#startupindia

STATES' STARTUP RANKING 2022
TOP PERFORMER

MEGHALAYA

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States' Startup Ranking 2022 Results

Meghalaya participated in 21 Action Points of the Ranking Framework 2022. Meghalaya performance in each of the Reform Area has been graphically represented. Data presented below is the percentile score, which is the relative performance of the State in each Reform Area as compared to other participating States/UTs.

For example, if Meghalaya has a score of 100th percentile in the 'Institutional Support' Reform Area, this implies that the State has scored higher than all the participating States/UTs in that Reform Area.

Meghalaya has been evaluated on seven Reform Areas that have a significant contribution towards propelling the startup ecosystem in the State. Detailed analysis with insights into the initiatives taken by the State to promote its startup ecosystem are discussed in the subsequent sections.

69th	82nd	29th	85th
Institutional Support	Fostering Innovation and Entrepreneurship	Access to Market	Incubation & Mentorship Support

92nd	57th	67th
Funding Support	Capacity Building of Enablers	Roadmap to a Sustainable Future
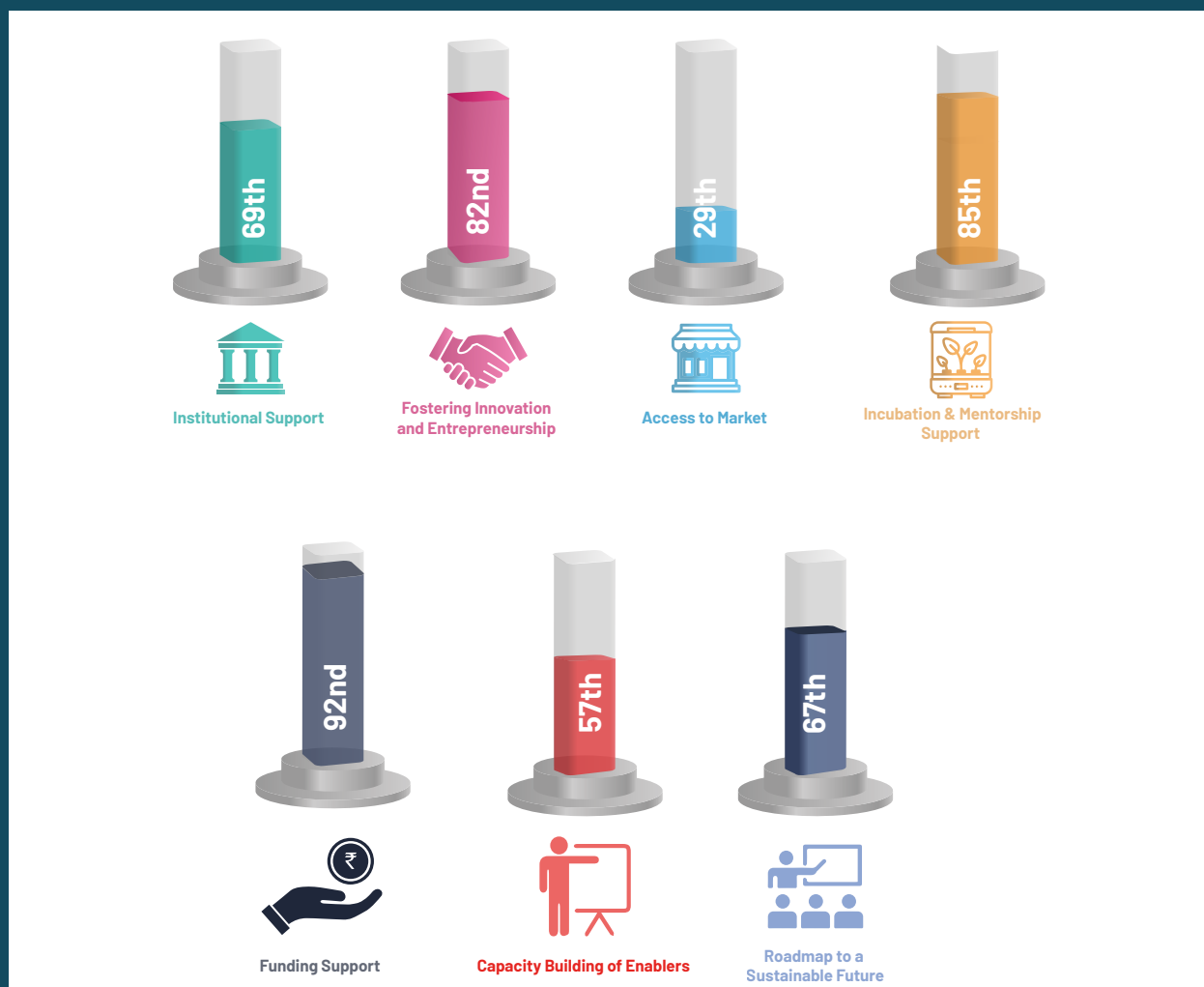
STATE STARTUP ECOSYSTEM

Meghalaya is a State in north-eastern India that was formed in 1972 out of Assam. It is spread over more than 22,000 square kilometres and is home to almost 30 lakh people (census 2011), out of which 85% are tribal population.

