

2021

A ONE-YEAR JOURNEY OF



**PRIME**  
M E G H A L A Y A



PRIME Startup Hub  
Yearly Report 2020/2021

Promotion and Incubation of Market-Driven Enterprises





Shri Conrad Kongkal Sangma  
Hon'ble Chief Minister  
Government of Meghalaya

## FROM THE CHIEF MINISTER'S DESK

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20th July 2021

Conrad Kongkal Sangma

“ It all started with the wonderful initiative taken by our honourable Chief Minister, the Chief Minister's E-Championship Challenge. The PRIME programme was introduced to make sure that the program is conducted annually. Hence, with the aim to bring in the entrepreneurship ecosystem in Meghalaya, the PRIME Startup Hubs were introduced, encouraging the entrepreneurs from different fields and backgrounds to come together and get the required help for growing and expanding their businesses. Currently, we have two PRIME Startup Hubs in Shillong and Tura. PRIME strives to bridge the gap between entrepreneurs and other government departments, assist in credit and market linkage, and work towards upliftment of the society as a whole through entrepreneurship. ”

Shri. Barnari Mawlong, MCS, Director,  
Meghalaya Institute of Entrepreneurship (MIE)

“ The Prime Startup Hubs are set up in Shillong and Tura to incubate budding entrepreneurs of the State. The goal is to implement the best entrepreneurial practices, creating avenues for knowledge exchange, and building capacities for various enablers. ”

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

“ Under the visionary leadership of the honorable Chief Minister, the Government of Meghalaya has embarked on the PRIME program to enable livelihood creation by leveraging the power of entrepreneurship in the state. IIM Calcutta Innovation Park is honoured to be associated as a knowledge partner in implementation of this pioneering initiative. The PRIME Hubs have experienced great initial traction and catalyzed several promising entrepreneurs, who, despite the COVID-19 pandemic, have managed to grow their businesses and have demonstrated extraordinary resilience. The PRIME team is working closely with the key stakeholders to further accelerate this momentum and create entrepreneurship driven socio-economic revolution in the state. ”

Shri. Subhrangshu Sanyal, CEO,  
IIM Calutta Innovation Park (IIMCIP)



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- River Stone
- Amis Earrings & Jewellery
- Garohills Development Foundation
- Cryspils Creations
- Chachakrim Products
- Seven Cherri
- Organic Bamboo School
- Aquamegh
- Ama Foods
- Gabil Agro Industries
- Edian Marak

- Kyrshanlang Iwei-Ia-Iwei (K11)
- Kyrshan
- E.R.T.S (Educational Revolutionising Tools & Services)
- AJ'S Quick
- The Northeast Store Pvt. Ltd
- Greentech Foundation Meghalaya India
- Baising Khonglam
- Le Organica
- Ikabode
- M/s Sweet Edge Enterprise

- Shanghoi Enterprise
- Nonglwai Orchids Conservation Society
- Syntu Sanitary Pad

- Savourit
- D. Sten Shop & Food Processing Unit
- Sailum Meghalaya Fabric
- Umjerleaf
- Frankie Nonsiej
- Duia Trailblazers
- Leias Matlang
- Davidson S. Lamare

- Eco Recyclers
- Happy Saddles

- Balsing Sangma

- M/s Ecocraft
- M/s Hills Product
- The Comrade

- Saviba Eco Angling Resort

- Tirupa Sunrise Production
- Iewduh Techz Pvt. Ltd
- Ka Ktien Media
- Inventiv Insights
- Marketing wire
- Uniform World
- O'Shan Organics Na-La-Bri
- Arjun Kynter Design Studio
- Kitrwiang Irat Samuel Radshong
- Angels Production & Events



## INCUBATEES LOCATION - COHORT 1

# ABOUT PRIME AND SEGMENTATION OF ENTREPRENEURS

PRIME is an acronym for Promotion and Incubation of Market Driven Enterprises. PRIME was inaugurated by Hon'ble Chief Minister of Meghalaya Conrad K. Sangma in January 2020.

The program envisions making entrepreneurship a preferred career choice for the youth and people of the State through 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. Through PRIME, the youth is encouraged to explore alternative methods of employment and become job creators rather than mere job seekers.

The PRIME program seeks to create and promote an entrepreneurial ecosystem in the state. Aspiring entrepreneurs, start-ups, and early-stage enterprises are nurtured and supported to translate their innovative ideas into business and sustain them in the long-run by fostering effective networking opportunities.

PRIME follows a collaborative approach between the state government, its different departments, and private organizations to facilitate individual strengths.

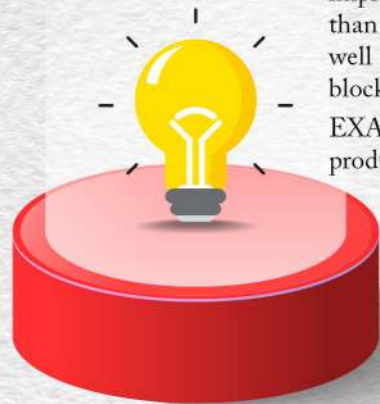
The PRIME Startup Hubs dedicatedly support the startup and nano entrepreneurs of the state.

## SEGMENTATION OF ENTREPRENEURS

### STARTUP ENTREPRENEUR

► They run innovation based enterprises, who produce value-added or improvised goods/services. ► These enterprises typically grow to have more than 20 employees and also include medium, small, and micro enterprises as well as technology based startups. ► Area of coverage extends beyond a block or district.

EXAMPLES ► Tech-startups / Entrepreneurs that have developed unique products/services



### NANO ENTREPRENEUR

► They run regular, non innovation or imitation based enterprises that use local resources and opportunity or solve local problems. ► Employ or create additional income for 2-20 people. ► Serve local communities

EXAMPLES ► Aggregators of agriculture produce / Small value addition units / Small tourism resorts, restaurants, travel agents



### LIVELIHOOD ENTREPRENEUR

► They are solo or single entrepreneurs who primarily operate at local levels and efforts are made to increase productivity. ► These entrepreneurs are also feeders to many startup and nano entrepreneurs across sectors such as agriculture, horticulture, sericulture, and apiculture among others.

EXAMPLES ► Farmers / Weavers / Livestock Rearers



## PRIME'S VISION

To make entrepreneurship a preferred career choice for the youth of the State through 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 aspiring entrepreneurs through a network of PRIME Hubs that will be the one-stop-shop for the different segments of 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.



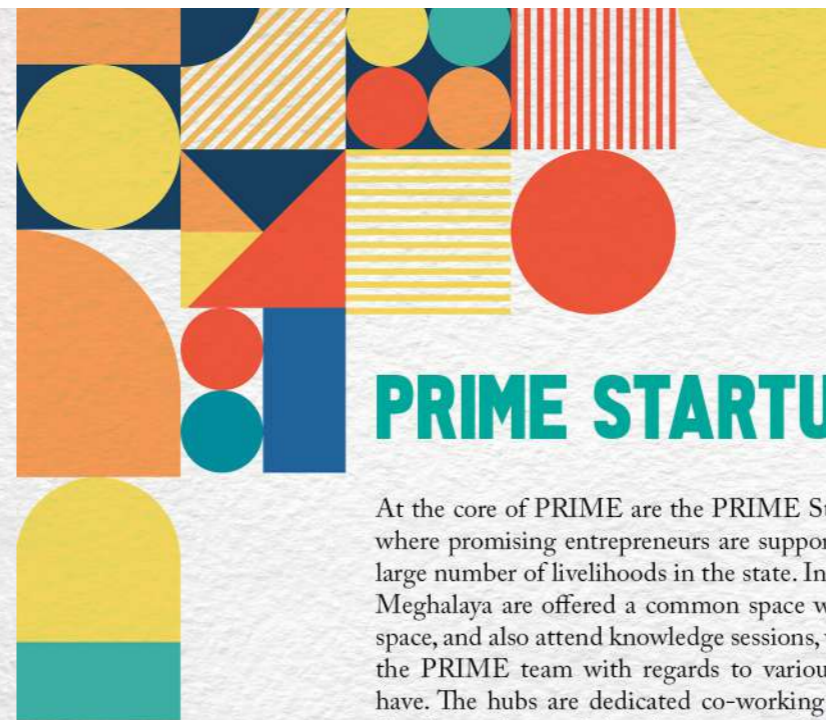
**Meghalaya Basin Management Authority (MBMA)**, an implementation partner of PRIME, is a not-for-profit company incorporated under the Planning Department of the Government of Meghalaya, engaged in the implementation of specialised development projects focused on enhancement of natural resource management,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



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



# PRIME STARTUP HUBS

At the core of PRIME are the PRIME Startup Hubs which are incubation centres where promising entrepreneurs are supported to grow their businesses and create a large number of livelihoods in the state. In these vibrant spaces, the entrepreneurs of Meghalaya are offered a common space where they can avail office and coworking space, and also attend knowledge sessions, workshops, training, and get support from the PRIME team with regards to various challenges and requirements that they have. The hubs are dedicated co-working spaces where entrepreneurs can nurture, develop, and expand their business, simultaneously, take part in workshops, seminars, and various other skill development programs that are frequently conducted in the hub.

**The PRIME Hub in Shillong** covers 9,500 square feet and has dedicated office spaces for the entrepreneurs, each having six seating capacity. The auditorium and learning center has seating capacity of sixty. 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 Hub in Tura** covers 3200 square feet, having open spaces and comfortable layouts for the entrepreneurs as well as the team. The hub provides vibrant, spacious, and 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 has a seating capacity of 30.

Interested entrepreneurs can apply to make use of these co-working spaces located at J.N Stadium, Shillong and Food and Crafts Institute, Tura. Due to the current economic situation with COVID-19, the coworking spaces are provided for free to the entrepreneurs for a maximum period of 1 year.

## CHIEF MINISTER'S E-CHAMPIONSHIP CHALLENGE AND PRIME INCUBATION

The flagship initiative behind PRIME is the Chief Minister's E-Champion Challenge and the PRIME Incubation program. 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, and government officials.

A cohort of 50 entrepreneurs is selected to join the dedicated and structured 9-month intensive PRIME Incubation Program under which they will receive the following benefits:



**Dedicated Mentoring:** The biggest component in this program is the one-on-one mentoring through industry professionals and entrepreneurship experts. Every entrepreneur has a dedicated mentor that strongly guides him/her in tackling the individual challenges and obstacles he/she is facing in building and scaling up the business.

**Capacity Building:** Periodic bootcamps, training, and workshops related to entrepreneurial and personal development that will help the entrepreneur to acquire relevant and necessary skill-set to build a sustainable and growth-oriented business.

**Access to Funding:** Preferential access to an array of funding opportunities available under PRIME will be given to the TOP-50 entrepreneurs. For further capital requirements, access to a large range of banks, foundations, impact and venture capital funds is facilitated.

**Access to Markets:** Through its vast network of corporates and retailers, the PRIME program is able to offer preferential access to various markets in the state as well as outside Meghalaya to the incubated entrepreneurs.

**Free Co-Working Space:** PRIME offers free coworking space in a vibrant environment among like-minded people at the PRIME Hubs in Shillong and Tura to the selected entrepreneurs.

**Free Marketing & Legal Services:** A variety of free services is offered to the incubated entrepreneurs ranging from free logo and website making to legal advice regarding the establishment of a company or accounting and book-keeping.

**Visibility & Networking:** Being part of a PRIME cohort will offer the selected entrepreneurs a strong visibility in local and national media outlets as well as the Social Media channels.

