitable turmeric varieties, ideal soil characteristics, climatic requirements, land preparation, seed selection, planting methods, spacing, and crop management practices. Participants actively interacted with the resource persons, seeking clarification on cultivation techniques suitable for the local agro-climatic conditions of East Jaintia Hills.

The first day successfully laid a strong theoretical foundation for the participants by introducing them to the commercial importance and scientific cultivation of turmeric.

DAY 2: Scientific Farm Management Practices

The second day commenced at 10:00 A.M. with a field visit to Kyrsiewlang Organics Turmeric Farm at Wapungshnong, East Jaintia Hills District.





The practical session was led by Smt. Kyrsiewlang Ryngkhlem, who provided participants with firsthand exposure to scientific turmeric cultivation practices under actual field conditions. She demonstrated various farm management techniques and explained the importance of maintaining soil fertility through balanced nutrient management. Participants also learned about integrated pest and disease management practices, organic farming methods, irrigation management and field sanitation. Special emphasis was placed on sustainable cultivation methods, environmentally friendly farming practices, and reducing production losses through timely disease and pest control.

Afternoon Practical Session:

Following lunch, the session resumed at 1:00 P.M. with a live practical demonstration at the farm. Participants actively engaged in field activities under the guidance of the resource person. They observed planting techniques, field maintenance operations, nutrient application methods and crop management practices. The interactive nature of the demonstration enabled participants to gain valuable practical experience beyond classroom learning.

The field-based learning significantly enhanced participants' understanding of modern turmeric cultivation techniques.



DAY 3: PROCESSING TECHNOLOGIES AND VALUE ADDITION

The third day's training commenced at 10:00 A.M. with a visit to the M/S DD Spices Processing Unit, located at Dkhiah East, East Jaintia Hills District.

The session was conducted by Shri Danosha Tlang, who demonstrated the complete post-harvest handling process of

Lakadong Turmeric. Participants were introduced to the scientific methods of:

- Harvesting mature turmeric rhizomes
- Cleaning and washing
- Curing techniques, Drying methods
- Polishing
- Proper storage practices

The resource person emphasized the importance of maintaining quality standards during post-harvest operations to preserve the colour, aroma, and curcumin content of turmeric.

Afternoon Session



The post-lunch session began at 1:00 P.M. Shri Danosha Tlang conducted an extensive practical session on Turmeric Processing and Value Addition, where participants observed various processing techniques used to convert raw turmeric into market-ready products.

Topics covered included:

- Turmeric powder production
- Processing of value-added turmeric products
- Quality control measures
- Packaging techniques
- Branding strategies
- Product labelling
- Food safety and quality standards

Participants gained practical knowledge of machinery operation and learned how attractive packaging and proper branding contribute significantly to product competitiveness in the marketplace.



DAY 4: ENTREPRENEURSHIP DEVELOPMENT AND GOVERNMENT SUPPORT

The fourth day commenced at 10:00 A.M. in the College Seminar Hall. The first technical session was delivered by Ms. Hunlang Phawa, Local Resource Person, National Rural Livelihood Mission (NRLM). She explained the functioning and significance of Self Help Groups (SHGs), Producer Groups (PGs), and Cooperative Societies in promoting collective entrepreneurship, financial inclusion and rural development. She highlighted the opportunities available through NRLM for farmers and women entrepreneurs.



The second session began at 11:30 A.M., where Shri Besterwell Dkhar, Head of the Department of Commerce, delivered an insightful lecture on Entrepreneurship Development, Business Planning and Financial Management.

His lecture covered:

- Business idea generation
- Business plan preparation
- Cost estimation
- Investment planning
- Financial management
- Risk management
- Record keeping
- Enterprise sustainability

The session encouraged participants to develop entrepreneurial thinking and understand the financial aspects of establishing a successful enterprise.



Afternoon Session

The final session commenced at 1:30 P.M. Shri S. G. Pala, Functional Manager, District Commerce and Industries Centre (DCIC), Khliehriat, delivered an informative lecture on Marketing Strategies, Market Linkages and Government Business Support Schemes.

He explained several government initiatives available for entrepreneurs, including:



- Import Export Code (IEC)
- PMEGP (Prime Minister's Employment Generation Programme)
- UDYAM Registration and MSME Registration
- Financial assistance and subsidies and Market support schemes
- Export opportunities

Participants learned the procedures for establishing enterprises, accessing government assistance, and marketing their products effectively.

