



**PRIME**  
MEGHALAYA



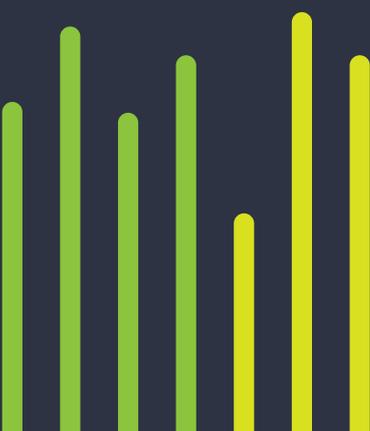
*A Government of Meghalaya Initiative*

# TRANSFORMING MEGHALAYA

**ONE ENTREPRENEUR AT A TIME**

**PRIME** Promotion & Incubation  
of Market Driven Enterprises

PRIME Startup Hub  
Yearly Report  
**2021 | 2022**



FROM THE  
**CHIEF**  
**MINISTER'S**  
**DESK**



**Shri Conrad Konkai Sangma**  
Hon'ble Chief Minister,  
Government of Meghalaya

*I am proud of the impact that PRIME Meghalaya has had on various startups and enterprises in the past two years of its existence. It has greatly brought about change in the entrepreneurship ecosystem in the state. The Chief Minister's E-Championship Challenge under PRIME is a platform for entrepreneurs to bring forth their ideas and skills in solving existing social issues. Entrepreneurs from various fields and backgrounds practising different entrepreneurial trades have been supported through the PRIME programme.*

*Through PRIME, entrepreneurs are able to come forward with their problems with the assurance that a body dedicated to enterprises exists and can help them with entrepreneurial problem solving. Besides the CMECC, entrepreneurs from in and around Meghalaya are supported through Loans & Grants. PRIME in tandem with other government organisations also conduct various funding awareness programmes in various EFCs so as to reach out to rural entrepreneurs and to brief them on the three funding options available under PRIME.*

*I am also happy to learn that various training sessions and workshops are also held by PRIME at the PRIME Startup Hubs, both in Shillong and Tura in collaboration with various expert agencies with the aim to educate the entrepreneurs on the advanced entrepreneurial techniques and trends that are followed in other regions of the country. These sessions and workshops are offered to the entrepreneurs at zero cost. I hope that the entrepreneurs take these opportunities and make the best use in improving their strategy towards a better and stronger entrepreneurship ecosystem. Incubated entrepreneurs are also connected to experts and mentors from IIM-CIP who help the entrepreneurs shape their businesses. Other entrepreneurs who are not incubated under PRIME can apply for the Pre-Incubation sessions which are held batch-wise in tandem with the mentors/officials of IIM-CIP, thereby giving the non-incubated or aspiring entrepreneurs a chance to also build and refine their businesses.*

*PRIME also has given a national as well as a global platform to the state entrepreneurs by selecting entrepreneurs from time to time to represent the state and the country respectively in various exhibitions which gives the entrepreneurs a chance to interact with other fellow entrepreneurs from in and around the country and the globe.*

*Till date, PRIME has supported about 3090 entrepreneurs/ beneficiaries. In the month of July 2022, Meghalaya was awarded the Best Performer title in the States' Startup Ranking 2021 by the Ministry of Commerce & Industries, Government of India. This was indeed a proud moment for Meghalaya and I thank PRIME Meghalaya for their continuous efforts to put Meghalaya in the entrepreneurial map.*



**Dr. Vijay Kumar D, IAS,**

Commissioner and Secretary to the Government of  
Meghalaya,  
Department of Planning, Finance, etc.

*Firstly, I would like to express my gratitude to the honourable Chief Minister of Meghalaya, Shri. Conrad K. Sangma for bringing about an impactful change in the state with regards to entrepreneurship by introducing PRIME to the aspiring entrepreneurs of Meghalaya three years ago. With the emergence of PRIME, the entrepreneurs have a body solely dedicated to entrepreneurship and are able to come forward with their ideas as well as problems with the assurance that they will be presented with solutions.*

*Secondly, I would like to thank Shri. Jagdish Chelani, IAS, Executive Director, MBMA (November 2021 - August 2022) for his role as a leader in guiding and working through various programmes and activities undertaken by PRIME during his tenure. I also take this opportunity to wish the current Executive Director, MBMA, Shri. Shivansh Awasthi, IAS the very best as he leads PRIME to more opportunities in developing a stable and strong entrepreneurship ecosystem in the state.*

*Thirdly, I would like to thank Shri, D. D. Shira for leading the team at PRIME Startup Hub, Tura and for his vital role and support in the process of moulding and shaping the structure of the hub during its nascent stage. I would also like to thank Shri. Flo Oberhofer, Program Head, PRIME for assuring that the roles and functions of PRIME are being carried out daily and that the entrepreneurs are assisted in any possible way.*

*Fourthly, I would like to thank all officials and staff of the Planning Department, Government of Meghalaya for their relentless efforts and for closely working with PRIME in formulating strategies in order to improve the approaches towards entrepreneurship.*

*Fifthly, I would like to thank the North East Small Finance Bank (NESFB) for their immense cooperation in working closely with PRIME and their due diligence in disbursing funds to selected entrepreneurs in need of scaling up or improving their businesses.*

*Sixthly, I would like to thank IIM-CIP (Indian Institute of Management - Calcutta Innovation Park), knowledge partner to PRIME for their active role in the vast incubation processes and for continuously supporting all programmes under the programme.*

*Lastly, I would like to thank the entire team at PRIME Meghalaya for their relentless efforts in making the PRIME programme a success. I encourage each member to continue working with passion towards entrepreneurship and in making PRIME a household name.*



**Shri. Shivansh Awasthi,**  
I.A.S., Executive Director,  
Meghalaya Basin Management  
Agency

“First and foremost, I would like to convey my gratitude to the honourable Chief Minister of Meghalaya - Shri. Conrad K. Sangma for introducing PRIME Meghalaya to the youth and aspiring entrepreneurs of the state three years ago. I think it is wonderful that I am part of an initiative that is creating such a positive impact on the lives of local entrepreneurs. PRIME Meghalaya has been that ray of hope to the otherwise discouraged youth who are struggling to find a job. PRIME Meghalaya, an initiative solely dedicated to the promotion of entrepreneurship ecosystem in the state has various support options that entrepreneurs can choose from - funding, market linkage, mentorship, free-of-cost workshops (virtually and physically), exposure to national as well as global platforms, etc. The PRIME Startup Hubs - each in Shillong and Tura are open to all entrepreneurs who have various entrepreneurship related queries. The team at PRIME will help answer each question and help solve problems. To conclude, I encourage the team at PRIME to continue with their efforts in the development of innovative enterprises in Meghalaya.”



**Shri. Dikki Shira,**  
M.C.S., Director,  
Meghalaya Institute of  
Entrepreneurship (M.I.E.)

“I am elated to witness PRIME Meghalaya rise to prominence over the past two years. I am grateful to the honourable Chief Minister of Meghalaya, Shri. Conrad K. Sangma for his important contribution towards entrepreneurship development in the State. These past three years have witnessed an immense growth of both rural and urban entrepreneurs where they have been exposed to both national and global platforms. As we move forward towards an even better future to entrepreneurs, I would like to encourage the team at PRIME Meghalaya to continue their wonderful contribution in building a strong enterprise ecosystem in the state.”



**Dr. Subhrangshu Sanyal,**  
C.E.O., IIM Calcutta  
Innovation Park (IIMCIP)

“The Government of Meghalaya under the leadership of the honourable Chief Minister, in association with IIM-CIP conceptualised PRIME Meghalaya to promote a culture of entrepreneurship, develop a stable entrepreneurship ecosystem and to create a nurturing ecosystem for all entrepreneurs and youth of the state. Over the past three years, with the strong commitment from the Government of Meghalaya and dedication of all departments concerned, PRIME not only established itself as the key enabler of entrepreneurship in Meghalaya, but also received national recognition as a role model for many other states in the entrepreneurship development space due to its innovative approach and support model. I believe that in the coming years PRIME will emerge as the key driving force behind the socio-economic development in Meghalaya and I wish the entire team of PRIME Meghalaya ‘All the very best!’”

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# About Prime

The Promotion and Incubation of Market-Driven Enterprises (PRIME) program inaugurated by the Honorable Chief Minister of Meghalaya Conrad K. Sangma in January 2020 seeks to create and promote a robust entrepreneurial ecosystem in the state. Aspiring entrepreneurs, start-ups, and early-stage enterprises are nurtured to translate their innovative ideas into business and sustain them in the long run by providing a host of support mechanisms.

The PRIME program, initiated by the Government of Meghalaya, is working towards implementing the initiatives outlined in the Meghalaya Startup Policy. PRIME aims to make entrepreneurship a preferred career choice for the youth of the State through the creation of a dynamic and collaborative ecosystem that enables easy availability of credit, relevant technology, skilling and mentoring support and access to high leverage markets.



## PRIME's Vision

To make entrepreneurship a preferred career choice for the youth of the State through the creation of a dynamic and collaborative ecosystem that enables easy availability of credit, relevant technology, skilling and mentoring support, and access to high leverage markets.



## PRIME's Mission

To provide systematic and targeted support to existing and aspiring entrepreneurs through a network of PRIME Startup Hubs that are one-stop-shops for all entrepreneurs in the state.



## Prime Partners

For the implementation and execution of the PRIME Entrepreneurship Program, the Government of Meghalaya has partnered with institutions like the Meghalaya Basin Management Authority (MBMA), the Meghalaya Institute of Entrepreneurship (MIE), and IIM Calcutta Innovation Park (IIMCIP) as the nodal knowledge and capacity building partners for enterprise development.



**Meghalaya Basin Management Authority (MBMA)**, an implementation partner of PRIME, is a not-for-profit company incorporated under the Planning Department of the Government of Meghalaya, engaged in the implementation of specialized development projects focused on the enhancement of natural resource management, access to finance, livelihood development, enterprise promotion, market linkage, and knowledge services.



**Meghalaya Institute of Entrepreneurship (MIE)**, an implementation partner of PRIME, is positioned to be the Nodal institution in the State for facilitating rapid economic transformation through entrepreneurship education and promotion of micro-enterprises involving the youth, women, and other critical target groups in the State. MIE strives to be amongst the very best in the area of entrepreneurship creation and promotion, innovation and application of skills, technologies and harnessing the rich potential of promising sub-sectors with a clearly defined focus on apiculture, agriculture, horticulture, floriculture, pisciculture, aromatic and medicinal plantations, animal husbandry, non-farm enterprises and more.



**IIM Calcutta Innovation Park (IIMCIP)**, is serving as the knowledge partner for the implementation of incubation activities at PRIME Start-up Hubs Meghalaya. IIMCIP is a Technology Business Incubator (TBI) supported by the Department of Science and Technology, Government of India, and is not for profit (Section 8) company formed under the aegis of the Indian Institute of Management Calcutta and is one of the thought-leaders on Social Entrepreneurship in India. Besides being an Incubator with a deep focus on Social Entrepreneurship, IIMCIP is currently supporting multiple State Governments (e.g., Assam, Mizoram, Meghalaya, and Arunachal Pradesh) in implementing their state-wide entrepreneurship development programs involving thousands of youths.

# PRIME STARTUP HUBS

At the core of PRIME are the PRIME Startup Hubs, which are incubation centers where promising entrepreneurs are supported to grow their businesses and create many livelihoods in the State. In these vibrant spaces, the entrepreneurs of Meghalaya are offered a shared space where they can avail office and co-working space, attend knowledge sessions, workshops, and training, and get support from the PRIME team regarding various challenges and requirements that they have. The hubs are dedicated co-working spaces where entrepreneurs can nurture, develop, and expand their business while participating in workshops, seminars, and other skill development programs frequently conducted in the hub. Currently there are two PRIME Startup Hubs in Shillong and Tura with a third hub under construction in Jowai. The vision is to have one PRIME Startup Hub in every district.



**The PRIME Startup Hub in Shillong** covers 9,500 square feet and has dedicated office spaces for the entrepreneurs, each having six seating capacity. The common Co-Working Space has a seating capacity of 30. The hub also includes a spacious reception area, a few meeting rooms, and a vibrant recreational cafeteria.



**The PRIME Startup Hub in Tura** covers 3,200 square feet, having open spaces and comfortable layouts for the entrepreneurs and the team. The hub provides a vibrant, spacious, air-conditioned co-working space with computer systems for a seating capacity of 50, along with a separate meeting room. The video conference room and learning center have a seating capacity of 30.

# Meghalaya wins Best Performer Award in the State Start-up India Ranking 2021



The Startup India is a flagship initiative of Invest India under the Department for Industrial Policy and Promotion (DPIIT), Ministry of Commerce and Industry, Government of India.

The States' Startup Ranking Framework was conceived by the Government of India in 2018 under the dynamic leadership of Hon'ble Prime Minister Shri Narendra Modi. With its focus on India's vision of cooperative federalism, the initiative works towards strengthening the support of States and UTs to holistically build the Indian Startup Ecosystem. The third edition of the

exercise was launched in 2020 and has now been completed with the active participation of 31 States and Union Territories.

After the successful completion of a rigorous evaluation process, Shri Piyush Goyal, Hon'ble Minister of Commerce & Industry, Consumer Affairs, Food & Public Distribution and Textiles announced the results of 3rd edition of the States' Startup Ranking 2021 on 4<sup>th</sup> July 2022 at an event held at The Ashok, New Delhi.

Meghalaya alongside Gujarat & Karnataka was awarded the BEST PERFORMER title in the States Start-up Ranking 2021 compiled by the Department for Promotion of Industry & Internal Trade (DPIIT). Chief Executive Officer M.B.M.A., Dr. Vijay Kumar, I.A.S., Shri. Valentine, Shri Aiban Swer, Director, M.B.M.A., Shri Dikki D. Shira, Director, M.I.E, Shri Meban from Industries and Mr. Flo Oberhofer, Program Head, PRIME, I.I.M.C.I.P. attended the Program to receive the award.

In order to celebrate this great achievement on the 12<sup>th</sup> of July 2022, PRIME Meghalaya conducted a small programme in the presence of our Honorable Chief Minister, Shri. Conrad K. Sangma under whose leadership, the PRIME programme was formed. The entrepreneurs of Meghalaya played a vital role in this grand success by consistently pursuing their entrepreneurial goals which the Government of Meghalaya try in every best way possible to support from time to time.

The Chief Executive Officer, Dr. Vijay Kumar, I.A.S. and Executive Director, M.B.M.A., Shri. Jagdish Chelani, IAS officially handed the award to the Honorable Chief Ministers. During this programme, interactions were held between the Honorable Chief Minister and the entrepreneurs on how the State Government can further support their initiatives. The Honorable Chief Minister stated that under the PRIME Entrepreneurship Development Program, the Kickstart Grant and Interest Free Loans will be doubled from Rs. 5 Lakhs to Rs. 10 Lakhs and Rs. 25 Lakhs to Rs. 50 Lakhs respectively.

Honorable Chief Minister, Shri. Conrad K. Sangma states, *“The change in the mindset that we are trying to create out here is the change of the mindset for entrepreneurship. A lot of people are scared to take that risk, a lot of people are always looking for safer grounds, and changing their mindset is very difficult. What PRIME has achieved in the last 4 years, is not about the success stories of individual entrepreneurs but the change in the mindset of people to take calculative risk, to think differently, to be innovative & to follow their passion and dreams and come up successful. This is only the beginning. Together with the entrepreneurs, we will continue to develop an entrepreneurship ecosystem in Meghalaya.”*



# CHIEF MINISTER'S E-CHAMPIONSHIP CHALLENGE & PRIME INCUBATION

The flagship initiative behind PRIME is the Chief Minister's E-Champion Challenge and the PRIME Incubation program which is in its third edition in 2022. It is a state-wide, recurring annual event through which the most promising entrepreneurs are selected in a rigorous process of pitching in front of industry experts, successful entrepreneurs, government officials and academic leaders. During the 3rd edition PRIME is specifically looking for entrepreneurs with an ongoing business in terms of first revenues or first customer traction.

A cohort of 50 entrepreneurs is selected to join the dedicated and structured 9-month intensive PRIME Incubation Program, under which they will receive the following benefits:

- 1 Business Support Grant** - Grant will be awarded up to Rs. 1 Lakh for the TOP25 and up to Rs. 50,000 for the TOP50 entrepreneurs.
- 2 Dedicated Mentoring** - One-on-one mentoring with seasoned industry experts & professionals to handhold and guide the entrepreneur throughout their journey.
- 3 Capacity Building** - Regular boot camps, training, exposure visits, and workshops on entrepreneurial development to build a sustainable and growth-oriented business.
- 4 Access to further Funding** - Offers an array of funding opportunities available under PRIME (Grants/Loans/Schemes/Venture Capital etc.)
- 5 Access to Markets** - Connect to buyers in and outside Meghalaya.
- 6 Free Co-Working Space** - Incubatees are offered free co-working space at the PRIME Startup Hubs across the state.
- 7 Help with Packaging, Marketing, and Branding** - Assistance with various services from logo designing, website making, accounting, and branding to legal advice on establishing a company.
- 8 Networking** - Strong visibility in local and national media outlets as well as social media channels.

## Main Objectives of Chief Minister's E-Championship Challenge:

- 1** Promote the spirit of entrepreneurship and enterprise ecosystem in the State of Meghalaya
- 2** Identify promising business ideas and ventures through a fair, transparent, and rigorous selection process.
- 3** Encourage and support people to avail growing entrepreneurship opportunities.
- 4** Provide a state-wide platform for individuals and groups to think entrepreneurially while enabling them to realize their entrepreneurial ambitions
- 5** Highlight and showcase existing and emerging entrepreneurs
- 6** Provide recognition, rewards, and a range of support mechanisms for maturing business ideas.

## CHIEF MINISTER'S E-CHAMPIONSHIP CHALLENGE 3.0

The Chief Minister's E-Championship Challenge 3.0 was launched on the 15<sup>th</sup> of August, 2022 and the Top 100 selected entrepreneurs were announced on the 13<sup>th</sup> of October, 2022. This is the first step of selecting Meghalaya's most promising entrepreneurs of the State.

The selected TOP 100 Entrepreneurs were called to take part in a pitching round, where they were evaluated by a critical jury of successful entrepreneurs and industry experts. Thereafter, the TOP 50 Entrepreneurs were hand-picked from them.

The selected entrepreneurs will be onboarded in PRIME's incubation for a year where they will receive support from PRIME.

