

NEWSLETTER

July - September, 2022

Our Services:

- Various Entrepreneurship & Technical Trainings, Exposure Visits
- Funding & DPR making support
- Legal & marketing support Market Linkage
- Free office & co-working space
- Incubation for revenue stage entrepreneurs
- Pre incubation for idea stage entrepreneurs



PRIME is the entrepreneurship development and promotion initiative by the Planning Department, Government of Meghalaya under the Planning Department, Meghalaya Basin Management Agency (MBMA), Meghalaya Institute of Entrepreneurship (MIE) & Knowledge Management IIM Calcutta Innovation Park (IIMCIP).

MEGHALAYA WINS BEST PERFORMER IN THE STATES STARTUP INDIA RANKING 2021



4th July, 2022- Meghalaya has been recognised as the 'Best Performer' in developing a strong Startup Ecosystem in the National State Startup Rankings 2021 alongside Gujarat and Karnataka. The Rankings are a yearly activity conducted by Startup India / Invest India under the Department for Promotion of Industry and Internal Trade (DPIIT)



12th July 2022- Celebration of Meghalaya's awarded title - Best Performer in States Startup Ranking 2021 at the PRIME Startup Hub, Shillong wherein the honourable Chief Minister graced the event as the Chief Guest.

TRAININGS



5th July 2022 – Ajanta Bottles and Pack IQ – Latest trends and knowledge in Glass & Pouch Packaging



7th & 8th July 2022 – 3rd Bootcamp (Part II) - Social Media Marketing Training by Marketing Wire at PRIME Startup Hub, Shillong for entrepreneurs belonging to Khasi & Jaintia Hills and Ri Bhoi region



15th & 16th July 2022 – 3rd Bootcamp (Part II) - Social Media Marketing Training by Marketing Wire at PRIME Startup Hub, Tura for entrepreneurs belonging to the Garo Hills region.



16th & 17th September 2022 – 4th Bootcamp- Entrepreneurship Finance- "Helping you build a sustainable & profitable Startup" by Shri. Debapratim Das, CFO, IIMCIP at Tura.



VISITS

22nd July 2022 - PRIME Shillong visited Edify. Edify currently has 24 interns working on Content creation, Coding, Digital Marketing and Software development



20th July 2022 - PRIME - Tura visited M/s hills product. PRIME has provided credit linkage to this enterprise which enabled the procurement of 8 machines that produce plates, quarter plates & bowls

DIAGNOSTIC SESSIONS

1st July 2022 - PRIME in collaboration with MSRLS conducted a meeting with SHGs in Umling Block

13th July 2022 - PRIME conducted a meeting with Food Processing Entrepreneurs at the EFC, Mairang Block

11th August 2022 - PRIME in collaboration with Barefoot Trust conducted an Inclusive Entrepreneurship Programme at Jowai, West Jaintia Hills District

1st September 2022 - Inclusive entrepreneurship program conducted by Barefoot trust at PRIME Hub, Tura in collaboration with PRIME Meghalaya to encourage entrepreneurship among Persons with Disabilities in Garo Hills

5th July 2022 - St. Anthony's College, Byndihati Khliehriat, East Jaintia Hills District
12th July 2022 - Loyola College, Williamnagar

MeitY Ideathon

ACADEMIC OUTREACH

Academic Visit

19th July 2022 - AR College, Mahendraganj, South West Garo Hills
5th July 2022 - Ampati Degree college

Academic Programs:



9th July 2022 - Felicitation of the UGC sponsored Three Months Certificate Course in Entrepreneurship Development (Batch- 8) at Shillong College by the Entrepreneurship Development Cell in Shillong College in collaboration with Meghalaya Institute of Entrepreneurship



3rd August 2022 - PRIME conducted a program on Introduction to Design Thinking method at St. Anthony's College, Shillong for the Faculty members of the institute



26th July 2022 - PRIME in collaboration with the College of Homescience, Tura conducted a 5 hour interactive session for the students of the institute to make them aware of how they can use entrepreneurship in their field and hence the Entrepreneurship Development Program was introduced



7th September 2022- PRIME Meghalaya & Bio-NEST Bio-incubator Facility, NEHU Tura conducted a Seminar on "Bio-Entrepreneurship Opportunities at Meghalaya". The seminar was held with the intent to highlight sectors like Floriculture, Food processing, Medicinal & Aromatic Crops, Spices, Nutrition, etc

