



PRIME
MEGHALAYA



NEWSLETTER

JANUARY – MARCH, 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).

LAUNCH OF NORTH EAST'S FIRST WHEELCHAIR ACCESSIBLE VEHICLE (WAV)

22nd of March – PRIME proudly celebrates Dr. Lahunlang Sohliya, MD of PMR Centre, for launching Northeast's first Wheelchair Accessible Vehicle (WAV) at Bharat Scouts and Guides, Laban. Supported by PRIME Meghalaya's Kick Start grant, the WAV was unveiled in the presence of Rev. Dr. R.R. Cunville, Rev. Terrence Wanshong, PMR Family, and distinguished guests.



FINANCIAL SUPPORT FROM PRIME TO PWD ENTREPRENEURS ON THE SUGAMYA YATRA LAUNCH

25th of March – Shri Paul Lyngdoh, Hon'ble Minister of Social Welfare, Government of Meghalaya felicitated eight outstanding entrepreneurs who were selected for financial support from PRIME Meghalaya, receiving a total funding of ₹22 lakhs on the official launch of the Sugamya Yatra at the U Soso Tham Auditorium, Shillong organized by the State Resource Center on Disability Affairs in collaboration with PRIME Meghalaya.



THE ONBOARDING & GRADUATION PROGRAM 2025

25th of March– PRIME Meghalaya hosted the Onboarding & Graduation Program themed 'Launching Dreams, Celebrating Growth' to honour the Top 75 Startups selected through the Chief Minister's E-Champion Challenge 5.0. The event also marked the graduation of Cohort 4. Hon'ble Chief Minister Conrad K Sangma attended as Chief Guest, along with key officials from MBMA, Tourism Department, IIMCIP, and MBDA, celebrating entrepreneurial growth and achievements



FIRST BOOTCAMP FOR COHORT 5 ENTREPRENEURS OF THE CMECC 5.0

26th of March – PRIME Meghalaya organized its first Bootcamp for the Top 75 entrepreneurs of Cohort 5.0 at the PRIME Startup Hub in Shillong. The session focused on "Mission and Vision Setting", guiding entrepreneurs in defining their business goals with clarity, focus, and direction.



PRIME QUARTERLY ACTIVITIES 2025 (JANUARY – MARCH)

PRIME Meghalaya organized the Chief Minister's E-Championship Challenge 5.0 **Pitch Orientation and Pitching Program** for the Top 150 selected entrepreneurs of the following four regions:



23rd & 24th of January – Garo Hills Region
Venue – Greendale Homestay Burny Hills, Tura



30th & 31st of January – Shillong Region
Venue – IHM, Shillong



30th & 31st of January – Jowai Region
Venue – Tyrci Inn, Khliehtyrchi



21st of January – PRIME Meghalaya participated in the foundation stone-laying ceremony for the new Secretariat building, led by the Honourable Chief Minister, Conrad K. Sangma. During the event, cheques were distributed to beneficiaries of various MBMA programs, including LAMP, FOCUS, and the CM ELEVATE Program under PRIME.



30th & 31st of January – Nongpoh Region
Venue – PRIME Hub, Nongpoh



17th – 20th of February – PRIME Rural conducted the **Capacity Building Workshop 2.0 2025** at the PRIME Startup Hub Shillong, with the primary objective of building the capacity of the Fellows and Associates (referred to as "Fessociates") to enhance their abilities in providing efficient and effective support to rural entrepreneurs.

EXTERNAL EVENTS



25th of January – PRIME Tura participated in the celebration of **National voter's day** with 11 PRIME entrepreneurs participating and set up 10 stalls at the National voter's day sale at DC Park, Tura.



26th of January – PRIME Meghalaya participated in the **Republic Day Sale** held at DC Park Tura. The event was inaugurated by honourable Chief Minister, Shri. Conrad K Sangma where 17 startups participated and 14 stalls were set up



1st to 2nd of February – PRIME participated as an Incubation Partner in the **E-Summit** organized by E-Cell, IIT Bombay. The event provided a platform to connect with startups and incubators from across the country making way for meaningful discussions on entrepreneurship, innovation, and ecosystem growth.



10th– 12th of February – The Entrepreneurs of PRIME Meghalaya participated in the **Skill Upgradation Program** on Fast Food Making organized by District Commerce & Industries Centre at Daribokgre, East Garo Hills with a total number of 25 trainees.



25th of February – PRIME Meghalaya took part in a panel discussion organized by **Akashvani Northeastern Service** and The Ultimate Legend Biker's Association (TULBA), Sohryngkham Unit. The event was themed "Encouraging Youngsters to Turn Their Ideas into Startups" and was held at Sohryngkham Main Market.



26th of February – PRIME Meghalaya participated in the **SILK LINK** workshop at Vivanta, Shillong, organized by the Customized Energy Solutions Foundation. The event aimed to explore and strengthen Meghalaya's Eri silk value chain.



28th of February – PRIME Meghalaya participated in the **Entrepreneurship Awareness Program** organized by the District Hub for Empowerment of Women, South West Khasi Hills District, under the Office of the District Social Welfare Officer, South West Khasi Hills District, Mawkyrwat. The program aimed at educating the trainees and entrepreneurs on the services offered by PRIME Meghalaya.



19th to 21st of March – PRIME Meghalaya along with the 17 numbers of startups participated in the **5th Startup Hub Expo**, a 3 days Expo co-located with the 32nd Convergence India and 10th Smart Cities Expo at Bharat Mandapam, New Delhi.



25th – 27th of March – PRIME Meghalaya participated in the three days **7th Act East Business Show** held at the State Convention Centre, Shillong wherein the Chief Minister, Shri. Conrad K Sangma inaugurated the event.

