



5<sup>th</sup> Edition

# States' Startup Ecosystem Ranking Meghalaya

Leader

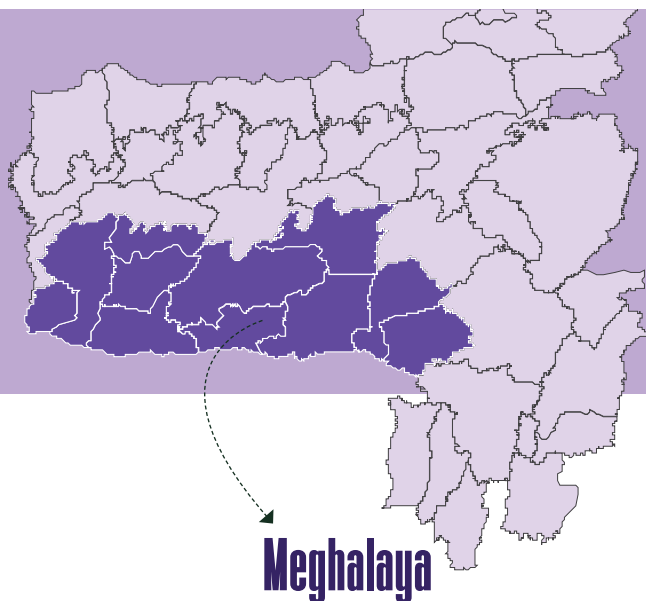




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# 1. About the State



As per the 2011 Census, the state has a population of approximately 29.66 Lakh, with nearly 85% comprising tribal communities, reflecting its rich indigenous traditions and social fabric.

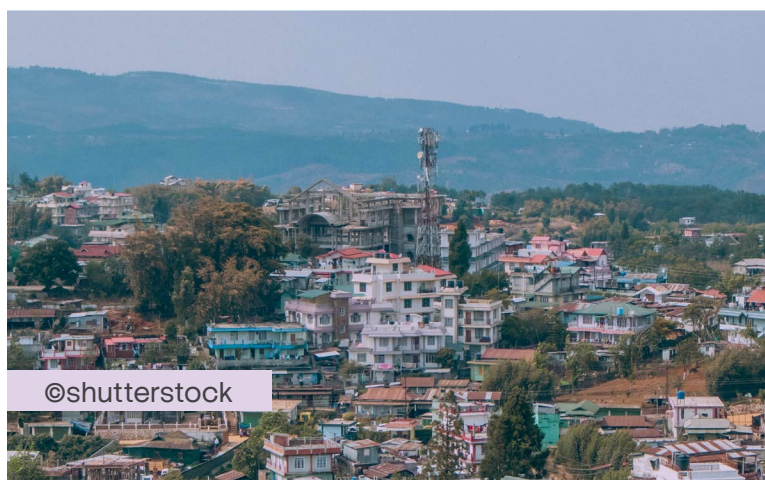
Meghalaya, nestled in the northeastern region of India, spans an area of 22,429 Sq. Km. As per the 2011 Census, the state has a population of approximately 29.66 Lakh, with nearly 85% comprising tribal communities, reflecting its rich indigenous traditions and social fabric.

Meghalaya's economy is gaining momentum, with its Gross State Domestic Product (GSDP) at current prices estimated at INR 0.59 Lakh Crore in 2024-25, growing at a CAGR of 8.80% over 2011-12, reflecting steady economic expansion over the years. In 2024-25, Meghalaya attracted total FDI inflows of USD 0.11 Mn<sup>3</sup> while its total exports were valued at USD 0.04 Mn.

Meghalaya holds strong potential across key sectors like agriculture, minerals, water resources and tourism. Its rich natural resources

and climate support agro-based industries and horticulture, while opportunities also exist in mineral processing, electronics, and IT. The expanding service sector spanning exports, tourism, customer service, and real estate positions the state as an emerging hub for sustainable development and investment.

