



A Government of Meghalaya Initiative

TRANSFORMING MEGHALAYA ONE ENTREPRENEUR AT A TIME

PRIME PROMOTION & INCUBATION OF MARKET DRIVEN ENTERPRISES



PRIME MEGHALAYA YEARLY REPORT 2025-2026

From the

Chief Minister's Desk

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

I am delighted to forward this Annual Booklet for the Promotion and Incubation of Market-driven Enterprises (PRIME) program. This publication is not merely a record; it is a testament to the social changes taking place across our state, driven by innovation and resilience of the people of Meghalaya.

The PRIME program was conceptualized with a single, crucial vision: to shift our economic outlook from being a state of job-seekers to becoming a powerhouse of job-creators. The successful graduation of the 5th Cohort of the Chief Minister's E-Champion Challenge continues to identify and nurture Meghalaya's future job creators by providing comprehensive support: financial, infrastructural, and mentorship to the 75 top startups emerging from the start up challenge, demonstrating our belief in their potential to drive economic prosperity.

The economic impact of PRIME's success is also reflected in its ability to generate significant employment i.e job creation of 5,576 by PRIME- supported startups. The efforts of the program have sanctioned Rs. 33.89 crores to entrepreneurs across multiple sectors reaching both rural and urban areas, fostering the growth of businesses from diverse fields, including agriculture, tourism, animal husbandry, and handicrafts. The program has impacted 23,104 lives across communities and households. These efforts have not only uplifted the entrepreneurs but also made a substantial impact on the local economy.

Expanding on this groundwork, the CM Elevate Program is set to empower 20,000 entrepreneurs in the coming years. By providing credit-linked support and a robust growth ecosystem, the initiative helps businesses scale across diverse sectors including agriculture, tourism, sports, and entertainment. This comprehensive approach ensures that aspiring local business owners have the resources they need to thrive in any field.

Additionally, the expansion of doorstep incubation support to all 52 blocks of the state under the PRIME Rural program and financial support of up to ₹18 crore to provide rural entrepreneurs with Selco-built environmentally friendly facilities, solar energy solutions, and essential machinery to scale operations and enhance productivity, reaching to more than 172 beneficiaries with an initial allocation of more than ₹3.4 crore in funds to support rural entrepreneurs statewide.

I extend my deepest appreciation to all our partners, mentors, and the dedicated teams who work tirelessly to execute the PRIME mandate. To the readers whether you are an investor, a potential entrepreneur, or a policymaker I urge you to engage with these narratives. They are a clear signal that Meghalaya is fertile ground for new ventures and long-term sustainable growth.

Let us continue to champion this entrepreneurial spirit and build an inclusive, prosperous future for all citizens of Meghalaya.



Dr. D. 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)



PRIME Meghalaya has grown from a foundational program into a cornerstone of the state's economic ecosystem. Our focus has remained unwavering: to transform local, traditional, and innovative enterprises into sustainable, market-ready businesses that generate meaningful employment and elevate livelihoods across the region.

The startups documented within these pages are living testaments to the entrepreneurial spirit flourishing in Meghalaya; stories of individuals and communities who have chosen to lead change. They include young graduates who became job creators rather than job seekers, and communities that have rediscovered pride in their indigenous produce and ancestral skills.

In a remarkably short span, PRIME Meghalaya has incubated 277 dynamic startups, channeling brilliant local ideas into viable businesses through dedicated mentorship, hands-on support, and market access. The program has extended financial backing to 465 entrepreneurs through the PRIME Startup Fund and allied financial linkages, while equipping over 1,300 individuals with essential skills from smart business planning to digital literacy through targeted workshops and training interventions. Our reach extends deep into the heartland of the state, with 287 rural entrepreneurs supported through the PRIME Rural Fellowship, affirming that innovation and economic opportunity know no geographic boundaries. Across all touchpoints, incubation, mentorship, training, funding, and outreach the initiative has directly reached 6,219 beneficiaries.

Building on this momentum, PRIME Meghalaya achieved several landmark milestones. The inaugural RuralPreneur 2025 celebrated grassroots innovators while committing substantial financial support to empower over 172 rural enterprises with eco-friendly facilities and essential machinery. Equally significant was the expansion of the PRIME Rural program to all 52 blocks of the state, ensuring that doorstep incubation and enterprise support now reach every corner of rural Meghalaya.

These achievements reflect a powerful synergy between government vision, institutional expertise, and most importantly, the boundless energy of our entrepreneurs. As we look ahead, we remain firmly committed to making entrepreneurship the preferred career pathway for our youth and to positioning Meghalaya as a national model for inclusive, sustainable development.

I wish to place on record my sincere gratitude to the Hon'ble Chief Minister, Shri Conrad K. Sangma, whose visionary leadership has been instrumental in steering Meghalaya toward becoming a thriving entrepreneurial hub. I also extend my appreciation to Smt. Saloni Verma, Shri D.D. Shira, the MBMA team, and the Planning, Investment Promotion & Sustainable Development Department, along with our valued partners- the Meghalaya Institute of Entrepreneurship and IIM Calcutta Innovation Park. Together, let us continue to collaborate, innovate, and build a prosperous future for Meghalaya, one entrepreneur at a time.



Smt. Saloni Verma, IAS
Executive Director
Meghalaya Basin Management Agency

It is with immense pride and a deep sense of purpose, that we acknowledge the strides PRIME Meghalaya has made in building a stronger ecosystem for our state's entrepreneurs. This journey wouldn't have been possible without the foresight of our Hon'ble Chief Minister, Shri Conrad K. Sangma. His commitment to launching the program has provided a vital platform for countless individuals across Meghalaya to find and seize new opportunities.



PRIME has successfully bridged the opportunity gap for many aspiring entrepreneurs. Its holistic approach combining incubation, funding and workshops with national and global exposure has empowered local businesses to scale sustainably. Furthermore, the establishment of Startup Hubs across Shillong, Tura, and the expanding rural blocks has localized support, where entrepreneurs can secure the technical and strategic solutions necessary for business growth.

The impact of the program is clearly visible in the success of businesses within the agriculture, tourism, and healthcare industries. Its comprehensive support network has been the cornerstone of turning entrepreneurial ideas into tangible realities. These businesses are now contributing meaningfully to the state's economy, generating employment and fostering a culture of innovation across Meghalaya.

Looking ahead, the CM Elevate Program is set to build on this momentum where the initiative deepens our commitment to providing the resources and institutional backing necessary for entrepreneurs to succeed. Furthermore, under the umbrella of CM-ELEVATE, the SEED (Small Enterprise Empowerment and Development) designed to bridge the gap between rural innovation and formal credit last but not the least the expansion of the PRIME Rural program to all 52 blocks of the state.

The progress we've seen is a testament of continued partnership between the Government of Meghalaya, MBMA, PRIME, and our dedicated stakeholders that will further elevate the state's entrepreneurial landscape. Together, we will continue to create meaningful opportunities and build a more resilient and thriving future for Meghalaya.



Meghalaya

recognised as a **LEADER** at National Startup Day 2026



Marking a proud moment for the state, under the States' Startup Ecosystem Ranking (5th Edition), PRIME Meghalaya was recognized as a Leader for its outstanding efforts in building a strong and vibrant startup ecosystem. This recognition reflects the state's continued commitment to fostering entrepreneurship, innovation, and startup-led growth.

This achievement was announced on the 16th of January 2026 by the Department for Promotion of Industry and Internal Trade (DPIIT) which also celebrated 10 years of the Startup India Initiative on the occasion of National Startup Day at Bharat Mandapam, New Delhi. The event was held in the esteemed presence of the Hon'ble Prime Minister of India, Shri Narendra Modi, as the Chief Guest.

The programme was further graced by Shri Piyush Goyal, Hon'ble Minister of Commerce and Industry; Shri Amardeep Singh Bhatia, Secretary, Government of India; and Shri Sanjiv, Joint Secretary, DPIIT, Government of India. Prominent entrepreneurs and Shark Tank India investors, including Aman Gupta (Co-founder, boAt), Ritesh Agarwal (Co-founder, OYO), and Mohit Yadav (Founder, Minimalist), were also present at the event.

The award was handed by Dr. Sumeet Jarangal, IAS, Director, Department for Promotion of Industry and Internal Trade and was received by the PRIME Meghalaya team: Shri. Jefferson Rani, Head- Partnerships), Smti. Pdianghunlin Chyne, Head- Media & Communications, Shri. laidonlang Rumnong, Head- Funding and Shri. Sadique Mannan, Head- Incubation.

This recognition reflects the state's continued commitment to promoting entrepreneurship, innovation, and startup-led growth, and underscores its progress in creating a supportive and enabling environment for startups and entrepreneurs.





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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.



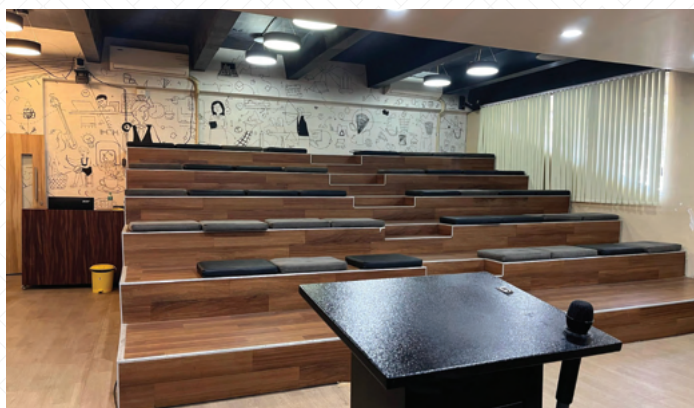
IIM Calcutta Innovation Park (IIMCIP)

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 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.



The PRIME Startup Hub in Nongpoh spans an expansive 5,000 square feet, thoughtfully designed to foster innovation, collaboration, and growth. The hub features a well-structured layout that includes two dedicated staff rooms and two entrepreneurs' rooms, providing private and functional workspaces for focused operations, mentoring, and business development.

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



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 sixth 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 leaders and others.

PRIME MEGHALAYA

LEVEL UP YOUR BUSINESS JOURNEY
APPLY NOW & GET INCUBATED AT PRIME!

CHIEF MINISTER'S E-CHAMPIONSHIP CHALLENGE 6.0

- ₹2 Lakhs for Top 35 startups; ₹1 Lakh for the next 40
- 9-month PRIME incubation
- Free co-working space
- Media spotlight
- Mentorship

And more

SCAN HERE TO APPLY

Application closes on the **15th of September, 2025**

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:

REWARDS & BENEFITS



Business Grants

₹2 Lakhs for Top 35 startups;
₹1 Lakh for the next 40



Pre-Incubation

Support for the remaining 75 startups
to strengthen early-stage ventures.



Business Grants

Explore grants, loans &
venture capital through PRIME



Dedicated Mentorship

1-on-1 guidance from experienced industry professionals



Recognition

Certificate from Govt. of Meghalaya & IIM Calcutta Innovation Park



Market Linkages

Connect with buyers & expand to new markets



Capacity Building

Bootcamps, workshops, and training for skill development



Startup Tools

Access to essential software & business tools



Co-working Space

Free office space in Shillong, Tura & Nongpoh.



Professional Services

Support with branding, legal, accounting & more



Media Visibility

Promotion through National, Local press & social media to boost reach



Market Linkages

Connect with successful entrepreneurs for collaboration & mentorship

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 6.0

The Chief Minister's E-Championship Challenge 6.0 was launched on the 15th of August, 2025 and the Top 150 selected entrepreneurs were announced on the 20th of November, 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 are 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	ENTREPRENEUR NAME	STARTUP NAME	SECTOR	DISTRICT
TOP 35	Rose Christine M Kharsyntiew	Tris Travel	Tourism	East Khasi Hills
TOP 35	Kahlil Sahkhar Fancon	Vortex64	It & Ites	East Khasi Hills
TOP 35	George Shahbok Syiem	Edna Enterprise	Healthcare	East Khasi Hills
TOP 35	Nidaroi Wann	Roi Planted And Baked	Food	West Jaintia Hills
TOP 35	Kamniki Syngkon	Blontimai Leather Craft	Manufacturing	West Jaintia Hills
TOP 35	Ribiangwanmi Kharpran	Syntu Clothing Co.	Manufacturing	West Jaintia Hills
TOP 35	Ricky Paul Marwein	Latynrai Creatives Private Limited	Handicraft	West Khasi Hills
TOP 35	Sparetune Umbah	Sparetune Umbah	Handloom	Ri Bhoi
TOP 35	Dial Muktieh	Dial Muktieh Mei Ramew Cafe	Food	Ri Bhoi
TOP 35	Josphin Pyngrope	Dairy Farming	Dairy	Ri Bhoi
TOP 35	Francisca Sangma	A-1	Others	Ri Bhoi
TOP 35	Silverius Susngi	Susngi Handicraft	Handicraft	West Jaintia Hills
TOP 35	Botympang Mukhim	Kibo Restaurant	Food	West Jaintia Hills
TOP 35	Batista Khonglah	Enbloc	Fashion	West Jaintia Hills
TOP 35	Tobatroy Shabong	Symphony Records	Others	Ri Bhoi
TOP 35	Cherift Shylla	Megorganics	Food	Ri Bhoi
TOP 35	Kynpham Lamurong	Chi lung	Others	West Jaintia Hills
TOP 35	Wanshankupar Suchiang	Jubilant Divine Esports	Others	East Khasi Hills
TOP 35	Honbor Sohtun	Honbor's Heritage Snacks	Food	East Khasi Hills

TOP 35	Teiborlang Shabong	3d Farm Meghalaya	Others	East Khasi Hills
TOP 35	Ibanylla Sangriang	Persyntiew Vermi Compost	Agriculture	Ri Bhoi
TOP 35	Mirlang Phanbuh	Pynsuk Ia Phi Enterprise	Logistics	East Khasi Hills
TOP 35	Hillarhson P Sangma	Traditional Music Instrument	Others	West Garo Hills
TOP 35	Eljibartha R Marak	El Rangsa	Handicraft	South Garo Hills
TOP 35	Amsrang Ch Marak	Ams Film	Others	West Garo Hills
TOP 35	Sebastian Mallai	S.m Soap Manufacturing	Manufacturing	Ri Bhoi
TOP 35	Batkyntilin Mawthoh	Gads Fashion	Fashion	East Khasi Hills
TOP 35	Frederick Edmund Jyrwa	Jezi	Food Processing	East Khasi Hills
TOP 35	Tiewlarisha Dkhar Ms.dkhar	Airis Food Processing (Ongla-doi Product)	Food Processing	Eastern West Khasi Hills
TOP 35	Binita Teron	M/S Binita Teron Traditional Dress Making	Handloom	Ri Bhoi
TOP 35	Brison M Sangma	Cashew Cove	Food Processing	South West Garo Hills
TOP 35	Dulon Banjop Kharsati	Dubakh Sports Private Limited	Others	East Khasi Hills
TOP 35	Tengchira Sangma	Tengchi Brave Stitch	Handicraft	South Garo Hills
TOP 35	Ibanwador Myllem	M/S Phan Lajong Potato Chips Manufacturing Unit	Food Processing	South-West Khasi Hills
TOP 35	Wallamkumar Warjri	loalyn Farm	Agriculture	Ri Bhoi
Next 40	Cheanzak Sangma	Zaks Cakes	Food Processing	West Garo Hills
Next 40	Chiangbarth Marak	Chiang Handicrafts	Handicraft	South Garo Hills
Next 40	Clarico D Marak	Artist	Handicraft	West Garo Hills
Next 40	Wansynta Rynjah	Synta's Parlour	Others	East Khasi Hills
Next 40	Cliffon Warjri	Artfix Designs - The Branding Store	Others	East Khasi Hills
Next 40	Rikchi Marak	Remikkang Food Products	Food Processing	South Garo Hills
Next 40	Desmond R Sunn	Twe Music School	Education & Skill Development	East Khasi Hills
Next 40	Valdony E. Mawlot	Valere	Fashion	South-West Khasi Hills
Next 40	Dogisil D Shira	D.d.shira Enterprise	Handloom	South West Garo Hills
Next 40	Parista Rechil Marak	Parista Rechil Marak	Textile	South Garo Hills
Next 40	John Thounaojam	Pixel Perfect	Others	West Garo Hills
Next 40	Aiphidalin Wahlang	Trep I Mei	Food Processing	Eastern West Khasi Hills
Next 40	Wanshan Lyngdoh Mawphlang	Mawphlang Handicrafts	Handicraft	East Khasi Hills
Next 40	Sakham Ch Sangma	Wooden Flex	Handicraft	South West Garo Hills
Next 40	Hagalline R Marak	Ms Sakinroll	Food Processing	West Garo Hills