PRIME Meghalaya was invited to an initiative of **Aide et Action** in partnership with **MSRLS** for an **advance course on marketing, branding and packaging** for the **Self-Help Group**. These groups who have been trained earlier on food processing skill were provided a session on the important of licenses, labelling and quality of packaging as well. Other offerings of PRIME were also to them.



VISIT



4th of February - Shri Anil Patil, IFoS (Meghalaya - Assam Cadre) as part of his probation visited PRIME Meghalaya to engage with officials and startups and also to understand the organization's role in entrepreneurs of the startup ecosystem of the State.



25th of February - Miss Yuko Nikaido, Faculty of Economics, Musashi University, Tokyo Japan visited PRIME Startup Hub Shillong and participated in an open discussion and interaction with PRIME team and the entrepreneurs of PRIME.



27th of February - PRIME Meghalaya participated in a discussion with Shri Anup Narayanan, Senior Trade Adviser - AgriTech, Responsible Mining, Maritime, Engineering & Manufacturing Sector Department for International Trade | British Deputy High Commission, Kolkata at State Convention, Shillong.

ACADEMIC VISITS/ EVENTS



5th of February -

Inauguration of Entrepreneurship Cell at Tikrikilla College, Tikrikilla, West Garo Hills



11th of February -

Entrepreneurship Orientation Program at St. Edmunds School Shillong

18th of March -

Inauguration of Entrepreneurship Cell at Acheng Rangmanpa College, Mahendraganj



26th of February -

Inauguration of the DIKSHA Beauty Care Course of the Jaintia Eastern College, Khliehriat supported by Bharat Dalmia Foundation and E-Cell.

19th of March -

Inauguration of Entrepreneurship Cell at College of Community Science, Tura

19th of February -

Awareness Programme on Entrepreneurship at Don Bosco College, Byndihati, Khliehriat

24th of March -

Inauguration of Entrepreneurship Cell at St Mary's College, Shillong

25th of March -

National Conference on "Bridging Academic and Industry Innovation: A Two-Way Approach" at M.L.C.U. Nongrah



PRIME ENTREPRENEURS' JOURNEY TOWARDS ACHIEVEMENT



6th & 15th of January - DD Meghalaya featured Shri Jendrasing Kurkalang in two Episodes of the program "How They do It" under the title, "Adornment of Tradition Jendrasing Kurkalang & The Art Of Crafting Khasi Accessories In Culture" And "Strings Of Tradition Jendrasing Kurkalang And The Art Of Making The Duitara" respectively.



1st of February - DD Meghalaya featured **Bankitlang Nongbri** and **Seilydor Sohkhia** the two co - founder of **EcoRi** under the title *Ka jingpynwandur ia ki plastic da ka seng EcoRi*.



11th of February - PRIME Meghalaya is incredibly proud of **Iaishah Rymbai** founder of **Eriweave Pvt Ltd**, a PRIME entrepreneur who has successfully secured an investment of **₹20 lakhs for 12% equity** from two esteemed Sharks, Anupam Mittal and Namita Thapar, on **Shark Tank India Season 4**.



21st of February - Thrangliohk Diengdoh founder of **AeBepoxy Studio** received a **Vocational award** from the Rotary Club, Shillong for his innovative craftsmanship by transforming scrap wood, dried leaves, discarded flowers into elegant and eco-friendly home decor and furniture.



21st of February - DD Meghalaya featured **Glorisa Kalra War & Wanda Kharakor** the founder of **Soola** in the show named **Shillong Buzz** under the title *Stand out in Style Rent with Assurance the Creators Behind Custom Dress Rentals*. Soola is a part of the PRIME's Pre - Incubation and CMECC Cohort 4.0.



27th of February & 26th of March - DD Meghalaya featured Ibajanai Lyngdoh founder of **Crochet Haven** in the Episode of the Women' Entrepreneurs program under the title *Women's Programme in Conversation with Ibajanai Lyngdoh Founder, Crochet Haven*.



28th of February - Markynsai Diengdoh founder of **Basandarson Luthier** was featured in Batesi TV on the title, *Pyni Nam U Markynsai ia Ki Tiar Tem Kiba U La Shna Hi Dalade*. Basandarson is a startup engaged in the crafting of traditional local and modern musical instruments and part of the PRIME CMECC Cohort 2 startup.

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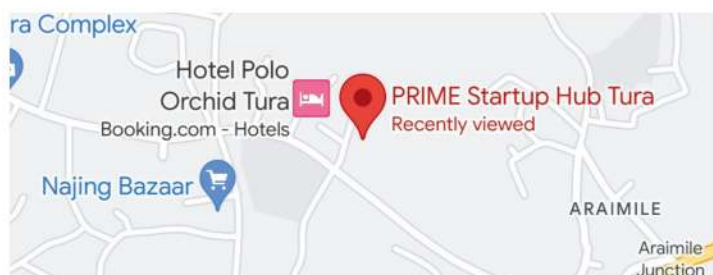
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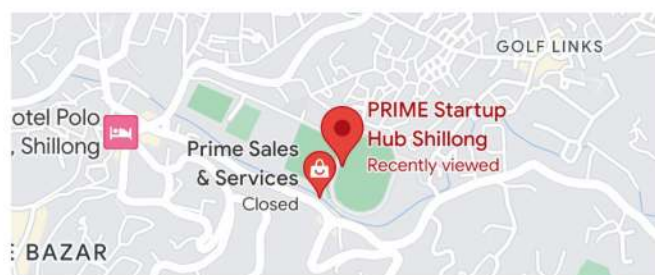
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