

Eligibility Criteria

To participate in the CMECC, applicants must meet the following requirements:

Be adult citizens of India and domicile residents of Meghalaya.

Have an existing business operating in Meghalaya with initial traction or revenues.

Focus on innovative and scalable models that create employment opportunities.

Businesses must be no older than six years.

Applicants who have previously participated in the PRIME incubation program are ineligible.

Since 2019, 202 entrepreneurs from all 12 districts have been incubated through CMECC, building ventures in agriculture, tourism, handicrafts, IT, healthcare, and more.

Together, they've created 2,000+ jobs across Meghalaya — driving local innovation and boosting the state's economy.

Now in its 6th edition, CMECC continues to empower Meghalaya's boldest entrepreneurs.

Scan here
TO APPLY



Application closes on the
15th of September, 2025

CONTACT US FOR MORE DETAILS:

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- ☎ Tura - +91 81001 99044
- ☎ Nongpoh - +91 87942 13497

Get in touch

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- 📍 Tourism Campus, Nazing Bazaar, Hotel Polo Orchid, opp. KV,Tura, Meghalaya-794101
- 📍 GS Rd, PRIME Hub Office Dngngate, Nongpoh, Meghalaya 793102



LEVEL UP YOUR BUSINESS JOURNEY –
APPLY NOW & GET INCUBATED AT PRIME!

CHIEF MINISTER'S
**E-CHAMPIONSHIP
CHALLENGE 6.0**

**Build your innovative business &
make yourself and Meghalaya shine**



What is the Chief Minister's E-Championship Challenge?

Launched in 2019 by the Government of Meghalaya, the Chief Minister's E-Championship Challenge (CMECC) is a flagship initiative under the PRIME program to discover and support Meghalaya's most promising entrepreneurs.

Each year, 150 entrepreneurs pitch their businesses to a panel of experts. From these, the top 75 are selected for a 9-month intensive incubation at PRIME — with access to mentorship, funding, training, tools, and more to help scale their ventures.



Startup Benefits at a Glance



Business Grants: ₹2 Lakhs for Top 35 startups; ₹1 Lakh for the next 40



Recognition: Certificate from Govt. of Meghalaya & IIM Calcutta Innovation Park



Capacity Building: Bootcamps, workshops, and training for skill development



Pre-Incubation: Support for the remaining 75 startups to strengthen early-stage ventures



Dedicated Mentorship: 1-on-1 guidance from experienced industry professionals



Startup Tools: Access to essential software & business tools

Startup Benefits at a Glance



Funding Access: Explore grants, loans & venture capital through PRIME



Market Linkages: Connect with buyers & expand to new markets



Co-working Space: Free office space in Shillong, Tura & Nongpoh (subject to availability).



Professional Services: Support with branding, legal, accounting & more



Media Visibility: Promotion through National, Local press & social media to boost reach



Networking: Connect with successful entrepreneurs for collaboration & mentorship