### TOP100 Entrepreneurs of 2022:

TOP 100	Startup Name	Entrepreneur Name	District
TOP100	Gracefully Handmade	Cheanchane S Marak	SGH
TOP100	John Manda Enterprise	Johnson M Sangma	WGH
TOP100	D. Rani Bamboo Furniture	Dimanwel Rani	EKH
TOP100	RANGKYNSAI SHABONG	Rangkynsai Shabong	EKH
TOP100	J. Kurkalang Handicraft	Jendrasing Kurkalang	EKH
TOP100	BN Resin Art	Nikse Sangma	EGH
TOP100	M/S K. WARSHONG SHOE FACTORY	Kellymon Warshong	EKH
TOP100	Charlie	Lyang B Sangma	WGH
TOP100	Wanilla D Sangma	Wanilla D Sangma	WGH
TOP100	CROASIS	Pyntngenlang Khongsit	EKH
TOP100	Hesting Lyngdoh. Candle Mega Brand	Hesting Lyngdoh	Ribhoi
TOP100	Umngap Lajong Food and Hney Processing Manad	Rusphulda Shylla	SWKH
TOP100	Shylla Handicrafts	Phoinlinda Shylla	Ri-bhoi
TOP100	Jakmatang Creation	Trebith Ch Momin	SGH

<b>TOP100</b>	The Chicken Wagon	Khraw Bor Bha Kharpuri	EKH
<b>TOP100</b>	Shangkai.in	Kerlang Khonglam	EKH
<b>TOP100</b>	Kalseng ch sangma	Kalseng Ch Sangma	SGH
<b>TOP100</b>	M/s Blan Handloom & Handi-craft	Blandina Rympeit	Ribhoi
<b>TOP100</b>	Tharina umsong	Tharina Umsong	EKH
<b>TOP100</b>	Remember Cane and Bamboo	Remember Matong	Ribhoi
<b>TOP100</b>	Matilda Shadap	Matilda Shadap	WJH
<b>TOP100</b>	Midnight Knot10	Trenchie R. Marak	WGH
<b>TOP100</b>	Vanilla beans processing	Manoj T Sangma	WGH
<b>TOP100</b>	Rollin A Sangma	Rollin A Sangma	EGH
<b>TOP100</b>	MARAK HANDICRAFT	Tiwar K Marak	NGH
<b>TOP100</b>	Rikgeo	Nieze Areng	EGH
<b>TOP100</b>	The wool and the Bi	Bidanchi M Sangma	EKH
<b>TOP100</b>	Reisen India	Albas Marak	NGH
<b>TOP 100</b>	KAWAYAN	Jayant Khemka	Ribhoi
<b>TOP100</b>	Roka Cane And Bamboo Works	Ronaldo Cazeo Marboh	Ribhoi
<b>TOP 100</b>	fynestudy	TFL Mawlong	EKH
<b>TOP100</b>	Runo Health Pvt Ltd	Siddharth Das	EKH
<b>TOP100</b>	Meraki	Triveni Agarwala	WGH
<b>TOP100</b>	Gilford pde	Gilford Pde	WJH
<b>TOP100</b>	Artsourced	Bryan Marak	WGH

TOP100	W&I packaging	Ivan Richie Umdor	EKH
TOP100	West Jaiñtia Hills Farmers Producer Company Ltd	Chanbor Rymbai	WJH
TOP100	Sara's Shillong	Sara Fedella Wahlang	EKH
TOP100	HQ Inspired	Bibhudutta Sahu	EKH
TOP100	Efieldstar Handicrafts and Bamboo Products	Efieldstar Ramsdam	EKH
TOP100	Clean & Live	Rijied Lyngdoh Nonglait	EKH
TOP100	SawaiomFresh Farm	Rudy E Kharmawphlang	EKH
TOP100	Escape to Meghalaya	Grace Marbaniang	EKH
TOP100	ColourduocustomArt	Spencer Sangma	WGH
TOP100	Sophia's taste	Jessica A Sangma	WGH
TOP100	ABepoxy Studio	Thranglihok Diengdoh	EKH
TOP100	La-i-jong	Ibashongdor S Warjri	Ribhoi
TOP100	Joshua Rayner Lyngdoh	Joshua Rayner lyngdoh	EKH
TOP100	Nongstoinkart	Everist Marngar	WKH
TOP100	Grenilla Ch Marak	Gremilla Ch Marak	WGH
TOP100	A'chik wood	Bikram Marak	NGH
TOP100	Daia Processing Unit	Trinity Saioo	EJH
TOP100	ZOLVERR (A step for better tomorrow)	Hubert Syndor	EKH
TOP100	Click Cafe	Francis Rabha Narzary	EKH
TOP100	Croasis Research Group	Bashisha Rynjah	EKH
TOP100	Lynti Rynghang	Lynti Rynghang	Ribhoi

TOP100	FEB's Areca-nature	Freddywell Wanshnong	WKH
TOP100	Ocxylus R Marak	ocxylus r Marak	NGH
TOP100	24degrees scented candles	Merisha Toi	EKH
TOP100	Kade_sil	Danchi Kadesil B .marak	WGH
TOP100	Agri Prod Retail	Amran Ch Marak	EGH
TOP100	The Mini Bazaar	Rudy D Marak	WGH
TOP100	aRTS Studio	Rupesh T Sangma	WGH
TOP100	Musitorium	Trady Singkam D Shira	WGH
TOP100	AT Candid Shoes	Andrina Thabah	EKH
TOP100	Tyngier Smokery	Roger Manners	EKH
TOP100	Dabi - Blockchain Solutions	W Khyriem	EKH
TOP100	Ri & Last	Prevalency Syiem	Ribhoi
TOP100	Minutiae	Moreno Gretachi R Marak	WGH
TOP100	Everest's Global	Everest Nongshli	EKH
TOP100	Tengsrang A Sangma	Tengsrang A Sangma	WGH
TOP100	Latic acid bacteria	Deminuendo Sangma	EGH
TOP100	Hideaway Cafe	Brandon Rynjah	EKH
TOP100	Diman Stone Carvings	Dimanstar Kharbani	WKH
TOP100	HANEI ENTERPRISE	Nancy Memory Kharsati	EKH
TOP100	SAIHON AGRO FARMS	chandame Laloo	Ribhoi
TOP100	Arka Kombucha	Teiskhem Lynrah	EKH

<b>TOP100</b>	Bsa Rta	Alim Pariat	WJH
<b>TOP100</b>	A.kakki	Arak M Sangma	WGH
<b>TOP100</b>	SORELLA	Triple Grace Mawlein	EKH
<b>TOP100</b>	Lezgrow	Welbornson Nongbri	EKH
<b>TOP100</b>	Scepticon IT Services Pvt Ltd	Avik Chakraborty	WGH
<b>TOP100</b>	Ella's Craft-A-Torium	Geraldine Ch Momin	WGH
<b>TOP100</b>	Labasa Creations	Euwanphylla Marbaniang	EKH
<b>TOP100</b>	RANTHESIS	Rananjoy Koch	SWGK
<b>TOP100</b>	Ramdeo Brooms- 'From the mountains of North-East India'.	Priyal Agarwalla	EKH
<b>TOP100</b>	Lyngwiar	Andrew Rupert Fancon	EKH
<b>TOP100</b>	PHL group entertainment	Lamborwell Wanniang	EKH
<b>TOP100</b>	Justman Synrem	Justman Synrem	EKH
<b>TOP100</b>	DM boutique by Dikkanchi Marak	Dikkanchi Marak	WGH
<b>TOP100</b>	Johny manda enterprise	Johny M Sangma	SGH
<b>TOP100</b>	Hazel Creations	Lamti Hazel Pohti	EKH
<b>TOP100</b>	Apsharai's Art	Apsharailang Mawthoh	EKH
<b>TOP100</b>	Wanderer	Tasha Wanme P. Marak	WGH
<b>TOP100</b>	Handloom Production	Udit C Rabha	WGH
<b>TOP100</b>	Next Level Recordings	Tengsuang Gabil	WGH
<b>TOP100</b>	NILLA	Tunilla M Sangma	EKH
<b>TOP100</b>	Georgees Designs	Tracey Sawian	EKH

<b>TOP100</b>	In One production	plnku M Sangma	EKH
<b>TOP100</b>	The Roots Shillong	Jordan Mynsong	EKH
<b>TOP100</b>	Countryspices	Margareth	EKH
<b>TOP100</b>	The Beginners Career Coaching	Subir Baruah	EKH
<b>TOP100</b>	Kynjai Bakery	Aloysius Khongwar	EKH
<b>TOP100</b>	still in the process	Carey Vana Rynjah	EKH
<b>TOP100</b>	Linna Dance and Fitness Academy	Dapalei Warjri	EKH
<b>TOP100</b>	Blue Print Creatives	Dipankar Sarkar	WGH
<b>TOP100</b>	Rocky.bamboo.arts	Rocky Kynter	EKH
<b>TOP100</b>	The voice box	Gena Silkame W Momin	WGH
<b>TOP100</b>	Merak Tours	Merak Tours	WGH
<b>TOP100</b>	GlobelWholsale	Mawshan	EKH
<b>TOP100</b>	Senoritha Food Product	Senoritha M Sangma	WGH

## TOP50 Entrepreneurs of 2022:

TOP 50	Start-up Name	Entrepreneur Name	Sector	District
Top25	A.kakki	Arak M Sangma	Handicrafts	WGH
Top25	Kalseng ch sangma	Kalseng Ch Sangma	Handicrafts	SGH
Top25	Daia Processing Unit	Trinity Saioo	Agriculture, Food, Dairy	EJH
Top25	Ella's Craft-A-Torium	Geraldine Ch Momin	Others	WGH
Top25	Wanderer	Tasha Wanme P. Marak	Handicrafts	WGH
Top25	CROASIS	Pyntngenlang Khongsit	Manufacturing	EKH
Top25	Agri Prod Retail	Amran Ch Marak	Agriculture, Food, Dairy	EGH
Top25	Blue Print Creatives	Dipankar Sarkar	Others	WGH
Top25	Merak Tours	Merak Tours	merakmegtour@gmail.com	WGH
Top25	ABepoxy Studio	Thranglihok Diengdoh	Handicrafts	EKH
Top25	Ri & Last	Prevalency Syiem	Handicrafts	Ribhoi
Top25	Wanilla D Sangma	Wanilla D Sangma	Agriculture, Food, Dairy	WGH
Top25	MARAK HANDICRAFT	Tiwar K Marak	Handicrafts	NGH

<b>Top25</b>	ZOLVERR (A STEP FOR BETTER TOMORROW)	Hubert Syndor	Waste Management	EKH
<b>Top25</b>	Jakmatang Creation	Trebith Ch Momin	Handicrafts	SGH
<b>Top25</b>	still in the process	Carey Vana Rynjah	Healthcare	EKH
<b>Top25</b>	Matilda Shadap	Matilda Shadap	Agriculture, Food, Dairy	WJH
<b>Top25</b>	Tyngier Smokery	Roger Manners	Agriculture, Food, Dairy	EKH
<b>Top25</b>	Reisen India	Albas Marak	Travel, Tourism, Hospitality	NGH
<b>Top25</b>	W&I packaging	Ivan Richie Umdor	Manufacturing	EKH
<b>Top25</b>	Sophia's taste	Jessica A Sangma	Agriculture, Food, Dairy	WGH
<b>Top25</b>	Minutiae	Moreno Gretachi R Marak	Agriculture, Food, Dairy	WGH
<b>Top25</b>	Click Cafe	Francis Rabha Narzary	Agriculture, Food, Dairy	EKH
<b>Top25</b>	A'chik wood	Bikram Marak	Handicrafts	NGH
<b>Top25</b>	Tengsrang A Sangma	Tengsrang A Sangma	Manufacturing	WGH
<b>Top25</b>	KAWAYAN	Jayant Khemka	Manufacturing	Ribhoi
<b>Top 50</b>	aRTS Studio	Rupesh T Sangma	Technology & Development	WGH
<b>Top 50</b>	SAIHON AGRO FARMS	chandame Laloo	Agriculture, Food, Dairy	Ribhoi

<b>Top 50</b>	BN Resin Art	Nikse Sangma	Handicrafts	EGH
<b>Top 50</b>	The Chicken Wagon	Khraw Bor Bha Kharpuri	Agriculture, Food, Dairy	EKH
<b>Top 50</b>	Hazel Creations	Lamti Hazel Pohti	Handicrafts	EKH
<b>Top 50</b>	Midnight Knot10	Trenchie R. Marak	Handicrafts	WGH
<b>Top 50</b>	Runo Health Pvt Ltd	Siddharth Das	Healthcare	EKH
<b>Top 50</b>	Arka Kombucha	Teiskhem Lynrah	Agriculture, Food, Dairy	EKH
<b>Top 50</b>	Gracefully Handmade	Cheanchane S Marak	Handicrafts	SGH
<b>Top 50</b>	Senoritha Food Product	Senoritha M Sangma	Agriculture, Food, Dairy	WGH
<b>Top 50</b>	ColourduocustomArt	Spencer Sangma	Manufacturing	WGH
<b>Top 50</b>	Everest's Global	Everest Nongshli	Handicrafts	EKH
<b>Top 50</b>	Vanilla beans processing	Manoj T Sangma	Agriculture, Food, Dairy	WGH
<b>Top 50</b>	Lynti Rynghang	Lynti Rynghang	Manufacturing	Ribhoi
<b>Top 50</b>	AT Candid Shoes	Andrina Thabah	Others	EKH
<b>Top 50</b>	The Roots Shillong	Jordan Mynsong	Packaging	EKH
<b>Top 50</b>	Hesting Lyngdoh Candle Mega Brand	Hesting Lyngdoh	Manufacturing	Ribhoi

<b>Top 50</b>	M/S K. WARSHONG SHOE FACTORY	Kellymon Warshong	Manufacturing	EKH
<b>Top 50</b>	The Mini Bazaar	Rudy D Marak	Others	WGH
<b>Top 50</b>	Bsa Rta	Alim Pariat	Manufacturing	WJH
<b>Top 50</b>	D. Rani Bamboo Furniture	Dimanwel Rani	Handicrafts	Ribhoi
<b>Top 50</b>	J. Kurkalang Handicraft	Jendrasing Kurkalang	Handicrafts	EKH
<b>Top 50</b>	M/s Blan Handloom & Handicraft	Blandina Rympeit	Handicrafts	Ribhoi
<b>Top 50</b>	HQ Inspired	Bibhudutta Sahu	Agriculture, Food, Dairy	EKH

*PRIME Congratulates all the*  
***TOP50 WINNERS***  
*of the CM's E-Championship Challenge 3.0.*  
*We are excited to work with you!!*

# CHIEF MINISTER'S E-CHAMPIONSHIP CHALLENGE 2.0

The second edition of the Chief Minister's E-Champion Challenge was launched on 19<sup>th</sup> of February 2021 during the event of PRIME Entrepreneurship Awards. Aspiring Entrepreneurs of Meghalaya were nudged to find out the eligibility criterion and avail the opportunity by registering and applying for the challenge. The most promising 50 entrepreneurs are selected for incubation under PRIME Startup Hub, Meghalaya.

PRIME welcomed the Top-50 Entrepreneurs of Cohort 2.0 on-board on the 9<sup>th</sup> of August, 2021 where they received business grants, in-depth mentoring support, capacity building, technology support, skill upgradation, and access to high leverage market linkages.



**Nostalgia Label**

Founder's Name: Coretta Sangma  
Address: Babupara, Tura

**VeroCrafty**

Founder's Name: Pangsi N Sangma  
Address: Lower Chandmari, Tura

**Aider**

Founder's Name: Biprogenious M. Sangma  
Address: Dakopgre, Tura

**Borgesi**

Founder's Name: Belchida Marak  
Address: New Tura opp. to Nehru Park, Tura

**GreenE Origin**

Founder's Name: Ayoshee Beriwal  
Address: Braminpara, Tura

**City Flora Tura**

Founder's Name: Chonkame R Marak  
Address: Cherith brook, Dakopgre Tura

**Rongrengri Enterprise**

Founder's Name: Dalwin B Marak  
Address: Baija A.bagre Williamnagar

**Damsan Riverside Bangalmura**

Founder's Name: Sengthe K Marak  
Address: Resu Bangalmura

**TLS A'WE GROUP of Industry**

Founder's Name: Saljong R Marak  
Address: Mendipather Dilma Rejak Gittim

**Norombi looms/Bakrime Loinloom**

Founder's Name: Nothira Ch Marak  
Address- Nokilawe, Williamnagar

**Sangma Enterprise**

Founder's Name: Jeetu D. Sangma  
Address: Kusimkolgre, William nagar

**The Black Huro Farms**

Founder's Name: Todik Nengminja Sangma  
Address- Dobetkolgre, Terracegittim Williamnagar

**M/s P M Sangma**

Founder's Name: Panseng M Sangma  
Address: Wliamnagar Karubibra, East Garo Hills

**M/s Walseng Woodcarving**

Founder's Name: Walseng N Sangma  
Address: Dawa Chipit, William nagar

**Ensila Traditional Houses**

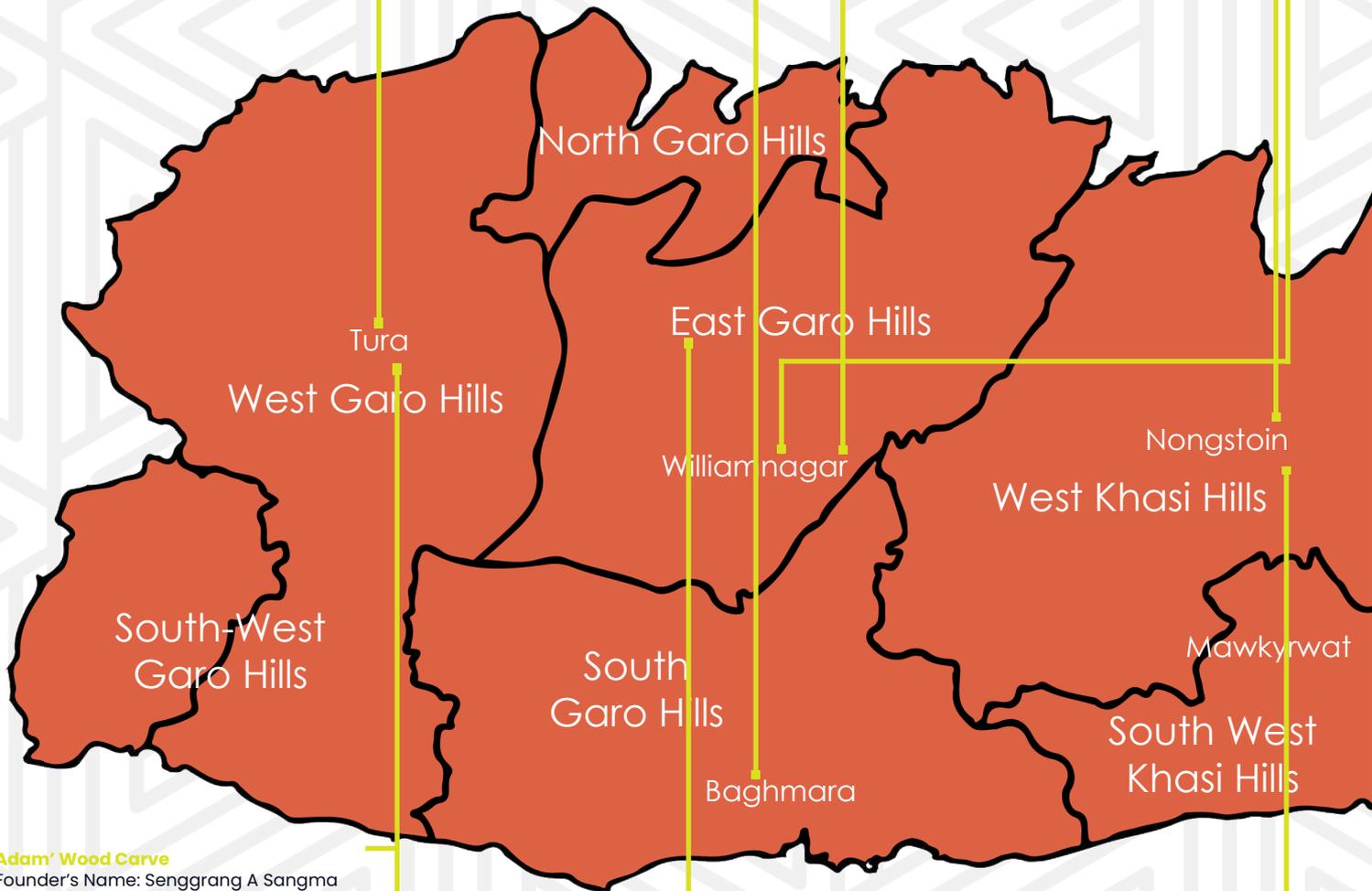
Founder's Name: Ensila D Shira  
Address- Rongreng Chidekgre, Williamnagar

**Mel Food Processing Unit**

Founder's Name: Boarding Ioannis Shylla  
Address: Mawkyrwat, South West Khasi Hills

**Basanderson Luthieri**

Founder's Name- Markyngsai Diengdoh  
Address- Markasa- Nongstoin



**Adam' Wood Carve**

Founder's Name: Senggrang A Sangma  
Address- Doldegre, Tura

**Blossom-Tura**

Founder's Name: Laura Chukambe Ch Momin  
Address- Upper Chandmari, Tura

**Sweet Pepper Foods**

Founder's Name: Yasmine Shira  
Address: Hawakhana Mondotila, Tura

**Jama Kadi**

Founder's Name: Dilsera Rangsa Marak  
Address: Modynagar, West Garo Hills Tura

**Hikindro Bael Tea**

Founder's Name: Hikindro D Sangma  
Address- Bollongpang, Bajengdoba

**Ama Food Tura II**

Founder's Name: Fedora Amasa S Marak  
Address: Bonepa Tura, West Garo Hills

**SunnyFields Organic Vermicompost**

Founder's Name: Gaurav Dobhal  
Address: Sunny Hills West Garo Hills Tura

**Trissiana Carpentry**

Founder's Name: Khraw Jutang MK Syntiew  
Address: Mairang

**C&O Crafts**

Founder's Name: Olbina Marbaniang  
Address: Kynrut, West Khasi Hills - Nonstoin

**Thain Mula**

Founder's Name: Justipassing Ryntathieng  
Address: Mawblei-Mairang, WKH

**Edify**  
Founder's Name: Hanif Syiemlieh  
Address: Veronica lane, Laitumkhrach

**NOMADS Recreational Centre**  
Founder's Name: Gregory Allya Warjri  
Address: Langkyrding, Pynthorbah

**Nursd**  
Founder's Name: Pooja Bhatt  
Address: Mawpat, Shillong

**Food Smoke**  
Founder's Name: Aushinar Dastidar  
Address: Shillong

**Pizza Barn**  
Founder's Name: Emisouwi Moore Mihsill  
Address: PHC, Mawroh-Mawtawar Rd, Umshing-Mawkynroh

**Shillong Bamboo**  
Founder's Name: Bandapbiang Dewkhaid  
Address: Mawlai Mawsiatkhnam, Shillong

**Minerva Traditionals**  
Founder's Name: Cheryl A Rynjah  
Address: Mawpat, Shawshaw Circle 3

**Shillong Everything Shillong**  
Founder's Name: Alethea O'Neal L. Kynta  
Address: Laitumkhrach, Shillong

**MIA**  
Founder's Name: Evadariline Shylla  
Address- Mawbri, Bhoirymbong

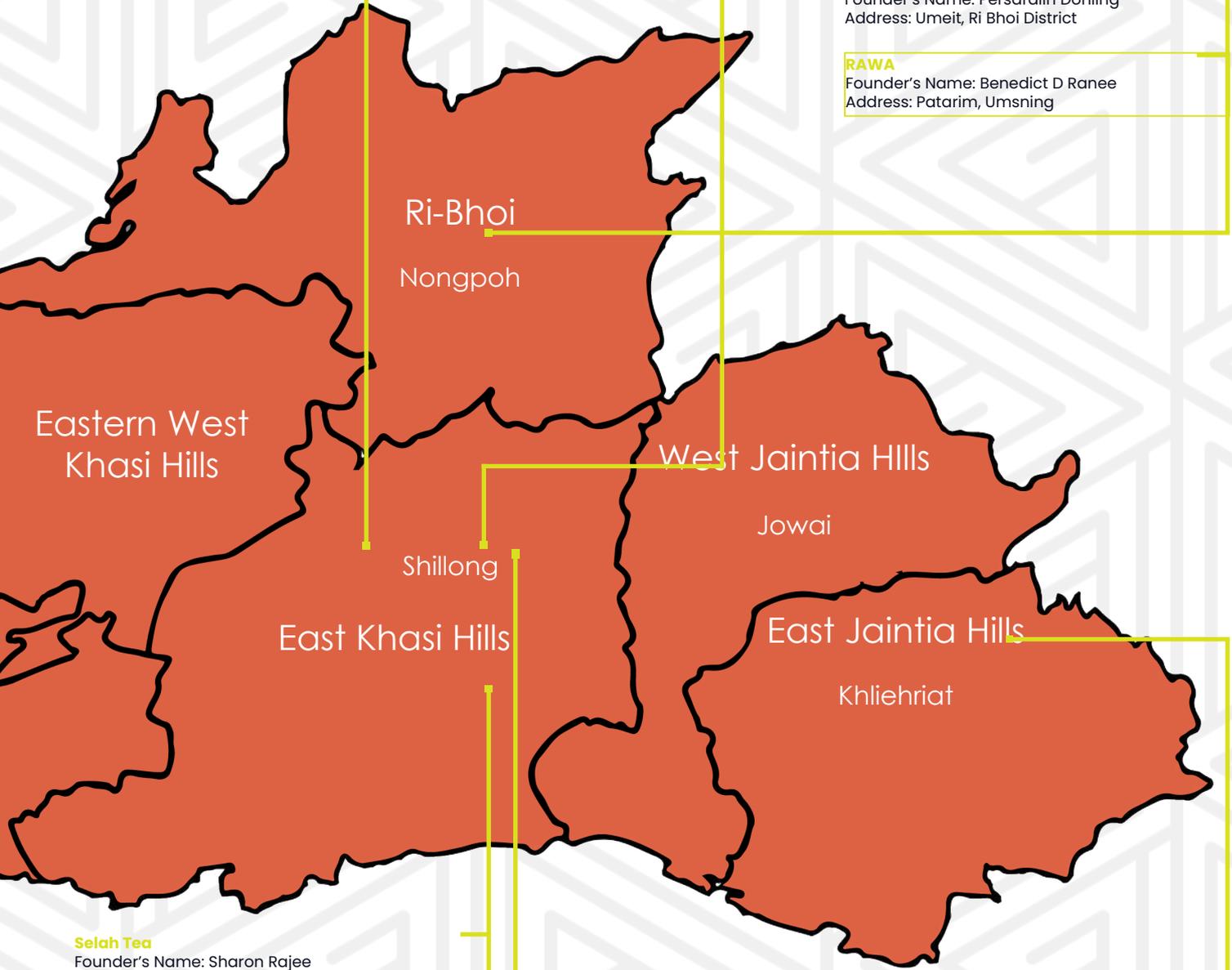
**Eriweave**  
Founder's Name: laishah Rymbai  
Address- Kdonghulu, Bhoirymbong

