

NEWSLETTER

JULY – SEPTEMBER, 2025



OUR SERVICES:

- Various Entrepreneurship & Technical Trainings, Exposure Visits
- Funding & DPR making support
- Partnerships – Market, Funding, Technology and Legal Linkages
- Free office & co-working space
- Incubation for revenue stage entrepreneurs
- Business Facilitation
- Connect to Industry Experts and Mentors
- Enabling other Entrepreneurship Drivers

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

PRIME MEGHALAYA AT THE INTEGRATED PUBLIC PROGRAM GRACED BY UNION FINANCE MINISTER

11th of July - PRIME Meghalaya took part in the **Integrated Public Program** held on 11th July 2025 at Lariti, International Centre for Performing Arts and Culture. The event included laying foundation stones for key projects, inaugurating 72 digital libraries, and distributing cheques to beneficiaries. **Smti. Nirmala Sitharaman**, Union Minister of Finance and Corporate Affairs, attended as the Chief Guest.



COMMUNITY IMMERSION PROGRAM (CIP) 2025 LAUNCHED AT IIM SHILLONG

12th of September - The Community Immersion Program (CIP) 2025 was launched at IIM Shillong with 59 beneficiaries. Under the PRIME-FOCUS Partnership Strategy, 35 are Societies and FPOs from FOCUS-MLAMP, while 24 are entrepreneurs and startups. Jointly driven by PRIME MBMA and FOCUS-MLAMP, the program fosters knowledge-sharing, mentorship, and engagement with IIM students.



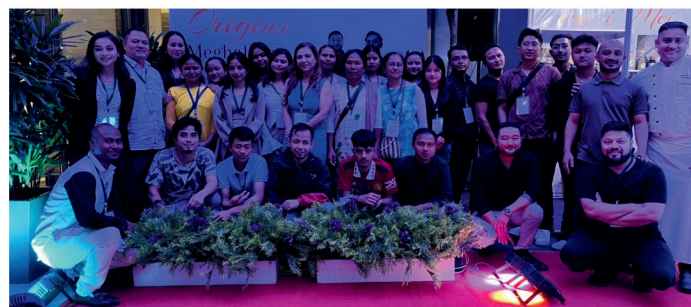
RURALPRENEUR 2025: EMPOWERING RURAL ENTREPRENEURS ACROSS MEGHALAYA

19th to 20th of August - PRIME Rural achieved a milestone with the inauguration of **RuralPreneur 2025**, officiated by **Honourable CM Conrad K. Sangma** at the **State Central Library, Shillong**. The event celebrated and empowered rural entrepreneurs across Meghalaya. The Chief Minister also announced the expansion of doorstep incubation support to all **52 blocks** under the PRIME Rural program.



ORIGINS MEGHALAYA –PRIME MEGHALAYA & COURTYARD BY MARRIOTT SHILLONG

15th & 16th of September - The Partnership sector of PRIME Meghalaya under Market Connect in collaboration with Courtyard by Marriott Shillong hosted Origins Meghalaya, an event celebrating the entrepreneurial spirit of the state. A total of 17 entrepreneurs from sectors like handloom, handicrafts, food & beverages and more showcased their products.



PRIME QUARTERLY ACTIVITIES 2025 (JULY - SEPTEMBER)



PRIME ENTREPRENEURSHIP DEVELOPMENT PROGRAM PHASE I FOR ASPIRING ENTREPRENEURS

3rd to 4th of July - PRIME Meghalaya, led by the Business Facilitation Team, organized a two-day program under the Entrepreneurship Development Program (Phase I) - Entrepreneurship Development Project for Aspiring Entrepreneurs, Byrnihat). The program was held from 3rd to 4th July 2025 at Dehal Began Village, Umling Block, Ri-Bhoi District.



FDP: EXPOSURE VISIT TO ROKA CANE AND BAMBOO WORKS

8th of August - As part of the Faculty Development Programme (FDP) from the Academic sector under PRIME, 33 faculty members from 12 colleges across Meghalaya, visited Ronaldo Marboh, founder of Roka Cane and Bamboo Works in Ri Bhoi District.