### 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 process of selection.
- ▶ Encourage and support people to avail growing entrepreneurship opportunities.
- ▶ Provide a statewide platform for individuals and groups to think entrepreneurially while enabling them to realise their entrepreneurial ambitions.
- ▶ Highlight and showcase existing and emerging entrepreneurs.
- ▶ Provide recognition, rewards, and a range of support mechanisms in maturing business ideas.

## PRIME ENTREPRENEURSHIP FUNDS

Funding is one of the primary challenges that the budding entrepreneurs of the state face while setting up and growing their businesses. Access to funds like bank credit has been a major challenge for micro, nano, and solo enterprises as well as new startup enterprises which could be due to multiple reasons including the small ticket size of individual loans, cost of credit delivery or lack of local knowledge among bankers, among many other reasons. Due to the novelty and innovation-components in Startup businesses, banks usually consider those kinds of businesses to be too risky to be funded.

Therefore, in order to promote and support entrepreneurship, the Government of Meghalaya seeks to financially assist the aspiring entrepreneurs by opening up an array of customized funding opportunities for them under the PRIME program. Three dedicated funding options are available for the entrepreneurs of Meghalaya under the PRIME program depending on type and stage of business. Those funds are specifically targeted towards the Startup Entrepreneurs as well as Nano Entrepreneurs of the state who have the capability to scale up their businesses and create livelihood opportunities and jobs for many individuals in the state. It is envisioned to support at least 1,000 entrepreneurs per year via those funding opportunities.

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



**KICKSTART GRANT** This non-returnable grant is meant to give start-up entrepreneurs financial equipment to take smaller capital and operational expenditures with regard to product development (e.g. R&D, Product Samples, Machinery, Fitout of Development Facilities). The grant can be awarded up to an amount of Rs. 5 lakhs. This grant is specifically for those entrepreneurs who are in their early stages and already have some innovation-based prototype/minimum viable product or convincing concept to showcase but need additional funding to develop this product or service to market-readiness.

**INNOVATION SCALE-UP FUND** This fund is meant for those startup entrepreneurs who already have an innovative existing business and have a clear pathway to scale up their operations to the next level and need financial means to do so. The Innovation Scale-up Fund can be awarded up to Rs. 25 lakhs via an interest-free and collateral-free soft-loan. A standard repayment moratorium of 6 months is given for the Innovation Scale-up Loan to consider the logistical challenges entrepreneurs are facing when expanding their businesses. This Innovation Scale-up Loan is specifically for those entrepreneurs that have an innovative and scalable business which is not recognized or considered as a traditionally fundable business by banks or other financial institutions and hence are usually not eligible for bank loan funding.



## PRIME ENTREPRENEURSHIP FUNDS



**THE ZERO INTEREST LOAN FACILITATION PROGRAM** An initiative taken in collaboration with Northeast Small Finance Bank, where aspiring entrepreneurs of Meghalaya, who own food processing units and enterprises, are given the opportunity to apply for interest-free and collateral-free loans up to Rs. 25 lakhs. Entrepreneurs who want to start a new food-processing business can avail up to Rs. 5 lakhs. This opportunity will allow the food processing entrepreneurs to expand their business endeavors without having to worry about finances anymore.

KICK START GRANT	SCALE-UP INNOVATION LOANS	INTEREST SUBSIDIZED BANK LOANS
Via PRIME	Via PRIME	Via NESFB
Up to Rs. 5 Lakhs	Up to Rs. 25 Lakhs	Up to Rs. 25 Lakhs (for existing businesses) Up to Rs. 5 Lakhs (for new businesses)
Non-Returnable Grant	Zero-Interest, Collateral-Free Loan	Zero-Interest, Collateral-Free Loan
For Innovation-based Startups	For Innovation-based Startups	For Imitation-based Entrepreneurs
Product Development, R&D	Scaling up	Scaling up

During the PRIME Entrepreneurship Awards, which was held in February 2021, the first batch of 13 entrepreneurs received the sanction letters for funding under PRIME as well as another 23 under the North-East Small Finance Bank partnership.



Those funds are now available to the public and every eligible entrepreneur may apply through the PRIME website. The current application windows and timeframes are to be considered as mentioned on >

[www.primemeghalaya.com](http://www.primemeghalaya.com)

# THE JOURNEY SO FAR, IMPACT OF COVID-19, AND HOW PRIME HAS HELPED THE ENTREPRENEURS

PRIME's first Cohort of Top-50 entrepreneurs was on boarded on January 21st, 2020 when the Chief Minister, Shri Conrad K Sangma inaugurated Meghalaya Entrepreneurship & Start up Summit at State Convention Centre which was also attended by CEO NITI Ayog, Shri Amitabh Kant as the Guest of Honour. Not long after the start of the incubation program in March 2021, the nation went into lockdown, and the entrepreneurs had to face an extremely chaotic and unclear situation. Most of the businesses came to a total standstill. The PRIME team adapted quickly to this challenge, shifted the incubation to a virtual mode, and initiated various mitigation methodologies to support the struggling entrepreneurs.

From dedicated webinars on how to (temporarily) pivot their startups to flourish in COVID-19 times, intra-cohort collaborations, to a focussed sector-specific mentoring regarding "local production - local consumption" to circumvent logistical challenges, the entrepreneurs were given a plethora of COVID-19 support offerings. When the lockdown eased, the complete virtual sessions became hybrid ones where entrepreneurs were given the choice to attend the sessions physically at the PRIME Hubs in Shillong and Tura or take part virtually. As the mode of communication of these bootcamps and workshops was in English, the team members gave separate sessions to the Khasi and Garo speaking entrepreneurs.



The PRIME team members remained by their sides as pillars of strength, motivating and encouraging them to continue pursuing their business ventures even during the trying times. The team looked out for available options and ways to bring business to the start-ups, and subsequently, reached out to various government departments and private organizations, pitching on behalf of the entrepreneurs. Experienced mentors, with backgrounds as industry professionals or successful entrepreneurs, connected to the entrepreneurs on a monthly basis to help them create winning strategies for their business and overcome major obstacles in building their enterprise. The entrepreneurs were also assisted to improve their branding, marketing and packaging, leveraging the skill sets of the own cohort through engaging the startup Marketing Wire in the process. PRIME also connected the start-ups to a legal partner firm to fast-track their company registration formalities and resolve statutory challenges. The PRIME team ensured periodic visits to the selected entrepreneurs at their work stations located across Meghalaya in order to understand the ground realities and challenges that they are facing. A good number of entrepreneurs from Cohort 1 were given free office and co-working space at the PRIME Startup Hubs in Shillong and Tura. PRIME connected the entrepreneurs with established local departmental stores within the state, which helped them to gain immense popularity locally. They have also been connected to various e-commerce platforms and outlets across the country to ensure a steady inflow and increase in revenues for the entrepreneurs. PRIME has also helped the entrepreneurs to acquire valuable funding from reputed organisations like the Pernod Ricard Foundation India.



Nine PRIME Startups of Cohort 1 received the PRIME Kickstart Grant of Rs. 5 lakhs each:

1. Tirupa Sunrise Production
2. D. Sten Food Processing
3. Marketing Wire
4. Ka ktien Media
5. Technalari
6. Syntu Sanitary pads
7. Seven Cherri
8. Gabil Cashew Processing Centre
9. Garo Hills Development Foundation



Four of PRIME startups of Cohort 1 received the PRIME Scale-up Innovation Loan to expand and set up new manufacturing units for their businesses:

1. Rynsan Creation Pvt. Ltd - 25 lakhs
2. Ama Foods - 20 lakhs
3. Chachakrim Products - 14 lakhs
4. Ms. Hills product - 14 lakhs



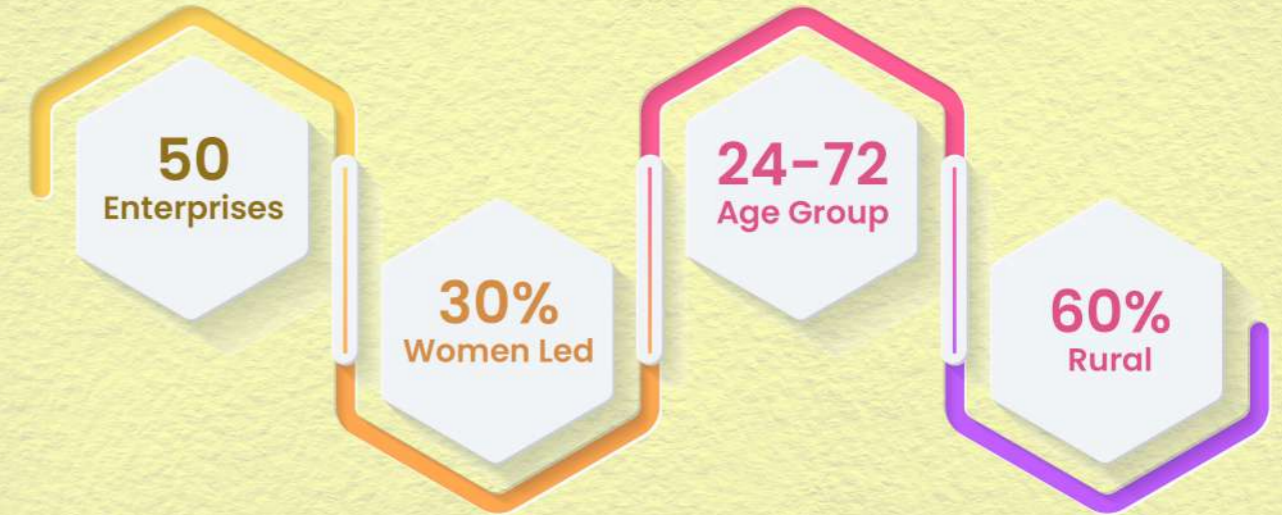
The Top-50 entrepreneurs of Cohort 1 remained incubated under PRIME for a year long and had undergone an intensive period filled with bootcamps, workshops, mentoring sessions, skill-upgradation programs, media exposure, market and funding connects. This Cohort 1 will now graduate from the PRIME Incubation program, but they will remain a crucial part of the PRIME family that will carry on to support the entrepreneurship ecosystem of the state and spread the vision of PRIME to build an inclusive and enabling startup ecosystem in the state. PRIME will also facilitate the networking and collaborations between Cohort 1 and Cohort 2 to create a strong leverage for the new incubatees.