Meghalaya was one of the fastest-growing State in India in FY 2021-22 and recording a GSDP growth of 8.2%. This growth can be attributed to the increase in State Government expenditure, which has doubled since 2018, and large-scale investments coming into the State.

The State has an ideal location advantage for the Southeast Asian market and has a potential for industrial setups based on mineral resources, horticulture and agro-based industry, electronics, and information technology. Other sectors include export-oriented units, tourism, and other service sectors such as customer service and real-estate.

The State understands the role of entrepreneurship in economic development and job creation and has taken several steps to promote entrepreneurship in the past few years. It has been working diligently to create an ecosystem that nurtures innovation, encourages entrepreneurship, and supports the growth of Startups. This endeavour is encapsulated in the Meghalaya Startup Policy 2018.

While the nodal department for startups in the state is Department of Commerce and Industries, the Government of Meghalaya has also constituted a 15-member Startup Council and seven-member Taskforce Committee with the mandate of State Startup ecosystem development and Startup policy implementation.

State Startup Policies and Incentives[1]

The Meghalaya Startup Policy was launched in 2018 with an aim of creating a supportive ecosystem for Startups in the State. The policy offers several fiscal and non-fiscal benefits to Startups, such as tax breaks, mentorship support, and access to funding. Some of these incentives and exemptions have been listed below.

Fiscal Incentives:

- Reimbursement of SGST (State Goods and Services Tax)

- Reimbursement of stamp duty/ registration fee/ conversion fee

- Digital upgradation subsidy for purchase of computers, related hardware, and purchase of relevant software

- Reimbursement of lease rental costs

- Power subsidies

- Reimbursement of patent filing cost (including filing fees, attorney fees, search fees, and maintenance fees)

Non-Fiscal Incentives:

- Exemption to Startups from submission of Earnest Money Deposit (EMD) while participating in State Government tenders

- Reservation for Startups in procurement by State Government departments/ State Public Sector Undertakings (PSUs)

- Relaxation of the condition of prior turnover and prior experience for products procured by all Government departments of Meghalaya

Highlights of State Startup Ecosystem

The Startup ecosystem in Meghalaya is still in its early stages of development but is growing rapidly. Some of the key highlights of the Meghalaya Startup Ecosystem based on SRF 2022 submissions are as follows.

500+
Startups
Recognised

100+
Startups provided
incubation support

100+
Startups with rural
impact supported

100+
Women- led
Startups

INR 15 Cr
allocated under
two funds

~150
Startups provided
funding support

~1000
students and young
entrepreneurs
sensitised

50+
Startups
provided with
market access

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Key Initiatives Driving Growth

The State Government has initiated a comprehensive program known as PRIME (Promotion and Incubation of Market-driven Enterprises) to address enterprise promotion and incubation holistically. PRIME aims towards building an inclusive and supportive ecosystem that allows local entrepreneurs to start, grow and flourish.

- Under the PRIME portal, a section is dedicated to entrepreneur knowledge support and grievance redressal. This easy access provides entrepreneurs with confidence in the State Startup ecosystem.

- PRIME conducts mentor workshops, capacity building workshops and awareness programs to support and guide startups,

- PRIME conducts programs such as "Entrepreneur for Social Change" to encourage women entrepreneurship. Such programs are focused on inspiring women and men to support women in business, politics, finance, and art.

- Dedicated co-working spaces called PRIME Hubs have been set up by the state. Entrepreneurs may nurture, develop, and expand their businesses, and participate in workshops, seminars, and various other skill development programs in such hubs.

- Colleges and universities have been encouraged to set up Entrepreneurship Development Cells (EDCs). These EDCs help students learn about entrepreneurship and start their own businesses.

- Under the PRIME program, two funds for startups have been established. These are Prime-LIFCOM with a fund size of INR 10 Cr and Prime-MBMA with a fund size of INR 5 Cr.

- The State Government provides financial support to local entrepreneurs who want to set up advanced training centres in Meghalaya under the PRIME Scheme. It also offers the Rural Entrepreneurship Fellowship (PSREF) to young entrepreneurs. Such fellowships help people who actively contribute to the development of underdeveloped rural areas.

INSTITUTIONAL SUPPORT

Introduction

Institutional Support focuses on the facilitation and execution of the State Startup policy through a comprehensive user-friendly portal and specific incentives provided by various Government stakeholders. This Reform Area focuses on paving the way for easy access of information to Startups and ecosystem stakeholders.

It analyses whether a particular State has a functional Startup portal offering single-window solutions for all Startup ecosystem stakeholders. A holistic Startup portal offers services ranging from Startup registration to an efficient grievance redressal mechanism having quick 30 days of query resolution. The Reform Area also emphasises institutionalised support provided to the Startups from various State Government departments including that of Government policies that are currently active for support to Startups.

The Government of Meghalaya is committed to promoting entrepreneurship and recognizes the need for private sector-led growth as a key development strategy. Therefore, great efforts have been made in recent years by the State Government to build an entrepreneurial ecosystem in the State.

The Government of Meghalaya has launched a comprehensive program called PRIME (Promoting and Incubating Market-Driven Enterprises) and is one such initiative providing institutional support. This program takes a holistic approach to supporting State Startups, entrepreneurs and Incubators.

