

PRESS RELEASE



Road Show on Chief Minister's E-Championship Challenge 7.0 Held in Nongstoin

Nongstoin, 20th August 2026: A Road Show was organised in Nongstoin to create awareness and mobilise aspiring entrepreneurs and young innovators about the Chief Minister's E-Championship Challenge 7.0, an initiative under PRIME Meghalaya aimed at supporting and promoting entrepreneurship in the State.



The poster features a man in a suit on the left. The top right corner displays logos for PRIME MEGHALAYA, Meghalaya Sahitya Akademi, and others. The main text reads: "PRIME Meghalaya is back with the **Chief Minister's E-Championship Challenge 7.0**". Below this, a yellow box says "LEVEL UP YOUR BUSINESS JOURNEY" and another says "APPLY NOW & GET INCUBATED AT PRIME!". The "KEY BENEFITS" section lists: ₹3 LAKH GRANT (For Top 50 startups), ₹1.5 LAKH GRANT (For the next 50 startups), 1-ON-1 MENTORING (from seasoned industry professionals), FUNDING ACCESS (Grants, loans & venture capital under PRIME), MEDIA VISIBILITY & MARKET ACCESS (Local, national & digital exposure), and ACCESS A WIDE RANGE OF STARTUP SUPPORT SERVICES. A QR code is provided with the text "Scan the QR code to apply". The bottom right states "Application Closes on 15th September, 2026". The bottom left includes contact information: "CONTACT US FOR MORE DETAILS: Toll Free Helpline No : 1971 / 18003456851" and logos for CM 101's CONNECT and Meghalaya Sahitya Akademi. The footer contains social media handles: @www.primemeghalaya.com, @primemeghalaya, PRIME Entrepreneurship Meghalaya, and info@primemeghalaya.com.

The campaign encouraged startups and aspiring entrepreneurs to participate in the challenge and take advantage of the opportunities offered under the programme, including financial grants, mentorship, funding access, media and market visibility, and a wide range of startup support services.

Under the E-Championship Challenge 7.0, the Top 60 startups will receive a grant of ₹3 lakh each, while the next 50 startups will receive a grant of ₹1.5 lakh each. Selected participants will also receive one-on-one mentoring from experienced industry professionals and opportunities to access funding and markets.



The Road Show urged eligible entrepreneurs and startups in West Khasi Hills District to make use of this opportunity and apply for the programme. The last date for application is 15th September 2026.



For more information, interested applicants may contact the toll-free helpline numbers 1971 / 18003456851 or visit the PRIME Meghalaya website.