

TRANSFORMING
MEGHALAYA
ONE ENTREPRENEUR AT A TIME



PRIME
PROMOTION &
INCUBATION OF
MARKET DRIVEN
ENTERPRISES

**PRIME MEGHALAYA
YEARLY REPORT
2023/2024**



From The Chief Minister's Desk

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

It fills me with immense pride to witness how Meghalaya's entrepreneurial spirit is reshaping our economy and creating opportunities across sectors. As a government, we have always believed in the potential of our people and the power of innovation to transform lives. Through programs like PRIME and CM Elevate, we are strengthening this belief by building an ecosystem that supports entrepreneurs at every stage of their journey. Through PRIME Meghalaya, we have seen a transformative shift in our entrepreneurial landscape. Launched with the goal of empowering our people to create jobs, not just seek them, PRIME has made significant progress in turning aspirations into tangible opportunities.

In its journey so far, PRIME has directly supported over 6,372 beneficiaries and incubated 202 enterprise, providing them with a strong foundation through funding, mentoring, and training, impacted over 18084 lives and generated 4521 employment directly and indirectly. Additionally, 185 entrepreneurs have benefited from the PRIME Rural Fellowship, while 1616 mentoring hours have been dedicated to strengthening business models and guiding entrepreneurs on their growth paths.

PRIME's success is also reflected in its ability to generate significant employment—creating over 2,500 jobs across a wide spectrum of sectors. The program has further helped close to 2000 startups in Meghalaya, reaching both rural and urban areas, fostering the growth of businesses from diverse fields, including agriculture, tourism, animal husbandry, and handicrafts. These efforts have not only uplifted the entrepreneurs but also made a substantial impact on the local economy.

Building on this foundation, we launched the CM Elevate Program, which aims to support 20,000 entrepreneurs over the next five years. This program provides credit-linked assistance and creates an enabling environment for entrepreneurs to grow and scale their businesses. It covers multiple sectors, including sports & wellness, agriculture, tourism, animal husbandry, entertainment, and open ventures, offering a diverse range of opportunities for aspiring entrepreneurs across the state.

The focus of CM Elevate is clear—stimulating economic growth, creating jobs, and encouraging innovation. From promoting local sports units to enhancing rural economies through agriculture, the program empowers individuals to bring their entrepreneurial ideas to life, creating a ripple effect of development in their communities.

Through the efforts of PRIME, Meghalaya is positioning itself as an emerging entrepreneurial hub. We are already witnessing a shift in the mindset of our youth, with more individuals seeing entrepreneurship as a viable and rewarding career choice. As we continue on this path, we will work together to build a prosperous future for all, where every entrepreneur has the resources, support, and opportunities to succeed.



**Shri. Vijay Kumar, I.A.S.,
Commissioner and Secretary to the Government of Meghalaya,
Department of Planning, Finance, etc.,
C.E.O., Meghalaya Basin Management Agency (MBMA)**

Over the past four years, PRIME Meghalaya has emerged as a cornerstone in transforming the entrepreneurial landscape of our state. Launched with the vision of converting job seekers into job creators, PRIME has successfully established itself as an enabling platform for entrepreneurs across Meghalaya, providing them with critical support in the form of workspaces, training, mentoring, funding, and market linkages.

To date, PRIME has assisted nearly 7,000 entrepreneurs across diverse sectors, ranging from small enterprises to established startups. This support has directly contributed to job creation and indirectly facilitated the employment of over 4,500 individuals. With more than 500 active startups currently supported under PRIME's initiatives, the program has demonstrated tangible results in building a sustainable entrepreneurial ecosystem.

A key highlight of PRIME is its state-of-the-art incubation facilities, known as PRIME Hubs at the state level as well as the districts. The hubs at the districts that are either upcoming or existing specialise in processing high-value products like Lakadong turmeric, Khasi mandarins, honey, cashews, and pineapples. These efforts have significantly enhanced Meghalaya's capacity to export indigenous products to premium markets across India, Europe, and the Middle East. This success is reflected in national accolades, including the One District One Product Awards 2024 (Second Runner-Up) and recognition as the Top Performer State at the National Startup Awards 2022.

Building on this momentum, the CM ELEVATE Program, launched last year, aims to support 20,000 entrepreneurs over the next five years. By providing subsidies ranging from 35% to 70% across 15 diverse trades, the program addresses key sectors such as horticulture, animal husbandry, logistics, tourism, and entertainment. The overwhelming response of over 30,000 applications as of January 2024 underscores the aspirations of Meghalaya's youth to embrace entrepreneurship as a viable career path.

This progress is a testament to the vision of our Hon'ble Chief Minister, Shri Conrad K. Sangma, whose leadership has been instrumental in steering Meghalaya toward becoming an entrepreneurial hub. I also extend my gratitude to Smt. Isawanda Laloo, Shri D.D. Shira, the MBMA team, and our partners, including the Planning, Investment Promotion & Sustainable Development Department, Meghalaya Institute of Entrepreneurship, North East Small Finance Bank, and IIM Calcutta, for their unwavering support in strengthening this initiative.

As we look to the future, the focus remains on creating a self-sustaining economy, where entrepreneurship becomes a trusted and sought-after choice for the youth of Meghalaya. Together, we are paving the way for a prosperous and sustainable future for our state.



**Smt. Isawanda Laloo, I.A.S.,
Executive Director,
Meghalaya Basin Management Agency (MBMA)**

I am happy to reflect on the progress that PRIME Meghalaya has made in transforming the entrepreneurial landscape of our state. I would like to express my deep gratitude to our Honourable Chief Minister, Shri Conrad K. Sangma, for his vision in launching PRIME, an initiative that has opened doors to countless opportunities for aspiring entrepreneurs across Meghalaya.

Since its launch, PRIME has been a source of encouragement for many who once struggled to find opportunities. Through its focus on providing funding, mentorship, skill-building workshops, and exposure to national and global platforms, it has successfully empowered entrepreneurs from various sectors to build sustainable businesses. The establishment of PRIME Startup Hubs in Shillong, Tura and at the blocks has been crucial in offering entrepreneurs a space to seek guidance and solutions to their challenges.

This progress has been made possible through the collective efforts of the Meghalaya Basin Management Agency (MBMA) and various government departments, all working together towards a shared goal—strengthening the entrepreneurial ecosystem in the state. Their continued support has ensured that entrepreneurs receive the necessary guidance, financial assistance, and market access to succeed.

We have seen businesses flourish in sectors such as agriculture, tourism, and healthcare, to name just a few. PRIME's ability to create this kind of support network has been key to transforming ideas into real-world businesses, creating jobs, and contributing to the state's overall economic growth.

As we look to the future, the launch of the CM Elevate Program will further reinforce these efforts. By providing structured financial and institutional support, the program will help more entrepreneurs realize their potential, contribute to job creation, and drive economic growth in Meghalaya.

I firmly believe that with the continued collaboration between the Government of Meghalaya, MBMA, PRIME, and all our partners, we will further strengthen the entrepreneurial landscape in our state. Together, we will continue to create meaningful opportunities and build a more resilient and thriving future for Meghalaya.



Shri. Dikki D. Shira, MCS
Director, Meghalaya Institute of Entrepreneurship (MIE)

Entrepreneurship in Meghalaya has witnessed an inspiring journey, driven by the vision of our Honourable Chief Minister, Shri. Conrad K. Sangma. His steadfast dedication to promoting local talent and creating a supportive environment for entrepreneurs has set the stage for a significant shift in our state.

Over the years, PRIME in tandem with various departments, has established itself as a model for promoting entrepreneurship. It has not only supported aspiring entrepreneurs but has also helped create meaningful opportunities that uplift communities across the state.

Initiatives like CM Elevate build on this foundation, expanding support to sectors that hold immense potential for growth and development. These efforts are creating an ecosystem where entrepreneurs can contribute to the state's economic and social progress.

As we move ahead, I am optimistic that Meghalaya will continue to stand out as a hub of innovation and entrepreneurship. I extend my gratitude to all those who are working tirelessly to make this vision a reality.



Shri. Subhrangshu Sanyal,
C.E.O., IIM Calcutta Innovation Park (I.I.M.C.I.P.)

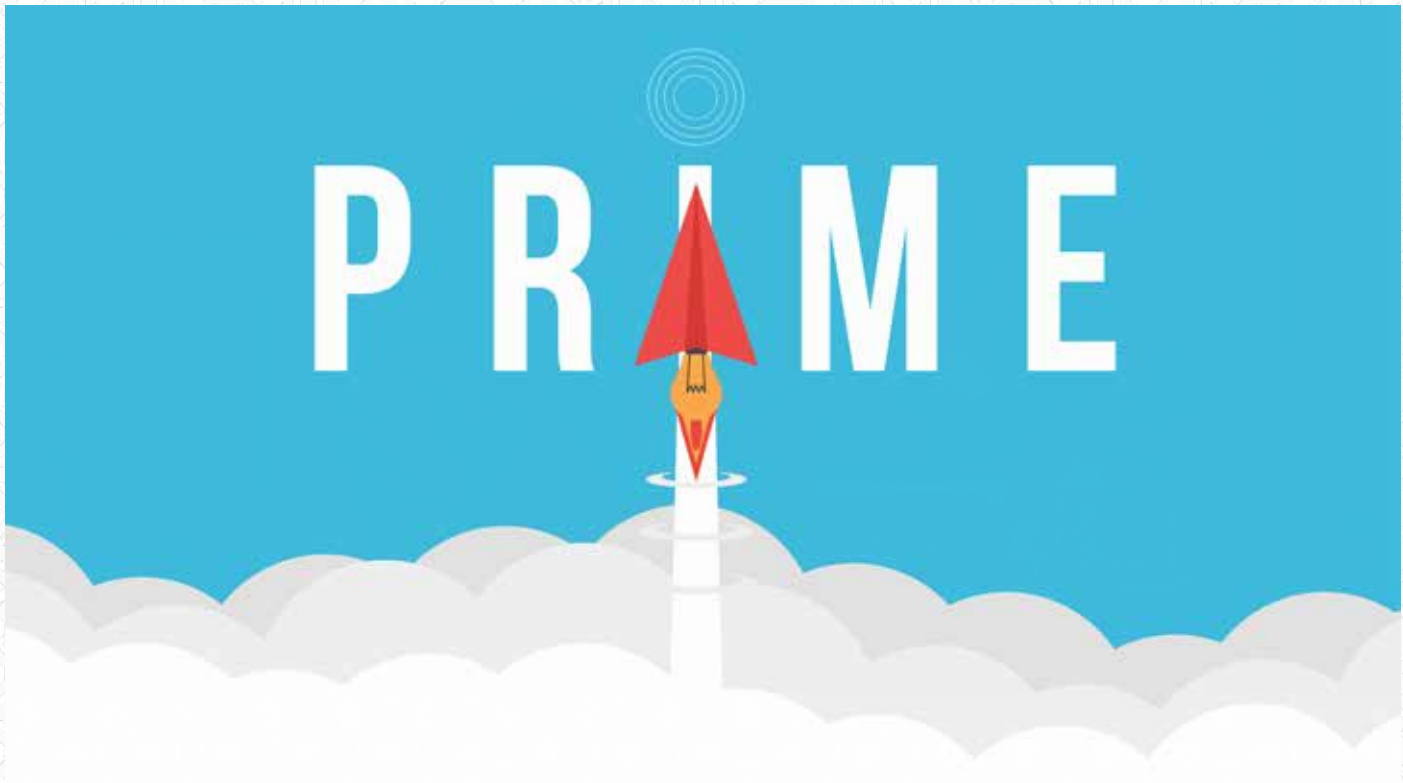
Since its launch, PRIME Meghalaya has played an important role in reshaping the entrepreneurial landscape of the state, creating a nurturing environment where innovative ideas get transformed into successful business ventures. With the support of the Honourable Chief Minister and the collective effort of all relevant stakeholders, PRIME has become an enabling platform for aspiring entrepreneurs in Meghalaya and it got recognized as a role model for holistic entrepreneurship development in the country.

Through its various initiatives, such as one-on-one mentorship, funding, and capacity building workshops, PRIME has been able to address the challenges faced by entrepreneurs and offer them the support they need to succeed. The program's impact has been far-reaching, assisting entrepreneurs across sectors like agriculture, tourism, technology, and handicrafts, and contributing to the state's economic growth.

As we continue this journey, I am confident that PRIME Meghalaya will remain a key driver of socio-economic development in the state. IIM-CIP, as the knowledge partner of PRIME, is proud to continue our collaboration, supporting the growth of Meghalaya's entrepreneurial ecosystem. Together, we are laying the foundation for a prosperous future for all entrepreneurs in the state.

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About PRIME

The Promotion and Incubation of Market-Driven Enterprises (PRIME) program inaugurated by the Honorable Chief Minister of Meghalaya Conrad K. Sangma in January 2020 seeks to create and promote a robust entrepreneurial ecosystem in the state. Aspiring entrepreneurs, start-ups, and early-stage enterprises are nurtured to translate their innovative ideas into business and sustain them in the long run by providing a host of support mechanisms.

The PRIME program, initiated by the Government of Meghalaya, is working towards implementing the initiatives outlined in the Meghalaya Startup Policy. PRIME aims to make entrepreneurship a preferred career choice for the youth of the State through the creation of a dynamic and collaborative ecosystem that enables easy availability of credit, relevant technology, skilling and mentoring support and access to high leverage markets.



PRIME's Vision

To make entrepreneurship a preferred career choice for the youth of the State through the creation of a dynamic and collaborative ecosystem that enables easy availability of credit, relevant technology, skilling and mentoring support, and access to high leverage markets.

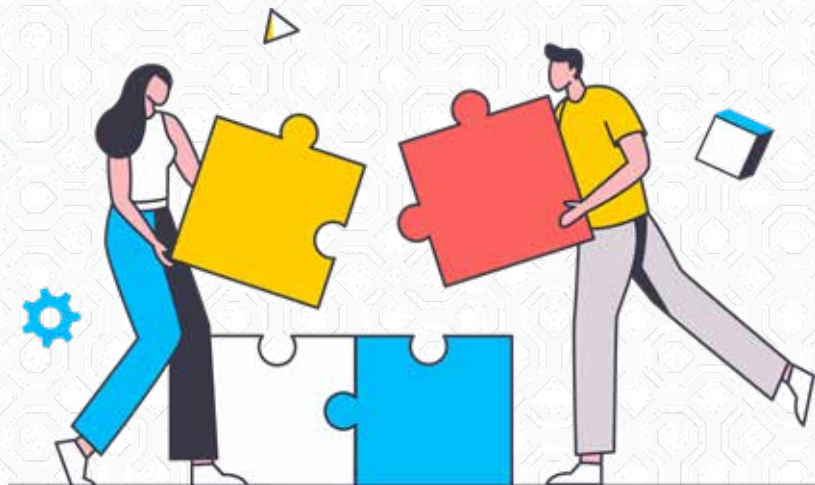


PRIME's Mission

To provide systematic and targeted support to existing and aspiring entrepreneurs through a network of PRIME Startup Hubs that are one-stop-shops for all entrepreneurs in the state.

PRIME Partners

For the implementation and execution of the PRIME Entrepreneurship Program, the Government of Meghalaya has partnered with institutions like the Meghalaya Basin Management Authority (MBMA), the Meghalaya Institute of Entrepreneurship (MIE), and IIM Calcutta Innovation Park (IIMCIP) as the nodal knowledge and capacity building partners for enterprise development.



Meghalaya Basin Management Authority (MBMA)

Meghalaya Basin Management Authority (MBMA), an implementation partner of PRIME, is a not-for-profit company incorporated under the Planning Department of the Government of Meghalaya, engaged in the implementation of specialized development projects focused on the enhancement of natural resource management, access to finance, livelihood development, enterprise promotion, market linkage, and knowledge services.



Meghalaya Institute of Entrepreneurship (MIE)

Meghalaya Institute of Entrepreneurship (MIE) an implementation partner of PRIME, is positioned to be the Nodal institution in the State for facilitating rapid economic transformation through entrepreneurship education and promotion of micro-enterprises involving the youth, women, and other critical target groups in the State. MIE strives to be amongst the very best in the area of entrepreneurship creation and promotion, innovation and application of skills, technologies and harnessing the rich potential of promising sub-sectors with a clearly defined focus on apiculture, agriculture, horticulture, floriculture, pisciculture, aromatic and medicinal plantations, animal husbandry, non-farm enterprises and more.



IIM Calcutta Innovation Park (IIMCIP)

IIM Calcutta Innovation Park (IIMCIP) is serving as the knowledge partner for the implementation of incubation activities at PRIME Start-up Hubs Meghalaya. IIMCIP is a Technology Business Incubator (TBI) supported by the Department of Science and Technology, Government of India, and is not for profit (Section 8) company formed under the aegis of the Indian Institute of Management Calcutta and is one of the thought-leaders on Social Entrepreneurship in India. Besides being an Incubator with a deep focus on Social Entrepreneurship, IIMCIP is currently supporting multiple State Governments (e.g. Mizoram, Meghalaya, and Arunachal Pradesh) in implementing their state-wide entrepreneurship development programs involving thousands of youths.



PRIME STARTUP HUBS

At the core of PRIME are the PRIME Startup Hubs, which are incubation centers where promising entrepreneurs are supported to grow their businesses and create many livelihoods in the State. In these vibrant spaces, the entrepreneurs of Meghalaya are offered a shared space where they can avail office and co-working space, attend knowledge sessions, workshops, and training, and get support from the PRIME team regarding various challenges and requirements that they have. The hubs are dedicated co-working spaces where entrepreneurs can nurture, develop, and expand their business while participating in workshops, seminars, and other skill development programs frequently conducted in the hub. Currently there are two PRIME Startup Hubs in Shillong and Tura. The vision is to have one PRIME Startup Hub in every district.

The PRIME Startup Hub in Shillong covers 9,500 square feet and has dedicated office spaces for the entrepreneurs, each having six seating capacity. The common Co-Working Space has a seating capacity of 30. The hub also includes a spacious reception area, a few meeting rooms, and a vibrant recreational cafeteria.



The **PRIME Startup Hub in Tura** covers 3,200 square feet, having open spaces and comfortable layouts for the entrepreneurs and the team. The hub provides a vibrant, spacious, air-conditioned co-working space with computer systems for a seating capacity of 50, along with a separate meeting room. The video conference room and learning center have a seating capacity of 30.



Further expansion is underway, with new centers set to open in Jowai and Nongpoh, ensuring broader access to entrepreneurial support across the state.

PRIME MEGHAPRENEUR EXPO 2024



PRIME Meghalaya hosted a first of its kind three days Entrepreneur Expo from the 7th till the 9th of February 2024 at SRGT Polo Ground, bringing together various entrepreneurs from different departments and sections throughout Meghalaya. Other than that, the Expo was an open invitation to buyers, investors and stakeholders from across India to come and be a part of the event.

The Honorable Chief Minister Conrad Sangma, graced the occasion and shared a few words on the importance of nurturing entrepreneurs of the state. He enthusiastically asked everyone to lend their support to our locals for the work and effort put in to their start-ups and businesses. A ceremonial ribbon cutting took place after which the Chief Minister and other dignitaries strolled around the venue interacting with the various entrepreneurs.

The different departments and sections that had taken part in the Expo include The Meghalaya State Skills Development Society, Meghalaya Tourism, Department of Food Processing, Meghalaya State Resource Centre on Disability Affairs, Meghalaya Collectives, 1917 iTeams and the Megha Saras Store. The expo included opportunities to meet buyers and investors, as well as technical sessions to improve business skills.

