



PRIME
MEGHALAYA



NEWSLETTER

JULY – SEPTEMBER, 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).

CAPACITY BUILDING PROGRAM AND TTT WORKSHOP –

6th to 8th, August 2024 – PRIME conducted a Capacity Building program and Train the Trainer workshop on Entrepreneurship and PRIME held at the Institute of Hotel Management, Mawdiangdiang.



This workshop brought together Block Officers from various regions of Meghalaya, aiming to enhance their understanding of entrepreneurship within the state and the support available through PRIME for entrepreneurs at the block level.

On the same day a Capacity Building program and TTT workshop was also held at PRIME Start-up Hub, Tura.

3RD BOOTCAMP COHORT 4.0 –

22nd to 23rd Aug, 2024 – PRIME organised the 3rd Bootcamp for Cohort 4.0 on the Topic "Go-To-Market" at the PRIME Startup Hub, Shillong. The Resource Persons Shri Pankaj Baruah, Head, Residence, IIMCIP and Shri Debapratim Das, Chief Finance Officer (CFO) & Senior Mentor, IIMCIP, focus on understanding Pricing, Promotion, Unit Economics, Distribution Channels and Revenue Model and Revenue Streams.



PRIME QUARTERLY ACTIVITIES 2024 (JULY – SEPTEMBER)

PRIME EVENTS



4th September 2024 – The team of Business Facilitation of PRIME held an interactive session with representatives from 13 villages and groups, including the Sordar, secretary, and other community members from Mawryngkneng Block. They had a productive discussion and the team is looking forward to working with them in a more structured, outcome-driven approach.



9th of July, 2024 – After three months of full immersion in the field, on 9th July, 2024 PSREF fellows and associates introduce the potential rural entrepreneurs they had identified to the core team for feedback and guidance. On this day through their presentations, they introduced over 200 entrepreneurs.



19th July, 2024 – The PRIME team participated in a program to provide information about the various schemes that the Government and PRIME offer to self-help groups (SHGs) and individual farmers for mushroom cultivation.

EXTERNAL PROGRAMMES



30th September 2024 – PRIME Meghalaya participated in a one day seminar on "Awareness of schemes of DC(Handicraft) and GI registration, E-commerce, GeM Portal, GST" and various craft specific topics at Ampati, South West Garo Hills, Meghalaya and 40 artisans attended the workshop.



19th to 22nd September 2024 – PRIME Meghalaya participated in the World Food India 2024. It is a gathering of manufacturers, producers, food processors, investors, policymakers, and organizations from across the global food ecosystem.



20th September, 2024 – The Meghalaya State Rural Livelihoods Society (MSRLS), Ministry of Rural Development in collaboration with various NGOs and government departments, organized a workshop that aims to promote social inclusion for persons with disabilities (PWDs). The initiative focuses on forming self-help groups (SHGs) for PWDs, providing training, funding, and capacity-building support through the National Rural Livelihood Mission (NRLM).



14th to 18th September 2024 – Prime, Meghalaya visited the Shillong Local Trade Fair at All Saints Hall, hosted by Fabulous family store. The fair was organized with an aim to support the local entrepreneurs in Meghalaya.



30th July 2024 – Eco-Ri launched the Eco-Ri Waste Collection and Segregation Unit in Mawdun, a key achievement in the Umiam Lake rejuvenation project. The initiative includes an AI-powered robotic boat from Clearbot to collect waste, which will be transported to the unit for further processing.



4th – 11th July 2024 – The Martin Luther Christian University (MLCU), Shillong in collaboration with PRIME Meghalaya, hosted the Impact Week India from the 4th to the 11th of July 2024 at Martin Luther Christian University, Shillong.

VISIT



13th September, 2024 - PRIME Meghalaya visited Wanlambok Shadap, the founder of Shillong Agro Solution, and had an interactive discussion where he explained the process of fruiting where he also shared his challenges and support required.



23rd Aug, 2024 - PRIME Startup Hub Meghalaya organized a roundtable discussion with the participation of key officials from the Austrian Embassy, alongside representatives from PRIME Startup Hub Meghalaya, industry stakeholders, and local startups on August 23, at the PRIME Hub in Shillong.

ACADEMIC EVENTS



31st August, 2024 - The Entrepreneurship and Development Cell of Lady Keane college Shillong in collaboration with PRIME Hub Shillong, organized an awareness programme on entrepreneurship to introduce the students about how to validate their business ideas, being innovative and what are ways they can access to the Government Scheme to support their business ideas or even their existing business.