## PRIME COLLABORATIONS

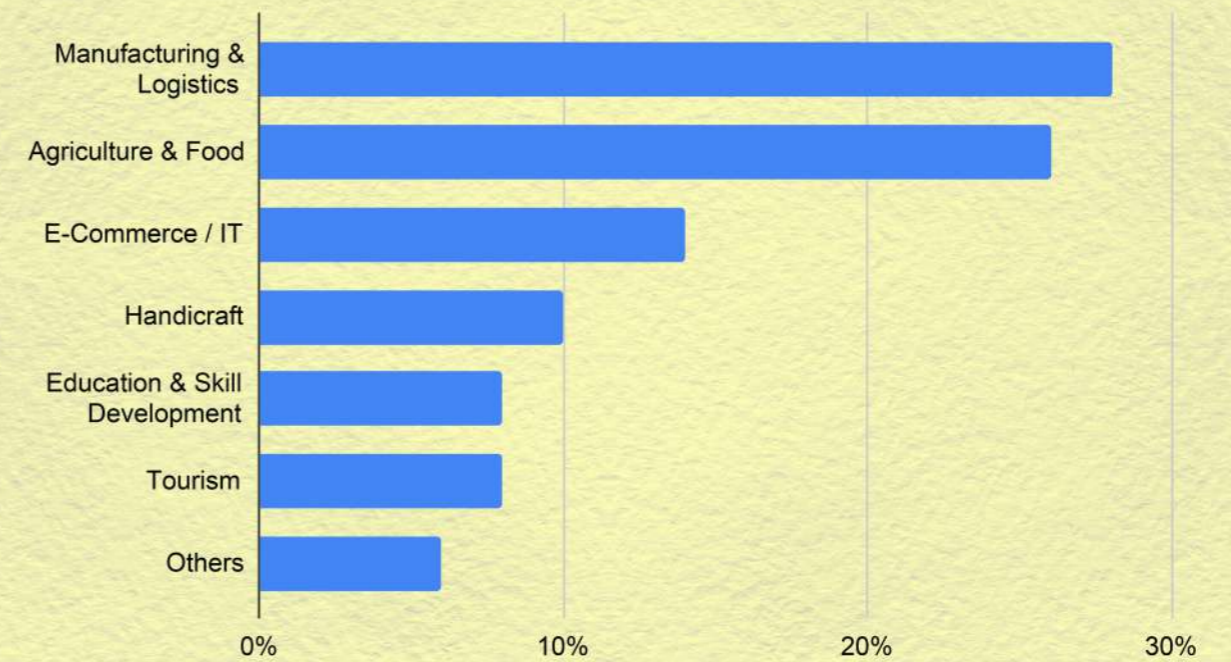
PRIME encourages intra-cohort collaboration to increase capacities, improve market access and promote local sourcing. Due to the close connection to the Assam Startup program (implemented by IIMCIP), many entrepreneurs have also been linked to startups from their cohort to leverage regional strengths. The following is a small extract of linkages, partnerships and connections that have been established by PRIME.



## COHORT STATS

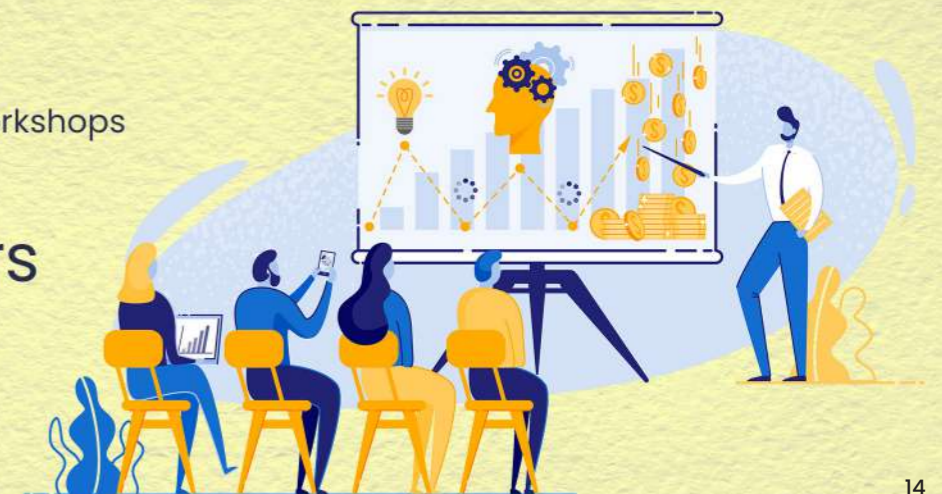


## SECTOR WISE BREAKUP



**75hrs**  
Capacity Building & Workshops

**480hrs**  
Mentoring





**ENTREPRENEUR STORY:**  
**RAYMOND R. LYNGDOH**  
**RYNSAN CREATION PVT. LTD (SAVOURIT)**

Raymond R. Lyngdoh is based out of Umsning in Ri Bhoi district of Meghalaya. Upon having a master's degree in social work, Raymond always had a strong affiliation towards sectors like rural development and livelihood. Therefore, he took employment under the state government and gathered 6 years of extensive knowledge while working closely with various farmers and producer groups at a grass-root level.

Soon after, Raymond noticed that Ri Bhoi hosts an array of agri-horticulture products of high value, however, they are extremely perishable in nature. And this observation gave him the idea of developing a customized solar dehydrator. In order to prevent spoilage and wastage, especially during peak seasons, and to add value to several under-utilized fruits that are grown widely in the forest, Raymond devised a customized solar dehydrator. It also served as his long-term plan to do something about the limited market accessibility of the farmers. And this marked the inception of his business venture, Savourit.

Savourit, founded in December 2018, is a unique enterprise that focuses on manufacturing dehydrated fruits, jams, pickles, spices, and honey by using an eco-friendly customized Solar Dehydrator, which is developed by Raymond and his team, primarily used for drying fruits and spices. And among all, Raymond is supported by his wife, Mebari, who serves as the backbone of Savourit and majorly takes care of the product development segment.

An excited Raymond explains, *“Currently there are very few small processing firms that undertake value addition of various fruits and vegetables and that too in a limited capacity. The scope of value addition of this agri-horticulture produce including spices is unlimited. Therefore, we want to support the farmers by making them learn the technique of minimal processing where they can use our dehydration technology, ensuring both quality and quantity. Our dehydration technology helps in increasing the shelf life of an organic product and reduces transportation cost. This type of food processing technology serves farmers, Self-Help Groups, and other community-based organizations.”*

Today, Raymond and Mebari are continuing their research on all kinds of seasonal fruits and vegetables that are typically grown in the North-East soil and developing their unit in Umsning. Be it peel, pulp, core, seed or juice, the aim is to guarantee that nothing gets wasted of these nutritious food items and their maximum value can be utilized. Raymond wanted to pursue something that not only interested him but also helped in developing the livelihood of the people from his native place. And Savourit, his dream project, is doing just that. He and his team work closely with the Self-Help Group (SHGs) and individual entrepreneurs for sourcing raw materials and executing the primary processing. He is excited to build a company that is eco-friendly and makes the best use of technology, creating a social impact in terms of livelihood and rural development.

Savourit is now a registered company with the name Rynsan Creation Pvt. Ltd. Recently, Mebari and Raymond were awarded the PRIF Grant of Rs. 6 Lakhs, a

program run by IIM Calcutta Innovation Park and funded by Pernod Ricard Foundation. Additionally, Rynsan Creation Pvt. Ltd. was one of the first recipients of the PRIME Scaleup Innovation Loan. They plan to invest the capital in building a new manufacturing unit cum warehouse, procuring raw materials, improving packaging, and boosting overall production.

Savourit is also the first startup from Meghalaya that got selected for an Pan-India Startup Accelerator Program. Alongside less than 10 other Startups from across the country, Savourit has joined the EIAP - Emerging India Acceleration Program Cohort 3.0. This program run by the venture capital firm Sangam Ventures, aims towards preparing the Startups for uptake of larger equity based funding after an incubation period of 8-months. The EIAP has a strong focus to work with entrepreneurs that promote sustainable and regenerative farming among its suppliers.





ENTREPRENEUR STORY:

**DLESGRACIA STEN**  
KONG STEN PICKLES



Dlesgracia Sten, one of the Top-50 PRIME Entrepreneurs and the proud owner of D. Sten shop is based out of Umroi in Ribhoi District of Meghalaya. After having a successful venture in the hospitality sector, Dlesgracia, who is also fondly known as Kong Sten, recently ticked off her dream of starting her own food processing unit and providing employment opportunities to the aspiring women in the state. A true Alpha and an achiever, who's undying zest works as a motivation for many, started the journey of entrepreneurship with the goal of serving people the finest of indigenous delicacies, reviving the authentic flavours of Meghalaya. Kong Sten aims to make the best use of her prowess in organic herbs and their benefits, expanding and transforming her enterprise into a brand, and creating avenues for the emerging youth of the state. Even her lack of English comprehension skills did not stop her from achieving her goals. D. Sten Processing Unit was established in 2019 with the support from PRIME. Initially, D. Sten was a tea stall shop, serving local and traditional cuisines. She then started processing pickles following the traditional methods. Today, Kong Sten pickles can be found in several well-known E-Commerce platforms across the country e.g. The North East Store or Green Central and a few other local departmental stores.

D. Sten Processing Unit has become a brand of its own and has taken up the name Kong Sten's Pickles. PRIME has helped her with obtaining FSSAI registration, branding her business, building up a social media presence, and connected her to different funding agencies. She has received a collateral and interest-free loan of Rs. 3 lakhs from North East Small Finance Bank to expand her manufacturing capacities. She also received a grant of Rs. 5 lakhs for product development and R&D from PRIME ID Funding.

Kong Sten throws light on her journey with PRIME, *"I feel so blessed to have been onboarded with PRIME. The PRIME team is like a family to me as I can tell all my problems to them and at any time. I have gained a lot of knowledge and built connections for the development of my business. I feel that without PRIME, I would not have been at this stage right now."*





**ENTREPRENEUR STORY:**  
**ODREENA GRACIA SHANGPLIANG**  
**O'SHAN ORGANICS NA-LA-BRI**



Odreena Gracia Shangpliang, owner of O'Shan Organics and one of the Top-25 Entrepreneurs of PRIME, hails from Ryngud Village in Sohra and entered the Food Processing industry in 2018. After being in the corporate sector for almost 11 years, Odreena took a leap of faith and started her own entrepreneurial venture. It was also a plight to end the exploitation of the farmers by the middlemen and improving the overall livelihood of the local producer groups in the state. Currently, she is producing honey, Citrus Macroptera juice, and spices that include Lakadong turmeric, black peppercorns, and ginger powder among others. These herbal spices are unadulterated and grown naturally in her own farm, making them organic in the truest form. Odreena also aims to impart the health benefits of the local "Umsoh Kwit" or Citrus Macroptera fruit by producing ready-to-drink fruit juice without the addition of chemicals. Her products are available in some of the local grocery shops in Mawroh, Rynjah, Langkyrding, and Mawlai. The majority of her employees are local women from the neighborhood, who help her right from procurement to packaging. She is planning to expand her business, hire more employees, and shift from home office to the co-working space offered by PRIME at the Hub in J.N Stadium. Further, she will be setting up a manufacturing unit at her native place in Sohra. Recently, she was granted an interest-free and collateral-free loan of Rs. 3 lakhs under the Zero Interest Loan Facilitation Program, an initiative taken by the Government of Meghalaya in collaboration with the North East Small Finance Bank.

An excited Odreena says, *"I am going to purchase high-quality and refined machinery to increase the production quantity of the food items and also planning to utilize the funds to improve the packaging of my products. Currently, I am using the PRIME Hub space to have meetings with my clients and prospective business partners. And in the coming days, I am going to display my products here."*

Due to the continuous efforts, Odreena has received a staggering order of 30 tons for her spice products in the month of June 2021 from a wholesaler in Mumbai. She will also soon set up a new manufacturing unit in her native village, providing valuable employment opportunities to the rural population of Sohra.