Next 40	Kyrshanlang Lyngdoh Mawlong	Baladonbok Jewellery	Handicraft	East Khasi Hills
Next 40	Bathew Banjop Tiewsoh	B&B Icecream	Food Processing	East Khasi Hills
Next 40	Medrasy Marbaniang	Maliit Enterprise	Food Processing	East Khasi Hills
Next 40	Anisha Momin	Umami	Food Processing	North Garo Hills
Next 40	Pynskhembor L. Mawnai	M3 Design Creative Hub	Others	East Khasi Hills
Next 40	Riyaka Surong	U_matter Multipurpose Co-Operative Society	Education	East Khasi Hills
Next 40	Iaineh Khyndeit	Iaineh Handloom	Handloom	Ri Bhoi
Next 40	Janu B Marak	Wanmasa Store	Food Processing	West Garo Hills
Next 40	Memna Marak	Chuangku Loinloom	Handicraft	West Garo Hills
Next 40	Letizia Lyngdoh Mawphlang	Melaainam Jewellers	Handicraft	East Khasi Hills
Next 40	Damty Areng	Dam's Cake And Accessories	Food Processing	East Garo Hills
Next 40	Vincent Nongkynrih	Bake And Flake By Vincent	Education & Skill Development	East Khasi Hills
Next 40	Iahphang Dkhar	Makhane Food And Beverages	Food Processing	East Jaintia Hills
Next 40	Thaimy Sillingchi D Sangma	Bake A Dream	Food	West Garo Hills
Next 40	Edilbath M Marak	Edil Bamboo Craft	Handicraft	South West Garo Hills
Next 40	Nosilik Ch Marak	Stitch & Knoth Boutique	Handicraft	West Garo Hills
Next 40	Clinton Shadap	Earnpoint	E-Commerce	South-West Khasi Hills
Next 40	Nicky Passah	2 Bois & A Burger	Food	East Khasi Hills
Next 40	Nosilak Sangma	Lak Handicraft	Handicraft	South West Garo Hills
Next 40	Donald D Sangma	Flower Pots Maker	Handicraft	South West Garo Hills
Next 40	Sengte M Momin	Craftsengte	Handicraft	North Garo Hills
Next 40	Heinidamanki Kanai	Nira	Manufacturing	West Jaintia Hills
Next 40	Riboksius Nongspung	Mannari	Food Processing	East Khasi Hills
Next 40	Honest Stone Syiem	Symbong	Handicraft	Eastern West Khasi Hills
Next 40	Dedoang Menuwin D Shira	Redrose Photography	Others	West Garo Hills

PRIME

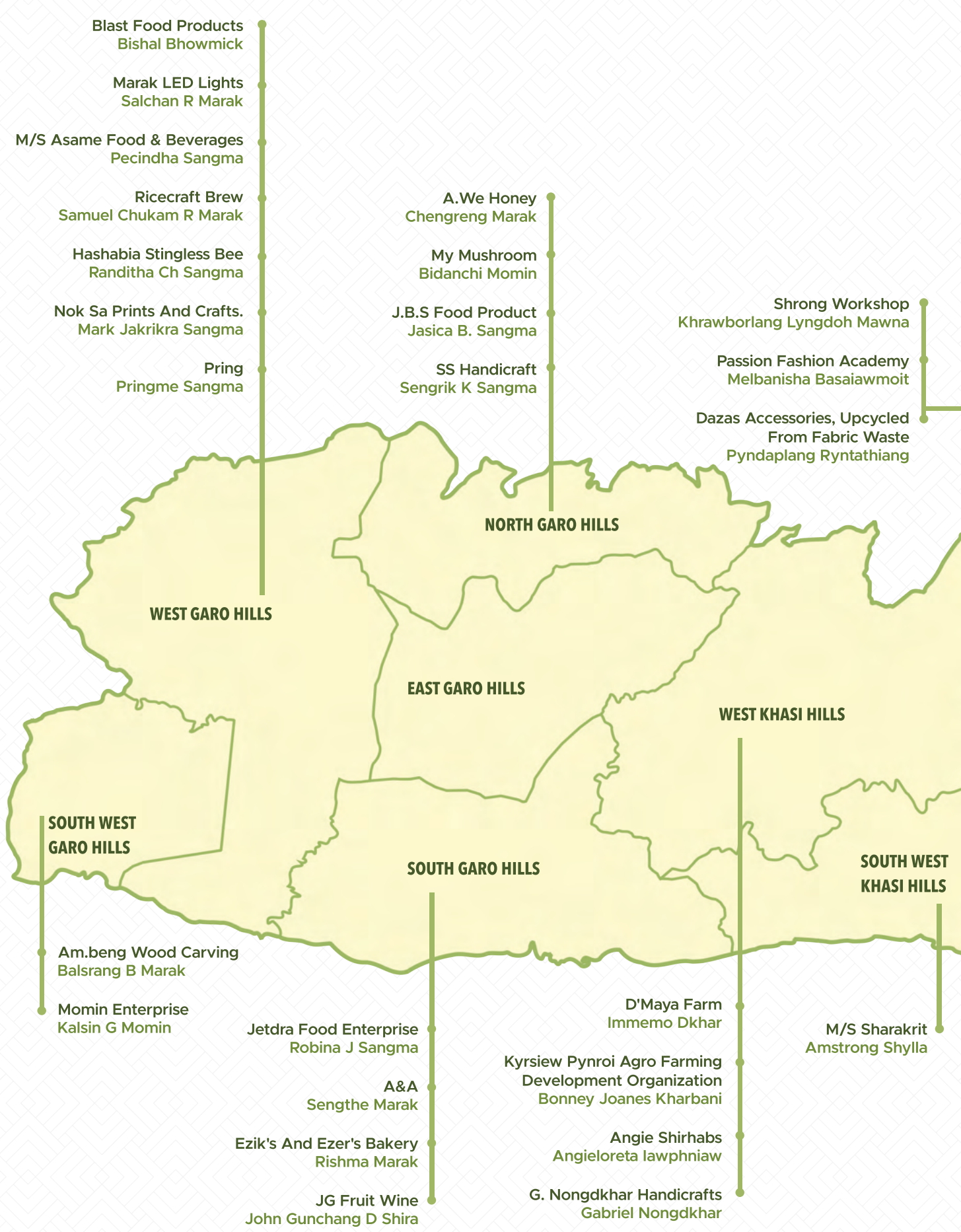
*Congratulates all the **TOP 75 WINNERS**
of the Chief Minister's E-Championship Challenge 6.0.*

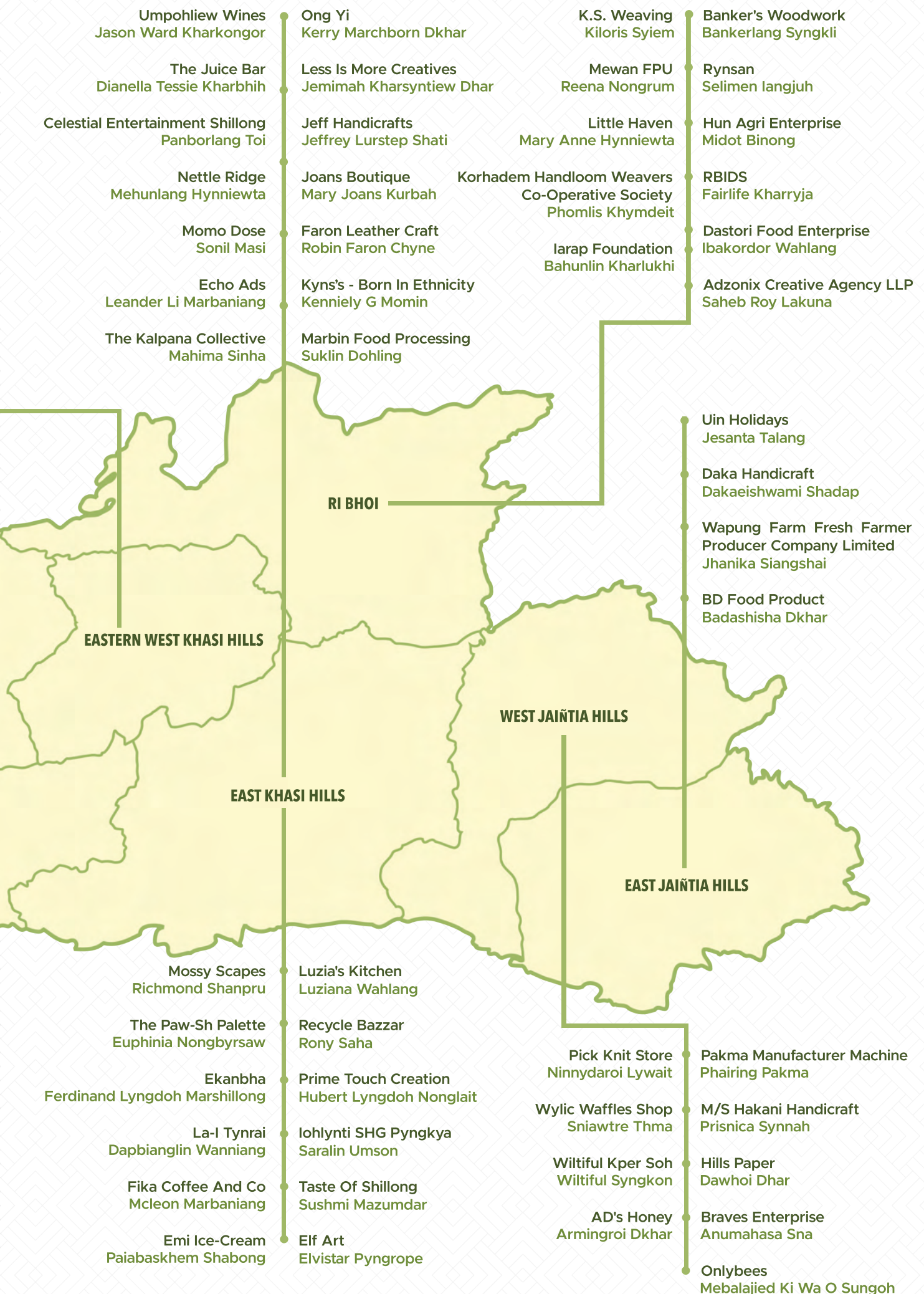
We are excited to work with you!!

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. 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 75 entrepreneurs are selected for incubation under PRIME Startup Hub, Meghalaya. PRIME welcomed the Top-75 Entrepreneurs of Cohort 5.0 on-board on the 25th of March, 2025 where they received business grants, in-depth mentoring support, capacity building, technology support, skill upgradation, and access to high leverage market linkages.







TOP 75 Entrepreneurs of Cohort 5.0



Am.beng Wood Carving
Balsrang B Marak

Am.beng Wood Carving transforms wasted wood into artistic, handcrafted treasures. They prioritize eco-conscious creativity, ensuring every unique piece protects the future without compromising style.



Pakma Manufacturer
Phairing Pakma

Pakma Manufacturer specializes in empowering farmers and agribusinesses through high-quality, durable machinery designed to optimize animal nutrition; their focus is on bridging the gap between raw ingredients and high-performance feed.



M/S Hakani Handicraft
Prisnica Synnah

M/S Hakani Handicraft blends tradition with innovation, weaving high-quality, eco-conscious products that reflect both innovation and tradition, with a niche that aligns with skills and creativity promoting sustainable development.



Hills Paper
Dawhoi Dhar

Hills Paper is a leading eco-friendly manufacturer dedicated to sustainability. They produce premium biodegradable essentials, including paper cups, plates, and tissues, providing high-quality, green alternatives for a cleaner, plastic-free future.



Blast Food Products
Bishal Bhowmick

Blast Food Product believes that snacking should be an explosion of flavor and convenience. They specialize in crafting premium, ready-to-eat popcorn that brings the cinematic experience straight to your pantry, office, or on-the-go lifestyle.



Braves Enterprise
Anumahasa Sna

BRAVES Enterprise mission is to deliver quality, purity, and responsibility through every product offered and driven to providing nature's finest spices and raw spices in their purest form.



Luizia's Kitchen
Luiziana Wahlang

Luizia's Kitchen is built with a clear vision to create a brand that stands for discipline, consistency, and purpose. The brand stands for food prepared with intention and delivered with excellence.



Recycle Bazaar
Ronny Saha

Recycle Bazaar is a revolutionary waste management platform with a tech-driven model that directly supplies processed waste to industries, enabling households and businesses to earn from their trash.



OnlyBees
Mebalajied Ki Wa O Sungoh

Onlybees is an innovative creative hub seamlessly integrating technology, marketing and design. Onlybees operates as a ticketing platform, supervising top notch security for websites and database management.



Pick Knit Store
Ninnydaroi Lywait

Pick knit Store is an enterprise building a unique eco system for local artisans, offering tools, training and end product distribution while promoting traditional craftsmanship with a modern take.



A. We Honey
Chengreng Marak

A. We Honey is a dedicated startup for premium honey production and beekeeping excellence, their journey started with a deep-seated passion for the vital role bees play in our ecosystem, driven by a commitment to sustainable and ethical apiculture.



Marak LED Lights
Salchan R Marak

Marak LED Lights is a manufacturer of energy-efficient lighting solutions. The brand focuses on durability and power-saving technology. Marak LED Lights aims to provide reliable and cost-effective products



My Mushroom
Bidanchi Momin

My Mushroom, a forward-thinking startup dedicated to the art and science of sustainable fungi cultivation. They specialize in producing premium Oyster Mushrooms, grown with a deep respect for nature and a commitment to urban agricultural innovation.



D'maya Farm
Immemo Dkhar

D'maya Farm is a leading provider of value-added meat products, committed to deliver high-quality meat items from our own farm, ensuring unparalleled quality and taste.



Wyllic The Waffle Shop
Sniawtre Thma

Wyllic the Waffle Shop started as a cherished homemade venture that has blossomed into a vibrant culinary destination, from a humble kitchen passion, through dedication and the support of a loyal community it has successfully transitioned into a professional commercial space.



Uin- Holidays
Jesanta Talang

Uin Holidays is a travel startup specialising in curated experiences across Meghalaya, offering a diverse range of Meghalaya tour packages, the startup focuses on providing personalised and immersive travel solutions.



J.B.S Food Products
Jasica B. Sangma

J.B.S Food Product is built on the twin pillars of human health and environmental stewardship. They are a forward-thinking food processing brand dedicated to delivering premium "delights" that never compromise on hygiene, safety, or nutritional integrity.



Prime Touch Creation

Hubert L Nonglait

Prime Touch Creation is a Meghalaya based company specialising in professional painting and property maintenance offering high quality, affordable and timely services for homes, businesses and developers.



Iohlynti S.H.G. Pynγκya

Saralin Umsong

Iohkynti S.H.G is a food processing startup rooted in community, sustainability, and agricultural heritage, operating as a Self-Help Group, they represent a collective of dedicated local farmers who have transitioned from traditional cultivation to innovative food entrepreneurship.



Jetdra Food Entreprise

Robina J Sangma

Jetdra Food Entreprise is a food processing startup dedicated to capturing the authentic essence of Meghalaya. They specialize in transforming fresh, locally sourced ingredients into a diverse range of high-quality snacks and pantry staples that bring a taste of home to every customer.



Shrong Workshop

Khrawborlang Lyngdoh Mawnai

Shrong Workshop is a visionary startup built on the belief that beauty can be found in the overlooked and value can be restored to the discarded. Operating under the powerful mantra “Where hands shape, hearts create,” they are more than just a manufacturing brand—they are a movement dedicated to the art of transformation



Kyrsiew Pynroi Agrofarming Development Organisation

Bonney Jones Kharbani

Kyrsiew Pynroi Agro Farming Development Organisation is a start-up in the agricultural sector, committed to enhancing livestock productivity, serving a vital link in the food supply chain by ensuring farmers have access to the fuel their animals.



A & A

Sengthe Marak

A&A creates affordable and unique jewellery. Specialise in Dakmanda prints and feathers. A&A also caters upon customers request to create unique pieces as per their request



Asame Food & Beverages

Pecindha Sangma

Asame Food & Beverages is a notable fruit wine startup based in Tura, specializing in wines extracted from indigenous fruits. The brand aims to establish a sustainable fruit-based beverage industry.



Taste Of Shillong

Shushmi Mazumdar

Taste of Shillong creates homemade ice cream with local innovative flavours of Meghalaya. The vision is to focus on unique and rare flavours with 25 flavours developed successfully.



Elf Art

Elvistar Pyngrope

ELF ART Ltd is a wood carving startup which once was just a childhood hobby. ELF ART is inspired by folktale fantasy, 'elves' and Elvi being an artist himself.



Passion Fashion Academy

Melbanisha Basiawmoit

Passion Fashion Academy, believes that true artistry is born at the intersection of creativity and practice. They are a premier vocational institution dedicated to shaping the next generation of industry leaders through intensive, hands-on training in fashion and beauty.



Mossy Scapes

Richmond Shanpru

Mossy Scapes offers custom aqua scaping design and installation, maintenance service. It caters to homes, offices and commercial spaces with a focus on personalized, high-quality designs and excellent after-sales support.



The Paw-Sh Palette

Euphinia Nongbyrsaw

The Paw-sh Palette is a pet grooming service vital for animal wellness, dedicated to providing all-round pet care, ensuring that every furry friend leaves the studio looking radiant and feeling their absolute best.



Ekanbha

Ferdinand Lyngdoh Marshillong

"Ekanbha is more than a brand, it's a movement to empower individuals with disabilities and offering sustainable handcrafted products with a story of resilience and empowerment."



La-i-Tynrai

Syrpaillin Wanniang/ Dapbianglin Wanniang

La i Tynrai is a traditional clothing brand with a deep- rooted vision to preserve and promote Khasi culture and heritage through fashion.



Fika Coffee And Co.

Kyros N. Batkhar / Macleon Marbaniang

Fika Coffee and Co. mission is to serve authentic freshly brewed coffee using locally sourced beans and ingredients. It is a place for creativity and conservation over a cup of coffee.



Angie Shirhabs

Angieloreta lawphniaw

Angie Shirhabs is a food manufacturer based in Mawpon, West Khasi Hills. The products are produced from local fruits available in every season. The products range from pickles to beverages.



G Nongdkhar Handicrafts

Gabriel Nongdkhar

G Dhar Handicrafts specializes in handicrafts; with an idea to amplify eco-friendly products while practicing and preserving natural resources for future generations.



Emi Ice Cream

Emina Shabong

Emi Ice-cream is a homegrown brand they aspire to create the tastiest and most premium ice cream in the state of Meghalaya, blending local touch with world-class quality.



Banker's Woodwork

Bankerlang Syngkli

Banker's Woodwork is a startup specializing in unique wood craft with limited resources. Most products are made with discarded wood and caters in customisation, making it unique to the customer.



Ricecraft Brew

Samuel Chukam R Marak

Ricecraft Brew offers a single premium wine with a unique, carefully crafted flavour profile. This exclusive product simplifies choices for customers who value quality and distinctiveness.