**PHYRNAI Washing Powder**  
Founder's Name: Romius Suchiang  
Address: looksi, Laskein Sub- District

**Eco-Ri**  
Founder's Name: Bankitlang Nongbri  
Address- Umsning, Proper-A, Ribhoi

**Dohling Mushrooms**  
Founder's Name: Persaralin Dohling  
Address: Umeit, Ri Bhoi District

**RAWA**  
Founder's Name: Benedict D Rane  
Address: Patarim, Umsning



**Selah Tea**  
Founder's Name: Sharon Rajee  
Address: Nongthymmai Nongshylyang, Shillong

**EZ Spoonfull**  
Founder's Name: Dr. Gracedalyne Rose Shylla Passah  
Address: Upper Nongrim Hills, Shillong

**Shillong Tiffins**  
Founder's Name: Waniarisa Nongbri  
Address: Shillong

**Dejame**  
Founder's Name: Jean Daniel M. Momin  
Address: Mawlynrei, Shillong

**Selah Tea**  
Founder's Name: Sharon Rajee  
Address: Nongthymmai Nongshylyang

**AD Enterprise**  
Founder's Name- Daphilinia Jones Myllemngap  
Address: Lumbalang-Malki, Shillong

**Dalade Foods**  
Founder's Name: Neha Nialang  
Address: Carolyne Colony, Ladthalaboh- Jowai

**Deisa Food Processing**  
Founder's Name: Wanmon Tang  
Address- Carolyne Colony, Ladthalaboh- Jowai

**Chandrakantir Edutech**  
Founder's Name: Dr Pronob Paul  
Address: New Hill, Jowai

## Top 50 entrepreneurs of Cohort 2.0



### **Rongrengri Enterprise**

**Founder Name:** Dalwin B Marak

*Dalwin B Marak has established a manufacturing unit for biodegradable, eco-friendly non-woven carry bags.*

**Address:** Baija A.bagre Williamnagar



### **M/s P M Sangma**

**Founder's Name:** Panseng M Sangma

*PM Sangma Fish Feeds is a startup engaged in the manufacturing of innovative nutritious and balanced fish feeds.*

**Address:** Williamnagar Karubibra, East Garo Hills



### **Damsan Riverside Bangalmura**

**Founder's Name:** Sengthe K Marak

*Damsan Riverside Bangalmura is a rural tourism leisure spot that offers activities like boating, camping or bird watching and is run by 10 local youth.*

**Address:** Resu Bangalmura, North Garo Hills



### **TLS A'WE GROUP of Industry**

**Founder's Name:** Timjim K Momin

*TLS A'WE GROUP develops high quality organic soaps from locally available raw materials.*

**Address:** Mendipather Dilma Rejak Gittim, North Garo Hills



### **GreeNE Origins**

**Founder's Name:** Ayooshee Beriwal

*GreenNE Origins is a startup developing a premium brand for regionally sourced spices, honey and nuts.*

**Address:** Braminpara, Tura



### **City Flora Tura**

**Founder's Name: Chonkame R Marak**

*City Flora is an event planning startup that also markets fresh flowers and also provides party rental services in the heart of Tura.*

**Address: Cherith brook, Dakopgre Tura**



### **Nostalgia Label**

**Founder's Name: Coretta Sangma**

*Coretta Sangma's startup is an ode to a slow and circular fashion, leveraging local craftsmanship and resources.*

**Address: Babupara, Tura**



### **VeroCrafty**

**Founder's Name: Pangsri N Sangma**

*VeroCrafty is an artistic startup that crafts Macrame decorative pieces which can be used as home decor and also gifting items.*

**Address: Lower Chandmari , Tura.**



### **Aider**

**Founder's Name: Biprogenious M. Sangma**

*Aider is developing a mobile platform for "On-Demand Home Services" like house cleaning, babysitting, plumbing and also car washing.*

**Address: Dakopgre, Tura**



### **Borgesi**

**Founder's Name: Belchida Marak**

*Borgesi is a desi brand offering a wide variety of sensual and feminine lingers, combining luxury, creativity and timelessness in all collections.*

**Address: New Tura opp. to Nehru Park, Tura**



### **Edify**

**Founder's Name: Hanif Syiemlieh**

*Edify is a EduTech Startup that focuses on providing localized online learning content for students and educational institutes of North-East India.*

**Address: Veronica lane. Laitumkhrach**



### **Pizza Barn**

**Founder's Name: Emisouwi Moore Mihsill**

*Pizza Barn is an authentic Italian pizza eatery which also serves indigenous wood-fired pizzas infused with popular local cuisine.*

**Address: PHC, Mawroh-Mawtawar Rd, Umshing-Mawkynroh**



### **NOMADS Recreational Centre**

**Founder's Name: Gregory Allya Warjri**

*NOMADS Recreational Centre is developing a modern sports facility complex that offers activities like rock climbing, bouldering, skating, gymming and swimming.*

**Address: Langkyrding, Pynthorbah**



### **Nursd**

**Founder's Name: Pooja Bhatt**

*Nursd is a HealthTech Startup that is building an online platform to provide various home-based nursing and medical services.*

**Address: Mawpat, Shillong**



### **Food Smoke**

**Founder's Name: Aushinar Dastidar**

*Food Smoke is a FoodTech Startup that manufactures high nutrition nutraceutical powders from vegetables rejected by the market due to their outer imperfections.*

**Address: Shillong**



### **Shillong Bamboo**

**Founder's Name: Bandapbiang Dewkhaid**

*Shillong Bamboo is leveraging renewable and sustainable bamboo to develop unique furniture and other products.*

**Address: Mawlai Mawsiatkhnem, Shillong**



### **Herbal medicine**

**Founder's Name: Belyneda Nongrum**

*Belyneda Nongrum is an entrepreneur promoting and branding traditional Khasi herbal medicines for a health-conscious audience.*

**Address: Mawlai Syllaikhriah**



### **Minerva Traditionals**

**Founder's Name: Cheryl A Rynjah**

*Minerva Traditionals is a startup that uses modern pharmaceutical technologies in such a way as to conserve and promote traditional indigenous medicines.*

**Address: Mawpat, Shawshaw Circle 3**



### **MIA**

**Founder's Name: Evadariline Shylla**

*MIA is developing a sustainable and eco-friendly river fencing from bamboo that aids in preventing river flooding which in turn will prevent soil erosion.*

**Address- Mawbri, Bhoirymbong**



### **Eriweave**

**Founder's Name: laishah Rymbai**

*laishah Ryndia is a handloom enterprise promoting indigenous Eri-Silk yarn, fabric and products.*

**Address- Kdonghulu, Bhoirymbong**



### **Mel Food Processing Unit**

**Founder's Name: Boarding Ioannis Shylla**

*Mel Food Processing Unit is a wine processing unit that manufactures fruit wine from locally available exotic produce.*

**Address: Mawkyrwat, South West Khasi Hills.**



### **Dalade Foods**

**Founder's Name: Neha Nialang**

*Dalade Foods processes and promotes locally available premium and underutilised products to offer products like wild honey or fruit jams.*

**Address: Carolyne Colony, Ladthalaboh- Jowai**



### **Deisa food processing**

**Founder's Name: Wanmon Tang**

*Deisa Food Processing offers a variety of value-added products manufactured from locally available produce like fruits and vegetables.*

**Address- Carolyne Colony, Ladthalaboh- Jowai**



### **PHYRNAI Washing Powder**

**Founder's Name: Romius Suchiang**

*Phyrnai Washing Powder manufactures unique natural and biodegradable washing powders and detergents.*

**Address: looksi, Laskein Sub- District**



### **Basandarson Luthiery**

**Founder's Name- Markynsai Diengdoh**

*Basandarson is a startup engaged in the crafting of traditional local and modern musical instruments.*

**Address- Markasa- Nongstoin**



### **Norombi looms/Bakrime Loinloom**

**Founder's Name: Nothira Ch Marak**

*Norombi looms/Bakrime Loinloom is a startup engaged in providing livelihood opportunities to unemployed women through loin-loom weaving utilising natural dyes and materials like Eri-Silk.*

**Address- Nokilawe, Williamnagar**



### **Sangma Enterprise**

**Founder's Name: Jeetu D. Sangma**

*Jeetu Sangma manufactures non-woven bags that are sustainable and eco-friendly products in a village in Garo Hills. .*

**Address: Kusimkolgre, William nagar**



### **The Black Huro Farms**

**Founder's Name: Todik Nengminja Sangma**

*The Black Huro Farms is a social enterprise engaged in the conservation of local Garo Hills primates through the promotion of unique indigenous products like coffee*

**Address- Dobetkolgre, Terracegittim William nagar**



### **M/s Walseng Woodcarving**

**Founder's Name: Walseng N Sangma**

*Walseng N Sangma, a self-taught wood craftsman and sculptor from Williamnagar, produces handmade furniture as well as home decorative pieces.*

**Address: Dawa Chipit, William nagar**



### **Ensila Traditional Houses**

**Founder's Name: Ensila D Shira**

*Ensila Traditional House, run by women entrepreneur Ensila Shira crafts traditional miniature Garo Houses and also trains the youth in the same skill.*

**Address- Rongreng Chidekgre, Williamnagar**



### **Bael Tea Leaves**

**Founder's Name: Hikindro D Sangma**

*Bael Tea Leaves uses wood apples to manufacture healthy and sustainable tea leaves/blends.*

**Address- Bollongpang, Bajengdoba**



### **Jama Kadi**

**Founder's Name: Dilsera Rangsa Marak**

*"JAMA KADI" is a brand developed by fashion designer Dilsera R Marak for the upliftment of the underprivileged community.*

**Address: Modynagar, West Garo Hills Tura**



### **Ama Food Tura II**

**Founder's Name: Fedora Amasa S Marak**

*Ama Food Tura is a bakery brand offering unique products like cheesecakes and cupcakes.*

**Address: Bonepa Tura, West Garo Hills**



### **SunnyFields Organic Vermicompost**

**Founder's Name: Gaurav Dobhal**

*Sunny Field Organic Vermicompost is a Waste Management Company currently producing Organic Vermicompost from local farming waste.*

**Address: Sunny Hills West Garo Hills Tura**



### **Adam' Wood Carve**

**Founder's Name: Senggrang A Sangma**

*Adam Wood Carve is an enterprise developing unique foldable furniture and equipment from wood.*

**Address- Doldegre, Tura**



### **Blossom\_Tura**

**Founder's Name: Laura Chukambe Ch Momin**

*Blossom Tura is a product-based enterprise that specialises in Gift hampers, Return favours, Bouquets, Cakes etc.*

**Address- Upper Chandmari, Tura**



### **Sweet Pepper Foods**

**Founder's Name: Yasmine Shira**

*Sweet Pepper Foods is a gourmet and artisanal food processing enterprise promoting the authentic local cuisines of Garo Hills.*

**Address: Hawakhana Mondoltila, Tura**



### **Dejame**

**Founder's Name: Jean Daniel M. Momin**

*Dejame is a startup involved in the production and manufacturing of various innovative products made from Polycarbonate, Acrylics, MDF, ACP, Metal, Wood and Epoxy Resin.*

**Address: Mawlynrei, Shillong**



### **Selah Tea**

**Founder's Name: Sharon Rajee**

*Selah Tea is a premium brand that sources the best different varieties of tea and tea blends from the gardens within North East India.*

**Address: Nongthymmai Nongshyliang, Shillong**



### **Everything Shillong**

**Founder's Name: Alethea O'Neal Lyngwa Kynta**

*Everything Shillong is developing a directory for local services supplemented with a rating and review system.*

**Address: Laitumkhrah, Shillong**



### **AD Enterprise**

**Founder's Name- Daphilinia Jones Myllemngap**

*AD Enterprise is designing and manufacturing waterproof bags with a cultural and traditional storyline and artwork attached to products.*

**Address: Lumbalang-Malki, Shillong**



### **EZ Spoonfull**

**Founder's Name: Dr. Gracedalyne Rose Shylla Passah**

*EZ Spoonfull is developing nutraceutical products for infants and children from local produce considering the latest scientific recommendations in terms of nutrition.*

**Address: Upper Nongrim Hills, Shillong**



### **Shillong Tiffins**

**Founder's Name: Waniarisa Nongbri**

*ShillongTiffins delivers wholesome and homemade food in Shillong.*

**Address: Shillong**



### **Eco-Ri**

**Founder's Name: Bankitlang Nongbri**

*Eco-Ri is creating new products like tables, stools, bowls, trays, sheets, beams and more from recycled plastic waste collected from local shops and residents.*

**Address- Umsning, Proper-A, Ribhoi**



### **Dohling Mushrooms**

**Founder's Name: Persaralin Dohling**

*Dohling Mushroom is engaged in the spawning, growing and processing of exotic mushrooms locally.*

**Address: Umeit, Ri Bhoi District**



### **RAWA**

**Founder's Name: Benedict D Ranee**

*RAWA Bamboo Enterprise is engaged in the development and manufacturing of innovative bamboo based products like water filters, air purifiers and smokeless charcoal.*

**Address: Patarim, Umsning**



### **Chandrakantir Edutech**

**Founder's Name: Dr Pronob Paul**

*Chandrakantir Edutech and Medical Health Services is offering educational online content and coachings for various medical fields.*

**Address: New Hill, Jowai**



### **Thain Mula**

**Founder's Name: Justipassing Ryntathieng**

*Thain Mula, is a local startup from Shillong equipped with crafting local and traditional seating stools made out of bamboo.*

**Address: Mawblei-Mairang, WKH**



### **Trissiana Carpentry**

**Founder's Name: Khraw Jutang MK Syntiew**

*Khraw Jutang MK Syntiew, an expert in woodworking, produces various self-designed furnitures used at home.*

**Address: Mairang**



### **C&O Crafts**

**Founder's Name: Olbina Marbaniang**

*C & O Crafts is engaged in the making of traditional and contemporary bamboo jewellery, ornaments and household decorations.*

**Address: Kynrut, West Khasi Hills - Nongstoin**

# Journey so far:

## 1<sup>st</sup> Bootcamp – The Road to Success: Step-by-Step to your very own business plan



### Part 1: Virtual session

Resource Person:

Dr. Subrangshu Sanyal, CEO, IIMCIP  
29<sup>th</sup> October, 2021, 12<sup>th</sup> & 26<sup>th</sup> November, 2021



### Part 2: Physical session

Resource Person:

1. Dr. Subrangshu Sanyal, CEO, IIMCIP
2. Kaustav Majumdar, Adviser & Mentor, IIMCIP

5<sup>th</sup> and 16<sup>th</sup> of November, 2021 at PRIME Startup Hub, Shillong

## 2<sup>nd</sup> Bootcamp– The Road to Success: Step-by-Step to your very own business plan



Resource Person:

1. Dr. Subrangshu Sanyal, CEO, IIMCIP
2. Prof. Chandradeep Mitra Majumdar, Advisor & Mentor, IIMCIP

15<sup>th</sup> and 16<sup>th</sup> of December, 2021 at PRIME Startup Hub, Shillong

## 3<sup>rd</sup> Bootcamp

### Part 1: Go to market

Resource Person:

Shri. Kaustav Majumdar, Adviser & Mentor, IIMCIP

7<sup>th</sup> and 8<sup>th</sup> of April, 2022 at PRIME Startup Hub, Shillong



### Part 2: Social Media Marketing

Resource Person:

Badal Nyalang, Founder of Marketing Wire

7<sup>th</sup> and 8<sup>th</sup> of July, 2022 at PRIME Startup Hub, Shillong

16<sup>th</sup> and 17<sup>th</sup> of July, 2022 at PRIME Startup Hub, Tura



## 4<sup>th</sup> & Final Bootcamp

### Entrepreneurial Finance- Helping you build a sustainable & profitable startup

Resource Person:

Shri. Debapratim Das, Chief Finance Officer (C.F.O.), IIM Calcutta Innovation Park

16<sup>th</sup> & 17<sup>th</sup> of September 2022 in Garo Hills



# ENTREPRENEUR STORY



## Coretta A. Sangma Nostalgia label

Nostalgia Label, founded by Coretta Sangma, is a local eco centric sustainable house where they sell local handmade products crafted by their in-house artisans, with a belief in the concept of cradle to cradle and that design can touch lives. Besides that, Nostalgia creates a marketplace for other local businesses and artisans as well.

*“Choosing the path of entrepreneurship can be a roller coaster ride but having Prime by my side, the journey has been amazing. They believe in you and recognize your potential and that kind of emotional support is the first thing we need as an entrepreneur. Through their boot camps and mentorship programmes, I could sharpen my skills, gain knowledge and understand the core of*

*business better. Without this understanding it would have been rather difficult to navigate and get clarity.”*

In order to expand her business, PRIME was able to assist her financially through a grant of Rs. 5 lakhs for the project ‘Kosi’ which is under the brand Nostalgia label. Through Kosi, Nostalgia aims to touch the lives of local weavers and artisans, create revenue and generate marketplace through their luxury line of sustainable fashion. Through the grant, Coretta could invest in yarns, workshop and training wherein she had the opportunity to take her weaver from Garo Hills to Umden village to learn the skills of natural dye and impart the knowledge to other women in her village and thus create livelihood.

*“Further, I have invested in Research and production strengthening Gicha technique of indigenous yarn making. All of this dream of reviving ancient techniques of fashion and clothing was made possible through the support of PRIME.”*





## Markynsai Diengdoh Basandarson Luthiery

Markynsai Diengdoh is a well-known luthier (instrument maker) hailing from Markasa village, Eastern West Khasi Hills District. His Brand Basandarson Luthiery grabbed the attention of the musicians all over the State for his creativity, uniqueness and gratifying work.

He developed his passion for musical instruments at a very young age but due to the lack of training and limited resources, he had to set his passion aside. Toiling hard to make ends meet, he tried his hands in carpentry, worked as a teacher and even cleaned septic tanks.

*“But I was never content with my life, I always knew something was missing. As years went by, I came to a realization of the God-gifted talent in luthiery and with the help of YouTube tutorials, I was able to make it into the next level by starting to take orders for repairing and making musical instruments.”*

Further, Markynsai came across the Chief Minister’s E- Champion Challenge organized by PRIME Meghalaya which gives a platform to all the budding local talent in the State. Since, he often wishes to have his own factory manufacturing musical instruments and his own brand for mass production, he registered for the E-Champion and was chosen as one of the Top 50 Entrepreneurs.

