

AGRIPRENEURS CONCLAVE REPORT

Date: 26th and 27th February 2025

Venue: Ngam Village

Block: Tening

District: Peren, Nagaland

Organizer: Pro Rural in collaboration with Quest Alliance, Bengaluru

Introduction

The two-day "Agripreneurs Conclave" was successfully organized by Pro Rural in collaboration with Quest Alliance, Bengaluru, at Ngam Village in the Nsong Circle of Peren District. The event, attended by 108 participants, 78 male, and 25 female, was inaugurated on February 26, 2025, by the Deputy Commissioner of Peren District. During the conclave, representatives from ten villages submitted a memorandum to the DC of Peren.

Inaugural Session

The program commenced with an opening prayer by Mr. Samuel Therieh, Director of LMCL, followed by a welcome speech from the Chairman of Ngam Village, Mr. Sangchikam Pame. He extended a warm welcome to the Chief Guest, Deputy Commissioner (DC) of Peren, the Guest of Honour, EAC Nsong Circle, special invitees, representatives from neighbouring villages, and all attendees. He expressed gratitude to Pro Rural for organizing the conclave and acknowledged the historic significance of a DC visiting Nsong Circle and Ngam Village for the first time.

The Chief Guest, Mr. Hiazu Meru, DC of Peren District, highlighted the growing relevance of agribusiness activities and commended Pro Rural for their commitment to rural development. He encouraged the community to embrace new opportunities in agriculture-related activities and emphasized the district's potential for economic growth.

Development Vision for Peren District

The DC outlined a development vision for the district, emphasizing key areas:

1. **Education** – The district faces challenges such as inadequate planning, poor facilities, and declining enrolment rates. The DC urged officials and village councils to work collaboratively on infrastructure development through convergence initiatives. He cited the adoption of Government Primary School, New Peren, by his office as an example of proactive intervention.
2. **Health** – The district suffers from insufficient medical infrastructure and inadequate support for healthcare professionals. The DC stressed the need for better treatment protocols, adoption of hospitals and health centres by government departments, and mobile health clinics. He appreciated Pro Rural's Health Outreach and ambulance service, which has benefited several villages.
3. **Economy** – While agriculture is the district's primary strength, market linkage remains a challenge. The DC emphasized the need for better information dissemination, training, and planning to improve market access. He discussed initiatives such as the Green Peren branding by the Agriculture Department, planned outlets in Jalukie, and the Bamboo Mission's market



Mr. Samuel Therieh
Director LMCL



Mr. Sangchikam Pame VC
Ngam



Mr. Hiazu Meru D.C Peren

complex at Police Complex, Jalukie. Young entrepreneurs were encouraged to focus on value addition, packaging, and obtaining FSSAI certification.

4. **Social Issues** – The DC stressed the importance of community unity and discouraged the sale of land. He called for collaboration among NGOs, government departments, and the local community for holistic development. Concluding his speech, he quoted former U.S. President John F. Kennedy: *“American roads are good not because America is rich, but America is rich because American roads are good.”*

Purpose of the Conclave

Mr. Paul Lokho, Director of Pro Rural, introduced the purpose of the conclave, emphasizing the need for inclusive programming in rural communities. Ngam Village was strategically chosen due to its location at the border of Manipur and Assam, making it a vital area for showcasing development programs in remote regions. The conclave aimed to provide young farmers and Community Resource Persons (CRPs) with insights, consolidate their learning, and introduce them to Quest Alliance’s Green Initiative under the Skills to Succeed program.

Mrs. Joshila, CEO of the Farmers Producer Organization (FPO) formed under the Pro Rural-NABARD partnership, presented an overview of Pro Rural’s initiatives in Peren District.