EXPORT READINESS & SUPPLY CHAIN MANAGEMENT PROGRAMME AT PRIME

16th & 18th of July - PRIME Meghalaya, through its Funding Sector, successfully conducted a two-day workshop on Export Readiness & Supply Chain Management at the PRIME Startup Hub, Shillong. This initiative was aimed at empowering local entrepreneurs with the knowledge and tools necessary to explore global markets and enhance their export capabilities.



CAPACITY BUILDING & VALIDATION OF TRADITIONAL HEALERS IN MEGHALAYA

13th of August - PRIME Meghalaya, through the initiative of Business Facilitation with the support from BioNEST NIPER, Guwahati, Assam, organised a Capacity Building and Validation of Traditional Healers in Meghalaya. The program was held at PRIME Hub Shillong with the objective of strengthening this sector through scientific validation, systematic documentation, capacity building, and the potential mainstreaming of traditional practices.



3RD BOOTCAMP FOR COHORT 5.0

22nd & 23rd of July - PRIME Meghalaya recently wrapped up 3rd Bootcamp for Cohort 5.0, focusing on the topic of "Go to Market Strategy." The event took place on the, at The Shillong Club, Shillong. The main objective of this two-day bootcamp was to equip entrepreneurs with the necessary knowledge and insights on how to effectively reach their target customers and develop robust marketing strategies.



1ST & 2ND PRIME ACCELERATION BOOTCAMP

1st & 2nd of September - PRIME Acceleration Program held its first Bootcamp at PRIME Startup Hub, Shillong, with six selected entrepreneurs. Led by Shri Pratap T.P, Co-founder of Qwiksilver & Woohoo Gifting App, the sessions covered market analysis, customer segmentation, and the importance of product for market fit for startup growth.



PRIME EDP FOR ASPIRING ENTREPRENEURS AT DANGAR VILLAGE

2nd of August - PRIME Meghalaya, led by the Business Facilitation Team, organized a program on the Entrepreneurship Development Program (Phase I) - Entrepreneurship Development Project for Aspiring Entrepreneurs, Dangar). The program was held at Dangar village in Mawsynram Subdivision of East Khasi Hills district where around 56 aspiring entrepreneurs from the village participated in the program.



4th & 5th of September - The 2nd Acceleration Bootcamp was aimed at helping them advance their knowledge, upscale their businesses, strengthen their brands, and equip themselves with key insights on Financial Forecasting, Unit Economics, Marketing, and Branding Strategy.

EXTERNAL PROGRAMME



31st of July - PRIME MBMA participated in an interactive session on the promotion of entrepreneurship among ex-servicemen, organized by the Directorate of Sainik Welfare, with support from the Veteran Cell of 101 Area Headquarters. The program aimed to create awareness about opportunities and support systems available for retired personnel to take up entrepreneurial ventures.



19th of July - PRIME Meghalaya co-sponsored **Clutch Tura 2025**, Garo Hills' first esports and music festival organized by Event Horizon, a student-led group. Held at **Cariz Hall, Bonepa (WGH)**, the event gathered 300+ youth through gaming, live performances, and awareness on drug abuse and trafficking, blending entertainment with impactful messaging.



1st of August - The PRIME Funding Team participated in an awareness program at Bellefonte Community College for MSSDS-supported tailoring and fashion designing trainees. They highlighted PRIME's initiatives, funding opportunities, eligibility criteria, and application processes, while briefing trainees on the support available to help them start and grow their entrepreneurial ventures.



4th of September - PRIME Funding Team participated in an entrepreneurial awareness program at Nongmensong Presbyterian Church, as part of YOUTH WEEK CELEBRATION a seminar conducted on the topic of Entrepreneurship to impart knowledge about various opportunities and encouragement for the youth to choose entrepreneurship as a preferred career choice.



8th of September - PRIME Meghalaya participated in an awareness program on "PRIME Meghalaya Services" for the trainees and entrepreneurs at GCIITS Institutes, Mawkyrwat. The program was organized by The Office of the District Hub for Empowerment of Women, South West Khasi Hills District, Meghalaya under The District Social Welfare Officer, South West Khasi Hills, District, Mawkyrwat.



15th of August - PRIME joined along with the District Administration, Tura participated in the celebration of the 79th Independence Day at DC Park and the 15 PRIME beneficiaries (incubated/incubates), who set up food and product stalls that drew an enthusiastic response from visitors.