DAY 5: ORGANIC FARMING PRACTICES AND PROCESSING UNIT VISIT











The fifth day began with a field visit to a farmer's turmeric farm under Prime Minister Development Initiative for the North-East Region (PM-DevINE) at Shohshrieh, East Jaintia Hills District, under the guidance of Ms. Hunlang Phawa. Experienced Master Trainer of PM DevINE, Smt. Regina Shylla, demonstrated the preparation and application of organic farming inputs such as Drava Jeevamruth and Neemastram. Participants learned about their composition, preparation methods, application techniques

and benefits in improving soil health, enhancing plant growth, controlling pests naturally and reducing dependence on chemical fertilizers and pesticides.
The session emphasized sustainable and eco-friendly agricultural practices suitable for turmeric cultivation.

Afternoon Session

Following lunch, participants visited the Daia Processing Unit at Mulieh, West Jaintia Hills District, established by Padma Shri Awardee Smt. Trinity Saioo.

During the visit, Smt. Saioo provided a detailed demonstration of the modern processing machinery used in turmeric production.





Daya Processing Unit, Mulieh, WJHD

Participants observed machines used for:

- Washing
- Drying
- Grinding
- Pulverizing
- Packaging

She also explained quality assurance practices, hygiene standards, value addition processes and market-oriented production techniques. The visit enabled participants to understand the functioning of a successful spice processing enterprise and appreciate the importance of mechanization in improving productivity and product quality.

To conclude the Training Programme, the certificates for the trainees were distributed in the campus of the unit by the training provider Smt. Trinity Saioo and Dr.P.Nongtdu, Principal, Jaintia Eastern College, Khliehriat.

DAY 6: EXPOSURE VISIT TO ENTREPRENEURIAL PROCESSING UNIT

The sixth and final day was devoted to an educational exposure visit to the processing unit of Shri Midot Binong, entrepreneur, located at Marngar, Ri Bhoi District.

Shri Binong shared his entrepreneurial experiences and discussed the various challenges and opportunities associated with the spice industry. He provided valuable insights into selecting appropriate machinery based on production capacity, investment capability and product requirements.

He further explained the importance of:

- Soil quality, Climatic conditions, Weather patterns
- Proper site selection
- Efficient processing systems and Quality maintenance
- Sustainable business practices

Participants also observed modern processing equipment and interacted with the entrepreneur regarding investment planning, market expansion and enterprise management. The exposure visit broadened their understanding of commercial turmeric processing and encouraged them to adopt innovative approaches in their future entrepreneurial ventures.




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OUTCOME OF THE TRAINING PROGRAMME

The six-day training programme significantly enhanced the knowledge, technical competencies and entrepreneurial skills of the participants across the entire turmeric value chain. Through lectures, practical demonstrations and field visits, trainees acquired valuable insights into scientific cultivation methods, post-harvest management, processing technologies, value addition, branding, packaging, marketing strategies and business development.

Interaction with successful entrepreneurs and experts inspired participants to explore self-employment opportunities in the agriculture and spice sectors. The programme also familiarized participants with various government support schemes and financial assistance available for establishing micro and small enterprises.

Overall, the programme successfully achieved its objectives of promoting entrepreneurship, encouraging scientific farming practices, strengthening value addition, and creating awareness about sustainable livelihood opportunities through turmeric cultivation and processing.

CONCLUSION

The Short-Term Skill Development Training Course on Turmeric Cultivation, Processing, Marketing and Entrepreneurship Development proved to be highly informative, practical and impactful. By integrating classroom instruction with extensive field exposure and interaction with experienced entrepreneurs, the programme provided participants with comprehensive knowledge of the turmeric industry from cultivation to commercialization. The training not only strengthened participants' technical skills but also motivated them to become job creators rather than job seekers. The exposure to successful enterprises, modern processing technologies and government support mechanisms is expected to contribute significantly towards promoting rural entrepreneurship, enhancing farmers' income and supporting sustainable economic development in Meghalaya.

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Appendix


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TURMERIC CULTIVATION, PROCESSING,
MARKETING & ENTREPRENEURSHIP DEVELOPMENT
E-CELL



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