



## MEGHALAYA BASIN MANAGEMENT AGENCY (MBMA)

C/o Meghalaya State Housing Financing Cooperative Society, Upper Nongrim Hills, Behind Bethany Hospital, Shillong, East Khasi Hills District, Meghalaya – 793003

(CIN No. U75144ML2012NPL008509)

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Dated the 21<sup>st</sup> January, 2026

### OFFICE ORDER

During the Cabinet Retreat held on **January 16–17, 2026**, the progress of the **PRIME Programme** was reviewed in detail. Following the presentation by the Executive Director, **Smt. Saloni Verma, IAS**, the Hon'ble Chief Minister articulated a clear and ambitious reform mandate for PRIME for the forthcoming year.

#### Aspirational Goals for PRIME (2026)

The following outcomes shall guide all planning, execution, and performance assessment under PRIME:

1. **Position Meghalaya-based brands as household names across India**, including the creation of a **minimum of two Champion Entrepreneurs every year**.
2. **Establish a PRIME Venture Capital Fund** to catalyse scalable and investment-ready enterprises.
3. **Create a structured “Bank of Ideas”** to systematically identify, nurture, and incubate high-potential entrepreneurial ideas.
4. **Ensure nationwide market access** for PRIME-supported products through strategic platforms and partnerships.

While PRIME has emerged as a credible and visible programme, the next phase demands a **fundamental shift in mindset, pace, and execution**. Incremental improvements will no longer suffice. Achieving the above goals requires **professionalism, accountability, cross-sectoral collaboration, and outcome-driven leadership** at all levels.

Sector Heads are expected to demonstrate:

- Strong ownership and professional conduct;
- Seamless collaboration across sectors;
- Transparent and timely sharing of data and information;
- Discipline in execution and follow-through; and
- Willingness to decisively break from inertia, complacency, and legacy ways of working that constrain performance.

With immediate effect, the following directives are issued and shall be complied with by all PRIME Sector Heads:

1. **Bi-weekly Leadership Stand-up**
  - A **physical stand-up meeting** shall be held every **alternate Wednesday**, commencing **January 28, 2026**.
  - Each Sector Head shall report succinctly on **progress achieved, current priorities, and next milestones**.
  - Total duration: **30 minutes** (maximum **3 minutes per Sector Head**).
  - **No delegation and no virtual participation** shall be permitted.
  - Meeting time shall be communicated one day in advance.



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### 2. Market Access Acceleration

- Sector Heads shall immediately leverage existing State-supported platforms, including **ONDC and Amazon**.
- Clear, time-bound plans for expanding national market access shall be prepared and shared.

### 3. Alignment with Aspirational Goals

- Each Sector Head shall submit a concise, outcome-oriented plan detailing how their sector will directly contribute to achieving the four aspirational goals.

### 4. Data Discipline & M&E Integration

- All sectors shall share **updated programme data on a bi-monthly basis** with the **M&E Sector Head**.
- **By January 28, 2026**, all existing beneficiary and scheme-level data must be transferred to M&E.
- The M&E Sector Head shall consolidate and present the integrated data dashboard to the Executive Director on the same date.

Sector Heads are directed to **reflect critically on their leadership approach and sectoral performance**, and to reconvene on **January 28, 2026**, with concrete proposals that demonstrate readiness for reform and scale.

This Office Order shall be treated as a **reform directive** and adhered to in letter and spirit.

**Smt. Saloni Verma, IAS**

Executive Director

Meghalaya Basin Management Agency (MBMA)