SS Handicraft

Sengrik K Sangma

SS Handicraft creates high-quality, bamboo products which are known for their design, durability, affordability and eco-friendliness. Most of their items are decorative and functional for household use.



Umpohliw Wines

Jason Ward Kharkongor

Umpohliw Wines vision is to elevate the art of winemaking by offering premium quality fruit wines that capture the vibrant, natural essence of local harvests while fostering a sustainable future for our community.



The Juice Bar

Daniella Tessie Kharbhih

The Juice Bar is a health-focused start-up specializing in crafting premium fresh fruit juices, nutrient-dense smoothies, and a variety of invigorating beverages designed to fuel your body and delight your palate.



Rynsan Soap

Selimen - langjuh

Rynsan Soap is more than just a brand of premium personal care; it is a social enterprise built on the foundation of community empowerment and sustainable growth.



Celestial Entertainment

Panborlang Toi

Celestial Entertainment Booth, Shillong is the first ever instant photobooth company in North East India. With top-notch equipment, it ensures that photographs taken are of exceptional quality.



Hun Agri Enterprise

Midot. M. Binong

Hun Agri Enterprise is a spice processing and value addition of herbs and spices cultivation. The enterprise practices the zero- input farming system ensuring authentic pure spice.



RIBDS

Fairlylife Kharryja

RIBDS is a bamboo manufacturing unit based in Mawsynnai, Ri Bhoi founded by Fairlylife Kharryja. The unit is dedicated to creating eco-friendly products. They produce high quality bamboo utility products.



M/S Datori Food Enterprise

Ibakordor Wahlang

M/S Datori Food Enterprise is a food processing unit dedicated to capturing the region's agricultural bounty. They specialize in transforming fresh, local harvests into a diverse range of high-quality beverages, jams, and snacks.



Hashabia Stingless Bee Product

Randitha Ch Sangma

Hashabia Stingless Bee Honey Products is a specialized apiculture that takes rare natural resources and transforms them into a diverse range of premium wellness and lifestyle products.



Ezik's And Ezer's Bakery

Rishma Marak

Ezik's and Ezer's Bakery specializes in fresh baked items. Offering custom birthday cakes and large event orders, featuring unique flavours and designs to make celebrations special.



Momin Enterprise

Kalsin G Momin

Momin Enterprise specializes in sustainable, handcrafted home decor and furniture, blending traditional craftsmanship with modern aesthetics. Providing bamboo and cane products catered to the growing demand for eco-friendly pieces.



Adzonix Creative Agency LLP

Saheb Roy Lakuna

Adzonix Creative Agency LLP, is a dynamic startup specializing in comprehensive creative services in various digital services with solutions spanning from strategic planning and execution to detailed reporting and insight.



Nettle Ridge

Mehunlang Hynniewta

Nettle Ridge is a startup focused on the manufacturing and trading of natural fibres and yarns. The startup aims to create a hub of trusted textiles in Meghalaya.



K.S Weaving

Kiloris Syiem

K.S Weaving is a heartfelt tribute to the artistry of her mother, a master weaver. It began as a traditional family activity now revived after years of discontinuation, transforming a cherished heritage into a modern enterprise.



Mewan Food Processing

Reena Nongrum

Mewan Food Processing is a culinary unit committed to excellence in every package specializing in the production of high-quality snacks and beverages, blending modern processing standards with a passion for authentic, satisfying flavors.



Momo Dose

Sonil Masi

Momo Dose is a creative culinary enterprise taking inspiration from the COVID-19 vaccine “dose,” they offer a unique menu designed to provide an immediate boost of happiness.



Little Haven

Mary Anne Hynniewta

The Little Haven is a homemade winemaking that focuses on creating unique, small batches of wine produced from local fruits. They emphasise on quality craftsmanship and sustainability.



EchoAds

Leander L. L Marbaniang

EchoAds is an ad tech startup focusing on combining creativity and technology to enhance brand visibility for local and national clients.



JG Fruit Wine

John Gunchang D Shira

JG Fruit Wine crafts pure, organic wines with local fruits. JG Fruit Wine are a perfect blend of quality and tradition, ideal for any occasion.



Korhadem Cooperative Society

Phomlis Khyndeit

The Korhadem cooperative society is a group of 27 women working together to produce a variety of traditional handloom products like shawls, stole, dhara, jainsem and unique designs.



Ong Yi

Kerry M. Dkhar/ Damankhraw Thawmuit

Ong Yi offers delivery services of groceries, beverages and other item right to your doorstep. Its mission is to expand the service in other parts of Meghalaya and outside the state as well.



Daza's Accessories

Pyndaplang Ryntathieng

Daza's Accessories primary objective is inclusivity by including diverse stakeholders and raising awareness about sustainable practices into its operation. The brand also incorporates elements of tradition and cultural identity.



Iarap Foundation

Rikynjai Maring

Iarap Foundation dual mission is a social objective and a business objective focused on sustainability and energy production, converting plastic waste to energy, through a pynolysis process.



Less Is More Creatives

Jemmimah Kharsyntiew Dkhar

Less is More Creatives is specialised in multipurpose accessories such as jainsem pins, brooch etc. The designs compliment the traditional attire to enhance beauty and versatility of cultural wear.



M/S Sharakrit

Armstrong Shylla

M/S Sharakrit is a food processing unit based in South West Khasi Hills, producing high-quality food products like wild honey, bay leaves, turmeric providing fresh, natural items at fair prices.



Jeff Handicrafts

Jeffrey Lurstep Shati

Jeff Handicrafts specializes in the art of crafting miniature mementos, return gifts, and wedding favors. Their work is a celebration of the organic, utilizing natural resources like bamboo, smooth pebbles, and weathered tree branches to create timeless pieces.



Joan's Boutique And Training Centre

Mary Joans Kurbah

Joan's Boutique cum Training Centre is a hub of fashion and skill-sharing. They specialize in bespoke wedding dresses, adorable kids' wear, and intricate Jainsem embroidery, blending contemporary fashion with deep-rooted cultural artistry.



Faron Leather Craft

Robin Faron Chyne

Faron Leather Craft is dedicated to the tradition of fine leatherworking. They design and manufacture high-end goods—including wallets, bags, and various bespoke accessories—using exclusively pure and genuine leather hides for unmatched durability and character.



Kyn's - Born In Ethnicity

Kenniely G Momin

Kyn's born in ethnicity is a cosmetic brand with a vision to provide customers with natural organic products infused with traditional local ingredients. We create traditional knowledge blended with modern science.



Daka Handicraft

Dakaeshawami Shadap

Daka Handicraft was shortly formed after the founder Dakaeshawami Shadap, completed his skill training in bamboo craft. Daka Handicraft design products that reflect trends and are affordable.



Witiful Kper Soh

Witiful Syngkon

Witiful Kper Soh creates value from local fruits. It engages in processing of local and indigenous fruits into value-added, handcrafted products that are culturally rooted and commercially viable.



Marbin Food Processing

Suklin Dohling

Marbin Food Processing specializes in crafting health-conscious snacks by harnessing the organic benefits of finger millet. They produce nutrient-dense malt cakes and cookies designed to provide essential nutritional value and energy.



Nok Sa Prints And Crafts

Mark Jakrikra Sangma

Nok Sa Prints and Crafts was founded by Mark Jakrikra Sangma, based in Hawakana, Tura. It offers unique, traditional-inspired paintings including Portraits, Landscapes, and Murals.



AD's Honey

Armingroi Dkhar

AD's Honey transforms a passion for apiculture into a thriving enterprise after receiving a formal beekeeping training, specializing in high-quality, honey-based products rooted in expert knowledge and sustainable practices.



Wapung Farm Fresh F.P.C

Jhanika Siangshai

Wapung Farm Fresh FPC is a Farmers Produce Organisation led by Jhanika Siangsha from East Jaintia Hills District. The products reflect the taste and local identity of the region.



The Kalpana Collective

Mahima Sinha

The Kalpana Collective based in Shillong is a venture dedicated to bring unique and customised handicrafts, crochet, jewellery and accessories made of real dried flowers.



Bd Food Products

Badashisha Dkhar

BD Food Products is a premier processing unit specializing in the essence of the tropics. They craft refreshing, high-quality pineapple and mango juices, capturing the peak ripeness of every fruit.



Pring Bakery

Pringme Sangma

"Pring is a bakery that bakes high quality fresh bread, pastries, and other such baked goods. The service includes celebratory and special occasions like birthdays and weddings."

JOURNEY SO FAR:

1st Bootcamp: Mission & Vision Setting

Date- 26th March, 2025

Venue- PRIME, Startup Hub Shillong

Resource Persons:

- Pranjal Konwar, COO, IIM Calcutta Innovation Park
- Shri Pankaj Baruah (Head Portfolio Management, IIM Calcutta Innovation Park)



2nd Bootcamp: Business Model Canvas

Date- 29th- 30th May, 2025

Venue- The Shillong Club

Resource Persons:

- Sanjoy Sen, Expert & Mentor, IIM Calcutta Innovation Park
- Shri Pankaj Baruah (Head Portfolio Management, IIM Calcutta Innovation Park)



3rd Bootcamp: Go-To-Market Strategy

Date- 22nd-23rd July 2025

Venue- The Shillong Club

Resource Persons:

- Sanjoy Sen, Expert & Mentor, IIM Calcutta Innovation Park



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

Date- 13th- 14th October, 2025

Venue- The Tree House, Tura

Resource Persons:

- Debapratim Das, Chief Finance Officer (C.F.O.), IIM Calcutta Innovation Park
- Shri Pankaj Baruah (Head Portfolio Management, IIM Calcutta Innovation Park)



5th Bootcamp: Business Plan and Detailed Project Report (DPR) & Legal Compliances for Startups

Date- 15th to 17th December 2025

Venue- Sunshine Farm and Resort, Ri Bhoi

Resource Persons:

- Gaurav Kapoor, Chief Business Officer, IIM Calcutta Innovation Park
- Shri Nitish Mawkin, Associate Partner at Singhanian & Co.







ROOTED IN MEGHALAYA, REACHING THE WORLD

Anumahasa Sna BRAVES Enterprise

Anumahasa Sna's journey began quietly in her kitchen in Mupliing Village, West Jaintia Hills. At just 19, a young mother of two, she noticed growing demand for Lakadong Turmeric, Meghalaya's prized indigenous spice. Acting on instinct and determination, she began sourcing turmeric from local farmers, renting grinders, and processing spices at home. What started with 10 kilograms soon grew to 100 as word spread.

In 2019, she formally launched BRAVES Enterprise, now processing and marketing indigenous Meghalayan spices including Lakadong Turmeric, Ginger, Black Pepper, Cinnamon, Bay Leaf, Sesame, and Stone Flower reaching customers across India and even the United States.

Her growth was strengthened through PRIME Startup Hub Meghalaya, where BRAVES was supported with bootcamps, trainings, business sessions, mentoring, business grants, and exposure to wider markets when she got into the Incubation program through the Chief Minister's E- Championship Challenge 5.0, helping transform a home-based effort into a scalable enterprise. These interventions helped Anumahasa refine her operations, strengthen her brand, and scale confidently beyond Meghalaya turning a grassroots venture into a market-ready enterprise.

Today, BRAVES Enterprise supports over 1,000 people, including 638 women, by sourcing directly from farmers and creating local employment across processing, packaging, and distribution. Anumahasa's impact has earned national recognition, including receiving the Bharat Entrepreneur Award 2025.

From a village kitchen to global shelves, her story reflects resilience, community empowerment, and the power of indigenous entrepreneurship.

"What began with 10 kilograms of turmeric in my kitchen has grown into a movement. PRIME gave me more than support, they gave me direction. Through bootcamps, training, mentoring, and business exposure, I learned how to grow BRAVES beyond my kitchen and into national and international markets."







FROM LOCAL BEATS TO REGIONAL IMPACT Mebalajied Ki Wa O Sungoh & Chimmon Pakma OnlyBees

In the hills of Jowai, West Jaintia Hills, a simple act of helping musician friends sparked the creation of OnlyBees, today Northeast India's leading event-tech and creative ecosystem.

Founded by Mebalajied Ki Wa O Sungoh and co-founded by Chimmon Pakma, OnlyBees emerged when Balajied noticed a recurring challenge, talented local artists lacked access to professional production, distribution, and event infrastructure. Starting with music video edits for friends, the team gradually built a unified platform integrating ticketing, marketing, design, operations, and analytics designed to serve the entire creative value chain.

Today, OnlyBees has delivered 200+ events, managed over ₹1.5 crore in ticket revenue, and engaged 80,000+ customers across concerts, festivals, and cultural showcases. Their portfolio spans international productions like Bryan Adams Live in Shillong, major sporting events including Durand Cup 2024 & 2025 and AFC Asian Cup ticketing, and platforms such as the Shillong Literary Festival.

Their journey was strengthened through support from PRIME Startup Hub Meghalaya, where mentoring, trainings, business sessions, and ecosystem exposure helped OnlyBees refine its model, scale operations, and connect with wider markets and partners.

Beyond events, OnlyBees is building livelihoods creating 500+ direct jobs and 2,000+ indirect opportunities for artists, vendors, and local businesses, while empowering female DJs and strengthening tourism and cultural identity across Northeast India.

From community needs to regional impact, OnlyBees stands as proof that creative entrepreneurship can turn culture into opportunity one event, one artist, one connection at a time.

"For us, success isn't just about ticket sales, it's about how many livelihoods we create. PRIME helped us structure our vision and scale with purpose. Their mentoring and ecosystem support gave us clarity to grow OnlyBees while staying rooted in our community."



Find your city →



ELEVATE Ft. ZEEQAR, Varun Vohra
Sat, Mar 14
NYX Lounge & Deck, Guwahati
From ₹699



Mix N Match The Big Gig
Sat, Mar 14
The Yeastern Civilization, Shillong
From ₹499



F1 Screening - Chinese GP
Sun, Mar 15
Doolaly, Thane
From ₹399

9:25



ONLYBEES
SPORTS

Login

From ₹99

JN Stadium, Shillong

From ₹99



Shillong Lajong FC vs Northeast United FC

Fri, Aug 08, 2025
JN Stadium, Shillong

From ₹99



Northeast United FC vs Rangdajied United FC

Mon, Aug 11, 2025
JN Stadium, Shillong

From ₹99

ONLYBEES
SPORTS

sports.onlybees.in

DASHBOARD

- Home
- Dashboard
- Events
- Create Event
- Manage
 - Ticket Scanner
- Settings
 - Profile
 - Logout

TOTAL REVENUE
₹181,004.8

TICKETS SOLD
267

TOTAL EVENTS
12

Monthly Revenue

Month	Revenue
Apr-24	10000
May-24	15000
Jun-24	12000
Jul-24	18000
Aug-24	10000
Sep-24	15000
Oct-24	12000
Nov-24	18000
Dec-24	25000

Recent Buyers

- Daman Hangul
- Yash Bhasin
- Sahabjan Sarang
- Nishal Patel
- Debanjan Pradhan

Upcoming Events

Top Events

Club Takeover Special Edition

THE YEASTERN CIVILIZATION PRESENTS

MIX N MATCH

SEASON OPENING GIG

featuring

AEDRIAN QUILLS GARY DANIEL RICHARD

2026

JANUARY 17TH SATURDAY TYC 9PM+





FROM HUMBLE BEGINNINGS TO SWEET SUCCESS

Randitha Ch. Marak

Hashabia Stingless Honey Bee Product

Hailing from Chigitchakgre, famously known as the “Bee Village” in West Garo Hills, Randitha Ch. Marak is the founder of Hashabia Stingless Honey Bee Product, established in 2023. Her path from a vegetable seller and daily wage laborer to a thriving entrepreneur is a testament to determination, courage, and self-belief.

Randitha’s journey took a decisive turn when she was nominated by ATMA to attend a honey product-making training in Kerala in 2023. Inspired by the experience, she returned home ready to start her own venture. As a beekeeper herself, and coming from a community where beekeeping is a traditional livelihood, her goal was not only personal success but also to empower local beekeepers by creating value-added products and connecting them to reliable markets.

Hashabia now produces a range of high-quality products, including turmeric-, ginger-, lemon-, and pineapple-infused honey, honey and turmeric soaps, beeswax salves, and pure stingless honey.

In 2024, Randitha connected with PRIME Meghalaya and applied for the Chief Minister’s E-Championship Challenge 5.0, earning a place among the Top 75 Entrepreneurs. Through PRIME, she received grants, loans, mentorship, branding support, and exhibition opportunities, which helped her scale her business and gain confidence in managing operations.

Today, Hashabia employs two helpers and produces goods worth ₹4 lakh per month. Randitha continues to support her community by sourcing honey from local beekeepers, ensuring fair income opportunities. Despite challenges like sourcing packaging materials and raw ingredients on time, she remains undeterred, crediting PRIME Meghalaya for helping turn her small idea into a sustainable enterprise.

“Do not give up. Keep dreaming and strive to reach your goals. Every idea starts with a dream, so follow your heart and your passion. Before joining PRIME Meghalaya, I was unsure how to grow my business. With their guidance, mentorship, and support, I have gained confidence, learned to manage my venture better, and expanded my reach. PRIME has truly helped turn my small idea into a sustainable business that supports not just me, but my entire community.”





COHORT 4 REVISITED

The fourth edition of the Chief Minister's E-Champion Challenge was launched on 14th of August, 2023 and PRIME welcomed the Top-75 Entrepreneurs of Cohort 4.0 on-board on the 9th of February, 2024 in the presence of the Chief Guest, Shri. Conrad K. Sangma, Hon'ble Chief Minister of Meghalaya, Dr. Vijay Kumar D, CEO, MBDA and other dignitaries.

The Top 75 entrepreneurs of Cohort 4 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 25th of March, 2025 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.