The Meghalaya Institute of Entrepreneurship (MIE), in collaboration with PRIME (Promotion and Incubation of Market-Driven Enterprises), acts as the state's nodal agency for promoting entrepreneurship and economic development. MIE empowers youth, women, and communities to build sustainable ventures in key sectors, driving inclusive growth across Meghalaya.



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# 2. State Startup Policies and Initiatives

## 2.1 State Startup Policies

The Meghalaya Startup Policy 2018, introduced by the Department of Commerce & Industries, Government of Meghalaya, aims to foster innovation and entrepreneurship, positioning the state as a leading startup hub in the Northeast. PRIME is the key implementation program under the Startup Policy and works towards realizing the initiatives outlined in the policy.

**This policy offers a wide range of fiscal and non-fiscal incentives, including:**

- Reimbursement of State GST for up to INR 7 lakh annually per startup for five years
- 100% stamp duty reimbursement / registration fee/ conversion fee paid on sale/ lease deeds for the first transaction,

- 50% subsidy on digital infrastructure upgradation costs capped at INR 2 lakh per startup.
- To ease infrastructure costs, the policy offers a 50% lease rental reimbursement for five years, capped at INR 2 lakh per year
- 50% power subsidy up to INR 10 lakh annually
- For IP intensive startups, patent filing support includes 75% reimbursement upon filing and an additional 25% upon grant of international patents.
- Procurement preference in government tenders, exemption from earnest money deposits (EMDs), and simplified compliance through self-certification under key labor laws. The policy also encourages entrepreneurship education, internships, and the establishment of Entrepreneurship Development Cells (EDCs), fostering a dynamic startup ecosystem in Meghalaya.

The Meghalaya Industrial and Investment Promotion Policy (MIIPP) 2024 aims to stimulate industrial growth, attract private investment and generate large-scale employment, particularly for local youth. Provisions related to promotion of Startups in Meghalaya are in accordance with the Meghalaya Startup Policy 2018 and include 30% capital investment subsidy, interest subvention (5% for priority sectors, 4% for others), and SGST reimbursement for up to 15 years. It also provides transport and green growth subsidies, PF reimbursement for local employees, and other financial incentives to boost industrial investment.

MIIPP 2024 is anchored by the Invest Meghalaya Authority, which serves as a single-window facilitation body to streamline approvals, enhance investor confidence, and ensure timely delivery of services.



## 2.2 Key Initiatives by the State Government

To promote economic development and empower the youth, the state has launched a series of strategic initiatives and citizen-centric governance programs. These include flagship schemes such as CM Elevate, PRIME, ASPIRE and STAR, all aimed at nurturing entrepreneurship and creating a conducive environment for the growth of startups in Meghalaya:

### 01 CM Elevate

The CM-ELEVATE Program is a state-funded initiative by the Government of Meghalaya to empower youth through entrepreneurship. It supports individuals, village organizations and traditional institutions in launching and expanding business ventures. To ensure affordable credit access, the government has partnered with public and private banks. Financial assistance ranging from 35% to 75% of project costs is provided through capital and operational subsidies.

### 02 PRIME

PRIME (Promotion and Incubation of Market-driven Enterprises) is a flagship initiative aimed at fostering entrepreneurship and enterprise development through a holistic and inclusive approach. The government has established dedicated incubation and co-working facilities at PRIME Startup Hubs located in Nongpoh, Shillong, and Tura. These hubs provide early-stage entrepreneurs with access to modern workspaces, essential infrastructure, and a collaborative environment conducive to innovation and growth.

Also, the PRIME-Sauramandala Rural Entrepreneurship Fellowship (PSREF), launched by the Planning Department of Meghalaya in partnership with the Sauramandala Foundation, offers young changemakers a unique opportunity to drive development in underserved rural areas. In a rapidly urbanising world, PSREF aims to create a supportive ecosystem for entrepreneurs from remote communities, fostering inclusive growth and grassroots innovation.

