

Urlong Tea Integrated Village Cooperative Society

The Urlong Tea Integrated Village Cooperative Society Ltd is a cooperative of farmers who got together to collectively improve their lot, and those of other farmers through cultivation of tea. Since inception, their cultivation practices have been exclusively organic whereby no chemical application like pesticides and fertilizers have been used for soil and weed management or for pest control. While this has resulted in lower yields, they have been granted an Organic Certification from the Control Union of Organic Certificates, Maharashtra, India.



The society was registered in the year 2011 under the Meghalaya Cooperative Societies Act with

Registration No. SHILL/ 7 of 2011, Dated 8.9.2011 and its area of operation covers the whole village of Mawlyngot which is 45 kms from the state capital Shillong and falling under the Mawkynrew Development Block, East Khasi Hills District. The society initially started with tea plantation with the help and support of the Border Area Development Department and Horticulture Department, Government of Meghalaya along with World Vision, an NGO which has been striving hard to bring about growth and development in the area. They have successfully implemented and expanded tea plantation by constructing a Tea Processing Plant for processing raw tea leaves produced by the tea growers of Mawlyngot village as well as neighbouring villages like Jatah Nonglyer, Mawsna, etc. The society started the tea processing unit as a pilot project with a small capacity rolling table, and indigenous equipment like the withering trough and a drying machine. This unit



produces black tea, green tea and white tea under the brand name 'Urlong Tea'. Tea processing is of two types- CTC and Orthodox, and Urlong Tea falls under the latter. The Organic Certification they have received allows them to tap into the international market that is increasingly conscious of this label. The society markets its product through various consumer stores and sales outlets. The demand for this brand in the market is significant and many times the society is unable to meet the required demand of the consumers. The society had participated in many exhibitions and



trade fairs held within the state as well as in different parts of the country. The Cooperative's dynamic Chairman, Shri D. L Nongspung dedicates himself to caring for the business affairs of the society.

The Urlong Tea Integrated Village Cooperative Society Ltd is a commercial initiative, with a focus on the economic sustainability of tea growing in the area. The tea farmers own and run their individual gardens with an implied agreement of interdependence that they would sell the leaves plucked from these gardens to the society's owned processing plant. This tea processing unit is currently the only asset that operates for the collective benefit of all the farmers in the area.



In addition to tea processing, the society had recently ventured into tourism whereby it has received Financial Assistance in the form of Share Capital Contribution from the Office of the Registrar of Cooperative Societies, Government of Meghalaya for the development of

tourism in this part of the state which inspite of its captivating landscape and beautiful hills and water bodies has remained hidden from the human eye. The Society had constructed a Guest House at Mawlyngot which is suitably located for the convenience and warm stay of the tourist.

The society, in order to achieve a higher level of people's participation, regularly holds meetings where they stress upon the importance of Cooperative Movement and its contribution towards their socio-economic well-being.

<u>PROFILE</u>									
Name	:	Urlong Tea Integrated Village Cooperative Society Ltd., Mawlyngot, East Khasi Hills							
Year of Formation:		2011							
Membership	:	<table border="1"><thead><tr><th>Male</th><th>Female</th><th>Total</th></tr></thead><tbody><tr><td>10</td><td>11</td><td>21</td></tr></tbody></table>		Male	Female	Total	10	11	21
Male	Female	Total							
10	11	21							
Chairman	:	Shri. D. L. Nongspung							
Secretary	:	Smti. I. Pyngrope							
Total Share Capital:	₹	43,49,674							
Business Turnover:	₹	6,08,411							