TURNING A LOVE FOR TRAVEL INTO A COMMUNITY ENTERPRISE

Mark Pantora M Sangma Baghmara Campers

A resident of Baghmara in South Garo Hills, Mark Pantora M Sangma always had a passion for travel and discovering new places. Although he worked in a corporate job in Kolkata, Mark felt a strong calling to return home and build something meaningful for his community.

In 2021, Mark co-founded Baghmara Campers with his friend Tangseng Ch Momin, establishing South Garo Hills' first eco-tourism agency. Starting with limited resources and a deep love for the natural beauty of Garo Hills, Mark began organizing small trips to showcase local culture, landscapes, and village life to visitors.

The early days were challenging. There was a lack of tents, vehicles, trained guides, and financial resources. However, Mark remained determined. He engaged with village communities, explaining how responsible tourism could create livelihoods and opportunities. Gradually, local youth joined as guides and support staff, helping build the foundation of the enterprise.

In 2022, Mark learned about PRIME Meghalaya through social media and applied for the Chief Minister's E-Championship Challenge 4.0, where he was selected as one of the Top 50 Entrepreneurs. Through PRIME, he participated in entrepreneurship bootcamps and received mentorship, business training, financial support, and exposure opportunities.

PRIME's support strengthened Mark's confidence and expanded his network through partnerships with fellow entrepreneurs. The assistance helped him improve operations, build a stronger team, and increase visibility for Baghmara Campers. Today, his enterprise employs 13 team members and continues to provide safe, meaningful travel experiences while promoting environmental conservation and cultural respect.

More than a business, Baghmara Campers has become a platform for community development. Mark envisions Garo Hills as a destination for eco-tourism, music festivals, nature camps, and educational trips. Despite ongoing challenges related to transport and funding, he remains committed to growing sustainably and creating opportunities for local youth.

"Building a business isn't just about profits; it's about purpose, resilience, and growth. Focus on delivering value, nurturing relationships, and innovating continuously. Stay adaptable, learn from setbacks, and prioritize your customers and team. With dedication and passion, you'll build a strong foundation for long-term success. PRIME Meghalaya didn't just support my business, it gave me the courage, the knowledge, and the community to dream bigger for Garo Hills."





PRESERVING HERITAGE THROUGH CRAFT

Bithon D Sangma

BM' Bithon



A resident of Williamnagar in East Garo Hills, Bithon D Sangma is a creative entrepreneur dedicated to preserving and modernizing traditional bamboo craftsmanship. From a young age, he was fascinated by the art of working with bamboo – a material abundant in his surroundings and deeply rooted in local culture. His ability to transform bamboo into functional and artistic products laid the foundation for his entrepreneurial journey.

In 2017, Bithon established BM' Bithon, a small enterprise focused on producing high-quality bamboo products such as trays, flower vases, baskets, pen stands, cups, jugs, bottles, furniture, spoons and forks, accessories, and other handcrafted items.

Over time, Bithon observed that modernization was gradually reducing the demand for traditional crafts. Many artisans left their trade in search of more profitable opportunities. However, Bithon was determined not to let this cultural heritage fade. Instead, he chose to revive it by blending traditional craftsmanship with contemporary designs, giving bamboo products a modern appeal while retaining their cultural identity.

He believed that by infusing intricate designs and innovative touches, bamboo crafts could become more than everyday objects – they could become eco-friendly works of art with purpose and meaning. Each product created under BM' Bithon reflects sustainability, functionality, and creativity.

As his business grew, so did his reputation. His unique approach attracted customers not only locally but also from across the State and beyond. Beyond generating income for himself, Bithon began creating employment opportunities and offering training, contributing to the preservation of traditional skills within his community.

However, the journey was not without challenges. Limited access to proper guidance and financial resources initially slowed his growth. Determined to expand his product range, increase exposure, strengthen supply capacity, build a loyal customer base, and promote eco-friendly alternatives, Bithon sought structured support.

In 2023, he was introduced to PRIME Meghalaya through PSREF and became part of Pre-Incubation Batch 4. He later applied for the Chief Minister's E-Championship Challenge 4.0 and was selected among the Top 50 incubatees. Through PRIME, Bithon gained mentorship, exposure opportunities, networking platforms, and enhanced business knowledge.

"PRIME has helped me in various ways. Through PRIME, I had the opportunity to meet fellow entrepreneurs and learn from each of them. PRIME helped me expand my knowledge and enhance my business skills. In addition, they provided a platform for brand exposure and for connecting with customers."

Today, BM' Bithon stands not only as a business venture but as a bridge between tradition and innovation – ensuring that the art of bamboo craftsmanship continues to thrive while adapting to modern markets.







BLENDING LOCAL INSPIRATION WITH CONTEMPORARY DESIGN

Glorisa Kalra War and Wanda Kharakor Soola

Founded in 2020, Soola is a clothing brand born out of friendship, shared passion, and entrepreneurial ambition. Glorisa Kalra War and Wanda Kharakor first met while working in the government sector in Meghalaya. Bonding over their mutual love for fashion, their friendship soon evolved into a shared vision – to build a brand of their own.

Recognizing the limited employment opportunities in their region, the duo decided to pursue entrepreneurship and transform their passion for fashion into a meaningful venture. Despite having limited capital and no formal background in the fashion industry, they took a bold step forward and launched Soola.

Starting from scratch, Glorisa and Wanda immersed themselves in learning the technical and business aspects of fashion design and production. Through experimentation, self-learning, and persistence, they gradually shaped their brand identity. While early recognition encouraged them, they soon realized that structured mentorship and business guidance were essential to scale their venture.

Their turning point came when they connected with PRIME Meghalaya. Joining the Pre-Incubation Programme in 2023 provided them with a supportive ecosystem that nurtured growth and innovation. Through coaching sessions, training programmes, and exposure opportunities, they gained practical knowledge on business planning, operations, branding, and market positioning. The programme encouraged them to approach their venture strategically, helping them ask critical business questions and make informed decisions.

Within just a few years, Soola has grown into a recognised fashion brand. Their designs have been showcased at fashion events across the State, and their creations have been worn by actresses, musicians, models, and influencers from Meghalaya and neighbouring regions – marking an important milestone in their entrepreneurial journey.

Today, Soola represents more than a clothing label. It reflects creativity, perseverance, and the power of mentorship. From government employees to founders of a growing fashion brand, Glorisa and Wanda's journey demonstrates how passion, resilience, and the right support system can transform ideas into thriving enterprises.

Soola stands as a reminder that when creativity meets determination – and when entrepreneurs are supported with the right guidance – dreams can be stitched into reality.





PRIME Rural: Doorstep Incubation for Rural Entrepreneurs

PRIME Rural, an initiative of the Government of Meghalaya, is India's first doorstep incubation model that brings entrepreneurship support directly to rural communities, ensuring that no rural entrepreneur is left behind.

At its heart, PRIME Rural is not just an incubation program, it's also a youth leadership project rooted in systems thinking. Through its Fellowship model, young professionals co-create solutions on the ground, learning to view challenges through a systems lens, seeing connections, not silos. As they work alongside the Core Team and District Coordinators, these Fellows evolve into rural changemakers who build enterprises, strengthen ecosystems, and drive inclusive development from within.

Our Approach

Instead of expecting entrepreneurs to travel to incubation hubs, the PRIME Rural team, made up of Fellows, District Coordinators, and a dedicated Core Team, works on the ground across all 12 districts: handholding entrepreneurs for 18 months through every stage of their business journey.

From 2026, the model will scale to all 56 blocks of Meghalaya, ensuring last-mile incubation support that is inclusive, data-driven, and deeply rooted in local contexts.

End-to-End Support for Rural Entrepreneurs

Each entrepreneur receives integrated, context-specific support that covers every dimension of enterprise development, from building a business foundation to achieving market access and fostering innovation. The system is designed to be comprehensive, practical, and grounded in the realities of rural entrepreneurship.

Foundational Business Support

Business registration and licensing (UDYAM, FSSAI, GST), bookkeeping, costing, business model and marketing plan development, and customer persona mapping, helping the rural entrepreneur begin incubation on a strong foundation of formalisation, structure, and market readiness.

Product Development and Branding

Product innovation, design refinement, logo and label creation, packaging, standardisation, and compliance support enabling entrepreneurs to build products that achieve true product-market fit while staying rooted in local innovation and tradition. Each intervention encourages entrepreneurs to modernise their offerings without losing authenticity, blending indigenous knowledge with design thinking to make products that are both market-ready and culturally grounded.

Infrastructure and Technology

Development of built environments such as work sheds and production units, and facilitation of solar-powered machinery in collaboration with SELCO Foundation.

Market Access and Linkages

Participation in leading national and international-level exhibitions, integration with national and digital marketplaces like Amazon Karigar, ONDC, and Lulu Group, and collective platforms such as Meghalaya Collectives among others.

Finance and Institutional Convergence

Access to subsidies and financing through LIFCOM, MBMA, and CSR linkages, while also connecting entrepreneurs to funding opportunities under the PRIME Funding Window, CM Elevate, and other relevant state schemes. The model is designed for sustainability through user contribution, co-investment, and financial convergence that strengthens the long-term growth of rural enterprises.

Capacity Building and Training

PRIME Rural focuses on the capacity building of everyone within the ecosystem – entrepreneurs, Core Team, District Coordinators, and Fellows : because true change happens across all levels.

For entrepreneurs, block-level trainings are conducted by the PRIME Rural team to build strategic business understanding and leadership confidence, alongside production, management, and marketing skills. Specialised trainings in partnership with MSSDS and sectoral and technical institutions like MOCHAM, IHM, NEHDCC, among others focus on advanced skill development and product-specific growth.

For District Coordinators and Fellows, quarterly workshops are held to build the knowledge, tools, and leadership capacity needed to deliver interventions effectively while supporting their own professional growth and development.

Monitoring, Evaluation & Systems

A dedicated PRIME Rural App and CRM platform : multilingual, offline-first, and open-source, is being developed as the digital backbone of the program.

While under design, the same workflow and wireframe are already implemented through structured Diagnostics Google Sheets, allowing teams to follow a dynamic workflow that evolves with on-ground inputs, enabling the core team and field coordinators to track interventions, progress, and outcomes in real time. The upcoming CRM will consolidate data across districts, strengthen evidence-based decision-making, and ensure transparency, accountability, and scalability across Meghalaya.

Innovative Program Design

Partnering with leading CSR organisations and mission-driven programs to co-create and implement innovative interventions aligned with the state's key problem statements, delivering scalable, sustainable solutions that empower rural entrepreneurs, strengthen local value chains, and address critical developmental gaps through collaboration and design thinking.

Our Vision

To build a replicable national model of rural incubation : one that merges empathy with efficiency, tradition with technology, and sustainability with scale. Because true development is not about bringing people to systems; it's about taking systems to people.





TURNING CREATIVITY INTO CRAFT AND LIVELIHOOD

Divia Rapsang
D&K Rapsang

From Sohbhala, Nongthymmai, Umsning, Ri-Bhoi, Divia Rapsang transformed her lifelong passion for artistry into a thriving jewelry and craft business “D&K Rapsang”. Motivated by a love for design and a desire to turn idle moments into meaningful creation, Divia began crafting jewelry pieces, wooden keychains, and handcrafted artifacts that blend Meghalaya’s cultural heritage with modern aesthetics.

Her journey began long before she considered entrepreneurship. Naturally gifted with her hands, Divia would spend hours creating small ships, toys, and animal figures simply as a hobby. These early moments of creativity honed her patience, imagination, and craftsmanship but she never thought of turning them into a livelihood.

Everything changed when the PRIME Rural team recognized her talent. For the first time, Divia saw that her skill could become a purposeful business. That recognition transformed her perspective, turning a lifelong hobby into an enterprise built on creativity and vision.

Today, D&K Rapsang products reach customers far beyond Sohbhala, available on e-commerce platforms such as ONDC and Amazon. From starting with almost no revenue, Divia now earns a steady monthly income of ₹15,000–₹20,000, reflecting her journey from uncertainty to confidence, and from hobby to sustainable livelihood.

Her enterprise has grown through continuous experimentation and diversification, drawing inspiration from Meghalaya’s folk stories, everyday symbols, and contemporary trends. Participation in over 10 promotional and marketing platforms, including festivals and exhibitions, has provided visibility, customer insight, and confidence. Her work has also been appreciated by dignitaries, including Finance Minister Nirmala Sitharaman during a visit to Meghalaya.

As the daughter of a single mother, Divia’s journey has also inspired her siblings to explore entrepreneurship, showing how one woman’s growth can create opportunities for an entire family.

“PRIME helped me see the value of my work and gave me exposure to markets, training, and platforms to grow. Their support transformed my creativity into a sustainable business and gave me the confidence to build something of my own.”

Divia’s story highlights how timely support, market exposure, and skill development can empower women to transform creative talent into independent, scalable enterprises, while also contributing to the visibility of Meghalaya’s cultural craftsmanship in modern markets.







TURNING INDIGENOUS STONE INTO MARKET-READY CRAFT AND LIVELIHOODS

Darsing Syiemlieh

D S Stone Carving

From Khliehmawlieh, Meghalaya, Darsing Syiemlieh transformed a childhood curiosity into a thriving stone craft enterprise: D S Stone Carving. Specializing in products made from the indigenous Maw-Khar stone, Darsing creates handcrafted home décor, artifacts, and customized stone items, blending traditional craftsmanship with contemporary design and premium packaging.

Darsing's journey began with curiosity. Growing up in Nongstoin, where Maw-Khar stone is naturally found, he experimented with chiseling simple forms such as candle stands purely as a hobby. Without formal training, he explored the material, discovering both its potential and his passion for crafting meaningful products.

Seeking to refine his skills, Darsing approached the District Commerce & Industries Centre (DCIC) for formal training. This marked a turning point, enabling him to transition from hobbyist experimentation to structured craftsmanship and laying the foundation for his entrepreneurial journey.

Today, D S Stone Carving has evolved into a structured enterprise. Darsing produces high-quality Maw-Khar stone products and trains local youth, generating employment and promoting skill-based livelihoods within his village. With support from PRIME Rural, his products now reach national e-commerce platforms such as Amazon and ONDC, connecting indigenous craft to customers across India.

Through market exposure in metro cities, promotional events, and improved branding, Darsing has positioned Maw-Khar stone as a premium lifestyle and décor product, moving beyond the perception of handicrafts. He now manages production, training, orders, and growth planning, with upcoming investments in workshop infrastructure, solar energy, and machinery to scale operations and enter export markets.

"PRIME's support gave me funding, market access, and visibility, which were critical in transforming my hobby into a sustainable business. Their guidance helped me reach national customers, train youth, and position Maw-Khar stone craft as a premium product in modern markets."

Darsing's story demonstrates that traditional skills, when combined with training, infrastructure, and market exposure, can create sustainable rural enterprises, preserving local craftsmanship while generating employment and empowering communities.









PRIME ENTREPRENEURSHIP FUNDS

Catalysing Innovation & Entrepreneurship in Meghalaya

PRIME Meghalaya offers a comprehensive suite of funding instruments designed to support entrepreneurs at various stages of their business journey. These initiatives aim to foster innovation, drive local economic growth, and empower the entrepreneurial ecosystem across the state.



KICK START GRANT	SCALE-UP INNOVATION LOAN	SMALL SUPPORT GRANT	INNOVENTURE GRANT
			
Up to ₹10,00,000/-	Up to ₹75,00,000/-	Up to ₹3,00,000/-	Up to ₹35,00,000/-
Product Development, R&D	Scaling Up	Scaling Up	Scaling Up

<p>Kick Start Grant</p>	<p>Amount: Up to ₹10 Lakhs (Non-returnable)</p> <p>Target: Early-stage startups working on novel ideas or prototypes</p> <p>Purpose: To support Research & Development activities and help innovators transform concepts into viable, market-ready solutions.</p>
<p>Scale-up Innovation Loan</p>	<p>Amount: Up to ₹75 Lakhs (Zero-Interest Loan)</p> <p>Target: Startups with existing revenue and demonstrated traction</p> <p>Purpose: To provide capital for scaling operations, refining business models, and expanding market reach – all without incurring interest burdens.</p>
<p>Small Support Grant</p>	<p>Amount: Up to ₹3 Lakhs</p> <p>Target: Registered and operational micro or small enterprises</p> <p>Purpose: To enhance technology adoption or infrastructure upgrades, enabling productivity and competitiveness among local businesses.</p>
<p>InnoVenture Grant</p>	<p>Amount: Up to ₹35 Lakhs</p> <p>Target: Individuals, startups, or organizations with high-impact innovations</p> <p>Purpose: To fund transformative ideas that address key challenges and have the potential for sector-wide or cross-sectoral impact.</p>

PRIME Funding is open for every entrepreneur from Meghalaya and every eligible entrepreneur may apply through the PRIME website. These funding initiatives are part of the Government of Meghalaya's broader strategy to build a resilient, inclusive, and innovation-driven economy.

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



Scan QR Code to apply

ENTREPRENEUR Story



A YOUNG ENTREPRENEUR PRESERVING TRADITION

Carmelo Marak Carmelz

Founded in 2019 by Carmelo Ch. Marak, Carmelz began with a vision: to preserve traditional attire and cultural accessories while building a sustainable business. Carmelo launched the venture while still a student, right in the middle of the COVID-19 pandemic, a challenging period for any entrepreneur. Despite the uncertainties, his passion and determination kept him moving forward.

Like many young entrepreneurs, Carmelo faced challenges in resources, production, and market access. With support from PRIME Meghalaya, he gained access to free training, marketing opportunities, exhibition exposure, and festival stall participation, all of which strengthened his brand. He also received financial support, including a ₹1.5 lakh zero-interest loan and a ₹1.5 lakh grant, which provided critical backing at a pivotal stage.