PRIME EVENTS



16th August 2022 - PRIME Meghalaya in collaboration with Meta & Impulse NGO Network conducted the Meta/Facebook Business Coach on the 16th of August, 2022



5th September 2022 - Induction of Fellows and Associates for the PSREF programme at PRIME Startup Hub where DC, EKH, Smti. I. Laloo graced the programme as the Chief Guest

EXTERNAL PROGRAMMES



22nd July 2022 - Maruti Suzuki representatives visited PRIME and had an insightful discussion with PRIME and Non-PRIME entrepreneurs



13th August 2022 - The YESS Meghalaya programme was launched on International Youths Day held at Shillong & Tura wherein PRIME actively participated and Entrepreneurs across the region were invited to showcase their products



16th August 2022 - PRIME Meghalaya participated in the Video Launching program along with the Honourable Chief Minister of Meghalaya conducted by Meta & Impulse NGO Network & Meta/Facebook Business Coach on the 16th of August, 2022 at the Hon



26th August 2022 - PRIME participated in the Food Tech Exhibition, Kolkata where the entrepreneurs from Meghalaya interacted and networked with other fellow entrepreneurs from other states and created linkage with exhibitors as well



9th September 2022 - Secretary of the North Eastern Council (N.E.C.), Shri. K. Moses Chalai, I.A.S., and other officials from North Eastern Council visited PRIME and had an insightful discussion with PRIME staff



27th September 2022 - Representatives from World Bank visited PRIME Startup Hub, Shillong where they interacted with the PRIME team members and were given an overview of the roles and functions of PRIME Meghalaya

PRIME ENTREPRENEURS' JOURNEY TOWARDS ACHIEVEMENT



2nd July 2022 - Eco-Ri featured in The Meghalayan, a popular local daily.

Eco-Ri did not begin as a startup but as a passion for bettering the environment. Twenty-five-year-old Bankitlang Nongbri from Umsning and 23-year-old Seilydor Sohkhia from Mawsynram share the same interests and compassion towards the environment. They started with collecting as much plastic waste as possible which gave them the idea of recycling plastic wastes into usable products. Their journey is not a smooth one but they held onto hope and that is when PRIME Meghalaya came into the picture. They entered the Chief Minister's E- Championship Challenge where they were selected as part of the Top 50 entrepreneurs of the state. With the support from PRIME Meghalaya, there is no turning back as they continue their entrepreneurial journey.

4th August 2022 - Eri-Weave featured in YourStory, a national media platform

Eri-Weave founded by laishah Rymbai. laishah Rymbai is a handloom startup incubated at PRIME Startup Hub. Kong laishah is a mathematics teacher in an upper primary school. After school hours, she engages in weaving along with 100 other women who through this venture were given employment opportunities. Her journey is composed of highs and lows and at times thought of giving up. It was when she felt at her worst as an entrepreneur that she had heard about PRIME and applied for the CMECC 2.0 where she was selected as one of the Top 50 entrepreneurs. She received the benefits under PRIME and gained knowledge and ideas from the training programmes, mentoring sessions and exposure visits. She also received funding support under PRIME which helped her scale up her business and employ more women.



6th September, 2022- Eriweave inaugurated the new unit 'Collection centre cum quality control unit' in collaboration with Raid Iapngar Handloom Weaver cooperative society Ltd. Kong laishah Rymbai has now been able to lead more than 100 spinners/weavers from her village in order to help them financially and also preserve the culture and art of handloom weaving. PRIME congratulates Eriweave and Raid Iapngar Handloom Weaver cooperative society Ltd. for this achievement

12th September 2022- GreeNE Origins featured in The Meghalaya Times, a popular english daily.

GreeNE Origins founded by Ayoshee Beriwal is an enterprise based in Garo Hills and is part of the Top 50 entrepreneurs of the CMECC 2.0. She is currently an incubatee under PRIME where she makes the most of all the training, mentoring sessions, funding support and exposure trips to make her enterprise more innovative, audience-friendly and environment friendly. Her aim and vision has always been to contribute towards healthy and green-living and hence her 100% natural products speak for her passion. From the pure wild honey, turmeric powder, ginger powder to the Black Cardamom and Cinnamon Black Green Tea, she manufactures all. Through her enterprise, she has created awareness on the importance of healthy living.



12th September 2022- PRIME Meghalaya featured in Mawphor, a popular Khasi daily.

PRIME Meghalaya was applauded for working towards the upliftment of entrepreneurs and the entrepreneurship ecosystem as a whole in the state.

