



PRIME
MEGHALAYA



NEWSLETTER

OCTOBER – DECEMBER, 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).

Empowerfest 2.0 | October Edition: Advancing Sustainable Livelihoods & Entrepreneurship

October 23rd, 2024 – The State Resource Centre on Disability Affairs, in partnership with PRIME Meghalaya, hosted a focused workshop “Empowerfest 2.0 | October Edition: Advancing Sustainable Livelihoods & Entrepreneurship at Bethany Society, Shillong, dedicated to building pathways to sustainable entrepreneurship for persons with disabilities.



IFAD GAP Funding session

November 26th, 2024 – PRIME Meghalaya, in collaboration with GAP Fund and ACCESS, conducted a session on IFAD GAP Funding at PRIME Startup Hub in Shillong. The session was attended by 40 entrepreneurs, both in person and virtually.



PRIME Meghalaya CM-ELEVATE Conclave

October 18th, 2024 – PRIME Meghalaya participated in the Integrated Program of Focus Farmers’ interactive and CM-ELEVATE Conclave, in the presence of the Hon’ble Chief Minister of Meghalaya Shri Conrad K Sangma, Dr. Mazel Ampareen Lyngdoh, Hon’ble Minister of Agriculture and Farmer’s Welfare, and Shri A.L. Hek, Hon’ble Minister of Animal Husbandry that also brought together other dignitaries and beneficiaries from across Meghalaya.



PRIME EVENT AND ACTIVITIES 2024 (OCTOBER – DECEMBER)

PRIME EVENTS



November 18th – 21st, 2024 – PRIME Meghalaya successfully organized the 5th and 6th Outdoor Bootcamp for Cohort 4.0. This four-day event aimed to enhance the skills and knowledge of entrepreneurs, empowering them to communicate effectively and scale their businesses. The bootcamp focused on three key topics: Decoding Business Proposals, Legal Compliances, and Communication Skills.



September 30th – October 1st, 2024 – PRIME Meghalaya organized the 4th Bootcamp for Cohort 4.0, a two-day event aimed at equipping entrepreneurs with vital skills to boost their businesses. Held at Green Dale Homestay, Lower Burny Hills, Tura, the bootcamp focused on key topics: Entrepreneurial Finance, Basics of Effective Operation, and Target Setting.

OUTREACH PROGRAMS FOR CMECC 5.0

PRIME Meghalaya organized outreach programs that aimed to raise awareness about entrepreneurship and promote the Chief Minister's E-Championship Challenge (CMECC) 5.0.



Venue – Nongstoin.
Date – November 15th, 2024
Number of participants : 31



Venue – Jowai
Date – November 7th, 2024
Number of participants : 70



Venue – Nongpoh.
Date – November 6th, 2024
Number of participants : 76

EXTERNAL PROGRAMMES



December 17th, 2024 – PRIME Meghalaya participation at the Ex-Servicemen (ESM) Rally at 58 GTC, Happy Valley, Shillong to provide a platform for ex-servicemen to explore opportunities for alternative employment and livelihoods post-retirement from active military service.



December 13th-14th, 2024 – The District Administration of East Garo Hills in collaboration with the Tourism Department and PRIME Meghalaya organized a Cultural Fashion Show at Simsang Festival 2024. The theme for the show was 'Roots & Wings fusing Tradition with Modernity' featuring local designers.

EXTERNAL PROGRAMMES



December 2nd, 2024 - PRIME Meghalaya in collaboration with IIM Shillong to organize a Capacity Building Program for a contingent of members from various FPOs (Farmer Producer Organizations) in Nagaland. The participants, representing diverse sectors such as apiculture, tea processing, and pickle manufacturing, were at varying stages of their entrepreneurial journey.



November 29th to 30th, 2024 - PRIME Meghalaya participated at the Me.gong Festival 2024 held at Jengjal, Garo Hills. The team set up 25 stalls, enabling 29 different startups to showcase their products. The festival witnessed huge gatherings on both days. In addition to boosting the sales, the festival also provided a platform to the entrepreneurs for brand promotion.



November 13th, 2024 - PRIME Meghalaya and FOCUS, representing MBMA, participated in a program on promoting Meghalaya's entrepreneurial ecosystem at the State Convention Centre. Organized by Aide et Action in collaboration with MSRLS, the event highlighted the support entrepreneurs can receive from MBMA.



November 13th, 2024 - PRIME participated in a panel discussion on **Funding Mechanisms for Public-Private Partnerships in Northeast India** at the National Law University, Meghalaya. The panel featured representatives from IKP Knowledge Park, AIC-CCMB Hyderabad, and AIC-NIPER Guwahati Foundation.