One key feature was a space for learning. The Chief Minister returned to encourage participants, sharing his dedication to helping entrepreneurs since taking office. He stressed that supporting entrepreneurs creates jobs for young people, which is crucial for the state's future.

The first day focused on important skills like packaging and labelling. Entrepreneurs learned about branding and participated in exercises to improve their labelling. A session by Start-Up India offered tips on managing finances and running a business, with one-on-one mentoring to address specific challenges.

The second day highlighted e-commerce, a critical area for today's businesses. Walmart Vriddhi led a session on using online platforms, helping entrepreneurs learn how to sell on sites like Flipkart. ONDC (Open Network Digital Commerce) introduced the idea of open-source e-commerce, explaining how it could improve online sales. A Q&A session helped participants understand government support available to them.

On the final day, the focus was on recognizing the hard work of entrepreneurs. The event celebrated the onboarding of Cohort 4.0 and graduated the previous group. The CM Elevate program supported about 40 new entrepreneurs with subsidies and mentorship.

Inspirational talks from successful entrepreneurs like Zomawii Khiangte of Mizo Brewery encouraged attendees to tell their brand stories. Shashank Kumar, CEO of De Haat, highlighted the importance of self-belief, while Jayanta Das from IHCL NE reminded them to measure success by their community impact.

The expo attracted a large crowd, showing strong community support for local businesses. Local entrepreneurs shared how PRIME's support has helped their businesses grow. The event wrapped up with appreciation for government departments that assist in fostering entrepreneurship.

The Chief Minister reaffirmed the government's commitment to creating a supportive environment for entrepreneurs, expressing hope for the future of entrepreneurship in the state. With around 450 entrepreneurs in attendance, the PRIME Meghapreneur Expo was a great success, showcasing the vibrant spirit of local entrepreneurship and opening doors for future opportunities.



CM Elevate Conclave 2024



The CM Elevate Conclave 2024, held on March 12th at U Soso Tham Auditorium, Shillong, and on March 13th at the District Auditorium, Tura, marked a significant milestone in advancing youth empowerment and entrepreneurship across Meghalaya. Under the dynamic leadership of Chief Minister Shri Conrad K. Sangma, the two-day event was a showcase of the state's commitment to fostering economic growth, development, and sustainable entrepreneurship.

The conclave centered on the launch of transformative schemes and initiatives aimed at empowering local communities and promoting self-sufficiency. Key highlights included the distribution of Sanction Letters for Funds and Appointment Letters to beneficiaries of programs such as the Meghalaya Agriculture Warehouse Scheme, the Meghalaya Common Facility Center (CFC) Scheme, and the appointment of Village Data Volunteers (VDVs) under the Meghalaya Livelihoods and Access to Markets Project (Megha-LAMP). These schemes are crucial in providing the necessary support and resources to entrepreneurs, farmers, and rural communities.



Through collaborations with both public and private banks, the Government of Meghalaya is facilitating access to credit, making it easier for aspiring entrepreneurs to establish or expand their businesses. To mitigate financial risks, the government provides subsidies covering 35% to 75% of project costs, alongside handholding support such as training and capacity-building programs, ensuring that beneficiaries have the tools and knowledge to succeed. A user-friendly single-window portal also enables entrepreneurs to apply for a wide range of business ventures across sectors, streamlining the process and encouraging growth.

In Tura, five individuals received sanction letters for the Meghalaya Agriculture Warehouse Scheme, six for the Meghalaya Common Facility Centre (CFC) Scheme, and 184 new Village Data Volunteers were



appointed. These beneficiaries were carefully selected as part of Megha-LAMP, an initiative designed to empower rural communities by improving livelihoods and enhancing access to markets.

The CM Elevate Conclave also marked the unveiling of the Meghalaya State Floriculture Mission and the introduction of the Meghalaya GDP Vision 2028, which outlines the state's ambitious goal to achieve a ₹10 billion economy by 2028. These initiatives reflect the government's broader vision of inclusive growth, where youth, women, farmers, and entrepreneurs are central to the state's progress.

As the event concluded, the spirit of entrepreneurship was further strengthened, with a collective focus on fostering a conducive environment for innovation and economic development in Meghalaya. The CM Elevate Conclave was not just an event, but a reaffirmation of the government's commitment to building a brighter future for all its citizens.



PRIME INCUBATION & ACCELERATION

The **Incubation** program at PRIME is designed to support startups by offering personalized mentorship, resources, and guidance to help transform innovative ideas into thriving, scalable businesses.

The **Acceleration** program takes it a step further, providing fast-tracked support with mentorship, market access, and strategic assistance, helping startups grow, compete, and become funding-ready.

The flagship initiative behind PRIME is the **Chief Minister's E-Champion Challenge** and PRIME Incubation Program, now in its fifth edition. It is a state-wide, recurring annual event through which the most promising entrepreneurs are selected in a rigorous process of pitching in front of industry experts, successful entrepreneurs, government officials, academic leader and others.

A cohort of 75 entrepreneurs is selected to join the dedicated and structured 9-month intensive PRIME Incubation Program, under which they will receive the following benefits:



Benefits of the Challenge:

- Top 35 entrepreneurs will each receive a Business Support Grant of ₹2 lakhs.
- Remaining 40 will receive ₹1 lakh each.
- Remaining 75 entrepreneurs from the Top 150 selected for the pitching and did not get through the Incubation program will have the opportunity to transition into the pre- incubation program, where they can further develop their business ideas.

Other Support Provided to Entrepreneurs

- Exclusive networking opportunities with industry professionals.
- Intensive mentoring and access to critical business resources such as marketing, legal, branding, and accounting services.
- Market access to help them expand their customer base.
- Free co-working spaces in Shillong and Tura (subject to availability).
- Media visibility to help raise the profile of their businesses.
- Diverse funding sources, including grants, loans, and venture capital, to help sustain and scale their ventures.

All participants are awarded Certificates of Excellence from the Government of Meghalaya and the IIM Calcutta Innovation Park, further validating their entrepreneurial efforts.





Main Objectives of Chief Minister's E-Championship Challenge:



Promote the spirit of entrepreneurship and enterprise ecosystem in the State of Meghalaya.



- Identify promising business ideas and ventures through a fair, transparent, and rigorous selection process.



- Encourage and support people to avail growing entrepreneurship opportunities.



- Provide a state-wide platform for individuals and groups to think entrepreneurially while enabling them to realize their entrepreneurial ambitions.



- Highlight and showcase existing and emerging entrepreneurs.



- Provide recognition, rewards, and a range of support mechanisms for maturing business ideas.

CHIEF MINISTER'S E-CHAMPIONSHIP CHALLENGE 5.0

The Chief Minister's E-Championship Challenge 5.0 was launched on the 14th of October, 2024 and the Top 150 selected entrepreneurs were announced on the 10rd of January, 2025. This is the first step of selecting Meghalaya's most promising entrepreneurs of the State.

The selected TOP 150 Entrepreneurs were called to take part in a pitching round, where they were evaluated by a critical jury of successful entrepreneurs and industry experts. Thereafter, the TOP 75 Entrepreneurs were hand-picked from them.

The selected entrepreneurs will be onboarded in PRIME's incubation for a year where they will receive support from PRIME.

Top 75 Entrepreneurs selected for the Incubation Program at PRIME:

TOP 75	Startup Name	Entrepreneur Name	Sector	District
TOP 35	Balsrang B Marak	A.mbeng wood carving	Handicraft	South West Garo Hills
TOP 35	Phairing Pakma	Pakma Manufacturer Machine	Manufacturing	West Jaintia Hills
TOP 35	Prisnica Synnah	M/S Hakani Handicraft	Handicraft	West Jaintia Hills
TOP 35	Dawhoi Dhar	Hills Paper	Manufacturing	West Jaintia Hills
TOP 35	Bishal Bhowmick	Blast food products	Diary	West Garo Hills
TOP 35	Anumahasa Sna	BRAVES Enterprise	Food Processing	West Jaintia Hills
TOP 35	Luziana Wahlang	Luzia's Kitchen	Food	East Khasi Hills
TOP 35	Rony Saha	Recycle Bazaar	Waste Management	East Khasi Hills
TOP 35	Meubalajied ki wa o S Sungoh	onlybees	E Commerce	West Jaintia Hills
TOP 35	Ninnydaroi Lywait	Pick Knit Store	Handicraft	West Jaintia Hills
TOP 35	Chengreng Marak	A'we Honey	Diary	North Garo Hills
TOP 35	Salchan R Marak	Marak LED Lights	Manufacturing	West Garo Hills
TOP 35	Bidanchi Momin	My Mushroom	Agriculture	North Garo Hills
TOP 35	Immemo Dkhar	D'Maya Farm	Food Processing	West Khasi Hills
TOP 35	Sniawtre Thma	Wylic waffles shop	Food	West Jaintia Hills
TOP 35	Jesanta Talang	Uin Holidays	Others	East Jaintia Hills
TOP 35	Jasica B. Sangma	J.B.S Food Product	Food Processing	North Garo Hills
TOP 35	Hubert Lyngdoh Nonglait	Prime Touch Creation	Others	East Khasi Hills
TOP 35	Saralin Umsong	Iohlynti Enterprises	Food	East Khasi Hills

TOP 35	Robina J Sangma	Jetdra Food Enterprise	Food	South Garo Hills
TOP 35	Khrawborlang Lyngdoh Mawna	Dreamation Khraw	Handicraft	Eastern West Khasi Hills
TOP 35	Bonney Joanes Kharbani	Kyrsiew Pynroi Agro Farming Development Organization	Agriculture	West Khasi Hills
TOP 35	Sengthe Marak	A & A	Handicraft	South Garo Hills
TOP 35	Pecindha Sangma	M/S Asame Food & Beverages	Food Processing	West Garo Hills
TOP 35	Sushmi Mazumdar	Taste of Shillong	Food	East Khasi Hills
TOP 35	Elvistar Pyngrope	eff.art	Handicraft	East Khasi Hills
TOP 35	Melbanisha Basaiawmoit	Passion Fashion Academy	Education & Skill Development	Eastern West Khasi Hills
TOP 35	Richmond Shanpru	Serene Aquatics	Others	East Khasi Hills
TOP 35	Euphinia Nongbyrsaw	The Paw-sh Palette	Others	East Khasi Hills
TOP 35	Ferdinand L Marshillong	Ekanbha	Fashion	East Khasi Hills
TOP 35	Dapbianglin Wanniang	La-i tynrai	Fashion	East Khasi Hills
TOP 35	McLeon Marbaniang	FIKA Coffee & Co	Food	East Khasi Hills
TOP 35	Angieloreta lawphniaw	Angie Shirhaps	Food	West Khasi Hills
TOP 35	Gabriel Nongdkhar	G. Nongdkhar Handicrafts	Handicraft	West Khasi Hills
TOP 35	Paiabaskhem Shabong	Emi Ice-Cream	Food Processing	East Khasi Hills
Next 40	Bankerlang Syngkli	Banker's Woodwork	Manufacturing	Ri Bhoi
Next 40	Samuel Chukam R Marak	Ricecraft Brew	Food Processing	West Garo Hills
Next 40	Sengrik K Sangma	SS Handicraft	Handicraft	North Garo Hills
Next 40	Jason Ward Kharkongor	Umpohliew Wines	Food Processing	East Khasi Hills
Next 40	Dianella Tessie Kharbhih	The Juice Bar	Food Processing	East Khasi Hills
Next 40	Selimen langjuh	Rynsan	Manufacturing	Ri Bhoi
Next 40	Panborlang Toi	Celestial Entertainment Shil-long	Others	East Khasi Hills
Next 40	Midot Binong	Hun Agri Enterprise	Agriculture	Ri Bhoi
Next 40	Fairlife Kharryja	RBIDS	Manufacturing	Ri Bhoi
Next 40	Ibakordor Wahlang	Dastori Food Enterprise	Food Processing	Ri Bhoi
Next 40	Randitha Ch Sangma	Hashabia Stingless Bee	Manufacturing	West Garo Hills
Next 40	Rishma Marak	Ezik's and Ezer's Bakery	Food	South Garo Hills
Next 40	Kalsin G Momin	Momin Enterprise	Handicraft	South West Garo Hills
Next 40	Saheb Roy Lakuna	Adzonix creative Agency LLP	IT & ITES	Ri Bhoi
Next 40	Mehunlang Hynniewta	Nettle Ridge	Fashion	East Khasi Hills

Next 40	Kiloris Syiem	K.S. Weaving	Handicraft	Ri Bhoi
Next 40	Reena Nongrum	Mewan Food Processing Unit	Food Processing	Ri Bhoi
Next 40	Sonil Masi	Momo Dose	Food	East Khasi Hills
Next 40	Mary Anne Hynniewta	Little Haven	Food Processing	Ri Bhoi
Next 40	Leander LL Marbaniang	EchoAds	Others	East Khasi Hills
Next 40	John Gunchang D Shira	JG Fruit Wine	Food Processing	South Garo Hills
Next 40	Phomlis Khyndeit	Korhadem Handloom Weavers Co-operative society	Handicraft	Ri Bhoi
Next 40	Kerry Marchborn Dkhar	ONGYI	Logistics	East Khasi Hills
Next 40	Pyndaplang Ryntathiang	Dazas Accessories	Handicraft	Eastern West Khasi Hills
Next 40	Bahunlin Kharlukhi	Iarap Foundation	Waste Management	Ri Bhoi
Next 40	Jemimah Kharsyntiew Dhar	LessIsMore Creatives	Handicraft	East Khasi Hills
Next 40	Amstrong Shylla	M/S Sharakrit	Food Processing	South West Khasi Hills
Next 40	Jeffrey Lurstep Shati	Jeff Handicrafts	Handicraft	East Khasi Hills
Next 40	Mary Joans Kurbah	Joans Boutique	Fashion	East Khasi Hills
Next 40	Robin Faron Chyne	Faron Leather Craft	Handicraft	East Khasi Hills
Next 40	Kenniely G Momin	Kyns's - Born in Ethnicity	Manufacturing	East Khasi Hills
Next 40	Dakaeishwami Shadap	Daka Handicraft	Handicraft	East Jaintia Hills
Next 40	Wiltiful Syngkon	Wiltiful Kper soh	Food Processing	West Jaintia Hills
Next 40	Suklin Dohling	Marbin Food Processing	Food Processing	East Khasi Hills
Next 40	Mark Jakrikra Sangma	Nok Sa Prints and Crafts.	Handicraft	West Garo Hills
Next 40	Armingroi Dkhar	AD's Honey	Food Processing	West Jaintia Hills
Next 40	Jhanika Siangshai Siangshai	Wapung Farm- Fresh farmer producer company Limited	Food Processing	East Jaintia Hills
Next 40	Mahima Sinha	The Kalpana Collective	Handicraft	East Khasi Hills
Next 40	Badashisha Dkhar	BD food product	Food Processing	East Jaintia Hills
Next 40	Pringme Sangma	Pring	Food Processing	West Garo Hills

PRIME

*Congratulates all the **TOP 75 WINNERS**
of the Chief Minister's E-Championship Challenge 5.0.*

We are excited to work with you!!

CHIEF MINISTER'S E-CHAMPIONSHIP CHALLENGE 4.0

The Chief Minister's E-Championship Challenge 4.0 was launched on the 14th of August, 2023. Aspiring Entrepreneurs of Meghalaya were nudged to find out the eligibility criterion and avail the opportunity by registering and applying for the challenge. The most promising 50 entrepreneurs are selected for incubation under PRIME Startup Hub, Meghalaya.

PRIME welcomed the Top-50 Entrepreneurs of Cohort 4.0 on-board on the 9th of February, 2024 at the PRIME MeghaPreneur Expo 2024 where they received business grants, in-depth mentoring support, capacity building, technology support, skill upgradation, and access to high leverage market linkages.







Top 50 entrepreneurs of **Cohort 4.0**



Laichaphrang Handicraft
Angeline Suiam

Angeline Suiam creates eco-friendly bamboo and cane products, focusing on sustainable kitchenware and décor. Kitchenware includes fruit baskets, food containers, cutlery, trays, and table mats. Décor items feature flower stands, hanging pots, tree houses, traditional souvenirs like mawbyinna, and more.



Boba Bae
Lyzander Sohkhlet

Boba Bae redefines bubble tea by blending Meghalaya's rich heritage with global innovation. Specializing in flavors inspired by local orchards—strawberries, peaches, blueberries—each cup celebrates the region's bounty. Unique seaweed popping bobas enhance taste and sustainability.



Baghmara Campers
Mark Pantora M Sangma

"Baghmara Campers", founded by Mark Pantora M Sangma and based in Baghmara, South Garo Hills, specializes in personalized tour packages. The company focuses on showcasing the beauty of the Garo Hills and other Northeast destinations, offering travelers unique and memorable experiences.



houseofura.studio
Divya K Marak

Divya K Marak founded Houseofura.studio, a one-stop destination for fashion, design, and styling needs. The studio simplifies access to both every day and aspirational fashion, offering creative solutions for a wide range of styles.



Vision To Arts And Fashion Design
Larimika Syrti

Vision To Arts & Fashion Design celebrates creativity and individuality. Combining her academic background in fashion and arts, Mrs. Syrti created a platform that blends design with personal expression. Her passion and expertise drive the unique vision of this innovative venture.



Surwandiam Enterprise AV Production

Pondermost Khongkham

Surwandiam Enterprise AV Production, founded in 2005, is a pioneer studio in the region. Located in a remote area, it underwent a major transformation in 2021 under the leadership of the founder's son. This upgrade boosted creativity, driving the studio's growth while creating jobs and generating income for the community.



7 United Rice Beer

Keenan K Marak

Keenan K Marak founded "7United Rice Brew," blending tradition with modern innovation to create a truly unique experience. The brand redefines rice brew, offering a fresh take on this traditional beverage while honoring its roots.



Zong Hi I

Precious Star Tmung

Zong Hi I which mean "It's Our Own," is a pioneer in eri silk dyeing and weaving in Meghalaya. Renowned for its Ryndia (Ahimsa or Peace Silk), which avoids killing silkworms, the enterprise preserves traditional methods of spinning, dyeing, and weaving. Zong Hi I also promote eco-friendly practices, supports skilled artisans, and creates job opportunities while preserving Meghalaya's rich cultural heritage.



Fabsteel Infrastructure

Gilbert Garnett Lyngdoh

FabSteel specializes in designing and fabricating steel-framed buildings and structures as an alternative to RCC (Reinforced Cement Concrete) frames. The company provides design-build services for structural steel buildings and components like roof trusses, staircases, ramps, balconies, gates, fencing, and water tank structures.



Vox Crest Media

Ferdinand Rani (Codefreemen)

Vox Crest Media LLP combines storytelling with educational journalism and influencer marketing to expand brand reach and engagement. Its key verticals include 4front Media (49K subscribers), Ha Shillong Podcast (75K), Code Freeman (197K), and community-focused media literacy workshops.



Lokki Food Products

Lokki M Sangma

Founded by Lokki M Sangma, Lokki Food Product offers a variety of locally sourced food items. The company is committed to promoting local produce and delivering fresh, high-quality products to its customers.



Durama Handicrafts

Brithing C Marak

Brithing C Marak founded Durama handicraft, represents a unique masterpiece and quintessential of Bamboo & cane products including Garo Traditional musical instruments.



Bandasal Rural Resort

Glorina N Sangma

Glorina N Sangma founded Bandasal Rural Resort, an eco-friendly resort to unwind and immerse yourself in the serene nature of Garo hills.



Zero9 Farms

Bitchri Sekso Mebitchi R Marak

Zero9 Farms is a food processing unit, aim to harness the richness of Meghalaya's resources to create high-quality products that cater to both the needs and desires of people.



