



**PRIME**  
MEGHALAYA



# NEWSLETTER

October - December , 2022



## Our Services:

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

**PRIME** is the entrepreneurship development and promotion initiative by the Planning Department, Government of Meghalaya under the Planning Department, Meghalaya Basin Management Agency (MBMA), Meghalaya Institute of Entrepreneurship (MIE) & Knowledge Management IIM Calcutta Innovation Park (IIMCIP).

## Chief Minister's Interaction with the PRIME Ecosystem

**PRIME** hosted a one day program called the Chief Minister's Interaction with the PRIME ecosystem on the 17th October, 2022. The program also 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.



## Chief Minister's Startup & CSR Week 2022

**PRIME** Meghalaya conducted the Chief Minister's E- Championship Conclave 2022 on the 14<sup>th</sup> of November, 2022 celebrating PRIME entrepreneurs, launching new initiatives and graduating the Cohort 2.0 entrepreneurs as well as onboarding the new Cohort 3.0'. The program was attended by the honourable Chief Minister, Shri. Conrad K. Sangma, Shri. GHP Raju, IPS (Principal Secretary, Govt. Of Meghalaya), Shri. Shivansh Avasthi, IAS, E.D., MBDA/PRIME, Shri Dikki D Shira, MCS, Director, MIE, Dr. Subhrangshu Sanyal (CEO, IIMCIP), other invitees and entrepreneurs of Cohort 2 and Cohort 3.

The workshop on Corporate Social Responsibility (CSR), Sustainability and Entrepreneurship in Meghalaya by Invest India & Startup India Ascend Workshop by Startup India was conducted, as part of the Chief Minister's Startup & CSR Week 2022 on the 15th & 16th of November, 2022..



## PRIME QUARTERLY ACTIVITIES 2022 (OCTOBER-DECEMBER)

### PRIME EVENTS



18<sup>th</sup> November, 2022- The National Agency for Startups- Startup India in collaboration with PRIME Meghalaya conducted the 3<sup>rd</sup> Edition of the States' Startup Ranking Workshop at Taj Vivanta, Shillong wherein participants included delegates from all over the country.



29<sup>th</sup> November, 2022- PRIME Meghalaya in collaboration with the State Resource Centre for Disability Affairs, Shillong conducted a competition on Best business/ entrepreneurship Idea for Person for Disability (PwD) at SRCDA, Civil Hospital, Shillong.



## EXTERNAL PROGRAMMES



18<sup>th</sup>- 19<sup>th</sup> October, 2022- PRIME Meghalaya participated in the States Startup Ranking Framework Knowledge Sharing Workshop at Jaipur, Rajasthan



29<sup>th</sup> October, 2022- PRIME Meghalaya participated in the *Annual Entrepreneurship Summit, EmergE* conducted by IIM Shillong wherein Shri. Shivansh Awasthi, IAS, Executive Director, MBMA graced the event as Chief Guest.



29<sup>th</sup> October, 2022: St Anthony's College conducted their first ever program on entrepreneurship development, the "MEGHALUXION 2022" wherein Mr. Flo Oberhofer and Shri Jefferson Rani participated as jury members.



31<sup>st</sup> October, 2022- PRIME Meghalaya participated in the Awareness Program on Entrepreneurship Development Ecosystem with MSSDS at Mawryngkneng Block



11<sup>th</sup> November, 2022- PRIME Meghalaya participated in an awareness program on Entrepreneurship Ecosystem in Meghalaya which was conducted by Uplifter Alternative (NGO) with the support of YESS, Meghalaya.



5<sup>th</sup> December, 2022- PRIME Meghalaya participated in the programme organised by the FOCUS at Baljek Airport, Tura Meghalaya.



3<sup>rd</sup> November, 2022- PRIME Meghalaya participated in the Workshop Awareness on Skill Development organised by MSSDS at Dadengre Block, Tura.



9<sup>th</sup> December, 2022- PRIME Meghalaya participated in the Knowledge Sharing Event held at SMELC, Garo Hills where SHGs, IVCS, Entrepreneurs supported by the Government shared their experiences and stories.

## TRAININGS



10-11<sup>th</sup> October 2022 – First Aid Training by NURSD for PRIME Team at PRIME Startup Hub Shillong.



13<sup>th</sup> October 2022 – First Aid Training by NURSD for PRIME Team at PRIME Startup Hub Tura.



15<sup>th</sup> & 16<sup>th</sup> November, 2022 - 1<sup>st</sup> Bootcamp for Top 50 Entrepreneurs of Cohort 3.0 - *Setting of Mission & vision and Understanding market approach & consumer needs* by Shri. Pranjal Konwar, COO, IIMCIP, Shri Pranjal Baruah, Ex. VP of SUPPLY Chain & Sourcing, FURLENCO and Shri, Kaustav Majumdar, Founder & CEO of ILS Network at Stet Convention Centre, Shillong.