The PRIME Partnership team organized the Mentor's Clinic under the Mentor-pool initiative to support new and aspiring founders in idea or early revenue stages. The program offers sector-specific mentorship, practical business advice, and ecosystem connections to help overcome early challenges. Sessions were held in



9th of September - Mentor's Clinic, in collaboration with E-Cells held at PRIME Hub, Tura



17th of September - Mentor's Clinic, held in collaboration with the E-Cell of the Kiang Nongbah Government College.



19th of September - Mentor's Clinic, at the PRIME Hub Nongpoh



24th of September - Mentor's Clinic, at PRIME Hub Shillong.



26th & 27th of September - PRIME Meghalaya and nine entrepreneurs from five startups attended INNOFEST INDIA 2.0 in Jaipur. They showcased products, networked with businesses, gained market insights, and received media attention. A highlight was Kargil Veteran Captain Yashika Hatwal Tyagi's support for Northeastern, especially women, entrepreneurs, fostering visibility and growth.

TRAINING



8th of August - A one-day training programme on Bamboo Charcoal Production was held at Roka Cane and Bamboo Works, Nongser, Ri-Bhoi District. The training program is part of the Bamboo Charcoal Production Project under the FOCUS-MBMA Program, where 30 (thirty) beneficiaries from Ri-Bhoi District were trained on how to manage and operate the Kiln specially designed for producing bamboo charcoal.



8th & 9th September - A two-day Excel training was conducted for PRIME Block staff and other verticals by Shri Nathaniel Kharkongor, Senior Manager, PRIME MBMA. The session covered report writing, formulas, functions, and shortcuts, aimed at strengthening technical skills and equipping participants with practical tools to enhance efficiency and productivity in daily tasks.



25th of September - The Entrepreneurship Development Programme for Self Help Groups was held at Tura's Extension Training Center, organized by IIE and sponsored by MSULM with Tura Municipal Board. Thirty participants enhanced entrepreneurial skills and explored livelihood opportunities. The PRIME Team highlighted its support for entrepreneurs, guiding participants on scaling business ideas and accessing resources.

ACCELERATION MENTORING

Shidalin Marbaniang founder of Syntu Sanitary Pads, Shillong East Khasi Hills.

Badal Nyalang founder of Marketing Wire, Shillong East Khasi Hills.

Siddharth Das founder of Runo Health Pvt Ltd, Shillong East Khasi Hills.

22nd of July

23rd of July

24th of July

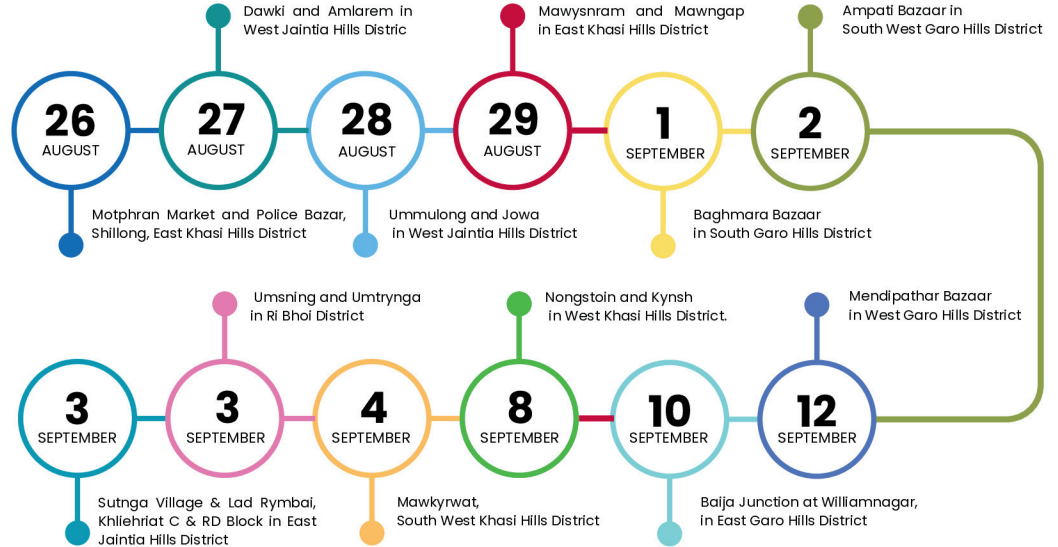
30th of July

31st of July

Khawborbha Kharपुरi founder of Chicken Wagon, Shillong East Khasi Hills.