### 03 Aspire

ASPIRE Meghalaya is a youth-centric initiative launched by the Government of Meghalaya to empower tribal youth through soft skills development, talent identification, and emotional well-being support. The program is designed to help young individuals discover their potential, build confidence, and prepare for life beyond academics. It focuses on enhancing communication skills, leadership qualities, and cultural identity while creating safe spaces for self-expression and personal growth.

### 04 STAR Meghalaya

STAR Meghalaya (also known as Meghalaya Star 30) is a flagship initiative launched by the State Council of Science, Technology and Environment (SCSTE), Government of Meghalaya, to empower meritorious students from underprivileged and rural backgrounds by providing free, residential coaching for the NEET medical entrance examination. Launched on National Science Day 2024, the program selects 30–48 promising students annually through a rigorous process and offers them a 10-month immersive academic experience, complete with expert mentorship, psychological support, and holistic development.

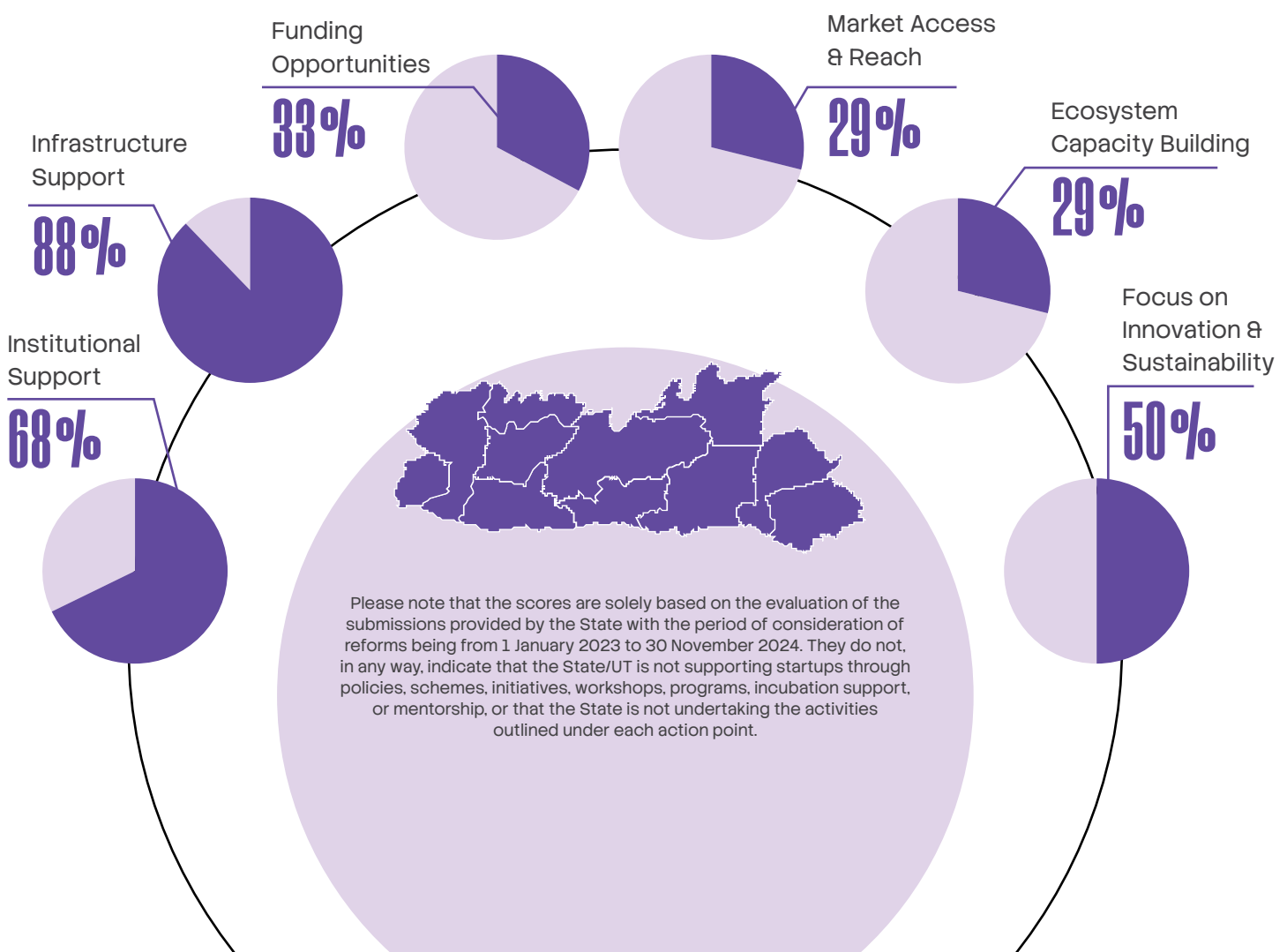
# 3. States' Startup Ecosystem Ranking Results

