



PRIME
MEGHALAYA



NEWSLETTER

January - March , 2023



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).

Release of the PRIME Catch Song “I have a Dream”

17th of January, 2023 - PRIME Meghalaya in collaboration with Summersalt released the PRIME Catch song ‘I have a Dream’ at the Shillong Press Club with the intention to give a thumbs-up to Meghalaya’s entrepreneurs who dare to dream, to encourage and build the confidence that the entrepreneur deserves, an energy drive of working together in collaboration and a feeling of vigour to be injected into the minds of the young entrepreneur and also to capture the essence of entrepreneurial support system being provided to the entrepreneurs of the state of Meghalaya by PRIME Start-up Hub, a state government’s initiative to support start-ups.



PRIME Start-up Hub representative and MBMA/ MBDA Director Shri. Aiban Swer officially launched the PRIME Catch Song in the presence of Shri. Kit Shangpliang, Lead & Vocalist, Summersalt, Shri. Gregory Nongrum, Summersalt Band member and PRIME Team.

PRIME'S 1st Mentor's Workshop

29th-30th of March, 2023- PRIME conducted its 1st two-day Mentor Workshop on the 29th and 30th March 2023 where established entrepreneurs from across the state who are identified as mentors actively participated in the workshop.



The aim of the workshop is to provide these mentors with necessary skills to mentor aspiring entrepreneurs. This workshop is one of a kind as it gave the mentors a chance to venture into their own spaces and get a chance to showcase their creativity through activities.

PRIME QUARTERLY ACTIVITIES 2023 (JANUARY-MARCH)

PRIME EVENTS

PITCHING ROUND organised by the North East Entrepreneurship Development Programme (NEEDP) in collaboration with PRIME Meghalaya, IIM Calcutta Innovation Park and North Eastern Council (NEC)

14th February, 2023 - At St. Anthony's College, Shillong for entrepreneurs from Khasi and Jaintia Hills wherein 44 entrepreneurs came for the pitching

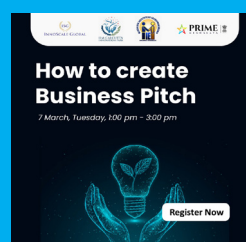


16th & 17th February, 2023 - The 3rd Edition of the Capacity Building workshop for Entrepreneurship Development & Export Oriented Skills organised by the Indian Chamber of Commerce in collaboration with PRIME Meghalaya took place on the 16th & 17th February, 2023 at the PRIME Startup Hub, Shillong in the presence of entrepreneurs,



esteemed speakers and the PRIME team.

21st February, 2023 - At NEHU, Tura for entrepreneurs from Garo Hills wherein 14 entrepreneurs came for the pitchin



7th & 11th March, 2023 - PRIME Start up Hub, Meghalaya in collaboration with InnoScale Global conducted a 2-Days virtual capacity development workshop on "How to Create Business Pitch" on the 7th & 11th March 2023.

EXTERNAL PROGRAMMES



17th February, 2023 - PRIME Meghalaya participated at the E- Mobility in Public Transport workshop conducted by the Alliance for an Energy-Efficient Economy (AEEE) at Taj Vivanta, Shillong.

28th February - 1st March, 2023 - PRIME Meghalaya participated in a 2-Day Bio Entrepreneurs Exhibition conducted by the Department of Biotechnology & Bioinformatics, North Eastern Hill University, Shillong in collaboration with Bio-Resources Development Centre



(BRDC), Shillong and BioNEST Bioincubator Facility, NEHU, Tura Campus as a part of the National Seminar on Emerging Trends in Biological Sciences: A North East India Perspective.



9th March, 2023 : PRIME Meghalaya participated in the International Women's Day 2023 program organised by the Impulse NGO Network at PRIME Startup Hub Shillong wherein free mobiles were distributed to the Entrepreneurs from the North East with support from Meta in order to help promote economic upliftment & marketing linkages.