Rose Tegite

Rosemary T Sangma

Rosemary T Sangma founded Rose Tegite, is a clothing brand on upcycled and eco-conscious fashion pieces which are traditional fusion wear with a focus on distinctive designs and textures celebrating the cultural richness of Garo heritage.



Level Up (Virtual Experience Cafe)

Yashraj A. Sangma

Yashraj A. Sangma founded Level Up Virtual Experience Café. Level Up is a place where recreational activities such as gaming, exploring, exercising and learning can be achieved through virtual experiences.



Mei-Ramew Café (Jingbam Tynrai)

Plantina Mujai

Mei-Ramew Café (JingBam Tyrai) is an indigenous café that celebrates local cuisine by innovating traditional recipes with locally sourced ingredients. It promotes cultural diversity, traditional food practices, and sustainable livelihoods. With unique offerings and a focus on fresh, local greens, Mei-Ramew Cafés have the potential to attract tourists and serve as hubs for community-supported products.



M/s SARI SOAP

Dau Ruhi Sari

Founded by Dau Ruhi Sari, M/s SARI SOAP specializes in manufacturing high-quality laundry soap. The company supplies its products to 34 retail outlets, ensuring accessibility and reliability for its customers.



Crochet Haven

Ibajanai Lyngdoh

Crochet Haven specializes in handmade crochet items like stylish tops, flower bouquets, and unique accessories. The business also accepts custom orders, offering personalized creations. Crochet Haven plans to combine a traditional café with a creative workshop space, providing a welcoming environment for crocheters to relax, socialize, and explore their creativity.



Hcollection

Hilarious Kharlyngdoh

Founded by Hilarious Kharlyngdoh, Hcollection specializes in manufacturing customized tote bags. The brand focuses on creating unique, high-quality designs tailored to customer preferences.



Cassey Turima

Cassey Turima M Marak

Founded by Cassey Turima M Marak, Cassey Turima is a brand specializing in luxury fashion bags made from crochet and unique yarns. The brand offers high-quality, stylish designs at affordable prices.



Johny Guitar

Johny M Sangma

Founded by Johny M Sangma, Johny Guitar specializes in crafting high-quality guitars for music lovers and musicians, combining craftsmanship and passion to create instruments that inspire.



SJ Visual Art

Saljagring N Areng

Founded by Saljagring N Areng, SJ Visual Art specializes in creating unique paintings, including portraits, landscapes, and murals. The brand combines creativity and skill to deliver exceptional artwork.



SooLa

Glorisa Kalra War & Wanda Kharakor

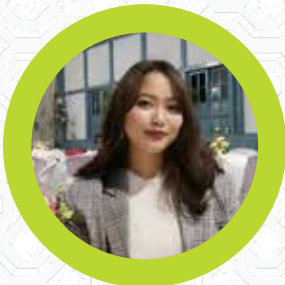
SooLa is a clothing brand that embraces inclusivity, offering styles for all shapes, sizes, and genders. The brand creates its own unique collections and provides customization services for various events, ensuring customers have diverse design options to choose from.



Ong Chnae Ktoi

Paiaemdor LyngdohMawnai

Chnae Ktoi (“Jingshna Kti”) celebrates the rich handicraft traditions of Meghalaya. As the sole handicraft sector in the area, it specializes in handmade creations like wall decor, frames, trophies, medals, notebooks, Christmas decorations, wedding decor, and personalized souvenirs. Each item reflects the artistry and cultural heritage of the region, blending traditional craftsmanship with modern design.



WEDOA chocolate

Tiara Roxettee M Sangma

Founded by Tiara Roxettee M Sangma, Wedoa Chocolates offers clean-label chocolates made without soy lecithin or synthetic emulsifiers. The brand incorporates locally grown ingredients like black sesame and a variety of fruits, delivering unique and natural flavors.



Ecommerce Buddy

Sudip Kumar Das

Founded by Sudip Kumar Das, Ecommerce Buddy is an IT startup dedicated to supporting e-commerce sellers. The company provides a range of products and services designed to meet the specific needs of online businesses.



Rida Sten Food Cottage

Niwania I Sten

Founded by Niwania I Sten, Rida Sten Food Cottage offers a variety of snacks and beverages. Their chips come in unique flavors like jackfruit, banana, tapioca, and potato. They also offer drinks such as rice tea, jackfruit health drink, and smoked ground coffee. Rida Sten is one of the first, if not the first, to process and promote rice tea commercially, aiming to revive and share this indigenous flavor.



The Tea Story

Sented Momin

Founded by Sented Momin, The Tea Story is a tea manufacturer offering a wide range of products to suit various customer preferences and market segments. The company focuses on providing high-quality tea to meet diverse tastes and needs.



Your Tee Your Style

Shano Chelsy M Sangma

Founded by Shano Chelsy M Sangma, Your Tee Your Style specializes in customized art on a variety of products, including T-shirts, tote bags, hoodies, mugs, and bottles. The brand offers unique, personalized designs to help customers express their individual style.



Ariona Food

Sakhihok Lamare

Ariona Food offers a range of traditional food products, including pickles (vegetables, fruits, dry fish, and meat), candies (ginger, pumpkin, gooseberry), juices (pineapple, myrica, lemon), squashes (mulberry, blackberry), wines (mulberry, gooseberry, pineapple), jams (jackfruit, pineapple), and spices (turmeric, sumac, zanthoxylum seeds), all made with natural ingredients.



Studio 3.14

Ashish Saha

Studio 3.14 provides services in strategy, design, and execution for packaging and product prototypes. The company also offers customized marketing strategies and campaigns to complement branding and identity structures, helping businesses create a strong market presence and connect with their target audience.



JETS 24x7

Pynskhemlang W Uriah

JETS 24x7 is a bike taxi aggregator that connects passengers with riders/drivers, making commuting easier, affordable, safe, and punctual. As a tech startup, JETS 24x7 focuses on developing its app, IT support, advertising, and building a strong network. The aggregator model offers unique and effective features for efficient service.



Ceeffe Venture

Babitdor Kharsotun

Ceeffe Venture offers natural products like Lakadong turmeric powder, wildflower honey, bay leaf powder, black pepper powder, and whole black pepper. The company also plans to launch products such as ginger powder, orange honey, golden milk blend, cinnamon powder, black sesame seeds, and perilla seeds, focusing on high-quality, natural ingredients for health and wellness.



Mohor

Cordelia Kharsati

Mohor is a sustainable fashion startup based in Meghalaya. After gaining experience in Bangalore and Shillong, Cordelia launched the brand to promote diversity and sustainability. Mohor upcycles waste fabric, uses eri silk, and offers customized fashion and accessories. The brand's mission is to collaborate with local artisans and promote a cleaner, greener future through sustainable products, including clothing, accessories, and home decor.



OiHelp

Avik Chakraborty

Oihelp is an online retail platform offering home delivery services. It provides food delivery, grocery delivery, retail products, and pick-up/drop-off services, making everyday tasks more convenient for customers. The platform aims to simplify shopping and delivery, offering a range of services to meet various customer needs.



Salgro Wood-Carving

Thengku Sangma

Salgro Wood Carving specializes in sculpting and carving various shapes, idols, and figurines. The company is dedicated to preserving the dying Garo tradition of wood carving, passing it on to the younger generation. Each piece reflects the craftsmanship and cultural heritage of the Garo community, ensuring that this traditional art form continues to thrive.



Shangkai

Damanbha Khongstia

Shangkai is a tour and travel startup by rural youth from Meghalaya. It offers services like accommodation, transport, guides, packaged tours, and trekking. Shangkai also highlights lesser-known rural destinations in Meghalaya for tourism development. The platform will let asset holders register their services for free, allowing tourists to directly access and negotiate prices for the best options, fostering healthy competition and tourism growth.



Machine Khot Kwai (*Areca Nut Polishing Machine*)

Wanlang Lakuna

Machine Khot Kwai started during the Covid-19 pandemic. With a B.Tech in Mechanical Engineering, Mr. Lakuna developed the first automated betel nut cutter in Meghalaya. Inspired by his mother's struggles with peeling betel nuts, he used his skills to create a convenient solution. What began in a small shop has grown into a successful business, benefiting the local community and economy.



Digital Fuel

Mansha Sharma

Mansha Sharma and Pinak Deb co-founded Digital Fuel-On, a digital marketing company offering affordable online services. They provide a range of services, including branding, logo design, social media promotions, video production, content creation, and marketing consultation. Their strong partnership and dedication have allowed the startup to expand beyond Shillong to other parts of India.



Rising 26-9

Nichang Momin

Nichang Momin founded Rising 26-9, a business that creates handmade crochet bags in various styles. These bags are made using materials like macrame, beads, nylon rope, and more. Each bag is crafted with care, offering unique designs for customers seeking stylish, handmade accessories. Rising 26-9 is dedicated to delivering quality and creativity in every product.



L S. Food Products
Trustlinda S Sangma

LS Food Products is a women-led enterprise specializing in food products like chips, pickles, and exotic local fruit juices and wine. The company focuses on using unique, locally sourced ingredients to create high-quality, flavorful products. LS Food Products is dedicated to showcasing Meghalaya's rich culinary traditions while empowering women through entrepreneurship and promoting local produce.



Nengminja Industry
Briana Novemchi N. Sangma

Nengminja Industry offers Garo traditional outfits and accessories for various occasions. The company also provides home furnishings with a traditional touch, showcasing the rich cultural heritage of the Garo community. Nengminja Industry aims to preserve and promote Garo traditions while offering high-quality products for everyday use and special events.



Little SunShine Boutique and Nursery
Bobbyford Thangkhiew

Little Sunshine Boutique & Nursery (LSBN) specializes in ready-to-display succulents and cacti, tailored to customers' needs. They offer packaging boxes, carry bags, and personalized gifts like wedding favors and souvenirs. LSBN also provides indoor plants, garden landscaping, and Christmas decorations, including handmade wreaths.



BTM Arts
Bashanbok Myrboh

With no formal training, Banshan discovered his crafting talent during the COVID-19 pandemic. What began with creating and selling a handmade house for Rs. 4000 grew into a successful business. Specializing in handicrafts, BTM Arts showcases his craftsmanship, capturing the beauty of the surroundings. With family support, the venture continues to expand its product range.



Medira Handloom
Medira G Sangma

Medira Handloom specializes in A'chik traditional dresses. The brand offers authentic Dakmanda sets, including blouses and stoles. These garments showcase the rich cultural heritage of the A'chik community, crafted with attention to detail. Medira Handloom aims to preserve and promote traditional attire while providing high-quality, culturally significant clothing to customers.



Grims_Lil_Plants
Jranggim Marak

Grims Lil Plant, a nursery that specializes in a variety of plants. The business offers indoor and outdoor plants, as well as seedlings and saplings. Grims Lil Plant aims to provide customers with healthy, well-maintained plants for decorating homes, gardens, and outdoor spaces, promoting a greener environment. The nursery offers a wide range of plant options to suit different needs.



Bithon Bamboo
Bithon D Sangma

Bithon Bamboo specializes in crafting unique bamboo and cane products. Their offerings include tea ware, cutlery, baskets, furniture, and traditional Garo musical instruments. The company focuses on creating quality, hand-crafted items that showcase the beauty and versatility of bamboo and cane materials, blending tradition with contemporary design.



Anki Doctor Multi-specialty Clinic
Dr Chanmiki Sayoo

Anki Doctor Multi-Specialty Clinic specializes in the diagnosis and treatment of neck cancer. Dr. Sayoo, an expert in head and neck cancer, offers advanced treatments and early detection solutions. The clinic plays a vital role in providing accessible, cutting-edge medical care and screening programs, helping patients detect cancer early for better treatment outcomes in a region where such services are limited.



Four O Four
Eveleen E Marbaniang

Four 0 Four specializes in eco-friendly candles made from 100% soy wax and premium fragrance oils. The brand offers a variety of hand-poured scented and unscented candles, wax fresheners, and customized gift hampers. Their products include jar candles, pillar candles, and return gifts, with scents like vanilla, lavender, and eucalyptus, all crafted with care and offered at reasonable prices.



Shillong Agro Solutions
Wanlambok Wanshuwa Kshiar Shadap

Shillong Agro Solutions specializes in the cultivation of oyster and button mushrooms. The company focuses on growing high-quality mushrooms and supplying them to local markets. Through sustainable farming practices, Shillong Agro Solutions aims to provide fresh, healthy mushrooms to consumers while contributing to the local agricultural industry in Shillong.



Mawrie Garments manufacturer
Fiyona Mawrie

Mawrie Garments, founded by Fiyona Mawrie and Albert Mawrie in 2020, specializes in fabric production and finished products, including school uniforms. Committed to quality, Mawrie Garments aims to grow its product range and customer base, becoming a leading name in garment manufacturing and contributing to the local economy.

Journey so far:

1st Bootcamp: Mission & Vision Setting

Date - 4th & 5th April, 2024 | Venue - PRIME, Startup Hub Shillong

Resource Persons:

- (i) Shubrangshu Sanyal - CEO, IIM Calcutta Innovation
- (ii) Pranjal Konwar, COO, IIM Calcutta Innovation Park



2nd Bootcamp: Business Model Canvas

Date- 27th & 28th June, 2024 | Venue- PRIME, Startup Hub Shillong

Resource Persons:

- (i) Sanjoy Sen, Expert & Mentor, IIM Calcutta Innovation Park
- (ii) Pankaj Baruah, Ex-VP Supply Chain & Sourcing, FURLENCO & Mentor, IIM Calcutta Innovation Park



3rd Bootcamp: Go-To-Market

Date- 22nd & 23rd August, 2024 | Venue- PRIME Startup Hub, Shillong

Resource Persons:

- (i) Pankaj Baruah, Ex-VP Supply Chain & Sourcing, FURLENCO & Mentor, IIM Calcutta Innovation Park
- (ii) Debapratim Das, Chief Finance Officer (C.F.O.), IIM Calcutta Innovation Park



4th Bootcamp: Entrepreneurial Finance, Basics of Effective Operation, and Target Setting

Date- 30th of September to 1st of October 2024 | Venue- Green Dale Homestay, Lower Burny Hills, Tura

Resource Persons:

- (i) Debapratim Das, Chief Finance Officer (C.F.O.), IIM Calcutta Innovation Park
- (ii) Pankaj Baruah, Ex-VP Supply Chain & Sourcing, FURLENCO & Mentor, IIM Calcutta Innovation Park



5th and 6th Outdoor Bootcamp: Decoding Business Proposals, Legal Compliances, and Communication Skills

Date- 18th to 21st of November, 2024 | Venue- Duia Adventure Training Camp, Sohryngkham.

Resource Persons:

- (i) Gaurav Kapoor, Chief Business Officer, IIM Calcutta Innovation Park
- (ii) Divyay Chadha
- (iii) Aditya Sen, State & Program Head, IIM Calcutta Innovation Park



ENTREPRENEUR STORY

Paiaemdor Lyngdoh Mawnai **Mairang Arts Empowered Crafts** **(Ong chnae ktai)**

Ong Chnae Ktoi which in Khasi means 'Jing Shna Kti' literally translates to 'handmade' or handicrafts is a proof to the rich tradition of handicrafts in the region currently named as Mairang Arts Empowered Crafts. Paiaemdor Lyngdoh Mawnai who is also a teacher in U Tirof Sing Memorial College and Rangskhembor Mawblei who attended a sculpting course began with a simple vision: to preserve and celebrate Meghalaya's rich handicraft traditions while adapting them to modern tastes. The highlight of Ong Chnae Ktoi's handicrafts is the pebble art that is made by the artisans. Pebble art is art with a meaning, emotion and feels that art speaks to a person.

What sets Ong Chnae Ktoi apart is not just the quality of the products, but the soul that infuses each creation. Every piece tells a story, of Meghalaya's diverse culture. The commitment to preserving traditional craftsmanship while embracing contemporary design ensures that each item is a timeless masterpiece.

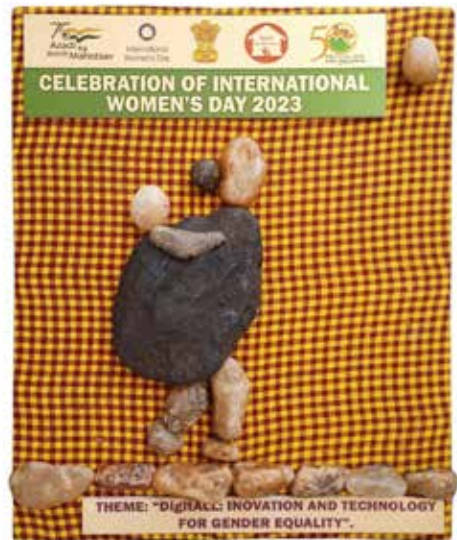
Despite challenges—high material costs and competition from mass-produced goods—the brand grew through persistence and creativity. The breakthrough came when Ong Chnae Ktoi was selected among the top 50 entrepreneurs in the Chief Minister's E-Championship Challenge 2023, bringing the brand into the spotlight. This recognition helped them expand their offerings and reach new markets, showcasing a diverse range of handcrafted items from wedding décor to festive decorations.

PRIME's Bootcamp and mentoring sessions empowered Paia with business insights, customer awareness, and networking opportunities with entrepreneurs from different states. Paia looks forward to further benefits from training, gaining knowledge in accounting and bookkeeping, improving her marketing skills, and seeking funding support from PRIME to scale up his business and turn her future plans into reality.

Ong Chnae Ktoi is recognized for its quality and craftsmanship. Its impact extends beyond products, empowering artisans and revitalizing cultural heritage. As they look to the future, the brand aims to expand its global presence, ensuring the stories of Meghalaya's artisans continue to be told through their timeless creations. Today, the business employs over five artisans, out of which two are specially-abled providing them with a livelihood and preserving traditional skills.

Expressing gratitude to PRIME Meghalaya for their invaluable support, Paia said, ***"I am grateful to PRIME Meghalaya and for all the help they have rendered to me and my business. I would like to express my heartfelt appreciation towards Prime Meghalaya for the commitment to fostering our startups by providing grants and endless supports. Through Prime Meghalaya I was able to purchase required materials and the incubation has been teaching me how to grow my business further."***





ENTREPRENEUR STORY

Lokki M. Sangma

Lokki Food Products

Lokki Food Products was founded by Lokki M. Sangma, one of the top 25 entrepreneur of the Chief Minister's E-Championship Challenge 4.0. Her products include candies, juice of seasonal fruits, wine, pickles, and chips made from locally grown fruits found in the Garo Hills, such as tapioca, jackfruit, and bananas.

Using what little information she had; she began producing and marketing culinary goods in 2005. Even though she had little experience and few items when she first started her business, she soon discovered that people enjoyed them. However, she knew that her products needed to be updated with greater quality and better packaging. She so went to trainings to improve her abilities, and in 2022 she formally introduced "Lokki Food Product."

She learned about the PRIME pre-incubation program and the Chief Minister E-Championship Challenge in 2023 through PRIME Rural. With their assistance, she enrolled in Pre-Incubation batch 4 and subsequently applied for the Chief Minister's E-Championship Challenge 4.0, where she was chosen as one of the top 25 startups.

Through the CMECC Program, she was awarded a grant of two lakhs, which she used to buy equipment, supplies, and packaging for her company. During the nine months of incubation, she got the opportunity to participate in boot camps, receive mentoring from professionals in the field, and gain knowledge about packaging, branding, finance, company operations, and business modeling, among other topics, throughout the incubation program.

