



PRIME
MEGHALAYA



NEWSLETTER

APRIL – JUNE, 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).

VIENNA UP 2025

8th to 16th of May – A delegation of eight dynamic startups from PRIME Meghalaya, India, took part in one of Europe's most diverse and forward-thinking startup festivals known as ViennaUP 2025. The event turned Vienna into a meeting place for innovators, entrepreneurs, and changemakers from around the world.



INAUGURATION OF PRIME STARTUP HUB NONGPOH, RI BHOI DISTRICT

23rd of May – PRIME Startup Hub in Nongpoh, Ri Bhoi District, was inaugurated in the presence of Shri Jonathan Shylla, Additional Deputy Commissioner of Ri Bhoi District, who graced the occasion as the Chief Guest. The event was attended by the PRIME team, Government officials, IIMCIP officials and entrepreneurs from the region.



RISING NORTH EAST INVESTORS SUMMIT 2025, BHARAT MANDAPAM, NEW DELHI

23rd to 24th of May – PRIME Meghalaya took part in the Rising North East Investors Summit 2025 at Bharat Mandapam, New Delhi. Five entrepreneurs joined the team to meet investors and explore markets across India. Hon'ble CM Shri Conrad K. Sangma attended the opening and met with the entrepreneurs.



LAUNCH OF THE UAE- INDIA CEPA START-UP SERIES

24th to 26th of June – PRIME Meghalaya participated in the launch of the UAE- India CEPA Start-up Series by the UAE-India CEPA Council (UICC), in partnership with the Embassy of the United Arab Emirates in India at the Taj Mahal Hotel, New Delhi.



PRIME QUARTERLY ACTIVITIES 2025 (APRIL-JUNE)



AWARENESS PROGRAM ON CM ELEVATE HOMESTAY SCHEME

3rd of April - PRIME MBMA participated in an awareness programme on CM Elevate Homestay Scheme at Mawkyntse Block office with a total number of more than 20 participants.



MCS OFFICERS CURRENTLY UNDERGOING TRAINING AT MATI

12th of April - PRIME team had an interactive session with the newly appointed MCS Officers currently undergoing training at MATI, on the working, processes and core purpose of PRIME. Sector heads and senior managers from all verticals shared a presentation and a brief explanation of their vertical.



PRIME ROADSHOW AT RI BHOI DISTRICT

13th of May - PRIME, in collaboration with Red FM, held a roadshow at Nongpoh and Bhoirbong Main Markets to raise awareness about the PRIME MBMA program and its benefits. The team also promoted the upcoming PRIME Hub in Nongpoh.



2ND BOOTCAMP FOR COHORT 5.0

29th to 30th of May - PRIME Meghalaya organized the 2nd Bootcamp for Cohort 5.0 on Business Model Canvas. The Bootcamp was held at The Shillong Club where Shri Pankaj Baruah, Head Portfolio Management, IIMCIP and Shri Sanjoy Sen, Mentor, IIMCIP.



CHIEF MINISTER FLAGGED OFF 15 CM-ELEVATE PRIME TOURISM VEHICLES

3rd of June - Hon'ble Chief Minister of Meghalaya, Shri Conrad K. Sangma, flagged off 15 CM-ELEVATE PRIME Tourism Vehicles in the presence of the Hon'ble Minister of Tourism, Shri Paul Lyngdoh, along with the CM ELEVATE team and officials from the Tourism Department.



AWARENESS PROGRAM ON GAP FUND at PRIME Hub

30th of June - PRIME Meghalaya, led by the Partnership Team in collaboration with the GAP Fund by Access Development Services, organized an awareness program on the IFAD GAP Fund. The program was held at PRIME Startup Hub, Shillong.

EXTERNAL PROGRAMME



3rd to 5th of April - PRIME Meghalaya and 15 startups set up their stall at the 2nd Edition of Startup Mahakumbh 2025 at Bharat Mandapam, New Delhi, India on the theme Startup India@2047- Unfolding the Bharat Story.



10th of April - PRIME Meghalaya took part in the first Mega Job Mela cum Career Fair organized by the Divisional Employment Exchange, Shillong. The event was hosted by the Department of Labour, Employment & Skill Development, Government of Meghalaya. PRIME saw 26 walk-in support cases and helped reach a total of 1,199 registrations.



15th of April - PRIME MBMA participated in an Alumni Meet for graduates trained by Aide et Action, held on the theme "Empowering Youth for Sustainable Livelihood." The program took place at Umsning Town Hall, Ri-Bhoi. During the event, the audience was briefed on the various offerings and opportunities that PRIME can provide to support them.



24th to 25th of April - PRIME Meghalaya participated in a two-day workshop on Emerging Technology, organized by the Information Technology and Communications Department, Government of Meghalaya. The event was held at the State Convention Centre, Shillong.



