

Union Minister Jyotiraditya M. Scindia launches ₹189.79 Crore Mizoram Ginger Mission

**Hon`ble PM Narendra Modi`s whole of government approach
reflects in Mizo ginger Mission**

**Union Minister highlights Mizoram`s GI-certified ginger
cultivars with global premium potential**

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The Union Minister for Development of North Eastern Region (MDoNER), Shri Jyotiraditya M. Scindia, together with Chief Minister of Mizoram Shri Lalduhoma, today launched the Mizoram Ginger Mission, a ₹189.79 crore convergence-led initiative for Ginger Cultivation & Value Chain Development for the State of Mizoram. Anchored by MDoNER, the Mission builds upon convergence with Schemes of Ministries of Agriculture & Farmers Welfare, Rural Development, Food Processing Industries, along with NABARD, ICAR, APEDA and private investors for processing of Ginger.



Sh. Sanjay Jaju, Secretary, MDoNER, in his introductory remarks, elaborated on the implementation framework of the Mission. He highlighted the rationale behind the Mission, particularly the need to bridge the price gap, ensure optimal utilisation of GI-certified varieties, and address post-harvest losses. He further emphasized the importance of a multi-ministerial convergence model, anchored by clearly defined and time-bound critical milestones for effective implementation.



The ginger farmers of Champhai district extended their heartfelt gratitude to the Ministry of Development of North Eastern Region for launching the Mizoram Ginger Mission, which promises to transform the livelihoods of thousands of farming households who have long cultivated one of the world's finest pharma-grade ginger varieties without receiving its rightful value.

Private sector partner, warmly welcomed the launch of the Mission and commended MDoNER for creating an enabling ecosystem that bridges the long-standing gap between Mizoram's pharma-grade ginger and the markets it deserves. Industry pledged its full support in making Mizo Ginger a globally recognised premium brand and a model of farmer-industry partnership for the North East.

The Hon'ble Chief Minister of Mizoram expressed deep appreciation to the Ministry of DoNER for conceptualising and anchoring the Mizoram Ginger Mission, which marks a defining moment in the State's agricultural and economic journey. He noted that the Mission rightly recognises Mizoram's unique strength in pharma-grade ginger and converts it into a structured pathway for farmer prosperity, value addition, and global market integration. The State Government is fully committed to ensuring time-bound execution on the ground.



The Union Minister for the Development of North Eastern Region underscored Hon'ble Prime Minister Shri Narendra Modi's commitment to ensuring that farmers become true stakeholders in the entire agricultural value chain — "from farm to fork." The Minister emphasised that the objective is not merely crop cultivation, but enabling farmers to participate meaningfully in processing, branding, packaging, export-led value addition, and global market integration. He noted that while Mizo Ginger contains 6–8 percent oleoresin against the global average of around 3 percent, farmers today receive only ₹8–15 per kilogram, even as the value chain reaches over ₹500 per kilogram in international markets. Calling for a decisive effort to "disintermediate the intermediary" and strengthen cooperative and FPO structures, he positioned the ₹190 crore initiative as the "Mizo Ginger Movement" — anchored on four strategic pillars of Convergence, Value Addition, Branding, and Market Integration — and designed through convergence among the Ministries of DoNER, Agriculture & Farmers Welfare, Food Processing Industries, and Rural Development, along with APEDA, NABARD, the Government of Mizoram, and industry stakeholders.



The Minister highlighted that the Mission will deliver one integrated Processing Hub and three Spoke centres, over 30 strategic interventions, and the integration of nearly 20,000 farming households into a unified value-chain ecosystem built on traceability, distinctiveness, quality assurance, and farmer-led value creation. He set out a clear global vision for Mizo Ginger, with targeted entry into South-East Asian, Middle Eastern, and European markets, and stated that success would be realised the day Mizo Ginger is available on global shelves, traceable to individual farmers, and delivering direct economic benefits to them. Situating the Mission within the larger vision of "Brand North East" with one USP for each State like Sikkim as Organic State, Kiwi of Arunachal Pradesh, Queen Pineapple of Tripura, Coffee of Nagaland and Lakadong Turmeric from Meghalaya — the Minister assured farmers that the Government stands "side by side" with them, describing the initiative as a long-term movement expected to deliver a six-fold increase in farmer value realisation, sharp reduction in post-harvest losses, international branding of Mizo Ginger, sustainable rural livelihoods, and a robust export and processing ecosystem for the region.

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