State Performance

PRIME Meghalaya **(www.primemeghalaya.com)** is the official website for all information relating to startups in the State.
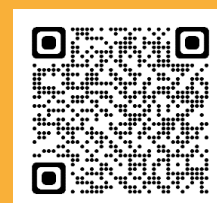

(https://www.primemeghalaya.com/)

Figure A: Meghalaya Startup Portal URL

PRIME Meghalaya fulfils 11 out of the 12 criteria for a robust Startup portal with features and information such as:

1. State Startup Policy

2. Information on nodal department and team

3. Dedicated helpline for Startups

4. State-level approvals and clearances

5. List of incubators and procedures to connect

6. List of mentors and procedures to connect with mentors

7. Detailed support on public procurement and funding

8. Details of departments providing institutional support to startups

9. Accessibility of website in local/official language available on Portal

10. Website accessibility for Persons with Disabilities (PwD)

11. Details of marketing, outreach, events, webinars on State Startup Portal
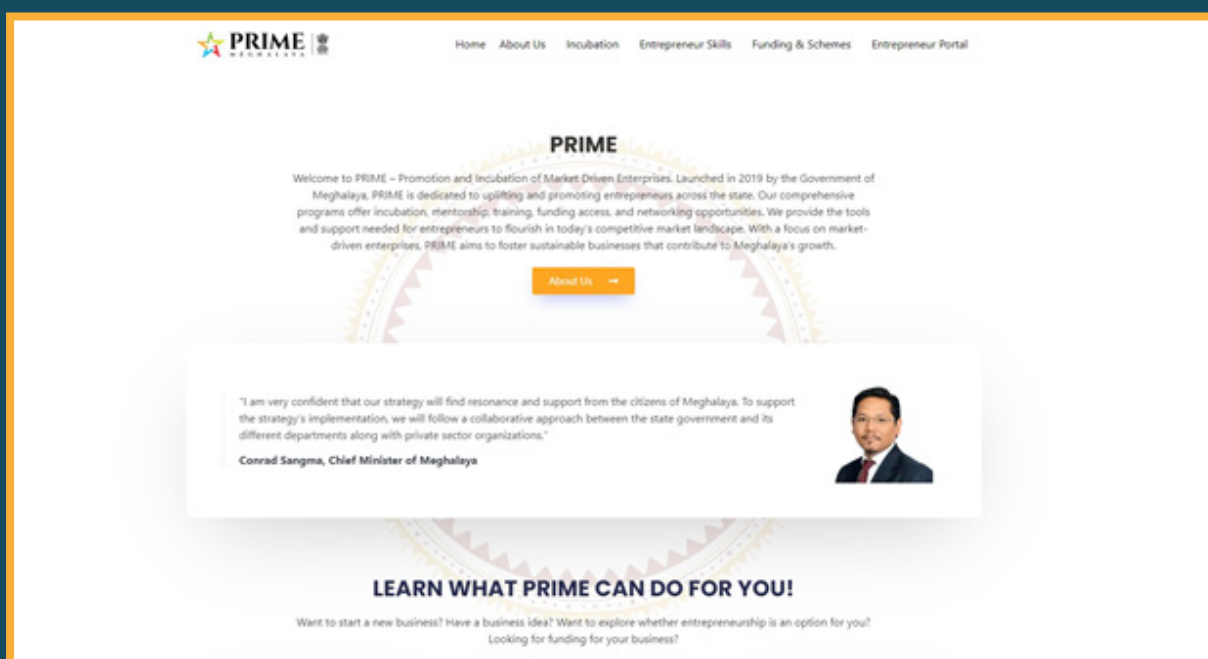

Figure B: Homepage of PRIME Meghalaya

The PRIME portal has a section for the Entrepreneur section with the following sections.

Knowledge Base: Dedicated "Knowledge Base[3]" with answers to common questions for startups such as on mentoring support, funding, and information related to rules.
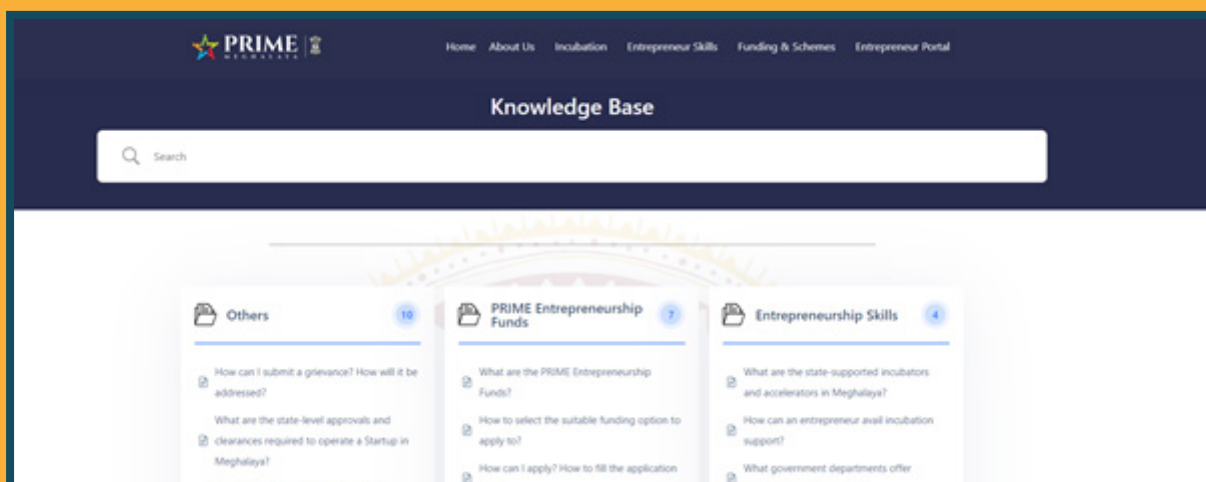
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[3] https://www.primemeghalaya.com/knowledge-base/