Meghalaya participated in all 6 Reform Areas and 19 Action Points of the 5<sup>th</sup> edition of the States' Startup Ranking Framework, and has been positioned as a "Leader" State in Category B.

The state's performance across different reform areas is presented below as percentile scores, which is the relative performance of the State in each Reform Area as compared to States/UTs in Category B. For example, if the state has a score of 100<sup>th</sup> 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.

Overall, Meghalaya has been evaluated across 6 Reform Areas that are critical to strengthening and advancing the State's startup ecosystem. Detailed analysis with insights into the initiatives taken by the State to promote its startup ecosystem are discussed in the subsequent sections.

**Figure 1: Reform area wise scores for Meghalaya**



# 4. Reform Area 1 - Institutional Support

## 4.1 Introduction

**Institutional Support** focuses on the foundational support provided by state governments to foster startup ecosystems. It evaluates whether states have active startup policies, designated nodal departments, and

dedicated teams. It also assesses the extent of support provided by other government departments beyond the nodal agency. Key action points include the presence of a startup policy, identification and development of priority sectors, support for women entrepreneurs, and initiatives for young student entrepreneurs.

It covers 6 action points:



**Action Point 1:**  
Support Provided to Startups  
by State/UT Department(s)



**Action Point 2:**  
For Development with a Futuristic  
and Disruptive Focus



**Action Point 3:**  
Women Entrepreneurial  
Development



**Action Point 4:**  
For the Growth of  
Young Entrepreneurs



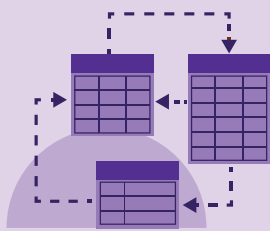
**Action Point 5:**  
Entrepreneurial Growth in the  
Social Innovation Landscape



**Action Point 6:**  
Mentorship Support  
Provided to Startups

## 4.2 Performance

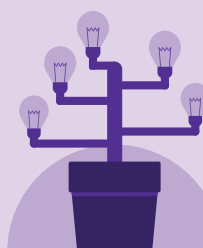
10+



**Schemes/ Initiatives in Priority  
Sector**

85+

**Startups  
supported in  
priority sector**



5+



Support structures/  
schemes/ initiatives/  
activities and/ or programs  
provided in educational  
institutions to support  
student entrepreneurs

