



NEWSLETTER

JANUARY - APRIL, 2022



Our Services:

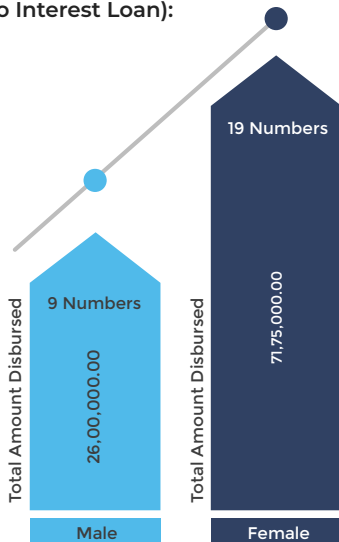
- Various Entrepreneurship & Technical Trainings, Exposure Visits
- Funding & DPR making support
- Legal & marketing support Market Linkage
- Free office & co-working space
- Incubation for revenue stage entrepreneurs
- Pre incubation for idea stage entrepreneurs

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).

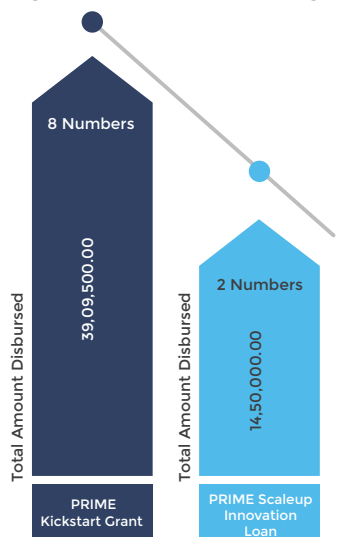
PRIME QUARTERLY ACTIVITIES 2022 (JANUARY-APRIL, 2022)

FUNDING ASSISTANCE:

1. Funding for Food Processing Entrepreneurs (Zero Interest Loan):



2. Funding for Non-Food Processing Entrepreneurs



FUNDING PROGRAMME:



24th March, 2022 – Myllem Block



25th March, 2022- Rongram Block

PRIME Meghalaya Team participated in the Financial literacy awareness programs held in East Khasi Hills at EFC Myllem on the 24th of March, 2022 and West Garo Hills at Rongram block on the 25th of March, 2022 whereby topics related to banking and funding were discussed.

TRAININGS:

18th January 2022 – *Basics of Social Media & Role of Content in Digital Spaces for Branding*
PRIME conducted a session whereby Social Media Specialist of PRIME, Miss Anurekha Chakraborty trained the entrepreneurs on how to use Social Media as a platform to market their products online.

25th February 2022 – *Step-by-step guide on how to register for the National Startup Awards 2022*
A virtual workshop was conducted for the entrepreneurs to gain an insight of the many processes required to be followed in order to complete the registration. The entrepreneurs were taught on how to register their business as Pvt/Ltd/OPC.

15th- 17th March, 2022 – *Office Procedure Training*
A virtual workshop was conducted for the entrepreneurs to gain an insight of the many processes required to be followed in order to complete the registration. The entrepreneurs were taught on how to register their business as Pvt/Ltd/OPC.

21st March, 2022 – *The Meta Business Coach Training*
PRIME Meghalaya in collaboration with Meta and Impulse NGO Network conducted a virtual workshop to educate entrepreneurs of the different social media tools that can be used to promote and market their products online.

PRIME'S VISIT

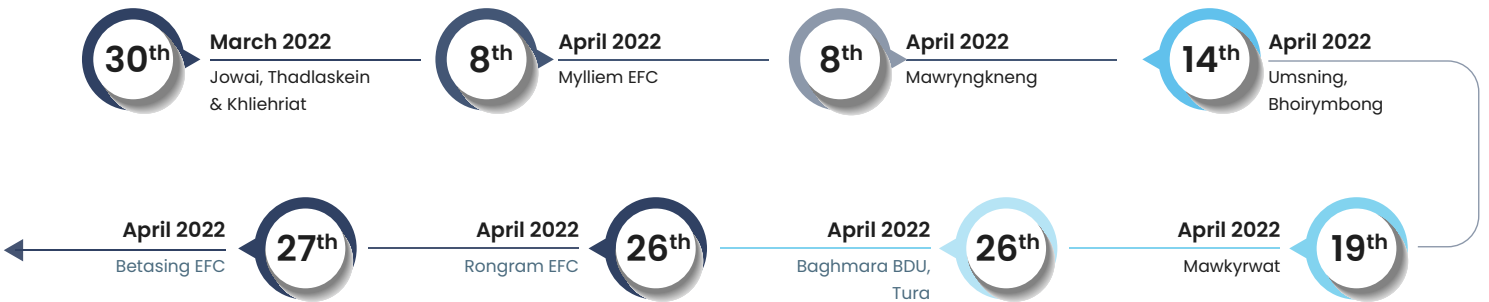
10th February 2022 - *Trailblazer Lab in Sohrarim, EKH, Meghalaya*

