

## PRESS RELEASE



### CM launches “Achiever of the month” to boost entrepreneurship

**Shillong, June 30, 2026:** Hon'ble Chief Minister, Shri. Conrad K Sangma, today launched the “Achiever of the month” programme, a flagship initiative aimed at recognising outstanding individuals and fostering a culture of entrepreneurship across Meghalaya.

The initiative is designed to create a platform where achievers from different sectors can share their journeys, inspire others, and showcase the impact of government interventions in enabling growth and innovation.

Launching the programme, the Chief Minister highlighted that while the government plays the role of a facilitator by creating policies, infrastructure, and support systems, it is entrepreneurship that ultimately drives economic growth.



“Government creates the base, but it is entrepreneurship that makes the economy take off,” he said, adding that “entrepreneurship is the bedrock of sustainable livelihood generation and economic progress.”

Emphasising the vision behind the initiative, he stated that the programme aims to break sectoral silos and bring stories of success to the forefront. “We want to share your stories with the world. What may seem simple to you is truly inspiring for others,” he remarked.

The Chief Minister further announced that the month of July will be dedicated to entrepreneurs, with a series of engagements, storytelling sessions, and social media outreach

programmes planned to highlight their journeys.

At the event, entrepreneurs and achievers shared their life experiences, speaking about their struggles, resilience, and growth.



They expressed their gratitude to the Chief Minister for launching a programme that recognises their efforts and motivates aspiring entrepreneurs.

Highlighting the importance of perseverance, the Chief Minister said, “Entrepreneurship is not easy, it comes with sleepless nights, uncertainty, and challenges. But it is passion and determination that define an entrepreneur.”

He also encouraged entrepreneurs to remain steadfast in their pursuits, stating, “Do not let anyone tell you that you cannot succeed. It is your responsibility to prove them wrong.”

Underscoring the government’s focus on entrepreneurship across sectors, he pointed out that opportunities exist in sports, agriculture, music, and other emerging areas.

He cited examples of initiatives supporting farmers, artists, and sportspersons, noting that each sector presents avenues for enterprise and job creation.

The Chief Minister also commended the role of PRIME and its rural outreach in transforming grassroots entrepreneurship, sharing examples of individuals who have scaled their businesses from modest beginnings to reaching markets in major cities.

The “Achiever of the month” programme will, in the coming months, feature achievers from various sectors including sports, agriculture, education, and public service, with the objective of building a statewide movement of inspiration and recognition.

He also interacted with the entrepreneurs, who shared their ideas on upscaling their business venture and sought continued Government support to enable entrepreneurs to promote the culture of entrepreneurship in the State.

In today programme, 50 entrepreneurs drawn from different parts of the State were honoured for their achievements.



The Achiever of the Month was given to Andy Kubar Lyngdoh, Founder & CEO, ParadigmatiX Private Limited.



ParadigmatiX Private Limited (pX) is a Shillong-based creative agency specializing in graphic design and presentation design for international clients. Founded by a team with deep experience serving global Fortune 500 companies, pX operates on an export-only model — 100% of revenue is earned in foreign currency.

Within one year of incorporation, the company has scaled from two founders to a team of eight and built a recurring client base across the United States, United Kingdom, and Australia, including Microsoft Corporation and several global pharmaceutical companies.