ENTREPRENEUR STORY:  
**SEMADA MARAK**  
 SEVEN CHERRI

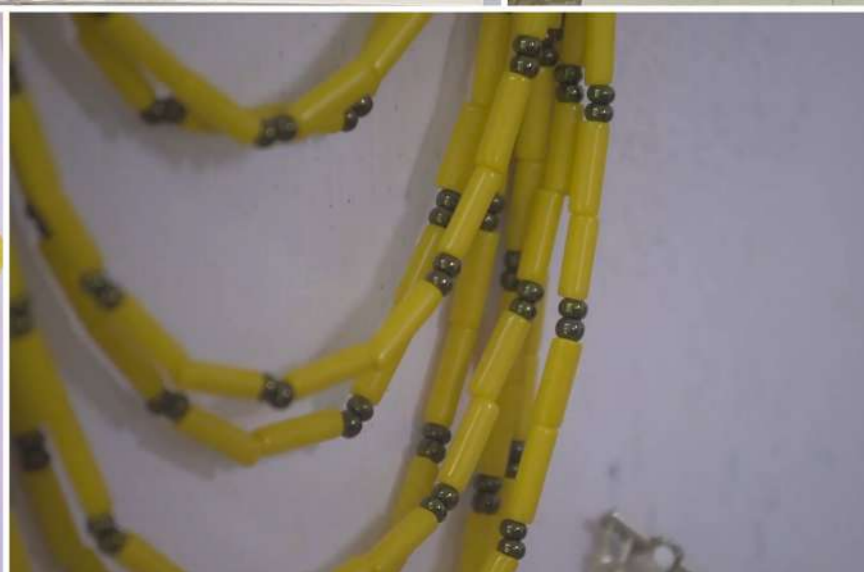


Seven Cherri founded by Semada Marak, is based out of Tura in West Garo Hills, is a thriving design house that is entirely run by an army of skilful local women. From crafting to delivery, everything is executed by a vibrant team of hardworking women from the neighbourhood. Semada Marak, one of the Top 25 Entrepreneurs of Chief Ministers E-Championship Challenge 2019, is a software engineer and left a well-cushioned corporate job to pursue her childhood dream of working in the fashion industry and providing training and gainful employment opportunities to the local underprivileged women in her state. Seven Cherri offers an array of chic and tastefully crafted jewellery pieces. Such innovative products mark the fusion of traditional motifs, signifying the tribal culture of Meghalaya and North-eastern states, proudly up-scaling their demand. Seven Cherri focuses to retrieve the dying traditional handicrafts of the Northeastern tribes, which has a great history of glamour through their ornamental collection.

Semada was awarded with Rs. 6 lakhs PRIF Grant, a program run by IIM Calcutta Innovation Park (IIMCIP) and funded by Pernod Ricard Foundation India. With the PRIF Grant of 6 Lakhs, she is intending to expand and strengthen the team, upgrade storage facilities, infrastructure, develop new products, improve packaging, create a website, invest in marketing, and boost overall business to create new training and livelihood opportunities for the women of the state.

Semada shares, *"I have received support and assistance from PRIME for more than a year now. I met experts from different industries and entrepreneurs, who guided me throughout and gave mentoring sessions. They improved my business plans and gave me ideas and advice so I could improve and grow my business. Also, I have received various financial support, PRIF grant, and Kick-Start grant for product development and more."*

She also received the PRIME ID Grant of Rs 5 lakhs, which was launched by the Honourable Chief Minister of Meghalaya Shri Conrad Sangma on 19th February 2021 during the PRIME Entrepreneurship Awards. With the grant of Rs. 5 lakh from PRIME ID, she is planning to create a line of high-end, well designed, and eco-friendly accessories that focuses on using natural resources and local manpower. Extensive research and designs of locally found resources like bamboo and rikwareng (local fern) would be carried out with the support of PRIME.





**ENTREPRENEUR STORY:**  
**DILSENG M SANGMA**  
**M/S HILLS PRODUCTS**



Dilseng M Sangma is one of the Top-50 entrepreneurs of Cohort 1 and the founder of M/s Hills Products. Dilseng hails from a small village named Rongjeng in East Garo Hills. He is a self-taught entrepreneur, who manufactures compostable plates and bowls out of arecanut leaves. M/s Hills provides hygienic, non-toxic, light weight, heat resistance, durable and environment friendly arecanut plates and bowls. Through his venture, he intends to create awareness against usage of plastic utensils. He has a good connection with distributors across Meghalaya and plans on expanding outside the state and to neighbouring countries like Bangladesh in the near future. Through the improved marketing channels, he is receiving order inquiries from as far as the Middle East in quantities summing up to many lakhs of plates.

Dilseng was also invited as a guest lecturer to Rongjeng RMSA Secondary School, where he took an hour-long interactive session with 9th and 10th graders. He enlightened the young minds about the growing scope of entrepreneurship in this fast-paced economy. The children also learnt about the various challenges that Dilseng had faced in his entrepreneurial journey and how he strategized to overcome them, eventually making his products stand out and beating competitors. Currently, M/s Hills owns a manufacturing unit in his property with minimum labours. Dilseng recently received a Scale-up Innovation Loan of 14 lakhs with which he is, at this point in time, expanding his unit and procuring machinery for a higher production capacity. He will also refine his products, increase manpower and improve the overall packaging of his products.

Dilseng says, *“When I got selected under PRIME, it was a whole new learning experience as I had to pitch in front of a jury for the first time ever. I have gained knowledge through various bootcamps, especially when it comes to social media marketing, online platforms, finance, and collaboration.”*





ENTREPRENEUR STORY:  
**MAMTA KHARROMAN**  
UNIFORM WORLD



Soon after completing her graduation, Mamta Kharroman, who grew up in Shillong, pursued her flair for designing and stitching by enrolling herself in the tailoring classes offered by PMKVY. During the course of her training, she made acquaintances with a lot of local women, who wished to pursue designing as a profession just like her but lack of financial support deterred them from chasing their dreams. However, this sparked a business idea in Mamta's mind. An enterprise that manufactures affordable uniforms for institutes, hospitals, corporates, and organizations alike, generating employment opportunities for the local women, who are interested in tailoring and designing to pursue their ambition and develop their skills. Mamta took a leap of faith and founded her business venture, Uniform World, in February, 2020. Initially, she focused on manufacturing uniforms for schools primarily. Unfortunately, the early phase of her entrepreneurial journey didn't go as planned. The world was soon hit by a pandemic and the country went into a lockdown. And the schools were shut down indefinitely, which was a huge blow to her business.

Uniform World was majorly banking on the orders that it got from the schools and it became extremely difficult for Mamta to sustain her business, which was still in its nascent stages. There was a brief period when the future of her business seemed bleak. However, she noticed a rising opportunity. The demands for face masks and medical scrubs surged in those trying times. And without any further delay, she contacted DIC. She was able to manufacture and supply more than 1000 pieces of masks within a very short span of time. She also took orders and supplied medical scrubs to some of the corona care centers in Meghalaya with the help of PRIME.

A thankful Mamta says, *"PRIME is like a parent to me because the PRIME team has nourished and helped my business grow from the very beginning. The knowledge and power that PRIME bestowed upon me and the other entrepreneurs is irreplaceable in our entrepreneurial journey. PRIME has helped me to shape my business and make it refined, and I am proud to be a part of the Chief Minister's E-Championship Challenge 2020."*

Currently, she is manufacturing triple-layered pure cotton masks to help battle the second wave of the pandemic. Moreover, she successfully bagged orders from two different schools in Shillong, and with the help of her able workforce, she delivered them on time. Uniform World has a strong social component attached to it. Mamta engages local tailors by delegating a substantial amount of work to them periodically, improving their livelihood to an extent.

Mamta dreams to have her own outlet in the coming days and create her own branding with the finest of packaging. She is planning to engage more women from the state by training them and developing their skills so that in the near future, Mamta's women-led Uniform World transforms itself into a renowned brand, especially known for delivering finished clothing of premium quality.





**ENTREPRENEUR STORY:**  
**BANANGKU MOMIN**  
**GARO HILLS DEVELOPMENT FOUNDATION**



Banangku Momin, the founder of Garo Hills Development Foundation (GHDF), was born and brought up in Tura, Meghalaya. Upon possessing a graduation degree in Computer Applications, he started GHDF foundation in 2018 on a mission to eradicate information poverty. GHDF was selected as one of the Top 25 Prime Entrepreneurs of Cohort 1 in 2019. Banangku Momin has a deep understanding that marginalized communities living in socio-economic backwardness and information poverty can be empowered to improve their lives on their own, simply by providing them access to information and knowledge by using digital tools. On this thought, he founded GHDF and aims to connect special groups or communities of Garo Hills to bring them out of digital darkness and equip them with access to information.

As an organization, GHDF has strong team of more than 30 employees, and have marked its presence in more than 7 locations across 3 districts of Garo Hills i.e. 2 in North Garo Hills (Bajengdoba and Rari) , 1 in South West Garo Hills (Ampati), 4 in West Garo Hills (Tura, Dadenggre, Darenggre and Gambegre), and more than 10 centers are in the pipeline. Mr. Momin shares, 'the trust and belief that people have put in us — be it our beneficiaries or those who have funded us keeps us moving forward.' GHDF has trained more than 2,000 youths and women through different ICT tools. They have also trained 11 visually impaired and 16 differently abled students."

"Everywhere you go today, work is dependent on computers. People are posting jobs online and are applying for jobs online. Computers have become an extremely important part of our daily lives and that is the reason I joined GHDF", says Sengjan , a 40 year old visually impaired teacher at Montfort School, Tura. A team of two from GHDF would spend a few hours every week at the special education school, and teach Sengjan and others how to use a laptop. Though these two trainers have trained hundreds of students in digital literacy, teaching the visually impaired was challenging. Those who have the luxury of sight, operating the mouse/trackpad is a natural extension of using a computer/laptop. While for those visually impaired, a mouse or trackpad is of little value. They watched videos on YouTube and used the pedagogy to train students of Montfort Centre for Education. They worked really hard and might not have been the perfect trainers but Sengjan has learnt enough to operate a computer on his own now and he is a living inspiration.

*"There are hardly any schools or institutes that trains specially abled persons like deaf, mute or blind persons in digital literacy. Since there has been no policy or project till date, I strongly feel that they are being further excluded from their rights. As we see most of the websites have been designed keeping in mind the specially abled, and the assistance they require. It was a tough time for all the entrepreneurs during the pandemic, however, PRIME has supported me in many ways in the past one year. The regular bootcamps, mentoring sessions, online marketing, etc have majorly helped me to grow and develop my business. I have received mentoring from subject experts representing IIM Calcutta Innovation Park. I have also received the Kick Start Grant of Rs. 5 lakh under PRIME ID, which I am going to use for product development,*

*including new courses like Photography, Tally, and Tourism in the curriculum of my training center," shares Banangku, the founder of GHDF."*

GHDF was awarded Rs. 1 lakhs as a part of CM's E-Champion Awards on 21st January 2020. GHDF is registered under Meghalaya Societies Act 1983. They recently received the PRIME Entrepreneurship fund of Rs 5 Lakh which was launched by the Honorable Chief Minister of Meghalaya, Shri Conrad Sangma on 19th February, 2021 during the PRIME Entrepreneurship Awards. With these funds, they are planning to invest in hiring more manpower, buying more computers, and expanding their centers with more new courses like Tally, Video Editing and Tourist Guiding.





**ENTREPRENEUR STORY:**  
**BADAL NYALANG**  
**MARKETING WIRE**



Marketing Wire is a result-oriented full service digital agency based in Shillong, Meghalaya. With the rising need for digital services in today's date, Marketing Wire works to provide an all-round digital support to businesses, public sector and individuals. Led by Badal Nyalang, Marketing Wire boasts a team of seasoned marketers, content creators and tech wizards with unique skill sets working together to deliver results. Marketing Wire aims to be a role model in the IT service sector for the upcoming youth and entrepreneurs of the region.