TRAININGS

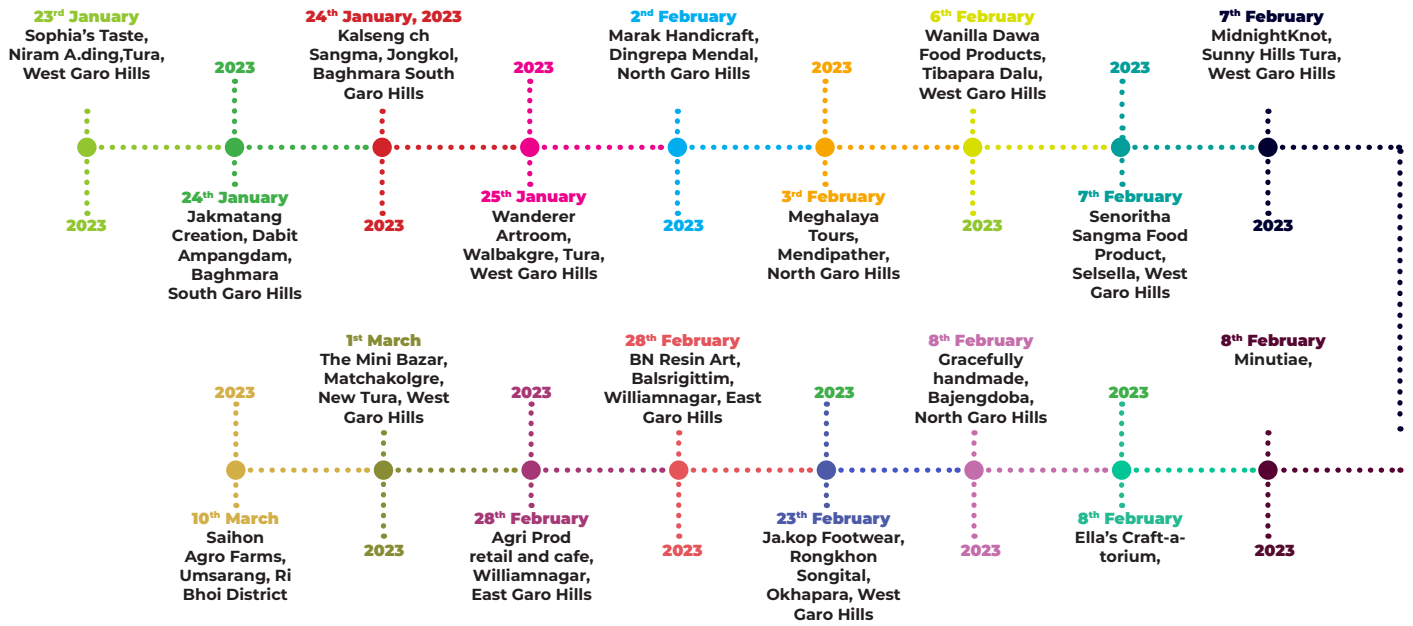
16th- 26th January, 2023 - The advanced training for Packaging, Handicraft, Bamboo & Traditional Medicine, was initiated by PRIME, Meghalaya through the Meghalaya State Skill Development Society (MSSDS) wherein BroadArks and CRISP, Bhopal, empanelled as training providers by the Meghalaya State Skill Development Society (MSSDS) conducted the training. PRIME, Meghalaya mobilised fifty-nine (59) entrepreneurs for this training; additional eight (8) entrepreneurs were from

MSSDS. A total of sixty-seven (67) entrepreneurs attended the training.

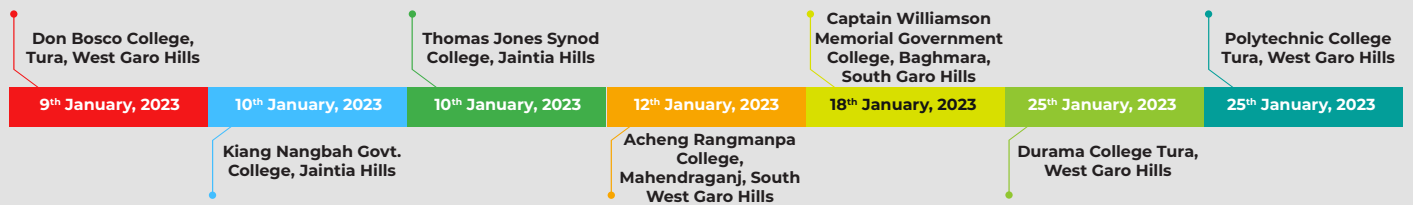


16th- 17th February, 2023 - PRIME Meghalaya Team participated in the Capacity building Workshop on "What makes a Tech Incubator Successful" held at IIT Madras Research Park in collaboration with Startup India on 16th and 17th February 2023.