She was able to better understand her firm and develop as an entrepreneur thanks to the knowledge she acquired during the incubation stage. She was able to grow her business over time and create more items with improved labeling and packaging. She shared her skills of food processing to help others grow. She aspires to grow her small manufacturing business, give additional training chances for others, and increase employment prospects for the local population.

"I am pleased and appreciative of all the assistance and support that Prime Meghalaya and Rural PRIME have been providing me. I've had the good fortune to network with and learn from other budding business owners thanks to their assistance. I am appreciative of all of their financial assistance. I anticipate learning more and receiving more assistance and support from Prime Meghalaya. In addition to hearing stories and being motivated by other driven businesspeople, I hope to network with more industry professionals."





ENTREPRENEUR STORY

Larimika Syrti LARIMIKA

Larimika Syrti, a fashion designer from Khliehriat, East Jaintia Hills, has a deep love for arts and fashion so in 2018, she founded LARIMIKA. Larimika's journey began after her completion of 12th Standard from St. Edmunds Higher Secondary School, Shillong, she focused on building her skills in fashion design. Her dream was to provide a platform that encourages creativity and individuality, and she has succeeded in doing just that.

LARIMIKA took specialized training in Fashion Design from ILead, an NGO-run institute, in 2017. This gave her the skills and confidence to start her business. Alongside her work, she is also pursuing a Bachelor's degree in Arts to improve her knowledge of design and creativity.

Under LARIMIKA the main brand has been structure into four specialized area. First is custom-made clothing and personalized fashion under the name LARIMIKA, the second one is training centre for fashion and design skills named Vision to Arts and Fashion Design, thirdly Heiba Apparel which focuses on ready-to-wear clothing, including traditional Jainsem and modern outfits and fourthly wedding boutique offering bridal wear and accessories under the name Larimika Bride.

LARIMIKA was selected as one of the Top 50 Entrepreneurs in the Chief Minister's E- Championship Challenge 4.0 and is undergoing the incubation program at PRIME. As a part of the cohort 4, Larimika shared that PRIME has been a huge support system in terms of building her business, from the training, bootcamp and the one and one mentoring with the assigned mentor specialized in her area wherein she was able to upscale her business.

In November 2024, LARIMIKA achieved a major milestone by opening the first-ever wedding boutique in West Jaintia Hills District, named Larimika Bride. The boutique, located in Mihmyntdu, was inaugurated with the support of PRIME Meghalaya team.

Larimika Bride offers beautiful wedding gowns for every bride, from affordable to high-end designs. This boutique has brought a much-needed service to the region, filling a gap in the wedding fashion industry in West Jaintia Hills, making it easier for brides to find the perfect gown close to home. LARIMIKA is more than just a shop—it is a source of inspiration for others in Meghalaya.

Larimika shared her message to the aspiring entrepreneurs, *"Being incubated at PRIME has been a blessing to me, it gave me confidence to pursue my dreams and make it a reality. I thank the PRIME team for putting their faith in me and supporting me all the way. I encourage other young entrepreneurs to pursue their dreams and work hard. Starting a business, you are bound to make mistake, face problem and even if you fail don't let it be a reason for you to quit, always be ready to start again."*





ENTREPRENEUR STORY

Ferdinand Rani

Vox Crest

Vox Crest is one of the Top 50 startups of the Chief Minister's E-Championship Challenge 4.0 started by Ferdinand Rani and Ibankyntiew Mawrie which quickly rose to prominence by pushing the traditional boundaries of Media and Public Relations (PR). What started as a forward-thinking firm in the heart of the media landscape has now become a powerful catalyst in the realms of storytelling and educational journalism. Vox Crest's mission is a deep commitment to digital literacy and empowerment and by hands-on workshops focused on media production, digital space awareness, and social media literacy, Vox Crest is making technology and media accessible to communities at the grassroots level. The core verticals that make up Vox Crest Media LLP are 4front Media, Ha Shillong Podcast, Code Freeman.

4Front Media is a digital media initiative focused on Community-centric journalism, environmental awareness, cultural preservation, proactive solutions, and immersive entertainment. Ha Shillong Podcast is a leading podcast in Meghalaya which engages in meaningful conversations on community-relevant topics, shaping the regional discourse. Code Freeman Video Blog is one of Vox Crest's shining stars in the influencer marketing space with an impressive reach of 1,79,000 followers.

They highlighted the significance of the financial business grant received, which played a crucial role in advancing his business. PRIME's mentorship sessions and bootcamps guided him in refining his skills and ideas, contributing to the expansion of his business. The support and encouragement from PRIME allowed them to connect with fellow entrepreneurs, creating a platform to share entrepreneurial journeys, challenges, and mutual learning experiences

"Over the past year, PRIME has transformed our journey in ways we never imagined. It's not just an institution—it's a vibrant community where passion meets purpose, and every connection is a doorway to new opportunities. PRIME is the bridge that unites visionary entrepreneurs, empowering us to dream bigger and push beyond our limits. The wisdom imparted by seasoned mentors has reshaped our thinking, inspiring us to embrace challenges, innovate relentlessly, and create a future rich with promise and impact." - Ibankyntiew Mawrie



"Our experience with PRIME has been nothing short of life-changing. The E-Championship Challenge 4.0 pushed us to step out of our comfort zones, opening our eyes to a world of untapped potential. Through immersive trainings and inspiring bootcamps, we not only refined our skills in marketing, accounting, and team building but also ignited our inner spark as changemakers. PRIME has lit a fire within us—a fire that drives us to lead boldly, innovate fearlessly, and make an indelible impact on the world. It's a journey where every challenge becomes an opportunity, and every achievement fuels our determination to reach new heights." - Ferdinand Rani

"PRIME Meghalaya has truly opened doors for all of us. From the moment our team joined the training program, the PRIME team has been relentlessly dedicated to helping us excel. Their focus on financial statements, regular performance tracking, and comprehensive reporting on targets and achievements has been an incredible learning experience. While as entrepreneurs we are our own bosses, being held accountable by PRIME has shown us the value of mentorship—it propels us to go the extra mile and continuously improve. Though our formal training journey has come to an end, I am excited to see the endless possibilities that lie ahead with PRIME by our side." - Sawdamut Kharbuki





COHORT 3 REVISITED



The third edition of the Chief Minister's E-Champion Challenge was launched on 15th of August, 2022 and PRIME welcomed the Top-50 Entrepreneurs of Cohort 3.0 on-board on the 14th of November, 2022 at the PRIME's CHIEF MINISTER'S STARTUP & CSR WEEK 2022 in the presence of the Chief Guest, Shri. Conrad K. Sangma, Hon'ble Chief Minister of Meghalaya, Dr. Vijay Kumar D, CEO, MBDA, Smt. Isawanda Laloo, ED, MBMA, Shri. D.D. Shira, MIE Director and other dignitaries.

The Top 50 entrepreneurs of Cohort 3 were incubated under PRIME for a period of 9 months where they had undergone training, bootcamps, workshops, mentoring sessions, skill-upgradation programs, exposure visits, media exposure, market and funding connections, etc. The Entrepreneurs graduated on the 9th of February, 2024 and are running flourishing businesses.



Today, the entrepreneurs have created various national and international market linkages and have created a platform for their enterprises and have built a strong customer relationship with people/organizations/agencies from all over the globe. They have also greatly contributed to employment generation and upliftment of the society as a whole. They have also been exposed to various national and international entrepreneurial programs.

PRIME Meghalaya is proud of each entrepreneur for their dedication and passion towards their business. PRIME congratulates and urges all entrepreneurs to keep striving towards their goals.



ENTREPRENEUR STORY

Thranglihok Diengdoh Abepoxy Studio

Thranglihok Diengdoh is a proud founder of ABepoxy Studio, a startup based in the serene village of Mawphlang, East Khasi Hills District, is one of the Top 25 entrepreneurs of the Chief Minister's E- Championship Challenge 3.0 and has successfully graduated from the PRIME Incubation program. With a solid foundation in Civil Engineering, completed in 2018, and a Post Graduate Diploma in Management – Business Entrepreneurship, Thrang combined technical expertise with entrepreneurial vision to create a thriving business rooted in sustainability and creativity.

ABepoxy Studio specializes in crafting high-quality epoxy resin furniture and home décor items with an aim to promote eco-friendly practices while celebrating the rich cultural heritage of Meghalaya. These handcrafted products not only add elegance and functionality to homes but also serve as a testament to the beauty of nature and skilled craftsmanship.

Thrang strive to blend artistry with responsibility, ensuring that every piece created contributes to a greener, more sustainable future. Their goal is not only to grow as a business but also to make a positive impact by preserving the Khasi language and culture while supporting local artisans and promoting environmentally conscious products.

Thrang oversees every aspect of the business—from designing and producing high-quality products to managing client relationships and exploring growth opportunities. His focus remains on expanding their reach through innovative designs, social media presence, and collaboration with local vendors and artisans.



“As the founder and leader of ABepoxy Studio, I am proud to share that we have grown to employ 3 local artisans, creating meaningful job opportunities within our community. Through hard work and dedication, we have managed to generate a sustainable income while expanding our reach to a broader audience. This success has allowed us to support local talent, uplift traditional artistry, and reinforce our commitment to sustainability and cultural preservation.”

“I came to know about Prime Meghalaya through social media, and since then, their support has been nothing short of transformative for my startup. Through their startup grants, I was able to invest in the necessary resources to scale my operations. Their knowledge sessions equipped me with essential skills in business management and customer engagement, while their guidance helped me refine my strategies for reaching a wider customer base. Prime Meghalaya has truly been a pillar of support, helping me turn my entrepreneurial dreams into a thriving reality. Their commitment to fostering innovation and supporting local entrepreneurs is inspiring, and I am deeply grateful for the tremendous impact they have had on my journey.”





ENTREPRENEUR STORY

Trinity Saioo Daia Processing Unit

Daia Processing Unit was started by Trinity Saioo in Mulieh village, located in the West Jaintia Hills district of Meghalaya. This food processing startup works with local spices like Lakadong turmeric, ginger, cinnamon, bay leaf, and black pepper, mostly found in the West Jaintia Hills area.

Daia Processing Unit connects farmers directly with buyers through online platforms. It helps farmers sell their products and gives them the marketing support they need. It also works with local businesses to ensure there is a steady demand for their produce and helps farmers access government schemes and subsidies.

The founder, Trinity Saioo, started as a simple school teacher in Mulieh village. She became well-known as “Turmeric Trinity” because of her work in promoting Lakadong turmeric farming in Meghalaya. Her dedication to empowering farmers, especially women, led to her creating a platform where farmers can decide the prices for their own produce.

For her efforts in agriculture and helping women farmers, she was honored with the Padma Shri Award on India’s 71st Republic Day in 2020.

The unit began in 2018, and in the year 2022, it was selected as one of the Top 25 startups of the Chief Minister’s E-Championship Challenge 3.0. It has also been supported by the North East Entrepreneurship Development Programme (NEEDP) at IIM Calcutta Innovation Park.

Trinity shared that PRIME Meghalaya has been a great support for her business. It not only provided financial help but also gave her mentorship, bootcamp, training, and resources to build a strong entrepreneurial mindset.

Her journey has not been easy. As a first-generation entrepreneur, Trinity faced many challenges, like not having enough knowledge about technical processes and dealing with delays in product shipping due to poor transport services. Processing the products manually without proper machines also took a lot of time. Despite these struggles, her passion

for supporting farmers kept her going. She employs women – 4 permanent and around 20 during seasons to clean, sort, and grade spices, ensuring the products were high-quality and free from contamination.

Trinity’s story shows how dedication and hard work can help overcome difficulties. Her message to young people is: *“In today’s world where many are unemployed, young people should use their ideas and grab opportunities. Even small innovations can create jobs and turn them into job providers.”*





ENTREPRENEUR STORY

Manoj Sangma **Vanilla Beans**

In the lush green hills of Garo Hills, where nature flourished in abundance, a passionate entrepreneur, Manoj Sangma, discovered an untapped opportunity. Farmers in the region were growing vanilla beans, but there was no structured market to help them sell their produce. Instead of letting this potential go to waste, Manoj decided to take matters into his own hands. In 2018, he founded Vanilla Bean Processing, a venture aimed at not only processing and selling vanilla but also uplifting local farmers.

Like any business, Manoj faced significant challenges. The first major hurdle was limited vanilla production—while the demand for high-quality vanilla was growing, the supply from Garo Hills remained insufficient. Buyers were eager, but he couldn't meet their needs. On top of that, he struggled with a financial crisis, making it difficult to expand. Lack of machinery for processing vanilla beans added to the difficulties, slowing down production and increasing costs.

Despite these setbacks, Manoj remained determined. His vision is clear—to produce more vanilla, support local growers, and establish a proper vanilla processing unit. His ultimate dream is to increase vanilla production, support farmers and set up a Vanilla Orchid Park, where farmers could cultivate vanilla on a large scale and benefit from a sustainable source of income.

Over time, Vanilla Bean Processing expanded its range of high-quality, handcrafted products, including: Dry Vanilla Pods, Vanilla Saplings, Gel Wax Candles (Vanilla Scented), Vanilla-Scented Soaps.

In the year 2022 he came across PRIME Meghalaya and applied for the Chief Minister's E-Championship Challenge 3.0 and was selected as one of the top 50 startup. Becoming a part of PRIME took a positive turn on Manoj's journey. Through PRIME, he got the opportunity to connect with other business owners and gain valuable insights into entrepreneurship. Attending the Bootcamp was a game-changer. It introduced him to new ideas, techniques, and business strategies that helped him refine his approach. He also received mentorship, which guided him in making crucial business decisions—how to scale up production, manage finances, and improve processing techniques. In the year 2024, Vanilla Bean Processing received a loan amount of 5 lakhs.

With renewed confidence and support, Manoj began working on his long-term goals. He sought ways to increase vanilla cultivation by encouraging and educating local farmers about its benefits. His journey is one of perseverance, vision, and commitment to helping local farmers achieve a better livelihood. With every step forward, Manoj Sangma is not just building a business; he is creating an ecosystem where farmers, entrepreneurs, and consumers all benefit. His vision for Meghalaya's vanilla industry continues to grow, one step at a time.

"With the support of PRIME, I gained confidence and refined my business strategy. Today, Vanilla Bean Processing is not just a business—it's a movement. From a small initiative to a growing enterprise, PRIME Meghalaya has helped me grow in so many ways."





PRIME ENTREPRENEURSHIP FUNDS

Four dedicated funding options are available for the entrepreneurs of Meghalaya under the PRIME program depending on type and stage of business. Those funding opportunities are specifically targeted towards the Startup Entrepreneurs as well as Nano Entrepreneurs of the state who have the capability to scale up their businesses and create livelihood opportunities and jobs for many individuals in the state. Customized funding options have to be developed due to the fact that many innovation-based businesses are usually not eligible for bank-based loan funding and hence have to be supported dedicatedly so in order to be able to grow.

Due to the strong focus on community-driven innovation and the promotion of Self-Help Groups (SHG), IVCS (Integrated Village Cooperative Societies), Farmer Producer Groups (FPOs) and other groups in the state of Meghalaya, the PRIME funding will also provide opportunities for those kinds of entrepreneurial groups.



KICK START GRANT	UP TO ₹10,00,000/- PRODUCT DEVELOPMENT, R&D
SCALE-UP INNOVATION LOAN	UP TO ₹50,00,000/- SCALING UP
SMALL SUPPORT GRANT	UP TO ₹3,00,000/- SCALING UP
INNOVENTURE GRANT	UP TO ₹25,00,000/- SCALING UP

Kick Start Grant

This non-returnable grant is meant to give startup entrepreneurs and aligned community-led enterprises financial equipment to take smaller capital and operational expenditures in regard to product development (e.g. R&D, Product Samples, Machineries, Fit out of Development Facilities). The grant can be awarded up to an amount of Rs. 10 lakhs. It is envisioned to support at least 100 such entrepreneurs per year with such grants. From the entrepreneurs side the grant has to be earmarked for the specific purpose of further developing a product/service/process, prototype or minimum-viable-product respectively expenses related to making an informal business operational.

This grant is specifically for those entrepreneurs who are in their early stages and have already some prototype/ minimum viable product or convincing concept to showcase but need additional funding to develop this product or service to market-readiness. This grant can also be utilized to improve an existing innovation-based product or service. Whatever product or service that is supported with this grant fund, has to be innovation-based and scalable.

Scale-up Innovation Loan

This fund is meant for those startup entrepreneurs as well as aligned community-led enterprises that already have an innovative existing business and which have a clear pathway to scale up their operations to the next level and need financial means to do so. The Innovation Scale-up Fund can be awarded up to Rs. 50 lakhs via an interest-free, collateral-free soft-loan with a standard term of 2 years.

A standard repayment moratorium of 6 months is given for the Innovation Scale-up Loan. It is envisioned to support at least 50 entrepreneurs per year with this loan. Funding again has to be earmarked for a specific purpose related to scaling up operations to the next level. This Innovation Scale-up Loan is specifically for those entrepreneurs that have an innovative and scalable business which is not recognized or considered as a traditionally fundable business by banks or other financial institutions and hence are usually not eligible for bank loan funding.

This funding is not available to livelihood entrepreneurs or such businesses that are solely engaged in trading or arbitrage business activities that do not have an innovative character.

Small Support Grant

The Small Support Grant under the PRIME Entrepreneurship Funding program offers financial assistance of up to ₹3,00,000 to support the growth and development of startups across various sectors. This grant targets businesses that are already registered and operational, aiming to enhance their technological capabilities and infrastructure. The funding is restricted to expenditures such as the purchase of plant and machinery, acquisition or introduction of advanced technologies like Artificial Intelligence (AI) or Machine Learning (ML), and infrastructure development. By focusing on these areas, the grant seeks to foster innovation and promote sustainable business growth, helping at least 100 entrepreneurs per year.

This Funding is open to Individuals & Startups (registered for not more than 7 years)

InnoVenture Grant

The objective of this program is to foster innovative ideas and projects that address critical economic challenges. The grant is designed to support individuals, startups, and organizations in the development, testing, and scaling of novel solutions. Each year, up to 10 entrepreneurs will be selected to receive financial assistance, resources, and mentorship. This support aims to help them bring their solutions to market and ensure successful implementation. By promoting innovation, the program seeks to drive economic growth, create new jobs, and improve overall quality of life.

This scheme is open to Individuals & Startups (registered for not more than 7 years)

Scheme Name	No. of Beneficiaries	Amount Sanctioned
Food Processing Loan	186	48890000
Kick Start Grant	52	30524164
Scale Up Innovation Loan	72	70788350
Solar Equipment and Built Environment Solution for Nano/ Micro Enterprise's Meghalaya	8	3044620
Training Centre	12	54000000
Bamboo Mission	32	16000000
E Champion Support Grant	200	18750000
Academic Supported - Amount sanctioned for E-Cell	24	64200000
BVT Innovation Fund (PSREF)	17	3000000
Pre Incubation	2	100000
Total	605	309297134

PRIME Funding is open for every entrepreneur from Meghalaya and every eligible entrepreneur may apply through the PRIME website.

The current application windows and timeframes are to be considered as mentioned on:
www.primemeghalaya.com



Scan QR Code to apply

ENTREPRENEUR STORY

Kallekson S Marak **Sintang Handicraft**

In the quiet village of Rongara, nestled in the heart of South Garo Hills, a passionate entrepreneur named Kallekson S Marak found his calling in the art of cane and bamboo craftsmanship. His journey began not in a grand workshop, but in the simple surroundings of his home, where he watched his father skillfully weave and shape bamboo into everyday essentials. What started as mere observation soon turned into deep admiration, and eventually, an undying passion.