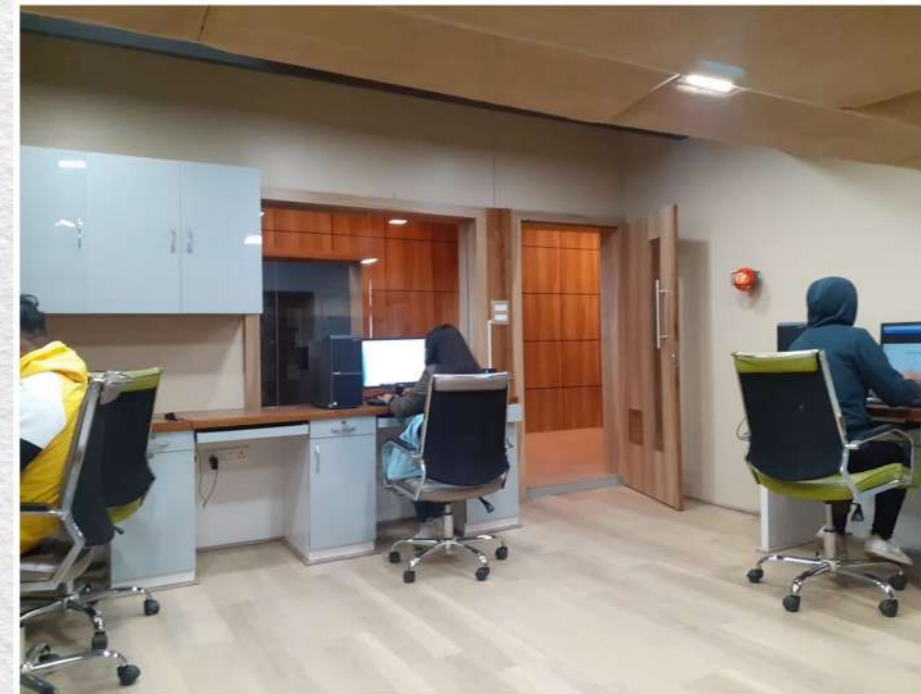
Started in 2018, Marketing Wire began with a motive to deliver top quality social media, content marketing, website design and software related services to small businesses. The "Aha" moment was when Badal came across a request on Quora asking "how much it costs to outsource social media marketing". The replies were a long list of service providers, but the cost seemed just too high for a small-scale company. He was amazed to see the high marketing charges, but then the idea struck, what if they do it at a lower cost and give deliverables as per international standards? Because they could create fast content, be it visuals or written content. Moreover, the cost of living in Shillong is not as high as compared to metros.

*"What started out as a solopreneur venture now boasts a team size of 7 awesome team members in a matter of one year. Our business is fairly new but luckily, the group as a whole is a complete package of talented professionals, which makes working here simply great",* Badal Nyalang, Founder, Marketing Wire.

Having heard about incubation, entrepreneurship challenges, The Chief Minister's E-championship Challenge came in the right time for a young Marketing Wire team. The mere experience of pitching ideas and networking with fellow entrepreneurs from the state was a unique experience on its own. After getting selected among the Top-25 Entrepreneurs of 2019, the 1-year incubation started. Through rigorous bootcamps, mentoring sessions and access to the market, Marketing Wire was able to realise its true potential. The company grew three times in size and also tripled their sales in the first year alone. The team was also allotted a space at the newly inaugurated PRIME Startup Hub, Shillong, where they are given close mentorship, regular exposure, and networking opportunities.

While closing in on the 1 year incubation, Marketing Wire was also awarded the PRIME Entrepreneurship award and also a kick start grant for product research and development. Interestingly, with the need for digital support felt across the cohort of 50 entrepreneurs, Marketing Wire also partnered with PRIME to provide free, respectively highly discounted marketing and design services to the cohort. By now the startup bagged a number of prestigious awards and recognitions like Best Social Media Agency 2020 (Ad World Masters) or Best Digital Marketing Agency Northeast India 2020 (CV Magazine).

*"Covid didn't stop us, neither did it stop the PRIME team to support us, they were always available to help us even with the smallest of doubts and issues. I feel really blessed to be part of the first of its kind programme in Meghalaya. I hope we can guide future cohorts and entrepreneurs, as they start writing their entrepreneurial story"* Badal Nyalang, Founder, Marketing Wire.





**ENTREPRENEUR STORY:**  
**BESTARLY MARWEIN**  
**FOUNTAIN GREEN JOINT LIABILITY GROUP**



Bestarly Marwein, a coal baron turned entrepreneur and environmentalist, secured a place as one of the Top-25 Entrepreneurs in Cohort 1. Bestarly's entrepreneurial journey began in 2015 when the National Green Tribunal (NGT) prohibited the extraction of mineral resources like coal and limestone, and he started thinking of ways to find another source of income and battle the financial crunch.

In 2016, Bestarly started a plantation of aromatic plants over 5 acres even though there was a little market at that point. He reached out to some of the personnels of Meghalaya Basin Development Authority (MBDA) and got trained on the plantation of aromatic plants. MBDA also supported him with acquiring machinery like a distillation unit and other necessary materials required for extracting essential oils. This support and encouragement that he received from MBDA gave him the idea and the courage to create a platform where farmers and producer groups can be trained on aromatic plantations at free of cost. This is when Fountain Green JLG was founded.

The honourable Chief Minister of Meghalaya launched the MEG Aroma Mission at the farm of Fountain Green Joint Liability Group in 2019. Bestarly's group is not only training farmers on aromatic plantations but is also distributing free saplings to village women entrepreneurs. He buys back the plants then at a guaranteed price once they are fully grown and hence provides livelihood opportunities to these women. One of the prime motivations of founding Fountain Green JLG is to honour Mother Nature and somehow return to her the gift that she bestowed upon us, sustaining the cycle of life further. These days Bestarly Marwein has also become a true champion in restoring the environment by greening former coal mines with the help of various plants he is using for essential oil extraction e.g. lemon grass.

Bestarly has expanded his business to several blocks and districts of Meghalaya and currently possesses 8 distillation units. Recently, he has launched another branch under the brand name "Suhsieng" that manufactures finished products like essential oil, soaps, floor mops, products on aromatherapy, mosquito repellent, scented candles, gift hampers, and more.

Bestarly pays his gratitude to the PRIME team and says, *"PRIME has helped me to expand my business and made it more furnished and well-polished in every way. Ever since I joined PRIME, I have gained a lot of knowledge through various programs and sessions conducted by the team. They helped me with market connections, designing, financial assistance and guided me throughout, which in turn improved my way of thinking and business sense. I consider PRIME as my family, who are always ready to hear out my problems and find ways to tackle them."*





### ENTREPRENEUR STORY:

## CATHERINE DOHLING AND TRIDEEP RABHA

### THE NORTH-EAST STORE



The Northeast Store Pvt. Ltd., founded by Catherine Dohling and Trideep Rabha, is an e-commerce platform that brings the unique food, handicraft, and handloom products of the Northeastern states to the rest of India's doorstep. The showcased products are sourced straight from the artisans and producers as well as from NGOs, Government groups & Self Help Groups, who directly support local farmers & artisans, bridging the gap between the need of Northeast producers for newer marketing platforms and the end customers to gain easy access to Northeast's products.

The North East Store was born of a simple fact: People love food from where they are from. And miss it when they are away. The founders, who hail from Shillong, Meghalaya, have lived and worked outside of the North East and missed home and all its comforts while they were away. They noticed that for too long the Northeastern expats made do with bringing back edibles and other unique items back from home each time they visited for a holiday. So they thought, "if you can't go home, how about getting home to you?" TheNorthEastStore.com became the answer!

As one of the Top-50 entrepreneurial ventures of the Chief Minister's E-Champion Challenge Cohort 1, The Northeast Store has received a grant of Rs. 50,000 and is part of the incubation and mentorship programme at PRIME Startup Hub, Shillong. They have also availed of the office space and facilities available to entrepreneurs at the Hub and operate their e-commerce store from the PRIME Startup Hub premises.

Catherine throws light on her entrepreneurial journey and mentions, "*Access to mentorship programmes and training sessions where entrepreneurs learn, get guided, by and interact with mentors from IIM Calcutta Innovation Park is one of the best benefits of being a part of this startup ecosystem that PRIME is building*", expresses the founders. Being a part of PRIME has also helped their business to continue and also being surrounded by like-minded entrepreneurs gave them the mental boost especially during the pandemic.





**ENTREPRENEUR STORY:**  
**SHIDALIN MARBANIANG**  
**SYNTU SANITARY PADS**



Shidalin Marbaniang hails from the West Khasi Hills District of Meghalaya. Having worked as a teacher for 11 years, Shidalin became well-aware of the health and hygiene issues that her female students struggled with regularly. She understood that women in her area still lacked knowledge on menstrual hygiene and on a quest to empower and support the women of Meghalaya, Shidalin founded her entrepreneurial venture, Syntu Sanitary Pads, in June 2019. She became the 1st producer of eco-friendly sanitary napkins from the state. She not only looks forward to encourage women in rural areas to use hygienic sanitary pads but also to educate them about menstrual hygiene and opening job opportunities for the local women. Shidalin has employed a group of young women from the neighbourhood, who has also been trained by her on the process of manufacturing eco-friendly sanitary pads.

Shidalin shares, *“I needed funds to purchase materials, hire employees, get buyers, and expand my business. After I got selected as one of the Top-50 Entrepreneurs under Chief Minister’s E-Championship Challenge, the PRIME team guided me to work out a business blueprint, and helped me with mentorship, funding, product development, promotion and marketing.”*

Under PRIME ID Funding, Shidalin has received a Kickstart Grant of 5 lakhs and is planning to utilize the money in buying automated machinery, raw material, and improving the packaging of her products.



# EVENTS & ACTIVITIES

## PUBLIC & FUNDING

The following is a small extract of programs that have been conducted under the PRIME program over the last year:

### 1 - Ease of Banking Program

The Zero Interest Loan Facilitation Program is an initiative taken by the Government of Meghalaya in collaboration with Northeast Small Finance Bank to ease the access to credit. This particular program seeks to provide financial stability to the entrepreneurs of the state and motivate them to expand their businesses further.

Aspiring entrepreneurs of Meghalaya, who own food processing units and enterprises, were given the opportunity to apply for interest free and collateral free loans up to ₹25 Lakhs. These loans are provided to the food processing entrepreneurs without any interest as the Government would be paying the interest on their behalf. The opportunity will allow the food processing entrepreneurs to expand their business endeavors without having to worry about finances anymore. The program was held at the PRIME Hubs of Shillong and Tura. A team of experts from Northeast Small Finance Bank and PRIME team assisted the interested entrepreneurs who walked in seeking to learn more about the program or to apply for the loans.





## 2 - Public Knowledge Session on A to Z of Banking

PRIME conducted a free public knowledge session on Bank Loans exclusively for the food processing entrepreneurs of Meghalaya. Mr. Chandan Pathak, Zonal Head of North East Small Finance Bank conducted the session, enlightening the participants on the basics of applying, managing, and repaying of bank loans. There was also a doubt clearing session held at the end of the program, where relevant queries raised by the participants were answered. The main agenda of hosting the “A to Z of Bank Loans” workshop was to coach and encourage the food processing entrepreneurs to apply and benefit from bank loans for building and growing their businesses, without having to worry about financial aid. It has been frequently observed that the aspiring entrepreneurs, who are still shaping their start-ups need some kind of financial support to scale-up their business. However, they lack proper knowledge on how to appeal for such financial back-up options from the banks. Mr. Pathak explained to them the fundamentals of availing for a loan from the bank. The session took place both virtually and physically, maintaining all the COVID-19 protocols and will be replicated in Tura soon for the entrepreneurs in Garo Hill.



### “A to Z of Bank Loans”

For Food Processing Entrepreneurs

NOT SURE IF TAKING A LOAN IS THE RIGHT OPTION TO EXPAND YOUR BUSINESS?  
NOT SURE IF YOU CAN MANAGE A LOAN?

GET ANSWERS TO ALL YOUR QUESTIONS WITH REGARDS TO LOANS AND BORROWING FROM A BANK!  
LEARN EVERYTHING YOU NEED TO KNOW ABOUT APPLYING, MANAGING, AND REPAYING A LOAN.