14th of June - PRIME Meghalaya hosted a collaborative awareness session at the PRIME Hub in Shillong, featuring ALSISAR Impact Private Limited, a leading transaction advisory firm focused on Impact Investing in South Asia.



18th of June - Business Facilitation team organised an awareness program at Dalu. Around 50 enthusiastic villagers participated to learn about PRIME and the support they can get.



11th of June - Partnership team visited Prikash G Momin from Chokpot, South Garo Hills, specialized in bamboo crafting and plastic wire crafting. Prikash is a self-taught artist and makes product order basis products and sells at the local market.



19th of June - The Funding Team of PRIME Meghalaya conducted an inspection visit Amy Nongbri, founder of Nongbri Traditional Dress Unit and Pynbiang Nongbri, founder of P's Furniture the two beneficiaries of the PRIME Scale-Up Innovation Loan located in Ri-Bhoi District.



19th of June - PRIME Meghalaya along with the Local Entrepreneurs participated in the laying of Foundation Stone Ceremony of Additional Secretariat Building at Dakopgre, Tura. Where the Chief Minister of Meghalaya, Shri Conrad K. Sangma, graced the occasion as the Chief Guest, along with other distinguished dignitaries.



26th of June - A stakeholder meeting at PRIME Startup Hub, Shillong, gathered entrepreneurs to discuss insights, opportunities, and challenges in adventure tourism, guiding the development of a dedicated scheme under the CM ELEVATE program.



26th of June - PRIME Meghalaya joined the launch of the Micro Enterprises Promotion Program, where SIDBI and BAKDIL partnered to support women's empowerment through entrepreneurship at the BAKDIL Conference Hall, Tura.

TRAINING



21st of April to 3rd of May - 19 PRIME entrepreneurs participated in the 10-day Bamboo Work Artisan training on bamboo product development. The programme was organized by NECTAR, Shillong, in collaboration with the Bamboo & Cane Development Institute (BCDI), and held at BCDI, Tripura.



26th of June - The Business Facilitation Team of PRIME Meghalaya initiated, funded, and mobilized entrepreneurs for the 10-day Training on Bakery and Confectionery conducted by the Department of Food Science and Nutrition, College of Community Science. The training was held from 16th to 26th June 2025 at the College of Community Science, Tura West Garo Hills District.

ACADEMIC EVENT



9th of May - PRIME Meghalaya, as part of the Faculty Development Program, conducted an exposure visit to NECBDC, Byrnihat, on May 9th with 30 participants from across the state. The visit opened up exciting possibilities for collaboration in bamboo-based product development from food and bioenergy to eco-friendly furniture and construction.



15th of May - As part of the AI x Startup x Education ThinkTank 2025 organized by IIM Shillong, a curated exposure visit was successfully conducted to PRIME Hub Shillong. This initiative brought together 10 dynamic startup founders from across India, who are actively working at the intersection of artificial intelligence, education, and innovation.



20th of May - The Academia Sector of Martin Luther Christian University (MLCU) under PRIME Meghalaya as part of an industrial exposure program facilitated an Industrial visit to Nela Handloom at Mawkasiang for students from the Department of Economics, School of Economics, Commerce and Management.

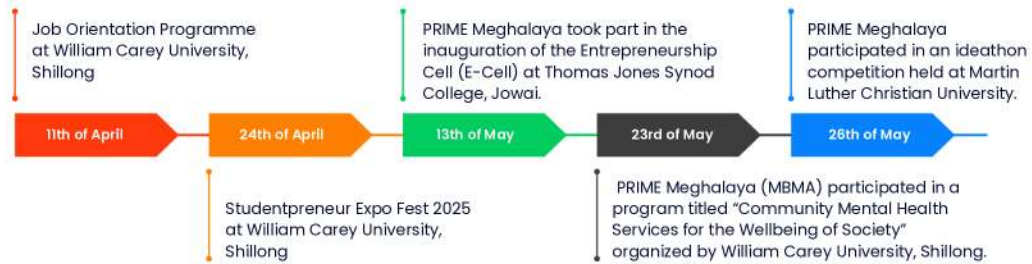


22nd of May - PRIME Hub had the privilege of hosting students from the National Institute of Food Technology and Entrepreneurship Management (NIFTEM), New Delhi, as part of their Immersion Program organized by IIM Shillong.

