



PRIME
MEGHALAYA



NEWSLETTER

APRIL- JUNE, 2024



OUR SERVICES:

- Various Entrepreneurship & Technical Trainings, Exposure Visits
- Funding & DPR making support
- Partnerships – Market, Funding, Technology and Legal Linkages
- Free office & co-working space
- Incubation for revenue stage entrepreneurs
- Business Facilitation
- Connect to Industry Experts and Mentors
- Enabling other Entrepreneurship Drivers

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



CM ELEVATE Loan Mela –

On 26th June to 11th July – The CM ELEVATE Program aims to support entrepreneurs in Meghalaya by providing financial assistance through credit linkages, presently working in seven different sectors to ensure a diverse range of support. PRIME is one of the implementing bodies of this program.

To gain a deeper understanding of the challenges applicants face, PRIME has organized Melas in every district across the state with the DPMs. These events are designed to gather insights on the ground-level issues that the CM ELEVATE beneficiaries encounter, particularly regarding the banking process.



Faculty Development Program –

On the 3rd to 7th June, 2024 – The University of Science & Technology Meghalaya (USTM), in collaboration with PRIME Meghalaya, successfully conducted a five-day Faculty Development Program. This enriching program was attended by faculty members from educational institutions across Meghalaya.



On 27th to 29th June 2024 – The CM ELEVATE Program was held in Tura, West Garo Hills



Empowering Entrepreneurs: Insights from PRIME's 1st Bootcamp for Cohort 4

On the 4th to 5th April 2024 – The 1st Bootcamp for the 4th Cohort of entrepreneurs from Khasi, Jaintia, Ri-Bhoi, and Garo Hills was held at the PRIME Startup Hub in Shillong in the presence of Smti. Isawanda Laloo, IAS, Executive Director of MBMA. The event began with a spirited introductory session, empowering collaboration and community building among the budding startups.

PRIME QUARTERLY ACTIVITIES 2024 (APRIL – JUNE)

PRIME EVENTS



On the 27th to 28th June, 2024 – The 1st Bootcamp for the 4th Cohort of entrepreneurs from Khasi, Jaintia, Ri-Bhoi, and Garo Hills was held at the PRIME Startup Hub in Shillong on the topic "Business Model Canvas", which the resource person dealt about understanding Customer Needs, Developing the Right Product and Identifying the key Activities and Resources.



On the 7th June, 2024 – The SELCO Foundation, in collaboration with PRIME Meghalaya, organised a workshop on the Catalyse Tech Women EntrepreneurHer Innovation Challenge at the PRIME Startup Hub in Shillong. The event aimed to empower women entrepreneurs by introducing them to the AIC SELCO Foundation, its incubation centre, and its innovative approaches to supporting entrepreneurial ventures.

VISITS



On 30 April 2024 – PRIME Meghalaya hosted the Hon'ble Consul General from the Consulate General of the Federal Republic of Germany, Madam Barbara Voss, the Executive Director, MBMA Isawanda Laloo and our entrepreneurs at the PRIME Hub, Shillong to gain a deeper understanding and insights into the start-up scenario of Meghalaya.

TRAININGS



On the 9th May 2024 the Students from Martin Luther Christian University, St. Anthony's College and Shillong College attended a training conducted by PRIME on how to create a DPR - Detailed Project Report, so as to avail the Student Tinkering Fund that is available under PRIME Meghalaya.



On June 14th, 2024 – PRIME Hub Shillong, conducted a session on creating a Detailed Project Report at Tiroit Sing Memorial College. This session was part of the Pre-incubation Series 1.0, organised by the Tiroit Sing Entrepreneurship Development Cell, which ran from May 17th to July 17th, 2024.



On 5th June 2024 – Startup India conducted an interactive session with entrepreneurs from Meghalaya to provide insights into the various benefits available upon registering their businesses with DPIIT. The session also included a step-by-step guide on the application process.

ACADEMIC EVENTS



On 26th of April 2024 – The William Carrey University in collaboration with the Team of EED&O of PRIME Meghalaya observed the inauguration of the Entrepreneurship Development Cell in the university.