**CHANDAN PATHAK**  
Zonal Head - North East Small Finance Bank

A SESSION FOR FOOD PROCESSING ENTREPRENEURS IN MEGHALAYA

When: FRIDAY, 23/04/2021  
10:30 A.M to 1pm (2.5 hours incl. Q&A)  
Physical: PRIME Startup Hub Shillong, JN Stadium, Polo  
Virtual: Via WebEx Videoconferencing (Link will be shared)

In Collaboration with **North East Small Finance Bank**  
Your Doorstep Banker

OPEN TO PUBLIC- FREE ENTRY  
Please register via the provided link. You will receive a registration confirmation by email on 22/04/2021.

## 3 - Exclusive public session for Youth and budding entrepreneurs of Meghalaya

PRIME’s first public knowledge session was held today at the PRIME Hubs of Shillong and Tura. We feel motivated to receive an overwhelming response from the participants, who joined the session virtually and physically. The mentor, Nagaraja Prakasam, enlightened the aspiring entrepreneurs by sharing a bunch of enterprising ideas, covering a wide range of sectors and focused on the lucrative opportunities of entrepreneurship in Meghalaya. Nagaraja highlighted Meghalaya’s richness and massively untapped potential when it comes to agriculture, healthy traditional lifestyle, availability of medicinal plants and high-value agricultural crops. He emphasized why it is important that the entrepreneurs focus on producing local items that do not face a huge competition when sold to the global market. Native fruits, vegetables, and herbs that are unique to the state and not readily available elsewhere should be leveraged. The entrepreneurs gained awareness on the necessity of understanding the exclusive natural resources that the state offers and their benefits from a scientific perspective and subsequently indulging in the value addition process. The engaging session was followed by an elaborate audience interaction conclave, where Nagaraja addressed the queries of the participants and guided them further on their ideas.

EXCLUSIVE PUBLIC SESSION FOR THE YOUTH & BUDDING ENTREPRENEURS OF MEGHALAYA

### GET IDEAS TO BECOME AN ENTREPRENEUR IN MEGHALAYA

Want to start a business & looking for ideas?  
Learn about the rich opportunities in various sectors in Meghalaya and pick the one you want to pursue!

**Nagaraja Prakasam**  
Angel Investor, Mentor, & Fund Advisor

JOIN OUR PUBLIC KNOWLEDGE SESSION

Location	Time
Shillong: Prime Startup Hub, JN Stadium	2 P.M
Tura: To be announced soon	Date
Virtual: Zoom link	January 27, 2021

Reach us out

prime.urbanshillong.mbma@gmail.com  
@primestartupmeghalaya



#### 4 - Academia Outreach Sessions with Martin Luther Christian University, Shillong

PRIME conducted two interactive knowledge sessions exclusively for the students of Martin Luther Christian University, Shillong.

The virtual sessions had over 200 attendees and were aimed to guide the young minds with their fleeting entrepreneurial thoughts and turn them into reality.

Flo Oberhofer, Program Head PRIME Startup Hub (IIMCIP) and the resource person for those sessions, helped the students to kick off their ideas by upgrading them to a prototype level and enlightening them regarding the next steps. Flo also highlighted that the first crucial step to achieve success in any kind of business is to understand the customer and his problem well. Only then any budding entrepreneur should think about coming up with solutions in the form of products and services.

Over the last couple of months such knowledge sessions have been conducted with various academic institutes like Don Bosco College Tura or Loyola College Williamnagar.




**EXCLUSIVE FOR THE STUDENTS OF MARTIN LUTHER CHRISTIAN UNIVERSITY, SHILLONG**



**Flo Oberhofer**  
Program Head,  
PRIME Startup Hub, Meghalaya

### FROM IDEA TO EXECUTION

**Got a business idea?  
Learn how to take the next steps to transform it into reality!**

**JOIN OUR VIRTUAL KNOWLEDGE SESSION ON ZOOM**

Date(s)	UG	PG	Time
January 22, 2021	IV & VI Semesters	IV Semester	11 A.M - 12:30 P.M
January 29, 2021	I Semester	I Semester	11 A.M - 12:30 P.M

**Reach us out**  
[prime.urbanshillong.mbma@gmail.com](mailto:prime.urbanshillong.mbma@gmail.com)  
[@primestartupmeghalaya](https://www.instagram.com/primestartupmeghalaya)





#### 5 - Public Knowledge Session on Customer Development Journey

Gurgaon-based Venture Capital Fund Sangam Ventures is actively supporting Entrepreneurs in the North-East through their various programs. Their Head for North-East Programs and Investments, Aritra Bhowmik, visited the PRIME Startup Hub Shillong and took a session on discovering what potential customers really want and how to translate this knowledge into a product or service. This session was aimed towards the idea stage as well as seasoned entrepreneurs.

#### 6 - PRIME Entrepreneurship Awards 2021

The Government of Meghalaya has launched various initiatives under the PRIME banner to support the entrepreneurs of the state. Targeted interventions have been launched in the past couple of months to improve the access to credit and market reach for the entrepreneurs of the state. The event of PRIME Entrepreneurship Awards 2021 highlighted the key activities and initiatives as implemented by the Government of Meghalaya to make entrepreneurship a grand success in the state. In this event, a large range of entrepreneurs from different industries were awarded for their hard work and determination.

Among these initiatives, PRIME identified the TOP-50 entrepreneurs in the state through the Chief Minister's E-Champion Challenge in 2020. The next application window for the Chief Ministers E-Champion Challenge 2.0 was launched during the event and entrepreneurs of Cohort 1.0 got the platform to share their experiences in the program. The PRIME funding opportunities have been launched during this event and the first funds have been sanctioned to 30+ entrepreneurs.

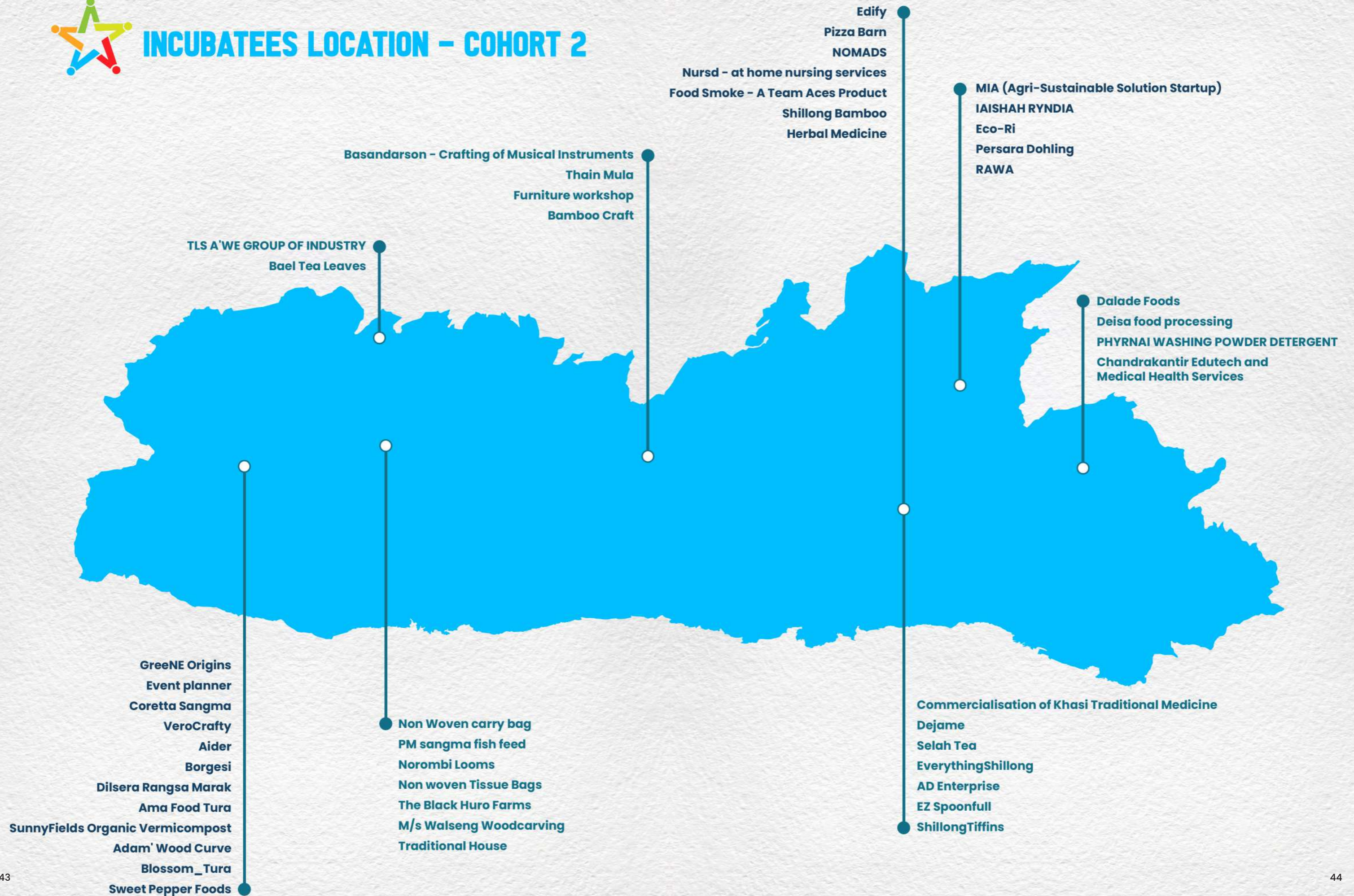
The PRIME Entrepreneurship Awards 2021 included a special segment on the Ateliers of Meghalaya, which was initiated by the Meghalayan Age Limited and the Tourism Department. The Government of Meghalaya provided a grant support of 5 lakhs to creative entrepreneurs, who are into handicraft sector, for expanding and rebranding their businesses in order to attract high-end consumers like tourists and fetch exponential prices for their products. The program also aims to help the artisans of the state to set-up studios & training centers for mentoring and guiding fellow ateliers.

The programme was organized by the Planning Department, Government of Meghalaya implemented by the Meghalaya Institute of Entrepreneurship (MIE), Meghalaya Basin Management Agency (MBMA), and IIM Calcutta Innovation Park (IIMCIP)





## INCUBATEES LOCATION - COHORT 2

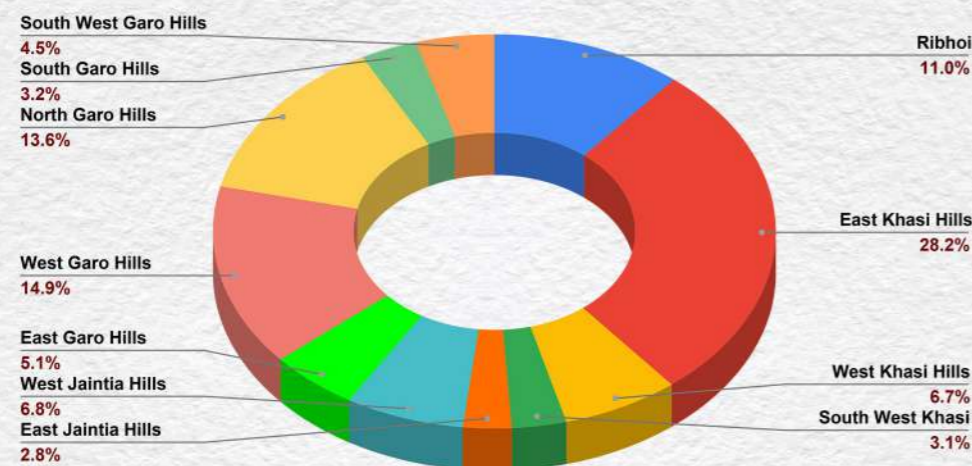




# COHORT 2.0

The second edition of the Chief Minister's E-Champion Challenge was launched on 19th of February 2021 during the event of PRIME Entrepreneurship Awards. Aspiring Entrepreneurs of Meghalaya were nudged to find out the eligibility criterion and avail the opportunity by registering and applying for the challenge. The challenge is a multi-step procedure starting with a written online application, a shortlisting process, and ending with pitching sessions. The most promising 50 entrepreneurs are selected for incubation under PRIME Startup Hub, Meghalaya.

