



PRIME
MEGHALAYA



NEWSLETTER

JULY, 2025



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).

PRIME ENTREPRENEURSHIP DEVELOPMENT PROGRAM PHASE I FOR ASPIRING ENTREPRENEURS

3rd to 4th of July - PRIME Meghalaya, led by the Business Facilitation Team, organized a two-day program under the Entrepreneurship Development Program (Phase I - Entrepreneurship Development Project for Aspiring Entrepreneurs, Byrnihat). The program was held from 3rd to 4th July 2025 at Dehal Began Village, Umling Block, Ri-Bhoi District.



EXPORT READINESS & SUPPLY CHAIN MANAGEMENT PROGRAMME AT PRIME

16th & 18th of July - PRIME Meghalaya, through its Funding Sector, successfully conducted a two-day workshop on Export Readiness & Supply Chain Management at the PRIME Startup Hub, Shillong. This initiative was aimed at empowering local entrepreneurs with the knowledge and tools necessary to explore global markets and enhance their export capabilities.



PRIME MEGHALAYA AT THE INTEGRATED PUBLIC PROGRAM GRACED BY UNION FINANCE MINISTER

11th of July - PRIME Meghalaya took part in the Integrated Public Program held on 11th July 2025 at Lariti, International Centre for Performing Arts and Culture. The event included laying foundation stones for key projects, inaugurating 72 digital libraries, and distributing cheques to beneficiaries. Smti. Nirmala Sitharaman, Union Minister of Finance and Corporate Affairs, attended as the Chief Guest.



CLUTCH TURA 2025

19th of July - PRIME Meghalaya participated in the Clutch Tura 2025 which marked as Garo Hills' first eSports and music festival event organized by the Event Horizon, a student-led group focused on event management and youth engagement. The event was held at Cariz Hall, Bonepa (WGH) and it was co-sponsored by PRIME. With a focus on raising consciousness around drug abuse and trafficking, the event brought together over 300+ youth through gaming, live performances, and powerful messaging.





3RD BOOTCAMP FOR COHORT 5.0

22nd & 23rd of July – PRIME Meghalaya recently wrapped up 3rd Bootcamp for Cohort 5.0, focusing on the topic of "Go to Market Strategy." The event took place on the, at The Shillong Club, Shillong. The main objective of this two-day bootcamp was to equip entrepreneurs with the necessary knowledge and insights on how to effectively reach their target customers and develop robust marketing strategies.



ENTREPREURSHIP PROMOTION FOR EX-SERVICEMEN

31st of July – PRIME MBMA participated in an interactive session on the promotion of entrepreneurship among ex-servicemen, organized by the Directorate of Sainik Welfare, with support from the Veteran Cell of 101 Area Headquarters. The program aimed to create awareness about opportunities and support systems available for retired personnel to take up entrepreneurial ventures.

ACCELERATION MENTORING



PRIME ENTREPRENEURS' JOURNEY TOWARDS ACHIEVEMENT

In Conversation with **Cordelia Kharsati** Fashion Designer

30th of July – **Cordelia Kharsati** the founder of **Mohor** was feature in DD Meghalaya channel for a Women's Programme under the title, "**Women's Programme || In Conversation with Cordelia Kharsati**".



25th of July – The **Honourable Chief Minister Conrad K. Sangma** inaugurated the **True North Centre** under the CM-ELEVATE Program and it was located at Lapalang, Shillong. The Chief Minister highlighted the importance of such facilities in helping youth achieve their aspirations. Smt. Saloni Verma, IAS, shared the program's impact across the state, while Mr. Gary Lamare, founding partner of True North, spoke about their challenges faced and how **CM-ELEVATE** helped turn their vision into reality.



SYNTU SANITARY PADS / SYNTU PRODUCTS: A WOMEN-LED LOCAL INNOVATION

AbC Digest 3.32K subscribers Subscribed 16 Share Download

16th of July – AbC Digest a local media channel featured Shidalin Marbaniang the founder of Syntu Sanitary Pads under the title "Syntu sanitary pads / Syntu products: a women-led local innovation"