



### Free office & Co-Working Space

The two dedicated PRIME Startup Hubs in JN Stadium, Shillong and Food Crafts Institute (FCI), Tura are co-working spaces, where startup entrepreneurs can work on their ideas and businesses. Apply for your very own office-space, enjoy the vibrant atmosphere among like-minded entrepreneurs, and attend various workshops and training sessions.



### Legal and Marketing support

Packaging, branding and marketing are key aspects for every entrepreneur to be able to sell products and services at the highest possible premium in the market. PRIME supports entrepreneurs in creating appealing offers by linking them to partnered agencies. PRIME also assists with topics like company formation, GST registration, FSSAI licensing, MSME registration and more.

### Market Linkage

PRIME advises and supports local entrepreneurs with taking the necessary steps to successfully bring their products to local, regional and nationwide markets. Wherever possible and meaningful PRIME directly connects the entrepreneurs to e.g. local retail stores or helps them get their products listed on platforms like Amazon. PRIME also actively facilitates the participation of entrepreneurs in Buyer-Seller-Meets or Exhibitions.

Need support on funding, training, branding and so on to overcome your challenges?  
Do not hesitate to contact us with your specific requirements!


*We are here to help you!*

#### Contact Us :

 [www.primemeghalaya.com](http://www.primemeghalaya.com)

 [info@primemeghalaya.com](mailto:info@primemeghalaya.com)

  [@primemeghalaya](https://www.instagram.com/primemeghalaya)

 **+91 8787841885 | +91 8730994135** (Garo Hills Helpline)  
**+91 90778 26559 | 0364-2501407** (Khasi,Jaintia Hills, Ri-bhoi Helpline)

 **PRIME Startup Hub Shillong, Jawaharlal Nehru Stadium, Polo, Golf Links, Shillong 793001, Meghalaya**

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

If you are an entrepreneur in Meghalaya go to [www.primemeghalaya.com](http://www.primemeghalaya.com) today & get recognized as an entrepreneur by the Government of Meghalaya by applying for your unique PRIME ID (in the Entrepreneur Portal)

## Entrepreneurs of Meghalaya

Do you want to start, scaleup, expand or grow your business?

### Here is what PRIME has to offer

1. Various Entrepreneurship & Technical Trainings, Exposure Visits
2. Funding and DPR making support
3. Legal, marketing, branding and packaging support.
4. Market Linkage
5. Free office and co working space
6. Incubation for revenue stage entrepreneurs
7. Pre incubation for idea stage entrepreneurs

PRIME (Promotion and Incubation of Market-Driven Enterprises) is the entrepreneurship development and promotion initiative by the Planning Department, Government of Meghalaya. PRIME aims towards building an inclusive and supportive ecosystem that allows local entrepreneurs to start, grow and flourish. A dedicated team works across the state to help entrepreneurs overcome their challenges and become role models for the youth of the state.



## Learn what PRIME can do for you

### 1 Entrepreneurship & Technical Training, Exposure Visits

Training and exposure visits have often been a starting point for many of today's successful entrepreneurs. PRIME offers, in collaboration with other government departments, access to various entrepreneurship related training from food processing to packaging and innovative technology training.

PRIME also connects to respective agencies for machinery selection support. Exposure visits to successful enterprises from various industries across India are also part of the PRIME support mechanism.

### 2 Incubation

Take your innovative startup to the next level with PRIME. Apply for the annual Chief Minister's E-Champion Challenge and secure a place in the TOP 50 entrepreneurs of the state.

The intensive year-long program will provide you with dedicated mentoring by industry experts & successful entrepreneurs, knowledge bootcamps, free legal and marketing services, market & funding connections, free workspace and more.

You will also become part of an exclusive group of 50 entrepreneurs from Meghalaya that support each other in their journeys.

### 3 Pre-Incubation

As you take the initial steps of your entrepreneurial journey let PRIME Pre-Incubation help you to kickstart your business and take the first step in building a successful startup.

PRIME Pre-Incubation is a four months virtual program that equips you with all the entrepreneurship knowledge and skills required through regular training, workshops and mentorship sessions.

PRIME Pre-Incubation is specifically for those entrepreneurs that work on an innovative idea or have just started their business and want to get an understanding how they can fully understand their customers and market requirements, refine the idea and successfully launch the business.



"PRIME aspires to provide support and learning opportunities to every single entrepreneur of the State that is on the road to seek entrepreneurial guidance. I am positive that in the years to come, an ecosystem will be built that will encourage citizens to take up entrepreneurship as the preferred mode of livelihood."

**Shri. Conrad Kongkal Sangma**  
Hon'ble Chief Minister  
Government of Meghalaya

"I have received a lot of support and assistance from PRIME. 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."



**Semada Marak**  
Founder, Seven Cheri

"The various business sessions that the expert took, helped me to understand my business better. I also got to network with the other entrepreneurs of PRIME. I would like to thank PRIME for the continuous guidance and valuable suggestions from the mentors. Also, for assisting me in building market linkages and helping me in availing financial support from capital ventures."



**Raymond R. Lyngdoh**  
Founder, Rynsan Creation Pvt. Ltd  
(Savourit)

"PRIME is a platform which helps you to be job creators rather than job seekers."



**Bankitlang Nongbri**  
Founder, Eco Ri

## FUNDING

PRIME has dedicated funding options for innovative startups and entrepreneurs as well as traditional food processing based enterprises.



### PRIME Funding Options:

#### Kickstart Grant

For innovative Start-ups that need funding to do R&D product development to make their unique products or services market-ready.

Upto  
**Rs 10 Lakhs**  
as  
Non-Returnable  
Grant

Upto  
**Rs 50 Lakhs**  
as  
Zero-Interest  
Loan

#### PRIME Innovation Scaleup Loan

For innovative Start-ups that need funding to expand and scale up their existing businesses.

#### Food Processing Zero-Interest Loans

Up to Rs. 25 Lakhs as Zero-Interest Loan for Existing Businesses from the Food Processing Sector

Food Processing  
**Zero-Interest**  
Loans upto  
**Rs. 25 Lakhs**

Up to Rs. 5 Lakhs as Zero-Interest Loan for entrepreneurs who want to start a new business in the Food Processing Sector

A dedicated team at PRIME supports entrepreneurs with creation of their DPRs (Detailed Project Reports) or Business Plans required to apply for funding.

In collaboration with local banks and government departments PRIME is also facilitating access to further schemes and funding.