Before this support, Carmelz operated on a limited scale. With the financial assistance from PRIME, Carmelo was able to upgrade machinery, improve equipment, and increase raw material supplies, which allowed him to expand production, enhance product quality, and generate higher sales. This marked a major transformation in the business, setting the stage for sustainable growth.

Today, Carmelz operates from its store at Urban Hub, Tura, standing as a strong example of how young entrepreneurs can balance education with entrepreneurship while preserving cultural traditions for future generations.

"PRIME is a great platform for entrepreneurs like us. It has given us so many opportunities and benefits, and because of this support, we were able to grow our business."







A STUDENT'S VISION TURNING WASTE INTO OPPORTUNITY

Reuel Kharbudnah

Innovative Research and Mobilisation (IRM)

From experimenting with clay blocks alongside his father to running his own manufacturing unit at just 19, Reuel Kharbudnah's entrepreneurial journey is rooted in curiosity, resilience, and a strong desire to create sustainable solutions. A 4th-semester Physics student at Synod College, Shillong, Reuel established Innovative Research and Mobilisation (IRM) in 2024 with the vision of converting waste into useful construction materials.

In its early days, production was entirely manual, limiting output to around 300 pavement bricks per day and making it difficult to meet market demand. Recognising the potential of his idea, the Entrepreneurship Development Cell (EDC), Synod College, mentored Reuel and connected him with PRIME Meghalaya. With funding support of approximately ₹9 lakh, he was able to procure machinery, set up a dedicated production unit, and significantly scale operations.

Today, IRM manufactures pavers, tiles, cemented bricks, and local blocks, including products infused with recycled plastic waste, contributing to cleaner surroundings and sustainable waste management. Mechanisation has increased production capacity to over 1,000 bricks and tiles per day, while creating local employment opportunities.

Reuel formally inaugurated his unit and machinery on 10th May 2025 at Mynsiañ, Laitkroh, in the presence of Synod College faculty, PRIME Meghalaya representatives, and local village leaders.

Despite challenges such as funding, market acceptance, and space constraints, Reuel's perseverance has turned his idea into a growing enterprise. His vision goes beyond business, to promote a plastic-free environment, generate livelihoods for local youth, and inspire other young innovators to pursue entrepreneurship.

"We're not just making bricks; we're building a plastic-free future, one block at a time. PRIME gave us the funding and exposure we needed to take our idea to the next level. The guidance and market access provided were crucial in helping us grow IRM and reach more people."







FROM WAGE EARNER TO BAMBOO ARTISAN

Gritalin T. Sangma
Grit's Organic Jewellery

From the serene village of Chandigre, West Garo Hills, comes the inspiring story of Gritalin T. Sangma, founder of Grit's Organic Jewellery. Before stepping into entrepreneurship, Gritalin worked as a daily wage earner and engaged in farming to make ends meet. In 2019, she decided to change her path—to improve her livelihood and leverage the abundant bamboo resources available in her locality.

With this vision, she started Grit's Organic Jewellery, crafting beautiful handmade bamboo and cane products such as trays, earrings, bangles, and other unique pieces. Each creation reflects her creativity, dedication, and love for her culture and the environment.

Her journey, however, was not without challenges. Sourcing materials was difficult, and limited equipment slowed production. Things began to change in 2023 when she connected with PRIME Meghalaya through her relatives.

Through the PRIME Bamboo Mission Scheme, Gritalin received a ₹3 lakh grant and a ₹2 lakh loan, enabling her to purchase essential tools, machinery, and raw materials. This support helped her increase production efficiency, improve product quality, and expand output. Beyond financial assistance, PRIME also provided opportunities to attend bamboo training programs in Guwahati and Agartala, where she learned advanced crafting techniques and gained valuable experience.

Today, Gritalin continues to expand her business, with plans to introduce bamboo cups and glasses, reaching wider markets while promoting eco-friendly living.

"Use your talent, use the resources available around you. And for any support, visit PRIME, talk with the team and ask for help. PRIME has been a game-changer for my business. The financial support, training, and exposure to markets have helped me grow as an entrepreneur and make the most of my talent and resources."







The CM-ELEVATE is a State supported, credit linked flagship program, aiming to create a conducive environment for entrepreneurs to accelerate 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:

Boost Economic Growth- Drive Meghalaya's development through entrepreneurship, job creation, tourism, and infrastructure support.



Improve Access to Credit- Enable easy loans for entrepreneurs, SMEs, and marginalized groups, promoting financial inclusion and digital banking.

Promote Entrepreneurship- Support youth with capital, training, and mentorship to launch and grow businesses.



Generate Employment- Create jobs by supporting new and expanding enterprises across sectors.

Support Diverse Sectors- Cater to needs across agriculture, tourism, wellbeing, energy, and more.



Single Application Portal- Provide a unified online platform for all entrepreneurs and business entities.

Financial & Handholding Support- Offer 35-75% project cost support and continuous mentoring for sustainable success.



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 Meghalaya's population residing in rural areas through promotion of entrepreneurship and community involvement. The agriculture schemes under the program encompass a 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.





BUILDING A CULTURE OF FITNESS AND AQUATIC EXCELLENCE

Gary Jarman Lamare

True North Fitness Centre and Swimming Academy

Gary Jarman Lamare, Founding Partner of True North Fitness Centre and Swimming Academy, Shillong, is an entrepreneur driven by passion for adventure, fitness, and community wellbeing. A resident of Shillong in East Khasi Hills District, Gary is a professional scuba diving instructor who previously ran a successful diving school in Goa before returning home to

establish True North, beginning with its first centre in Mawkhar.

Recognising the fast-paced lifestyle of a growing city like Shillong, Gary observed that people often lacked accessible spaces for relaxation, recreation, and structured fitness activities. Along with three partners, he envisioned creating a wellness-focused facility that would offer residents a place to unwind while prioritising physical health. The idea, conceptualised around 2017–2018, was to establish a centre equipped with a heated swimming pool, jacuzzi, sauna, and gym – providing an integrated approach to stress relief and fitness.

True North today features a 25-metre multi-lane swimming pool with depths ranging from 3 to 6 feet, a dedicated training pool, a children’s pool, a cardio track, a fully equipped gymnasium, steam room, and hot tub. Over time, the concept evolved beyond leisure, transforming into a structured swimming training academy. The centre now conducts regular swimming lessons, competitive training, and lifesaving and water safety programmes.

Construction of the Lapalang facility began in October 2019 and progressed rapidly, with three pools and key infrastructure completed within months. However, the onset of the COVID-19 pandemic brought severe financial challenges, bringing the project close to a standstill for nearly two years. It was a period that tested the resilience of the founding team.

A major turning point came with the introduction of the CM ELEVATE Scheme. Recognising its potential, Gary and his partners applied and received financial assistance. This support enabled them to complete the remaining infrastructure and resume operations, stabilising the project during a critical phase.

Today, True North operates centres in both Mawkhar and Lapalang and has introduced Meghalaya’s first temperature-controlled indoor swimming pool. The facility runs close to full capacity, attracting members from across the city. The training pool remains a key highlight, with 10 to 12 batches conducted daily and over 100 learners attending structured sessions each day. Beyond teaching swimming, the academy instills discipline, confidence, and awareness of water safety.

True North has also generated significant employment, directly employing around 22 individuals while creating indirect opportunities for electricians, motor operators, lifeguards, and support staff. The academy has produced multiple Gold Medallists at State Aquatic Championships and is now preparing young swimmers to represent Meghalaya at the National Games of India in 2027.

Looking ahead, Gary and his team aim to expand their lifesaving and water safety initiatives across the region, strengthening aquatic sports and fitness culture in the State. For them, True North represents more than a business venture– it is a long-term community asset designed to promote health, discipline, and opportunity.

“Do not be afraid. If you have a vision, pursue it with determination. Challenges will come, but if you stay persistent, you will move forward.”





AMPLIFYING LOCAL VOICES THROUGH SOUND AND FILM

Mikhail Marak Nokpante Productions

Mikhail Marak, founder of Nokpante Productions, is a composer, songwriter, sound designer, producer, and filmmaker from Tura, Meghalaya. Performing under his artist name Nokpante, he is widely recognised for blending traditional Garo musical elements with contemporary sounds, creating a distinct artistic identity rooted in culture yet modern in expression.

Before establishing his enterprise, Mikhail worked as a freelance music composer, driven by a deep passion for sound and storytelling. During this period, he identified a significant gap in the Garo Hills region— the lack of access to professional audio and video production facilities. Recognising both the challenge and the opportunity, he founded Nokpante Productions in 2021 with the aim of delivering high-quality audio-visual services while promoting the region’s creative talent and cultural heritage.

In its early stages, the venture faced financial constraints and limited access to advanced production equipment. Establishing a professional studio required substantial investment, which slowed initial expansion. However, Mikhail remained focused on gradually improving production quality and building credibility in the industry.

A major turning point came when he connected with PRIME Meghalaya through social media. Under the CM-ELEVATE Scheme, he received financial assistance in the form of a ₹7 lakh loan. This support enabled him to upgrade studio infrastructure, invest in better audio and video equipment, and significantly enhance the overall quality of his productions.

Today, Nokpante Productions operates as a well-established production house, providing high-quality audio and video services to a diverse clientele, including Meghalaya Tourism, festivals, government departments, and educational institutions. As a service-based enterprise, Mikhail also undertakes freelance projects, connecting with clients through digital platforms and professional networks.

Mikhail’s creative excellence has earned him recognition at both national and international levels. His achievements include the Best Outstanding Performance Award at the Asian Film Academy (AFA), Busan, South Korea (2014); the National Students Film Award for Best Sound Design (2015); the Community Peace & Harmony Award at the Meghalaya Youth Awards for the song “Jakgitel” (2015); and the State Summit Felicitation Award under Aspire Meghalaya (2022). His work has also received nominations at the VIMA Music Awards, Malaysia (2019), and the RockaRolla Awards, Guwahati (2021).

Beyond commercial success, Nokpante Productions contributes to economic empowerment and cultural preservation by promoting regional music, stories, and artistic expression through modern media platforms. The enterprise stands as a bridge between tradition and technology, amplifying local voices to wider audiences.

Looking ahead, Mikhail aims to establish a larger, state-of-the-art studio capable of serving clients across India. Reflecting on his experience, he acknowledges PRIME Meghalaya as a meaningful initiative that genuinely supports entrepreneurial aspirations and contributes to the State’s creative and economic growth.

He encourages aspiring entrepreneurs to believe in their skills, remain patient, and make full use of opportunities provided by platforms such as PRIME.



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.



Core Role of Business Facilitation

1. Focused Block/ District Level Support
2. First point of contact for all walk-ins. Other references/ outreach

Focused Block/ District Level Support

- Interview/ Discussion-Block/District Level Staff
- Training of Block Staff
- Discussion/Training for DPMs
- Develop An Action Plan for Entrepreneurial Engagement
- Training apprentices to connect grassroots entrepreneurs with the support ecosystem.



Targeted Support for Walk-ins/Other References/Outreach



1. Initial Interaction

Walk- ins or referrals

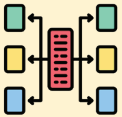
First- level screening by PRIMR Hub team



2. Needs Assessment

One- on-one or group interviews

Identify business needs, challenges, and goals



3. Categorization

Idea-stage, early stage, growth-stage Sector-wise or business type



4. Mapping to Relevant Support

Internal support- Connect to Incubation/ Funding /ACIC/PRIME District/ Partnership/

External support- Exploring collaborative partnership



5. Customized Intervention Plan

Tailored roadmap for each entrepreneur

Assign focal person from team for guidance/support



6. Implementation & Follow-up

Monitor progress

Provide continued support and connect with emerging opportunities



ENTREPRENEUR OF THE MONTH

The Entrepreneur of the Month competition is PRIME Meghalaya's newest initiative to celebrate and reward the state's most inspiring entrepreneurial stories. Every month, we shine a spotlight on one outstanding entrepreneur whose journey reflects innovation, resilience, and the spirit of Meghalaya's growing startup ecosystem.

Through this recognition, PRIME seeks to not only honor individual achievements but also inspire others to dream big, take risks, and turn ideas into thriving enterprises.

ABOUT THE COMPETITION

Each month, entrepreneurs from across Meghalaya will have the chance to showcase their business, share their story, and compete for the title of Entrepreneur of the Month

THE WINNER WILL RECEIVE:

- Cash prize of ₹50,000
- Feature on PRIME Meghalaya's website and social media channels
- Media coverage and promotional opportunities
- Networking access to PRIME's ecosystem

ELIGIBILITY

- Open to entrepreneurs operating in Meghalaya across all sectors
- Must not be a government employee.
- Must be a resident of Meghalaya
- Must be 18 years of age
- Can be a registered or unregistered entity
- Have not received any loans or grants previously from PRIME MBMA or any Line Department exceeding Rs. 50,000/-

APPLICATION PROCESS

1. Must apply from the PRIME Meghalaya Portal and have a PRIME ID
2. Shortlisting based on innovation, scalability, social impact, and business performance
3. Final Judging by a panel
4. Winner Announcement will be revealed at the beginning of the month following the competition period on PRIME Meghalaya's official platform.



WINNERS OF THE **ENTREPRENEUR OF THE MONTH**



OCTOBER 2025:
 Biachisa M Marak, Chisa's Home Bakes & Ice-Cream Hub
 Bakyrshan Mawlong, Juicy and Boosty from East Khasi Hills.

NOVEMBER 2025:
 Criscynthai Synrem, Oge. Chi Knots.



DECEMBER 2025:
 Probina Lamare, Ezer Wine.

JANUARY 2026:
 Bryansius Kharumnuid, Yan Can Cook



FEBRUARY 2026:
 Paiaskhem Mylliempdah & Bravely John khongthaw,
 Shalynten Ki Nongrep Society

FEBRUARY 2026:
 Jennie K Sangma, Yovela's World



SWEETENING LIVES, ONE BAKE AT A TIME

Biachisa M. Marak

Chisa's Home Bakes and Ice-Cream Hub

Founded in 2019 by Biachisa M. Marak from Lower Rongbu, North Garo Hills, Chisa's Home Bakes and Ice-Cream Hub is a homemade bakery and artisanal ice-cream brand built on passion, creativity, and community spirit. What began as a small home-based initiative has grown into a loved local brand, offering freshly baked cakes, pastries, and handcrafted ice-creams, all made with care and the goal to "sweeten lives, one bake at a time."

Biachisa's vision is to become the most loved homemade bakery and ice-cream hub in the Garo Hills, with a mission to create memorable moments through high-quality baked goods and artisanal ice-creams, using local ingredients and delivering community-focused service.

The business offers a wide range of products, including homemade cakes, pastries, cupcakes, customized cakes for events, artisanal ice-creams with unique local flavors, snacks, desserts, and seasonal specials, along with convenient delivery and pickup services. Its unique strength lies in combining a homemade bakery and artisanal ice-cream brand under one roof, providing personalized service and freshly crafted products that stand out in the local market.

In October 2025, Biachisa achieved a major milestone by becoming the first entrepreneur from the Garo Hills to receive the "Entrepreneur of the Month" award, organized by PRIME Meghalaya. She was awarded ₹50,000, which she invested in a single-door cooler and hiring additional helpers. Before receiving the award, she lacked proper cold storage for cakes and desserts. With this new equipment, she is now able to bake more cakes, store them safely, increase sales, and create employment opportunities.

"I am happy and proud to be awarded Entrepreneur of the Month. PRIME Meghalaya's support has greatly benefited my business, helping me grow sustainably while also opening doors for local employment. It shows how timely guidance and encouragement can turn a small home-based passion into a thriving enterprise."

Today, Chisa's Home Bakes and Ice-Cream Hub stands as a sweet example of how dedication, quality, and timely support can transform a home-based passion into a thriving local enterprise one bake, one scoop, and one smile at a time.







PRESERVING TRADITION, EMPOWERING WOMEN

Dardeny J. Sangma Sangma Handicraft & Embroidery Cum Training Centre

Dardeny J. Sangma never imagined that her love for traditional embroidery would one day transform the lives of hundreds of women in her community. But in 2015, driven by passion and purpose, she took a leap of faith and established the Sangma Handicraft & Embroidery Cum Training Centre in

Madanriting.

Her inspiration was simple yet powerful: preserve the indigenous craftsmanship of her culture while creating real opportunities for women who had none. She saw young women with potential but no skills to earn a living, and she knew that traditional embroidery and handloom weaving could change that.

Starting small, she created handcrafted textile products such as embroidered bed sheets, bedcovers, traditional Jainsem dresses, and other hand-embroidered items. Each piece blended traditional techniques with quality, earning appreciation from customers. Her dedication was recognized in 1999 when she received the State Award for Excellence in Handicrafts, a proud moment that validated her work and inspired her to dream bigger.

Kong Dardeny wanted more than a successful business, she wanted to share her skills. With support from the Ministry of Textiles, Government of India, she began conducting training programs, teaching batches of over 30 women at a time, many with no prior experience, in tailoring and embroidery. The impact was profound: women who once had no income were now earning, supporting their families, and starting their own small businesses. Skills learned at the centre became tools for independence and dignity.

In December 2024, seeking to expand her reach, Kong Dardeny approached PRIME Meghalaya for guidance on financial assistance. PRIME supported her through the documentation process, and by 31st January 2025, she received a grant to help scale operations. PRIME also facilitated specialized training programs, sharpening her skills so she could train even more effectively. With better equipment and resources, the centre can now train more women and produce higher-quality products.

Today, the Sangma Handicraft & Embroidery Cum Training Centre is more than a business, it's a movement where tradition meets opportunity, young women discover their potential, and craftsmanship creates livelihoods.

"Learning never stops. If I want to teach effectively, I must keep improving myself. Every woman who learns here becomes a teacher in her own right. PRIME provided us with funding, visibility, and access to markets, which has been critical in scaling our work. With their guidance and support, we can reach more women, produce better products, and create meaningful livelihoods."







