



NEWSLETTER

OCTOBER – DECEMBER, 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).

THE MEGHA START-UP EXPO 2023 – The Megha Start-up Expo 2023 conducted on the 3rd to 5th of October, 2023 was organized by BIRAC's BioNEST Bio-incubator, NEHU Meghalaya, in collaboration with PRIME Startup Meghalaya, and BRTC KIIT – TBI, Odisha, took place at NEHU, Tura campus, Meghalaya, from October 3rd to 5th, 2023. Among the 75 stalls, 20 featured products and services from PRIME entrepreneurs.



GRAND FINALE OF PRIME MUSIC INCUBATION – On the 14th of October 2023, the grand finale of PRIME Music incubation was held at Asanang, West Garo Hills. The evening being the final day of the Prime Music Incubation program with 18 incredible artists vying for the top spot after 6 months of mentorship and workshops.

A hearty congratulations to the winners!

- 1st Position- Chegim Durama
- 2nd Position- Snam X Kohobodi
- 3rd Position- G-Hills Finest

Pre Incubation Pitching and Graduation Ceremony. – Two-day Pitching and Graduation ceremony for the 4th Batch of the PRIME Pre-Incubation program took place from the 7th to 8th of November 2023 at PRIME Hub, Shillong. The event kicked off with a dynamic session led by the expert and mentor, Pankaj Baruah, hailing from IIMCIP (Indian Institute of Management Calcutta Innovation Park).

The grand graduation ceremony for the 4th pre-incubation batch 4 was held along with the distribution of certificates and monetary awards, in the form of cheques, were bestowed upon the top two winners of the pre-incubation program and the two star mentors.



PRIME QUARTERLY ACTIVITIES 2023

OCTOBER – DECEMBER

PRIME EVENTS

PITCHING PROGRAM, PRIME Meghalaya organized the Orientation & Pitching program of the Top 100 entrepreneurs of the CMECC 4.0



15th to 16th November, 2023 - The Orientation and Pitching program for the Top 100 startups in the Khasi and Jaintia Hills region was held at MOCHAM.



27th to 28th November, 2023 - The Orientation and Pitching program for the Top 100 startups in the Garo Hills region was held at PRIME Hub, Tura.

TRAININGS



29th & 30th November 2023 : PRIME Meghalaya conducted the 5th and the final bootcamp for the Cohort 3.0 entrepreneurs and led by resource person - Dwija Das Chatterjee, a Chartered Accountant and Finance Professional from IIMCIP, commenced at Edenbari, Tura. The focal point of this gathering was the Entrepreneurial Finance Bootcamp, a two-day immersion into the intricacies of financial management.



9th November, 2023 : A workshop focused on Menu Engineering for 'food & drink' businesses led by Shri. Aditya Sen, Program Head of PRIME Meghalaya. It was held at PRIME Hub Shillong, where Aditya covered various aspects, including the purpose and characteristics of a menu, the effort required to structure it effectively, methods of differentiation, and tools for measuring success in menu engineering.



20th November, 2023- 15 trainees for craft from areca and 17 trainees for candle making were mobilized and nominated by the Convergence sector of PRIME Tura to the 5 days training on craft from areca and candle making by the college of Community Science, Tura.

DIAGNOSTIC VISITS FOR THE PRIME ENTREPRENEURS

PRIME Team conducted a preliminary Diagnostic Visit for empanelment of the Training Centre and was also part of an inspection of the equipment, training room, and meeting with the instructors and facilitators for the training.



21st November, 2023 : Gremilla Ch Marak from Jengitchakgre, West Garo Hills.



4th December, 2023 : Dilseng M Sangma from Rongjeng, East Garo Hills.



6th December, 2023- Vanilla Sangma from Dalu, West Garo Hills.

EXTERNAL PROGRAMMES



6th to 8th November, 2023 – Nathaniel Kharkongor, Senior Manager, Funding represented PRIME Meghalaya and participated at a workshop hosted by Atal Innovation Mission at Bangalore focused on catalyzing state-level innovation ecosystems across India.