Hanif Sylemleeh founder of Edify, and **Gerald Samuel Dula** founder of Dula Trailblazers, Shillong East Khasi Hills.

PRIME PROMOTION AND ROAD SHOW FOR THE CMECC 6.0



PRIME PROMOTION & OUTREACH PROGRAMME FOR THE CMECC 6.0

The PRIME Meghalaya organized an outreach programme for the Chief Minister's E-Champion Challenge (CMECC) 6.0 to create an awareness, guiding participants through the application process, and encouraging entrepreneurship across rural and semi-urban areas of Meghalaya.



ACADEMIC EVENT & PROGRAM



16th of September – St. Edmund's College hosted an Ideathon on "Solving the Water Challenges of Meghalaya," where students presented innovative, practical solutions for urban and rural issues. Winning teams, recognized for their creativity and feasibility, will receive guidance and support from PRIME MBMA's Pre-Incubation sector to further develop and scale their ideas.



19th of September – Nongtalang College's E-Cell held its first Ideathon, themed "Ideas. Transform. Reality." Five teams presented ideas focused on Bio-Resources, Tourism, and Waste Management. The winning team showcased solutions that were implementable, sustainable, and eco-friendly, reflecting practical and impactful innovation.

ENTREPRENEUR VISIT



25th of September – 20 entrepreneurs from PRIME Hub Meghalaya attended an exposure visit to NECBDC, Byrnihat. The program featured practical demonstrations, presentations, and hands-on training in bamboo processing, treatment, and value addition, providing participants with valuable insights and inspiration to explore bamboo-based business opportunities.



25th of September – Smti. Saloni Verma, IAS, visited the NELA Handloom Training Unit at Mawkasiang under the Weaving and Loom Operations proposal. She observed trainee learning, discussed product range with Shri James Dkhar, and assessed how modern looms can enhance production, ensuring the proposal aligns with available facilities.

PRIME ENTREPRENEURS' JOURNEY TOWARDS ACHIEVEMENT



16th of July – AbC Digest a local media channel featured **Shidalin Marbanang** the founder of **Syntu Sanitary Pads** under the title "**Syntu sanitary pads / Syntu products: a women-led local innovation**"



25th of July – The Honourable Chief Minister **Conrad K. Sangma** inaugurated the **True North Centre** at Lapalang, Shillong under the **CM-ELEVATE Program**, stressing its role in empowering youth. **Smt. Saloni Verma, IAS**, highlighted the program's statewide impact, while **Mr. Gary Lamare**, co-founder, shared challenges overcome and how CM-ELEVATE realized their vision

In Conversation with
Cordelia Kharsati
Fashion Designer

30th of July – **Cordelia Kharsati** the founder of **Mohor** was featured in **DD Meghalaya** channel for a **Women's Programme** under the title, "**Women's Programme || In Conversation with Cordelia Kharsati**".



4th of August – AbC Digest featured **Gerald Samuel Duia** the founder of **Duia Trailblazers** in their program titled **Diving into the world of "Adventure our operator - Mr. Gerald Duia"**. Duia was the incubated startup of PRIME Cohort 1.0.



13th of September – **Anumahasa Sna**, Founder of **Braves Enterprise** and part of PRIME Meghalaya Incubation Cohort 5 from West Jaintia Hills, received the **Bharat Entrepreneur Award 2025** at the **4th Bharat Entrepreneur Summit** organized by the **Entrepreneurs Association of India** in Delhi.



29th of September – **Ri & Last Eri Silk Weaving & Dyeing Unit** won the **Gold Award** in the **Sustainability Champions: Cultural Ambassadors** category at the **Indian Responsible Tourism State Awards 2025**, Meghalaya. Presented by **CM Conrad Sangma** on World Tourism Day, it honors their sustainable preservation of Eri Silk heritage.

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