



NEWSLETTER

JANUARY – MARCH, 2026



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).

Meghalaya Recognised as a Leader at National Startup Day 2026

On **16th January 2026**, the Department for Promotion of Industry and Internal Trade (DPIIT) celebrated 10 years of the Startup India Initiative on the occasion of National Startup Day at Bharat Mandapam, New Delhi. Marking a proud moment for the state, a Certificate of Appreciation was conferred under the States' Startup Ecosystem Ranking (5th Edition), recognizing Meghalaya as a Leader for its outstanding efforts in building a strong and vibrant startup ecosystem.



Our Magnificent Meghalaya – Celebrating 8 Years of the MDA Government

On **6th March 2026** the celebration of 8 years of the MDA Government was held at PA Sangma Stadium, Tura. The Hon'ble Chief Minister, along with Cabinet Ministers and government officials, highlighted key milestones and development initiatives achieved over the past eight years. During the program, beneficiaries of the SEED Scheme under CM Elevate received cheques to support their entrepreneurial ventures. Stalls were also set up where entrepreneurs supported under the PRIME initiative showcased their products and businesses.



AAHAR 2026 & Meghalaya Store Launch (Delhi)

From **10th–14th March 2026**, four entrepreneurs from PRIME Meghalaya participated in AAHAR 2026 in New Delhi, one of India's leading food and hospitality fairs, offering strong exposure to market trends and business opportunities. Along with them, PRIME Meghalaya also showcased products from 20 other entrepreneurs. They also took part in the launch of the Meghalaya Store at Delhi Haat, inaugurated on **15th March 2026**, further strengthening market access for local entrepreneurs.

Onboarding 75 New Startup for CMECC 6.0 and the Graduation Program for Cohort 5

On **5th February 2026**, Meghalaya marked a major entrepreneurial milestone at Ward's Lake, Shillong, by onboarding 75 new startups under the Chief Minister's Entrepreneurship Challenge (CMECC) 6.0 and graduating 75 startups from Cohort 5. The Hon'ble Chief Minister, Conrad K. Sangma highlighted entrepreneurship as a cornerstone of the state's economic strategy, supported by a massive outreach that touched nearly 2,500 villages. With ₹80 crore in upcoming funding and a vision to generate over 25,000 jobs by 2032.



Meghalaya Spice Festival 2026

From **27th – 1st March 2026** PRIME Meghalaya proudly participated in the Meghalaya Spice Festival 2026, held at Jio World Drive, Bandra Kurla Complex (BKC), Mumbai. As part of the 140-member State delegation led by the Department of Agriculture and Farmers' Welfare, Government of Meghalaya, PRIME facilitated the participation of five supported startups, accompanied by four PRIME team members, to showcase Meghalaya's growing entrepreneurial ecosystem.



PRIME QUARTERLY ACTIVITIES (JANUARY 2026- MARCH 2026)



On **21st & 22nd January 2026** MeitY TIDE 2.0 Ideation / Techathon – X6 (Meghalaya Edition) was successfully held at PRIME Hub, Shillong and USTM, Ri Bhoi. With 30 startups pitching ICT-based innovations across key sectors, participants received expert feedback and mentoring. The winners from Shillong: Better One Percent | Sports Hour | Smart Farming Solutions and the winners from Ri Bhoi: Carbon-X | Pragjoyti Bazar Pvt. Ltd. | Money Matri. The Techathon supported idea validation and strengthened Meghalaya's growing startup ecosystem under the MeitY TIDE 2.0 framework.



On **19th to 20th February 2026**, PRIME Meghalaya conducted a Phase II Entrepreneurship Development Program (EDP) at PRIME Hub, Shillong for 11 aspiring entrepreneurs from the Mawsynram Block. This session served as a strategic preparatory phase designed to help participants build business fundamentals, assess market opportunities, and align their personal capabilities with viable enterprise ideas. By fostering entrepreneurial clarity first, the program ensures that subsequent technical skill training is purposeful and market-driven, reinforcing PRIME's systematic approach to building confident, well-informed grassroots businesses.



On the **25th February 2026**, The PRIME Partnerships Sector successfully facilitated the onboarding of 16 start-ups from PRIME Meghalaya onto the Open Network for Digital Commerce (ONDC) platform today, in collaboration with Adbble. The session was organized as part of PRIME's continued efforts to enhance digital market access and enable local entrepreneurs to leverage emerging e-commerce ecosystems.