Figure C: "Knowledge Base" section of PRIME Meghalaya

Grievance Redressal: PRIME Meghalaya has a comprehensive grievance redressal platform[4] to address queries from all areas. The mechanism has an automated escalation system with four levels of processing.

Based on the State submissions on Queries or grievances addressed, it is observed that during the period of consideration the resolution timeframe is less than 10 days.
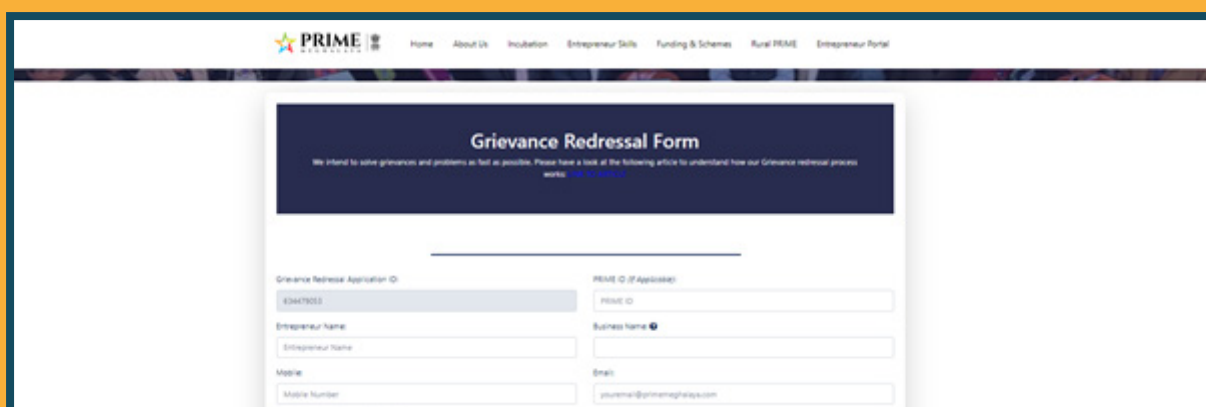

Figure D: PRIME Meghalaya Grievance Redressal Platform

The State has institutionalised the support to Startups by government departments with more than five State Government departments offering support to State Startups in form of procurement and capacity building. The state has also offered four active government policies to provide support to startups. These policies are listed below.

- **Meghalaya Startup Policy 2018:** Outlines all support mechanisms with fiscal and non-fiscal support to the State Startups of the State.

- **Meghalaya Electric Vehicle Policy 2021:** Offers skilling and mentoring support to EV related startups

[4]https://portal.primemeghalaya.com/GrievanceForm.ph

- Tourism Policy 2022: Provides incentives for luxury tourist vehicles and caravans on a subsidised model that may be operated by individual entrepreneurs.

- Youth Policy 2021: Offers Startup Fellowships for aspiring entrepreneurs to work on their ideas and to prototype.

Way Forward

- The State may work on their Startup Portal to fulfil all the remaining criteria of the SRF 2022.

- The State may include a Query response timeframe in the public domain through a government notification or Government order or FAQs.

- The State may address on the platform the requests or grievances or issues on provision to avail all types of funding, including seed funding, subsidised loans, Government grants, sustenance allowance, debt or equity financing through incubators, venture funding, public procurement amongst others.

- The State may have an active tracking mechanism for query resolution. The query or grievance resolution must have a set timeframe in days, it is suggestive to be less than 30 days.

- All State Government departments may be mandated to provided institutional support to startups in the state. The number of activities and frequency of institutional support offered by the departments already offering support may be increased so as to increase the number of beneficiary Startup.

- The State may develop more sector specific policies to support startups.

Fostering Innovation and Entrepreneurship

Introduction

Fostering Innovation and Entrepreneurship, as the name of the Reform Area suggests, seeks to encourage the spirit of innovation among aspiring entrepreneurs with a focus on student entrepreneurs, entrepreneurs from higher education institutions (HEIs) and women entrepreneurs. It focuses not only on the assessment of the total number of registered Startups in each State, which is a direct result of the State support but also on the regulatory reforms undertaken to support Startups in diverse sectors.

This Reform Area assesses the extent to which Higher Educational Institutes (HEIs) have been engaged in providing support to student entrepreneurs. It also highlights the value of innovation and entrepreneurship be it students or women. Furthermore, special focus has been drawn towards women-led Startups with specially tailored incentives and schemes to ensure equitable implementation.