Kallekson grew up in a family where bamboo and cane were not just materials but a way of life. His father, a skilled artisan, created beautiful handcrafted items—baskets, furniture, and even decorative pieces. Kallekson learned the craft under his father's guidance, absorbing every detail with precision. As he grew older, he noticed something: his friends, too, were skilled in making cane and bamboo products. Seeing them work with such dedication inspired him further.

Determined to change that, in 2020, he founded Sintang Handicraft, a brand dedicated to preserving and promoting the traditional art of cane and bamboo craftsmanship.

The journey, however, was far from easy. Rongara, being a remote area, lacked proper transportation facilities, making it difficult to bring raw materials and deliver finished products to markets. Frequent electricity shortages meant that using modern machinery was a struggle. On top of that, the lack of proper network connectivity made it hard to communicate with customers and suppliers. Despite these hurdles, Kallekson refused to give up. He relied on traditional hand tools when power was unavailable and traveled long distances to access a stable internet connection. Slowly but steadily, he built a name for himself, and Sintang Handicraft began gaining recognition.

Kallekson's determination caught the attention of PRIME Meghalaya and through the bamboo mission program, he received a grant of ₹3 lakhs and a loan of ₹2 lakhs, which allowed him to purchase much-needed machinery to improve production. With these funds, he was able to streamline his work, increasing both efficiency and product quality. This support gave Sintang Handicraft a fresh boost, helping Kallekson expand his reach beyond local markets. He started participating in exhibitions and slowly built a customer base outside Meghalaya.

His future goal is to enhance his products, experiment with new designs, and create a wider range of handcrafted goods. More importantly, he dreams of launching an E-commerce platform, allowing his creations to reach customers across India and beyond.

Through his unwavering spirit, Kallekson S Marak has proven that passion and perseverance can overcome even the toughest challenges. From watching his father craft humble bamboo products to building Sintang Handicraft into a promising brand, his story is a testament to the power of tradition, hard work, and innovation.

"Funding received through PRIME helped me grow. With the funding I bought the machineries that I need and it helped me expand my business by making my work easier and faster. I could make more better with better quality and finishing and it helped me generate more revenue. I am grateful for all the help I have received through PRIME."





ENTREPRENEUR STORY

Tngenlang Wahlang Tngen Food Processing

In the village of Nongthliew, Mairang, Tngenlang Wahlang, a 38-year-old woman, spent her days moving from one daily wage job to another. The work was tough, unpredictable, and barely enough to get by. But in 2020, she came across an opportunity that changed her path—a chance to participate in a food processing training program. This introduced her to something she had never considered before: the possibility of turning local produce into homemade food products. She soon realized she had a natural knack for it and, more importantly, a genuine love for the process.

Determined to build on what she had learned, she sought further training at the Rural Resource and Training Centre (RRTC) in Umran, focusing on making wine, pickles, spreads, juices, and chips using fruits and vegetables grown in her own village.

With this new knowledge, she took a chance and started her own small business—Tngen, a food processing startup dedicated to creating high-quality homemade products. She began selling locally, initially through a Self-Help Group (SHG), but soon realized that growing a business came with its own set of challenges.

It was during this time that she heard about PRIME Meghalaya through the Meghalaya Basin staff. With their guidance, she applied for support and secured an interest-free loan. This funding gave her the breathing space she needed to improve her products, enhance her packaging, and access more workshops.

Today, her business is not just surviving—it is growing. She now employs young people from her village, providing them with a source of income, and she works closely with local farmers, purchasing their produce to create value-added products. She has also started participating in exhibitions and markets, reaching more customers and expanding her reach.

Her journey has not been easy, and she knows the road ahead will come with more challenges. But she remains focused on her goal—to strengthen her business, keep learning, and inspire others to believe in their own potential.

For her, success is not about overnight transformation. It is about taking small but steady steps, learning from every challenge, and never giving up. And she is proving that with hard work and the right opportunities, real change is possible.

“I feel very fortunate to have known about PRIME’s support and having been selected for the Funding. This opened a way for me expand my business and employ few youths from the village. And not only that but I also got a chance to connect with other team working at te grassroot level from PRIME. Moreover, I was highlighted at PRIME’s page and most importantly I got recognized for my work by the Social Welfare Department through PRIME. For this I am grateful to the government of Meghalaya through PRIME for their invaluable support.”





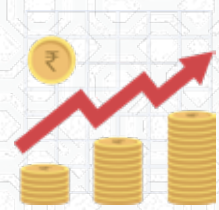
CM ELEVATE

The CM-ELEVATE is a State supported, credit linked flagship program, aiming to create a conducive environment for entrepreneurs to accelerated private sector led growth. The program is intended to stimulate economic growth and development through increased credit flow into the economy, entrepreneurship development, and job creation.

Objectives of the Program:

Economic growth of the state

The program envisages to accelerate and sustain economic development of the state through entrepreneurship development, job creation, infrastructure development, tourism promotion and investing in businesses to increase capacity and expand potential.



Increase credit flow into the economy

The credit linked program will improve access to loans for aspiring individuals and businesses who face difficulty in obtaining credits through traditional channels especially marginalized communities, small and medium sized enterprises (SMEs) etc. This will also encourage individuals to open bank accounts and use of digital financial service, thereby, promoting financial inclusion.



Encourage entrepreneurship

The objective of the program is to encourage entrepreneurship among local youth by providing them with necessary access to capital in getting a business off the ground. The entrepreneurs will also be equipped with necessary knowledge and skills through various capacity building programs and trainings needed to successfully implement and run their businesses.



Increase employment opportunities

By encouraging entrepreneurship and helping existing businesses to increase their capacities, the program is intended to create jobs for the local population. This will provide several benefits to the state in terms of its economic, social, and overall wellbeing.



Encompass diverse needs of the people

The program is designed to cater to diverse needs of the people spanning across sectors such as agriculture, horticulture, animal husbandry, tourism, entertainment, wellbeing, power etc.



Single window portal for entrepreneurs to apply

The individual entrepreneurs, various registered and unregistered entities of the state will have a unified online platform to apply for any business venture across various sectors tailored to their specific needs.



Financial and handholding support

To minimize the risks associated with credit flow, financial support on various schemes ranging from 35 to 75 percent of the project cost shall be provided to selected applicants. A complete handholding support in several forms of assistance and capacity building programs will be provided so as to ensure effective access and utilization to the resources provided by the government





Sectors covered under CM-ELEVATE:



Sports & Wellness

Aimed at promoting establishment of sporting units in Meghalaya which will serve as centers for sporting excellence, providing institutions that will create platforms for potential sportsmen to grow and develop their skills, regular sporting activities can also be conducted at both local and national levels, allowing participants to showcase their abilities.



Agriculture

Designed to uplift the rural economy among the 77% of the Meghalaya's population residing in rural areas through promotion of entrepreneurship and community involvement. The agriculture schemes under the program encompass wide range of farmers' needs in terms of facilitating agro-logistics services, infrastructure developments such as building warehouses, polyhouses and common facility centers.



Tourism

Envisioned to promote tourism in Meghalaya through strategic initiatives by promoting affordable homestays, luxurious agro-tourism villas, luxury tourism transport and caravan tourism through youth and community engagement, entrepreneurship, and job creation at local level.



Animal Husbandry

Aimed at uplifting the livelihoods of farmers and entrepreneurs by fostering piggery, poultry, goatery farming and dairy development as significant economic activities. The program provides financial aid, training, capacity building, and mentorship to help farmers improve their production, boost their income, and address nutritional challenges in the state.



Entertainment

Aimed to enrich the cultural and recreational experience of the community by establishing Cinema Theatres across Meghalaya which will not only screen movies but play a pivotal role in promoting local film talents by acting as platform for emerging filmmakers to showcase their works in nurturing and amplifying the unique voices and stories from the community.



Open Ventures

Aimed at providing support to entrepreneurs an opportunity to turn their innovative ideas into thriving businesses which may include music studios, restaurants, food trucks, handicraft and handloom units, processing units, production units, packaging units, cultural and heritage units etc.

ENTREPRENEUR STORY

Johnson Manih ARVS

Before starting venturing into tourism business, Johnson Manih was looking for ways to earn a stable income. Having always been passionate about showing people the beauty of Meghalaya, decided to invest in a tourist vehicle and start the journey as a professional driver and guide.

The business is in the tourism sector, where they provide transportation services to tourists visiting Meghalaya. Johnson started it as a profession because he saw the potential in Meghalaya's growing tourism industry and the main goal is to offer safe, comfortable, and informative travel experiences for visitors.

Johnson started by getting customers from homestays, guesthouses, and hotels and also registered with the Meghalaya Tourism app, which helped in connecting with more tourists. His goal is to expand the services by improving network, increasing customer base, and eventually adding more vehicles to the fleet.

One of the biggest challenges faced by Johnson was financial limitations. Coming from a poor background, he struggled to expand the business as quickly as he has anticipated. However, he focused on providing excellent service so that past guests would refer me to their family and friends, which helped me grow steadily.

I heard about PRIME Meghalaya through Meghalaya Tourism apps. Through its advertisement on which I applied in online after which he approached it for assistance and availed a 50% subsidy through the Prime Luxury vehicle scheme with a very low downpayment and interest form the bank. PRIME MBMA also provided business training in various fields especially in the Tourism sector. I hope to gain financial support, business training, and better networking opportunities to grow my tourism business. I would also like guidance on using online platforms to attract more tourists.

Currently, Johnson drives his own vehicle and manages all bookings himself. With a fleet of 2 vehicles, Johnson has employed one more driver to drive the second vehicle and is very keen on further expanding his business and generate more income and employment. He wishes to curate tour packages that are suited for Meghalaya along with customized packages and expanding the business online linking with online platforms like Google My Business and TripAdvisor for a wider reach of clients.

I plan to grow my business by adding more vehicles and having a homestay, hiring drivers and employed more staff, and using online platforms like Google My Business and TripAdvisor to reach more tourists. I also want to provide customized tour packages.

"I feel very fortunate to have known about PRIME's support and having been selected for the Funding. This opened a way for me expand my business and employ few youths from the village. And not only that but I also got a chance to connect with other team working at te grassroot level from PRIME. Moreover, I was highlighted at PRIME's page and most importantly I got recognized for my work by the Social Welfare Department through PRIME. For this I am grateful to the government of Meghalaya through PRIME for their invaluable support."





ENTREPRENEUR STORY

Bakmenlang Mawlong **Traditional Khasi Food**

Bakmenlang Mawlong, a resident of Mawsawa Umdiangshit, has dedicated herself to preserving and promoting traditional Khasi cuisine. She specializes in making putharo, pusaw, puthap, and other indigenous foods, turning a simple passion into a budding enterprise.

Her journey began when she participated in a Self-Help Group program, where she cooked putharo for the first time. The overwhelming response from the community encouraged her to take this craft more seriously. As word spread, people started placing orders, and what began as a small initiative soon became a full-fledged business. Today, she prepares and supplies freshly made Khasi food to local shops while also catering to special orders.

Beyond running her business, Bakmenlang sees her work as a means to uplift and empower other women. She believes in helping them become self-reliant by encouraging them to use their talents and skills to create sustainable livelihoods.

However, the journey has not been without its challenges. One of the biggest hurdles she faced was the lack of financial resources to buy rice in bulk, limiting production capacity. Additionally, working from a small space made it difficult to scale up and meet growing market demand.

It was through friends that she first learned about PRIME and its support for local entrepreneurs. With their guidance, she applied for the CM Elevate scheme and was selected. The funding she received allowed her to invest in better equipment and expand her business. More than just financial aid, she hopes to continue receiving training, mentorship, and further support from PRIME to improve her work and take her food beyond her local area—perhaps even to other districts and states.

Today, Bakmenlang employs three fellow women and remains committed to her mission: keeping Khasi food traditions alive and sharing the knowledge of how to prepare them. Her message to aspiring entrepreneurs is simple—be fearless. She believes that self-doubt and hesitation often hold people back, but once a decision is made to move forward, they should do so with confidence. She is also open to guiding and supporting others who wish to follow a similar path, ensuring that more people find opportunities through traditional food-making.

“PRIME’s CM Elevate scheme has given me an opportunity to complete what I was not able to do in all these years. It opened a way for me to expand my business to the other parts of the state and also helped me employ 2 more women of the village to help me with the growing market needs. “





TRAINING CENTRE ESTABLISHMENT

Financial Support to Local Entrepreneurs Intending to Set Up Advanced Training Centres in Meghalaya

Training and Capacity Building is a core component for every entrepreneur to build the necessary skills across technical and business aspects to build a sustainable and successful enterprise. At this point in time, the availability of high-quality training facilities in Meghalaya is very limited and in certain sectors non-existent. For high-quality advanced training in most sectors, entrepreneurs have to travel long distances and spend significant amounts of money. Innovation-based training is important for entrepreneurs to capture new markets and be one step ahead of the competition

PRIME intends to support local Entrepreneurs from Meghalaya financially to set up training facilities in the state for conducting entrepreneurship-related and innovation-based training and capacity building in Meghalaya. The awarding will be through a competition for the best proposals.



Category 1

Advanced Handicrafts and Handicraft Design



Category 2

Videography/ Filmmaking



Category 3

Advanced Packaging & Packaging Design



Category 4

New Technologies (e.g App Development, Artificial Intelligence etc)



Category 5

(Wildcard Category): e.g. Advanced Tourism, Advanced Nursery Development and Spawn Production, Traditional (Tribal) Healing/ Medicines

Funding Support

PRIME will give financial support to the selected entrepreneurs reaching a total limit of up to Rs. 50 Lakhs.

- **First Component:**

Non-Refundable Grant, Up to Rs. 20 Lakhs

- **Second Component:**

Zero-Interest Loan, Up to 1 Year Moratorium, 5 Years Repayment Period, Up to Rs. 30 Lakhs



ENTREPRENEUR STORY

Deiphimo Kharsyiemiiong Shillong Fashion Academy

From a young age, Deiphimo Kharsyiemiiong always felt the pull to create something meaningful, something that could truly make a difference. With her hands and heart deeply connected to creativity, she found her calling in the world of textiles and apparel.

Her journey began with skill training in dressmaking at ITI Shillong and RVTI Jaipur, but her true education came from working hands-on in the apparel industry. It was here that she realized the untapped potential of Meghalaya as a hub for textiles and apparel production. This realization planted the seed of her dream, and she took her first step by establishing her very own Training Institute in Fashion Designing.

What started as a place for skill development soon grew into much more—a community. Deiphimo's dream extended beyond teaching techniques and patterns. She wanted her institute to be a space where young people could discover their potential, gain confidence, and dream big. Every moment spent guiding her students became a personal mission, and watching them grow into capable individuals was a reward in itself.

Deiphimo was not just focused on training students—she wanted to ensure they had opportunities beyond their courses. This ambition led her to expand her venture and create jobs for her trainees. When she came across PRIME's Training Center Establishment Program, which provides financial assistance to startups for setting up training centers, she saw the perfect opportunity. As part of the 2nd batch, she received funding from PRIME Meghalaya to establish her own center. This crucial support enabled her to deliver quality training to Meghalaya's youth and eventually transition her venture into a manufacturing unit. Her growth not only provided stable livelihoods for her trainees but also fuelled her passion for innovation and preservation.

Her work was not just about fashion; it was about blending the new with the old. Deiphimo and her team focused on reviving traditional art forms and breathing new life into them. This dedication bore fruit in Wakhren, where she founded a society that celebrates the artistry of local weavers. The initiative received recognition from the Chief Minister of Meghalaya, earning the title "Weavers of the Mountains". Today, this handicraft art is a proud symbol of Meghalaya's heritage, preserved and celebrated through Deiphimo's efforts.

Under the banner of Shillong Fashion Academy, her institute continues to empower students, create jobs, and innovate in fashion while staying rooted in tradition. It stands as a testament to what can happen when dreams are paired with hard work and a desire to uplift others.

"I encourage aspiring entrepreneurs to step out of their comfort zones, take risks, and discover their true potential. Prioritize quality first, grow sustainably, and let scale follow naturally."





ENTREPRENEUR STORY

Meghalaya Filmmakers Training Centre Tyrel Lyngdoh

The Meghalaya Filmmakers Training Centre (MFTC) had its inception much before the creation of the centre itself. MFTC is the brainchild of proprietor Tyrel Lyngdoh who had also spearheaded the creation of The Hillspeople Collective, a media that has worked extensively with the Government.

MFTC provides foundational and advanced courses for people who lack the resources to pursue an in-depth course. The centre serves the purpose of a finishing school for students who want to not only learn but grow in the media industry.

Classes are taught by industry professionals who have years of professional experience under their belts, works showcased on both a national and international level and recognised by various Government agencies. After training, students are given internship opportunities with reputed media or production houses with which tie-ups are in place. They are also given training and workshops on how to start their own entrepreneurial enterprises and career counseling on the same.

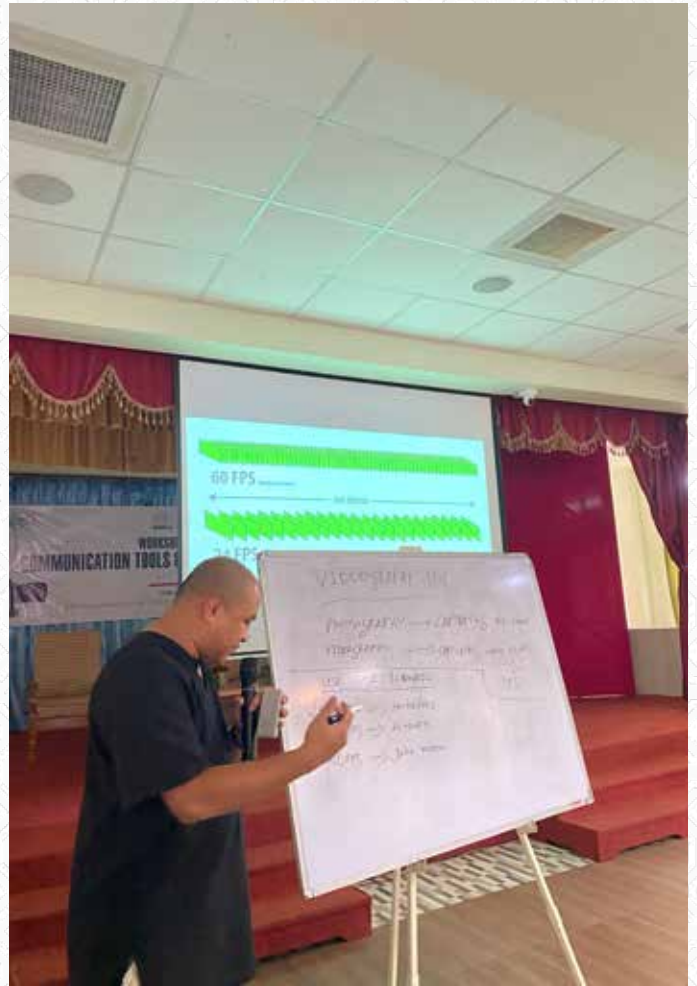
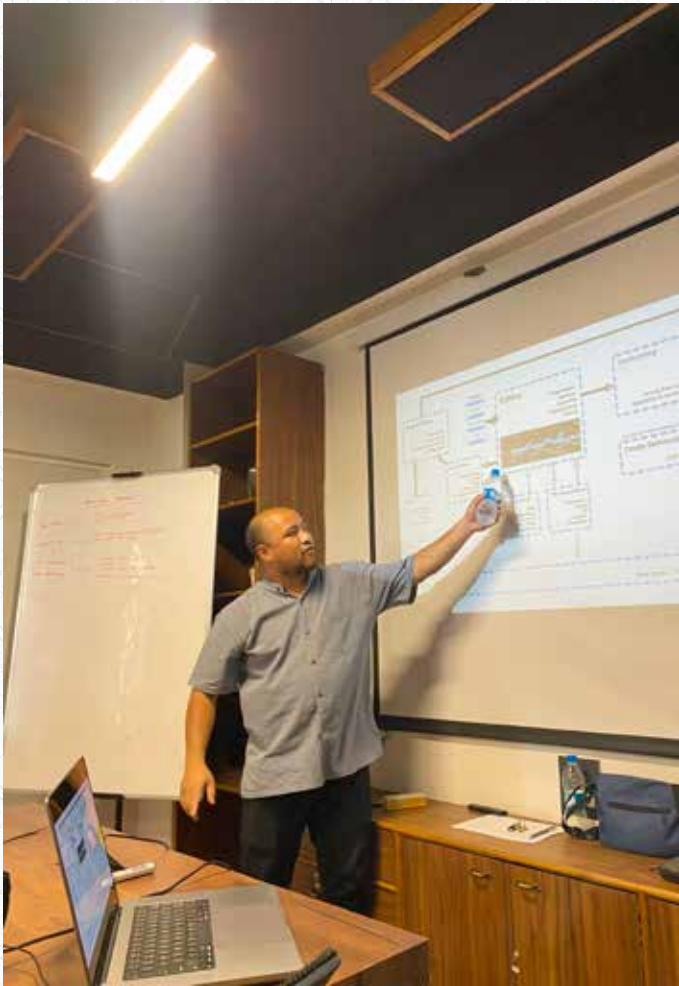
Since its inception, MFTC has achieved significant milestones, including:

- Training of 10 students in various courses (photography, videography, editing)
- Training of 30 participants in various 2-3 day workshops
- Mentors trained 20 students in collaboration with Kayzee Academy of Professional Studies (MSSDS empanelled agency)
- During our architectural photography workshop, one of the participants was a 62-years-old senior citizen. She was impressed that the Centre offered the workshop to someone of her age
- Few students were taken on a local film shoot production
- MFTC prioritises giving locals a chance to excel their skills by not limiting the student pool to media students.