A TASTE OF HOME, A TOUCH OF DISCIPLINE: THE SOUL BEHIND YCC

Bryansius Kharumnuid YCC (Yan Can Cook)

For many, the kitchen is just a room, but for Bryansius Kharumnuid, it was a classroom. Growing up, his world was flavoured by the sight of his mother and grandmother. They were the original artisans, busy with the alchemy of homemade wines, the curing of hams, and the tang of fresh pickles.

Though Bryan graduated and moved toward a different path, he felt a void. “There was something missing from my heart,” he recalls. “It was me connecting to food.” That connection pulled him back to his roots and led him to the gates of IHM Shillong, where he traded family secrets for professional “rules and regulations,” mastering the discipline of a professional kitchen.

From Inspiration to “Entrepreneur of the Month” Bryan’s restaurant, YCC (Yan Can Cook), located in the heart of Nongthymmai, is more than just a nod to the famous 90s cooking show—it is a personal manifesto. But the road to success wasn’t served on a silver platter. He recently won the Entrepreneur of the Month award, a title he earned not on his first try, but his third.

When asked what the secret ingredient was, his answer was immediate: Discipline.

What truly sets YCC apart is Bryan’s “all-in” approach to management. He doesn’t just own the business; he is the heartbeat of it. Alongside a senior chef friend and two local staff members, Bryan operates a business where titles are secondary to service.

In an industry known for its grueling hours, he ensures his team gets their time off by stepping into whatever shoes need filling: If a chef is off, he is at the stove; If a waiter is off, he is at the table; If the dishwasher is off, he is at the sink.

“Most of my staff, they are like me... we came from scratch,” Bryan says. By treating his employees as equals and sharing the heavy lifting, he has built a business rooted in mutual respect and local impact.

Today, YCC stands as a testament to what happens when you combine the traditional heritage of a Shillong home with the professional rigor of culinary school. Bryan hasn’t just built a restaurant; he’s built a space where discipline meets passion—one dish at a time.





PARTNERSHIPS

The Partnership sector serves as a strategic bridge connecting startups with the wider ecosystem needed for their growth. It focuses on building strong, meaningful collaborations with government departments, corporates, academic institutions, financial bodies, and industry experts, both within the state and beyond. Through its key verticals such as Mentorpool, Financial Connect, Technology Connect, and Market Connect, the sector works to ensure that entrepreneurs receive the right guidance, opportunities, and exposure at every stage of their journey. By facilitating mentorship, enabling access to funding, supporting technology adoption, and creating market linkages, the Partnership sector plays a crucial role in strengthening the entrepreneurial ecosystem and positioning Meghalaya as an emerging hub for innovation and enterprise.



OBJECTIVES:



1. Strengthen the startup ecosystem through strategic collaborations

Build and nurture partnerships with government departments, academic institutions, corporates, and international organisations to create a supportive environment for entrepreneurship across Meghalaya.



2. Expand and manage a high-quality Mentorpool

Identify, onboard, and engage diverse mentors—local, national, and international—to provide structured guidance, knowledge-sharing, and sector-specific support to entrepreneurs at various stages of growth.



3. Facilitate funding access and financial linkages

Coordinate with financial institutions, government schemes, investor groups, and PRIME's internal funding mechanisms to ensure startups have clear pathways to capital, grants, and financial mentorship.



4. Enable technology adoption and innovation support

Promote access to emerging technologies, digital tools, and capacity-building sessions through workshops, expert-led sessions, and tech-focused collaborations aimed at enhancing entrepreneurial competitiveness.



5. Strengthen market connect and business exposure opportunities

Organise participation in state, national, and international exhibitions, trade festivals, and business shows to help startups gain market visibility, secure buyers, build networks, and explore new markets.



6. Promote inclusive entrepreneurship, especially for Persons with Disabilities (PWDs)

Work closely with SRCDA and other partners to develop programs, business plans, mentorship support, and funding pathways specifically for entrepreneurs with disabilities, ensuring equitable access to opportunities.



7. Support ecosystem development through documentation and reporting

Prepare concept notes, reports, event documentation, and meeting minutes to ensure clarity, alignment, and continuous improvement across all initiatives under the Partnership sector.



8. Enhance operational efficiency through strong coordination and administration

Manage day-to-day sector activities including budgeting, logistics, payments, communication, vendor management, and inter-departmental coordination to ensure smooth execution of programs and events.



9. Facilitate policy engagement and stakeholder participation

Support initiatives such as the revision of the Meghalaya Startup Policy by ensuring effective coordination among government officials, entrepreneurs, and ecosystem stakeholders to drive meaningful policy outcomes.



10. Foster grassroots innovation and district-level entrepreneurship

Collaborate on initiatives that enable entrepreneurship in remote and rural areas, ensuring that mentorship, awareness, and opportunities reach communities beyond urban centres.



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.

8 PwD entrepreneurs have received funding from PRIME till date through PRIME partnerships in collaboration with SRCDA.

Name	Application Type	Category	District	Block
Badarishisha Rynjah	Individual	Prime Hub	East Khasi Hills	Mylliem Block
Ferdinand Lyngdoh	Individual	Prime Hub	East Khasi Hills	Mylliem Block
Larikyrpang Nongrum	Individual	Prime Hub	East Khasi Hills	Mawryngkneng Block
Bansuklang N Sohlang	Individual	Prime Hub	East Khasi Hills	Mawphlang Block
Dispi Kharbuli	Individual	Prime Hub	East Khasi Hills	Khatarshnong- Laitkroh block
Batskhem Kharkamni	Individual	Prime Hub	East Khasi Hills	Mylliem
Donrisha Mawrie	Individual	Prime Hub	East Khasi Hills	Mylliem
George Erick Marbaninag	Individual	Prime Hub	East Khasi Hills	Mawsynram Block





The Journey of Dispi Kharbuli, Traditional Blacksmith and Handicraft Entrepreneur

Dispi Kharbuli

Dispi Kharbuli Blacksmith and Handicraft

Hailing from Meghalaya, Dispi Kharbuli is a traditional blacksmith and handicraft entrepreneur whose journey reflects resilience, determination, and a deep commitment to preserving indigenous craftsmanship. Born with a disability in his left foot, Dispi faced uncertainty about his future from an early age. With the unwavering support of his parents, he learned the art of lock-making from his uncle and gradually entered the trade to support his

family.

Starting with a small workshop, Dispi worked tirelessly to master the traditional craft. Through consistency and hard work, he slowly built his enterprise. In the early stages, he received support from KHADC and DCIC, which helped him strengthen the foundation of his business.

However, the journey was not without challenges. One of Dispi's biggest struggles was the lack of proper market access for traditional locks. Promotion was difficult, and competing in the wider marketplace often felt overwhelming. What began as a means of survival gradually evolved into a larger purpose, preserving Meghalaya's traditional lock-making heritage and ensuring it is passed on to future generations.

A turning point came when Dispi learned about PRIME Meghalaya through SRCDA and visited the PRIME office to explore available support. In 2024, Dispi was selected among eight candidates to receive assistance to grow his business through PRIME that enabled him to purchase raw materials, expand production, and strengthen his operations. Beyond funding, PRIME also helped improve his business visibility by connecting him to exhibitions and wider markets, while opening doors to partnerships that supported the growth of his enterprise.

Today, with PRIME's support, he has not only secured a more stable livelihood but is also contributing to the preservation of traditional skills in Meghalaya, ensuring that this valuable knowledge continues across generations.

"Through PRIME, I received financial support that helped me buy raw materials and expand my workshop. PRIME also gave my business visibility through exhibitions and connected me with new partners and markets. This support has helped my enterprise grow and given traditional crafts like ours a chance to survive and move forward."







The Journey of Larikyrpang Nongrum, Founder of Sohryngkham Common Service Center

Larikyrpang Nongrum Lari Cyber & Stationery/ Kyrpang CSC

A resident of Sohryngkham Village, Larikyrpang Nongrum's journey from a fragile childhood to becoming a self-made entrepreneur is a powerful story of resilience, determination, and self-belief. From birth, Larikyrpang faced serious health challenges and developmental delays. Doctors and even those close to him doubted whether he would ever live independently.

Through years of medical treatment and unwavering support from his parents, his condition slowly improved, and he eventually began schooling at the age of six.

Despite continuous struggles in school, discrimination, and low expectations from society, Larikyrpang persevered. With the encouragement of his family and teachers, he completed his education and went on to earn a Bachelor of Arts in Sociology. However, his decision to become an entrepreneur came from observing his own community, where children with disabilities were often hidden away and parents quietly accepted that their children "would not be able to do anything in life." Determined to challenge this mindset, Larikyrpang chose to act.

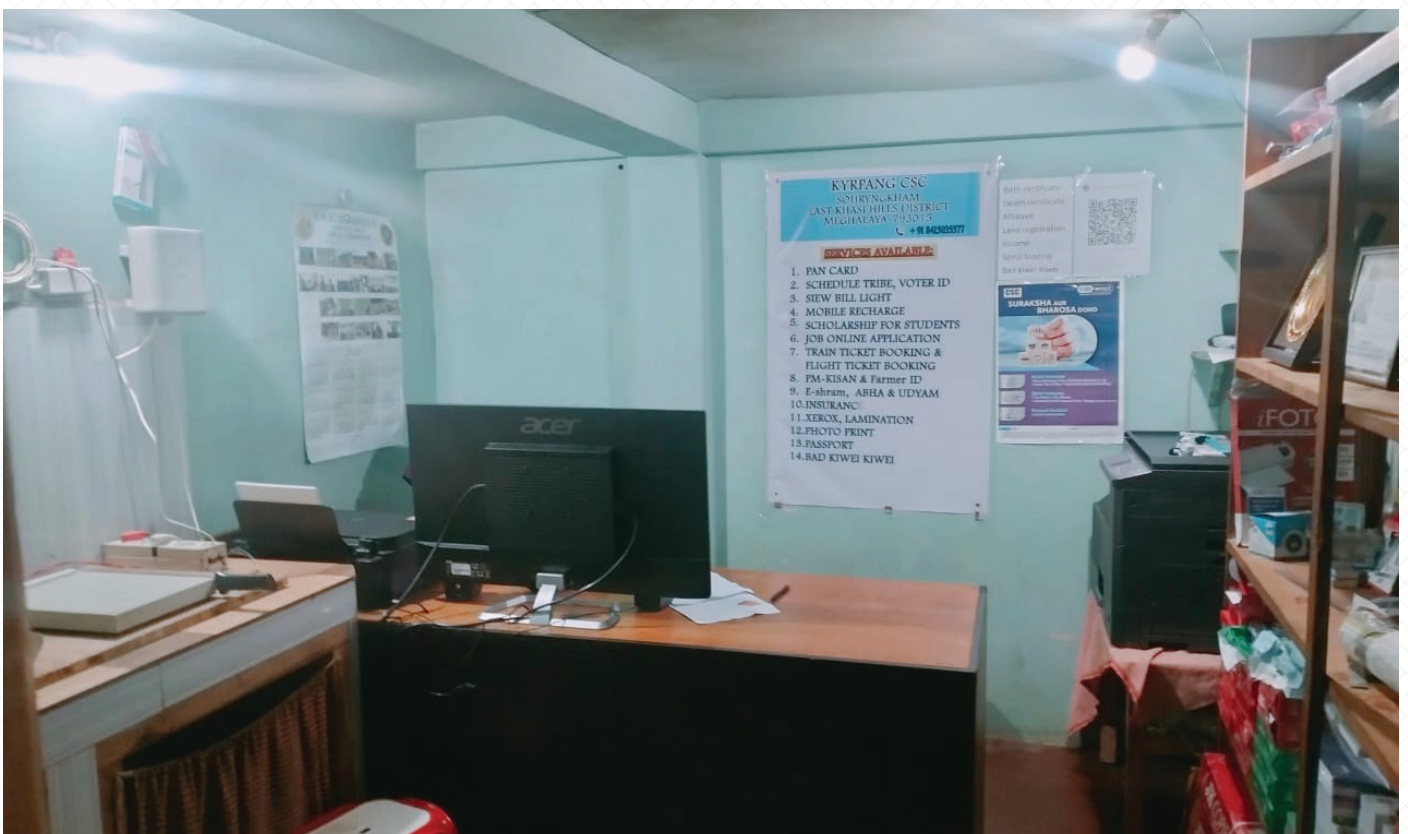
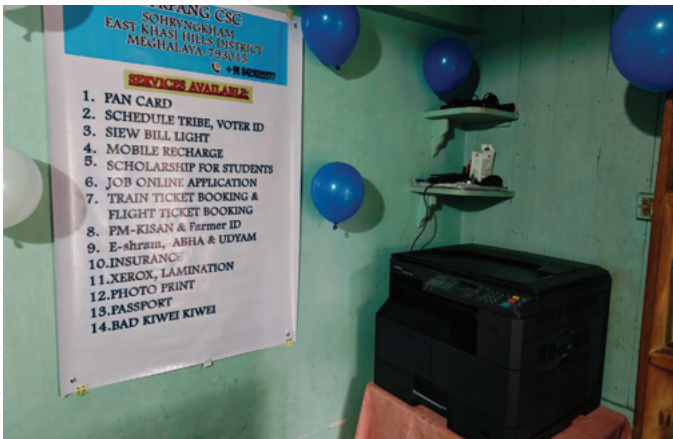
In 2024, through guidance and support from SRCDA and PRIME Meghalaya, Larikyrpang attended a two-day entrepreneurship workshop and was selected among eight candidates to receive assistance to start his business. With this support, he established his own Common Service Center (CSC) in Sohryngkham Village, aimed at providing digital and essential services to his community while creating a sustainable livelihood for himself.

Through PRIME, Larikyrpang received funding support that helped him purchase necessary equipment and set up his cyber service center. PRIME also played a key role in giving his work visibility and connecting him with support networks and opportunities, enabling him to grow with confidence and build meaningful partnerships.

Before starting his CSC, Larikyrpang struggled with uncertainty about his future. Today, he stands as a young entrepreneur who is financially independent and steadily expanding his services. His journey is not only about business growth, but about impact showing families and persons with disabilities that limitations do not define destiny. His center itself carries a powerful message, that children with disabilities should not be hidden, and that belief, patience, and support can create pathways to independence and success.

"Through PRIME and SRCDA, I received financial support that helped me purchase equipment and establish my Common Service Center. PRIME also gave my work visibility and connected me with support networks and opportunities. This has helped me become financially independent and build something meaningful for my community."





MEDIA & COMMUNICATIONS



The Media & Communications team serves as the voice and visual identity of PRIME Meghalaya, playing a critical role in communicating its vision, programmes, and impact. Through strategic storytelling, digital outreach, and media engagement, the team strengthens public awareness, promotes entrepreneurial success, and supports ecosystem development across the State.

By documenting initiatives and amplifying the journeys of entrepreneurs, the team ensures that PRIME's efforts reach diverse audiences, inspire participation, and reinforce Meghalaya's growing startup ecosystem.



Key Focus Areas



Entrepreneur Stories

The team documents and showcases the journeys of homegrown entrepreneurs, highlighting their challenges, achievements, and growth. These stories—shared through articles, videos, and achievement features—serve to inspire aspiring founders and demonstrate the impact of PRIME’s interventions.



Marketing Kits

Professionally designed and branded communication materials are developed to support programme outreach and startup promotion. These include catalogues, brochures, newsletters, booklets, and merchandise, ensuring consistent messaging and effective representation of PRIME initiatives.



Outreach Activities

Interactive outreach initiatives are undertaken to engage youth, communities, and aspiring entrepreneurs. Activities such as ambassador contests, competitions, giveaways, and roadshows help expand reach and encourage participation in PRIME programmes.



Digital Marketing

The team manages PRIME’s digital presence across social media platforms, YouTube, and the official website, while also collaborating with influencers and artists to enhance visibility. These efforts strengthen brand presence, increase engagement, and support programme enrolment.



Media Connect

Strategic partnerships with local and national media outlets help amplify PRIME’s work and entrepreneurial success stories. Media engagements include press coverage, features, and radio interviews, contributing to wider recognition of Meghalaya’s startup ecosystem.



Sector Support

The Media & Communications team provides communication support across sectors through event branding, promotion, documentation, and sector highlights, ensuring professional visibility for programmes and activities statewide.

Through consistent communication, creative engagement, and strong media partnerships, the Media & Communications team plays a vital role in advancing PRIME Meghalaya’s mission of nurturing entrepreneurship and inclusive economic growth.



PRIME PROGRAMS



PRIME Meghalaya conducted the Chief Minister's E-Championship Challenge 5.0 Pitch Orientation and Pitching for the Top 150 selected entrepreneurs of Garo Hills region on the 23rd & 24th of January, 2025 and for the entrepreneurs of Khasi Hills, Jaintia Hills & Ri Bhoi on the 30th and 31st of January, 2025 at Shillong, Jowai & Nongpoh respectively.

On 25th of January 2025, National Voter's Day was celebrated at DC Park, Tura, alongside a National Voter's Day sale was organised by MBMA, District Administration and PRIME in collaboration with Mini Bazaar. PRIME set up 10 stalls and 11 startups participated. The National Voters' Day Sale was a resounding success, achieving both sales targets and customer engagement goals. The initiative also served as a reminder of the importance of voting, aligning commerce with civic responsibility.



Republic Day Sale was organised by MBMA, District Administration, PRIME in collaboration with Mini Bazaar on 26th of Jan 2025. PRIME set up 14 stalls allowing 17 startups to participate. The stall was inaugurated by Honourable Chief Minister, Conrad K Sangma. The stalls were strategically set up to reach a wider audience, enhance brand visibility, and create a festive shopping experience. The event was accompanied by musical performance by MGMP and a chess tournament organised by Chess Association.