The Government of Meghalaya has been promoting entrepreneurship among students through various events. These include design thinking workshops, entrepreneurship development programmes, faculty awareness sessions, entrepreneurship, or innovation classes and bootcamps at various schools and HEIs.

State Performance

~500
Registered Startups in the State

100+
Women-led Startups supported with Special incentives

~1000
Students attended more than five entrepreneurial workshops, sessions and bootcamps at schools

~500
Students attended more than five entrepreneurial workshops and programs at HEIs

State has formalised the support for women-led Startups through a notified document covering incentives for women startup, clear definition of women entrepreneur and a special incentive provisioned for women led startups. During the period of consideration, the state has provided women-led startups with fiscal support in the form of grants and subsidised loans.

State has organised more than 10 programs to encourage student entrepreneurs in schools and universities. Some of these programs have been showcased below.

MeitY Ideathon programme: The programme was launched to look for promising ideas and innovation in the nooks and corners of the State. The event was for students with an intent and to encourage the future entrepreneurs with recognition and cash rewards. The programme was implemented through the Indian Institute of Management Calcutta Innovation Park (IIMCIP) in collaboration with PRIME Meghalaya.

Students with innovative and creative business ideas pitched their ideas in the presence of jury members. The most promising and innovative business plan was presented with an INR 5,000 cash reward.

Figure E: MeitY Ideathon programme at Loyola College, William Nagar on 12 July 2022

Figure F: MeitY Ideathon programme at St. Anthony's College, Byndihati on 5 July 2022

Entrepreneurship Development Programme: This program was conducted as a design thinking workshop at College of Community Science, Central Agricultural University, Tura Meghalaya. Students were given a chance to showcase their business ideas related to their field of study.

This programme aimed at inculcating the idea of entrepreneurship in the minds of the young entrepreneurs. It also focused on faculty members so that they may approach entrepreneurship in their education plan.

Figure G: Event Picture from Design Thinking Workshop held at
College of Community Science on 26 July 2022

Figure H: Event Picture from Design Thinking Workshop held at
College of Community Science on 26 July 2022

Way Forward

- The State may focus on designing knowledge support and outreach programs to disseminate the benefits of registering Startups, thereby encouraging entrepreneurs to register.

- The State may set up University Innovation Hubs in bigger urban centres which cater to small towns in a hub-and-spoke model to engage students in remote areas as well.

- The State may consider diversifying the form of support provided to women-led startups and offer non-fiscal support in the form of capacity building, incubation and mentorship.

Access to Market

Introduction

This Reform Area seeks to encourage the State Government to increase participation in the public procurement process for Startups and become an enabler in providing the opportunities to Startups in the domestic and international market. The States are evaluated based on their support to Startups through the organisation of showcase opportunities such as Demo-Day, Buyer-Seller Meet, National and International Events, and relaxation in criteria for Government work orders.

The aim is to steadily increase the number of work orders awarded to Startups by helping them be at par with the established players in their respective sectors.

Through the PRIME program and its initiatives, the Government of Meghalaya has been creating opportunities and avenues providing access to market to the startups. Specific exemptions in public procurement for startups have also been provisioned by the State Government.

State Performance

INR 25+ lakhs

Worth of work orders given to Startups

The State Government has identified and implemented specific relaxations[5] in public procurement for startups. These include:

- 20% of the total procurement by the State Government department or State PSUs to be mandatorily done from Startups.

- No minimum turnover requirement for Startups participating in the public procurements process. Relaxation of prior turnover and experience requirements will be subject to the startup meeting quality and technical specifications.

- Exemption from submitting EMD in State Government tenders.

Some of the events for startups to help provide them access to market opportunities have been showcased below.

Chief Minister's Programme on 8 March 2022: This programme involved product showcases as well as buyer seller meet, with more than **500** attendees. Seven entrepreneurs represented PRIME Meghalaya in the event and showcased their products

Figure I: Prime Entrepreneur Team from Chief Minister's Programme

Knowledge Sessions on Bio-Entrepreneurship Opportunities: PRIME conducted five different seminars on bio-entrepreneurship opportunities at the PRIME Startup Hub in Shillong between 7 September and 7 December 2022. The seminar saw the participation of close to 50 virtual and 60 physical entrepreneurs from different parts of the State.

The main discussion was around floriculture, food processing, medicinal & aromatic crops, spices, nutrition, and all other sectors in which bio-entrepreneurship can flourish in Meghalaya. The seminar concluded with an interactive session wherein entrepreneurs were given a chance to share their views and stories.

[5]https://megindustry.gov.in/policy/Start-Up_Policy_Meghalaya.pdf

Figure J: Knowledge Session on Bio-Entrepreneurship Opportunities on 7 Sept 2023

Figure K: Knowledge Session on Bio-Entrepreneurship Opportunities on 7 Sept 2023

Way Forward

- The State may develop a dedicated page on their respective Startup website for the public procurement activities and exemptions provided to the Startups with all the required details.

- The State may give mandate to each State Departments and State PSUs to compulsorily procure a certain percentage of required goods or services from registered startups.

- The State may undertake more programs to connect Startups to Government departments as well to present case-wise solutions to the departments and promote procurement activities by them. These programs could be GeM workshops, Demo Days, Grand Challenges, Hackathons, Innovation Zones, Buyer-Seller meets, and corporate innovation programs. The informational programs conducted could be streamed on the Startup portal and online streaming platforms for wider reach.