The CM's E-Championship Challenge 2.0 received an overwhelming response of almost 1,600 applications. Up from around 750 applications for the first edition of the E-Championship Challenge, it was exciting to see the quality of applications rising significantly as well as a good response from across the districts.



A critical jury of successful entrepreneurs and industry professionals have screened the applications and picked the Top-100 Entrepreneurs. The Top-100 Entrepreneurs then submitted their pitching videos, pitch decks and received a training session on pitching. Thereafter, the selected entrepreneurs got the opportunity to go live and pitch their business ideas virtually in front of the jury members, and finally, the Top-50 Entrepreneurs were selected among them. With various backup measures, it was ensured that every entrepreneur was able to pitch in front of the jury despite some having connectivity issues.

The selected Entrepreneurs will be onboarded in PRIME's incubation for a year, where they had received in-depth mentoring support, capacity building, technology support, skill upgradation, and access to high leverage market linkages. The Top-25 entrepreneurs will receive a business support grant of Rs. 1 Lakh and the next 25 entrepreneurs will receive Rs. 50,000 to grow their businesses.

# COHORT 2.0 TOP 25/50

TOP25/TOP50	Business Name	Name	Sector	District	Business One Liner/Short Description
TOP25	Non woven carry bag	Dalwin B Marak	Manufacturing	East Garo Hills	Dalwin B Marak has established a manufacturing unit for bio-degradable, eco-friendly non-woven carry bags.
TOP25	PM sangma fish feed	Panseng Sangma	Agriculture, Food, Dairy	East Garo Hills	PM Sangma Fish Feeds is a startup engaged in the manufacturing of innovative nutritious and balanced fish feeds.
TOP25	Damsan Riverside Bangalmura	Damsan Damsan	Others	North Garo Hills	Damsan Riverside Bangalmura is a rural tourism leisure spot that offers activities like boating, camping or bird watching and is run by 10 local youth.
TOP25	TLS A'WE GROUP OF INDUSTRY	Tls A'we Group Of Industry	Others	North Garo Hills	TLS A'WE GROUP is developing high quality organic soaps from locally available raw materials.
TOP25	GreeNE Origins	Ayoshee Beriwal	Packaging	West Garo Hills	GreenNE Origins is a startup developing a premium brand for regionally sourced spices, honey and nuts.
TOP25	Event planner	Chonkame R Marak	Others	West Garo Hills	Chonkame R Marak is a one-stop-shop for all types of event planning and execution.
TOP25	Coretta Sangma	Coretta Sangma	Handicrafts	West Garo Hills	Coretta Sangma is developing a slow-and circular fashion brand leveraging local craftsmanship and resources.
TOP25	VeroCrafty	Pangsri N Sangma	Handicrafts	West Garo Hills	VeroCrafty is an artistic startup that is crafting Macrame decorative pieces.
TOP25	Aider	Biprogenious M. Sangma	IT sector	West Garo Hills	Aider is developing an mobile platform for "On-Demand Home Services" like cleaning, babysitting, plumbing or car washing.
TOP25	Borgesi	Belchida Marak	Others	West Garo Hills	Borgesi is a desi brand offering a wide variety of sensual and feminine lingerie, combining luxury, creativity and timelessness in all of their collections.
TOP25	Edify	Hanif Syiemlieh	Education	East Khasi Hills	Edify is a EduTech Startup that focuses on providing localized online learning content for the North-East.
TOP25	Pizza Barn	Emisouwi Mihsill	Agriculture, Food, Dairy	East Khasi Hills	Pizza Barn is an authentic Italian pizza eatery which also serves Indigenous wood-fired pizzas infused with local tastes.

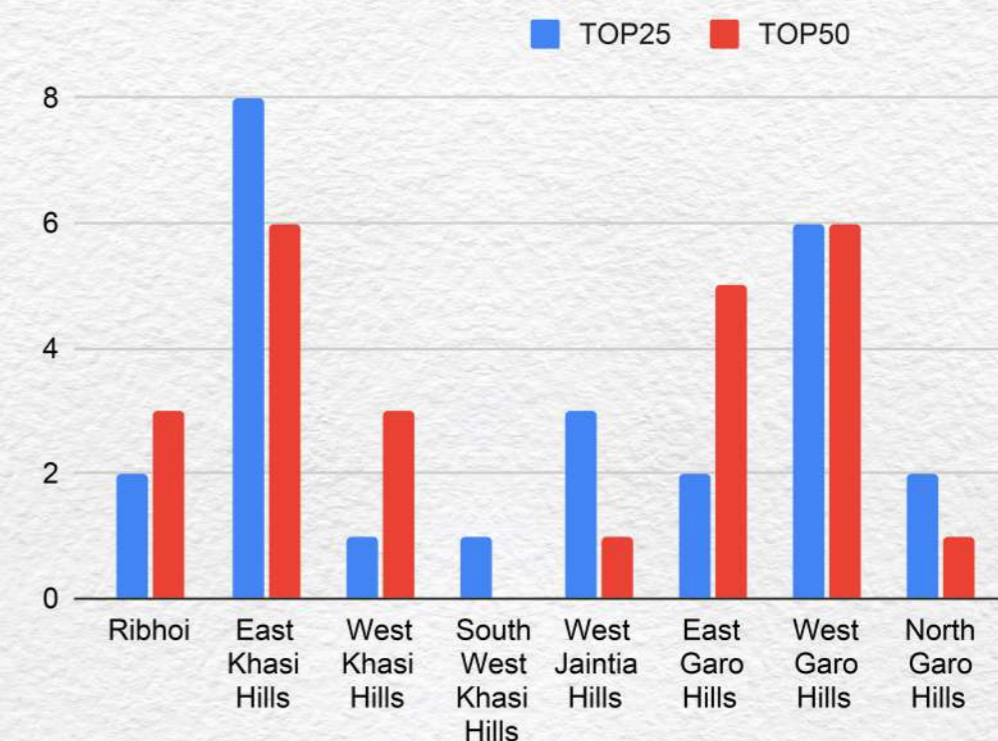


TOP25	NOMADS	Gregory Allya Warjri	Travel, Tourism, Hospitality	East Khasi Hills	NOMADS Recreational Center is developing a modern Shillong-based sports facility that offers activities like climbing, bouldering, skating, gymming and swimming.
TOP25	Nursd - at home nursing services	Pooja Bhatt	Healthcare	East Khasi Hills	Nursd is a HealthTech Startup that is building an online platform to provide various nursing and medical services.
TOP25	Food Smoke - A Team Aces Product	Aushinar Dastidar	Manufacturing	East Khasi Hills	Food Smoke is a FoodTech Startup manufacturing high nutrition nutraceutical powders from vegetables that are rejected by the market due to their outer
TOP25	Shillong Bamboo	Bandapbiang Dewkhaid	Handicrafts	East Khasi Hills	Shillong Bamboo is leveraging the renewable and sustainable resource bamboo to develop unique furniture and other products.
TOP25	Herbal medicine	Belyneda Nongrum	Healthcare	East Khasi Hills	Belyneda Nongrum is an entrepreneur promoting and branding traditional Khasi herbal medicines for a health conscious audience.
TOP25	Commercialisation of Khasi Traditional Medicine	Cheryl Rynjah	Healthcare	East Khasi Hills	Minerva Traditionals is a startup that uses modern pharmaceutical technologies to conserve and promote traditional indigenous medicines.
TOP25	MIA (Agri-Sustainable Solution Startup)	Albert Lyngdoh & Evadariline Shylla	Agriculture, Food, Dairy	Ribhoi	MIA has developed a sustainable and eco-friendly river fencing from bamboo that prevents river flooding.
TOP25	IAISHAH RYNDIA	Iaishah Rymbai	Manufacturing	Ribhoi	Iaishah Ryndia is a handloom enterprise promoting indigenous Eri-Silk yarn, fabric and products.
TOP25	Mel Food Processing Unit	Mel Food Processing Unit	Manufacturing	South West Khasi Hills	Mel Food Processing Unit is a business developing unique fruit wines from locally available exotic produce.
TOP25	Dalade Foods	Neha Nialang	Agriculture, Food, Dairy	West Jaintia Hills	Dalade Foods processes and promotes locally available premium and underutilized produce to offer products like wild honey or fruit jams.
TOP25	Deisa food processing	Wanmon Tang	Agriculture, Food, Dairy	West Jaintia Hills	Deisa Food Processing is offering a variety of value added products manufactured from locally available produce like fruits and vegetables.
TOP25	PHYRNAI WASHING POWDER DETERGENT	ROMIUS SUCHIANG	Manufacturing	West Jaintia Hills	Phyrnai Washing Powder is a business involved in the manufacturing of unique natural and biodegradable washing powders and detergents.
TOP25	Basandarson - Crafting of Musical Instruments	Markynsai Diengdoh	Handicrafts	West Khasi Hills	Basandarson is a startup engaged in the crafting of traditional local and modern musical instruments.

TOP50	Norombi Looms	Nothira Ch Marak	Handicrafts	East Garo Hills	Norombi Looms is a startup engaged in providing livelihood opportunities to unemployed women through loom weaving utilizing natural dyes and materials like Eri-Silk.
TOP50	Non woven Tissue Bags	Jeetu D. Sangma	Manufacturing	East Garo Hills	Jeetu Sangma is establishing a manufacturing unit for non-woven bags in the Williamnagar locality.
TOP50	The Black Huro Farms	Todik Nengminja Sangma	Agriculture, Food, Dairy	East Garo Hills	The Black Huro Farms is a social enterprise engaged in the conservation of local Garo Hills primates through the promotion of indigenous products like coffees.
TOP50	M/s Walseng Woodcarving	Walseng N Sangma	Handicrafts	East Garo Hills	Walseng Woodcarving is a wood craft and sculptoring business that also trains local youth in the craft.
TOP50	Traditional House	Ensila D. Shira	Handicrafts	East Garo Hills	Enshila Traditional House, which is run by a woman entrepreneur named Enshila Shira is crafting traditional miniature Garo Houses while at the same time training the youth in taking up the same occupation.
TOP50	Bael tea leaves	Hikindro Sangma	Agriculture, Food, Dairy	North Garo Hills	Bael Tea Leaves is using the leaves of the wood apple tree to manufacture healthy and sustainable tea blends.
TOP50	Dilsera Rangsa Marak	Dilsera Rangsa Marak	Others	West Garo Hills	"JAMA KADI" is a brand developed by fashion designer Dilsera R Marak for the upliftment of the disabled population.
TOP50	Ama Food Tura	Fedora Amasa S Marak	Agriculture, Food, Dairy	West Garo Hills	Ama Food Tura is a bakery brand offering unique products like cheesecakes or cupcakes.
TOP50	SunnyFields Organic Vermicompost	Gaurav Dobhal	Agriculture, Food, Dairy	West Garo Hills	SunnyField Organic Vermicompost is a Waste Management Company currently producing Organic Vermicompost from local farming waste.
TOP50	Adam' Wood Curve	Senggrang A. Sangma	Handicrafts	West Garo Hills	Adam Wood Curve is an enterprise developing unique foldable furniture and equipments from wood.
TOP50	Blossom_Tura	Laura Chukambe Cheran Momin	Others	West Garo Hills	Blossom Tura is a startup that crafts and designs gift baskets for various purposes, leveraging locally available products.
TOP50	Sweet Pepper Foods	Yasmine Shira	Agriculture, Food, Dairy	West Garo Hills	Sweet Pepper Foods is a gourmet and artisanal food processing enterprise promoting the authentic local cuisines of Garo Hills.