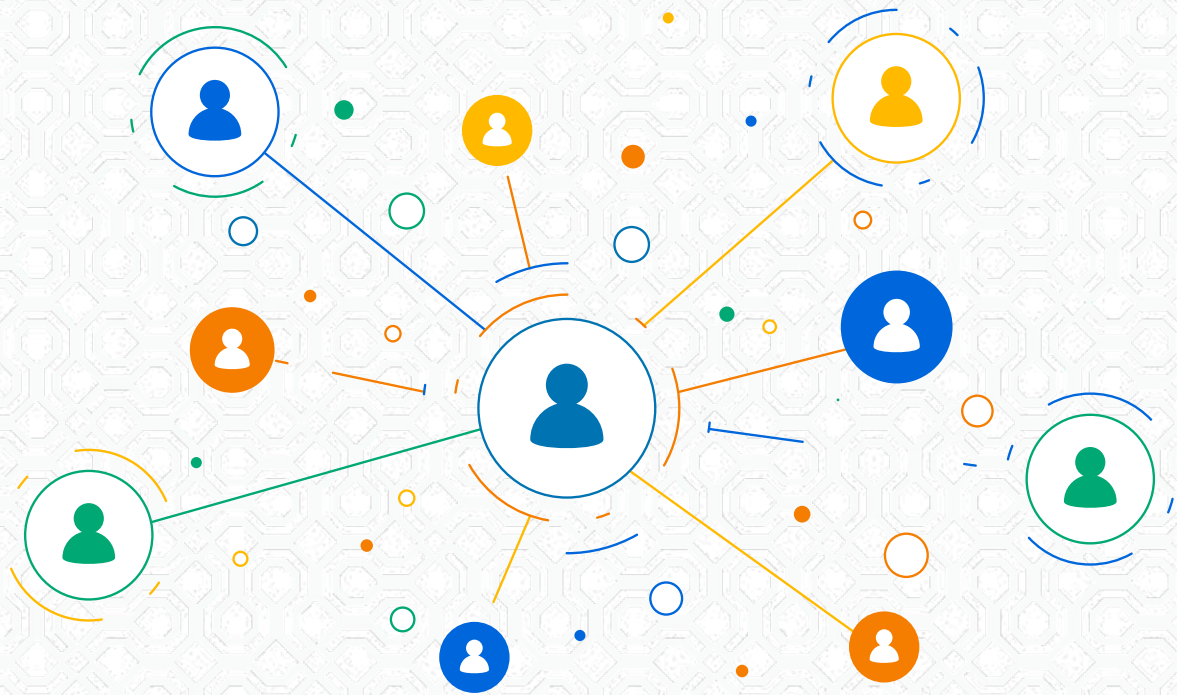
MFTC would not have been able to achieve any of the above without the timely intervention of PRIME Meghalaya. Most importantly, PRIME had provided the financial support to start the centre. They also introduced MFTC to mentors and other entrepreneurs as well as provided opportunities for MFTC to participate in entrepreneurial enclaves such as MeghaPreneur. PRIME further connected MFTC with IIM for their students' management course, helping MFTC look into the areas that require attention.

"We are extremely grateful to PRIME for their support. PRIME have always been available over the phone or at their offices for impromptu meetings and provided guidance in whatever way they could. Whatever they could not answer they always directed us in the right direction."





BUSINESS FACILITATION



The Business Facilitation Sector serves as a vital link for entrepreneurs, connecting them with essential resources and collaborating with line departments and M.B.M.A. block staff to ensure seamless and comprehensive support. This sector conducts awareness programs on PRIME and offers tailored assistance in areas such as skill development, market connections, product development, networking, and mentorship. Additionally, it facilitates access to financial aid through PRIME and other government schemes, fostering sustainable growth and development among entrepreneurs.



Key Activities and Achievements:

- Exposure Visits: Organized visits for 14 entrepreneurs to enhance their learning and expand their horizons.
- Workshops: Facilitated skill and knowledge enhancement for 21 entrepreneurs through targeted workshops.
- Market Connections & Networking: Supported 100 entrepreneurs in establishing market linkages and networks.
- Interactive Sessions: Held interactive sessions with 44 entrepreneurs from different groups from Mawryngkneng block to address specific needs and challenges.
- Skill Training: Provided skill development training to 106 entrepreneurs.
- Empanelment as Training Providers: Successfully empaneled 8 training providers with MSSDS to strengthen the training ecosystem.
- Event: Organized the North East Entrepreneurship and Machinery Innovation Exhibition (NEEMIE), which attracted thousands of visitors, including entrepreneurs. The event featured stalls showcasing machinery from various sectors, offering valuable insights and opportunities for innovation.



ENTREPRENEUR STORY

Kynshewlang Nongkhlaw Kynjoh Sha Ka Thong Multipurpose Cooperative Society

In 2018, Kynshewlang Nongkhlaw, along with his siblings, decided to take a path less traveled. After completing his 12th standard, he struggled to find a job, let alone a government one. But rather than waiting for an opportunity, he chose to create one—not just for himself but for his community. This determination led to the formation of Kynjoh Sha Ka Thong Multipurpose Cooperative Society, a collective effort aimed at food processing and promoting homegrown produce like radish and sohphie (a local fruit) amongst others.

What started as a small initiative has now grown into a 21-member cooperative, including seven women. Kynshewlang strongly believes that education should not only be a means to secure employment but also a tool to build something meaningful. With this vision, he mobilized people around him, ensuring that the society met the eligibility criteria of having at least 15 members to be formally registered as a cooperative.

Today, the society directly employs two individuals—a man and a woman—while also providing daily wage opportunities to 65 laborers engaged in food processing, sanitation of the production unit, piggery farming, and nursery work. Beyond employment, they are actively training youth and women in food processing, conducting five to six batches of training sessions annually.

The turning point for Kynjoh Sha Ka Thong came when they connected with PRIME through interactions with the Meghalaya Basin Development Authority (MBDA). Becoming part of PRIME opened new doors for the society, providing them with key resources to strengthen and expand their operations. One of the most significant forms of support was the Agriculture Response Vehicle, which has been instrumental in transporting their products efficiently. This vehicle has helped reduce transportation costs, improved their supply chain, and ensured that their produce reaches the market without delays.

Additionally, PRIME facilitated their participation in a fundraising fair organized by Robert Hospital held at the State Central Library, where they were given a stall free of cost. This opportunity allowed them to showcase their locally processed products, gain visibility, and attract potential long-term customers. The exposure at the fair helped them establish new market connections, spread awareness about their cooperative, and build relationships with buyers interested in locally sourced and sustainable produce.

While they have made progress, the society still faces challenges. Their market presence is currently limited to East Khasi Hills, and they aspire to expand across Meghalaya. They are looking to PRIME for better market access and hope to acquire machinery through subsidized loans to meet growing demand.

Kynshewlang's message to others is clear: ***"Do not rely only on government jobs. Use your education to do something and be a guiding light for others. Be job creators, not job seekers."***





ENTREPRENEUR STORY

Anisha Shylla **M/s A. Shylla Enterprise**

M/s A. Shylla Enterprise Umpyrdong founded by Anisha Shylla in 2017, is an enterprise based in Umpyrdong, Nongpoh, specializing in bamboo and cane handicraft products. Registered under DCIC, the business offers a range of eco-friendly handmade items, including home décor, earrings, keychains, and traditional bamboo furniture. Anisha markets her products through exhibitions, direct orders, and retail shops, promoting sustainable craftsmanship rooted in local traditions.

Before starting her enterprise, Anisha was involved in selling thrifted clothes in local markets across Ri Bhoi, including Umden, Nongpoh, and Byrni. However, with the responsibility of raising a family, traveling frequently to these markets became challenging. This led her to explore an alternative source of income, drawing inspiration from her mother, who made traditional bamboo stools (mula). She started with stools and gradually expanded her product line, introducing four new designs annually.

A significant turning point in Anisha's journey came when she connected with PRIME Meghalaya through which she was selected to attend a fully sponsored one-week workshop in Guwahati, where she learned essential bamboo treatment techniques. This training helped her enhance the durability and quality of her products by preventing decay and discoloration—an issue that often affects untreated bamboo.

Beyond technical skills, PRIME also provided her with exposure to marketing strategies and networking opportunities. Through the program, she connected with other entrepreneurs, potential buyers, and resource persons who guided her in expanding her business. The support from PRIME not only helped her improve her production process but also gave her confidence to scale her enterprise.

Apart from running her business, Anisha is now actively involved in skill development. She has trained 15 individuals in bamboo furniture-making, equipping them with the skills to generate income. Additionally, she employs four women on a daily wage basis, contributing to local livelihood generation.

Encouraging young entrepreneurs, especially women, Anisha emphasizes the importance of self-employment: "There is a lack of jobs, but we can create opportunities for ourselves and others. Work not only provides an income but also knowledge and experience."





PRIME – SAURAMANDALA RURAL ENTREPRENEURSHIP FELLOWSHIP



Prime Rural is committed to fostering innovation and entrepreneurship across the state. Through PRIME Rural, this mission is taken deep into the heart of rural communities, providing doorstep incubation to every village and uncovering hidden entrepreneurial talents across 12 districts of the state with 1 fellow and 2 associates in one block. PSREF embark on an intensive 18-month journey with these passionate individuals, offering tailored support, resources, and mentorship to help them unlock their full potential. PSREF's goal is to nurture rural entrepreneurs who are not only self-sufficient but globally competitive, positioning Meghalaya as a hub of world-class entrepreneurial talent.

Objective:

Promoting Solar Energy in Rural Areas:



At the core of the PSREF initiative is the objective to promote solar energy adoption in rural areas. Many rural regions in India continue to face challenges in accessing reliable electricity, which in turn affects local economies, healthcare, education, and the overall quality of life. PSREF addresses this issue by enabling rural entrepreneurs to establish solar-powered businesses that can generate and distribute clean energy. This approach not only tackles the problem of energy access but also helps rural populations reduce their dependence on conventional fossil fuels, contributing to a greener and more sustainable environment.

Fostering Rural Entrepreneurship and Economic Development:



A key objective of PSREF is to foster rural entrepreneurship by providing participants with the skills, mentorship, and financial resources needed to build and scale businesses in rural areas. These businesses, often focused on solar energy, act as catalysts for local economic development. The fellowship encourages participants to identify market gaps and leverage solar technology to create products or services that can benefit the rural population. Examples include solar-powered cold storage units for agricultural produce, solar water heaters, and energy-efficient appliances for homes and small businesses.

By enabling rural entrepreneurs to start businesses based on clean energy, PSREF aims to boost income levels, and stimulate economic activity in these regions. The long-term goal is to create self-sustaining local economies, where rural populations can thrive independently, reducing migration to urban areas in search of better opportunities.



Empowering Women and Marginalized Communities:

PSREF places a strong emphasis on social inclusion, with a special focus on empowering women and marginalized communities. Rural women, who often bear the burden of energy poverty, are provided with training and opportunities to become entrepreneurs in the solar energy sector. This not only enhances their economic status but also gives them a leadership role in their communities. By offering targeted support to women and marginalized groups, PSREF aims to make entrepreneurship more inclusive, ensuring that the benefits of solar energy and rural development are distributed equitably.

Conclusion:

The Prime Sauramandala Rural Entrepreneurship Fellowship (PSREF) is an initiative that brings together the objectives of rural empowerment, clean energy promotion, and environmental sustainability. By supporting solar-powered entrepreneurship, PSREF not only addresses the urgent need for reliable energy access in rural India but also fosters economic development, social inclusion, and climate resilience. The fellowship's holistic approach to rural development positions it as a transformative program, with the potential to uplift communities, create jobs, and ensure a sustainable future for rural India.

Fellows and Associates – Cohort-2, 2024-25

District	Fellow	Associate	Associate
East Garo Hills	Susmita Hajong	Jason Ch Sangma	Ilma N Sangma
West Garo Hills	L Thungbeni Murry	Chige T Sangma	Aianna D Shira
North Garo Hills	Anikit R Marak	Christharis N Sangma	Salgrarikrik G Momin
South Garo Hills	Paolal Mawnjui Kuki	Chigrasani R Marak	Jasin N Sangma
South West Garo Hills	John Rangam R Marak	Temsu Sangma	Sony Pringchira Ch Marak
East Khasi Hills	Amit Talukdar	Paul Young L. Mawphlang	Stephanie Qwyneth Sunn
Ri – Bhoi	Twinkle Pohtam Kai	Daphisha Dkhar	Shanbor Sayoo
South West Khasi Hills	Ibarihun Majaw	Caroline Kharlyngdoh	Ronald Vicky Wanniang
West Khasi Hills	Konthoujam Johnson	Wankitbok khyriemmuat	John Cliff Shabong
Eastern West Khasi Hills	Mungreichan	Baiabudlang lawphniaw	Fanierica
East Jaintia Hills	Ashokananda	Gregory James Lamare	Pynsuklang Hayong
West Jaintia Hills	Optimist Sdor	Manbha Nangbah	Dauru Hiwot Paya Lamare

SELECTION AND CATEGORIZATION OF RURAL ENTREPRENEURS FOR HANDHOLDING AND SUPPORT: COHORT-2

The fellows and associate go through a rigorous process of engaging and identifying the rural entrepreneurs and offering doorstep incubation in the areas of project implementation have engaged with more than 600 individuals from Cohort 1 & 2, who are into farming, livestock rearing and entrepreneurship. Of these, the teams have mapped a total of 289 entrepreneurs from all these blocks from first and second Cohort.

The reason for not hand holding with the remaining rest because of the following:

1. They are either farmers or livestock rearers.
2. They are still early-stage entrepreneurs.
3. Their revenue has crossed 80 lakhs.
4. Some of them are kept on hold as the team are not sure whether to extend their handholding support or not where further discussions are yet to be finalised with the core team.



Sl. No.	Block	Mapped	Unmapped	Total
1	Betasing	15	7	22
2	Chokpot	14	3	17
3	Daddengre	11	4	15
4	Mairang	14	30	44
5	Nongstoin	10	33	43
6	Ranikor	9	15	24
7	Resubelpara	15	32	47
8	Thadlaskein	16	42	58
9	Saipung	12	34	46
10	Shella	9	35	44
11	Songsak	9	31	40
12	Umsning	14	73	87
Grand Total		148	339	487

Intervention

The dedicated fellows and associates, assigned to each of the 12 blocks, embarked on an inspiring mission to explore the remotest rural villages within their designated areas. Their goal is to identify and nurture budding entrepreneurs whose businesses held immense potential for growth. With the right guidance and support, these entrepreneurs flourish and achieve remarkable success. In total, they successfully mapped 148 promising entrepreneurs across these 12 blocks for Cohort-2 fellowship.



These individuals are provided with comprehensive capacity-building initiatives that covered crucial aspects such as bookkeeping, branding, logo design, packaging, accounting, market linkage, training and crafting a solid business model canvas, and harnessing the power of social media. What set this program apart is the commitment to the ongoing support, with regular follow-ups until these entrepreneurs are confident in their newfound skills and processes. Furthermore, these mapped entrepreneurs will be mobilized for specialized training tailored to their unique needs and aspirations.

Notably, from Cohort 1 & 2 more than 20 entrepreneurs have received invaluable assistance with FSSAI registration, successfully completing this essential regulatory step. Additionally, more than 50 entrepreneurs from Cohort-1 were offered expert guidance in crafting logos and developing branding strategies for their enterprises, strengthening their market presence.

To enhance the operational aspects of their businesses, 50 entrepreneurs were strategically connected with various vendors and suppliers, facilitating access to packaging services and the procurement of essential raw materials. For those entrepreneurs with aspirations of upscaling their operations through machinery, more than 29 of them were linked with vendors and received hands-on support throughout the procurement process.

In an effort to bridge the gaps in machinery access, the fellows and associates actively participated in various events organised at both state and national level the North East Entrepreneurship Machinery Innovation and Exhibition (NEEMIE) program. This event, organized in collaboration with SCSTE, provided a unique opportunity for the team to network with exhibitors, ultimately enabling them to better address machinery-related challenges faced by the entrepreneurs.

Furthermore, 31 entrepreneurs were beneficiaries of the Selco Built-in Infrastructure Program, a commendable joint initiative involving MBMA, LIFCOM, and the Selco Foundation. This initiative contributed significantly to the enhancement of their operational capabilities.

Notably, more than 60 entrepreneurs were granted access to various exhibition and training programs through PSREF. which includes participation in the FPO conclave organized by the College of Agricultural University, Imphal; the Saras Ajeevika Fare organized by MSRLS; training in wine testing and winemaking by the Meghalaya Farmer's Commission; a bakery training program at MOCHAM and an exposure trip to Nagaland for entrepreneurs in woodwork, handicraft, and handloom, as well as those involved in the Meghalaya pineapple festival.

ENTREPRENEUR STORY

Kyrsiew Ryngkhlem **Food processing**

Witness incredible stories of transformation, and Wapungkur's journey is nothing short of awe-inspiring. It all began in the year 2020, when we joined hands with the visionary entrepreneur, Kyrsiew Ryngkhlem.

Kyrsiew saw potential in a once-neglected coal stocking place, envisioning a greener future. With innovative methods and boundless dedication, she brought life to this desolate land.

Over time, her care and hard work turned barrenness into lush greenery, a testament to the power of vision and determination. Today, Wapungkur stands as a symbol of environmental stewardship. Her products—lakadong turmeric, organic manure, bio-pesticides, plant vitamins, and vermicompost—nurture the soil and plants, contributing to a healthier planet.