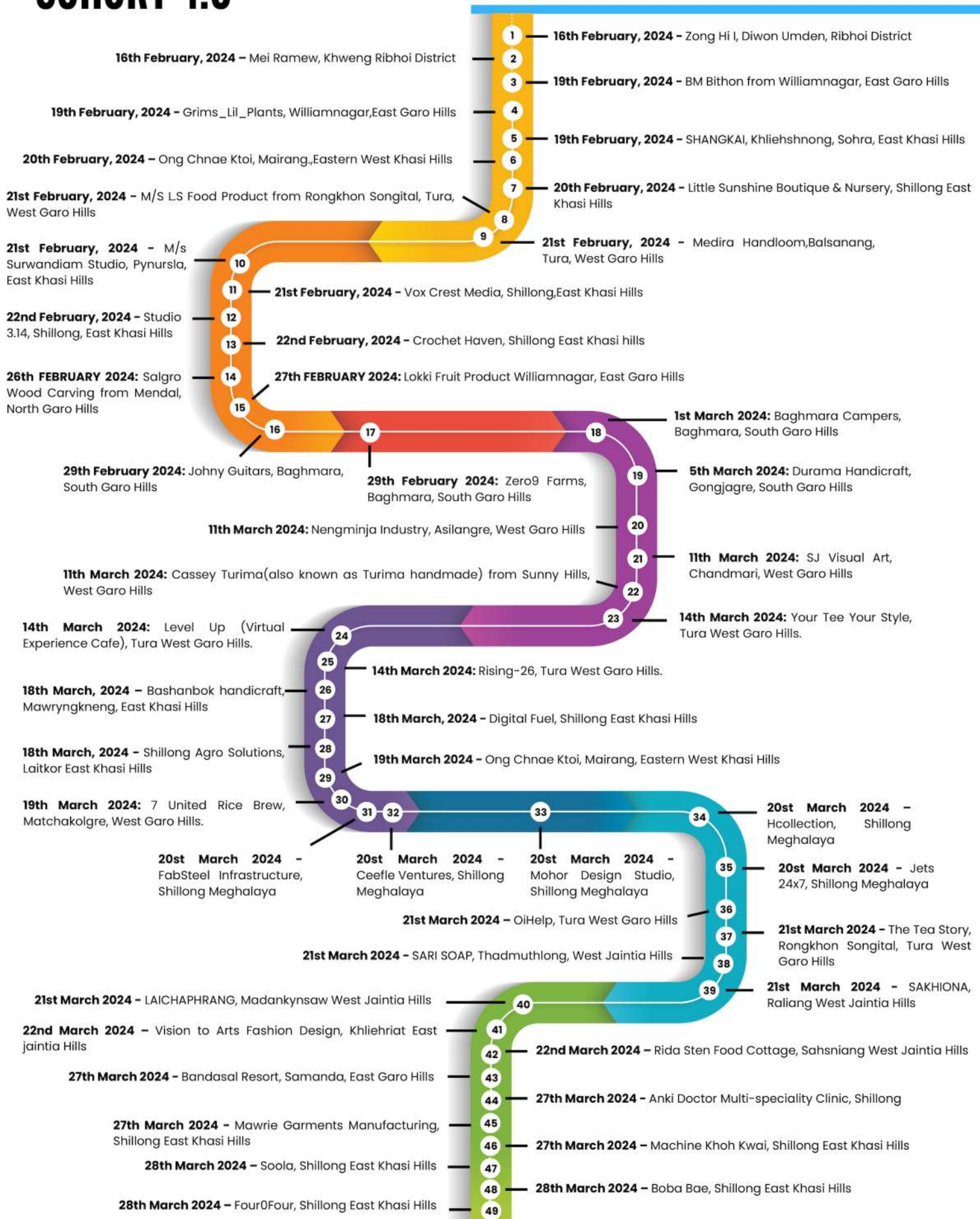


On 3rd May 2024 – PRIME Tura attended Entrepreneurship Development Programme at Industrial Training Institute (ITI) Tura and the session was attended by 7 different batches comprising a total number of more than 50 trainees.



On 2nd May 2024 – The EED&O team of PRIME Shillong attended a Hands-On training on Mushroom Cultivation session organised by the E-Cell of Shillong College in the Department of Agriculture.

DIAGNOSTIC VISITS FOR TOP 50 ENTREPRENEURS OF COHORT 4.0



PRIME ENTREPRENEURS' JOURNEY TOWARDS ACHIEVEMENT



Click cafe is a startup that was founded by Prantish Francis Narzary, is a startup supported by PRIME Meghalaya – and this startup makes it among the six winners of the prestigious UNDP Youth Co:Lab National Innovation Dialogue 2023-24! It was recognised for their inventive solutions to address challenges faced by small-scale farmers



On May 3rd, 2024 the Don Bosco Local Cable Network, Live featured the PRIME supported startup the AT Candid Shoes in their local talks show Ka kynta bad ki Samla. The startup was founded by Andrina Thabah.



On June 28th 2024 the Abepoxy studio founded by Thranglioh Diengdoh was featured in the talk show Ki Saw Aiom Ki Por of the local media of U Nongsain that premiered in their YouTube channel. The Abepoxy Studio is a startup which was supported by PRIME and was also one among the winners of the Top 25 CMECC 3.0.



On June 28th 2024 the Don Bosco Cable Local Network, Live featured the PRIME supported startup the Abepoxy studio in their local talks show Ka Kynta bad ki Samla. The startup was founded by Thranglioh Diengdoh.



On June 30th 2024 the Matil Spice and Food Processing Unit founded by Matilda Shadap was featured in the programme of the Doordarshan Meghalaya, a Regional Channel under Prasar Bharti India Public Broadcaster. Matilda Shadap is one among the Top 25 CMECC 3.0.

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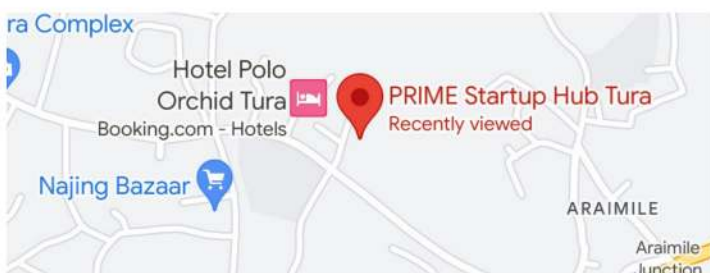
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