



PRIME
MEGHALAYA



NEWSLETTER

JANUARY- MARCH, 2024



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).

PRIME MeghaPreneur Expo 2024

- PRIME Meghalaya is providing a bright and promising start to 2024 with a first of its kind Entrepreneur Expo happening at SRGT Polo Ground. The MeghaPreneur Expo 2024 is of three days held from the 7th to 9th of February 2024.



Top Performer Awards-

Meghalaya has secured the title of "Top Performer in developing a strong startup ecosystem" for the second consecutive year in the States Startup Ranking 2022 by the Ministry of Commerce & Industry, Government of India

Workshop on ONDC and GST -

On March 15th, 2024, PRIME collaborated with SIDBI and CGST Shillong hosted a workshop aimed at guiding entrepreneurs on leveraging digital commerce platforms and ensuring compliance with Goods and Services Tax (GST) regulations.



PRIME QUARTERLY ACTIVITIES 2024

JANUARY-MARCH

PRIME EVENTS



PRIME Meghalaya felicitated the winner of the PRIME Ambassador contest at the auditorium of PRIME Shillong on 11th March 2024.

Government of Meghalaya organized the CM ELEVATE Conclave to showcase the various schemes available through the Government of Meghalaya, while also recognizing the beneficiaries of these schemes.



12th of March 2024 - The CM ELEVATE Conclave was held at u Soso Tham Auditorium Shillong, East Khasi Hills.



13th March 2024 - The CM ELEVATE Conclave was held at Tura, West Garo Hills.

EXTERNAL PROGRAMMES



20th January 2024 - PRIME Meghalaya actively participated in the 5th Meghalaya Games held at P.A Sangma Stadium, Tura, enabling 10 entrepreneurs from 10 different food processing startups to set up a food stalls on the closing day.



23rd January, 2024 - PRIME Rural organize the Bootcamp for the fellows and associated at the auditorium of PRIME Hub Shillong.



26th January 2024 - PRIME Meghalaya set up 10 stalls at DC Park, Tura to mark the celebration of Republic Day of the country.



3rd to 9th February 2024 - PRIME Entrepreneurs, recently engaged in the North East Woolen Expo in Guwahati which aimed to enhance business in India's textile sector are receiving acclaim



20th February 2024 - PRIME team Tura attended a one day exhibition organised by the Chief Ministers Youth Center(CMYC) at Babadam, West Garo Hills. During the exhibition 7 different projects like music, tailoring, bag making, baking, juice making, soap making



26th February, 2024 - Prime Sauramandala Rural Entrepreneurship Fellowship (PSREF), announced the launch of a new batch (Batch II) at the programme held at SMELC in Tura, Meghalaya



29th February to 1st March, 2024 - PRIME Meghalaya participated in the "Building Innovation and Startup Ecosystem for Northeast" organised by Directorate of IT, Govt. of Tripura in association with NITI Aayog.



4th to 5th March, 2024 - PRIME Meghalaya, along with nine academic institutions across the state, participated in "ASCEND," the Academic Institution Capacity Building Program, as part of the Faculty Development Program for E-cell organized by Startup India, at FITT, IIT Delhi.

TRAININGS



20th to 21 February 2024 – PRIME Meghalaya in collaboration with NURSD conducted a First Aid Training for entrepreneurs and the PRIME staff at the PRIME Hub Shillong.

ACADEMIC EVENTS



On 8th February 2024 – The Ecosystem Entrepreneurship Development and Outreach (EED&O) sector team attended the Inauguration ceremony of Williamnagar Govt. College



8th March 2024 – PRIME Meghalaya participated on the International Women's Day Celebration held at St. Anthony's Shillong

ACADEMIC VISITS

Ecosystem Entrepreneurship Development and outreach (EED&O) sector visited Birac's Bionest Bioincubator Facility, NEHU Tura Campus.