On **16th March 2026** a group of four MBA students were allotted to the PRIME Program for Multidisciplinary Action Projects (MAP) here in Meghalaya. The Multidisciplinary Action Projects is under the Michigan University- Ross School of Business where the students are placed in the field to understand, observe and come up with solutions to challenges and problems that they have identified. As part of MAP the students will meet educational institutions, societies and government departments to discuss and understand how they function with regards to entrepreneurship.



On **30th January 2026** an Entrepreneurship Awareness Program was organised by the Ministry of Micro Small and Medium Enterprises in collaboration with PRIME Meghalaya which was held at Mawlai C Rd block. A welcome speech was given by Smt. D S Lyngdoh, MCS, BDO Mawlai Block. The Director I/ c MSME Shri Suresh Babu was also present, Shri S K . Dewsaw DCIC IPO, Smt Lakynti Marbaniang PRIME Official, Shri Brian Manager SBI were the Resource person of the program. 110 participants attended the program.



On **10th March 2026** PRIME Meghalaya hosted a short program, welcoming the US Consulate: Ms. Sananda Mitra. A welcome speech by Mr. Keningstar Nongrum followed by an overview of the PRIME Programme by Mr. Nathaniel Kharkongor. The program continued with entrepreneurs: insights and their journey so far, last but not the least an address by the U.S Consulate, Ms. Sananda Mitra to the entrepreneurs and PRIME officials present, expressing keen interest to network and partner between organisations and other stakeholders of the state. The program concluded with a vote of thanks by Mr. Iaidonlang Rumnong.



On **25th February 2026**, PRIME Partnership Sector organised a Memorandum of Understanding (MOU) signing ceremony between S & E Ventures (a homegrown FMCG) and Angie Shirhabs, a food startup incubated under Prime Meghalaya, for the contract manufacturing of premium chicken pickle under the brand name "Ho'i Kiw."



On **24th February 2026**, PRIME Meghalaya hosted a program for the Environmental Information Awareness Capacity Building and Livelihood Programme (EIACP) as part of the entrepreneurial exposure visit. The highlight of the program was a presentation about the Environmental Information Awareness Capacity Building and Livelihood Programme (EIACP) and it's GSPD Course by Dr. Eugene Lamare, Programme Officer, EIAC and the session concluded with experience sharing from two PRIME entrepreneurs Phidalis Tado and Anisha Shylla.

EXTERNAL EVENTS



On **9th January 2026** Through the PRIME FOCUS Convergence, the Grassroots Empowerment Mission Society (GEMS) implemented the Bamboo Charcoal Manufacturing Project in Ri Bhoi District. Under this initiative, 16 bamboo charcoal manufacturing machines were distributed, resulting in the production of 8,181 kg of bamboo charcoal within a three-month period. The project aims at creating sustainable livelihood opportunities at the grassroot level.



On **26th January 2026** as part of the 76th Republic Day celebration, PRIME Meghalaya actively participated by setting up 15 stalls showcasing products from PRIME rural and urban entrepreneurs, including entrepreneurs from PRIME Hub Babadam. The stalls provided a valuable platform for market linkage, customer interaction, and on-ground sales, all of which witnessed encouraging responses from visitors.



On **29th January 2026** PRIME participated in the Ex-Servicemen Rally (ESM) at the Gorkha Training Centre (GTC), Happy Valley, with the objective of extending welfare support to Ex-Servicemen, Veer Naris, and their dependents. During the event, PRIME set up a stall to create awareness about PRIME initiatives and services, while also guiding walk-in participants on how they can benefit from various support programs.

On **21st March 2026** the "Tourism and Agri-Based Entrepreneurship Program" was organized by the E-Cell of William Nagar Government College with the objective of fostering entrepreneurial awareness and encouraging students to explore self-employment opportunities. The program featured five resource persons who shared valuable knowledge, practical insights, and real-life experiences from their respective fields. The program was attended by approximately 70-80 students. The program was highly informative and motivating, inspiring participants to consider entrepreneurship as a promising and sustainable career option.



On **9th February 2026** PRIME Meghalaya participated at the 8isONE Festival, 10 dedicated stalls spotlight key local sectors, including handloom, food processing, and handicrafts of our region. This presence provided a direct marketplace for local artisans and entrepreneurs to showcase indigenous craftsmanship and sustainable products to a wide audience.