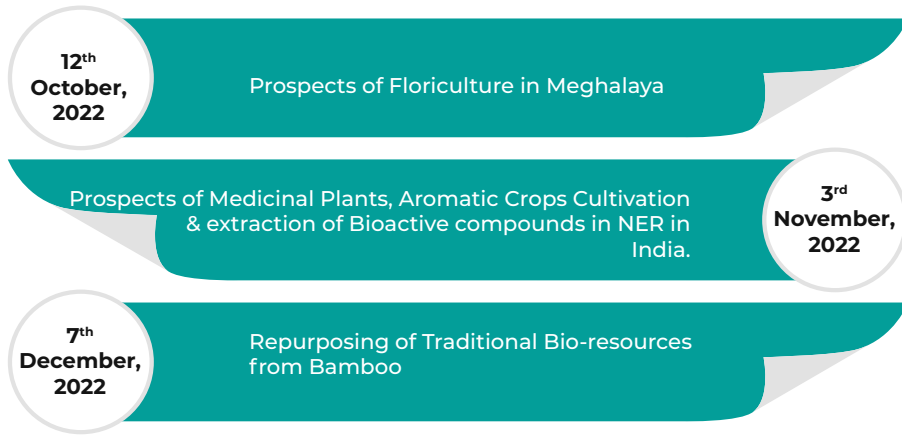


27<sup>th</sup> October 2022 – Pitch Training and Orientation on Incubation for Top 100 Cohort 3.0 at PRIME Startup Hub Tura.  
3<sup>rd</sup> November 2022 – Pitch Training and Orientation on Incubation for Top 100 Cohort 3.0 at PRIME Startup Hub Shillong



28<sup>th</sup> October 2022 – Pitching for Top 100 Cohort 3.0 at PRIME Startup Hub Tura.  
4<sup>th</sup> November 2022 – Pitching for Top 100 Cohort 3.0 at PRIME Startup Hub Shillong.

PRIME Meghalaya & BioNEST Incubator Facility, North-Eastern Hill University, Tura organised the Virtual Sensitization Series on Bio- Entrepreneurship Opportunities at Meghalaya.



### DIAGNOSTIC Visits for Top 50 Entrepreneurs of Cohort 3.0:



### ACADEMIC PROGRAMS



28<sup>th</sup> October, 2022- Martin Luther Christian University & Shillong College signed a Memorandum of Understanding (MoU) with PRIME Startup Hub Shillong on setting up of E-cell at the office of the Executive Director of MBMA, Shri Shivansh Awasthi, IAS.



### VISITS



12<sup>th</sup> October, 2022- Visit of Officials from MSME Innovation Scheme at PRIME Startup Hub Shillong.



14<sup>th</sup> October, 2022 -Visit of Faculty from Williamnagar Government College, Garo Hills at PRIME Startup Hub Shillong.



16<sup>th</sup> October, 2022 -Visit of Faculty from Nongtalang College, Jaintia Hills at PRIME Startup Hub Shillong.



9<sup>th</sup> December, 2022 -Visit of Officials from ADB at PRIME Startup Hub Shillong about ongoing projects.

### FUNDING AWARENESS PROGRAMMES





## PRIME ENTREPRENEURS' JOURNEY TOWARDS ACHIEVEMENT

**14<sup>th</sup> of November, 2022-** Neha Nialang, founder of Dalade Foods – a startup belonging to Cohort 2.0, launched her new product - Bamboo Leaf Beverage at the Chief Minister's E-Championship Conclave 2022.

Dalade Foods is a women led initiative selling local food products to customers across the globe. This venture was solely launched with the aim to reduce wastage of the farmers' produce. Her new addition, the Bamboo Leaf Beverage has numerous health benefits and serves as a caffeine-free alternative to Green Tea. Neha, in her speech during the launch, spoke about a year of learning, growing and connecting with like-minded individuals and professed a big 'Thank You' to PRIME for all their commitment and support towards entrepreneurship.



**19<sup>th</sup> of November 2022-** Shri. Swapnil Tembe, IAS, Deputy Commissioner of West Garo Hills District inaugurated the new Unit of Vanilla Food processing - Start up from Top 25 (cohort 3) at Dalu (WGH). The same unit was constructed with PRIME funds received in 2021 from NESFB.



**4<sup>th</sup> of December 2022-** Rynsan Creation Pvt. Ltd, a Startup of the Cohort 1 Incubated at PRIME Meghalaya was featured in the Assam based Media "Business Northeast" for creating a range of healthy snacking options using dehydrated fruits, spices and honey by using an eco-friendly customised solar dehydrator for drying. It is to be noted that Rynsan Creation Pvt. Ltd., a startup from Meghalaya, has been chosen by National Agricultural Cooperative Marketing Federation of India Limited (NAFED) to produce Spicy Dried Pineapple for the national promotion of Ri Bhoi Pineapple under the ODOP (One District One Product) scheme of the Government of India. NAFED is marketing the spicy dried pineapple throughout India, and it is also sold on Amazon.



"We continually find a way to create useful products even from the wasted parts or by products and they are in the pipeline. We continually do research and development of all seasonal fruits and vegetables in such a way that nothing is wasted but everything is processed including the peel, pulp, core or seed and the juice. In this way we can also provide healthy & nutritious savoury food items which are organically grown. The idea is to gain maximum profit from every single fruit. Through our company we want to use technologies that are eco-friendly, which will also create social impact in terms of livelihood & ethics in business dealings" Raymond R. Lyngdoh Director & CEO Rynsan Creation Pvt. Ltd told Business Northeast.

**5<sup>th</sup> of December 2022-** Namku K. Marak from Williamnagar, an entrepreneur of PRIME's Pre-Incubation Program recently started the Phenyl manufacturing business which manufactures different variations of phenyl such as Rose fragrance phenyl, Blueberry fragrance phenyl, Lemon fragrance phenyl, etc and launched his products on the 5<sup>th</sup> of December, 2022.



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