30+ Unique women-led  
startups supported

5+

Unique Mentors  
providing  
mentorship  
support to Startups



## Institutional support provided to Startups

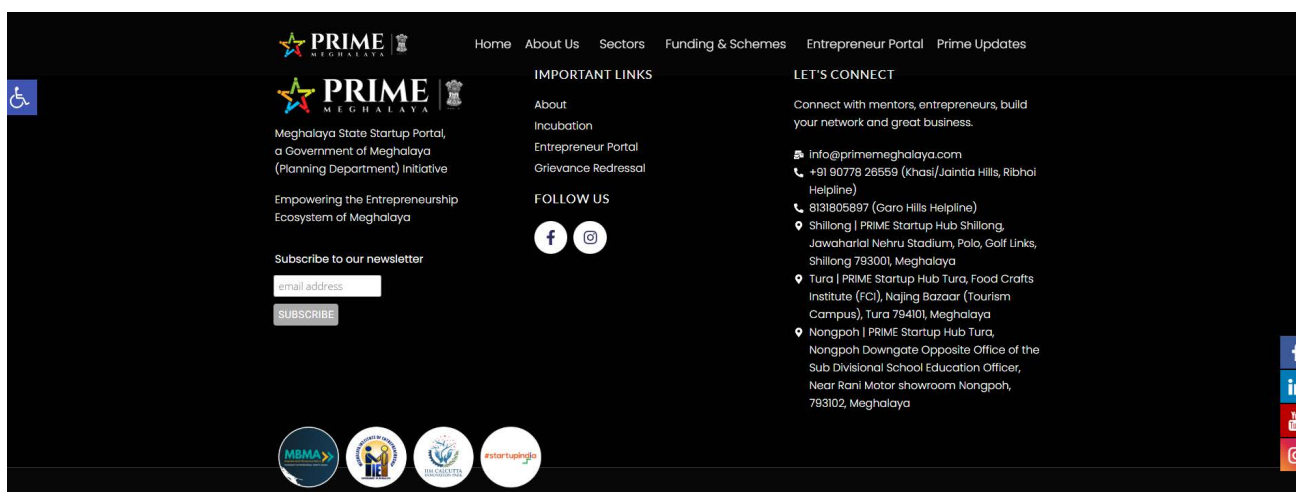
The State has put in place an institutional framework to support startups through its Startup Policy 'Meghalaya Startup Policy 2018'. The State also has a dedicated department, the Department of Commerce and Industries dedicated nodal officer and a dedicated team responsible for startup promotion and facilitation.

## Development with a Futuristic and Disruptive Focus

The State has identified priority sectors to guide the development of a futuristic and innovation-driven startup ecosystem. These priority sectors include Hotel and Hospitality, Tourism, Biotechnology, Education, Healthcare, IT& ITeS, Food Processing, Power, Education among others.

As per the documentary evidence submitted, the **State has supported 85+ startups from the priority sectors.**

The State of Meghalaya has demonstrated strong progress in its priority sectors through **10+ schemes and initiatives**. For instance, the CM-ELEVATE Programme is a flagship initiative focused on promoting youth entrepreneurship and comprises **13+ targeted schemes and initiatives supporting startups across key sectors such as agriculture, tourism, and allied activities**. Similarly, key schemes including the Prime Agriculture Response Vehicle Scheme, Prime Tourism Vehicle Scheme, Meghalaya Agricultural Warehouse Scheme, Meghalaya Motorcaravan Scheme, and Meghalaya Piggery Development Scheme provide sector-specific support, improve access to infrastructure and markets, and enable sustainable enterprise creation. Collectively, these interventions are strengthening entrepreneurship and enhancing livelihood opportunities for young entrepreneurs in the State.

**Figure 2: Webpage of CM Elevate**

## Women Entrepreneurial Development

The State has undertaken focused measures to promote women entrepreneurship as part of its startup ecosystem development efforts.

As per the documentary evidence submitted, the State has supported **30+ unique women-led startups** during the evaluation period. **These startups are distributed across 7+ districts within the State.**

## For the Growth of Young Entrepreneurs

The State has implemented structured interventions in form of entrepreneurial skill trainings and awareness programs to encourage entrepreneurship among students and young innovators through educational institutions.