Being one of the most promising entrepreneurs of PRIME and having the opportunity of being incubated at PRIME, and most importantly through his dedication and hard work, Markynsai thrived in his business and became an inspiration and a role model for the people who are struggling as he had, to never give up on their passion and dreams, for dreams do come true when one has the courage to pursue it, the power to persevere and will to reach to the top.

*“PRIME has given me a platform to come out of my shell and excel in what I always wanted to. Though I had the talent, PRIME was the one who trained me on how to scale up and grow my business. PRIME supported me not only financially but also mentally when I felt like I couldn’t do it anymore. I am very happy that I am a part of PRIME and will forever be grateful for this.”*





## Senggrang A Sangma Adam woodcarve

Adam wood Carve was started in April 2019 and is based on wooden furniture products, located in West Garo Hills, Meghalaya. It includes products like foldable tables, bunk beds, foldable study tables, unique piece toolbox, dining table, phone cover/case, phone stand, folding chair, etc. Raw materials like wood are sourced locally from West Garo Hills. Jackfruit trees, Teak trees are mostly used to make such products.

Earlier, Senggrang and his family faced many challenges and had to work as labor for wages. That made him feel the need to do something of his own, as living was difficult with the wages he earns. And as he has always been interested in furniture work,

he started the furniture business and worked hard with sincerity. He then learned about the Chief Minister's E-Championship Challenge through an NGO who had encouraged him to take part in it and to his surprise got selected as one of the Top 50 Entrepreneurs from Meghalaya.

*"As being a common man who was living a very simple life, I was fortunate enough to become part of PRIME's Entrepreneurship program. I'm immensely thankful to the Prime Team for their help and support."*

Initially, he did not have enough required machinery as the availability in town was the problem, online products didn't seem trustable, and the pandemic created trouble in movement. Secondly, he did not have enough money to buy wood so he collected & gathered leftover woods from others and started making his own products from such pieces. Even after the completion of the products, he had a tough time in the refinement of the finished products as he did not undergo any training.

Gradually, he was able to grow and scale up his business through the support of family, friends and through the training and mentoring sessions and the other benefits from PRIME. Senggrang through his dedication and hard work also mastered the refinement of each piece of furniture that was acceptable in the market.

He plans to get bigger machinery which will consume less time and create faster production, build a bigger workshop, train people who wish to learn and take the opportunity to earn a living and open up a furniture store.





## laishah Rymbai Eriweave

Eri Weave was founded by laishah Rymbai on 13<sup>th</sup> of April, 2022 and was initially known as laishah Ryndia which manufactures yarn, fabrics and products made from eri silk using the traditional, eco-friendly and natural process of dyeing. 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.

The hard work and dedication that Kong laishah has put in to make her dream a reality has helped create jobs for more than 100 women in her Village and in doing so brought about a movement called “Kamai haba shongkai”.

Under PRIME Meghalaya’s support, Kong laishah officially launched the brand “Eri Weave ” at PRIME Start Up Hub, J.N. Stadium, Polo, Shillong on the 1<sup>st</sup> of March, 2022. Through PRIME, Eri Weave’s products were promoted at fairs and exhibitions. One important event which has helped in scaling up her business was the Dubai Expo 2022 wherein Kong laishah received a lot of exposure, visibility and market expansion with regards to her brand and also interest from other stakeholders who attended the Dubai Expo.

Eriweave in collaboration with Raid lapngar Handloom Weaver cooperative society Ltd. also inaugurated a new unit ‘Collection center cum quality control unit’ through the schemes she received from the government on the 6th of September, 2022.

*“Eriweave would not have been in its present position without the support of PRIME through Bootcamps, mentoring sessions and handholding by mentors and PRIME team”*





## Hikindro D Sangma Hikindro Bael Tea

Hikindro D Sangma, an entrepreneur from Meghalaya came up with an idea to produce natural tea from bael/wood apple, a fruit best known for promoting and maintaining a healthy digestive system, preventing constipation & boosting immunity. He started Hikindro Bael Tea in the year 2015 but actual sales happened by 2020 due to the unavailability of marketing and sales channels.

Hikindro got the inspiration of making bael tea from his grandmother who would make him drink bael tea while he was undergoing some health issues during his childhood days. He also saw that during the harvesting period, loads of bael/wood apples go unused or are wasted. It was then he realized the

benefits of the bael fruit and thought that he needed to spread awareness to utilize the fruit as a healing tonic and create a livelihood in the region which became his vision.

*'I was self-taught and started experimenting on various health benefits that bael tea can provide people'*

Lack of knowledge and guidance was one of the main challenges he faced. Apart from that, he processed and used it only at home and did not know how to sell his products to the people. None of them were aware of Bael or wood apple and its benefits and there was no customer as most of them were unaware of its health benefits.

*"I had no proper packaging or proper branding or any knowledge on machinery back then as I did not know all of it until I joined PRIME Meghalaya. I belong to a small village and as I'm the head of the family, it was challenging for me to travel and get materials for my product packaging. However, gradually, people became aware of what we use at home and bought a few to try for themselves."*

*"For an entrepreneur, every little success counts! and being incubated with PRIME Meghalaya as cohort 2, I could not be more grateful for all the support. PRIME is like my family who has guided me throughout my start up journey. PRIME has not only imparted in-depth knowledge on Entrepreneurship but has also given me the platform by handholding me in every step from branding, new packaging, connecting with markets and suppliers through which I was able to get the best rate & trending new product packaging, networking with industrial experts and opportunity for machinery training and exposure visits. Not to mention, the financial support I have received from PRIME with which I have now procured 2 machineries and will set up a unit soon. "*





## Neha Nialang Dalade Foods

Neha Nialang based out of Ladthalaboh, Jowai started Dalade Foods at the age of 22 when she decided to leave the normal path that a normal 22-year-old would take. At first, it was just a matter of selling and earning. Eventually she was lost without a vision since there was no outcome to it. Then she once came across an incident where she met a few farmers in the market who had to throw away their stale fruits and vegetables since no one was buying it and that made Neha discover her vision, that is, to ensure zero wastage of the farmer's produce.

She stood by her vision for a year but she felt something was still missing. When she learned about the Chief Minister's E-Championship Challenge, she registered and was selected as one of the Top 50.

*"When I got into PRIME, they taught me, showed me and guided me through my entrepreneurial journey, not just for my products but as a person as well. A business doesn't just need money to start, it also comes with connection, consistency, dedication of the founder as well. I came across a lot of challenges in the field, right from being a young woman entrepreneur to being a first-generation entrepreneur in the family, but I didn't let all the challenges stop me from going further. I kept pushing myself with all the people around me supporting me, having faith in me, now I can say that yes, we are on the path of success. I am really glad that I decided to take this step in my life, it has broadened my way of thinking, and developed me personally as well."*

Neha started with only jams but now she produces pineapple jams, orange jams, pure forest honey, ginger infused honey, lakadong infused honey, Tamarind chutney, cashew butter (salted & unsalted), she is also currently working on developing a new bamboo leaf beverage. From being a lone producer to having a solid team of 6 at present.

*"We've been fulfilling our vision as well, by helping the local farmers as much as possible, in bringing out their hard work in our products. We planned out to be a local venture in the start, now we have customers all over India and also interested dealers from UAE and Malaysia as well. I believe that we will not stop here and we will target many more countries in the years to come."*





## Bankitlang Nongbri & Seilydor Sohkhia ECO-RI

Bankitlang Nongbri the founder and Seilydor Sohkhia the co-founder of ECO-RI, started this venture in the month of February 2021 with a mission to curb the menace of plastic waste which has plagued not only our beautiful state of Meghalaya but India and the world as a whole. Their vision “Waste to Grace” aims to convert plastic waste into a resource which can be turned into a blessing.

ECO-RI is one of the Top 50 enterprises of the Chief Minister’s E-Championship Challenge (CMECC) 2020 incubated under PRIME Meghalaya. ECO-Ri converts plastic waste into durable furniture and other household items and is also vigorously working to add more products. These products will not only save

plastic waste from going into the landfills but will also reduce deforestation as the furniture made out of this plastic waste can be an alternative for many wooden products and it can also generate employment.

*“Words cannot describe how grateful we are to PRIME Meghalaya who has been with us since the very beginning helping us throughout. PRIME is like a family to us, they have helped us in converting our idea into a business through various bootcamps and knowledge sessions from the industry experts. Not only that but we have also received financial aid of 5 lakhs as grant to help us kick start our business. They have encouraged us to not give up in times when we felt low and felt like giving up. With the help of the grant, we’re finally able to buy the necessary machines to improve our production capacity. Slowly and steadily, we’ve grown a lot under the guidance of PRIME MEGHALAYA and feel fortunate to be a part of PRIME MEGHALAYA who have mentored us and guided us in our entrepreneurial journey. Prime has given many young Entrepreneurs like us a platform to showcase our ideas and also have kept us under one umbrella of self-employed youth from different regions of Meghalaya who are working vigorously looking out for each other and raising each other’s businesses.”*





## Ayoshee Beriwal GreeNE Origins

Ayoshee Beriwal, Founder of GreeNE Origins one of the top entrepreneurs of Meghalaya, had a dream to make everyone health conscious, by offering a wide range of natural products including Turmeric Powder, Ginger Powder, and Pure Raw Wild honey multi-Flora, Cashew nuts- 8J Variety, Black Cardamom, Cinnamon Bark Green Tea besides others. Ayoshee's first sale was a small sachet of Turmeric powder to her family, friends, and coworkers.

*"PRIME Meghalaya changed my perception completely and helped me to trust my instincts to chase my dreams. I quit my job because of COVID 19 but looking back I believe it was a great decision*

*to start my own venture and today I am on course to clock good sales numbers."*

GreenNE Origins is doing well because of Ayoshee Beriwal's dedication as well as the support of the PRIME Meghalaya. Ayoshee joined PRIME in October, which greatly helped her in terms of funding. She received mentoring sessions from Prime Meghalaya to understand today's market trends and demands. It helped her understand the difficulties of the farmers and understand their mode of functioning.

Speaking about her experience, Ayoshee Beriwal says, *"I am lucky and fortunate to get the opportunity to go to Bangkok with the PRIME Meghalaya team to promote my products abroad and all over the world."*

Ayoshee's goal is to see the women as self-dependent, so as per capability of the women here, she provides employment to them. Additionally, she gives Meghalaya women a voice of her own. Her GreenNE Origins works to better the lives of farmers and preserve the cultural significance of the regional cuisines of Meghalaya and Northeast India.



## COHORT 1 REVISITED



PRIME's first Cohort of Top-50 entrepreneurs was onboarded on January 21<sup>st</sup>, 2020 in the presence of the Chief Guest, Shri. Conrad K. Sangma, Hon'ble Chief Minister of Meghalaya and the Guest of Honor, Shri. Amitabh Kant, C.E.O. NITI Ayog.

The Top 50 entrepreneurs of Cohort 1 were incubated under PRIME for a period of 12 months where they had undergone training, bootcamps, workshops, mentoring sessions, skill-upgradation programs, media exposure, market and funding connections, etc. The Entrepreneurs graduated on the 9<sup>th</sup> August 2021 and are running flourishing businesses

The incubation period was during the outbreak of Covid-19 in the state and around the globe and the majority of businesses came to a standstill. However, PRIME sought ways to go on with the incubation programme and hence all programmes were conducted virtually. Apart from virtual programmes, the team at PRIME Meghalaya supported the entrepreneurs by connecting them with government departments for passes that would enable them to transport their goods and services within districts and around the state. This period is considered as a period of trial as it has really challenged the knowledge, capacity and ideas of each entrepreneur. The entrepreneurs were at first not hopeful of success but kept on trying and with PRIME as their guiding light, they emerged victorious. They have turned every obstacle and challenge into an opportunity. The situation acted as a catalyst for improvement.

Today, the entrepreneurs have created various national and international market linkages and have created a platform for their enterprises and have built a strong customer relationship with people/organizations/agencies from all over the globe. They have also greatly contributed to employment generation and upliftment of the society as a whole. They have also been exposed to various national and international entrepreneurial programmes.

PRIME Meghalaya is proud of each entrepreneur for their dedication and passion towards their business. PRIME congratulates and urges all entrepreneurs to keep striving towards their goals.

# ENTREPRENEUR STORY



## Babatdor Dkhar Ka Ktien Media

Ka Ktien Media is a media and production entity founded by Babatdor Dkhar, produces original, quality and off-beat content. At the heart of Ka Ktien Media is Half and One. Half and One is a space for cartoons and comics, journalism and narrative non-fiction, poetry and fiction. It is a platform for art and creativity. It is also an avenue for putting the culture of Northeast India at the forefront.

Ka Ktien Media publishes articles and human-interest stories, poetry and fiction, cartoons and comics. It's A Kong's World and The Adventures Of Man are the first comic books from the Half and One stable. They also produce videos, documentaries, podcasts, and short films.

*"Ka Ktien Media is many years in the making. Many false starts and hiccups. Many moments of doubt and what-ifs. So it's not been a walk in the park. But I'm glad that I stuck with it. Credit should also be paid to my family and friends."*

*"The growth and evolution of Ka Ktien Media has also been because of our association with PRIME Hub. The incubation that we've received, at PRIME Hub, especially, has been instrumental in allowing us to take significant leaps, and be stable during the uncertainties of the lockdowns. The grants and the access to funding have allowed us to take the necessary risks. Risks that are instrumental in accelerating our growth. The many platforms and products that we have created, the services that we offer. These are the result of mentorship and support that PRIME Hub gives us."*

*"Ka Ktien Media wouldn't be where it is without the support of Prime Hub. The assistance, financial and mentorship, that we have received has allowed us to create and develop 3 new products and 1 new platform. In the past couple of years, 11 people have been hired as full-time and part-time employees. We've also worked with 5 freelancers. And 10 people have interned with us."*





## Shandam Marak Chachakrim Industry

M/s Chachakrim Industry founded by Mr. Shandam Marak - a self-taught entrepreneur, is an enterprise based in Gambegre block, West Garo Hills which deals in the manufacturing of Areca Nut Leaves into biodegrade plates, quarter plates, bowls and micro bowls. The enterprise provides hygienic, non-toxic, light weight, heat resistance, durable and environment friendly plates in the region. Through this venture, Mr Shandam plans on creating awareness amongst the residents of the area with the hope that in the future they will replace plastic utensils.

His vision is to implement and provide sustainable and an eco-friendly alternative for plastic based

utensils viz. plates, spoons, quarter plates, etc Initially, Mr. Marak started the business in a small working shed with only one machine and often faced difficulty collecting raw materials due financial issues.

*“PRIME supported me with a scale up loan of Rs 14 Lakh during the PRIME Entrepreneurship awards which was launched by the Hon’ble Chief Minister of Meghalaya, Shri Conrad Sangma on 19<sup>th</sup> February, 2021. I have been able to invest this loan amount in a unit extension which is a manufacturing unit cum office space with water tank for cleaning areca leaf, procured 3 machines for better production capacity, trained more workers for product refinement and improved packaging by adding logos and labels. Currently, I am planning to construct another unit which will be a dryer for areca leaves. I am very grateful to the PRIME team for their support not only financially but also mentally and emotionally.”*

Through the financial aid that he received from PRIME, he aims to extend his production unit for higher production and increase customer base PAN India and gradually overseas.

*“After I graduated from the nearly 12 months PRIME program, all entrepreneurial knowledge sessions, training and workshops that I had attended made sense to me and I was able to relate & implement all of it. For instances; marketing, finance sessions have helped me a lot, now I can maintain basic cash flow statements, Profit & Loss A/c and balance sheets as well. The opportunity with the exposure cum machinery training in Bhopal has given me ideas on manual & hydraulic machine, meter rating for the electricity consumption. Likewise, I can expect the electricity bill amount tentatively and review all on my own without having to check with the Department. Even after my graduation, I really appreciate our PRIME staff as they always follow up on my progress and re-visits time to time to ensure the proper functioning of my startup.”*





## **Raymond R. Lyngdoh & Mebari Nongrum** **Rynsan Creation Pvt. Ltd. (Savourit)**

Rynsan Creation Pvt. Ltd. (Savourit), a joint venture by Raymond Lyngdoh and his wife Mebari Nongrum, was one of the Top 50 enterprises of the Chief Minister's E-Championship Challenge (CMECC) 2020 incubated under PRIME Meghalaya.

Their mission is to innovatively undertake value addition of horticulture crops of Meghalaya so as to prevent spoilage & wastage of fruits during peak season. Hence, they collaborated with SHGs and community-based organizations to promote regenerative agriculture. Currently the enterprise produces unique dehydrated fruits & jams which are now available in various NARI essentials stores within East Khasi Hills and Ri Bhoi District.

*“Today we have become even more progressive primarily because of the support and training received from PRIME. Apart from mentoring and business sessions, PRIME has helped in receiving the Fellowship under Pernod Ricard Foundation for (women entrepreneurship program) and upon graduation we were awarded PRIME zero-interest loan funding for setting up of the new manufacturing unit in Ribhoi.”*

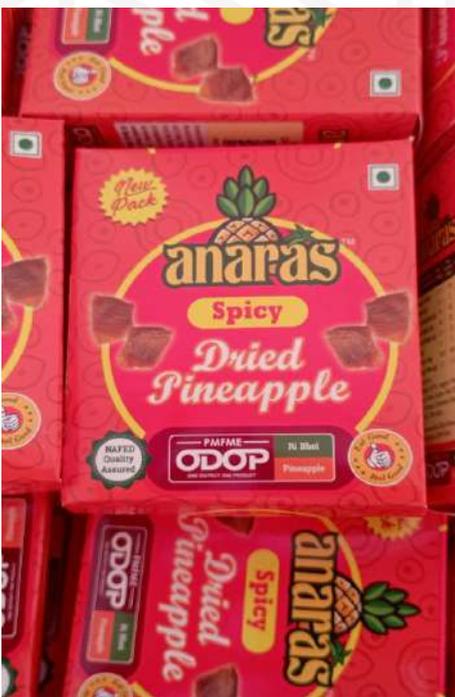
During 2021-2022, Rynsan was the only enterprise from Meghalaya to be part of the Emerging India Acceleration Programme (EIAP) under Sangam Venture. Currently they have tied up with NAFED under the ODOP programme for pineapple and the only enterprise from Meghalaya and from North East India so far to be a part of the scheme wherein they manufacture the products and NAFED markets it PAN INDIA. Despite many challenges, they have emerged wiser and stronger and aims at becoming one of the leading manufacturing companies in North East India in the next 5 to 10 years down the line.

*“We have increased production by more than 60% for instance, in the past our intake of pineapple as raw material was less than 1 MT per year but this year alone we have processed more than 4 metric tonnes of pineapple and are still going on to meet the upcoming order. In this connection we have tied up with the FPO for supply of raw material to our unit.”*

Rynsan has been able to give direct employment to 4 employees while others are paid on wages or service depending on the requirement. On completion of the manufacturing unit as per their financial planning they intend to recruit another 8 personnel.

Their new manufacturing unit is located at Umran Niangbyrnai along the National Highway in Ri Bhoi District. The infrastructure is halfway completed with a target to complete by December 2022. All legal compliances required for setting up a processing unit have been applied with the approval awaiting from the concerned department. Required Machinery has been procured to increase production, however, installation will be done once the infrastructure is ready. The expenditure has gone up more than they expected. Hence, they are mobilizing for more funding to complete the necessary set up of the manufacturing unit along with all the necessary equipment and manpower.

*“PRIME has helped us acquire very important business knowledge which were very crucial for the success of our business. The mentoring sessions have widened our perspective in the field of business PRIME facilitated the grant support under PRIF. Advocated us & linked with service providers in the registration of the PVT LTD. Helped us in the preparation of DPR & thereafter facilitated financial support through LIFCOM for expansion of our manufacturing unit.”*





## Semada Marak Seven Cherri

Semada Marak is a software engineer who left a well-cushioned corporate job to pursue her childhood dream of working in the fashion industry and providing training and gainful employment opportunities to the local underprivileged women in her area.

Seven Cherri, a start-up founded by Semada Marak from Tura in West Garo Hills is a thriving design house that is entirely run by an army of skilful local women. From crafting to delivery, everything is executed by a vibrant team of hardworking women from the neighborhood.

Seven Cherri offers an array of chic and tastefully crafted jewellery pieces to mark the fusion of traditional motifs, signifying the tribal culture of Meghalaya and North-eastern states. Seven Cherri focuses to retrieve the dying traditional handicrafts of the Northeastern tribes, which has a great history of glamour through their ornamental collection.

*"I have received support and assistance from PRIME for more than a year now. I met experts from different industries and entrepreneurs, who guided me throughout and gave mentoring sessions. They improved my business plans and gave me ideas and advice so I could improve and grow my business. Also, I have received various financial support, PRIF grant, and Kick-Start grant for product development and more. For this I'm ever grateful to PRIME Meghalaya and the helpful PRIME Team for their dedication and guidance."*

Seven Cherri has progressed by building a brand that has reached more than 10 million people on social media platform, built a website with a traffic of about 10k people a month. Seven cherri has made sales of about 25 Lakhs and hired 25 people in one year.

