

Government of Meghalaya

PRIME Meghalaya (Promotion and Incubation of Market-driven Enterprises)

Citizen's Charter

Department: Planning, Investment Promotion & Sustainable Development Department

Programme: PRIME Meghalaya (Promotion and Incubation of Market-driven Enterprises)

Implementing Partners: Meghalaya Institute of Entrepreneurship (MIE) and Indian Institute of Management Calcutta Innovation Park (IIMCIP), Kolkata.

1. Vision

To create a vibrant entrepreneurial ecosystem in Meghalaya by enabling citizens to establish sustainable enterprises, generate employment, and contribute to inclusive economic growth.

2. Mission

- Promote entrepreneurship through incubation, funding, training, and market access.
- Provide structured support services for startups, enterprises, and self-employed individuals.
- Strengthen institutional support systems through PRIME hubs, incubation centres, and partner institutions.

3. Service Delivery Standards

<u>Service Area</u>	<u>Standard</u>
Transparency	Clear guidelines and eligibility criteria publicly available
Timeliness	Applications processed within defined timelines
Accessibility	Online portal and PRIME Hubs available
Responsiveness	Queries and grievances addressed promptly



4. PRIME Officials

Sl. No	Name	Designation
1	Dr. Vijay Kumar D, IAS	CEO, MBMA
2	Smt. Isawanda Laloo, IAS	State Nodal Officer Startup India
3	Smt. Saloni Verma, IAS	Executive Director, MBMA
4	Shri. D. D. Shira, MCS	Director, MIE
5	Shri. Augustus Suting	General Manager, MBMA
6	Smti. Lakshmi Rao	Advisor
7	Shri. Keningstar Nongrum	Manager (Admin)
8	Smt. Jacqueline Audrey Swer	AVP (Incubation & Acceleration)
9	Shri. Iaidon Rumnong	Sr. Manager (Funding)
10	Smt. Minha Riyaz Khan	Project Lead (PRIME Rural)
11	Shri. Nathaniel Kharkongor	Sr. Manager (CM Elevate, ACIC, Academia, Intra - MBMA Convergence & Pre-Incubation)
12	Shri. Jefferson Rani	Manager (Partnerships)
13	Smt. Pdianghunlin Chyne	Sr. Manager (Media & Comms)
14	Smt. Streamlet Sohtun	Asst. Manager (Business Facilitation)
15	Smt. Vareena Elaine Rymmai	Asst. Manager (Monitoring and Evaluation)

5. Grievance Redressal Mechanism

<u>Level</u>	<u>Officer Responsible</u>	<u>Timeline for Response</u>
Level 1	PGRO, PRIME	Within 14 working days
Level 2	Executive Director, MBMA	Within 14 working days
Level 3	Chief Executive Officer, MBMA	Within 30 working days



6. Core Services Offered

Sl. No	Service	Vertical	Documents Required	Service Delivery Timeline	Contact Details
1	Registration of Entrepreneurs under PRIME (PRIME ID)	Funding	ID Proof, Business Details	7 working Days	+91 70859 20363
2	Evaluation of Business Proposals	Funding	Business Proposal / DPR	3 working Days	+91 70859 20363
3	Entrepreneurship Training, Skill Training, Market Access & Capacity Building	Business Facilitation / PRIME Rural	ID Proof, Business Details	As per programme schedule	+91 97740 35357 / +91 78274 96571
4	Financial Assistance & Grant Processing	Funding	DPR, Pitch Deck, Bank Documents	120 working days	+91 70859 20363
5	Market Linkage	Partnerships / PRIME Rural / Business Facilitation	Product/Business Profile	As per stipulated time	+91 97740 35357 / +91 98566 29944 / +91 78274 96571
6	Branding & Packaging Support	Business Facilitation / Partnerships / PRIME Rural	Product / Business Profile	As per stipulated time	+91 97740 35357 / +91 98566 29944 / +91 78274 96571
7	Business Registration and Legal compliances	Business Facilitation / PRIME Rural	ID Proof, Business Details	As per stipulated time	+91 97740 35357 / +91 78274 96571
8	CM Elevate Schemes	CM Elevate	Business/Enterprise Details / MeghalayaOne Portal	Scheme specific	+91 93833 61617
9	Mentorship Support	Partnerships	Business Profile	7 working Days	+91 98566 29944
10	External investment - Financial linkages	Partnerships	As Required	7 working Days	+91 98566 29944
11	Machinery & Technology linkages	Partnerships / Business Facilitation	As Required	7 working Days	+91 97740 35357 / +91 98566 29944
12	Co-working Space & Dedicated Entrepreneur's Room	Admin	ID Proof, Business Details	7 working days (On Availability)	+91 84130 05979
13	Grievance Redressal	MnE	Written description of the issue, personal identification/contact details, and supporting evidence	30 working days	+91 90778 26559 / +91 70053 73086

7. Rights of Citizens

- Receive fair and transparent access to PRIME services.
- Obtain information on schemes, eligibility, and processes.
- Receive services within stipulated timelines.
- Submit grievances and receive responses within defined timelines.

8. Responsibilities of Citizens

- Provide accurate and complete information in applications.
- Submit required documents for processing of services.
- Follow guidelines and procedures of the programme.
- Utilize financial assistance and support services responsibly.

9. Commitment to Continuous Improvement

PRIME Meghalaya is committed to strengthening entrepreneurship support services across the state, enhancing transparency, accountability, and efficiency, and using monitoring and evaluation systems to improve programme impact.

10. Contact Information

- Shillong | PRIME Startup Hub Shillong, Jawaharlal Nehru Stadium, Polo, Golf Links, Shillong 793001, Meghalaya
- Tura | PRIME Startup Hub Tura, Food Crafts Institute (FCI), Najing Bazaar (Tourism Campus), Tura 794101, Meghalaya
- Nongpoh | PRIME Startup Hub Tura, Nongpoh Downgate Opposite Office of the Sub Divisional School Education Officer, Near Rani Motor showroom Nongpoh, 793102, Meghalaya

Website: <https://www.primemeghalaya.com>

Email: info@primemeghalaya.com

Call us at:

- +91 90778 26559 (Khasi/Jaintia Hills/RiBhoi Helpline)
- +91 81318 05897 (Garo Hills Helpline)