TRAINING



On **14th January 2026** PRIME participated in the Frontier State Development Workshop, gaining valuable insights into the unique challenges and opportunities of the North Eastern frontier states. The workshop was organised by the Government of Sikkim in collaboration with NITI Aayog that focused on region-specific development strategies, sustainable growth, and improved coordination between the Centre and North Eastern states.



On **26th February 2026** a 2-Day Workshop for 15 PwD Entrepreneurs from the Garo Hills Region was inaugurated at Prime Hub Tura, West Garo Hills. The program began with a welcome address by Mr. Bryan Silkam R. Marak, Manager (Administration) and Mr. Dylan Syiem, Planning Officer, SRCDA, introducing the dignitaries and participants. The workshop aims to enhance business skills, promote self-reliance, and create sustainable livelihood opportunities for PwD entrepreneurs in the region.



On **26th and 27th of February 2026**, PRIME officials attended a two day training program on "Sevottam & Grievance Redressal" conducted by the Sevottam & Grievance Redressal Cell of the Meghalaya Administrative Training Institute. Sessions highlighted the importance of Citizen Centric Administration, Smart Governance and the Right To Information Act and a live demonstration into the Meghalaya State Public Service Delivery Commission (MSPSDC) Portal, Grievance Redressal through CPGRAMS. Other sessions included Behavioural Skills for Public Officials and the Meghalaya Right to Public Services Act 2020.

PRIME ENTREPRENEURS' JOURNEY TOWARDS ACHIEVEMENT

On **7th January 2026** Prevalency Syiem, owner of Ri & Last, opened her own boutique at Khweng, Ri Bhoi district. Her work focuses on handcrafted eri silk (Ryndia), indigenous designs and natural dyes, beautifully blending tradition with a modern touch.



On **14th February 2026** Marketing Wire Pvt. Ltd. (Cohort 1) was selected among the Top 12 startups for Digi SAPNE 2.0 an initiative by Atal Incubation Centre Sikkim Manipal University Technology Business Incubation Foundation in collaboration with PRIME Incubation (Digi SAPNE 2.0 is a Startup Acceleration Program for the North East supported by the Ministry of Electronics and Information Technology) The benefits of the program: Grant support up to ₹80 Lakhs, 4 month Intensive Growth Hack Program, Market Access Program, Mentorship from Industry Stalwarts, Investor Connect & Demo Day.



On **9th March 2026** Three entrepreneurs Matilda Shadap from Cohort 3 (West Jaintia Hills district), and Larimika Syrti (East Jaintia Hills district) and Jenyfa Suam (West Jaintia Hills district) from Cohort 4, received felicitation awards at the International Women's Day celebration organized by the Directorate of Social Welfare at Lok Bhavan, Shillong.



On **10th March 2026** PRIME Entrepreneur of the month, February 2026 was announced the winners are Paishkem Mylliemdah & Bravely John Khongthaw of Shalynten Ki Nongrep Society and Jennie K Sangma of Yovela's World; their journey inspires the growing community of entrepreneurs across the state.



On **26th March 2026** U_Matter Multipurpose Cooperative Society of Cohort 6 launched the 'You Matter Self-Care Collection' at PRIME Startup Hub in the presence of the PRIME team. At the core of the collection are two signature offerings: the You Matter Self-Care Journal and the You Matter Self-Care Kit. Each product has been purposefully designed to serve as both a practical tool and a gentle guide for personal well-being.

YOU CAN REACH US AT



+91 8787841885 | +91 8730994135 | +91 90778 26559 | 0364-2501407



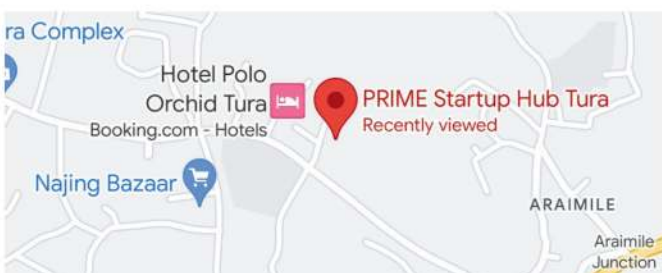
info@primemeghalaya.com



www.primemeghalaya.com



@primemeghalaya



Tourism Campus, Nazing Bazaar, Hotel Polo Orchid, opp. KV, Tura, Meghalaya-794101



Jawaharlal Nehru Stadium, Polo, Golf Links, Shillong, Meghalaya- 793001