*"We were able to identify local artisans and collaborated with 3 new artisans. Keeping in mind all the mentorship and suggestions has helped us focus on product and development rigorously which has also pushed us to dedicate our time and effort into keeping a record/account of every sale and expense. Seven cherri sells about 600 products a month and has employed 20 employees both permanent and part time. We sell at Brand Website, third party like NE Store/Brahmaputra Fables, our own Flagships stores, retailers at two places in Tura and one in Williamnagar, one in Shillong and Flea Markets in and around Tura."*





## Kynjai Mawthoh Tirupa Sunrise

Tirupa Sunrise founded by Kynjai Mawthoh, manufactures solid and liquid soaps, floor cleaners, detergents and liquid hand wash under the brand HYGIINIA. Tirupa Sunrise is part of the Top 50 entrepreneurs of the CMECC 1.0. Though the incubation period was parallel to Covid-19 period, Kynjai diligently attended training and mentoring sessions in virtual mode, leaving no stone unturned. Hygiinia was born during the Covid-19 period in the year 2020. Previously, Kynjai worked as a full time project consultant but was not content with her 9-5 routine job. Using her educational background as a research fellow in the field of science, she experimented with sanitizers, disinfectants and designer soaps as well.

Tirupa Sunrise was operating with just a single machine and manually operated by hand. Currently the Enterprise is running at Kynjai's residence and wishes to expand her business. Kynjai's dedication, hard work and growing expertise made her stronger even through challenges that she faced with regards to purchasing more machineries, not meeting the demands of the market and so on, she then went on to receive many opportunities through PRIME, mainly, the Trainings, One on One mentoring and handholding by the industry experts.

It was during Covid-19 that her enterprise gained popularity in the State and with the help of PRIME was able to get a transport pass to deliver her products statewide. She also approached hospitals, government bodies and other organizations to advertise her products and with time and persistence, she was able to gather huge demands which also led to her employing additional manpower to help her with all the unending demands.

Hygiinia also received financial support from PRIME Meghalaya where she was able to procure more efficient soap-making machines for better quality and quantity soaps and other sanitary products. Currently, Kynjai is mainly catering to hotels, hospitals and other facilities of the state, but plans to expand to B2C with her natural products. Her products now include a range of natural soaps, handwash, doshwash, floorwash, carwash, glycerine bathing soap, honey bathing soap, designer soap, and single use soap. She now has employed 2 full time workers and 3 part time workers.

*"I have received many opportunities to showcase my products at exhibitions organized by the Government of Meghalaya. As a female entrepreneur, I have taken up the responsibility of helping the youths who face economic hardships. I have trained youths from various areas and aspiring entrepreneurs who are particularly interested in soap making. I have engaged in training programmes organized by the Government. Through the support of PRIME I was able to purchase the required machines and would be running my business in a new location. I have also undergone refresher training in soap making in order to enhance my skill through PRIME."*





## Baldila Sangma Ama Foods

Baldila T Sangma founder of Ama Food Products hails from Jenggitchakgre, West Garo Hills Meghalaya. Baldila is also one of the Top 50 entrepreneurs of Cohort 1. Ama Food is a women led village enterprise who manufactures food products utilizing seasonal products like Jackfruit, Tapioca, Pineapple or Banana and processes them to higher shelf-life products like chips, powder and fruit juice. The focus of Ama Food is to enable zero wastage of seasonal local resources which are abundance in the region and generate employment for the locals around. Baldila's journey as an entrepreneur started with her attendance in the food processing training where she was informed with the knowledge of processing fruits into different types of snacks.

During the training period she realizes that in Garo Hills many seasonal local fruits remain unused and only local banana fried chips packaged in transparent plastics without branding were seen in the local markets. So, right after the training she started making few products as a trial after which slowly and steadily people from local areas began to purchase. This is when she came across Chief Minister's E-Championship Challenge 1.0 by PRIME Meghalaya and applied for this challenge. The founder says... *'At the initial stage of my business, I faced financial challenges, had no proper workplace, was unaware from where the packaging materials could be sourced and most importantly to market the products.'*

With the knowledge she gained from the incubation program, Baldilla also received 1 lakh cash reward as one of the Top 50s by our Hon'ble CM during onboarding and she also received Innovation Scaleup Loan of 20 Lakhs during the 9 months Incubation program with which she was able to procure required machineries, improved packaging with branding and construct a unit. Her dream of having her own workplace and start her own products finally came true. Ama Food Products goal is to create awareness on proper usage of available local resources and to market the brand through various platforms and opportunities that comes along. Secondly, to construct a production house where more workers will be recruited and higher production can be achieved on a daily basis.

*"I'm an entrepreneur from a small village and I do not read or write English yet this does not limit me from growing and learning as an entrepreneur so to all my friends out there, do not restrict yourself from pursuing your passion and start taking risks.*

*Being from a remote village of Garo Hills, the 9 months incubation program with various entrepreneurial sessions, interactions with industry experts has helped me gain knowledge and made me who I am as an entrepreneur today. Now, I can confidently say I have become independent to run my start up on my own in terms of dealing with suppliers, networking and*

*travel for more exposure and exhibitions which was lacking before I joined PRIME Meghalaya. Currently, I have two employees working under Ama Food Products. Ama Food Products has expanded and now available in different departmental stores of Tura town, also being supplied to Shillong and some parts of Assam as well. Recently, Ama Food Products has been shortlisted for the NERAMAC Project to put up in 24 railway platforms."*

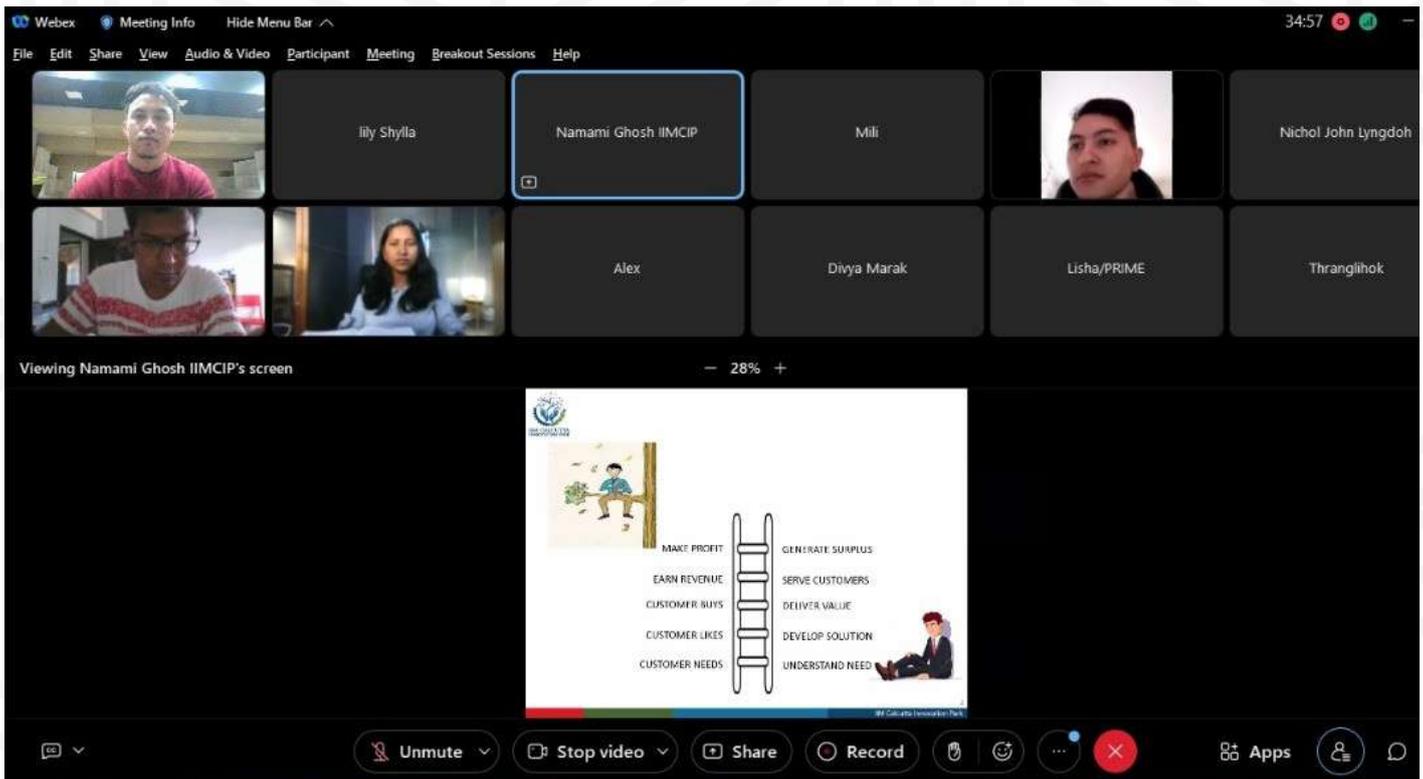


# PRIME'S PRE-INCUBATION PROGRAM

The PRIME Pre-Incubation program helps aspiring entrepreneurs of Meghalaya take their promising business ideas and concepts to the next level and develop a prototype. This program is specifically designed for entrepreneurs who work on an innovative idea or have just started their business and want to understand how they can fully understand their customers and market requirements, refine the idea, and successfully launch the business. PRIME Pre-Incubation builds a high-quality pipeline of entrepreneurs that can be subsequently selected in the Chief Minister's E-Champion Challenge and the linked PRIME Incubation.

It is a four-month virtual program that equips entrepreneurs with all the entrepreneurial knowledge and skills required through regular training, workshops, and mentorship sessions. During the four-month program, knowledge sessions are held by industry experts and resource persons every week. The 1-on-1 mass mentoring sessions generally take place for 3-4 hours a week, where the mentors assign and review dedicated tasks given to the participants.

The program leverages the Design Thinking methodology utilized across the world by successful entrepreneurs and start-ups to implement new ideas, businesses, products, and services at a rapid pace. By the end of the program, participants will equip the necessary mindset and skills to validate and pitch their ideas and build a prototype of the product or service they have in mind.



Next to entrepreneurs at an idea stage, Pre-Incubation is also suitable for existing entrepreneurs struggling to scale up their traditional business and looking for ways to make their products and services more innovative and appealing to a larger market.

**Having the inaugural session in September 2021, PRIME Pre-Incubation has completed 3 batches so far with a total of 66 participants.**

The first batch was conducted from 30<sup>th</sup> September, 2021 to 2<sup>nd</sup> December, 2021 with 26 participants in total.

SI No	Entrepreneur Name	Startup Name	District	Sector
1.	Siddarth Chettri	Guidemytrip	EKH	Tourism
2.	Donbok Wanniang	Shillong Printing Closet	EKH	Online ecommerce business
3.	Alphonsus Shangpliang	Excel Pro Sound	EKH	entertainment & media industry
4.	Avik Chakraborty	Scepticon IT Services Private Limited	WGH	IT services
5.	Namku K marak	Marak's Droid	EGH	IT services
6.	Carneylian A Sangma	Mushroom cultivation	EGH	Agriculture & Food
7.	Benny Lyngdoh	Oyod	EKH	Delivery services
8.	Neville Deen Bapura Non-grang	NEV.S.STATES	Ri Bhoi	Manufacturing
9.	Bandame Lyndem	neotakus	EKH	entertainment & media industry
10.	Amanda Larimai	Bolyn Ricemill	EKH	Agriculture & Food
11.	Vivek Lyngdoh	Pride Initiative	EKH	Education
12.	GLORINA N SANGMA	Bandasal Resort	EGH	Tourism
13.	Gwenda Ilaker Lyndem	Dpei Shillong	EKH	Agriculture & Food
14.	JEREMY A WAHLANG	SELF EMPLOYED	EKH	Agriculture & Food
15.	Aidahun M. Nongrang	DaFriael (Discover the difference)	EKH	Agriculture & Food
16.	Dawhoi Dhar	Jaivik	WJH	Agriculture & Food
17.	Uhan Barman	The Neems	WGH	Agriculture & Food
18.	Daiamon Pyngrope	MeghalayaMushrooms	EKH	Agriculture & Food
19.	Jarryd Warjri	Organica	EKH	CBD industry
20.	Pyntngenglang Khongsit	Manufacturing	EGH	Agriculture & Food
21.	Mebanteiskhem Pyngrope	Teiskhem Designs	EKH	Textile Industry
22.	Kerbhalin Delphinia Dieng-doh	Delfi's Bakery	EKH	Agriculture & Food
23.	Reuben Denver K Marak	Sunnyfield Wormery	WGH	Animal Feed
24.	Enboklang Chyne	Enbee's Nature Confetti	EKH	Manufacturing
25.	Kamwakwah Fabian Pajat	XYZ	EJH	Retail service
26.	Bonick b marak	A'chik Ink	WGH	Art

The Second batch was conducted from 3<sup>rd</sup> March, 2022 to 2<sup>nd</sup> June, 2022 with 20 participants in total.

SI No	Entrepreneur Name	Startup Name	District	Sector
1.	Badamir Esmond Jones	Want to start dairy farming	Ri Bhoi	Dairy Farm
2.	Dipankar Sarkar	Blue Print Photography	WGH	Photographic imaging industry
3.	Michael Sangma	Bamboocraft making	NGH	Handicraft
4.	Sonu Prasad Gupta	Betternet	WGH	IT
5.	Sanjay Kumar	YAKBOS Technologies Pvt. Ltd.	EKH	IT
6.	Dilys Biangca R Marak	Dide's Couture Tura	WGH	Textile Manufacturing
7.	Marbadondor Pohti	Bio Care	EKH	Manufacturing
8.	Subir Baruah	the beginners career coaching	EKH	Career coaching
9.	BALAMLYNTIHUN K BANI	Sericulture And Weaving	WKH	Textile Manufacturing
10.	MEDALIN TYMPUIN	Sericulture And Weaving	WKH	Textile Manufacturing
11.	Stephan Shadap	M/s Lino	Ri Bhoi	Agriculture & Food
12.	Norbert Ferrand Pathaw	NorliRhillside	EKH	Healthcare Services
13.	Mia Mrong	BrandDive PR & Marketing Services Pvt Ltd	EKH	PR & Marketing Services
14.	Alexandria Kharshiing	Jumpstart	EKH	IT
15.	Samanda Nora Pyngrope	Design Agency	EKH	Manufacturing
16.	John Rangam R Marak	Green Farmstead	WGH	Agriculture & Food
17.	Shaphrang Rynksai	Iew Shillong	EKH	Digital Marketing Services
18.	Bishal bhowmick	BENGARO FOOD PRODUCT	WGH	Agriculture & Food
19.	Phidari Swer	.PHI.	EKH	Fashion & Lifestyle
20.	Kretstar Mawlong	Kretstar's Soap	WGH	Manufacturing

The third batch was conducted from 13<sup>th</sup> July, 2022 to 20<sup>th</sup> October, 2022, 2021 with 20 participants in total.

SI No	Name	Business Name	District	Sector
1.	Lily Shylla	Leebian- Lab to plate	EJH	Agriculture & Food
2.	Biambi Niepuseno C B Sangma	(Mushroom-based startup)	WGH	Fashion & Lifestyle
3.	Harador Khariong	Bee's Boutique	EKH	Interior Design
4.	Memorial Mili Marboh	Plant Parenthood	EKH	Fashion & Lifestyle
5.	Thranglihok Diengdoh	Hygge_Couture	EKH	Manufacturing
6.	Divya K Marak	ABepoxy Studio	WGH	Fashion & Lifestyle
7.	Salchan R Marak	eun.ura	WGH	Manufacturing
8.	NANCY MEMORY KHARSATI	MARAKLEDLIGHTS	Ri Bhoi	Agriculture & Food
9.	Pyndapbor Lyngkhoi	HANEI ENTERPRISE	SWKH	Automobile Detailing
10.	Lamshwa Kitbok Nongrum	car detailing	EKH	Cleaning Services
11.	Sophiya Lyngdoh	Cleansmann	EKH	Fashion & Lifestyle
12.	Alexandra Jane Kharpuri	Step In Style Shillong	EKH	Tourism
13.	Shom C.Langba	The Way Guides and Travel	EKH	IT
14.	Naphisabet Lyngkhoi	TMS	SWKH	Fashion & Lifestyle
15.	Daphine Cecilia Ryntathiang	Naph Fashion	EKH	Agriculture & Food
16.	Seema Das	Shipara	WGH	Beauty & Wellness
17.	Lynnette Alchris Langstieh	Adore Salon	EKH	Handicraft
18.	Amol Pashine	da_la 'ti	WGH	Agriculture & Food
19.	Ferdinand Lyngdoh Marshallong	FARM Retail	SWKH	Hospitality
20.	Rijan Khongkrom	Language of Food	EKH	Manufacturing
21.	Merisha Toi	Secret Jongsar	EKH	Manufacturing
22.	Harsha Bajaj	24degrees scented candles	EKH	Gifting Industry
23.	RICO FERMI KSHIAR	Sati Enterprise	EKH	Car Rental Industry
24.	Fellandson Khonglah	MY CAR	EKH	Fashion & Lifestyle
25.	Wanlumlang Wanlah	The Art Box	EKH	Manufacturing
26.	Lahunlin Kharkongor	Wanlumlang Wanlah Soaps	EKH	Fashion & Lifestyle
27.	Risbunlang Marbaniang	RH	Ri Bhoi	Manufacturing
28.	Skhemkumar Blah	RANI LED BULB TECHNO	EKH	Fashion & Lifestyle
29.	David Daimary	Treasure Clothing	EKH	Agriculture & Food
30.	Andrick Lyngdoh	Hempurself	EKH	Service
31.	Aimebanrisa K Diengdoh	QUICK CLEAN	EKH	Agriculture & Food
32.	Ribansing Nongbsap	Sweet Farm	Ri Bhoi	Agriculture & Food
33.	Yarngajan Makdoh	Nongbsap Farm	Ri Bhoi	Manufacturing
34.	Nichol John Lyngdoh	Eco-Light	EKH	Agriculture & Food

## ENTREPRENEUR STORY



### **Samanda Nora Pyngrope** **Design agency**

Samanda Nora Pyngrope is in the space of Design and lending services to the clients. She completed her studies in Design technology and as an aspiring entrepreneur, starting her career in the design agency has been a crucial journey in gaining insights into customer and market needs.

Samanda faced a lot of challenges as a budding entrepreneur in making her dream business into reality, from understanding the market & the customers to creating a proper business plan. She learned about PRIME's pre-incubation program and registered for it. PRIME's Pre-incubation program has helped in tailoring the business approach and the transition from just an idea to implementation.

*"Being part of the Pre-incubation program with PRIME Hub Meghalaya has been an engaging journey and a great learning experience. Through the incubation, it has also helped my business understand its customers better. The 4 months journey of learning and being mentored by various seasoned experts created a mindset shift. From the very beginning itself, they set expectations that of course starting a business is not easy, however having a guide and being equipped to handle the challenges can make a great difference. I myself have benefitted immensely from the interactions and discussions along with one-on-one engagements where each of us had the chance to deep dive into each of our business ideas and take actionable steps towards improving our ideas and bringing them to life."*



## Dipankar Sarkar Blue print photography

Dipankar Sarkar Founder of Blue Print Photography/ Blue Print Creatives has been providing visual art services since 2017 in and around Meghalaya. He always had an aim to expand his brand and convert the Visual Services into a One Stop Media Solution where he can provide Digital Media services too.

Then he came to know about Prime Meghalaya and therefore joined the Pre-incubation program offered by PRIME for aspiring entrepreneurs at an early stage. Through the pre-incubation program, he was able to understand different aspects of the journey to becoming an entrepreneur, and the deep analysis that they need to do to become better entrepreneurs.

*“The dedicated mentor and the sessions had given me a better insight. Design thinking and the work-breakdown structure were the most beneficial to me. It helped me understand myself better and has given me ideas and ways that I had not thought of before. The program gave me a better understanding of customer empathy as well. The Pre-incubation program has not only taught me things but also inspired and motivated me to do better and grow more.”*

*“The PRIME Team has always been helpful and has connected me to many people and opened ways for me. They have shown me ways to be a better entrepreneur and generate better revenue.”*

*“Looking forward to having more connections and meeting with the Prime team and extremely grateful that such programs exist to help and inspire us.”*



## Aida M. Nongrang Da Friael

Aida M. Nongrang is the founder and proprietor of Da Friael - a home grown enterprise that produces home baked goods. She left her well-paying job as a medical technician to chase her passion - baking. Ever since she ventured into artisan baking, she never looked back. Her drive for producing natural-based rich-flavoured baked goods and other products has led her to connect with local artisans and farmers from whom she sources raw materials which in a way has helped them earn a livelihood.

Da Friael's baked goods ranges from cheesecakes, pastries, donuts, etc., to other savoury delights like the chicken cheese croissant, pizzas, chicken pie, etc. The list can go on.

With time, Da Friael has become popular amongst the locals of Shillong. Da Friael caters to birthdays, engagements, weddings and other events. While her main focus is baking, Aida also collaborates with local beekeepers to ensure the best organic honey. She also provides customized gift hampers which are in high demand during festival season.

Recently, Da Friael received funding support from PRIME Meghalaya. Through this support, Aida aims at expansion of her business to a wider audience by employing more artisans, creating national as well as global market linkages, procuring baking equipment that are highly efficient for mass production and better packaging.

