

NEWSLETTER AUGUST, 2025



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 EDP FOR ASPIRING ENTREPRENEURS AT DANGAR VILLAGE

2nd of August – PRIME Meghalaya, led by the Business Facilitation Team, organized a program on the Entrepreneurship Development Program (Phase I – Entrepreneurship Development Project for Aspiring Entrepreneurs, Dangar). The program was held at Dangar village in Mawsynram Subdivision of East Khasi Hills district where around 56 aspiring entrepreneurs from the village participated in the program.



CAPACITY BUILDING & VALIDATION OF TRADITIONAL HEALERS IN MEGHALAYA

13th of August – PRIME Meghalaya, through the initiative of Business Facilitation with the support from BioNEST NIPER, Guwahati, Assam, organised a Capacity Building and Validation of Traditional Healers in Meghalaya. The program was held at PRIME Hub Shillong with the objective of strengthening this sector through scientific validation, systematic documentation, capacity building, and the potential mainstreaming of traditional practices.



FDP: EXPOSURE VISIT TO ROKA CANE AND BAMBOO WORKS

8th of August – As part of the Faculty Development Programme (FDP) from the Academic sector under PRIME, 33 faculty members from 12 colleges across Meghalaya, visited Ronaldo Marboh, founder of Roka Cane and Bamboo Works in Ri Bhoi District.



RURALPRENEUR 2025: EMPOWERING RURAL ENTREPRENEURS ACROSS MEGHALAYA

19th to 20th of August – PRIME Rural marked a historic milestone with the inauguration of the first-ever **RuralPreneur 2025**, officiated by Honourable CM Conrad K. Sangma. This landmark event celebrated and empowered rural entrepreneurs from across Meghalaya and it was held at the State Central Library, Shillong. Chief Minister on that day announced the expansion of doorstep incubation support to all **52 blocks** of the state under the PRIME Rural program.



PRIME EVENT/EXTERNAL PRO



1st of August - PRIME Funding Team, participated in an awareness program on entrepreneurship and the PRIME initiative and opportunities that PRIME offers including funding support. The program was held for the outgoing batch of tailoring and fashion designing trainees supported by MSSDS at Bellefonte Community College. Trainees were briefed on eligibility criteria, application procedures, and the various forms of support available to help them launch their own ventures.



1st of August - The incubation team conducted a productive session with the 17 new apprentices to brief them on the CMECC 6.0 outreach plan and how they can play a key role in increasing this year's applicant pool from Garo Hills.

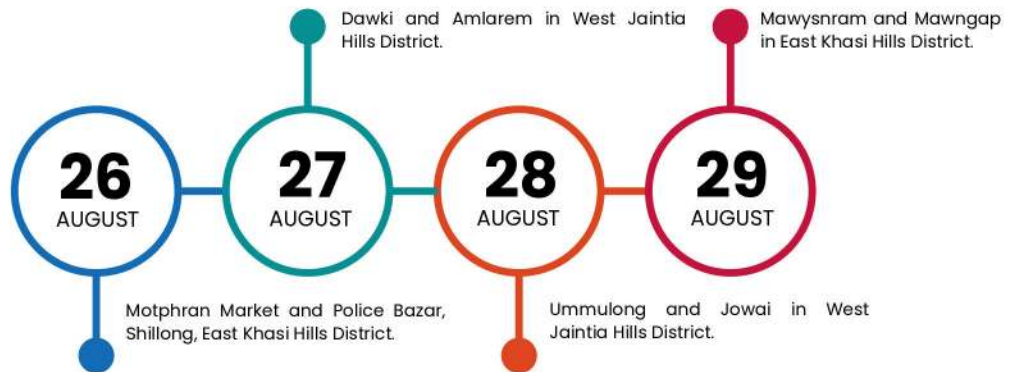


8th of August - A one-day training programme on Bamboo Charcoal Production was held at Roka Cane and Bamboo Works, Nongdsder, Ri-Bhoi District. The training program is part of the Bamboo Charcoal Production Project under the FOCUS-MBMA Program, where 30 (thirty) beneficiaries from Ri-Bhoi District were trained on how to manage and operate the Kiln specially designed for producing bamboo charcoal.



15th of August - PRIME Tura along with the District Administration, Tura participated in the celebration of the 79th Independence Day at DC Park and the 15 PRIME beneficiaries (incubated/incubates), who set up food and product stalls that drew an enthusiastic response from visitors.

PRIME PROMOTION AND ROAD SHOW FOR THE CMECC 6.0



PRIME PROMOTION AND OUTREACH PROGRAMME FOR THE CMECC 6.0

The PRIME Meghalaya organized an outreach programme for the Chief Minister's E-Champion Challenge (CMECC) 6.0 to create an awareness, guiding participants through the application process, and encouraging entrepreneurship across rural and semi-urban areas of Meghalaya.



Date - 26th of August
Location - Mawlai Block, Shillong East Khasi Hills District.



Date - 27th of August
Location - VO Office, Thibapara, Dalu Block, West Garo Hills.



Date - 27th of August
Location - Mawkyrwat Block, South West Khasi Hills District.



Date - 28th of August
Location - Mawphlang, East Khasi Hills District.



Date - 28th of August
Location - Mawryngkneng Block Office in East Khasi Hills District.



Date - 29th of August
Location - Thadlaskein Block Development Office, West Jaintia Hills District.



Date - 29th of August
Location - Mawpat Block Development Office, East Khasi hills district.



Date: 30th of August
Location: Super market, Tura Bazaar, West Garo Hills.

PRIME ENTREPRENEURS' JOURNEY TOWARDS ACHIEVEMENT

4th of August - AbC Digest featured Gerald Samuel Duia the founder of Duia Trailblazers in their program titled **Diving into the world of "Adventure our operator - Mr. Gerald Duia"**. Duia was the incubated startup of PRIME Cohort 1.0.



GERALD DUIA — FOUNDER OF DUIA TRAILBLAZERS