27th to 28th August, 2024 - PRIME Hub Shillong, conducted a session on, "How to make a Business plan" to the students of Shillong College, Shillong. A business plan is a documented strategy for a business that outlines its goals, financial projections, market research, and mission statement. During the session, students learned essential steps for making a Business plan, applicable to both existing businesses and startups in the idea stage.



15th and 23rd July 2024 - PRIME Meghalaya, in collaboration with BIRAC's BioNEST Bio-incubator at NEHU, Tura, organized the first Intercollege Ideathon Competition at PRIME Hub, Tura. On July 23rd, 2023, 39 students pitched their business ideas. Loyola College won 1st prize, followed by College of Community Science and Tura Government College.



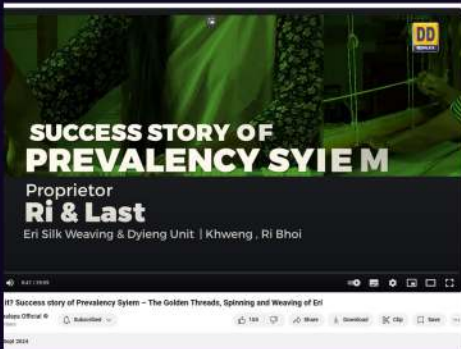
22nd to 26th July 2024 - The team from EED & O of PRIME Meghalaya, along with 24 faculty members from various institutions across Meghalaya, attended the Exposure Trip cum Faculty Development Program (FDP) at T-Hub, Hyderabad. During the visit, the participants were introduced to the world's largest technology campus.



5th July 2024 - PRIME Hub Shillong, conducted a session on, "How to create a Pitch Deck" at Tirot Sing Memorial College. A Pitch Deck is a presentation deck used to pitch an idea or startup to the audience or investors. This session was part of the Pre-incubation Series 1.0, organized by the Tirot Sing Entrepreneurship Development Cell, which ran from May 17th to July 17th, 2024.

PRIME ENTREPRENEURS' JOURNEY TOWARDS ACHIEVEMENT

Doordarshan Meghalaya is a regional channel under the Prasar Bharati India Public Broadcaster, located at Laitkor Peak, Shillong. This channel has been featuring local entrepreneurs as well as those supported by PRIME Meghalaya. This quarter, DD Meghalaya has been highlighting the following entrepreneurs:



On September 18, 2024, Ri & Last featured in DD Meghalaya -

Prevalency Syiem, is a Proprietor of Ri & Last an Eri Silk Weaving & Dyeing Unit located at Khweng, Ribhoi District and was featured in the channel of DD Meghalaya under the titled, "How do they do it? Success story of Prevalency Syiem – The Golden Threads, Spinning and Weaving of Eri". Prevalency Syiem a Cohort 3.0 incubated entrepreneur and supported by PRIME Meghalaya.



On August 16, 2024, ABepoxy Studio featured in DD Meghalaya -

Thranglihok Diengdoh a founder of ABepoxy Studio was featured in the channel of DD Meghalaya under the title, "How They Do It? || Epoxy Dreams || The Artistry of Thranglihok Diengdoh". Thranglihok Diengdoh is one among the cohort 3.0 incubated entrepreneurs and has been supported by PRIME Meghalaya. ABepoxy is a furniture and home decor startup where scrapped and natural material has been used along with resin material. Apart from being featured in DD Meghalaya, Thranglihok has been featured in many local media as one of the aspiring entrepreneurs for the youth of the state



On July 22nd, 2024, KW leather & manufacturing Unit featured in DD Meghalaya -

Kellymon Warshong the founder of the KW leather & manufacturing unit located Shillong, East Khasi Hills District and was featured in the channel of DD Meghalaya under the title, "How they do it with Kellymon Warshong KW leather & manufacturing products". Kellymon Warshong is also one among the Cohort 3.0 incubated entrepreneurs and is supported by PRIME Meghalaya

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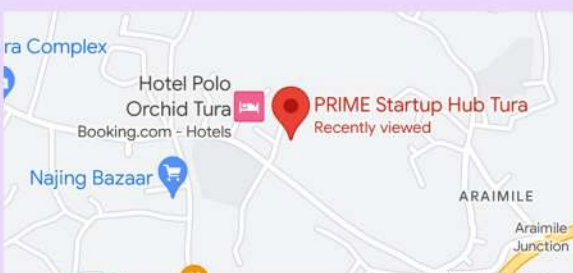
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