Trailblazer centre is an initiative by the Government of Meghalaya with an aim to provide technological support to the local community, especially the youth, women, children and school drop-outs, wherein they can visit the centre for research purposes.



Diagnostic visit:

The PRIME team visited various blocks to meet up with potential Nano entrepreneurs of the community selected by FOCUS Meghalaya. The aim of the visit is to choose a few potential entrepreneurs to be supported under PRIME Meghalaya.



ACADEMIC OUTREACH:



7th March 2022 – Loyola College, Williamnagar, Garo Hills- The Heads of PRIME visited Loyola College to discuss on entrepreneurship development in the institute.



19th April 2022 – Sngap Syiem College- The PRIME team visited Sngap Syiem College to discuss on promotion of entrepreneurship and implementation of an entrepreneurship cell in the school.



8th March 2022 – North Eastern Hill University, Tura, West Garo Hills – The Heads of PRIME along with the Bionest Incubation Team of the university had a detailed discussion on the promotion of entrepreneurship in the campus.

EXTERNAL PROGRAMMES

8th March 2022

PRIME's 4 years of accomplishment within the MDA Government. To mark the achievements and progress of the MDA government, a film was made depicting the interventions and initiatives taken up by the government. PRIME Meghalaya was one of the Programs highlighted in the film on how it has benefitted the State as a whole in making entrepreneurship a preferred career choice for the youth and the people of the State through a holistic approach which therefore gave a platform for the entrepreneurs in shaping and excelling in their business.



23rd March 2022

PRIME Meghalaya participated in the Haat Bazaar whereby entrepreneurs' stall were set up at the Haat Bazaar held in U-Soso-Tham Auditorium, State Central Library.



14th April 2022

United States Consul General, Melinda Pavek visited PRIME start Hub Shillong to discuss on entrepreneurship in the North Eastern Region.

PRIME EVENTS (JANUARY – APRIL, 2022)

8th February 2022- *How to become an entrepreneur with Smti. Dasumarlin Majaw & Shri. H. K. Borah.*

Smti. Dasumarlin Majaw, founder of Smoky Falls Tribe Coffee & Shri. H. K. Borah, mentor from IIMCIP respectively gave their insights on attributes of a successful entrepreneur. Smti. D. Majaw shared her experiences as a budding entrepreneur back in the day and how she overcame hurdles to become the entrepreneur that she is today. Shri. H. K. Borah on the other hand gave a mass mentoring session on different strategies essential in the entrepreneurship ecosystem. The participants were actively engaged where they raised many questions and discussed many issues within the state regarding entrepreneurship.



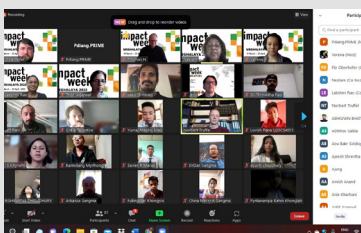
1st March 2022- *Launch of Eri-Weave*

Kong laishah Rymbai in collaboration with PRIME Meghalaya, launched the brand "Eri Weave"- A hand woven silk at PRIME Hub, J.N. Stadium, Polo, Shillong on the 1st of March, 2022.

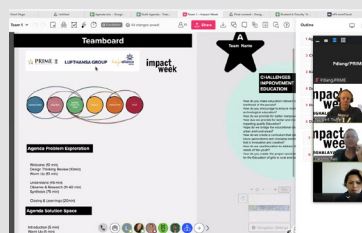
Kong laishah Rymbai, the founder of Eri Weave is one of the Top-50 Entrepreneurs of PRIME Cohort 2.0 and the Startup Eri Weave is incubated at PRIME for the period of 2021-2022. Through her venture, Smti. I, Rymbai was able to employ 100 women to assist in weaving of the indigenous fabric – Ryndia. Smti. I. Rymbai's vision is to empower more women through her Start-up.

