

Government of Meghalaya

PRIME Meghalaya (Promotion and Incubation of Market-driven Enterprises)

Citizen's Charter

Department: Planning, Investment Promotion & Sustainable Development Department

Programme: PRIME Meghalaya (Promotion and Incubation of Market-driven Enterprises)

Implementing Partners: Meghalaya Institute of Entrepreneurship (MIE) and Indian Institute of Management Calcutta Innovation Park (IIMCIP), Kolkata.

1. Vision

To create a vibrant entrepreneurial ecosystem in Meghalaya by enabling citizens to establish sustainable enterprises, generate employment, and contribute to inclusive economic growth.

2. Mission

- Promote entrepreneurship through incubation, funding, training, and market access.
- Provide structured support services for startups, enterprises, and self-employed individuals.
- Strengthen institutional support systems through PRIME hubs, incubation centres, and partner institutions.

3. Service Delivery Standards

<u>Service Area</u>	<u>Standard</u>
Transparency	Clear guidelines and eligibility criteria publicly available
Timeliness	Applications processed within defined timelines
Accessibility	Online portal and PRIME Hubs available
Responsiveness	Queries and grievances addressed promptly

4. PRIME Officials

Sl. No	Name	Designation
1	Dr. Vijay Kumar D, IAS	CEO, MBMA
2	Smt. Isawanda Laloo, IAS	State Nodal Officer Startup India
3	Smt. Saloni Verma, IAS	Executive Director, MBMA
4	Shri. D. D. Shira, IAS	Director, MIE
5	Shri. Augustus Suting	General Manager, MBMA
6	Smti. Lakshmi Rao	Advisor
7	Shri. Keningstar Nongrum	Manager (Administration)
8	Smt. Jacqueline Audrey Swer	AVP (Incubation & Acceleration)
9	Smt. Minha Riyaz Khan	Project Lead (PRIME Rural)
10	Shri. Nathaniel Kharkongor	Sr. Manager (CM Elevate, ACIC, Academia, Intra - MBMA Convergence & Pre-Incubation)
11	Shri. Iaidon Rumnong	Sr. Manager (Funding)
12	Smt. Pdianghunlin Chyne	Sr. Manager (Media & Comms)
13	Shri. Jefferson Rani	Manager (Partnerships)
14	Smt. Streamlet Sohtun	Asst. Manager (Business Facilitation)
15	Smt. Vareena Elaine Rymmai	Asst. Manager (Monitoring and Evaluation)

5. Grievance Redressal Mechanism

Level	Officer Responsible	Timeline for Response
Level 1	PGRO, PRIME	Within 14 working days
Level 2	Executive Director, MBMA	Within 14 working days
Level 3	Chief Executive Officer, MBMA	Within 30 working days

6. Core Services Offered

Sl. No	Service	Vertical	Documents Required	Service Delivery Timeline	Contact Details
1	Registration of Entrepreneurs under PRIME (PRIME ID)	Funding	ID Proof, Business Details	7 working Days	+91 70859 20363
2	Entrepreneurship Training, Skill Training, & Capacity Building	Business Facilitation / PRIME Rural/	ID Proof, Business Details	As per programme schedule	+91 97740 35357 / +91 78274 96571
3	Business Registration and Legal compliances	Business Facilitation / PRIME Rural	ID Proof, Business Details	As per the stipulated time	+91 97740 35357 / +91 78274 96571
4	PRIME Digital Service Provider Platform (DSPP)	Business Facilitation	Any Government ID, Self Declaration Signed by Rangbah Shnong, Experience Certificate (if Any)	As per the stipulated time	+91 97740 35357
5	Block Level Requirements	Academia	As Required	As per the stipulated time	+91 93833 61617
6	Writing of Business Proposals for societies	CIP Program	As Required	90 - 120 days	+91 93833 61617
7	Evaluation of Business Proposals	Funding	Business Proposal / DPR	3 working Days	+91 70859 20363
8	Academic Support	Academia	1- E-Cell- Proposal (Letter) & MoU.	As per the stipulated time	+91 93833 61617
9	Pre Incubation	Academic	As Required	6 months	+91 93833 61617
10	Incubation Program	Incubation	As listed on the Website	9 months	+91 87947 22802
11	Acceleration Program	Acceleration	As Required	6 months	+91 87947 22802
12	Financial Assistance & Grant Processing	Funding / PRIME Rural	DPR, Pitch Deck, Bank Documents	120 working days	+91 70859 20363 / +91 78274 96571

13	CM-ELEVATE Program	CM-ELEVATE	Business/Enterprise Details /Meghalaya-One Portal	Scheme specific	+91 93833 61617
14	External investment - Financial linkages	Partnerships	As Required	7 working Days	+91 98566 29944
15	Machinery & Technology linkages	Partnerships / Business Facilitation / PRIME Rural	As Required	7 working Days	+91 97740 35357 / +91 98566 29944 / +91 78274 96571
16	Branding & Packaging Support	Business Facilitation / Partnerships / PRIME Rural	Product / Business Profile	As per the stipulated time	+91 97740 35357 / +91 98566 29944 / +91 78274 96571
17	Market Linkage	Partnerships / PRIME Rural / Business Facilitation	Product/Business Profile	As per the stipulated time	+91 97740 35357 / +91 98566 29944 / +91 78274 96571
18	Mentorship Support	Partnerships	Business Profile	7 working Days	+91 98566 29944
19	Co-working Space & Dedicated Entrepreneur's Room	Admin	Application, ID Proof, Business Details	7 working days (On Availability)	+91 84130 05979
20	Entrepreneur of the Month (EOTM)	Business Facilitation	Any Govt ID, Product/Service Picture, (online Application)	As per the stipulated time	+91 97740 35357
21	Internship	Admin	Recommendation Letter from the Institution.	30days and above	+91 84130 05979
22	Sponsorship	Admin	Proposal From the concern stakeholder	7 days to 30days and above	+91 84130 05979
23	Grievance Redressal	M&E	Written description of the issue, personal identification/contact details, and supporting evidence	30 working days	+91 90778 26559 / +91 70053 73086

7. Rights of Citizens

- Receive fair and transparent access to PRIME services.
- Obtain information on schemes, eligibility, and processes.
- Receive services within stipulated timelines.
- Submit grievances and receive responses within defined timelines.

8. Responsibilities of Citizens

- Provide accurate and complete information in applications.
- Submit required documents for processing of services.
- Follow guidelines and procedures of the programme.
- Utilize financial assistance and support services responsibly.

9. Commitment to Continuous Improvement

PRIME Meghalaya is committed to strengthening entrepreneurship support services across the state, enhancing transparency, accountability, and efficiency, and using monitoring and evaluation systems to improve programme impact.

10. Contact Information

- Shillong | PRIME Startup Hub Shillong, Jawaharlal Nehru Stadium, Polo, Golf Links, Shillong 793001, Meghalaya
- Tura | PRIME Startup Hub Tura, Food Crafts Institute (FCI), Najing Bazaar (Tourism Campus), Tura 794101, Meghalaya
- Nongpoh | PRIME Startup Hub Tura, Nongpoh Downgate Opposite Office of the Sub Divisional School Education Officer, Near Rani Motor showroom Nongpoh, 793102, Meghalaya

Website: <https://www.primemeghalaya.com>

Email: info@primemeghalaya.com

Call us at:

- +91 90778 26559 (Khasi/Jaintia Hills/RiBhoi Helpline)
- +91 81318 05897 (Garo Hills Helpline)