Incubation and Mentorship Support

Introduction

Incubation and Mentorship support is provided to States in the form of financial and infrastructural support to Startups and State-supported incubators. The State Governments are initiating the setting up of new incubators or upgrading existing incubator facilities through various fiscal and non-fiscal incentives along with conduction of acceleration programs across the State/ UT. This Reform Area also aims at ensuring proportionate utilisation of the incubation capacity of the State-supported incubators.

The support provided by the State to the incubators through programs and incentives will in turn help Startups in scaling up and thereby, contribute to the growth of the State Startup ecosystem. The Reform Area measures efforts by the State Government in facilitating mentorship to startups. This has been assessed by the number of startups benefitting from the States' network of mentors.

PRIME Meghalaya has multiple corporate partners providing incubation support[6] to startups apart from the Incubation hubs established in the State. These partners provide pro-bono services in different areas like security services, payment gateway credits, and product or engineering support.

A unique initiative of the State includes the PRIME Music Incubation. Under this, State incubator supports in developing artists to start their careers in music. Through the incubation process, they are exposed to various workshops and masterclasses in relation to building their careers through.

State Performance

25+

Registered mentors

5+

Functioning incubators

PRIME Pre-Incubation Program[7]

It is a free-of-charge four-month certificate program in entrepreneurship skilling that guides entrepreneurs through the most important steps of building a successful business and prototype. Participants are equipped with the necessary mindset and skills to validate and pitch their ideas.
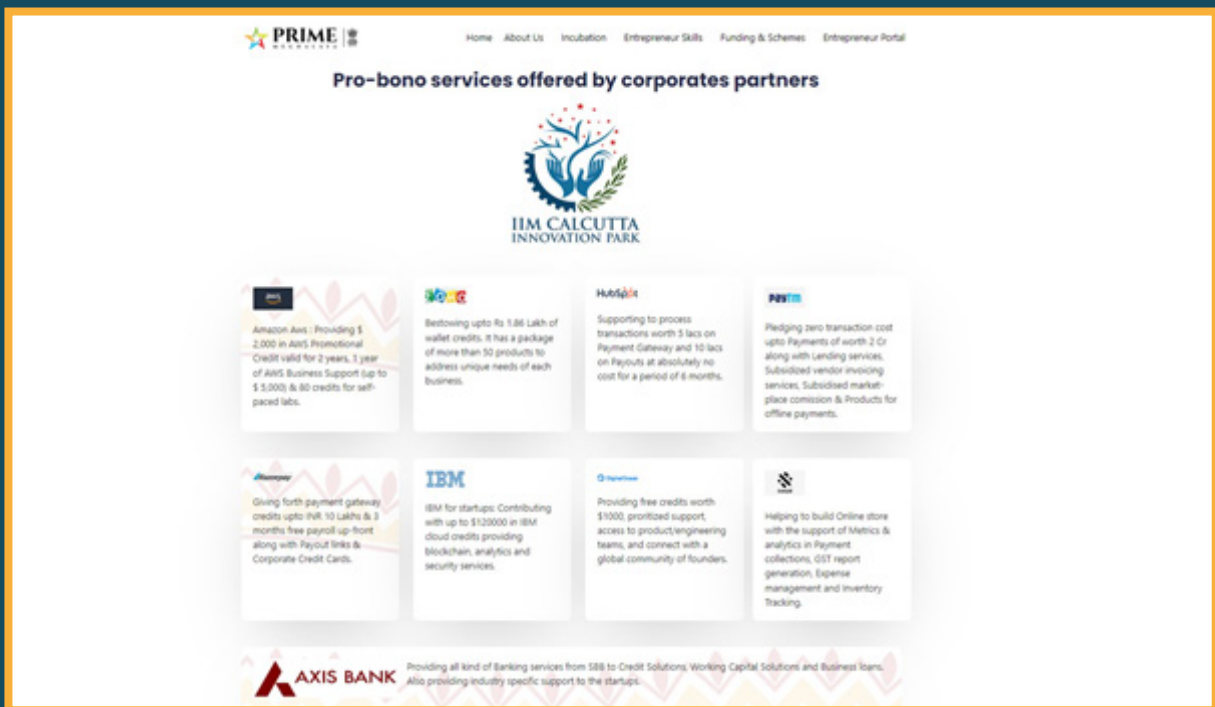

Figure L: Page on PRIME Meghalaya detailing services by corporate partners

PRIME Meghalaya has opened PRIME Hubs[8] in Shillong and Tura. These hubs are centres for innovation, knowledge sharing, incubation, and skill development. The PRIME team provides handholding to the aspiring entrepreneurs, Startups, and early-stage enterprises. This helps them translate their innovative ideas into business and aims to sustain them in the long run by fostering effective networking opportunities.

The hubs have dedicated co-working spaces in both the locations. Entrepreneurs can work on nurturing, developing, and expanding their businesses while simultaneously taking part in workshops, seminars, and various other skill development programs that are frequently conducted in the hub.