These efforts included interactive sessions with T-Hub and PRIME Hub. In addition, events such as Managemia 2.0 Ideathon 'Ladder4Success' and the Megha Startup Expo were organised to provide exposure, mentoring, and early-stage validation opportunities.

Overall, during the evaluation period, Meghalaya implemented **5+ such comprehensive support structures / schemes / programs aimed at supporting student entrepreneurs.**

## Mentorship Support Provided to Startups

The State has facilitated structured mentorship support for startups as part of its ecosystem development initiatives. As per the documentary evidence provided, **5+ mentors have been engaged to provide mentorship support to startups within Meghalaya** during the evaluation period.



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# 5. Reform Area 2 - Infrastructure Support

## 5.1 Introduction

**Infrastructure Support** evaluates the availability and quality of both digital and physical infrastructure provided by states to startups. Digital infrastructure includes state startup portals with features like online registration, grievance redressal, and accessibility in local

languages and for persons with disabilities. Physical infrastructure focuses on the establishment and upgrading of incubators, especially those supporting manufacturing and hardware startups. It also assesses the number of startups receiving incubation support and the facilities available to them.

It covers 2 action points:



**Action Point 7:**  
Access to Digital Infrastructure



**Action Point 8:**  
Access to Physical Infrastructure

## 5.2 Performance

110+



Startups registered on  
the State Startup portal

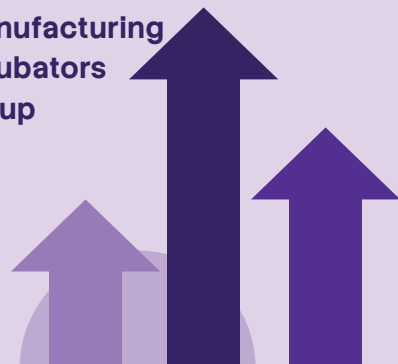
110+



Startups provided incubation Support

20+

New  
manufacturing  
Incubators  
Setup



## Access to Digital Infrastructure

The State has established a robust and digitally enabled startup support framework through its State Startup Portal, which facilitates end-to-end online access to incentives under the State Startup Policy. The portal includes a structured grievance redressal mechanism, enabling startups to raise and resolve issues efficiently

through a transparent digital interface.

Designed to be inclusive and user-friendly, the portal ensures accessibility for Persons with Disabilities (PWD). As per the records submitted, more than 100 startups are registered on the State Startup Portal.

**Figure 3: Grievance Redressal Mechanism of Meghalaya.**

**PRIME MEGHALAYA** | Home | About Us | Incubation | Entrepreneur Skills | Funding & Schemes | Rural PRIME | Entrepreneur Portal

### Grievance Redressal Form

We intend to solve grievances and problems as fast as possible. Please have a look at the following article to understand how our Grievance redressal process works: [LINK TO ARTICLE](#)

Grievances Redressed during 2023-2024: 42

Grievance Redressal Application ID: 1110144287

Entrepreneur Name: Entrepreneur Name

Mobile: Mobile Number

PRIME ID (If Applicable): PRIME ID

Business Name: Business Name

Email: your@email@primemeghalaya.com

Select what this grievance is related to: [Dropdown Menu]

Please describe your grievance as detailed as possible and give any references or additional information available: [Text Area]

Please upload any documents or pictures that are related to your grievances: [Choose File] No file chosen

☐ By submitting this form you are agreeing that the data entered into this form will be processed and forwarded to the respective department or individual. You may get contacted at the mentioned Email ID or Mobile number in case further details are required.

**Submit**

## Access to Physical Infrastructure

The State has strengthened physical infrastructure support for startups, particularly those engaged in manufacturing and hardware sectors, through the establishment and upgradation of incubators and acceleration facilities.

During the evaluation period, **Meghalaya has set up 20+ new incubators** at St. Anthony's College,

Shillong, Tirot Singh Memorial College, Mairang, Loyola College, Williamnagar, Lady Keane College, Shillong among others.