*"As a mother and a cooking enthusiast, 'Da Friael' emerged as the child of personal interest and encouragement from family members, friends and well wishers in the year 2018. Initially established as a home based bakery, we now have upgraded our services by providing other value added products such as jam, pickle, etc with a vision to utilize the rich agricultural and indigenous products of Meghalaya. In the coming years, we wish to continue transforming our company by discovering the difference and staying true to our core values. I started my journey with PRIME by enrolling myself in the Pre-Incubation classes for a period of 4 months. Through this programme, I have gained a lot of enterprise knowledge and skills from the mentoring sessions with experts. PRIME has been a strong support system in building and scaling up my business."*



# PRIME ENTREPRENEURSHIP FUNDS

PRIME has dedicated funding options for innovative startups and entrepreneurs as well as traditional food processing based enterprises. A dedicated team at PRIME supports entrepreneurs with creation of their DPRs (Detailed Project Report) or Business Plans required to apply for funding. In collaboration with local banks and government departments, PRIME is also facilitating access to further schemes & funding.



## PRIME Kick Start Grant

This non-returnable grant is meant to give innovation-based start-up entrepreneurs and aligned community-led enterprises financial equipment to take smaller capital and operational expenditures regarding product development (e.g., R&D, Product Samples, Machinery, Fit out of Development Facilities). The grant can be awarded up to Rs. 10 lakhs. This grant is specifically for entrepreneurs in their early stages who already have some prototype/minimum viable product or convincing concept to showcase but need additional funding to develop this product or service to market readiness.



## PRIME Innovation Scale-up Loan

This fund is meant for those entrepreneurs that already have an innovative existing business and have a clear pathway to scale up their operations to the next level and need financial means to do so. The Innovation Scale-up Fund can be awarded up to Rs. 50 lakhs via an interest-free, collateral-free soft loan. A standard repayment moratorium of 6 months is given for the Innovation Scale-up Loan to consider the logistical challenges entrepreneurs face when expanding their businesses. This Innovation Scale-up Loan is specifically for entrepreneurs with an innovative and scalable business that is not recognized or considered as a traditionally fundable business by banks or other financial institutions and hence are usually not eligible for bank loan funding.



## Food Processing Zero-Interest Loan

It is an initiative taken in collaboration with the North-East Small Finance Bank, where aspiring entrepreneurs of Meghalaya, who own imitation-based food processing units and enterprises, are given the opportunity to apply for interest-free and collateral-free loans up to Rs. 25 lakhs. Entrepreneurs who want to start a new food-processing business can avail a loan of up to Rs. 5 lakhs. This opportunity will allow food processing entrepreneurs to expand their business endeavors without worrying about finances.

# Overview

PRIME Kickstart Grant	PRIME Innovation Scale-up Loan	Food Processing Zero Interest Loan
Via PRIME	Via PRIME/NESFB	Via NESFB
Up to Rs. 10 lakhs	Up to Rs. 50 lakhs	Up to Rs. 25 lakhs (for existing businesses) Up to Rs. 5 lakhs (for new businesses)
Non-Returnable Grant	Zero-Interest Collateral-Free Loan	Zero-Interest Collateral-Free Loan
For innovation based start-ups to conduct product development and R&D.	For innovation based start-ups to scale up their operations.	For Imitation based entrepreneurs to start or scale up their operations.



## ENTREPRENEUR STORY



### **Gilford Pde** **Gilford Pde Arts**

Gilford Pde makes customized premium woodcraft products showcasing the culture of the Khasi-Jaintia people. Gilford Pde hails from Jowai and has been working for the last 10 years in the field of woodcrafts but his passion for his arts has been since his childhood.

His main work of art is sculpture and makes artwork that shows the scenic beauty of the countryside in Meghalaya, the people of Meghalaya and its culture, and also through his experience.

*As the saying goes, Rome wasn't built in a day, so also my work cannot be built in a day, it takes a lot of time, energy & patience to complete one art work.*

Therefore through his hard work, he was able to grow his business and make his artwork known to many.

He has also been able to compete in the exhibitions in the state as well as outside of the state, recently he showcased his works in the 4th edition of Award Arts Festival which was conducted in the visual arts gallery, India habitat center, New Delhi.

But due the financial constraints, he had to limit his artwork until one day he heard about PRIME and its services and got to avail the funding that PRIME offers. Now Gilford plans to extend and expand his business.

*“Though I am not a part of PRIME’s Incubation Cohort, the PRIME team has been very helpful and has been with me since the very beginning when I started applying for the funding. With all my heart I thank the PRIME Team for their kindness and hard work in supporting entrepreneurs like us to grow and scale up our business.”*





## James Eventis Dkhar Nela Handloom

James Eventis Dkhar, a 38 year old entrepreneur from Meghalaya is a school dropout and started his career as a taxi driver but his dream was always to do something else - something that he love - something that would benefit the society as a whole and little did he know that an opportunity was waiting for him to do just that. One day, he came across an advertisement in the local newspaper about a training programme on the handloom industry at Mendipathar, Garo Hills. On thinking that this programme would give him a government job, he went on to participate. It was during this workshop that he realised that he is truly passionate about weaving and textile and was keen on gaining more skills and knowledge of the

industry.. Hence, he actively participated in various handloom workshops organised by various departments and organisations that gave him an idea on textile designing, various handloom technologies and various weaving techniques. As he actively participated in various handloom workshops in the state, James was a familiar face amongst departments and organizations and was often requested to attend workshops as a resource person. It was in 2018 that he set up a training centre on the Flying 8 Loom as well as expanding his production unit under the name - Nela Handloom Training Centre cum Production Unit which is a first of its kind in the whole of India.

James wanted to replace the Traditional Floor Loom with the Flying 8 Loom as the former proves to be inefficient because it produces a lot of wastage, is limited in its production capacity and cannot be used for manufacturing of traditional khasi and jaintia dresses whereas the latter is able to render all of the above requirements and hence serves a bigger purpose. Apart from the Flying 8 Loom, James also uses the Jacquard Loom which enables him to customise designs as per his customers' requirement. The techniques used by James are low cost, saves time and increases production. James provides training programmes to interested local youth on modern weaving techniques so that they can earn a better livelihood.

James also saw that there is a natural affinity to weaving amongst certain villages which are not restricted only to Jaintia and Khasi Hills. This is due to the abundant availability of raw materials, the natural acquired skills and the shared love for weaving. Through his centre, James has not restricted his manufacturing to just traditional garments but has also identified a market outside the state for other products as well such as sarees and kurtas. He has also sold his products locally, nationally and even globally through various avenues such as The Meghalaya Age, Tribal Cooperative Co-operative Marketing Development Federation of India and others.

Due to smooth logistics and operational efficiency that he is trying to introduce in the system, the cost of the end products within the state of Meghalaya is expected to reduce, thereby making his products available to almost all segments of society.

*"I am truly grateful to PRIME Meghalaya for supporting my entrepreneurial journey. Along with various assistance like trainings and workshops, I have also been able to opt for funding support and till date I have been funded with a loan of 5 lakhs with which I can improve and scale up my enterprise. I am proud to be part of PRIME Meghalaya and will continue my journey as a social entrepreneur alongside PRIME".*

# ACADEMIA ENGAGEMENT & ENTREPRENEURSHIP PROMOTION & DEVELOPMENT PROGRAM (E.P.D.P.)

Imbibing an entrepreneurial mindset at a very young age, is crucial for the promotion of entrepreneurship at large. Local aspiring entrepreneurs in Meghalaya still face many challenges in regard to the negative opinions and judgment of their family and communities whenever they try to take up entrepreneurship as a career option.

Additionally, in the current scenario, many of the brightest students are leaving Meghalaya after completion of their studies, seeking for opportunities in the metro cities. Even those who have an entrepreneurial mindset, might have not found the respective support mechanisms in the state so far.

To retain talent and create a real mindset shift and movement among the youth, PRIME wants to deeply engage with the colleges and universities of the state.

This includes specifically supporting students that:

- *Already have an idea and now want to take the next steps towards the execution of the idea.*
- *Do not have an idea but are keen to take up entrepreneurship.*

Additionally, PRIME is actively engaging in skilling academic staff and faculty members to become drivers of this change.

At the core of the engagement with academia is PRIME to support the state-level colleges and universities with:

**Stage 1  
from Year 1  
Onwards**

from Year 1 Onwards: Setting up entrepreneurship promotion and development programs (EPDP) to create an entrepreneurial “spark” in the mindsets of the students and facilitate the promotion of the next generation of innovative Startup Entrepreneurs.

**Stage 2  
from Year  
2 or 3  
Onwards**

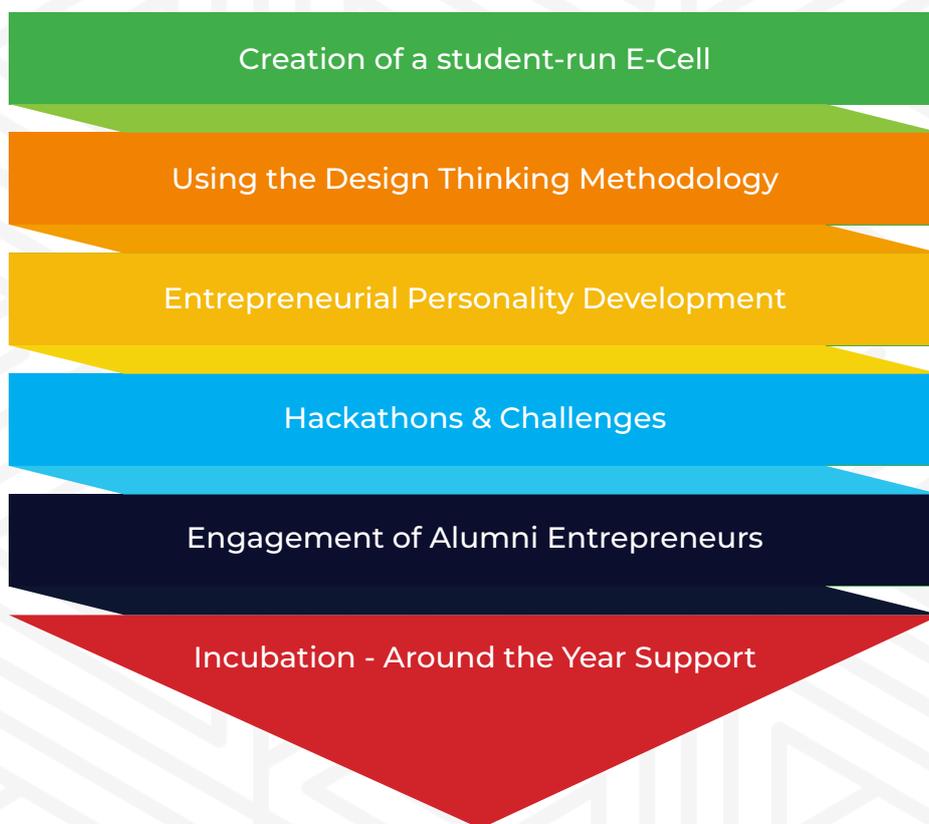
from Year 2 or 3 Onwards: Setting up own Academic Incubators and Incubation Programs where the most promising entrepreneurs will go through a structured process with mentoring, capacity building etc.

Those centers and initiatives will be closely linked to the PRIME initiative with its various programmes like Pre-Incubation, Incubation or Funding and through close exchange between the teams, can be fed into one of PRIME's programmes for ongoing support.

The academic institutes are requested to come forward with proposals to set up comprehensive entrepreneurship support programmes.

The full ownership of the programmes will be with the academic institutions. They are responsible for planning, conceptualizing, implementing, executing and sustaining the programmes. PRIME will work closely with the colleges and universities in conceptualizing their respective programmes and in linking them with prospective partners. PRIME will support capacity building and advisory as well as specific "connecting" sessions (e.g. experience sharing by PRIME entrepreneurs).

The following components shall be part of the activities conducted by the academic institutes.



So far, PRIME has provided funding to 3 Institutes:



**Number of Proposals under preparation and yet to be submitted and approved – 23**

# ENGAGEMENT WITH ACADEMIA

There have been multiple interactions by PRIME HUB and colleges/universities in the state of Meghalaya through:

## MeitY Ideathon Programme

MeitY Ideathon is a programme conducted across the East & North Eastern State of India in collaboration with the Ministry of Electronics and Information Technology (MeitY), IIM Calcutta Innovation Park (IIMCIP) and PRIME Start-up Hub, Meghalaya. The objective of this programme is to look for promising ideas and innovation to the nooks and corners of the state, with an intent to encourage the future entrepreneurs with recognition and cash rewards of up to Rs.25000/-. There is no age limit, qualification, or boundaries. Everyone with an innovative product or idea can apply.

## How does it work?

College/University can notify the students about the MeitY IDEATHON program and select potential students for the program. Students with an innovative and creative business idea or students who want to take up entrepreneurship as a career can pitch their ideas/concept/prototype in the presence of jury members.

The Final winners were decided by the jury and the panels. There were 200 students who had participated for the MeitY Ideathon program 2022.

**Cash rewards for winners: Rs. 5000 each**

The Top 5 winners of the MeitY Ideathon 2022 are:

Sl.No.	Name of Participants	Team	Business Idea	Name of Academic	
1.	Tiara R M Sangma Sumit Choudhary Reuben M Langstieh Nima Blossom G Momin	Group	Jack Fruit Food processing unit	NEHU, Tura	
2.	Ajay Dkhar	Individual	Portable shoe/Clothing Truck	St Anthony's College, Byndihati, Khliehriat	
3.	Andyson War	Individual	Pork (Piggery)	MLCU Shillong	
4.	Fabriona Effie Pajat	Individual	Off-roading Tour	MLCU Shillong	
5.	Anjuli S Marak	Individual	Transport Service (All in one)	Loyola College, Williamnagar	

## Academia & Incubator Sensitization Workshop:



The Academia & Incubator Sensitization Workshop was hosted by PRIME, Shillong in collaboration with Start-up India on the 4<sup>th</sup> of May 2022 to upskill faculty with regard to the establishment of academic support systems for entrepreneurs. Specific focus was set on how to jump start such programmes. . The workshop was attended by 40 Faculty Members and segregated into 2 sessions wherein Faculties from various educational institutes were invited to attend the session.

Dr. Surabhi Gupta and Smt. Swani Ramchandani from Start-up India attended the Workshop as resource person which started off with the faculty members giving a brief introduction about their exposure to entrepreneurship and issues they face as institutions, and how they have guided the students who have shown interest in entrepreneurship. The session highlighted the main aspects of entrepreneurship starting from Ideation, Funding leading up to Market Linkage.

## Design Thinking Training

Design Thinking is a design methodology that provides a solution-based approach to solving problems. It is extremely useful in tackling complex problems that are ill-defined or unknown, by understanding the human needs involved, by re-framing the problem in human-centric ways, by creating many ideas in brainstorming sessions, and by adopting a hands-on approach in prototyping and testing. PRIME is actively promoting this easy-to-use and fun way of starting an entrepreneurial journey in the academic institutes of the state. So in order to promote the methodology in the institutes, several capacity building sessions have been given for faculty members and students alike.



PRIME Meghalaya conducted Entrepreneurship development programs at:

- Nongstoin Government College, Nongstoin on the 15<sup>th</sup> July, 2022 with 100 students and 7 Faculty participants.
- St. Anthony's college, Shillong on the 3<sup>rd</sup> of August, 2022 with Faculty members from College as well as Secondary schools attending the program.
- Sngap Syiem College, Mawkyrwat on the with 25 students & 7 Faculty participants.

## Entrepreneurship program at College of Homescience, Tura



PRIME Meghalaya conducted the Entrepreneurship Development Programme at the College of Home Science, Tura on the 26<sup>th</sup> July 2022 wherein 120 students & 8 Faculties were trained in the design thinking methodology. The Dean of the Institute, Smti. Jyoti V. Vastrad and the students actively participated in various knowledge and practical sessions. Students were given a chance to showcase their business ideas with regards to their field of study out of which 5 groups were declared as winners by the jury members. This programme aims to inculcate the idea of entrepreneurship in the minds of these young students as well as faculty members so that they may approach education along with entrepreneurship.

## IMPACT WEEK MEGHALAYA 2022

**Fostering entrepreneurship in the State of Meghalaya**



PRIME in collaboration with the Airline Lufthansa and their NGO-arm Help Alliance conducted a multi-day event called “Impact Week” where first 20 faculty from 10 academic institutes across the state were trained in the Design Thinking methodology. Subsequently a full day event was held with 55 students from across the state to develop solutions for pressing issues of the state like pollution, sustainable tourism or livelihood creation from March to April, 2022.

The team of the PRIME and Impact Week worked in the hybrid mode to create an innovative learning experience at PRIME Start up Hub for young minds to come together. In the first of its kind, a team of Impact Week coaches from the reputed Lufthansa Group and various other multinational organizations joined in from across the world to guide the Faculty members who were trained in Design Thinking methodology to further lead the students into rapid ideation and prototyping of new ideas, business models and concepts with local coaches supporting the students onsite.

The program was attended by Shri Jagdish Chelani, I.A.S., Executive Director of M.B.M.A. and Shri Aiban Swer, Director of M.B.D.A., Smt. Neelam Pandey, Smt. Laxhmi Rao, Smt. Tripti & Shri. Vasu who are the coaches & organizers of Impact Week Meghalaya, 2022. Mr. George Ettiyil,

Senior Director of Lufthansa Group South Asia, Jens Unger who had joined virtually. Faculty Members and students were divided into 8 teams, each to discuss, work together and learn more about the Design Thinking concept. Processes like recapping and creation of Team name, logo and setting up of expectation, Research, Synthesis, Cross sharing, Ideation, prototyping, Testing and Pitch Presentation.



# INCLUSIVE ENTREPRENEURSHIP

## Building an entrepreneurial ecosystem for persons with disability in Meghalaya-



Entrepreneurship has begun an upward journey in Meghalaya through the supportive initiatives of the government of India and Meghalaya through the various schemes and encouragement of the start-up ecosystem. Prime-Hub has become a recognizable arm of the government that is working tirelessly to provide the optimal entrepreneurial ecosystem within the state with its active and incentivized outreach programs. At the same time, it is pertinent to highlight that a certain section of the community has not embraced the entrepreneurial journey: Persons with Disability.

First and foremost, there is a mindset block wherein they have been dependent on their immediate environment for support and have also been conditioned to believe that there are limits to their potential. Second, little or no efforts have been adopted to identify the potential of persons with disability beyond the academic purview, let alone the business or entrepreneurial angle. Third, access has restricted their ability to avail or negotiate their way towards a life of dignity and self-expression wherein communication and accessibility has to be adapted to their needs. Fourthly, any creative idea or innovation has been suppressed by the existing environment attributing the discouragement to the disability rather than overcoming the same. Fifth, the lack of awareness or information pertaining to the avenues for entrepreneurship within the state has prevented more persons with disability from venturing out for themselves. Sixth, the lack of a supportive eco-system including mentoring, business skills, market identification has proven to be a deterrent for the aspiring entrepreneurs with disability. Seventh, inability to procure local resources, lack of skill development, funding and leadership skills has limited their scope of growth and development.

PRIME Meghalaya is collaborating with Barefoot Trust to propose a solution that lies in creating an empathic understanding of the entrepreneurial ecosystem from the perspective of persons with disability. Therefore, the first step is to begin with active engagement with persons with disability and developing an understanding of their existing situation and the various ideas of entrepreneurship that they have envisaged. This would ideally take place with district-wise discussions and deliberations with persons with disability in a focus group ambience. Given the wide spectrum of disabilities, special accommodation must be made for the accessibility issues and cater to the diverse needs of the individual. The initial phase would be an involvement with 10-15 persons with disability per district with a preference for semi-urban / rural locations. The approach must be a multi-faceted one that provides all the necessary tools and techniques as well as support.



## Objective:

- Identify the potential, challenges and support for entrepreneurship initiatives for persons with disabilities.
- Based on this analysis, develop a road map of interventions for persons with disability in the entrepreneurship sector.
- Outcomes:
- Interaction with 75 persons with disabilities with the potential of setting up their own entrepreneurial ventures
- Identified possible areas of intervention, highlighted the gaps and the required resources
- A detailed proposal including strategic support for the persons with disabilities.

## PRIME PROGRAMS for PwD

02/05/2022	Dorbar Hall, Mawngap- Mawkharshiing, East Khasi, Hills District	22
13/05/2022	Community Hall, Sajer, Nongpoh, Ri Bhoi District	14
11/08/2022	Jowai, West Jaintia Hills District	36
01/09/2022	PRIME Startup Hub, Tura, West Garo Hills	27

**A total of 99 participants were engaged.**



# PRIME NANO ENTREPRENEUR DIAGNOSTIC PROGRAM

Nano Entrepreneurs are those entrepreneurs that work on imitation-based businesses and have a decent potential to create jobs opportunities (e.g. bakeries, spices processing). Over the last two years of PRIMEs workings it has been realized that the Nano Entrepreneurs of the state do require very specific support in order to be able to grow and take their businesses to the next level. With PRIMEs upgraded mission to be a one-stop-shop for every entrepreneur in the state, it is crucial for PRIME to establish a full understanding on the specific needs and requirements of nano-entrepreneurs so in order to be able to design new interventions and training activities to support the growth of these entrepreneurs.

For this purpose, PRIME has started to engage with the Block Program Management Units (formerly Enterprise Facilitation Centers - EFCs) to conduct a series of diagnostic visits to blocks across the state. The field visits for Nano entrepreneurs started from the month of March-May 2022 across Khasi, Jaintia & Garo Hills.

During the sessions, the PRIME team conducted in-depth diagnostics of their businesses for a period of 1-2 hours to understand several parameters. The teams got a thorough understanding of the challenges the entrepreneurs are facing, what their supply chains look like, where their bottlenecks are, who their customers are, what their marketing and sales look like, whether their unit economics are positive and more. Part of the discussion was also to understand the dreams and vision that the entrepreneur has for his/her business and where he/she sees the business growing.