[7] https://www.primemeghalaya.com/pre-incubation/
[8] https://www.primemeghalaya.com/prime-startup-hubs/

The PRIME hub in Shillong has four dedicated office spaces for the entrepreneurs, each having a six-seating capacity. The auditorium and learning centre have the seating capacity of 60 people.

Figure M: PRIME Startup Hub in Shillong, Meghalaya

Figure N: PRIME Startup Hub in Tura, Meghalaya

Way Forward

- The State may set up more incubators to guide young entrepreneurs. The State may explore the possibility of virtual incubation as well.

- Support to new incubators can be provided in the form of (a) one-time capital assistance (b) 100% reimbursement of stamp duty and registration fee paid (c) power tariff subsidy (d) 100 % reimbursement for electricity duty paid for a period of 5 years continuously with power tariff subsidy.

- The State may increase the reach of the acceleration programs. The State can leverage the virtual format for holding seminars and discussions. In this way, the State could take advantage of this opportunity to connect with stakeholders outside the State as well as outside the country.

- The State may encourage more Startups to enrol in acceleration programs where Startups get an opportunity to connect with investors, engage in skill development and obtain knowledge support.

- The State may look to engage and connect with mentors outside the State, at the national as well as international level.

- The State may maintain a list of sector-wise registered mentors. This information could be made available through the State Startup portal.

Funding Support

Introduction

All Startups require timely availability of funding for their growth. This Reform Area encourages various State Governments to establish either new Seed or Venture funds or Fund of Funds for Startups or continue supporting the existing ones. It also focuses on the access to these funds established by the State Government.

A special emphasis has been given to state-supported initiatives and programs to mobilise the private investments into the Startup ecosystem by connecting Startups with investors such as workshops, networking events and pitching sessions.

Government of Meghalaya has provisioned three dedicated funding namely Kick Start Grant, Scale-up Innovation Loans and Interest Subsidised Bank Loans. These are provisioned for Startup and nano entrepreneurs. States have been also supporting the training centres that are supporting State Startups in their growth journey.

State Performance

140+
Startups sanctioned

INR 5+ Cr
Funding support

The funding support to startups by PRIME Meghalaya depends on the type and stage of business. These entrepreneurs must have the capability to scale up their businesses and create livelihood opportunities for individuals. The funding options available for the Startup are:

- Kickstart Grant: upto INR 5 lakh for product development, research & development

- Scale-up Innovation Loans: up to INR 25 lakh   for scaling up of startups

- Interest Subsidised Bank Loans: on actuals for scaling up of startups

The State has set up two funds namely, Livelihood Improvement Finance Company of Meghalaya (PRIME- LIFCOM) and Meghalaya Basin Management Authority (PRIME- MBMA) to support startups. The PRIME Kickstart Grant is disbursed through PRIME- MBMA while PRIME Scaleup Innovation Loan is disbursed through PRIME- LIFCOM. Two other forms of funding support to startups are:

Prime Student Tinkering Fund [9]

PRIME Meghalaya has established a funding vehicle for students or student teams. It is available for those who are working on innovative entrepreneurship related business, research ideas, and concepts.

The fund is granted based on recommendations by the E-Cells of the PRIME supported academic institutes in Meghalaya. An initial lump sum of INR 25,000 is disbursed directly to the student teams by PRIME.

A second tranche is available for student teams who are utilising the funds well and can show exceptional progress. Such students or teams can apply for a second tranche of INR 25,000 based on their reports.

Entrepreneurs from the colleges and universities that are granted funds will be closely linked to the PRIME initiative. Various programs like pre-incubation, incubation or funding will be available, after they have successfully implemented the funded project.

[9]https://www.primemeghalaya.com/student-tinkering-fund/

Figure 0: Event Picture from Prime Student Tinkering Fund Program

Training Centre Establishment Competition[10]

This scheme provides financial support to local Entrepreneurs intending to set up Advanced Training Centres in Meghalaya. Training and Capacity Building is a core component for every entrepreneur. It builds necessary skills across technical and business aspects to create sustainable and successful enterprises.

Currently, the availability of high-quality training facilities in Meghalaya is limited and in certain sectors, non-existent. In most sectors, for high-quality advanced training, entrepreneurs have to travel long distances and spend significant amounts of money.

PRIME intends to support local entrepreneurs from Meghalaya financially to set up training facilities. Such facilities may conduct entrepreneurship-related and innovation-based training and capacity building in Meghalaya. Award is being provided through a competition for the best proposals. Fund support provided are:

- First component - Grant of up to INR 20 lakhs

- Second component - Zero-interest loan, up to one year moratorium, five years repayment period, up to INR 30 lakhs

Way Forward

- The State may develop an online mechanism for the disbursement of funds which captures the details of all transactions of the Fund.

- The funding given by the State Government may be diversified further. These may include government grants, monthly allowance, interest subsidy and others. Information can be publicised to Startups for the grants provided.

[10]https://www.primemeghalaya.com/trainingcentres/

- The State may collaborate with financial institutions, venture capitalists and angel investors to create multiple funding options from a common platform.

- The State may organise events, conferences dedicated to funding with discussions on funding opportunities and processes.

Capacity Building of Enablers

Introduction

Capacity building of key stakeholders and enablers is essential for driving the growth of the entire Startup ecosystem. It is vital to provide necessary information to the key ecosystem facilitators to enable startups with the opportunity to contribute to Government initiatives.