Tikrikilla College, West Garo hills, on 5th February 2025 inaugurated the Entrepreneurship-Cell in the presence of the PRIME team, BDO Tikrikilla Block, headmen and faculty members of the college. The E-Cell is supported and funded by PRIME and will be looked after by the core members of the college. The inaugural was followed by a short program and the Chief Guest for the event was Dr Rikrak N Marak, MCS;BDO of Tikrikilla Block, the Guest of Honour was Fr. Benoy Joseph Mathews and the special guest was Dr Bethsheba Basaiawmoit from PRIME (Academia team).





PRIME Meghalaya attended the Skill Upgradation Program on Fast Food Making organized by District Commerce & Industries Centre in collaboration with PRIME Meghalaya at Daribokgre, East Garo Hills. The training program started from 10th February to the 14th of February 2025 and saw a total number of 25 trainees.

PRIME Meghalaya participated in the SILK LINK workshop at Vivanta, Shillong on 26th February 2025 organized by the Customized Energy Solutions Foundation. The event aimed to explore and strengthen Meghalaya's Eri silk value chain. Key stakeholders including the Textiles Department, UNDP, Banks, cooperatives, private enterprises, and technology developers attended the event. Mr. James Dkhar, owner of Nela Handloom, shared his journey in the textile sector, highlighting how the State Government supported his venture



PRIME on 4th March 2025 was invited to an initiative of Aide et Action in partnership with MSRLS for an advanced course on marketing, branding and packaging for the Self- Help Group (SHG) of the Bhoirybong Cluster. These groups who have been trained earlier on food processing skills were provided a session on the importance of licenses, labelling and quality of packaging as well.

PRIME Meghalaya momentous event – the Onboarding & Graduation Program under the theme 'Launching Dreams, Celebrating Growth' to honor the Top 75 Startups who were selected through the Chief Minister's E-Championship Challenge 5.0, marking the start of their incubation journey. The event took place on the 25th March celebrating the graduation of Cohort 4, recognizing their commitment and achievements. Hon'ble Chief Minister awarded certificates and cheques to the entrepreneurs of Cohort 5 as they get onboarded with PRIME and also awarded certificates to the Cohort 4 entrepreneurs graduating from PRIME's Incubation program.



On the 10th day of April, PRIME Meghalaya participated in the first Mega Job Mela cum Career Fair organised by the office of the Divisional Employment Exchange, Shillong, Dept. of Labour, Employment and Skills Development, Government of Meghalaya. There was an impressive footfall at the job fair where PRIME registered 26 walk-ins support and had a total number of 1199 registrations at the fair in total.



On 12th April 2025, the PRIME team had an interactive session with the newly appointed MCS Officers currently undergoing training at MATI, on the working, processes and core purpose of PRIME. Sector heads and senior managers from all verticals shared a presentation and a brief explanation of their vertical. Kong Iaishah, proprietor of Eri Weave, Gerald, proprietor of Duia Trailblazers and others attended the session and shared their experiences as an entrepreneur and their journey with PRIME

On 16th April 2025, The PRIME team had the pleasure of welcoming Madam Saloni Verma, IAS, as the new Executive Director of MBMA during a meaningful gathering held today at the PRIME Startup Hub in Shillong, each sector shared updates on their respective role and duties, highlighted ongoing initiatives, and reflected on the impact PRIME has made in supporting entrepreneurship across the state.



On 15th April 2024, PRIME MBMA was invited to an Alumni Meet for graduates trained by Aide et Action, held on the theme "Empowering Youth for Sustainable Livelihood." The program took place at Umsning Town Hall, Ri-Bhoi. During the event, the audience was briefed on the various offerings and opportunities that PRIME can provide to support them.



PRIME Meghalaya participated in a two-day workshop on Emerging Technology, organized by the Information Technology and Communications Department, Government of Meghalaya. The event was held at the State Convention Centre, Shillong, from 24th to 25th April 2025.

A delegation of eight dynamic startups from PRIME Meghalaya participated at ViennaUP 2025, one of Europe's most diverse and forward-thinking startup festivals. Held from May 8th to 16th, ViennaUP transforms Austria's capital into a global hub for innovation, entrepreneurship, and cross-sector collaboration. Organized in partnership with international and local stakeholders, ViennaUP is a decentralized festival comprising hundreds of events across Vienna.



PRIME Meghalaya conducted an exposure visit to the North East Cane and Bamboo Development Council (NECBDC) in Byrnihat, Assam on May 9th 2025. Thirty teachers from across the state participated in the event as a part of the Faculty Development Program.

PRIME Meghalaya took part in the inauguration of the Entrepreneurship Cell (E-Cell) at Thomas Jones Synod College, Jowai On May 13th, 2025. The launch featured an awareness session for students and faculty, highlighting entrepreneurship opportunities in the state. The session covered types of innovations and introduced participants to various support systems available for aspiring entrepreneurs.



As part of the AI x Startup x Education ThinkTank 2025 organized by IIM Shillong, a curated exposure visit was successfully conducted on 15th May 2025 to PRIME Hub Shillong. This initiative brought together 10 dynamic startup founders from across India, who are actively working at the intersection of artificial intelligence, education, and innovation.



The Department of Economics, School of Economics, Commerce and Management, Martin Luther Christian University (MLCU), visited Nela Handloom at Mawkasiang on 21st May 2025. The visit was facilitated by the Academia Sector under PRIME Meghalaya as part of an industrial exposure program.

PRIME Hub on 22nd May 2025, had the privilege of hosting students from the National Institute of Food Technology and Entrepreneurship Management (NIFTEM), New Delhi, as part of their Immersion Program organized by IIM Shillong. The session offered the visiting students' valuable insights into the entrepreneurial ecosystem of Meghalaya and the broader Northeast region. The exposure aimed to enhance their understanding of regional innovations, challenges, and market dynamics, contributing meaningfully to their academic and entrepreneurial aspirations. The Institution is keen on further collaborating with PRIME MBMA in the future.



The inauguration of the PRIME Startup Hub at Nongpoh, Ri Bhoi District on the 23rd of May, 2025. Shri. Jonathon Shylla, Additional Deputy Commissioner of Ri Bhoi District graced the occasion as the Chief Guest joined by the PRIME Team, Shri. Pranjal Konwar, COO IIMCIP and other officials and entrepreneurs from the region.



PRIME Meghalaya on 23rd May 2025, was invited to participate in a program titled “Community Mental Health Services for the Wellbeing of Society” organized by William Carey University. Representing PRIME, Nathaniel Kharkongor delivered an insightful session on “Tackling Mental Health Crisis in Entrepreneurship.”

On the 23rd and 24th May 2025, PRIME Meghalaya was privileged to have been a part of Rising North East Investors Summit 2025 held at Bharat Mandapam, New Delhi. PRIME team accompanied 5 entrepreneurs from different verticals to this summit where they met with various investors and connected them with markets pan India. The Hon’ble Chief Minister of Meghalaya, Shri Conrad K Sangma also attended the inaugural program and met our entrepreneurs thereafter.



PRIME Meghalaya on the 26th May 2025, Meghalaya participated in an ideathon competition held at Martin Luther Christian University. The problem statement given to students was: “What can farmers do to make Meghalaya self-sufficient in meat production?” A total of six teams took part in the competition, presenting ideas and recommendations on how to make the state more self-sufficient in meat production.



On 3rd June 2025, as part of the launch of the Ward’s Lake Revitalization Program, the Hon’ble Chief Minister of Meghalaya, Shri Conrad K. Sangma, flagged off 15 CM-ELEVATE PRIME Tourism Vehicles in the presence of the Hon’ble Minister of Tourism, Shri Paul Lyngdoh, along with the CM ELEVATE team and officials from the Tourism Department. The initiative aims to enhance tourism support and improve mobility, contributing to better accessibility and enriched travel experiences for visitors across Meghalaya.



PRIME Meghalaya was honoured to be a part of the UAE-India CEPA Start-up Series launch that took place in New Delhi on the 24th of June, 2025. The initiative delivers on a key commitment under the UAE-India Comprehensive Economic Partnership Agreement (CEPA) to promote innovation-led collaboration and support Indian start-ups in expanding internationally. The signing of Memoranda of Understanding (MoUs) between PRIME Meghalaya and the UAE-India CEPA Council during the inaugural ceremony was another significant milestone for PRIME.



PRIME Meghalaya attended a meeting with Ms. Maya Sherman, Senior Tech and Innovation Advisor, Embassy of Israel in India & the officials of Future Shift Labs on the 25th of June, 2025 at Delhi. This meeting aims to explore Israel-Meghalaya innovation Exchange program through the partnering agency, Future Shift Labs. In an effort to bring such trainings and Bootcamps to the State of Meghalaya, the team from Future Shift Labs, Mr. Sagar Vishnoi, Co-founder, Mr. Pranav Dwivedi, Consultant and Ms. Anhaietta Puri, Partnership Manager attended the meeting and provided an overview of Future Shift Labs and their global interventions.

The PRIME team, led by Executive Director M. B.M.A. Smt. Saloni Verma, I.A.S., met with Shri. Sanjiv Singh, Joint Secretary, Department for Promotion of Industry and Internal Trade (DPIIT), Government of India, on 25th June 2025 to discuss potential support mechanisms for PRIME Meghalaya through Startup India, a Government of India initiative implemented by the Department for Promotion of Industry and Internal Trade (DPIIT).



PRIME Meghalaya on June 26th, 2025 has entered into a strategic partnership with HP India Sales Private Limited, a global technology leader known for its HP Indigo range of digital presses, offering solutions for personalized, sustainable, and on-demand packaging across industries to empower startups, Farmer Producer Organisations (FPOs), and Self-Help Groups (SHGs) in the state by offering guidance to startups regarding creation of high-quality, customized packaging to enable their products to compete confidently on national and global shelves.

PRIME Meghalaya, led by the Business Facilitation Team, organized a two-day program under the Entrepreneurship Development Program (Phase I – Entrepreneurship Development Project for Aspiring Entrepreneurs, Byrnihat). The program was held from 3rd to 4th July 2025 at Dehal Began Village, Umling Block, Ri-Bhoi District. It brought together around 31 aspiring women entrepreneurs from the village who were eager to learn and explore new opportunities.



On 11th July 2025, PRIME Meghalaya proudly participated in the Integrated Public Program held at Lariti – International Centre for Performing Arts and Culture, Shillong. The program featured the laying of foundation stones for key infrastructure projects, the inauguration of 72 digital libraries, and the distribution of cheques to beneficiaries under various state and central schemes. The event was graced by Smt. Nirmala Sitharaman, Hon'ble Union Minister of Finance and Corporate Affairs, as the Chief Guest, and attended by Shri Conrad K. Sangma, Hon'ble Chief Minister of Meghalaya, along with other dignitaries, senior government officials, and beneficiaries.



PRIME Meghalaya, through its Funding Sector, successfully conducted a two-day workshop on Export Readiness & Supply Chain Management on the 16th and 18th of July 2025 at the PRIME Startup Hub, Shillong. This initiative was aimed at empowering local entrepreneurs with the knowledge and tools necessary to explore global markets and enhance their export capabilities. The workshop, led by international supply chain expert Mr. Abhijit Arjun Kanungoe, brought together 20+ entrepreneurs, SHGs, and producer groups from across Meghalaya.

As Meghalaya Startup Policy 2018's term is coming to an end, PRIME Meghalaya organised a Roundtable deliberation on 31st July 2025 to restructure and renew this policy. The meet was attended by the Deputy Director of the Department for Promotion of Industry and Internal Trade, Shri. Md. Alam Ansari along with high-ranking officials from various departments, academicians and successful entrepreneurs. Smti, Saloni Verma, IAS, Executive Director, PRIME delivered a presentation. The event overflowed with thoughts and suggestions from all attendees identifying gaps, formulation solutions curated to the ethnicity of the state and to further better the Meghalaya Startup Policy which will propel the state's entrepreneurial ecosystem.



An awareness session was held on 1st August, 2025 by the PRIME Funding Team, represented by Chenmiki Laloo and Jolene Phankon, for the outgoing batch of tailoring and fashion designing trainees supported by MSSDS at Bellefonte Community College. The session aimed to introduce participants to the PRIME initiative and inform them about available funding opportunities.



The MeitY TIDE 2.0 Northeast Techathon X-5 was successfully hosted on the 14th of August 2025 at the PRIME Startup Hub, Shillong. Unlike previous editions which spanned over two days, this year's event was conducted in a compact one-day format, yet retained the same energy, depth, and impact.

On 1st to 2nd September 2025, PRIME Acceleration Program held its first Acceleration Bootcamp at PRIME Startup Hub, Shillong, for six selected entrepreneurs. Shri Pratap T.P, Co-founder of Qwiksilver & Woohoo Gifting App, led the two-day sessions focusing on market analysis, customer segmentation, product-market fit (PMF), and stakeholder management.



The PRIME Acceleration Program hosted the 2nd Acceleration Bootcamp on the 4th and 5th of September, 2025, for the six selected entrepreneurs under the Acceleration initiative. The bootcamp was aimed at helping them advance their knowledge, upscale their businesses, strengthen their brands, and equip themselves with key insights on Financial Forecasting, Unit Economics, Marketing, and Branding Strategy.



On 16th September, 2025, PRIME Meghalaya, with the support from BioNEST NIPER, Guwahati, Assam, organised a Capacity Building and Validation of Traditional Healers in Meghalaya. It's an initiative through PRIME Business Facilitation, conducted in a hybrid mode to enable participation from traditional healers in Garo Hills as well.

The Community Immersion Program (CIP) 2025 was launched at IIM Shillong on 12th September 2025. A total of 59 beneficiaries are participating in this year's program. As part of the PRIME-FOCUS Convergence Strategy, 35 beneficiaries comprise Societies and FPOs from FOCUS-MLAMP, while the remaining 24 are individual entrepreneurs and startups. The program concluded with an interactive session where each entrepreneur was introduced along with their tagged student group.



On 15th & 16th September 2025, the Partnership sector of PRIME Meghalaya under Market Connect in collaboration with Courtyard by Marriott Shillong hosted Origins Meghalaya, an event celebrating the entrepreneurial spirit of the state. A total of 16 entrepreneurs from sectors like handloom, handicrafts, food & beverages and more showcased their products.

PRIME hosted a Mentors' Clinic program in four locations: Williamnagar (7th September), Jowai (17th September), Shillong (24th September) and Nongpoh (19th September) It was organized to connect entrepreneurs and experienced mentors who could provide hands-on guidance in business management, regulatory compliance, market access, and scaling strategies. The session also aimed to inspire local students from E-Cells by allowing them to observe real-time mentoring interactions and understand the practical aspects of entrepreneurship.



On 3rd October Prime Hub Shillong hosted a capacity-building workshop on Goods and Services Tax (GST) aimed at enhancing entrepreneurs' understanding of GST fundamentals, registration requirements, compliance procedures, and its implications on business operations. The workshop had a total number of 80 participants and the resource person was Shri BFL Kynshi, Superintendent of Taxes, Commissioner of Taxes.



On 9th October 2025, PRIME Meghalaya proudly participated in the Tamil Nadu Global Startup Summit 2025, leading a vibrant delegation of 10 entrepreneurs representing Meghalaya's growing startup ecosystem. The delegation showcased ventures from Technology, Handicrafts, Textiles, Health, Manufacturing and Tourism reflecting the state's entrepreneurial diversity and creative strength.

On the 13th October 2025, PRIME Meghalaya participated at the International Purple Fest in Goa, five dynamic entrepreneurs from Meghalaya, all Persons with Disabilities (PWDs) proudly showcased their products and ventures at the national stage. These entrepreneurs represent the spirit of innovation, resilience, and inclusivity that defines the entrepreneurial landscape of Meghalaya.



PRIME Meghalaya held its 3rd Acceleration Bootcamp at Landmark Hills Hotel, Nongrim Hills-Shillong from 29th October to 30th October, 2025. The sessions were led by Shri Hari Balasubramanian, Entrepreneur & Founder | Angel Investor | Mentor/Advisor | Member of the Ivy Cap and Shri Pratap TP, Co founder of Qwikilver & Woohoo Gifting App.



PRIME Meghalaya in collaboration with Bio-NEST NIPER, on October 29th 2025 has launched a new program to support and formally recognize traditional healers in Meghalaya through scientific validation and capacity building. As part of the initiative, the Business Facilitation Team at PRIME, through its District Project Managers (DPMs) and Block Staff, engaged with traditional healers across the state to identify and document indigenous healing practices for modern scientific validation.

29th of October – PRIME Meghalaya and its network of entrepreneurs participated in an AI SPARK: Accelerating Meghalaya Startups organised by the IT&C Department, Government of Meghalaya, in collaboration with the Machine Learning and Artificial Intelligence Technology Hub (MATH- The workshop was held at the Shillong Technology Park, Umsawli) and it brought together innovators, startups, and tech leaders to explore AI-driven solutions for entrepreneurship, governance, and business growth



From 6th to 8th November 2025, PRIME participated in the 100 Drums Wangala Festival held at Chibagre, 15 stalls were set up from diverse sectors. For several entrepreneurs, this marked their first experience participating in a large-scale festival, offering them valuable exposure to a wider market. Overall, the initiative served as an effective platform for learning, networking, and business growth, supporting local entrepreneurs in enhancing their visibility and market reach.

PRIME Meghalaya, in collaboration with the Centre of Learning, Knowledge and Services (COLKS), successfully organized a six-day training program on soap and detergent making at Lumsohpet Bneng, Ri-Bhoi District, from 10th to 15th November 2025. The training focused on practical learning, where participants gained hands-on experience in making different types of soaps, including body wash and detergent soaps. Through step-by-step demonstrations and practice sessions, the participants not only learned the techniques but also built the confidence to start or expand their own ventures.