The PSREF team is unrelenting in its dedication to advocating for the cause of rural entrepreneurs like Kyrsiew, who have limitless potential and a strong desire to make a difference in the world. PSREF believes in the transforming potential of empowerment and is ready to provide the assistance, knowledge, and resources required to catapult these ambitious individuals to success.

PSREF is, in essence, a change agent. We stand shoulder to shoulder with rural entrepreneurs like Kyrsiew, providing them with education, expertise, and constant assistance. We are committed to making a difference not only in their lives but also in the greater landscape of rural entrepreneurship. With our combined efforts, we think that the potential of these amazing individuals knows no limitations and that their impact will extend well beyond their communities, affecting the lives of countless others around the state.

"I am incredibly grateful for the support I received through PRIME Rural (PSREF) doorstep incubation. This program not only brought resources and guidance directly to my community but also gave me the confidence to take my entrepreneurial journey to the next level. The hands-on mentorship, market insights, product development, and access to funding provided by PRIME Rural have been instrumental in helping me turn my ideas into a successful venture.

Today, I am proud to say that my business is growing and contributing to the local economy, all thanks to the foundation laid by the PRIME Rural program.

To anyone considering stepping into entrepreneurship in rural areas, I encourage you to seek out such opportunities. It has transformed my journey, and it can do the same for you."

"My biggest support pillar is my family members, friends and PSREF. Thank you PSREF for believing in me, the opportunities that I got from PSREF has helped me grow my business further. PSREF helped me in many ways, they helped me with bookkeeping, marketing and gave me an opportunity to experience the open market and gave me the opportunity to set up stalls on pop up sales. PSREF helped me in brand growth and exposure"





ENTREPRENEUR STORY

Pecindha K Sangma **Asame Wine**

In 2002, a 48-year-old wine enthusiast named Pecindha K Sangma decided to transform her passion into a thriving business. Her entrepreneurial journey began with an innate love for wine, and she embarked on a mission to craft a wide variety of wines, each with its own unique flavor and character.

Pecindha's wine business has evolved significantly over the years. She has shown exceptional dedication to her craft, producing an array of wine types that cater to diverse tastes and preferences. Some of the wines she creates include rice wine, peach wine, magong wine, lichi wine, mulberry wine, amla wine, pineapple wine, blue pea wine, black plum wine, and many more. This commitment to variety has set her business apart, and it reflects her unwavering passion for the art of winemaking.

Her business has not only been a labor of love but also a successful venture in terms of revenue. This accomplishment is a testament to her ability to turn her passion into a thriving enterprise, meeting the demands of wine connoisseurs and enthusiasts.

Pecindha's commitment to producing high-quality wines has been pivotal in establishing her brand. She has created a reputation for delivering wines that not only taste exceptional but also showcase the rich and diverse flavors of the region. Her wines have found appreciation among local and even broader markets.

Pecindha's journey as an entrepreneur showcases the power of following one's passion and converting it into a successful business. Her ability to create a diverse range of wines, combined with her dedication and entrepreneurial acumen, has enabled her to carve a niche in the industry. Her story is a testament to how passion and commitment can lead to both personal fulfillment and business success.

"The PRIME Rural (PSREF) program has been a cornerstone in my entrepreneurial success. Through their guidance, I gained valuable exposure to product development, which helped me refine my offerings and create products that meet market demands. Their emphasis on professional and attractive packaging also gave my products a new identity, making them stand out and appeal to a wider customer base.

Moreover, the program provided me with access to proper training, which was crucial in building my skills and confidence as an entrepreneur. From hands-on workshops to expert mentorship, the training equipped me with the knowledge to address challenges and grow my business sustainably.

I am immensely thankful to PRIME Rural for their comprehensive support and for believing in my potential. This program has not only improved my business but also inspired me to dream bigger. I encourage other aspiring entrepreneurs to embrace such opportunities—they truly make a difference."





ENTREPRENEUR STORY

Tokingland Shangdiar Honey

Beekeeping, also known as apiculture, is the maintenance of bee colonies, usually in hives, by humans. It has been practiced for centuries and can offer a sustainable livelihood for rural entrepreneurs. Introducing Mr. Tokingland Shangdiar, an enthusiastic rural beekeeper and visionary honey entrepreneur! We take you on an enchanting journey in this video, delving into the fascinating process of creating pure, golden honey from scratch.

In the early days of his beekeeping venture, Mr. Tokingland faced a challenge when he needed a wooden box for his bees. Resourceful and determined, he explored the nearby forest and found a suitable piece of wood. With skilled craftsmanship, he transformed it into a shelter where his bees could thrive.

Dedicating two specific days each week to his beekeeping, Mr. Tokingland made a conscious decision to prioritize his buzzing companions over his regular work. However, as he worked, he encountered another hurdle: understanding royal jelly and how to extract it from the bees. This aspect puzzled him, as he lacked knowledge about obtaining this precious substance from his hive. The Prime Sauramandala Rural Entrepreneurship Fellowship (PSREF) SWKH team is working closely with him to overcome this hurdle and engage him for beekeeping training in the future.

Meeting the PSREF SWKH team was a turning point for Mr. Tokingland's beekeeping venture. They provided assistance with tasks like managing finances and creating effective marketing plans, which played a crucial role in his growing his business. Participating in the Saras Mela in Shillong was a wonderful opportunity that generated a lot of interest in his products. Mr. Tokingland expresses deep gratitude to the PSREF team for their unwavering support and innovative ideas.

"The PRIME Rural (PSREF) program has been a transformative force in my entrepreneurial journey as a honey producer. Through their invaluable support, I gained deeper insights into improving the quality and efficiency of my production process. The program provided me with access to expert guidance on enhancing my products, which helped me build greater trust and satisfaction among my customers."

One of the standout benefits of PRIME Rural was the exposure to market linkages. They connected me with platforms and buyers who appreciated the natural and unique qualities of my honey, enabling me to expand my reach far beyond my local community. The training and mentorship I received also empowered me with the skills to manage and grow my business sustainably.

I am truly grateful for the opportunities PRIME Rural has given me. Their commitment to nurturing rural entrepreneurs like me has made a lasting impact on my venture. I encourage anyone with a dream to explore such programs—it's an investment in yourself and your future."





PARTNERSHIPS

The Partnership Sector under PRIME Meghalaya plays a pivotal role in strengthening the state's startup ecosystem by fostering meaningful collaborations across various domains. With a focus on providing startups with the right connections, the sector addresses critical needs through its subcategories: Mentor pool, financial connect, technology connect, and market connect. By bridging gaps and enabling access to expertise, funding, technological resources, and market opportunities, the Partnership sector empowers startups to thrive in a competitive landscape.



Objectives:

- 1 Foster Collaborations**
Build strategic partnerships to provide startups with access to mentors, investors, technology partners, and markets. 
- 2 Enhance Support Networks**
Strengthen the startup ecosystem by creating a robust mentor pool to guide entrepreneurs. 
- 3 Enable Financial Access**
Facilitate funding opportunities through connections with financial institutions and investors. 
- 4 Promote Technological Innovation**
Partner with tech providers to offer startups access to cutting-edge tools and resources. 
- 5 Expand Market Reach**
Connect startups to larger markets, enabling scalability and growth. 
- 6 Ensure Sustainability**
Build long-term partnerships to create a supportive and sustainable ecosystem for entrepreneurs. 

JOURNEY SO FAR:

• Senior Advisor, Commercial, Technology & Innovation, Austria Embassy Shri. Ajay Singh's visit to Meghalaya:

1. Discussion with PRIME team, Industry stakeholders and local startups on August 23rd 2024 at PRIME Hub Shillong.
2. Meeting with Dr. Vijay Kumar D. I.A.S., Commissioner and Secretary Government of Meghalaya and Chief Executive Officer PRIME, MBMA at Main Secretariat Building, Shillong on August 24th 2024. The meeting focused on fostering partnerships between Meghalaya and Austria in key sectors like technology, adventure tourism, and innovation. The discussions underscored the importance of market connections, technology transfer, and entrepreneurial support to build a sustainable ecosystem in Meghalaya.
3. Entrepreneur field visit to Ri-Bhoi in collaboration with the Austria Embassy on 24th August, 2024.



• **MeitY Tide 2.0 Northeast Techathon X-4** was conducted at Prime Start Up Hub Shillong on September 4th & 5th 2024 in collaboration with IIMCIP. The event dived into a whirlwind of creativity as the event seeks out the brightest tech startups to revolutionize sectors like healthcare, education, tourism and more. The participants pitch in their ideas to an esteemed members of the jurors and three winners were selected in which certificate and cash rewards were awarded to the winners.



• **Partner and Israel Director of AsiaBridge and Founder of InnoA Ventures, Noa Muzzafi’s visit to PRIME Meghalaya:**

1. Interactive session with the entire PRIME team on the 26th of November, 2024. The discussion provided her with a comprehensive understanding of PRIME’s initiatives, verticals, and the various services and support offered to startups in Meghalaya. The session also gave the team an opportunity to gain insights from Noa’s extensive experience, fostering potential future collaborations.

2. Entrepreneur field visit with Noa Muzzafi at Mawphlang folowed by a visit to the Department of S.R.C.D.A., Golf Links on November 25th 2024.



INCLUSIVE ENTREPRENEURSHIP

Building an entrepreneurial ecosystem for persons with disability in Meghalaya



PRIME Meghalaya is collaborating with the State Resource Centre on Disability Affairs (SRCDA) Shillong to propose a solution that lies in creating an empathic understanding of the entrepreneurial ecosystem from the perspective of persons with disability and actively engaging with persons with disability and developing an understanding of their existing situation and the various ideas of entrepreneurship that they have envisaged.

The main objective is to identify the potential, challenges and support for entrepreneurship initiatives for persons with disabilities and based on this analysis, develop a road map of interventions for persons with disability in the entrepreneurship sector.

ENTREPRENEURSHIP DEVELOPMENT PROGRAM FOR PWDs

EMPOWERFEST 2.0 | OCTOBER EDITION:

ADVANCING SUSTAINABLE LIVELIHOODS & ENTREPRENEURSHIP

PRIME through its initiative has collaborated with State Resource Centre on Disability Affairs (SRCDA) through its E-Cell conducted awareness programs for creating livelihood on 23rd October-24th October, 2024 as part of the Empower Fest 2.0 has provided opportunity for PWDs entrepreneurs to scale up their business by providing hands on training session in collaboration with Bethany Society and Hundredfold Academy along with the team from PRIME and SRCDA in which a few selected entrepreneur's business plan which were created with the help of the team from PRIME and SRCDA has been scrutinized and put up for availing seed fund money to scale up their business venture.



Further, a focused workshop was conducted at Bethany Society, Shillong, dedicated to building pathways to sustainable entrepreneurship for persons with disabilities. This October edition featured sessions led by Mr. Sunny Mawlong and Mrs. Eva Warjri from Hundred-Fold Academy, offering practical guidance on business development and sustainable practices. Participants gained valuable insights and skills for creating self-sustaining ventures, fostering an inclusive and economically resilient community. This initiative reflects a meaningful step towards self-sufficiency and inclusive growth across Meghalaya.



ENGAGEMENT WITH ACADEMIA:

There have been multiple interactions by PRIME HUB and colleges/universities in the state of Meghalaya through:

ASCEND 2024

PRIME Meghalaya, along with nine academic institutions across the state, participated in 'ASCEND,' the Academic Institution Capacity Building Program, as part of the Faculty Development Program for E-cell organized by Startup India on March 4th to 5th, 2024, at FITT, IIT Delhi.

ASCEND aims to elevate Northeastern institutions to new heights. It also aims to provide practical insights and share the possibility of including entrepreneurship and innovation ecosystems in colleges and institutions.



FACULTY DEVELOPMENT PROGRAM

The University of Science & Technology Meghalaya (USTM), in collaboration with PRIME Meghalaya, successfully conducted a five-day Faculty Development Program from June 3rd to 7th, 2024. This enriching program was attended by faculty members from educational institutions across Meghalaya.

The first four days were held at USTM, Ri-Bhoi, and the final day took place at the Design Innovation Centre (DIC), North-Eastern Hill University (NEHU), and the Software Technology Parks of India (STPI) in Shillong.

Participants also enjoyed informative exposure trips to SR Bamboo Products in Byrnihat and Bionest at IIT Guwahati. This initiative aimed to empower our educators with the knowledge and tools to foster an entrepreneurial mindset, integrate creativity in their teaching, and build strong networks.



IMPACT WEEK INDIA 2024

IMPACT WEEK INDIA 2024, hosted by Martin Luther Christian University and supported by PRIME, Meghalaya was conducted from July 4th to July 11th 2024 focusing on innovative ideas and design thinking.

The program features five senior coaches and 30 trainees who are junior coaches from state and international faculties, about 105 students from 15 colleges across 8 districts in Meghalaya participated in the event.

Throughout the event, students were coached to enhance their problem-solving skills and embrace design thinking principles. During this period, students were encouraged to visit various locations in Shillong, engaging in observations and interactions with the public on topics such as youth unemployment, tourism, transportation, waste management, and agriculture.

The event saw distinguished attendees including Shri Conrad K Sangma, Hon'ble Chief Minister of Meghalaya, Shri Vijay Mantri, IAS, Commissioner & Secretary, Education Department, Smti T. Kumari Kharbamon, Vice Chancellor, Martin Luther Christian University (MLCU), Shri Jeff Rani, Sector Head, PRIME, Carolin Taenzer, Managing Director, Impact Week, government officials, coaches, experts, students, staffs and faculty of MLCU amongst others.



INTER-COLLEGE IDEATHON 2024

PRIME Meghalaya, in collaboration with BIRAC's BioNEST Bio-incubator- NEHU, Tura, organized the first Intercollege Ideathon Competition 2024 on the theme "Innovation for the Future," at PRIME Hub, Tura on the 15th and 23rd July 2024 wherein 39 students from 6 colleges pitched their innovative business ideas and was graced by the esteemed presence of Shri. Jagdish Chelani, IAS, Deputy Commissioner West Garo Hills.

This competition aimed to help students bring their ideas to reality, create opportunities for self-expression, build confidence to navigate job market uncertainties, and mould them into successful entrepreneurs. Loyola College won 1st prize, followed by College of Community Science and Tura Government College. The winners were also encouraged to apply for the Tinkering Fund (up to ₹50,000) and receive support from PRIME to turn their ideas into reality.



INAUGURATION OF ENTREPRENEURSHIP-CELL, WILLIAM CARREY UNIVERSITY, TURA

William Carrey University inaugurated the Entrepreneurship Cell supported by PRIME Meghalaya on the 26th of April 2024 in the presence of the faculty of the institute and the Officials from PRIME Meghalaya.



INAUGURATION OF ENTREPRENEURSHIP-CELL, WILLIAMNAGAR GOVERNMENT COLLEGE

The Hon'ble Chief Minister of Meghalaya, Shri. Conrad K. Sangma, inaugurated the Entrepreneurship Cell supported and funded by the PRIME Start Up Hub, Meghalaya on the 8th of February, 2024. After the inaugural function, Faculty in charge Miss Bandakerlin Lyngdoh along with PRIME team further launched the Design Thinking activities.



INAUGURATION OF ENTREPRENEURSHIP-CELL, TURA GOVERNMENT COLLEGE

Tura Government College celebrated the inauguration of its new Entrepreneurship-Cell (E-Cell) on October 3, 2024, supported by PRIME Meghalaya. The principal, alongside E-Cell members and the PRIME team, shared a moment of pride and excitement further, congratulated the team for their dedication and highlighted how this new space will inspire students to explore innovative ideas and entrepreneurial ventures.



ENTREPRENEUR STORY

Shri Honesty Chyne *EVAV Ice Cream*

In 2016, Shri Honesty Chyne founded EVAV Ice Cream, also known as EVAV Pub Company, in Banuiñ 7 Mile, Shillong. His vision was simple yet powerful—to create a business that not only provided people with high-quality organic ice cream but also generated employment opportunities in a state where job options are limited.

As a father of four, Chyne often worried about his children's future. He wanted to build something that would help them earn a sustainable livelihood. Instead of waiting for opportunities to come their way, he decided to take matters into his own hands by starting EVAV. With the support of his children, he turned his vision into reality.

What sets EVAV Ice Cream apart from other brands is its commitment to natural ingredients. Chyne was deeply concerned about the increasing use of harmful chemicals in food products, particularly in fruits and vegetables. He wanted to offer people a healthier alternative, so he started making ice cream using organic ingredients. Some of the unique flavors include chocolate, plum, kiwi, bay berries (Sohphie), and tamarind (Sohkyntoi)—all sourced from local produce.

However, starting a business from scratch was not easy. Verdant Basaiawmoit, one of the co-founders and the eldest son of Chyne, shared that the initial days were full of struggles. They had to personally visit stores to introduce their ice cream and convince shop owners to sell it. There were moments of doubt, but they remained committed to their vision.

Over time, people started recognizing the quality and uniqueness of EVAV Ice Cream. Word of mouth spread, and soon, customers and retailers began seeking out their products. Thanks to valuable feedback from customers, they improved their ice cream and expanded their reach. Today, EVAV Ice Cream is available in several retail shops across Shillong, and they no longer have to personally promote their products—the demand speaks for itself.

A significant turning point in their journey was when Shillong College's Entrepreneurship Cell (E-Cell) supported them. Through the E-Cell, Verdant got the opportunity to connect with PRIME Meghalaya, where he attended workshops, mentorship programs, and training sessions. These experiences helped him gain deeper insights into business development and expansion strategies.

Honesty Chyne shares a simple yet powerful message:

"Never look down on small jobs because even small beginnings can lead to great rewards."

The journey of EVAV Ice Cream is a perfect example of how passion, hard work, and persistence can turn a small idea into a successful business.





Rainbow/Simplieng

Kiwi mix fruit

Tamarind/Sohkyntoi

Blackberry/Sohiong

Plum

Pineapple/Sohtrun

Bayberries/Sohphe

Evav
ICE CREAM / Pops

100% Organic

ENTREPRENEUR STORY

Melanie Riyana S. Hynniewta **Mellicious Cosmetics and Body Care**

In 2021, Melanie Riyana S. Hynniewta took a bold step towards her dream of empowering individuals to feel beautiful, confident, and authentic in their own skin by founding Mellicious Cosmetics and Body Care. Melanie makes cosmetics and body care products like lipsticks, lip balms, lip oils, blushes and body scrubs.

But her journey wasn't easy. As a student with little business knowledge, Melanie faced the challenge of balancing her college work with the demands of building a brand from the ground up. Despite these challenges, her dedication and vision pushed her forward, even when time and resources were limited. A significant turning point came when Melanie received funding from ASCCEI through PRIME. This financial support provided her with the opportunity to expand her business and reach a broader audience. With new opportunities came greater recognition, and soon, Mellicious Cosmetics was invited to showcase its products at various exhibitions and festivals, increasing its visibility and customer base.

Today, Mellicious Cosmetics and Body Care is thriving, a testament to Melanie's passion, resilience, and commitment to offering quality products that inspire confidence. From a humble beginning to a growing brand, her success story serves as an inspiration to aspiring entrepreneurs everywhere, proving that with determination, even the most challenging obstacles can be overcome.

Her goal is to achieve global recognition for her business and become a well-known and trusted brand worldwide.

"Starting a business as a student was tough, but SACCEI's funding through PRIME Meghalaya helped me expand my brand and reach a wider audience. I'm so grateful for the recognition and opportunities to showcase Mellicious at exhibitions and festivals!"