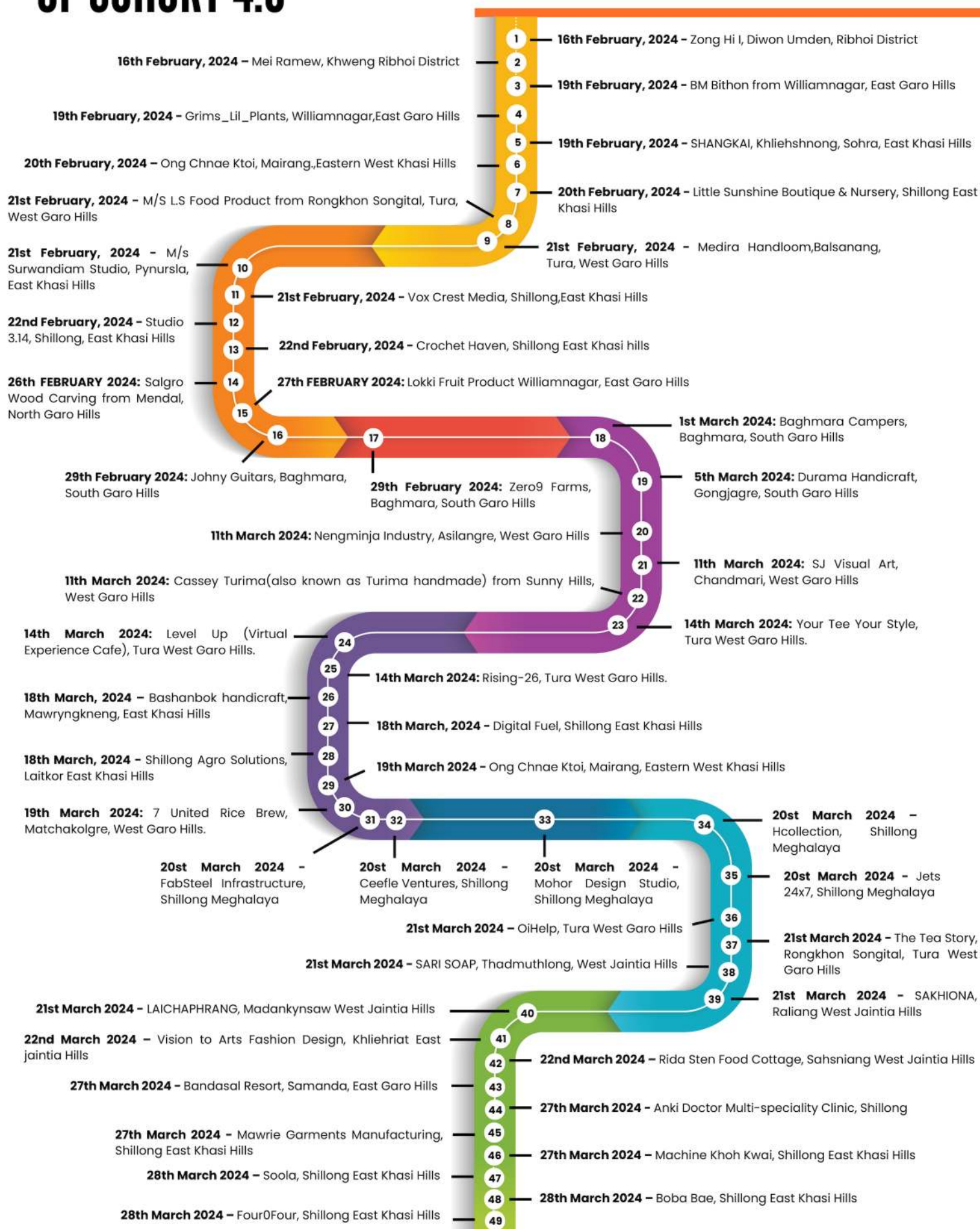
Ecosystem Entrepreneurship Development and outreach (EED&O) sector visited Kiang Nongbah Govt. College, Jowai WJH.



Ecosystem Entrepreneurship Development and outreach (EED&O) sector visited SRCDA.



DIAGNOSTIC VISITS FOR TOP 50 ENTREPRENEURS OF COHORT 4.0



PRIME ENTREPRENEURS' JOURNEY TOWARDS ACHIEVEMENT

On March 3rd, 2024, featured in The Shillong Times-

As part of the honorary celebration of International Women's Day, the three women remarkable entrepreneurs, Ayoshee Beriwal, founder of GreenE Origins; Catherine Dohling, initiator of the online Northeast Store; and Nambie Jessica Marak, founder of A'Kawe Food Processing Unit and 1st Runners Up of Mr. Chef India 2023, were featured in the Sunday Pullout section of The Shillong Times. The article titled **'The Struggles of Meghalaya's Women Entrepreneurs in the Internet Economy'** showcased their journey. Among the five women entrepreneur who got featured in the article, these three entrepreneurs have been incubated and supported by PRIME Meghalaya.

Meghalaya's women entrepreneurs explore new avenues to create success stories

From making shoes, candles, turmeric and silk to launching digital marketing businesses, women in Meghalaya are exploring diverse forms of entrepreneurship.

Rekha Balakrishnan • 1603 Stories



On March 21st, 2024, featured in Her Story (YourStory) –

The four entrepreneurs who have been incubated and supported by PRIME Meghalaya, Mansha Sharma the Co - founder of Digital Fuel, Andrina Thabab the founder of AT Candid Shoes, Merisha Toi the founder of 24degrees scented candles and Ibalarihun Mallai the founder of kiniho, were feature in Her Story of Yours Story. The article titled **'Meghalaya's women entrepreneurs explore new avenues to create success stories'** showcased their journey as an entrepreneurs.



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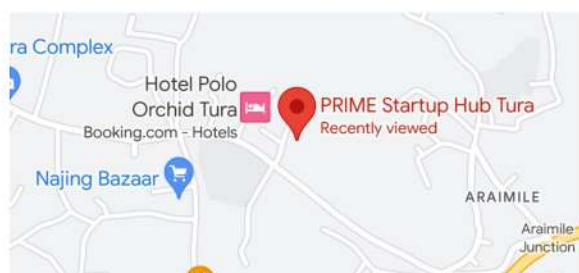
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