November 12th to 13th, 2024 - PRIME Meghalaya participated in a two-day workshop titled "Strengthening the Startup Ecosystem in North East India: Policy, Impact, and Economic" organized by NITI Aayog and the Planning and Development Department. The event brought together entrepreneurs, policymakers, and investors to discuss how to boost innovation and entrepreneurship in the region.



November 29th, 2024 - PRIME Meghalaya participated in THE MEGHALAYA LIVELIHOODS AND ACCESS TO MARKETS PROJECT which presents COMMUNITY TALKS 2 The Changemakers, the programme was held at the State Convention Centre in Shillong.

VISITS



November 27th, 2024 - The Partner and Israel Director of AsiaBridge, Founder of InnoA Ventures Ms. Noa Muzzafi visited PRIME Start Hub Shillong to learn about the role of PRIME in supporting the entrepreneur in the State.



December 10th, 2024 - The Acceleration and Incubation Team Tura visited Lokki M Sangma, the founder of Lokki Food Products from Williamnagar for a Diagnostic Review Visit. Lokki Food Products is one of the top 50 entrepreneurs of Chief Minister's E-Championship Challenge 4.0.

ACADEMIC EVENTS



December 17th, 2024 - PRIME Meghalaya organized an outreach programme at the Don Bosco training centre program.



October 24, 2024 - PRIME Meghalaya hosted a one-day workshop on personality development at Nongtalang College. Participants received insights into entrepreneurship, focusing on how to identify problems, conduct market research, and the importance of creating business plans. Students engaged in exercises to develop their elevator pitches, helping them articulate their business ideas effectively.

PRIME ENTREPRENEURS' JOURNEY TOWARDS ACHIEVEMENT



November 22nd, 2024 - Lamti Hazel Pohti founder of Hazel Creation was featured in the Women's Programme Ka Rympe! of Doordarshan Meghalaya under the title, "Meeting up with a young entrepreneur". Lamti Hazel is one among the PRIME Top 50 entrepreneurs of CMECC 3.0. Hazel Creation makes a variety of beautiful macrame accessories using materials like cotton twine, jute, leather, and yarn.



November 8th, 2024 - Fiona Mawrie founder of Mawrie Garment was featured in the Women's Programme Ka Rympe! of Doordarshan Meghalaya under the title, "Ka Jingiaidlynti I kong Fiona Mawrie". Fiona Mawrie is one among the PRIME Top 50 entrepreneurs of CMECC 4.0. Mawrie Garments, a manufacturer of fabric and finished products, specializes in producing a wide range of items, including school uniforms.



November 7th, 2024 - Larimika, one of the Top 50 entrepreneurs from CMECC Cohort 4, opened Larimika Bride, the first wedding boutique in West Jaintia Hills. Located in Mhmyntdu, the boutique was inaugurated with the PRIME Meghalaya team present. The boutique offers wedding gowns ranging from affordable to premium, filling a gap in the local wedding fashion industry. Her success highlights the impact of entrepreneurship in Meghalaya, inspiring others to follow their dreams and make a difference in their communities.



October 22nd, 2024 - The North Eastern Hill University (NEHU) signed Memoranda of Understanding (MOUs) with seven distinguished organizations at the Golden Jubilee Auditorium, NEICOD building, NEHU and JETS 24x7, Shillong is among the 7 organizations. This partnership aims to establish an E-Scooter and E-Rickshaw service within NEHU's campus. This eco-friendly initiative will not only reduce the carbon footprint but also serve as a model for clean, efficient transportation.



October 2nd, 2024 - Blandina Rympeit founder of M/s Blan Handloom and Handicraft was featured in the Doordarshan Meghalaya under the title, How They do it? Success Story of Mrs. Blandina Rympeit Proprietor MS. Handloom and Handicraft. Blandina Rympeit was one among the Top 50 CMECC cohort 3.0. She is the founder of the M/s Blan Handloom and Handicraft located at Umden Nongduh, Meghalaya.

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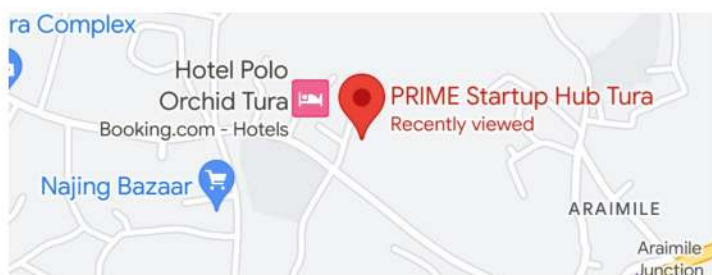
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