18th September 2022 - Shillong Bamboo featured in The Shillong Times, a popular local daily.

Shillong Bamboo is part of the Top 50 selected startups of the CMECC 2.0 (2021-2022) incubated under PRIME Meghalaya. Shillong Bamboo founded by Mr. Bandap Dewkhaid, is an enterprise that manufactures bamboo straws, toothbrush handles and eco-friendly products which are highly demanded by businesses and individuals world-wide. They started with beautiful bamboo drinking straws and the range expanded with demand. They now develop bamboo structures and other products by using minimal or zero plastic.



OUTREACH PROGRAMS



4th July 2022- AIR Shillong conducted an interview with one of the Entrepreneurs of PRIME, Olbina Marbaniang, Founder of C&O Crafts

20th August 2022- AIR Shillong conducted an interview with one of the Entrepreneurs of PRIME, Bankitlang Nongbri, Founder of Eco-Ri



11th August 2022 - PRIME in collaboration with Jessie Lyngdoh conducted a programme for the winners of the Giveaway contest held for PRIME's Music video 'Who are you tomorrow' by Jessie Lyngdoh. The winners were each presented with a gift hamper that included products locally sourced from PRIME entrepreneurs

Entrepreneurship development, Meghalaya envisages making it one of the leading 'Startup Hubs' in India by 2023 through strategic partnerships, conducive ecosystem, investment and policy interventions".

Flo Oberhofer, Program Head of the PRIME Startup Hub explains in detail the functioning of the hub and the way forward.

1. What is PRIME Startup Hub all about and how did it score so well in such a short time?

PRIME Hub is the entrepreneurship development initiative of the government of Meghalaya, which has been implemented by three agencies- the Meghalaya Basin Management Agency (MBMA), and the Meghalaya Institute of Entrepreneurship



12th July 2022- Business Northeast held an interview with PRIME Program Head, Mr.. Flo Oberhofer who spoke about how "Meghalaya envisages making entrepreneurship a preferred career choice for youth"



29th August 2022- Studio Shoot with Entrepreneurs of PRIME for Panel Discussion with T7 Channel

FUNDING ASSISTANCE

Funding for **Food-Processing Entrepreneurs** (Zero Interest Loan):

Funding Option	Number of entrepreneurs funded	Total Amount Disbursed
Zero-Interest Loan	17	14,50,000.00 29,00,000.00

Funding for **Non-Food Processing Entrepreneurs**:

Funding Option	Number of entrepreneurs funded	Total Amount Disbursed
PRIME Kickstart Grant	1	10,00,000.00
PRIME Scaleup Innovation Loan	2	10,00,000.00

FUNDING AWARENESS PROGRAMMES



28th July 2022 - Jirang, West Khasi Hills

14th August 2022 - Resubelpara, North Garo Hills

17th August 2022 - Dalu Block, West Garo Hills

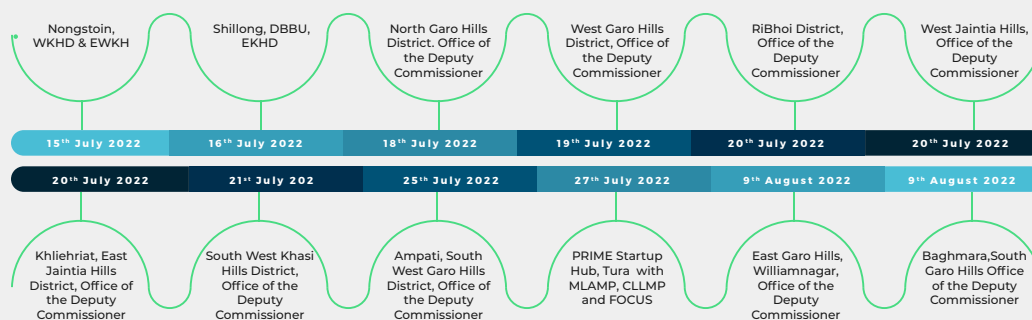
30th August 2022 - Funding Awareness Program at Gambegre EFC Block

1st September 2022 - PRIME in collaboration with MSRLS conducted an awareness program in Shillong

27th September 2022 - Funding Awareness Program at Kharkutta Block

15th July 2022 - The Chief Minister's E- Championship Challenge 3.0 was officially launched

Orientation programmes of the CMECC 3.0 (2022 - 2023)



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