PRIME PROGRAMS:

PRIME Meghalaya conducted a comprehensive First Aid and BLS CPR training on the 20th and 21st of February, 2024 at PRIME Startup Hub, Shillong for the PRIME Team as well as the entrepreneurs based at the Hub in collaboration with NURSD and trainers from 3Train4Life. Day one involved training on handling minor injuries, serious burns, scrapes, cuts, falls, and head injuries while day two focused on the critical skill of CPR, a lifesaving technique crucial in emergency situations.



PRIME Meghalaya joined hands with fellow North-Eastern states at the 'Building Innovation & Startup Ecosystem' workshop for Northeast organized by the Directorate of IT, Govt. of Tripura in association with Niti Aayog in Agartala held on the 29th February and 1st March 2024. The workshop sparked a journey towards a vibrant entrepreneurial ecosystem in Northeast India. Together, we can work for innovation-driven growth.

PRIME hosted a prize distribution ceremony for the winners of the PRIME Ambassador Contest on March 11th, 2024, at the PRIME Startup Hub in Shillong. Winners received cheques and exclusive PRIME merchandise. The contest aimed to identify individuals who can serve as PRIME ambassadors, inspiring others to choose entrepreneurship over seeking government jobs and promoting local entrepreneurs and products.



PRIME, SIDBI, and CGST Shillong collaborated to host a workshop 'Open Network for Digital Commerce' on March 15th, 2024 aimed at empowering entrepreneurs. Participants gained valuable insights into SIDBI's support for Micro, Small, and Medium Enterprises (MSMEs), along with various schemes like ARJANA, SAATH, and STAR. Additionally, they learned about the Open Network for Digital Commerce (ONDC) initiative, which aims to streamline digital marketing for artisans and MSMEs. The importance of GST compliance was also emphasized, with practical guidance provided on registration procedures and compliance measures.

PRIME Meghalaya had the pleasure of hosting the Hon'ble Consul General from the Consulate General of the Federal Republic of Germany, Madam Barbara Voss, the Executive Director, MBMA Madam Isawanda Laloo and our entrepreneurs at the PRIME Hub, Shillong on 30th April 2024. This was Consul general, Madam Barbara Voss's maiden visit to Shillong, where she met with the state's entrepreneurs and gained a deeper understanding and insights into the start-up scenario of Meghalaya.



The SELCO Foundation, in collaboration with PRIME Meghalaya, organized a workshop on the Catalyse Tech Women Entrepreneur Her Innovation Challenge at the PRIME Startup Hub Shillong on the 7th June, 2024. The event aimed to empower women entrepreneurs by introducing them to the AIC SELCO Foundation, its incubation centre, and its innovative approaches to supporting entrepreneurial ventures.



PRIME hosted a Capacity Building and Train the Trainer workshop on Entrepreneurship at the Institute of Hotel Management, Mawdiangdiang and PRIME Startup Hub Tura from 6th - 8th of August, 2024. The event brought together Block Officers from across Meghalaya, giving them a deeper understanding of the state's entrepreneurial landscape. A follow-up meeting was also held on August 9th focusing on strengthening collaboration, setting the stage for even more impactful support for grassroots entrepreneurs.



The CM Elevate Conclave was held on October 18, 2024 at Vivanta, Shillong. The event witnessed the presence of the Honourable Chief Minister, Shri Conrad K. Sangma, alongside the Honourable Minister for Agriculture, Dr. Ampareen Lyngdoh, who actively participated in the day's proceedings. As part of the CM Elevate Conclave, cheques amounting to ₹7.74 crores were distributed to 33 entrepreneurs under the CM Elevate scheme, furthering the state's commitment to empowering grassroots entrepreneurs and fostering economic growth.



A key highlight of the event was the ceremonial flagging off of the PRIME Tourism vehicle by Chief Minister Conrad K. Sangma and Agriculture Minister Dr. Ampareen Lyngdoh. The vehicle initiative aims to bolster tourism infrastructure, enhance connectivity, and showcase Meghalaya's cultural and natural heritage to visitors.



PRIME Meghalaya participated in "Strengthening the Startup Ecosystem in North East India: Policy, Impact, and Economic" a Two-Day Workshop held on November 12th and 13th at Gangtok, Sikkim, organized by NITI Aayog and the Planning and Development Department. The event brought together entrepreneurs, policymakers, and investors to discuss how to boost innovation and entrepreneurship in the region. Entrepreneurs from all eight North Eastern states—Meghalaya, Assam, Sikkim, Manipur, Mizoram, Nagaland, Tripura, and Arunachal Pradesh—participated in the Workshop and shared innovative ideas and discussed collaboration.



PRIME Meghalaya in collaboration with GAP Fund and Access held a Session on IFAD GAP Funding on November 26, 2024 at PRIME Startup Hub Shillong. Forty entrepreneurs participated in the session both in person and virtually. The session was taken by Shri. Vivek Sinha, SVP, Access, Smt. Sheena Kapoor and Shri. Sayed Mufti Alam Rahmed along with an Experience Sharing of the Grant from Meghalaya by Shri. Joash Vargese from the All-Garo Hills Multipurpose Cooperative Society.



23rd January, 2024-

PRIME Rural (PSREF) organized a Bootcamp for the fellows and associates at the auditorium of PRIME Hub Shillong.



20th February 2024- PRIME team Tura attended a one-day exhibition organized by the Chief Ministers Youth Center (CMYC) at Babadam, West Garo Hills aiming to promote the learners, inspire the locals and to bring in more learners and to generate sales.



8th March 2024- PRIME team Shillong participated in the International Women's Day Celebration held at St. Anthony's Shillong.



5th July 2024- PRIME Meghalaya conducted a session on, "How to create a Pitch Deck" for the students at Tirof Sing Memorial College, Mairang.



19th July, 2024 The PRIME team Shillong participated in a program to provide information about the various schemes that the Government and PRIME offer to self-help groups (SHGs) and individual farmers for mushroom cultivation.



23rd August, 2024 PRIME Meghalaya organized a roundtable discussion with the participation of key officials from the Austrian Embassy, alongside representatives from PRIME Startup Hub Meghalaya, industry stakeholders, and local startups at the PRIME Hub in Shillong.



27th to 28th August, 2024- PRIME Meghalaya conducted a session on, "How to make a business plan" for the students at Shillong College, Shillong.



31st August, 2024- The Entrepreneurship and Development Cell of Lady Keane college Shillong in collaboration with PRIME Hub Shillong, organized an awareness programme on entrepreneurship to introduced the students about how to validate their business ideas, being innovative and what are ways they can access to the Government Scheme to support their business ideas or even their existing business.



27th to 28th August, 2024- The team of Business Facilitation of PRIME held an interactive session with representatives from 13 villages and groups, including the Sordar, secretary, and other community members from Mawryngkneng Block. They had a productive discussion and the team is looking forward to working with them in a more structured, outcome-driven approach.



24th October, 2024 - PPRIME Meghalaya hosted a one-day workshop on personality development at Nongtalang College. Participants received insights into entrepreneurship, focusing on how to identify problems, conduct market research, and the importance of creating business plans. Students engaged in exercises to develop their elevator pitches, helping them articulate their business ideas effectively.



13th November, 2024 - PRIME Meghalaya and FOCUS, representing MBMA, participated in a program on promoting Meghalaya's entrepreneurial ecosystem at the State Convention Centre. Organized by Aide et Action in collaboration with MSRLS, the event highlighted the support entrepreneurs can receive from MBMA.



13th November, 2024 - PRIME participated in a panel discussion on Funding Mechanisms for Public-Private Partnerships in Northeast India at the National Law University, Meghalaya. The panel featured representatives from IKP Knowledge Park, AIC-CCMB Hyderabad, and AIC-NIPER Guwahati Foundation.



29th November, 2024 – PRIME Meghalaya participated in The Meghalaya Livelihoods and Access to Markets Project which presents Community Talks 2 The Changemakers, the program was held at the State Convention Centre in Shillong.



2nd December, 2024 – PRIME Meghalaya in collaboration with IIM Shillong organized a Capacity Building Program for a contingent of members from various FPOs (Farmer Producer Organizations) in Nagaland. The participants, representing diverse sectors such as apiculture, tea processing, and pickle manufacturing, were at varying stages of their entrepreneurial journey.



17th December, 2024 – PRIME Meghalaya participation at the Ex-Servicemen (ESM) Rally at 58 GTC, Happy Valley, Shillong to provide a platform for ex-servicemen to explore opportunities for alternative employment and livelihoods post-retirement from active military service.



19th December, 2024 PRIME conducted a Capacity-Building Activity for PRIME Team at Mawkhanu. The event aimed to enhance teamwork, communication, and collaboration among members, especially with the induction of new employees. The program began with an orientation session covering PRIME's vision and ongoing projects, followed by interactive icebreakers that encouraged engagement. Various team-building exercises, such as the 'Trust Walk' and 'Tower Building Challenge,' were conducted to foster collaboration and strategic thinking. Skill development workshops on leadership, effective communication, and problem-solving were also organized, helping participants gain valuable insights and practical experience. The open and relaxed environment facilitated meaningful discussions, enabling team members to share ideas freely and strengthen workplace relationships.

The event concluded with a feedback and reflection session, where participants shared their experiences and suggestions for future programs. The initiative helped the team bond, communicate better, and stay motivated.



6th December, 2025– PRIME organized a Christmas-themed workspace decoration competition to encourage teamwork, creativity, and collaboration among teams. Each room showcased remarkable effort, bringing festive spirit and innovative ideas to life.

A panel of judges from MBDA—Smt. Suciella Mylliemngap (General Manager, MBMA), Smt. Damaphisha Khyriem (Senior Manager), and T. Niang Suan Ching (Assistant General Manager)—evaluated the decorations and selected the winners:

- 1st Prize – Room 3 (Media & Communications, Incubation, and Partnerships teams)
- 2nd Prize – Room 1 (Administration) & 3rd Prize – Co-working Room (Enablement & Incubation)

The competition aimed to enhance team spirit and promote a vibrant work environment.

ENTREPRENEURS' EXPOSURE AND ACHIEVEMENT

Republic Day 2024



26th January, 2024- As a celebration of Republic Day, PRIME Meghalaya set up 10 stalls at DC Park, Tura. Entrepreneurs who are into food processing and handicrafts took active participation. The honourable Chief Minister of Meghalaya Shri Conrad K Sangma visited and interacted with the entrepreneurs. The motive behind setting up stalls was to give a platform for the entrepreneurs and to connect with the customers.

5th Meghalaya Games

20th January, 2024- PRIME Meghalaya actively participated in the 5th Meghalaya Games held at P.A Sangma Stadium, Tura, enabling 10 entrepreneurs from 10 different food processing startups to set up food stalls on the closing day.

Northeast Woolen Expo- Guwahati, Assam

3rd – 9th February, 2024: PRIME Entrepreneurs, presently engaged in the North East Woolen Expo in Guwahati, are receiving acclaim. Mr. G. S. Bhatti, Executive Director from the Central Wool Development Board, Ministry of Textiles, has specifically requested samples of their products to be sent to Delhi. This request is in preparation for the upcoming event the BharatTex2024, a comprehensive industry exposition covering the entire textile value chain. Encompassing fibers, yarns, fabrics, apparel, fashion, handloom, carpets, and technical textiles. This event aims to enhance business in India's textile sector. Mr. Bhatti emphasized showcasing unique wool-based products as part of their promotional efforts. If anyone expresses interest in their products, they are willing to provide contact information, potentially facilitating bulk order.



Startup Mahakumbh

18th – 20th March, 2024- PRIME Meghalaya participated as a supporting state and selected 10 entrepreneurs from PRIME to showcase their business and represent PRIME at the Startup Mahakumbh- Bharat Innovates at Bharat Mandapam, Pragati Maidan, New Delhi. This platform provided an excellent opportunity to showcase the innovative endeavours and entrepreneurial spirit thriving in Meghalaya making it one of the successful and enriching experience for the entrepreneurs of PRIME.

Her Story (YourStory) feature

21st March, 2024- Four entrepreneurs incubated and supported by PRIME Meghalaya, Mansha Sharma the Co - founder of Digital Fuel, Andrina Thabah the founder of AT Candid Shoes, Merisha Toi the founder of 24degrees scented candles and Ibalarihun Mallai the founder of kiniho, were featured in Her Story of YourStory. The article titled 'Meghalaya's women entrepreneurs explore new avenues to create success stories' showcased their journey as an entrepreneur.

Meghalaya's women entrepreneurs explore new avenues to create success stories

From making shoes, candles, turmeric and silk to launching digital marketing businesses, women in Meghalaya are exploring diverse forms of entrepreneurship.

Rekha Balakrishnan • 1002 Stories



Launch of Eco- Ri Waste Collection and Segregation Unit

30th July 2024- Eco-Ri launched a waste collection and segregation unit in Mawdun, Umiam Lake marking a significant step towards a cleaner and greener future, a key achievement in the Umiam Lake rejuvenation project. The initiative includes an AI-powered robotic boat from Clearbot to collect waste, which will be transported to the unit for further processing. This is a key milestone in Eco-Ri's efforts to address waste issues in the Umiam Lake region. This initiative aims to promote waste management and contribute to a cleaner and greener environment.



World Food India 2024



19th to 22nd September 2024- PRIME Meghalaya participated in the World Food India 2024 at Delhi showcasing advancements on the food sector and providing an excellent platform for networking and collaboration. It is a gathering of manufacturers, producers, food processors, investors, policymakers, and organizations from across the global food ecosystem

Me.gong Festival 2024



29th to 30th November, 2024 - PRIME Meghalaya participated at the Me.gong Festival 2024 held at Jengjal, Garo Hills. The team set up 25 stalls, enabling 29 different startups to showcase their products. The festival witnessed huge gatherings on both days. In addition to boosting the sales, the festival also provided a platform to the entrepreneurs for brand promotion.

UNDP Youth Co_Lab National Innovation Dialogue 2023-24



Click café, founded by Prantish Francis Narzary and a startup supported by PRIME Meghalaya made it among the six winners of the prestigious UNDP Youth Co_Lab National Innovation Dialogue 2023-24! This was in recognition for their inventive solutions to address challenges faced by small-scale farmers.

Launch of the first wedding boutique in West Jaintia Hills

7th November, 2024 - Larimika, one of the Top 50 entrepreneurs from CMECC Cohort 4, inaugurated the Larimika Bride, the first wedding boutique in West Jaintia Hills. Located in Mihmyntdu, the boutique was inaugurated with the PRIME Meghalaya team present. The boutique offers wedding gowns ranging from affordable to premium, filling a gap in the local wedding fashion industry. Her success highlights the impact of entrepreneurship in Meghalaya, inspiring others to follow their dreams and make a difference in their communities.

NEHU MOU Signing with Jets 24x7



22nd October, 2024 - The North Eastern Hill University (NEHU) signed a Memoranda of Understanding (MOUs) with seven distinguished organizations at the Golden Jubilee Auditorium, NEICOD building, NEHU and JETS 24x7 a PRIME incubated startup is among the 7 organizations. This partnership aims to establish an E-Scooter and E-Rickshaw service within NEHU's campus. This eco-friendly initiative will not only reduce the carbon footprint but also serve as a model for clean, efficient transportation.

FACTS AND FIGURES

Details	#Beneficiaries
PRIME Incubation	202
PRIME Pre-Incubation	125
PRIME Fundings	605
Workshop & Training Participants	1300
PRIME Walk-in Support	1090
Outreach Sessions	201
Dept & Other Org links	26
FSSAI on the Spot Registration	90
Participants in Funding Awareness & Loan Melas	218
Academic Faculty Members Upskilled	200
Students Engaged in Workshops / Hackathons / Awareness	2000
Engagement with Govt. Officials	30
Pwd Entrepreneurship Awareness	100
Supported Entrepreneurs in PRIME Rural Fellowship	185
Beneficiaries till date	6372

Funds sanctioned to beneficiaries amounting to Rs. 30,92,97,134



PRIME TEAM



Shillong

The PRIME Shillong team comprises a total of 54 dedicated staff members, working together to drive entrepreneurship and innovation across the region.



Tura

The PRIME Tura team consists of 26 committed staff members, working towards fostering entrepreneurship and growth in the region.

Epilogue: PRIME Meghalaya – A Journey of Triumphs, Growth and Lessons

The journey of PRIME Meghalaya has been one of resilience, transformation, and an unwavering commitment to fostering entrepreneurship across the state. Launched in 2020 under the visionary leadership of the Chief Minister, Shri Conrad K Sangma, in collaboration with IIM Calcutta Innovation Park, PRIME has grown to become a beacon of hope and opportunity for countless entrepreneurs. As we reflect on the past year, 2024 has been particularly significant as it marked a period of growth and expansion, enabling PRIME to reach even deeper into the heart of Meghalaya and support grassroots entrepreneurship like never before.

At the core of this journey has been the steadfast guidance of leaders such as Chief Minister Shri Conrad K Sangma, Dr. Vijay Kumar D, IAS, Smt. Isawanda Laloo, IAS, and Shri D.D. Shira. Their collective vision and dedication have been instrumental in steering PRIME towards new horizons, making the program more inclusive, dynamic, and impactful. Alongside them, numerous government officials have played a crucial role in executing strategies, ensuring that the vision of PRIME is effectively translated into action on the ground.

Expanding the PRIME Footprint: Growth and Inclusion

The essence of 2024 was growth and expansion. Recognizing the need to reach more entrepreneurs, PRIME expanded its footprint beyond Shillong and Tura by establishing additional hubs in Nongpoh and Jowai. These new hubs ensure that PRIME is accessible to a larger geographical area, allowing aspiring entrepreneurs from various districts to receive guidance, mentorship, and financial support. By deepening our reach, we have reinforced our commitment to leaving no potential entrepreneur behind.

A significant milestone in this journey was the 4th Incubation Cohort. The willingness of young entrepreneurs to embrace technology and step out of their comfort zones highlighted the evolving spirit of innovation and adaptability within Meghalaya's startup ecosystem.

Additionally, PRIME introduced new funding schemes tailored to cater to a wider range of use cases. By diversifying financial support mechanisms, we ensured that more entrepreneurs, across varying stages of their journey, received the necessary backing to scale their businesses.

Investing in the Future: Faculty and Student Development

A key initiative in this direction was the faculty development program where exposure visits to T-Hub in Hyderabad and IIT Delhi allowed educators to experience cutting-edge innovation, bringing valuable insights back to Meghalaya's institutions. These initiatives have planted the seeds for a culture of entrepreneurship that will flourish in the years to come.

Looking Ahead to 2025: A Road of Promise and Possibilities

With 2024 serving as a year of consolidation and expansion, 2025 stands before us as a road filled with promise, excitement, and new challenges. The expansion of PRIME Hubs to Nongpoh and Jowai is only the beginning of our broader mission to deepen our impact. The focus now is on consolidation, capitalization, and collaboration.

A Heartfelt Thank You

None of this would have been possible without the unwavering support of the Chief Minister, the guiding leadership of Dr. Vijay Kumar D, IAS, Smt. Isawanda Laloo, IAS, and Shri D.D. Shira, and the tireless efforts of government officials who worked relentlessly to execute strategies and drive impact on the ground. To IIM Calcutta Innovation Park for the guidance, direction and advice. To the entrepreneurs who dared to dream and worked tirelessly to turn their visions into reality, you are the true champions of this journey.



Here's to a fantastic 2025—one of growth, innovation, and endless possibilities.


With gratitude and best wishes,


Aditya Sen
Program and State Head
PRIME Meghalaya




REACH US AT:

Shillong:

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


 +91 90778 26559

Tura:

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

 +91 87309 94135

FOLLOW US:

 Prime Entrepreneurship Meghalaya

  @primemeghalaya

 info@primemeghalaya.com