PRIME x Lufthansa/Help-Alliance-Impact Week-Design Thinking

PRIME in partnership with the German Airline Lufthansa and its NGO-arm Help Alliance hosted the Impact Week Meghalaya 2022 in order to enable academic institutes in the state to develop entrepreneurial mindsets in their students based on the Design Thinking methodology.



19th March 2022 – Virtual Introductory Session – Lufthansa/Help-Alliance Impact Week



2nd April 2022- Virtual Session – Lufthansa/Help-Alliance Impact Week - Train The Trainer



9th April 2022- Lufthansa/Help-Alliance Impact Week (Onsite session & Workshop)- Design Thinking



23rd April 2022- Lufthansa/Help-Alliance Impact Week (Onsite session & workshop)

31st March, 2022-

Launch of The Crust



The Crust, an extension of Pizza Barn, founded by Shri. Emisouwi Mihsil was launched by Shri. Jagdish Chelani, IAS, Executive Director, MBMA at PRIME Start Up Hub Shillong. While the former deals in pizza baked in the traditional clay oven with indigenous toppings, the latter deals with unique continental toppings. The founder of both the Start-Ups is an entrepreneur incubated under PRIME Meghalaya belonging to the 2nd Cohort. His vision is to create employment in the region and to further expand his business to other regions of the State.

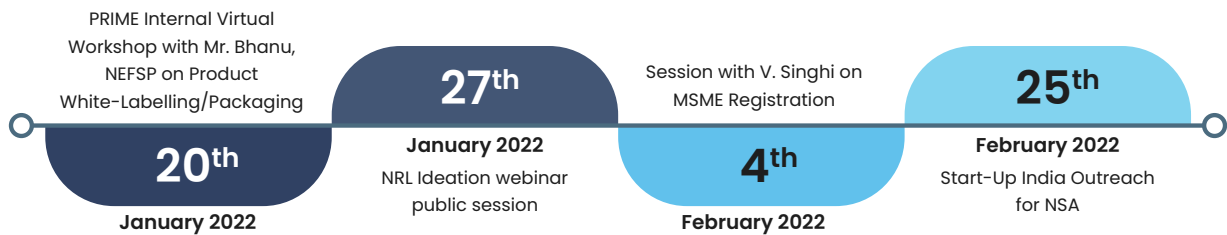
7th & 8th April, 2022

3rd Bootcamp-GO-TO-MARKET STRATEGY

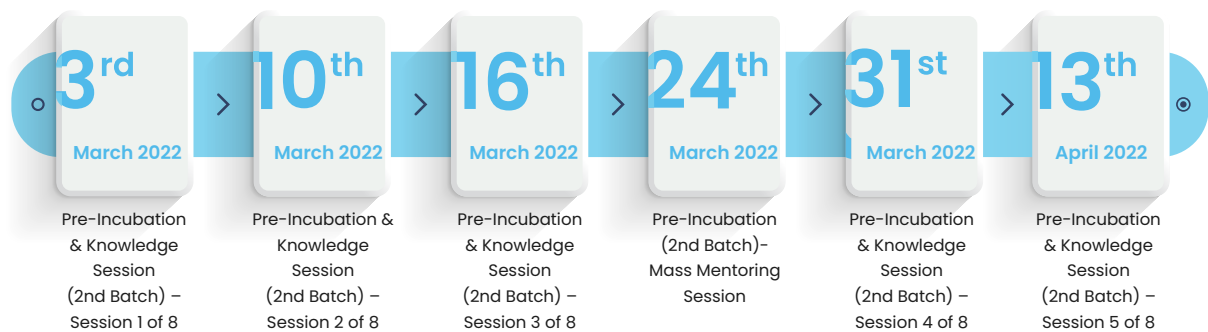


PRIME Meghalaya hosted the 3rd Bootcamp for Cohort 2.0, which was segregated into a two-day program i.e., on the 7th and 8th of April, 2022 at PRIME Hub, Shillong. Cohort 2.0 PRIME entrepreneurs from Meghalaya attended the Third Bootcamp whereby Shri Kaustav Majumdar was the resource and the key topic is "Go To Market". The session started with a round of introduction about the entrepreneurs and a brief summary about their businesses. The participants were divided into groups whereby each group were required to create a presentation of their 'Marketing Plan'. The session ended with a highly interactive Question and Answer round.

OTHER VIRTUAL PROGRAMMES



PRE-INCUBATION



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