PRIME Meghalaya participated in the Shillong Literary Festival, Edition V, with a dedicated stall showcasing the work of our entrepreneurs both rural creators and emerging urban startups. The three-day event, held from 20th to 22nd November at Ward's Lake, Shillong, offered a vibrant platform for visibility, learning and engagement.



24th of November - PRIME Hub Shillong organised a cyber security awareness session conducted by Shri Pankaj Kumar Rasgania, IPS, who serves as the Superintendent of Police (Cyber) in Shillong. The session aimed to educate attendees about various aspects of cyber security and the growing importance of digital safety in today's connected world.

24th of November - PRIME Partnership sector under the Mentorpool initiative hosted an interactive session with Tity Moni Lyngdoh, Founder & CEO of Dolphinze and as one among PRIME Meghalaya mentor, 22 entrepreneurs from different tech sectors participated as Tity Lyngs shared her inspiring journey to becoming a global fintech leader.



PRIME Meghalaya participated at The India International Trade Fair (IITF) 2025 under the theme of Ek Bharat Shreshtha held at Bharat Mandapam, New Delhi from 14th November to 27th November 2025. The Meghalaya Pavilion featured PRIME entrepreneurs displaying a range of traditional and contemporary products in sectors such as handloom, handicrafts and food processing.



PRIME Hub Shillong, in collaboration with the Animal Husbandry & Veterinary Vocational Training Centre (VTC), conducted a three-day training on piggery farming for farmers and SHG members from 1st –3rd December 2025 at the Veterinary Training Centre (VTC), Upper Shillong, Meghalaya, with 16 trainees participating under PRIME sponsorship.

PRIME Meghalaya participated in the 26th Hornbill Festival held from 1st – 10th December at Kisama, Naga Heritage Village, Nagaland. Seven startups from PRIME Urban and six PRIME Rural enterprises participated. The stall experienced strong visitor turnout, with customers from various regions purchasing the products and expressing positive feedback on quality and craftsmanship.



PRIME participated in the Frontier State Development Workshop, gaining valuable insights into the unique challenges and opportunities of the North Eastern frontier states. The workshop, organised by the Government of Sikkim in collaboration with NITI Aayog on 14th January 2026, focused on region-specific development strategies, sustainable growth, and improved coordination between the Centre and North Eastern states.

MeitY TIDE 2.0 Ideation / Techathon – X6 (Meghalaya Edition) was successfully held on 21st & 22nd Jan 2026 at PRIME Hub, Shillong and USTM, Ri Bhoi. With 30 startups pitching ICT-based innovations across key sectors, participants received expert feedback and mentoring. The winners from Shillong: Better One Percent | Sports Hour | Smart Farming Solutions and the winners from Ri Bhoi: Carbon-X | Pragjoyti Bazar Pvt. Ltd. | Money Matri. The Techathon supported idea validation and strengthened Meghalaya's growing startup ecosystem under the MeitY TIDE 2.0 framework.





As part of the 76th Republic Day celebration , PRIME Meghalaya actively participated by setting up 15 stalls showcasing products from PRIME rural and urban entrepreneurs, including entrepreneurs from PRIME Hub Babadam. The stalls provided a valuable platform for market linkage, customer interaction, and on-ground sales, all of which witnessed encouraging responses from visitors.

PRIME participated in the Ex-Servicemen Rally (ESM) held on 29th January 2026 at the Gorkha Training Centre (GTC), Happy Valley, with the objective of extending welfare support to Ex-Servicemen, Veer Naris, and their dependents. During the event, PRIME set up a stall to create awareness about PRIME initiatives and services, while also guiding walk-in participants on how they can benefit from various support programs.



On 30th January 2026 an Entrepreneurship Awareness Program was organised by the Ministry of Micro Small and Medium Enterprises in collaboration with PRIME Meghalaya which was held at Mawlai C&RD Block. The resource persons of the program were Director I/c MSME Shri Suresh Babu, Shri S K . Dewasaw DCIC IPO, Smt Lakynti Marbaniang PRIME Official and Shri Brian Manager SBI. There were 110 participants and the program ended with successful and insightful interaction and clarification from the participants.

Meghalaya recently marked a major entrepreneurial milestone at Ward's Lake, Shillong, by onboarding 75 new startups under the Chief Minister's Entrepreneurship Courses and Cohort (CMECC 6.0) and graduating 75 others from Cohort 5. To fuel this growth, the state is providing business grants of up to ₹2 lakh alongside nine months of structured incubation, mentorship, and market linkages. This initiative underscores the government's commitment to transforming local innovation into sustainable enterprises.



PRIME Meghalaya participated at the 8isONE Festival, ten dedicated stalls spotlight key local sectors, including handloom, food processing, and handicrafts of our region. This presence provided a direct marketplace for local artisans and entrepreneurs to showcase indigenous craftsmanship and sustainable products. Through this participation, the festival successfully merged cultural preservation with economic promotion, fostering an immersive environment for regional unity and entrepreneurial growth.



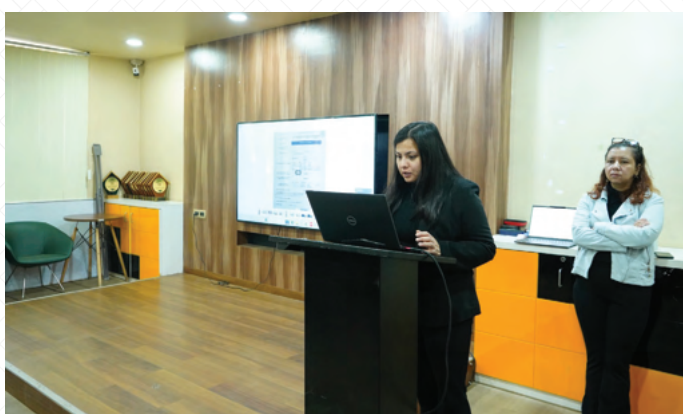
On February 19th to 20th, 2026, PRIME Meghalaya conducted a Phase II Entrepreneurship Development Program (EDP) at the PRIME Hub Auditorium for 11 aspiring entrepreneurs from the Mawsynram Block. The program ensures that subsequent technical skill training is purposeful and market-driven, reinforcing PRIME's systematic approach to building confident, well-informed grassroots businesses.



On 24th February 2026, PRIME Meghalaya hosted a program for the Environmental Information Awareness Capacity Building and Livelihood Programme (EIACP) as part of the entrepreneurial exposure visit. The short program was welcomed by V. Rymmai, Sector Head of M&E, followed by an overview of the Prime Program by Jacqueline Swer, Assistant Vice President of the Incubation Sector. The highlight of the program was a presentation about the Environmental Information Awareness Capacity Building and Livelihood Programme (EIACP) and its GSPD Course by Dr. Eugene Lamare, Programme Officer, EIAC and the session concluded with experience sharing from two PRIME entrepreneurs, Phidalis Tado and Anisha Shylla.



On the 25th February 2026, The PRIME Partnerships Sector successfully facilitated the onboarding of 16 start-ups from PRIME Meghalaya onto the Open Network for Digital Commerce (ONDC) platform today, in collaboration with Addble. The session was organized as part of PRIME's continued efforts to enhance digital market access and enable local entrepreneurs to leverage emerging e-commerce ecosystems.



On 25th February 2026, PRIME Partnership Sector organised a Memorandum of Understanding (MOU) signing ceremony between S & E Ventures (a homegrown FMCG) and Angie Shirhabs, a food startup incubated under Prime Meghalaya, for the contract manufacturing of premium chicken pickle under the brand name "Hoi Kiw."



2-Day Workshop for 15 PwD Entrepreneurs from the Garo Hills Region was inaugurated on 26th February 2026 at Prime Hub Tura, West Garo Hills. The workshop aims to enhance business skills, promote self-reliance, and create sustainable livelihood opportunities for PwD entrepreneurs in the region.

PRIME Meghalaya proudly participated in the Meghalaya Spice Festival 2026, held at Jio World Drive, Bandra Kurla Complex (BKC), Mumbai, from 27th February to 1st March 2026. As part of the 140-member State delegation led by the Department of Agriculture and Farmers' Welfare, Government of Meghalaya, PRIME facilitated the participation of five supported startups, accompanied by four PRIME team members, to showcase Meghalaya's growing entrepreneurial ecosystem.



On the 26th and 27th of February, PRIME officials attended a two day training program on "Sevottam & Grievance Redressal" conducted by the Sevottam & Grievance Redressal Cell of the Meghalaya Administrative Training Institute . Sessions on the first day highlighted the importance of Citizen Centric Administration, Smart Governance and the Right To Information Act . Sessions on the second day included a deep dive and a live demonstration into the Meghalaya State Public Service Delivery Commission (MSPSDC) Portal, Grievance Redressal through CPGRAMS.



Our Magnificent Meghalaya – Celebrating 8 Years of the MDA Government. The celebration marking 8 years of the MDA Government was held on 6th March 2026 at PA Sangma Stadium, Tura. The celebration was graced by The Honourable Chief Minister, along with Cabinet Ministers and government officials. During the program, beneficiaries of the CM Elevate SEED Scheme received cheques to support their entrepreneurial ventures. Stalls were also set up where entrepreneurs supported under the PRIME initiative showcased their products and businesses.

On 10th March 2026, PRIME hosted a short program, welcoming the US Consulate: Ms. Sananda Mitra. A welcome speech by Mr. Keningstar Nongrum followed by an overview of the PRIME Programme by Mr. Nathaniel Kharkongor. The program continued with entrepreneurs: insights and their journey so far, last but not the least an address by the U.S Consulate, Ms. Sananda Mitra to the entrepreneurs and PRIME officials present, expressing keen interest to network and partner between organisations and other stakeholders of the state. The program concluded with a vote of thanks by Mr. Iaidonlang Rumngong.



From 10th–14th March 2026, four entrepreneurs from PRIME Meghalaya participated in AAHAR 2026 in New Delhi, one of India's leading food and hospitality fairs, offering strong exposure to market trends and business opportunities. Along with them, PRIME Meghalaya also showcased products from 20 other entrepreneurs. They also took part in the launch of the Meghalaya Store at Delhi Haat, inaugurated on 15th March 2026, further strengthening market access for local entrepreneurs.

On 16th March 2026 a group of four MBA students were allotted to the PRIME Program for Multidisciplinary Action Projects (MAP) here in Meghalaya. The Multidisciplinary Action Projects is under the Michigan University- Ross School of Business where the students are placed in the field to understand, observe and come up with solutions to challenges and problems that they have identified. As part of MAP the students will meet educational institutions, societies and government departments to discuss and understand how they function with regards to entrepreneurship.



ENTREPRENEURS' ACHIEVEMENT

Meghalaya's Eriweave win hearts and investment alike at Shark Tank India.



Meghalaya's Eriweave win hearts and investment alike at Shark Tank India. In a heartwarming moment of perseverance and passion, Smt. laishah Rymbai and her daughter Lebaini Rymbai from Meghalaya stood before leading investors on Shark Tank India, sharing their dream of reviving Eri silk, one of the most sustainable fabrics in the world on February 17, 2025. Their pitch struck a chord with the investors. Sharks Anupam Mittal and Namita Thapar, moved by the story of struggle and sustainability, decided to invest ₹20 lakh in Eriweave for a 12% equity stake.

Launch of Northeast's First Wheelchair Accessible Vehicle (WAV)



Dr. Lahunlang Sohliya, MD of PMR Centre launched the North East's first Wheelchair Accessible Vehicle (WAV) on the 22nd of March, 2025 at Bharat Scouts and Guides, Laban in the presence of Rev. Dr. R.R. Cunville, Rev. Terrence William Wanshong, PMR Family, PRIME officials and distinguished guests. This Wheelchair Accessible Vehicle (WAV) has been supported by PRIME Meghalay through the PRIME Kick Start grant covering a major chunk of the cost towards purchasing the Wheelchair Accessible Vehicle (WAV).

Young Entrepreneur Reuel Kharbudnah Inaugurates IRM Unit

On the 10th of May 2025, Reuel Kharbudnah, proprietor of IRM (Innovative Research and Mobilisation) inaugurated his unit at Mynsiañ, Laitkroh. Reuel is a 4th semester student in the department of Physics, Synod College, Shillong. The Entrepreneurship Development Cell of the college played a pivotal role in his dreams of starting a business and connected him to PRIME. Prior to availing the grant from PRIME, Reuel manufactured different types of pavement bricks by hand and produced over 300 bricks daily. Now with the help of machines he aims to produce over 1000 pavement bricks and tiles daily.



Anumahasa Sna Receives Bharat Entrepreneur Award 2025

Anumahasa Sna, Founder of BRAVES Enterprise of Incubation Cohort 5, from West Jaintia Hills, is honoured with the Bharat Entrepreneur Award 2025 under (State wise) Category. Awarded by the Entrepreneurs Association of India at the 4th Bharat Entrepreneur Summit in New Delhi, this recognition celebrates her remarkable contribution to Meghalaya's entrepreneurial ecosystem.



Baghmara Campers Wins Best Offbeat Travel Experience Award

Founder of Baghmara Campers from PRIME Cohort 4, Mark Pantora M Sangma has been awarded the “Best Offbeat Travel Experience Award” at the Northeast India Tourism Awards (NEITA) 2025, held in Guwahati on October 12, 2025. He was also nominated for the “Best Travel Entrepreneur Award”, recognizing his dedication to redefining travel experiences in the Northeast.



True North Centre Inaugurated Under CM-ELEVATE Program



On 25th July 2025, the True North Centre at Lapalang was inaugurated by Honourable Chief Minister Conrad K. Sangma under the CM-ELEVATE Program. The Chief Minister highlighted the importance of such facilities in helping youth achieve their aspirations. Smt. Saloni Verma, IAS, shared the program's impact across the state, while Mr. Gary Lamare, founding partner of True North, spoke about their challenges faced and how CM-ELEVATE helped turn their vision into reality.

Luzia's Kitchen Expands with New Outlet in Shillong

Luzia's Kitchen, founded by Luziana Wahlang, marked another milestone with the inauguration of its new outlet at Mawlai Phudmawri, Shillong on October 27, 2025. The occasion was graced by Smt. Saloni Verma, IAS, Executive Director, Meghalaya Basin Management Agency (MBMA), in the presence of Rev. W. S. Majaw, family members, and the PRIME Team.



Interstate MoU Signed to Advance Sustainable Livestock Feed Innovation



In a first-of-its-kind initiative, an interstate Memorandum of Understanding (MoU) has been signed between two startups, one incubated under PRIME Meghalaya and another based in Assam, united by a shared vision for innovation in the livestock feed sector on 28th November, 2025. Through this partnership, both startups will work together to incorporate upcycled feed ingredients into the production of affordable pig and poultry feed in the state. This breakthrough is set to enhance feed quality, improve access for farmers, and strengthen sustainable and circular-economy practices.

Ferdinand Lyngdoh Receives National Award for Empowerment of Persons with Disabilities 2025



Ferdinand Lyngdoh, founder of Ekanbha and part of PRIME's Cohort-5, has been awarded the National Award for the Empowerment of Persons with Disabilities, 2025 under the category Shresth Divyangjan. He was awarded this prestigious recognition from the Hon'ble President of India on 3rd December 2025 at Vigyan Bhawan, New Delhi.

You Matter Self-Care Collection

On 26th March 2026 U_Matter Multipurpose Cooperative Society of Cohort 6 launched the 'You Matter Self-Care Collection' at PRIME Startup Hub in the presence of the PRIME team. At the core of the collection are two signature offerings: the You Matter Self-Care Journal and the You Matter Self-Care Kit. Each product has been purposefully designed to serve as both a practical tool and a gentle guide for personal well-being.



BENEFICIARIES IN MEGHALAYA

In Meghalaya, a total of 6219 entrepreneurs have benefitted under the PRIME (Promotion and Incubation of Market-Driven Enterprises) programme through initiatives that include funding support, incubation, mentorship, training, and its entrepreneurship development interventions.

Entrepreneurs benefitted under PRIME
6219

CM Elevate
2847

Rural
287

BFS
459

Acceleration
6

Incubation
353

Funding
885

Partnership
8

Academia
24

PRIME Registered Startup
1350



PRIME FUNDING

Scheme	Beneficiaries	Amount Funded
PRIME Scale Up Innovation Loan	141	16,17,44,432.00
Prime Kickstart Grant	94	5,12,82,221.00
PRIME Rural	56	2,95,36,980.75
InnoVenture	3	85,00,000.00
PRIME for differentlyabled	8	22,00,000.00
Training Centre	12	5,40,00,000.00
Bamboo Mission	32	1,60,00,000.00
Food Processing	186	4,88,90,000.00
Total	532	37,21,53,633.75

CM ELEVATE

Scheme	Beneficiaries	Amount Funded
Meghalaya Agriculture Warehouse Scheme	87	44,33,63,165
Meghalaya Any Business Venture Scheme	33	7,84,85,657
Meghalaya Common Facility Center Scheme	27	7,75,72,800
Meghalaya Dairy Development Scheme	132	3,96,00,000
Meghalaya Goat Farming Scheme	48	48,00,000
Meghalaya Motorcaravan Scheme	1	50,00,000
Meghalaya Piggery Development Scheme	1357	16,96,25,000
Meghalaya Poultry Farming Scheme	454	5,44,80,000
Meghalaya Sericulture & Weaving Scheme	397	5,44,41,544
Meghalaya Sports & Wellness Scheme	9	11,76,05,199
PRIME Agriculture Response Vehicle Scheme	192	21,18,14,089
PRIME Tourism Vehicle Scheme	110	20,80,96,978
Total	2847	1,46,48,84,432

PRIME TEAM



Shillong

The PRIME Shillong team comprises a total of 70 dedicated staff members, working together to drive entrepreneurship and innovation across the region.



Tura

The PRIME Tura team consists of 30 committed staff members, working towards fostering entrepreneurship and growth in the region.




PRIME
MEGHALAYA





A Government of Meghalaya Initiative

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