This Reform Area assesses sensitisation workshops, programs conducted for Government officials, and workshops conducted to train State-supported incubators. It also focuses on the capacity development of potential private investors to encourage local private investments.

State Performance

5+
Capacity development workshops undertaken

25+
State-supported incubators trained

The Government of Meghalaya has conducted multiple capacity development workshops to train State-supported incubators. Some of them are:

Academic Incubation Sensitisation Workshop with Startup India: PRIME Meghalaya, in collaboration with Startup India, conducted an Academia and Incubator Sensitisation Workshop on 4 May 2022 in Shillong. The Startup India Team informed 20 institutes of Meghalaya about the advantages of the Startup India scheme. They explored ways for the institutes to create in-house entrepreneurship support programs, addressing the institutes' admission of lacking knowledge and resources for such initiatives

PRIME and Startup India have further planned to collaborate and assist these institutes in nurturing the next generation of entrepreneurs. Additionally, the Startup India team engaged with 10+ entrepreneurs, allowing them to share their experiences and clarify queries about the benefits of the Startup India initiative.

Figure P: Event Picture from Academia & Incubator Sensitisation Workshop

Figure Q: Event Picture from Academia & Incubator Sensitisation Workshop

The Startup India Ascend Workshop – Engagement with Academics in Meghalaya: The event was an academia sensitisation session that entailed discussions on best practices in E-cells and fostering entrepreneurship enthusiasm among faculty members and students.

Faculty of select institutions discussed the challenges and achievements so far in their E-cell Startup journeys, as well as how to inculcate an entrepreneurial mindset at the grassroot level.

Figure R: Event Picture from Startup India Ascend Workshop

Way Forward

- The State may conduct monthly virtual programs spread across various districts to sensitise potential investors on investment in Startups.

- The State Government may hold quarterly sensitisation workshops for various Government departments and officials to encourage them to interact with Startups to understand their concerns.

- The State may train State-supported incubators through capacity development workshops by collaborating with incubators from other States to explore mutual learning opportunities.

Roadmap to a Sustainable Future

Introduction

Roadmap to a Sustainable Future seeks to encourage the spirit of innovation in rural startups, and at the same time focus on sectors like renewable energy, sustainability, and climate change with an emphasis given to startups working on Circular Economy.

The aim is to steadily increase the number of startups working in the space of renewable energy and sustainability and follow India's direction of attaining a more inclusive and greener world.

The Government of Meghalaya has taken proactive steps in facilitating Startups who have rural impact. Specifically, the Startups in the agriculture sector and handicrafts were supported by the State Government.

State Performance

~120

Startups with rural impact supported

20+

Startups working on sectors focussed on renewable energy, sustainability, and climate change supported

PRIME Meghalaya has supported startups focusing on rural impact within the range of INR 50,000 – INR 6,00,000. Such grants are provided as incubation and direct grants, mentorship, capacity building, registrations, and product development. PRIME Meghalaya has supported Startups working on sectors focussed on renewable energy, sustainability, for example:

- Extraction of essential oils such as lemongrass that has been used to revive barren coal contaminated lands.

- Sustainable usage of the raw material bamboo that has been grown in regenerative practices.

- Development of an innovative low-cost bamboo river fencing technology that protects flood prone areas.

- Food processing unit that promotes regenerative practices among farmers that they source from.

- Development of a waste plastics supply chain with upcycling of waste plastics

- Regenerative plantation of bamboo that is being manufactured into e.g., odour catchers etc.

- Creating an innovative recycling value chain for empty cosmetics and beauty product containers. Customers exchange empty containers for coupons redeemable at specific shops.

- Upcycling of old wastepaper and manufacturing of traditional Garo tribal garments and headgears from the same.

- Fashion brand with a focus on sustainability and circular economy. Development of several fashion lines based on locally and regionally sourced raw materials like Jute and Water Hyacinth.

- Carving of wooden tables from waste wood trunks.

Way Forward

- The State may develop a clear definition of startups which qualify as working in the field of sustainability, renewable energy, climate change and circular economy may be established as an amendment to the Startup Policy.

- The State may develop specific incentives for the Startups working in the field of sustainability, renewable energy, climate change and circular economy and consider amending any existing policy or incentive for Startups in the State to support these Startups.

- The State may undertake sensitisation workshops with Startups, Incubators and other stakeholders in the field of sustainability, renewable energy, climate change and circular economy.

- The State may look at developing a separate parameter for "Social Impact", under which a Startup promotes a product or service that is based in a rural area as well as related to sustainable practices, renewable energy, circular economy and climate change.

Annexure

List of Figures

Abbreviations

PRIME: Promotion and Incubation of Market-driven Enterprises

HEIs: Higher Educational Institutes

SGST: Goods and Services Tax

EMD: Earnest Money Deposit

EDCs: Entrepreneurship Development Cells

PSREF: Rural Entrepreneurship Fellowship

LIFCOM: Livelihood Improvement Finance Company of Meghalaya

MBMA: Meghalaya Basin Management Agency

IIMCIP: Indian Institute of Management Calcutta Innovation Park

PSUs: Public Sector Undertakings

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