

Union Minister Shri Jyotiraditya M. Scindia Chairs Parliamentary Consultative Committee Meeting on MDoNER's Flagship USP Initiative

Advancing Prime Minister Shri Narendra Modi's Vision of an Aatmanirbhar and Globally Competitive North East

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New Delhi, July 27, 2026- Union Minister for Development of North Eastern Region and Communications, Shri Jyotiraditya M. Scindia, today chaired the Parliamentary Consultative Committee meeting of the Ministry of Development of North Eastern Region (MDoNER) to review the progress of the Ministry's flagship Unique Selling Proposition (USP) initiative. The meeting was attended by Minister of State for DoNER, Dr. Sukanta Majumdar, Members of Parliament representing all the Ashtalakshmi States, and senior officials of the Ministry of Development of North Eastern Region (MDoNER).



The meeting witnessed a productive interaction with Members of Parliament, who shared valuable state-specific feedback, implementation experiences and suggestions to further strengthen project execution. Discussions focused on enhancing market access, value addition, branding, logistics, export promotion and institutional support while reinforcing coordination between the Centre and the States.

USP Initiative to Remain State-Driven

Shri Scindia emphasised that the USP initiative is fundamentally state-driven, with each State Government identifying its flagship product based on its comparative strengths and local aspirations. He stated that MDoNER's role is to facilitate convergence, coordinate with Central Ministries and State Governments, and bring together all stakeholders to accelerate implementation.

Whole-of-Government Approach Driving Convergence

Highlighting the Ministry's Whole-of-Government approach, the Minister said that MDoNER is acting as an aggregator by bringing together Central Ministries, State Governments, implementing agencies, Farmer Producer Organisations (FPOs), industry partners, financial institutions and the private sector. He underlined that the flagship projects are being implemented through convergence of schemes and resources to maximise outcomes through collaborative action.

Building Globally Competitive Value Chains

The Minister reiterated that every flagship initiative has been designed around a complete market-linked development model with equal emphasis on production enhancement, quality improvement, processing infrastructure, branding, packaging, value addition and assured market linkages. He noted that the objective is not merely to increase production but to build globally competitive value chains capable of generating sustainable livelihoods for farmers, entrepreneurs and local communities.



Eight Flagship Missions Across the North East

The flagship initiatives currently being implemented include the Kiwi Mission in Arunachal Pradesh, Muga Silk Mission in Assam, Lakadong Turmeric Mission in Meghalaya, Ginger Mission in Mizoram, Coffee Mission in Nagaland, Organic Agriculture Mission in Sikkim and Queen Pineapple Mission in Tripura.

One Flagship Product Per State in the First Phase

The Minister informed the Committee that the Ministry's immediate strategy is to successfully establish one flagship product in each State before expanding to additional sectors in subsequent phases. He observed that product overlap across States is acceptable where a State possesses a distinct competitive advantage or market identity. Referring to Sikkim, Shri Scindia highlighted the State's unique position as India's only 100 per cent organic State, giving it a significant advantage in global markets.

Focus on Branding, Logistics and Export Readiness

The Committee also deliberated on measures to strengthen branding, logistics and export readiness. Members suggested promoting Northeast products through airports, Parliament outlets and dedicated marketing platforms. The Minister highlighted ongoing efforts to connect the region's premium products with international markets and major e-commerce platforms while strengthening value chains and processing infrastructure.



MPs Suggest Measures for Effective Implementation of Flagship Initiatives

Members of Parliament shared several constructive suggestions and discussed key aspects of implementation, including the need for additional technical manpower, expeditious approvals, stronger inter-ministerial coordination, enhanced support for certification and exports, and greater awareness and capacity building among farmers and producer groups.

Appreciating the valuable suggestions received from the Members, Shri Scindia encouraged them to continue acting as facilitators between the Centre and the States to ensure timely and effective implementation of the flagship initiatives.

The meeting reaffirmed the Ministry's commitment to transforming the unique strengths of every Ashtalakshmi State into globally competitive economic opportunities through quality production, value addition, robust logistics, strong market linkages and collaborative governance, in line with Prime

Chaired the Parliamentary Consultative Committee meeting of @MDoNER_India with fellow Parliamentarians on our flagship USP initiative, which is unlocking the unique strengths of each of our Ashtalakshmi States through a market-driven, state-led approach for "Brand North East".... pic.twitter.com/amC59CK9SV

— Jyotiraditya M. Scindia (@JM_Scindia) July 27, 2026

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