Mr. Paul Lokho Director Pro Rural



Ms. Joshila CEO FPO

Guest Speeches and Community Engagement

Several distinguished guests delivered impactful speeches during the conclave:

- **PMr. Lesehu Meru**, Senior Regional Coordinator of CASA, emphasized the need for collaboration between government officials, village leaders, and organizations to improve school infrastructure, management, and road networks. He encouraged Pro Rural and Quest Alliance to continue their joint efforts in community development.
- **Miss Vahnei Singson**, Program Coordinator of the Youth Program (Northeast Region) at Quest Alliance, expressed her privilege in participating and reaffirmed Quest Alliance’s commitment to fostering 21st-century skills among youth. She hoped the conclave would provide participants with valuable learnings for their future endeavors.
- A **CRP representative** expressed gratitude to Pro Rural for equipping them not only with agricultural training but also with holistic life-skills development.



**Mr. Lesehu Meru Sr. Regional Coordinator
CASA**



**Ms. Vahnei Singson Program
coordinator Quest Alliance**



**Mr. Azue CRP
Representative**

- **Mrs. Avonuo Kire**, EAC of Nsong Circle and Guest of Honor, encouraged the community to take advantage of the skill-training opportunities provided by Pro Rural and work toward sustainable livelihoods.
- **Mr. Masang Newme**, Chairman of Nzauna Village, extended gratitude to the Deputy Commissioner, the three Extra Assistant Commissioners (EAC), and all participants for their contributions to the conclave's success.



**Mrs. Avonuo Kire EAC
Nsong**



**Mr. Masang Newmw VC
Nzauna**

Key Training Sessions

The training sessions during the conclave aimed at equipping participants with practical knowledge and skills essential for agripreneurship. The interactive sessions were designed to address real-world challenges and provide actionable takeaways.

Session 1: Digital Literacy

Facilitators: Ms. Vahnei Singson and Mr. Arajit Sarkar, Quest Alliance Team, Bengaluru

Key Topics Covered:

- Fundamentals of internet usage, including browsing, email communication, and online marketing.
- Safe and effective use of social media platforms for business promotion.
- Introduction to Microsoft Office Suite and other digital tools.
- Password management and digital security best practices.



Resource Person: Ms. Vahnei Singson and Mr. Arajit Sarkar, Quest Alliance

Participant Takeaways:

- Enhanced understanding of online communication and business opportunities.
- Interest in leveraging digital tools for marketing agricultural products.
- Increased awareness of cybersecurity in online transactions.

Session 2: Natural Farming

Facilitator: Mr. Samuel Therieh, Director, LMLC

Key Topics Covered:

- Principles of organic composting and improving soil health.
- Techniques for natural pest control and water conservation.
- Economic and environmental benefits of eco-friendly farming practices.

Participant Takeaways:

- Stronger commitment to adopting sustainable farming techniques.
- Plans to integrate natural pest control methods in local farming.
- Recognition of the long-term benefits of organic practices on productivity.



Resource person: Mr. Samuel Therieh, Director, LMLC

Session 3: Business Planning

Facilitator: Mr. Lesehu Meru, Senior Regional Coordinator, CASA

Key Topics Covered:

- Step-by-step guide to structuring a business plan.
- Market research strategies and identifying target customers.
- Basics of financial planning, budgeting, and accessing credit facilities.
- SWOT analysis for evaluating business strengths and weaknesses.



Resource Person: Mr. Lesehu Meru, Senior Regional Coordinator, CASA

Participant Takeaways:

- Greater awareness of financial management and budgeting.
- Recognition of market research as a crucial step in business growth.
- Motivation to apply structured business planning for profitability.

Overall Conclusion

The Agripreneurs Conclave at Ngam Village successfully trained participants in:

1. Digital Literacy
2. Natural Farming
3. Business Planning

The program concluded successfully with positive feedback from both organizers and participants. Representatives from 22 villages in Peren District pledged to share their newly acquired knowledge with their respective communities.

Participant Feedback

- A female participant expressed her gratitude for the opportunity to represent her village and vowed to share her learnings.
- A male participant, learning about business planning for the first time, recognized his previous mistakes in managing finances and expressed eagerness to implement proper financial tracking.
- Another participant emphasized the benefits of online marketing and planned to introduce digital strategies in his village.
- One participant committed to advocating natural farming practices and conducting awareness sessions in his community.

The conclave proved to be a significant platform for fostering skill development, knowledge sharing, and rural empowerment. Future initiatives will build upon this success to further enhance agripreneurship in Peren District.

Photo Gallery





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