



PRESS RELEASE



- *The 'PRIME Annual Booklet', showcasing a year of progress, partnerships, and impact across the PRIME ecosystem launched.*
- *Winners of the 'PRIME Student Ambassador Contest' felicitated for their creativity.*
- *PRIME Digital Service Providers Platform (PRIME DSPP) launched to centralise and enhance service-delivery.*
- *Ekanbha Website launched to empower artisans with disabilities through sustainable e-commerce.*
- *Launch of Upper Shillong's first delivery service, the ONG YI Delivery App*

Meghalaya Accelerates Entrepreneurial Ecosystem on World Creativity & Innovation Day, hosts “PRIME IGNITE 2026”

Shillong, April 21, 2026: Marking a significant step in building a strong and self-sustaining entrepreneurial ecosystem, PRIME (Promotion and Incubation of Market-driven Enterprises) Meghalaya hosted 'PRIME IGNITE 2026' to celebrate the World Creativity and Innovation Day. Held at the Durbar Hall, Lok Bhavan, Shillong, the convergence brought together the State's entrepreneurs and officials to showcase creativity and launch critical infrastructure aimed at empowering Meghalaya's enterprise community.



A key highlight of the event was official launch of the 'PRIME Annual Booklet' and recognition of contributors and the editorial team. The publication captures a year of progress, partnerships, and impact across the PRIME ecosystem.



It also recognised the role of youth leaders in driving the State's economic growth. Cheques and certificates were presented to the winners of the 'PRIME Student Ambassador Contest', reinforcing the importance of nurturing the entrepreneurial spirit at the grassroots level. The top prize was awarded to the team of College of Community Science while students from Jaintia Eastern College secured the 1st and 2nd runner up positions.



Addressing the assemblage, Dr. Mazel Ampareen Lyngdoh, Adviser to the Government of Meghalaya, Planning, Investment Promotion and Sustainable Development, stated that the State is resolutely focused on transforming the entrepreneurial landscape. She remarked, "We don't look at innovation as a chance thing, but we look at the word 'ignite,' which means ideas come from citizens, government merely supports, and government will put in all effort to ensure that your innovativeness is supported from the start of the innovation to the market levels."

Illustrating the scale of this mission, she highlighted the initiation of 2,847 entrepreneurs in CM ELEVATE, the funding of over 885 entities, and the registration of 1,350 PRIME startups.



Furthermore, she noted the active engagement with Business Facilitation Services to directly empower 459 young entrepreneurs, ensuring they receive the essential market linkages, mentorship, and financial backing required to scale their innovations from localized ideas to globally competitive businesses.

Delivering the keynote address, Shri. D D Shira, MCS, Director, Meghalaya Institute of Entrepreneurship, stated that innovation and creativity play an important role in addressing global challenges. He highlighted the transformative impact of PRIME since its inception, under the vision of Shri Conrad K. Sangma, Hon'ble Chief Minister. He noted that the system has successfully helped thousands of local entrepreneurs and enterprises by offering mentorship, financial support and market linkages. He concluded by reaffirming the State's commitment towards strengthening the entrepreneurial ecosystem.



The event also saw the official launch of three key digital initiatives. The PRIME Digital Service Providers Platform (PRIME DSPP) to centralise and enhance service delivery, the Ekanbha Website to empower artisans with disabilities through sustainable e-commerce and the ONG YI delivery App, Upper Shillong's first online home delivery service. These platforms will facilitate end-to-end support to entrepreneurs and bridge the gap between them and essential services.



Demonstrating a universal approach towards enterprise promotion and incubation, the event featured dedicated showcases from local innovators. Presentations spanned different sectors, including creative products by student teams SECZOOLOGY and Smart Tourist Spot Crowd Management; healthcare manufacturing solutions by Joy Dey's Corale Health and Hygiene; and advanced GIS, IT, and IoT service innovations by Banaibor Kharmynthon's Mechatron Pvt Ltd.

As Meghalaya continues to champion its local innovators, PRIME IGNITE 2026 stands as a powerful statement to the State's commitment to economic development and empowerment.

Sd/-
Director
Meghalaya Institute of Entrepreneurship
Government of Meghalaya