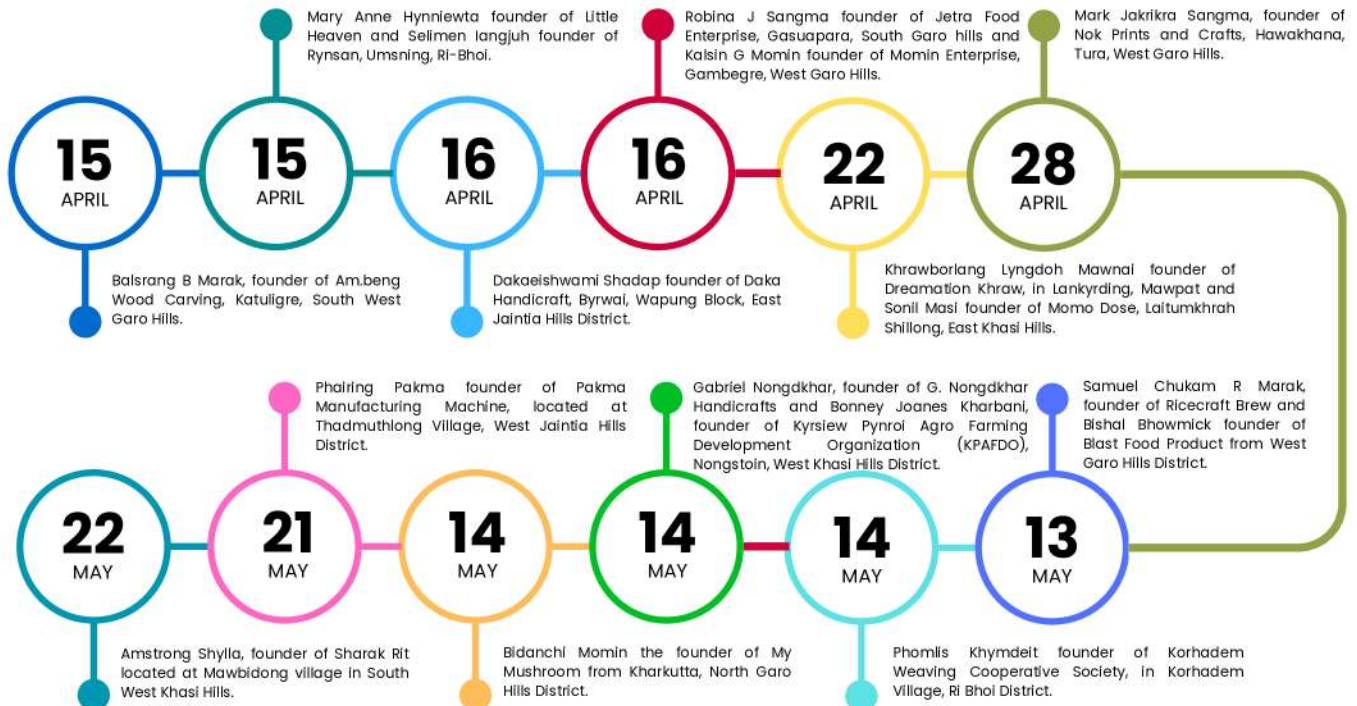


25th of June - As part of the **Management Development Program on Strategic Public Leadership, Group 'A' Service Officers** from the **National Institute of Communication Finance (NICF)** visited **Lino Honey** and **Roka Cane** two PRIME MBMA entrepreneurs located in Ribhoi District Meghalaya. These field visits provided valuable exposure to local entrepreneurship and highlighted the potential of community-driven business models in the region.

ACADEMIC VISIT



DIAGNOSTIC VISIT



CM - ELEVATE INSPECTION

14 April Bonewari IVCS Warehouse, Songsak, Williamnagar	14 April DC Office Mawkyrwat South West Khasi Hills District	15 April Tirof Sing Memorial Hall Mairang	15 April DC Office MFC Building Ampati, South West Garo Hills	16 April MMCS Mendipathar Hall, North Garo Hills	16 April Umdihar PRIME HUB Ri Bhoi	17 April Gairong, North Garo Hills
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PRIME ENTREPRENEURS' JOURNEY TOWARDS ACHIEVEMENT



5th of April – DD Meghalaya featured Shidalin Marbaniang in one of their program Ka Rympei Womens Programme under the title || In Conversation with Shidalin Marbaniang Ka Rympei



2nd of May – AbC Digest featured Iaishah Rymbai, the founder of Eri Weave which was located at Kdonghulu, Ribhoi District in the local channel under the title, "Earn during leisure" – An interview with kong Iaishah Rymbai



6th of May – The Shillong Times featured few of PSREF entrepreneurs under the title, **"Built for hills, bound for nation, 'Rural M'laya proves start-ups not only for urban elites'.**



4th of June – DD Meghalaya featured Syrpailin Warjri founder of Warjri Ice Cream factory in their programme name How They Do it under the title Warjri Ice Cream Factory where dreams are made.



2nd of June – PRIME Cohort 3.0 startup, Croasis Infosystem with the help of PRIME Partnership sector, through its Financial Connect vertical, secured a grant under the Grant for Agroecology Programme (GAP) for their proposal titled "Revitalizing Meghalaya's Indigenous Fruit Economy through Scaling, Processing, and Value Addition."

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