DIAGNOSTIC Visits for Top 50 Entrepreneurs of Cohort 3.0:



ACADEMIC Visits



AWARENESS on FUNDING



ACADEMIC Events

17th February, 2023 - T-Hub (Technology Hub), Hyderabad along with the EPDP team from PRIME Hub visited 3 premier educational institutions in Shillong - National Institute of Technology (NIT), North Eastern Hill University (NEHU) and Martin Luther Christian University (MLCU) on possible collaborations so as to further enhance the entrepreneurship ecosystem in Meghalaya through academic institutions



13th March, 2023 - Signing of MoU between PRIME Meghalaya and St. Anthony's College, Shillong on setting up of E-cell



20th March, 2023 - As a part of an Entrepreneurship Awareness Camp (EAC) sponsored by EDI, Ahmedabad under DST scheme, 25 students from NEHU Biomedical Engineering Department visited the PRIME Hub Shillong.

VISITS to PRIME

25th January, 2023 - Berkeley and Smart Village Movement representatives visited PRIME Hub Shillong



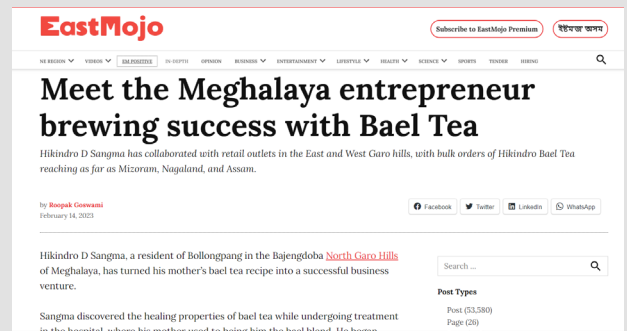
17th February, 2023 - T-Hub (Technology Hub), Hyderabad which is the world's largest innovation campus and India's top incubator visited PRIME Startup Hub.



PRIME ENTREPRENEURS' JOURNEY TOWARDS ACHIEVEMENT

4th of February, 2023 - Hikindro Bael Tea featured in East Mojo

Hikindro Bael Tea, a startup of the 2nd Cohort incubated under PRIME Meghalaya was featured in East Mojo, a media house that focuses on North East India. The founder, Hikindro D. Sangma discovered the healing properties of bael tea when he was hospitalised and undergoing treatment where the bael blend which is his mother's recipe helped him recover. Hence, in 2015, he processed the bael tea for commercial purposes and has since then collaborated with various retail outlets in the North Eastern region. Hikindro Bael Tea is a prime example of sustainable and healthy manufacturing that uses wood apples to create blends that are best known for promoting and maintaining a healthy digestive system, preventing constipation, and boosting immunity.



9th of March, 2023 - Ka Ktien Media featured in The Meghalayan

Ka Ktien Media- a startup of the 1st Cohort incubated under PRIME Meghalaya was featured in the Meghalayan, a local daily where they highlighted the comic book creation journey of Half and One – a branch of Ka Ktien Media. The two comic books namely 'The Adventures of Man' and 'It's a Kong's World' which were recently released have been close to three years in the making. These comic books were created with the Khasi culture in mind but are meant for the global comic book readers. The team believes that success lies in accessibility, in making work appealing to the target audience.

20th of March, 2023 - Half and One (Ka Ktien Media) launched the two comic books, The Adventures of Man and It's a Kongs World written by Babatdor Dkhar at the PRIME Hub, Shillong auditorium. It's a Kongs World was illustrated by Damehi Laloo and The Adventures of Man was illustrated by Allen B. Thangkiew.



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