At the same time PRIME also got the opportunity to identify some of the most promising entrepreneurs in each block that might be directly linked with PRIMEs existing offerings. Based on the findings of those Nano Entrepreneur Diagnostics, PRIME is currently developing a host of new support mechanisms for those rural entrepreneurs (e.g. advanced trainings and capacity buildings, packaging and packaging design support, rural sales seminars and more).

Team visited an average of two blocks in a week across the state. Out of 46 blocks, 19 blocks have been covered and 123 nano entrepreneurs have been identified and diagnosed by the team. The achieved numbers give a good representation of the situation across the state in all the main areas.



# ATAL COMMUNITY INNOVATION CENTRE (ACIC)

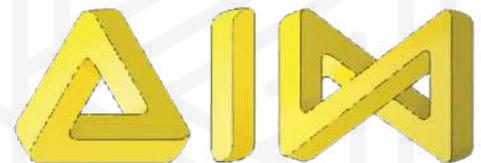
Atal Innovation Mission (AIM), the flagship program of NITI Aayog has been establishing Atal Community Innovation Centres (ACICs) across Tier 2 & 3 cities in India. The aim of setting up these units is to serve the underserved/ unserved, reaching innovators at the bottom of the pyramid and empowering a society to bring change.

The corollary of setting up ACICs is apparent in countries that are leading in innovation. ACICs will drive innovations catering to Sustainable Development Goals (SDGs) by specifically harnessing and nurturing novel solutions for upliftment and sustainable transformation of the community. The SDGs in the context of the local region will be the focus areas of the ACIC. The inclusive infrastructure composed of labs and internet supported workspaces of an ACIC would be able to provide entrepreneurs and innovators the necessary tools needed to proceed with their ideas. For the purpose of setting up an ACIC, AIM would be providing a grant of up to ₹2.5 Cr for the establishment of an ACIC and a matching ₹2.5 Cr from the host organization. With sustainability of the ACIC to be achieved via CSR funding, impact investors, schemes and policies. The eclectic combination of ACICs around the country will provide for a symbiotic relationship among the various centers. This would be evident in the USP of the various ACICs being in fields such as IT, agriculture, textile, food processing etc, however the lack of knowledge or experience of other fields in the respective ACIC would be myopic for the said ACIC. With the establishment of ACICs, units which were once working restrictedly are now able to work as an archipelago of entrepreneurship cells under the guidance of AIM.

Meghalaya would be the first state in the Northeast to establish an ACIC. The host institution of ACIC is Meghalaya Basin Management Agency (MBMA) which also runs the project PRIME, which is the entrepreneurship cell of the state, thus the name of the ACIC aptly being ACIC MBMA PRIME Foundation. The connotations of words like “entrepreneurship” and “innovation” derive a feeling of unfamiliarity in the people of the state of Meghalaya, and instilling the spirit of entrepreneurship in the people of the state is not a facile activity. The platform for the workings of ACIC in the state has been smoothened by the complimentary activities of PRIME Meghalaya such as acceleration coaching, pre-incubation and incubation. The nascent stage of entrepreneurship in the state will provide for the ACIC to have learnings in various fields from the advanced centers across the country.



**NITI Aayog**



ATAL INNOVATION MISSION

# PRIME – SAURAMANDALA RURAL ENTREPRENEURSHIP FELLOWSHIP

The PRIME-Sauramandala Rural Entrepreneurship Fellowship (PSREF) is a once in a lifetime opportunity for young changemakers to actively contribute to the development of underdeveloped rural areas. The 18-months (Fellows) , respectively 12-months (Associate) program is a rural development initiative in collaboration with Sauramandala Foundation.

Each PRIME Fellow along with two local PRIME Associates from Meghalaya will be placed in dedicated remote blocks of Meghalaya where they will be actively promoting rural entrepreneurship. The PRIME Associates from Meghalaya will act as local guides for the PRIME Fellows. The teams will identify the most promising rural (nano) entrepreneurs in the respective blocks and villages, understand their challenges and handhold them on topics like:



Value Chain  
Development

Machinery  
& Technology  
Deployment

Frugal Innovation

Branding &  
Packaging



Through that the Fellows and Associates will help those entrepreneurs reach their full potential and become role models, igniting a mindset change towards entrepreneurship and away from regular (government) jobs among the youth.

Being part of a unique and exclusive PSREF community that also extends into the PRIME ecosystem, the Fellows and Associates will be in regular exchange with their peers, the PRIME-Sauramandala team as well as renowned mentors from industry, academia and the startup realm that will guide them in accomplishing their tasks.

The exposure and knowledge gained during the PSREF will thoroughly prepare the PRIME Fellows and PRIME Associates for a career in rural development, startup incubation or entrepreneurship promotion with high-level national and international organisations. Or inspire them to start an entrepreneurial journey themselves. Upon graduation you will receive an extensive certificate outlining your accomplishments and area of work.

The Impact that is expected to be made through is program is hand holding local entrepreneurs to grow, while at the same time creating local champions among the youth associates which can contribute to a sustainable and long-term mindset change at the village level. The Fellows at the same time will gather significant experience and share the stories they learned about Meghalaya and its beauty and potential across the country and the world.

By this it is expected to work with at least 400 village level entrepreneurs over a period of 3 years of PSREF. At the same time it is expected to help those entrepreneurs create 1,000+ new job opportunities for the youth in the state and impact more than 10,000 people positively.

The program was launched in September 2022 and, after a 3-weeks orientation program, the teams have moved out to remote blocks like Mawkyrwat, Laskein, Samanda and Baghmara.

Names of Fellows & Associates & blocks assigned to:

District	Block	Fellow	Associate 1	Associate 2
East Khasi Hills	Laitkroh	Yaleishon Kazingmei	Amit Talukdar	Gwenda Ilaker Lyndem
Southwest Khasi Hills	Mawkyrwat	Harsh Shah	Ibarihun Majaw	Aibanshngain Kipa Mylliemngap
Ri Bhoi	Umling	Ambrish Kumar Tiwari	Mikewell Khonglam	Baiabudlang lawphniaw
West Jaintia Hills	Laskein		Optimist Sdor	Sanijajai Khyriem
East Jaintia Hills	Khliehriat	Anup Jyoti Sarmah	Hudderfield Rymbui	Twinkle Pohtam Kai
East Garo Hills	Samanda	Tage Omin	John Rangam R Marak	Susmita Hajong
West Garo Hills	Rongram	Nikhitha S M	Nurulazim Rahman	Chingkame G Momin
South Garo Hills	Baghmara	Dangmei Kasangaipou	Anikit R Marak	

## PRIME Sauramandala Rural Entrepreneurship Fellowship (PSREF):

An Orientation cum Training workshop was conducted for the PRIME Sauramandala Rural Entrepreneurship Fellowship (PSREF) for the newly inducted Associates & Fellows at the PRIME Startup Hub, Shillong on the 5th September 2022 where the Deputy Commissioner, EKHD, Smti. Isawanda Laloo graced the event as the Chief Guest.

The programme focused on giving the new members an overview of their new roles, responsibilities and key functions before they venture into the field and working closely with rural entrepreneurs.

Smt. Isawanda Laloo, Deputy Commissioner, East Khasi Hills States, *"It's great that we have here the fellows and Associates from diverse backgrounds to be working under PRIME. As we all know that PRIME is the program that supports the youths of our state and especially to those who have set out on an entrepreneurial journey. Creating an opportunity for the booming educated youth is very important and PRIME is here to not only provide grooming and training but also provide an amazing set up. I am so glad that you all will be going to the field because your ideas, your experience, your observation will be critical. Having said that, you will find people who exceed your wildest imagination, the ideas people come up with are amazing when it comes to understanding the natural resources. I really request you to get to the root, speak to the people, learn from them. I would like to stress that while you identify the promising entrepreneurs, hand holding them, understanding their problem and trying to come up with a solution, try to see what is doable. It is not just to equip them with skills for life and try to change the ecosystem but for you to come back with great working experience and give inputs which in the long term can help modify the policy. We need to understand their problem before finding the solution."*

# MUSIC INCUBATION

Through the Music Incubation program, PRIME hope to build well-rounded artists by providing them with all the tools to succeed while pursuing a career in music. They will be provided with guidance from experienced people in various fields alongside their mentors with the goal of creating an album that reflects the fruits of their progress.

The entirety of the music incubation program culminating with the recording and shooting of music videos for their songs will only be provided to the winners of Launchpad. All the workshops and masterclasses will be open for anybody interested in participating with participation being free for all the finalists of Launchpad and paid for by others.

## Music Incubation Programme by PRIME Meghalaya (MBMA) x Durama Association of Music and Arts (DAMA)

Organised through the joint efforts of PRIME Meghalaya and Durama Association of Music and Arts, Launchpad was a competition for the musicians across Garo Hills to showcase their talent and get the opportunity to kickstart their careers in music. It is the first of its kind, a competition primarily for the talented musicians to recognize their talent and structured with the intention of helping them grow as artists.

Launchpad started with recognizing the lack of opportunities for musicians locally and the need to build up new artists by giving them a platform. The competition was divided into three phases – demo submission, preliminary round and the final competition.

### 1. Demo Submission (May 4<sup>th</sup> – 31<sup>st</sup>):



An announcement was made digitally, over social media, calling out for entries through an online form wherein they had to submit a video demo of their original song. There was a stress on promotions for the competition with various collaborations with influencers, animated promos and skit-based promos alongside digital and on-the ground marketing. This was done largely in part to reach out to as many musicians across Garo Hills as possible. As a result, there were 117 entries of which 76 were solo artists and 41 bands within a span of a month.

### 2. Preliminary Round (June 11<sup>th</sup>):



Of the 117 entries, 17 solo and 12 band participants advanced to the preliminary round. This was held at SMELC, Dakopgre, with the solo rounds starting at 10am and the band rounds starting at 1pm. The 5 top artists each in both the solo and band categories advanced to the final competition that was held in conjunction with World Music Day.

### 3. Finals (World Music Day – June 21<sup>st</sup>):



The solo participants were provided a band of professional musicians with which they practiced for a span of a week but managed to make the best out of, delivering amazing performances at the finals. The bands likewise also delivered an amazing performance. This was complimented by the guest artists in Avora Records (Mizoram); Lojal (Goa) and popular local artists in Rough Road and Saldorik that also delivered amazing performances in celebrating World Music Day.

The PRIME Music Incubation is the next step in the process of developing these artists to start their careers in music. Through the incubation process, they will be exposed to various workshops and masterclasses wherein they will be taught various things in relation to building their careers through experienced speakers and mentors. They will also be provided various projects with which to further develop and grow themselves as artists. At the end of the incubation, they will be provided with the opportunity to record an EP (Extended Play) and shoot a music video for one of their songs.



**Smt. Agatha Sangma states,** *The PRIME Music Incubation is the next step in the process of developing these artists to start their careers in music. Through the incubation process, they will be exposed to various workshops and masterclasses wherein they will be taught various things in relation to building their careers through experienced speakers and mentors. They will also be provided various projects with which to further develop and grow themselves as artists. At the end of the incubation, they will be provided with the opportunity to record an EP (Extended Play) and shoot a music video for one of their songs.*

### WINNERS

**Solo**



**1<sup>ST</sup>**

**SUNNY TENGBAN**

**2<sup>ND</sup>**

**CHERINGCHI**

**Band**



**1<sup>ST</sup>**

**GRACE WITHIN TRINITY**

**2<sup>ND</sup>**

**ALCOLINE CALL**

# TRAINING CENTRE ESTABLISHMENT COMPETITION

Training and Capacity Building is a core component for every entrepreneur to build the necessary skills across technical and business aspects to build a sustainable and successful enterprise. At this point in time, the availability of high-quality training facilities in Meghalaya is very limited and in certain sectors non-existent. For high-quality advanced training in most sectors, entrepreneurs have to travel long distances and spend significant amounts of money. Innovation-based training is important for entrepreneurs to capture new markets and be one step ahead of the competition.

PRIME intends to support local Entrepreneurs from Meghalaya financially to set up training facilities in the state for conducting entrepreneurship-related and innovation-based training and capacity building in Meghalaya. The awarding will be through a competition for the best proposals.

## Selected Thematic Areas



## Funding support

Financial support to the selected entrepreneurs reaching a total limit of up to Rs. 50 Lakhs.



## PHASE 1

The selection mode is through a “competition mode”. The submitted proposals for every sector were collected and evaluated against each other on a scoring system. The best pre-selected entrepreneurs were invited on 8<sup>th</sup> September, 2022 at 10:30 A.M. to pitch in front of the selection committee. The most promising proposals for every category are accepted for financial support.

Along with the general presentation and outline of their proposal, the entrepreneurs highlighted in their presentation the following pointers:

- Innovative Components / Uniqueness of Proposed Trainings/Capacity Buildings and how they will benefit local entrepreneurs
- Financials, Self-Sufficiency and Financial Sustainability of the Training Center

The selection committee declared the following candidates as the winners for Financial Support to local Entrepreneurs for establishing new Entrepreneurship- related Training & Skilling Centers in Meghalaya through “Challenge-Mode”:

## **Sectors/Category: Advanced Handicrafts & Handicraft Design:**

### **Bandapbiang Dewkhaid**



Bandapbiang Dewkhaid founded the Shillong Bamboo in 2014 as part of Cane and Bamboo work Upgradation in the State and with the aim to take beautiful, handcrafted Meghalaya bamboo products to the world stage where they could share space with best global eco-friendly and fashion brands.

The project contains the detail of crafting bamboo structures both in theory and practical and executing the entire process of making bamboo structures in different designs right from selection of bamboo species into complete structure with their main objectives to enhance

the quality and quantity of bamboo structures as per specifications by the customers and to generate employment in the rural sector which will benefit most of the artisans.

### **Ridahunlang Gatphoh**



Dak\_ti Craft founded by Ridahunlang Gatphoh presents a unique range of hand crafted products made from natural materials. Their products are handmade impressions of their artistic expression. Dak\_ti crafts has also been conducting workshops and training programs for quite some time either internally or through consultancy.

Dak\_ti Craft's training Centre is situated in a farm on the hills of Thad in Ri-Bhoi district. Staying true to their core values, Dak\_ti Craft has envisioned setting up an Advanced Training cum Production facility using natural and organic materials with local skills and traditional techniques and blending them with modern elements to ensure a fine balance between old and the new. Hence, they are embracing sustainable ideas and practices such as adobe construction using materials like earth, bamboo, lime, hay etc to leave minimal carbon footprint on our planet.

## Sectors/Category: Videography & Film Making

### Commander Shangpliang



Commander Shangpliang a journalist turned FilmMaker is a graduate from Seng Khasi College, Shillong and has directed 5 Full Featured Khasi Films so far with the Movie 9- Lad nominated for the prestigious Prag Cine Award.

In recent years, Meghalaya has seen a tremendous number of youth engaging highly on social media, music videos, documentaries leading to creative content uploaded on various mediums. Understanding this pattern, Meghalaya Institute of Film Making is coming up with the State of Art education institute in Shillong to train them to make a career in this field and to improve the Film Making Space of Meghalaya to a newer extent. Considering those and to train them better Meghalaya Institute of Film Making is planning on to offer training in Film Making, Direction, Editing, Script Writing, Cinematography, Acting & Screenplay Acting & Screenplay.

### Tyrel Reuben Lyngdoh



Tyrel Reuben Lyngdoh has recently worked as a creative trainee with Star Sports, thereafter, created a hybrid media agency (The Hillspeople Collective) to build a presence in Meghalaya by providing products and deliverables that are at par with mainland content. Tyril has also been a major part in projects namely, "Iewduh" and Lorni, The Flaneur, Khasi movies released recently.

The Training course is designed to empower and support the youth interested in a career in media and filmmaking. The aim is to increase capacity building and create a repository of information as there is a need for documentation and archival work in Meghalaya. Other than this, there is a necessity for original media generation which is severely lacking here due to the dearth of editors and the lack of finishing skills.

## Sectors/Category: Wildcard (Advanced Tourism, Advanced Nursery Development & Spawn Production or Traditional (Tribal) Healing)

### Ibadaphunshisha Blah



Ibadaphunshisha Blah, a PGDBM (Marketing) created Sainhun Farm 10 years ago where she has started integrated farming, fishery, apiculture and horticulture. Five years ago she had further incorporated rural/eco cultural tourism in SF. Ms. Blah recently participated in a special Training of Trainers (ToT) with 33 social entrepreneurs from 4 partner countries this year as part of the Creating Impact through Social Entrepreneurship (CISE) project.

The proposed Rural EcoCultural Tourism Training project will be implemented at SF in Umiarong, Ri Bhoi District which will train the youths and women from the village to be excellent guides to tourists and showcase their village way of life and a tour of their crop fields. They will be equipped not only with the right skills but a holistic understanding with the right attitude to deliver quality service and side by side act for nature conservation, innovative eco-friendly initiatives and environmental protection. They will be trained on subjects like:

- Tourism business
- Aspects of culture and experiencing the life of rural Meghalaya first hand
- Massage therapy and wellness to promote healing and wellness through Khasi Spa
- Making various concoctions of lotions, potions and massage oils
- Candle making using natural bees' wax from the apiary at the farm

### Gerald Samuel Duia



Gerald Samuel Duia completed his graduation in Tourism Administration and furthered this with a Masters in Travel and Tourism Management. It was during his pursuit of Tourism Administration that his passion in adventure and rural tourism developed with an interest in showing people around while touring and this took over as a passion that he converted into a livelihood and business. Thus, Gerald started Duia Trailblazers to offer visitors eco rural tours, adventure activities, living root bridges tours & treks, heritage and cultural tours and events and have since also offered caving & canyoning activities.

The training courses on the mentioned activities proposed here will be designed to have multiple entry and exit levels within the programme in order to facilitate trainees to practice their learned traits in the field by offering their services to visitors and enthusiasts and earn a livelihood. Trainees can enter advanced levels if they wish to take their skills further and will be given a certificate of achievement for every level they complete. Alternatively, one can also achieve all certificate levels in the programme by being part of the entire programme.

## PRIME EVENTS

The following is a small extract of events that have been held by PRIME in collaboration with various partners over the last 12 months.

### Amazon Masterclass



PRIME hosted the Amazon Masterclass in partnership with Amazon India on 26<sup>th</sup> October, 2021 and received an overwhelming participation of more than 100 candidates, who joined both physically and virtually. The entrepreneurs got a preliminary understanding of how to sell their products on Amazon, different models of selling, and also had a lengthy Q & A session with the officials of Amazon, where all their queries were answered elaborately.

The officials encouraged the entrepreneurs by sharing the story of a very successful seller from Northeast and gave tips and insights on his journey that can be used by the budding entrepreneurs.

### FSSAI Facilitation program



Food Processing Business in Meghalaya FSSAI compliant within 7 days:

PRIME conducted the FSSAI Facilitation program to train the entrepreneurs on all rules & regulations pertaining to FSSAI and receive a certificate on the 26<sup>th</sup> of October, 2021 and 3<sup>rd</sup> of October, 2021 at PRIME Hub Shillong and on the 10<sup>th</sup> of December, 2021 at PRIME Hub Tura.

### Training on G.S.T.



PRIME Meghalaya organized a training on G.S.T. on the 23<sup>rd</sup> of May, 2022 in Hybrid mode wherein participants from all over Meghalaya attended virtually and physically.

The session was taken by CA Akshat Saraogi and CA Kirti Agarwal from G.S.T. Training Centre, on topics like what G.S.T is, when to register and the types of registration, G.S.T. composition schemes, G.S.T. return, Penalties and late fees under G.S.T.. The Workshop had an interactive session and exchange of thoughts and experiences between the participants and the experts. Further, the participants were able to bring in their queries and clear their doubts in the Q&A round which were answered elaborately by the experts.

## Export Import Opportunities:



PRIME Meghalaya in collaboration with India Exim Bank conducted a seminar on export opportunities from the Northeast region on the 8<sup>th</sup> of June, 2022.

The seminar was attended by Shri. Jagdish Chelani, I.A.S. Executive Director, MBMA/PRIME, Mr. Sayed Abdul Quavi, member of FINER, Ms. Neha Raman, Deputy Manager, India Exim Bank and Shri Pradeep Baitha, Chief Manager and regional Head, India Exim Bank.

A presentation was given by Exim Bank on the export potential of the North East Region and the initiative taken up by the Government to boost export and was concluded with an interactive session.

## Glass Packaging & Pouch Packaging Training:



PRIME Meghalaya in collaboration with Ajanta Bottle and Pack IQ conducted a knowledge session on Latest trends and knowledge in Glass Packaging & Pouch Packaging for the Food Processing entrepreneurs of the State on the 6<sup>th</sup> of July, 2022 at PRIME Startup Hub, Shillong.

Mr. P. Agarwal, founder of Pack IQ as well as Mr. D. Agarwal, CEO of Ajanta Bottle emphasized on the importance of packaging on leveraging existing businesses.

The entrepreneurs who attended the session also actively participated by interacting with the resource persons.

## The Meta Business Coach:



PRIME Meghalaya in collaboration with Meta and Impulse NGO Network organized “The Meta Business Coach” on the 21<sup>st</sup> of March, 2022, on the 2<sup>nd</sup> of May, 2022 and on the 16<sup>th</sup> of August, 2022

The Facebook Business Coach is an automated educational tool on WhatsApp, providing lessons for small business owners on how to grow their business online.

