

NEWSLETTER

JULY – SEPTEMBER, 2023



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).

20th – 22nd September, 2023 – PRIME conducted the North East Entrepreneurship Machinery & Innovation Exhibition (NEEMIE 2023), a 3-day event held at S.R.G.T. Polo Ground, Shillong which was inaugurated by the hon'ble Chief Minister of Meghalaya, Shri. Conrad K Sangma. This event brought together machine manufacturers from across India; from food processing to renewable energy, our entrepreneurs explored cutting-edge machinery in various sectors. Expert talks empowered small-scale industries, while networking led to invaluable connections. Entrepreneurs and state departments embraced this opportunity to acquire the latest tools, promoting practical growth. The Executive Director of MBMA, Smti. Isawanda Laloo (IAS) felicitated the exhibitor with mementos, and closing on a high note of motivation and empowerment.



21st August, 2023 – PRIME commemorated World Entrepreneurs' Day at the PRIME Startup Hub in Shillong. The Executive Director of MBMA, Smt Isawanda Laloo (IAS) graced the occasion. The event brought together PRIME entrepreneurs who had completed the advanced training by MSSDS wherein certificates were handed over to them. As a part of the celebration, PRIME distributed cheques to winners of PRIME photography competition on the theme 'Entrepreneur's journey'. The program was also attended by the PSREF entrepreneurs who had baked a special cake on this auspicious day.



PRIME QUARTERLY ACTIVITIES 2023 (JULY – AUGUST)

4th July 2023 – PRIME collaborated with V. Singhi and Associates, a team of Professional Chartered Accountants, conducted a comprehensive workshop on Accounting and Bookkeeping for entrepreneurs at PRIME Startup Hub Shillong with a total of around 67 participants both online and offline.



7th July 2023: PRIME Meghalaya successfully organized the first-ever pop-up sale event, "The Mini Bazaar," in Resubelpara, North Garo Hills region. 31 local entrepreneurs participated and the stalls filled with different local beverages, local food, handicrafts, wood crafting, arts, accessories, soaps, dolls, flowers, bags and desserts.



10th – 14th July 2023: PRIME Sauramandala Rural Entrepreneurship Fellowship organized a 5 days Capacity Building 2.0 workshop on Rural Catalyst (Nurturing Young Leaders) at PRIME Hub, Shillong.



11th – 12th July, 2023: PRIME Meghalaya conducted a 2-day onboarding program for the Pre-incubation Batch 4 at PRIME Startup Hub Shillong. The program was attended by the Pre-incubatees and mentors/ coaches for the program.



13th – 14th July, 2023– PRIME Meghalaya conducted the 3rd Bootcamp for Cohort 3, focusing on the topic of "Go to Market" held at the PRIME Startup Hub in Shillong.



10th – 12th August, 2023 – The "Accelerate Your Innovation Quotient" workshop held at PRIME Hub, Shillong, convened an esteemed assembly of government officials from various departments, including Food Processing, Fisheries, Horticulture, DCIC, and related domains.



14th August, 2023 – PRIME Meghalaya organized a Filmmaking and Photography workshop on the topic of 'Pursuing Independent Filmmaking and Photography' at the PRIME hub Shillong conducted by Amit Madheshiya, an award-winning Indian documentary filmmaker who has won at Cannes, and a World Press Photo-winning Photographer (2011).



24th & 25th August 2023: In a collaborative effort between PRIME and V. Singhi & Associates, a two-day Hybrid mode workshop was conducted covering key areas including Goods & Services Tax (GST), Tax Deducted at Source (TDS) and modern accounting software like Tally and Zoho Books.



12th September 2023: PRIME Sauramandala Rural Entrepreneurship Fellowship (PSREF) in collaboration with SELCO Foundation organized a Workshop on Energy and Built Environment Assessment which was held at PRIME Hub, Shillong.



27th – 28th September, 2023: PRIME Meghalaya conducted its 4th bootcamp led by Shri. Pankaj Periwal, focusing on the essential topics, that was on "Understanding entity types, equity & ownership, and company valuation"..