6th November, 2023 – The Convergence team conducted a community wide awareness program at the Dorbar Shnong Hall in Riatsamthiah, Shillong. The objective is to create awareness on PRIME and its role in the field of entrepreneurship. A total of 36 residents of the locality, spanning different age groups, participated in the program.



7th to 9th December, 2023 – PRIME Meghalaya participated at the Me'gong Festival 2023 held at Jengjal Baljek Airport, West Garo Hills. The Hon'ble Minister of Tourism Department, Shri Paul Lyngdoh inaugurated the Festival with great enthusiasm and at the same time visited the stalls of PRIME Meghalaya and interacted with the entrepreneurs.



20th November 2023 – Shri Nathaniel Kharkangor, representing PRIME Meghalaya as a resource person at the two days Business workshop on the theme "Business Blueprint: Developing Concepts into a Successful Plan," organized by the Department of Management, of Martin Luther Christian University on organized at the Campus at Umsawli East Khasi Hills District.



25th November 2023 – PRIME Meghalaya participated in the Ex-Servicemen Rally 2023 organized by the Headquarters 101 Area, Indian Army and Rajya Sainik Board, Meghalaya held at 58 GTC Happy Valley.



12th December 2023 – PRIME Meghalaya participated in the Ex-Servicemen Rally 2023 organized by the Headquarters 101 Area, Indian Army and Rajya Sainik Board, Meghalaya, held at SMLC Conference Hall in Tura.

VISITS



17th October, 2023 – The Integrated Village Cooperative Societies (IVCS) of the Laskein Block, West Jaintia Hills District visited PRIME Hub Shillong for awareness on the opportunity PRIME has to offer to the entrepreneurs of the state.



14th December, 2023 – PRIME Meghalaya visited IIT Guwahati.



15th December, 2023 – IIM Bangalore's NSRCEL, the entrepreneurship and innovation centre of IIM Bangalore, visited PRIME Startup Hub in Shillong. The purpose was to engage with local entrepreneurs and faculty members from academic institutions who have established entrepreneurship cells.

ACADEMIC EVENTS



17th October, 2023 – The University of Science and Technology Management (USTM), Meghalaya signed a Memorandum of Understanding with the PRIME Startup Hub to set up an Entrepreneurship Cell Incubation Hub at their University.



04th December, 2023 – Shri. W Jefferson Rani, Manager (EED&O) representing PRIME Meghalaya participated as a Panelist for a Panel Discussion on "Sustainability & Livelihood" at U Soso Tham Auditorium, Shillong organized by the office of the Commissioner for Persons with Disabilities, Government of Meghalaya and State Resource Centre on Disability Affairs, Civil Hospital, Shillong.



14th November 2023 – With the completion of 13 years of the E-Cell at Shillong College, an annual entrepreneurial meet 2023 was organized by the Bootcamp Committee under EDC, Shillong College in collaboration PRIME, Meghalaya to acknowledge and facilitate few entrepreneurs who have successfully marched ahead from their early Start-ups to proper business companies over the years.

ENTREPRENEUR'S EXPOSURE

THE NORTHEAST FESTIVAL 2023, VIETNAM –PRIME Entrepreneurs, Matilda Shadap, founder of Matil Spice and Food Processing and Trenchie Marak, founder of Midnight Knot10 participated in the Northeast Festival which was held in Vietnam, Ho Chi Minh city on the 28th and 29th of October, 2023

"The exhibition was a great experience where we were able to display our products as well as an opportunity to see the products of other entrepreneurs of other states. The B to B meet was really important as it is like a gateway for import and export, even though we are just startups these are the steps to climb to be a successful entrepreneur and we are grateful to PRIME for this once in a lifetime opportunity" exclaims Matilda Shadap and Trenchie Marak.



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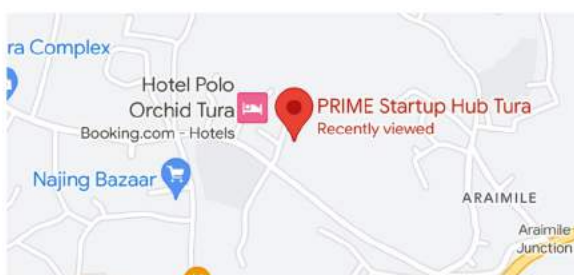
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