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Meghalaya to become 'Fruit Wine Capital of India’

Meghalaya inaugurated the North East Wine Incubation Centre in Mawdiangdiang, Shillong

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Manipur-6

WordPress post #28975

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Conrad K. Sangma, Chief Minister of Meghalaya, recently launched a strategy to establish the state as the 'Fruit Wine Capital of India.' The launch took place at the inauguration of the North East Wine Incubation Centre in Mawdiangdiang, Shillong. During the event, the Chief Minister outlined a comprehensive policy aimed at creating a thriving ecosystem that promotes tourism, agriculture, entrepreneurship, and job creation through the support and promotion of local fruit winemakers.

While sampling a homemade pineapple wine that was presented in a handcrafted label on a beer bottle, Chief Minister Sangma was struck with inspiration for an innovative initiative. Despite the unassuming packaging, the high quality of the wine inside left a lasting impression on him. This experience sparked his vision to revolutionize the production and packaging of wine in the state.

'Despite the unimpressive packaging, the wine was exceptional. This experience led to the realisation of immense potential in Meghalaya's fruit wine industry.

During a recent discussion, Chief Minister Sangma highlighted the significance of the initiative that connects tourism, agriculture, and job creation. He believes that this initiative has the potential to unleash untapped capacities and create opportunities for the people of the state. According to him, his mission in public life is to make a positive impact on people's lives, no matter how small. He added that the project they are working on will bring about a significant positive change in people's lives.

The Chief Minister has expressed confidence in achieving the goal of making Meghalaya the fruit-wine capital of the country by collaborating with all stakeholders. The newly inaugurated wine incubation centre is expected to provide a platform for aspiring entrepreneurs to test and utilize machinery, fostering innovation and economic growth through wine production.

Chief Minister Sangma addressed concerns regarding licensing and accessibility for winemakers. He reassured the public that licensing fees would remain nominal and announced that the government is taking steps to streamline the registration process to make it easier for

local winemakers to access it.

The first North East Wine Incubation Centre, attended by Agriculture Minister Ampareen Lyngdoh and Excise Minister Kyrmen Shylla, was inaugurated.

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