EXTERNAL PROGRAMMES



14th -15th August, 2023 : Prime Meghalaya along with other departments took part at the independence-day celebration at DC Park, Tura. Entrepreneurs from Prime Meghalaya took part along with entrepreneurs from other departments.



18th July 2023 : PRIME joined hands with the State Resource Centre on Disability Affairs (SRCDA) to train the persons with disabilities in the art of paper handbag making led by the PRIME entrepreneurs of Cohort 1, KII Bags at PRIME Startup Hub, Shillong.



15th July, 2023 - PRIME Meghalaya participated in the World Youth Skills Day organized by Meghalaya State Skill Development Society (MSSDS), Department of Labour, Government of Meghalaya held on the 15th of July, 2023 at the premises of 'U Soso Tham Auditorium', State Central Library Shillong.

VISITS TO PRIME



29th September, 2023 : The students from the department of Master of Social Work, St Edmund's College, Shillong visited PRIME hub Shillong.



23rd August, 2023 : The Asian Development Bank and MSSDS visited PRIME Hub Meghalaya for an interactive session..



29th August, 2023 - The community members from the Laitumkhrah locality visited PRIME Startup Hub Shillong to understand more about PRIME and its function.

AWARENESS ON FUNDING

7th July, 2023 : The PRIME funding team conducted an interactive outreach program focused on food processing loan, training, and packaging, held at Bhoiymbong C&RD Block in Ribhoi District.



ACADEMIC EVENTS



11th August, 2023: Entrepreneurship Ecosystem Development & Outreach (EEDO) team visited Tikrikilla College for awareness program on entrepreneurship.



27th July, 2023 - Entrepreneurship Ecosystem Development & Outreach (EEDO) team visited Williamnagar Government College for "Entrepreneurship Awareness Program" for potential student entrepreneurs.



19th July, 2023 - In collaboration with Lemon Ideas, PRIME organized a Needs Assessment Programme at Shillong College and Lady Keane College. The primary objective was to understand the students' perspectives on entrepreneurship and encourage innovative thinking.

PRIME ENTREPRENEURS' JOURNEY TOWARDS ACHIEVEMENT



5th July, 2023 - Moreno Gretachi R Marak, founder of Minutiae based in Tura West Garo Hills and one of the Top 50 entrepreneurs of the CMECC 3.0 inaugurated the first Outlet "Jakbisring" in collaboration with Meliachi's Weaving & Handicrafts at New Tura. Minutiae serves eclectic cup desserts, healthy salads, & luscious chocolate bites and discs.



29th September, 2023 - Dr. Grace R Shylla-Passah, one of the top 50 entrepreneurs of the CMECC 3.0, incubated under PRIME Meghalaya launched her new venture 'Nutrition Galore' which is an online diet clinic that focuses on improving an individual's condition and their overall health through evidence based nutrition counselling and education by providing customised services and products. "Nutrition Galore" launched by the Head of State Food Testing Laboratory, Shillong Dr. Wadamika Lyngdoh.



6th September, 2023 - Solace & Peace Innerwear was launched at the PRIME hub in Shillong. Solace is a brand founded by Mrs. Shidalin Marbaniang, one of the Top 50 entrepreneurs of the CMECC 1 who has completed her incubation program at PRIME and co-founded by Mr. Praveen Prabha Karan.



1st September, 2023 - Ka Ktien Media- a startup of the 1st Cohort incubated under PRIME Meghalaya was awarded in recognition of outstanding achievement in the Field of Entrepreneurship by the "Manthan - North Eastern Skill & Entrepreneurship Conclave" 2023 which was held in Guwahati.

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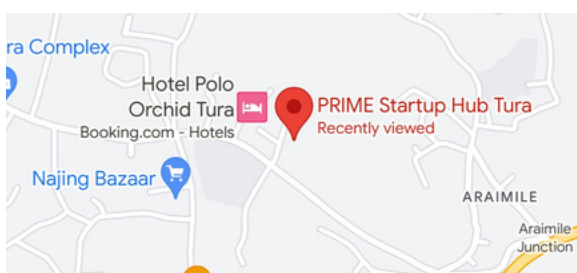
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