Due to the negative impact of Covid-19 on small and medium sized businesses, Impulse NGO

Network has partnered with Meta to help train entrepreneurs on using technology to market their products.

Thereafter, PRIME Meghalaya participated in the Video Launching program along with the Honourable Chief Minister of Meghalaya conducted by Meta & Impulse NGO Network & Meta/Facebook Business Coach on the 16<sup>th</sup> of August, 2022.

## Seminar on Bio-Entrepreneurship Opportunities at Meghalaya:



PRIME Meghalaya hosted a seminar on Bio-Entrepreneurship Opportunities at Meghalaya on the 7<sup>th</sup> of September, 2022 at PRIME Shillong in collaboration with Bio-NEST Bio Incubator Facility, N.E.H.U. Tura to highlight the intriguing sectors namely, Floriculture, Food processing, Medicinal & Aromatic Crops, Spices, Nutrition etc. in which bio-entrepreneurship in Meghalaya can flourish with an aim to reach young innovators and inform them about the possible avenues of entrepreneurship by utilizing the bioresources of Meghalaya.

Further, Smt. Trinity Saioo, of Lakadong Turmeric, Padma Shree Awardee enlightened the participants with her story as an entrepreneur and motivated the existing and aspiring entrepreneurs to work hard and more importantly to contribute valuably to the State as a bio-entrepreneur.

## Chief Minister's interaction with the PRIME Ecosystem:



The 17<sup>th</sup> October, 2022 saw the launch of 'Prayag Edu', the PRIME Product Catalogue and the release of the video titled "What PRIME Offers" by the honourable Chief Minister of Meghalaya, Shri. Conrad K. Sangma in the midst of Government officials, representatives from various educational institutions, entrepreneurs including the team at PRIME. The programme concluded with the entrepreneurs and teachers interacting with the HCM where he answered their questions and gave his valuable feedback.

# ENTREPRENEURS EXPOSURE & ACHIEVEMENT

## The Dubai Expo 2020

The Dubai Expo 2020, held from the 1<sup>st</sup> October 2021 – 31<sup>st</sup> March 2022 inspired millions of visitors by showcasing the best of collaboration and innovation from around the world by focusing on three aspects - Mobility, Opportunity and Sustainability where each aspect was illustrated by infrastructures. From organizations to 192 participating nations, where every participating country had its own pavilion with unique architecture, culture and inspiring innovations. The Dubai Expo 2020 envisions an ecosystem to Connect, Create and Innovate.

The Dubai Expo 2020 is a unique global platform to attract investments, forge agreements and promote international cooperation. The Government of Meghalaya in tandem with NEDFI organized and provided the opportunity to a few Startups namely Eri Weave, Smoky Jack, Seven Cherri and Shillong Bamboo to participate and represent their brands and showcase their projects to connect, pitch and network with global investors.

## 2<sup>nd</sup> Northeast Food Show 2022



PRIME Meghalaya participated at the 2<sup>nd</sup> Northeast Food Show 2022 on the 5<sup>th</sup> - 7<sup>th</sup> of May, 2022 at Polo, Shillong.

A variety of stalls by PRIME Entrepreneurs have been set up in the North East Food Show showcasing the products of the Entrepreneurs in all these 3 days of the program.

## Launch of 'The Crust'



Emisouwi Mihsil, founder of The Pizza Barn officially launched the newly formed branch of Pizza Barn, "The Crust" on the 31<sup>st</sup> of March, 2022 at PRIME Meghalaya along with Shri. Jagdish Chelani, I.A.S., Executive Director of M.B.M.A. as the Chief Guest in the presence of PRIME Staff and other entrepreneurs.

The Crust is named so, as the pizza crust that they are serving is a unique thin crust prepared from the dough kneaded by hand.

The Pizza Barn was inaugurated on the 3<sup>rd</sup> of June, 2019 by the Honourable Chief Minister of Meghalaya, Shri. Conrad K. Sangma. Soon after, the Pizza Barn made a name for itself and is one of the most sought after places in Shillong.

## State Women's Conference 2022



PRIME Meghalaya participated at the State Women's Conference 2022 on the 8th of June, 2022 at State Convention Center, Shillong. In order to support and celebrate the women of Meghalaya, a film by PRIME titled 'Courageous women of radiant faith' which is about the PRIME Women Entrepreneurs was screened at the event, so also a testimony was shared by Mebari Lyngdoh, Co-founder of Rynsan Creation Pvt. Ltd (Savourit) on her journey as an entrepreneur with PRIME.

## North East India Festival, Bangkok, Thailand



The PRIME Meghalaya team & its Entrepreneurs participated at the Northeast India Festival held at Bangkok, Thailand on the 30<sup>th</sup> of July, 2022.

The Hon'ble Deputy Prime Minister of the Kingdom of Thailand, H.E. Mr. Jurin Laksanawisit inaugurated the North East India Festival as Chief Guest along with Honourable Chief Minister of Meghalaya & Nagaland, other dignitaries from the Ministry of External Affairs and other State government officials also attended the event.

Honourable Chief Minister, Shri Conrad K. Sangma stated, *"The vision of Act East in fruition at the grand North East India Festival in Bangkok that wonderfully brought together the culture, music and the colours of the region to the Kingdom of Thailand."*

The representation of the PRIME Entrepreneurs with the platform this Festival has provided has been a learning experience. *"A learning opportunity to understand the international market Thailand is way ahead of Meghalaya in the food processing and packaging industry as well as the fashion industry"* stated an Entrepreneur. Such programs like the North East India Festival will help Entrepreneurs learn, exchange & take advantage of the connection.

## M.I.A. wins 1st Green Innovation Pitch Challenge 2022



M.I.A. won the 1<sup>st</sup> Green Innovation Pitch Challenge, 2022 on the 29<sup>th</sup> June, 2022 organised by NERAMAC (North Eastern Regional Agricultural Marketing Corporation Limited) and came out with flying colours. Out of the 45 participants across North-East they battled through the competition and secured a 1<sup>st</sup> POSITION.

M.I.A. (Managing Impact on Agriculture), incubated at PRIME under the 2<sup>nd</sup> Cohort, 2021-2022 was founded by Albert Lyngdoh and co-founded by Evadariline Shylla. It is a social enterprise based in Ribhoi District, Meghalaya focused in Developing Eco-friendly fencing for river

to prevent flood, Protect River, increase, protection of farmland and prevent soil run-off and in Large Scale Production of Special Bamboo for commercial uses and Agriculture activities. Currently MIA have taken an innovative step and sustainable business solution to empower 1470 farmers in the Raid-lapngar Valley covering an area of 7835 acre of land and prepare them for cooperative business setup.

## YESS Meghalaya



The YESS Meghalaya programme was launched on International Youths Day, that is, on the 13<sup>th</sup> of August, 2022. It was held at Shillong & Tura wherein PRIME actively participated and Entrepreneurs across the region were invited to showcase their products.

## 19<sup>th</sup> International Food Tech Kolkata 2022



PRIME participated in the Food Tech Exhibition, Kolkata from the 26<sup>th</sup>- 28<sup>th</sup> of August, 2022 where the entrepreneurs from Meghalaya interacted and networked with other fellow entrepreneurs from other states and created linkage with exhibitors as well.

## Launch of Eriweave and Inauguration of the new unit at Eriweave

1<sup>st</sup> March, 2022

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 1<sup>st</sup> of March, 2022.



6<sup>th</sup> September, 2022

Eriweave inaugurated the new unit ‘Collection centre cum quality control unit’ in collaboration with Raid lapngar Handloom Weaver cooperative society Ltd. Kong laishah Rymbai has now been able to lead more than 100 spinners/weavers from her village in order to help them financially and also preserve the culture and art of handloom weaving.

## Rynsan Creation felicitated as TOP North-East Entrepreneur



The founders of Rynsan Creation Pvt. Ltd., Raymond Lyngdoh & Mebari Nongrum were felicitated as one of the outstanding entrepreneurs of North East India at the celebration of the 28<sup>th</sup> Foundation Day of the Indian Institute of Entrepreneurship (IIE), Guwahati, which was held on the 28<sup>th</sup> April 2022. The organization felicitated a number of outstanding entrepreneurs from across North East India wherein Rynsan Creation Pvt. Ltd was also felicitated in the event.

Raymond states, *“We feel privileged and it boosted our morale to strive for greater heights in the business. Thanks to PRIME for helping us get the recognition which is important for us in the long run in our brand building.”*

## PRIME MEDIA OUTREACH

The PRIME catch song by the band - Summersalt is a song dedicated to the entrepreneurs of all nooks and corners of Meghalaya. This song aims to empower the youth to do what they love with regards to entrepreneurship and to change the mindset of the people so that they may not only look for government jobs but use their skills and interests in creating their own.



### Bah Kit Shangpliang states:

*“The song I HAVE A DREAM by Summersalt, is a catch song to call on the entrepreneurs of all ages to take courage in plunging into what they believe is their call and some thing that they love to do. In a context like Meghalaya, where the family system, leadership system and community system belittle people who take up their own jobs through start-ups, the message*

*of the song is to call upon this combination of systems to come forward and support the youth. We all know that the window to government jobs is very small and almost impossible to squeeze every government job aspirant through it. The viable option is to convince people, especially those with talents and skills, to start and create jobs for themselves and others. Summersalt is honored to have the opportunity to partner with PRIME Hub, Meghalaya, whose operations seem to provide a solution to the unemployment problem in Meghalaya and at the same time, helping young entrepreneurs to find a purpose in whatever they do. All this, to work towards building a resilient economy and helping people to experience quality and meaningfulness of life.*

*It is also encouraging to see how entrepreneurs are responding positively to the invites by PRIME Hub to join the different programmes. With the way transformation is happening, as a result of the work of PRIME Hub teams, the state of Meghalaya would have created a sustainable culture of entrepreneurship and self-employment. In a way, the song I HAVE A DREAM is a push to drive home the point on dignity of labor and holding to the dream.”*

### TV & Radio Engagement:

PRIME engages with Media channels to reach out to the right target groups in the state. Various media programs have been planned as well as conducted, such as:

- Panel discussion with T7 channel
- Interview with AIR & Radio Mirchi
- Jingles with Radio mirchi & AIR



## PRIME Social media influencer

Through this activity, PRIME gives a platform to Influencers from the areas of arts, music, sports, modeling, dancers to come forward all with the target to first and foremost promote entrepreneurship in the state while at the same time delivering the underlying message that PRIME can equip the individuals with the necessary skills to be successful. Influencers who can make a lasting impact will be selected.



**Jessie Lyngdoh- PRIME Music video-** The official “Who Are You Tomorrow” music video by Jessie Lyngdoh ft. B4ndit talks about PRIME Meghalaya which is a one-stop shop for the existing and aspiring entrepreneurs of Meghalaya supporting them with training, mentoring and office space funding and more. The video features two true real-life stories from the PRIME Startups Hygiinia and Eco-Ri.

## PRIME Giveaway Contest:

PRIME Meghalaya in collaboration with Jessie Lyngdoh organized a programme for the winners of the Giveaway contest on the 11th August 2022 at the PRIME Startup Hub, Shillong. The winners were selected on the basis of innovation via reels/videos uploaded on their social media platform and were also presented with a gift bag which included products from various entrepreneurs supported under PRIME.



- **Winner (1<sup>st</sup> PRIZE)- Dapalei Warjri-** Reel about her Dance academy & zumba journey @linnadanceandfitness\_academy from just 2 clients to thousands.
- **Winner (2<sup>nd</sup> PRIZE)- Sara Lyngdoh-** Reel showcasing her products- Kids wear, women gowns, wedding gowns etc.
- **Winner (3<sup>rd</sup> PRIZE)- Felicia-** Reel showcasing her products- Handmade Hairbands, scrunches etc.
- **Winner (4<sup>th</sup> PRIZE)- Nathaniel Shane Mawthoh-** Liked, shared and commented on the YouTube Music video about his journey as a content creator.

## PRIME Ambassador Contest:

The PRIME Ambassador contest encourages individuals and college students to hand in videos where they show how they have promoted entrepreneurship in their community. The community ambassadors can get completely creative with how they promote entrepreneurship e.g. organize a talk with a successful entrepreneur, create a dance/music clip on entrepreneurship or do a “shark tank” in their village/college, tell their community about PRIME’s offerings. They have to hand in a minimum two minute video and five pictures on how they have promoted entrepreneurship in their community. Individuals can participate multiple times but only once per year receive an award.

The First Phase of the PRIME Ambassador Contest was conducted with the following winners:



### Winner (1<sup>st</sup> PRIZE- Rs 15,000/-)

Miss Ibalawanpynhun Wriang- The winner was selected on the basis of the Number of Social Media views and shares



### Winner (2<sup>nd</sup> PRIZE- Rs 10,000/-)

Miss Ju Gabriella Bang- The winner was selected on the basis of the creativity of depiction of the 9 building blocks of a business model



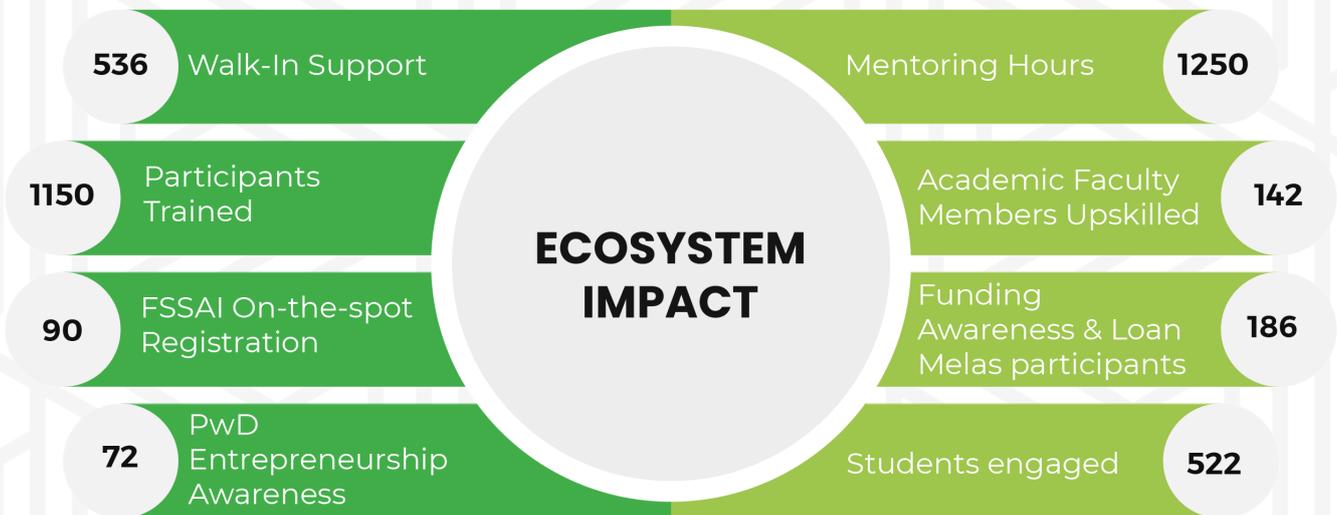
### Winner (3<sup>rd</sup> PRIZE- Rs 8,000/-)

Shri. Zarenthung Yanthan- The winner was selected on the basis of the Magnitude and level of created awareness among communities



# FACTS, FIGURES & IMPACT

## Total of 3090 beneficiaries



## Funds sanctioned to Beneficiaries:

Fund	In Rs. Lakhs	Beneficiaries
NESFB Food Processing Funding Collaboration	368.90	143
E-Championship Challenge Business Grant	75.00	100
PRIME Kickstart Grant	123.22	19
PRIME Scaleup Innovation Loan	132.97	17
<b>TOTAL</b>	<b>700.09</b>	<b>279</b>

## Message from Mr. Flo Oberhofer, Program Head, PRIME Shillong

“

The whole PRIME team would like to express its sincerest gratitude to the honourable Chief Minister of Meghalaya, Shri. Conrad K. Sangma, C.E.O. of M.B.M.A, Shri. Vijay Kumar, I.A.S. and Executive Director of M.B.M.A., Shri. Shivansh Awasthi, I.A.S. who have been vision setters, guiding pillars and enablers for PRIME's mission to make Meghalaya a leading entrepreneurship hub.

We also would like to express our strong appreciation and special thanks to Shri Jagdish Chelani, IAS who has held the role of Executive Director, MBMA and Director, MIE for the best of 2022 and has significantly contributed to the flourishing of the PRIME programme with his leadership and passion towards entrepreneurship. We wish him all success in the world for his new role as a Deputy Commissioner for the East Garo Hills district.

Behind every successful program and initiative there is a great team. Every individual being part of the PRIME team has a strong inner motivation and drive to help entrepreneurs from every nook and corner of the state to take their business to the next level and create as many job opportunities as possible. For the PRIME team the biggest satisfaction is to see entrepreneurs achieve milestones and celebrate successes.

However, the journey of an entrepreneur is often lonely and full of obstacles. Hence, the team always has an open ear for the struggling entrepreneurs. Through that, we have built invaluable relationships with many fantastic entrepreneurs that will play a crucial role in transforming Meghalaya. We nurture these relationships and are grateful for the trust the entrepreneurs place in PRIME.

”



# PRIME TEAM



Flo Oberhofer,  
Program Head,  
PRIME Shillong



Neli Ashihrii Pfoze,  
Senior Manager  
(Administration),  
PRIME Shillong



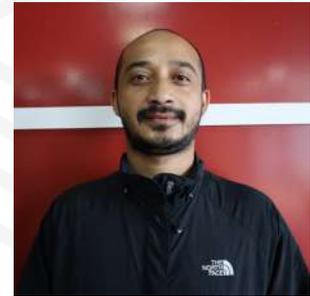
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PRIME Shillong



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Pdianghunlin Chyne,  
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Dayophika Royne,  
Data Management Executive,  
PRIME Shillong



Marc Reuben Warjri,  
Multi-Tasking Assistant,  
PRIME Shillong



Bappi Das,  
Multi-Tasking Assistant,  
PRIME Shillong



Torianglin Mawblei,  
Driver



Meban Shadap,  
Driver



Meeting with the Food Processing Entrepreneurs at thadlaskein block, WJH District



Introduction of PRIME and its supporting activities



Office Procedure Training



AIR Interview on PSREF Programme



Visit to Mendipathar College for EPDP



2nd Bootcamp



3rd Bootcamp



Field Visit- Hikindro Bael Tea



4th Bootcamp



Northeast Food Show



Interacting with Nano Entrepreneurs of Dalu Block



PRIME Meghalaya visits Startup India Invest India



JICA's visit to PRIME Startup Hub, Shilong



JICA's visit to PRIME Startup Hub, Shilong



Visit to Loyola College, Walliamnagar, Garo Hills



Awareness program by PRIME team Tura



Meghalaya State Women's Conference at State Convention Centre



Mawryngkneng Block



Mylliem EFC



Representatives from PRIME Shillong - Tura participated in the Udyamita Vikas Pakhwada



North Eastern Hill University, Tura, West Garo Hills



Interaction with Entrepreneurs from Songsak Block



Felicitation of the UGC sponsored



NEC visit



Interaction with NE from Samanda Block



Trailblazer Lab in Sohrarim, EKH, Meghalaya



TECHNO EXHIBIT 2022



Meeting with the Food Processing Entrepreneurs at thadlaskein block, WJH District



Nano Entrepreneurs of Selsella Block



Business Northeast held an interview with PRIME Program Head, Flo



Meeting with Food Processing Entrepreneurs held at Mairang block



2nd Inclusive entrepreneurship development program



United States Consul General visit



Awareness Program on the Funding opportunities



March 2022 Office Procedure Training



Visited nano entrepreneurs of Bajengdoba block North Garo Hills



Visiting nano entrepreneurs from Baghmara S.G Hills



Interaction with MLCU



Visited City Flora who is dealing with dry flowers and event management



Visit to Sngap Syiem College



Awareness about PRIME at Don Bosco technical school, Shillong



Maruti Suzuki representatives visited PRIME



PRIME Meghalaya participated in the Haat Bazaar



Visit to Myllem Block



2nd visit to Rongrengri Enterprise EGH



Visit to Ri-Bhoi College on E-cell and awareness about PRIME



Visit to USTM on E-cell and awareness about PRIME



Visit to Williamnagar Govt College



Visit to Williamnagar Govt. College



Rongram Block



Visit to A.D. Enterprise



Food Tech Exhibition Kolkata 1



Interview with Radio Mirchi for PSREF



Meity Ideathon program held at NEHU Campus Tura



Visit and discussion with Bio-NEST Tura for future prospects and support



World Bank visits PRIME Startup Hub



Food Processing Training\_ project under MSSDS



Mr. Sandeep Sabharwal from Deshpande Foundation visited PRIME Startup Hub



PRIME Tura visits Ama food



Funding Awareness Program at Resubelpara



Conducted an awareness program on ECC 3 and PRIME at Jirang



Visit to Ms hills product



PRIME participated at the celebration of 4 years of the MDA government



Visit to Umsning Bhoirymbong



**PRIME**  
MEGHALAYA



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Polo, Golf Links, Shillong-793001, Meghalaya



PRIME Startup Hub Tura, Food Crafts Institute (FCI),  
Najing Bazaar (Tourism Campus), Tura-794101, Meghalaya

Scan below QR code to watch the PRIME Image  
Video "What PRIME Offers"



Scan below QR code to access the  
"PRIME Product Catalogue 2021-2022"