TOP50	Dejame	Jean Daniel M. Momin	Manufacturing	East Khasi Hills	Dejame is a startup involved in the production and manufacturing of various innovative products made from Polycarbonate, Acrylics, MDF, ACP, Metal, Wood and Epoxy Resin.
TOP50	Selah Tea	Sharon Rajee	Agriculture, Food, Dairy	East Khasi Hills	Selah Tea is a premium brand that sources the best different varieties of tea and tea blends from the gardens within North East India.
TOP50	EverythingShillong	Alethea Kynta	Technology & Development	East Khasi Hills	Everything Shillong is developing a directory for local services supplemented with a rating and review system.
TOP50	AD Enterprise	Daphilinia Jones Myllemngap	Handicrafts	East Khasi Hills	AD Enterprise is designing and manufacturing waterproof bags with a cultural and traditional story line and artwork.
TOP50	EZ Spoonfull	Dr. Gracedalyne Rose Shylla Passah	Agriculture, Food, Dairy	East Khasi Hills	EZ Spoonfull is developing nutraceutical products for infants and children from local produce considering the latest scientific recommendations in terms of nutrients.
TOP50	ShillongTiffins	W Nongbri	Agriculture, Food, Dairy	East Khasi Hills	ShillongTiffins delivers wholesome and homemade food in Shillong.
TOP50	Eco-Ri	Bankitlang Nongbri	Waste Management	Ribhoi	Eco-Ri is creating new products like tables, stools, bowls, trays, sheets, beams and more from recycled plastics waste collected in the state.
TOP50	Persara Dohling	Persara Dohling	Agriculture, Food, Dairy	Ribhoi	Persara Dohling is engaged in the spawning, growing and processing of exotic mushrooms.
TOP50	RAWA	O.benedict Ranee	Others	Ribhoi	RAWA Bamboo Enterprises is engaged in the development and manufacturing of innovative bamboo based products like water filters, air purifiers and charcoal.
TOP50	Chandrakantir Edutech and Medical Health Services	Dr Pronob Paul	Education	West Jaintia Hills	Chandrakantir Edutech and Medical Health Services is offering educational online content and coachings for various medical fields.
TOP50	Thain Mula	Justipasing Ryntathiang	Handicrafts	West Khasi Hills	Thain Mula is an inclusive social business engaged in the crafting of various bamboo furniture.
TOP50	Furniture workshop	Khraw Jutang M.k Syntiew	Handicrafts	West Khasi Hills	Trissiana Carpentry is a enterprise engaged in the crafting of unique wood carvings, epoxy resins and paintings.
TOP50	Bamboo Craft	Olbina Marbaniang	Handicrafts	West Khasi Hills	Olbina Marbaniang is an entrepreneur engaged in the making of traditional and contemporary bamboo & cane jewellery, ornamentals and household decorations.

## SELECTED ENTREPRENEURS DISTRICT WISE



## SECTOR WISE BREAKUP



# TOP-100 ENTREPRENEURS OF 2021

#	Business Name	Name	Sector	District
51	Consultant Optometrist	Maradona R Marak	Healthcare	East Garo Hills
52	Fredy's Orchard and Stoneware	Fredy Matsram D Sangma	Handicrafts	West Garo Hills
53	Marak's Droid	Namku K Marak	Technology & Development	East Garo Hills
54	Pine Hills Creamery	Melvin Manners	Agriculture, Food, Dairy	East Khasi Hills
55	Neighbourhood Constructions	Samuel Shylla	Others	East Khasi Hills
56	shillonglisting.com	Benny Lyngdoh	IT sector	East Khasi Hills
57	Naiing remedies	Seilydor Sohkhia	Agriculture, Food, Dairy	East Khasi Hills
58	Mushroom cultivation	Carneylian A Sangma	Agriculture, Food, Dairy	East Garo Hills
59	Rockski Farms	Aaron Nongkynrih	Agriculture, Food, Dairy	Ribhoi
60	Enbee's Nature Confetti	Enboklang Chyne	Handicrafts	East Khasi Hills
61	The Neems	Uhan Barman	Agriculture, Food, Dairy	West Garo Hills
62	CROASIS	Pyntngenlang Khongsit	Manufacturing	East Khasi Hills
63	Organica	Jarryd Warjri	Others	East Khasi Hills
64	Excel Sound	Alphonsus Shangpliang	Technology & Development	East Jaintia Hills
65	Phidari Swer	Phidari Swer	Manufacturing	East Khasi Hills
66	SunnyFields Wormery	Reuben Denver	Others	West Garo Hills
67	Handicraft pyndonkam da ki tiar electronic	Winterborn Khongpdah	Handicrafts	East Khasi Hills
68	INMEGH.COM	Soowanki S Passah	IT sector	East Khasi Hills
69	SMART SAPIEN - AN IOT AND CYBER SECURITY	John Elijah Gomar-mz	Technology & Development	East Khasi Hills
70	Bloombombs	Christine Langstieh	Agriculture, Food, Dairy	East Khasi Hills
71	Motorento	Barry Abimael Umdor	Travel, Tourism, Hospitality	East Khasi Hills
72	Pride of Being a Khasi	Vivek Lyngdoh	Education	East Khasi Hills
73	Guide My Trip	Bikash Chetri	Travel, Tourism, Hospitality	East Khasi Hills
74	INDUSCREED PHARMA PVT LTD	Subhrajee Paul	Healthcare	East Khasi Hills
75	3d Printing	lengskhem Marak	Manufacturing	East Khasi Hills
76	Vega Consultancy	Heisakaru Bareh	Others	East Jaintia Hills
77	Ladrymbai Handloom Weavers Cooperative	Reginald Kiangte	Handicrafts	East Jaintia Hills
78	Edurial	Natalia J Shullai	Education	East Khasi Hills
79	B2B2C MODEL	Suman Singh	Waste Management	East Khasi Hills

80	Hydroponic Microgreens Business	Mervie Joane Khongsngi	Agriculture, Food, Dairy	East Khasi Hills
81	Bamboo Plywood Manufacturing	Chicky Marak	Manufacturing	West Garo Hills
82	Food processing unit	Kitborlang K Lyngdoh	Agriculture, Food, Dairy	East Khasi Hills
83	Handicrafts and tailoring	Kwerlan Syngkli	Handicrafts	Ribhoi
84	Myntoilang agro and allied activities	Mejes Tmung	Agriculture, Food, Dairy	West Jaintia Hills
85	Vegetables cultivation	Blossom Nongrum	Agriculture, Food, Dairy	West Jaintia Hills
86	Handicraft	Kalbok Mawthoh	Handicrafts	East Khasi Hills
87	Matong handicrafts	Remember Matong	Handicrafts	Ribhoi
88	Rocky.bamboo.art	Rocky Kynter	Handicrafts	East Khasi Hills
89	Selbastin wood Curving	Selbastin M Marak	Handicrafts	North Garo Hills
90	Kadim Multipurpose	Kadim Multipurpose Cooperative Society Ltd.	Agriculture, Food, Dairy	East Garo Hills
91	Home Stay (Nokchakram Home Stay)	Shanding M Marak	Travel, Tourism, Hospitality	South West Garo Hills
92	CleanCropMeds	Davis K Marak	Agriculture, Food, Dairy	West Garo Hills
93	Bubbles	Junisha Marak	Handicrafts	East Garo Hills
94	Black Soldier Fly as Feed	Sunshine M Marak	Waste Management	West Garo Hills
95	Paper Cup Manufacturing	Mackil R Marak	Manufacturing	East Garo Hills
96	Fashion Designing (Dress Making)	Sengnatchi D Shira	Others	South Garo Hills
97	Handicraft Pot Flower Making	Evanoralincy Lyngdoh	Manufacturing	West Jaintia Hills
98	M/S TEK Foods	Teilang Ezekiel Kharmalki	Agriculture, Food, Dairy	East Khasi Hills
99	Teiskhem Designs	Mebanteiskhem Pyngrope	Technology & Development	East Khasi Hills
100	Seng Nongsumar Kynbat Khasi Nylla	Extingdro Lyngkhoi	Healthcare	West Khasi Hills
101	Eri Silk	Molina Mallai	Others	Ribhoi
102	M/S TEK Industries	Teilang Ezekiel Kharmalki	Manufacturing	East Khasi Hills
103	Wood carving	Gillford Pde	Handicrafts	West Jaintia Hills
104	umrawo.com	Kanchan Kumari Singh	IT sector	East Khasi Hills
105	Chijangi	Elisha R Sangma	Others	East Khasi Hills
106	Codigion	Shiva Chetri	IT sector	East Khasi Hills
107	Painting/Wood Curving /Pottery/Statue Sculpture	Bandi Ch Marak	Handicrafts	South West Garo Hills
108	Organic Soda	Shri. Ochetsom M. Sangma	Agriculture, Food, Dairy	West Garo Hills
109	Leobina Orchid House	Leobina A Sangma	Agriculture, Food, Dairy	South West Garo Hills
110	Garo Weaves	Sonajaing M Sangma	Handicrafts	East Garo Hills

# PRIME PRE-INCUBATION

The PRIME Incubation program mainly focuses on early-stage startups that already have an existing product and/or service as well as some first revenues in their books. However, every year during the CM's E-Champion Challenge it is observed that there are many smart and proactive entrepreneurs who's startup is still in the idea stage. To provide a structured support mechanism to those entrepreneurs, the PRIME Pre-Incubation program is introduced. During a 4-month program, the idea stage entrepreneurs will be equipped with all tools and capabilities required to transform their promising ideas into an actual business. For this purpose, a concept is leveraged that is used by the most successful startups and MNC's around the globe; the Design Thinking methodology. The Pre-Incubation program is a very "hands-on" program that requires the budding entrepreneurs to venture out, speak to people and actually get a deep understanding of the problem they are intending to solve as well as their customers needs and profiles. Their weekly progress will be reviewed by mentors during one-on-one sessions. The Pre-Incubation program can be attended by anyone from students, to unemployed youth to existing entrepreneurs that want to imbibe a component of innovation into their imitation-based business. The low-touch program will also contribute to building a sustainable pipeline for the more extensive incubation initiative.



# PRIME ACCELERATION COACHING

Many hundreds of entrepreneurs are expected to be supported through the PRIME Entrepreneurship Funds over the next couple of years. To support those entrepreneurs, the PRIME Acceleration Coaching program is being launched. Every entrepreneur that gets the PRIME Kickstart grant or the PRIME Scaleup Innovation Loan, will automatically become part of the PRIME Acceleration Coaching. The aim of this program is to not only provide financial resources to the entrepreneur but at the same time crucial handholding and coaching support. Connecting the entrepreneurs with a dedicated coach, it is safeguarded that the funds are utilized as per the business plans or DPR's submitted. Furthermore, the coaches ensure that the funds are spent in the most efficient way possible in order to contribute to the long-term and sustainable growth of the enterprise. The coaches will also support the entrepreneurs in mitigating any obstacles or challenges they are facing in their journey. Every funded entrepreneur will become part of this program for at least 12 months and regular connections to the coaches will be facilitated by the PRIME team.



# ACKNOWLEDGEMENT & WAY FORWARD

Dr. D. Vijay Kumar IAS  
Commissioner and Secretary to the Government of Meghalaya,  
Department of Planning, Finance, Tourism, etc

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20th July 2021

Dr. D. Vijay Kumar, IAS






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