As per the documentary evidence submitted, **100+ unique startups have received incubation or acceleration support** across State-supported incubators and accelerators during the period of consideration.

# 6. Reform Area 3 - Funding Opportunities

## 6.1 Introduction

**Funding Opportunities** examines the financial mechanisms established by states to support startups. It includes the creation and management of seed funds, venture funds, and funds of funds, especially those

targeting priority sectors. It also evaluates the number of startups that have received funding through these mechanisms and the extent of collaboration with financial institutions. Additionally, it assesses initiatives like pitching sessions and investor connect programs that facilitate access to private capital.

It covers 3 action points:



**Action Point 9:**  
Access to Funding



**Action Point 10:**  
Number of Startups which have Received Funding through State Supported Funds or Mechanisms

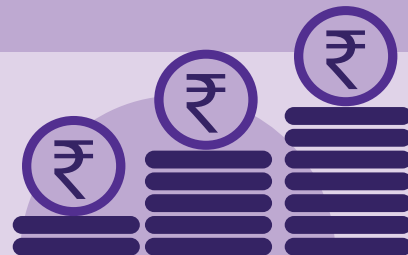


**Action Point 11:**  
State Support in Fundraising Initiatives

## 6.2 Performance

2+

**State Initiatives to promote angel funding/equity financing/debt financing**



### Access to Funding

The State has collaborated with Indian bank, Meghalaya Co-operative Axis bank, SBI, Meghalaya Rural bank to provide lending support to the Startups.

Meghalaya has also actively promoted startup-investor engagement through state-led pitching

initiatives aimed at enabling access to angel funding, equity, and debt financing.

For instance, the Orientation & Pitching Program under the Chief Minister's E-Championship Challenge (CMECC) 4.0 provided a structured platform for the top 100 entrepreneurs across Khasi Hills, Jaintia Hills, and Ri Bhoi to refine their pitches and engage with evaluators.

Similarly, the MeitY TIDE 2.0 Northeast Techathon X-4, organized with IIM Calcutta Innovation Park and PRIME Meghalaya, enabled technology startups to pitch innovative solutions across priority sectors before an expert jury, with selected startups receiving

recognition and financial awards. These initiatives strengthened investor readiness, fostered innovation, and improved startups' access to funding opportunities within the State's ecosystem.

**Figure 4: MeitY TIDE 2.0 Northeast Techathon X-4**



# 7. Reform Area 4 - Market Access & Reach

## 7.1 Introduction

**Market Access & Reach** focuses on how states help startups access markets by relaxing public procurement processes, awarding Government Work Orders, and domestic and international exposure. It evaluates the number of tenders

floated with startup-friendly relaxations, the number of startups awarded work orders, and the reach of market access initiatives across districts. It also considers programs that connect startups with government departments, corporates, and international trade bodies for product showcases and pilot projects.

It covers 3 action points:



#### Action Point 12:

Market Access Opportunity  
Provided to Startups through  
Public Procurement



#### Action Point 13:

Number of Startups  
Awarded Purchase Orders  
or Work Orders



#### Action Point 14:

Access to Domestic  
and International Market  
Access Opportunities

## 7.2 Performance

10+

Unique market  
access  
opportunities



### Access to Domestic and International Market Access Opportunities

The State has undertaken 10+ structured initiatives to enable startups to access domestic and international markets through programs that are funded or executed end-to-end by the State, as well as through facilitative partnerships with external agencies. Programs such as the Prime Meghapapreneur Expo 2024, World Entrepreneur's Day 2023 provided platforms for showcasing ventures and engaging with ecosystem stakeholders. Participation in events including World Youth Skills Day 2023 and the Ex-Servicemen Rally 2023 expanded outreach to wider audiences. Capacity-building interventions, including GST, TDS, Tally & ZOHO Books Workshop and Menu Engineering, strengthened business preparedness and market readiness of startups.

Figure 5: Prime Meghapapreneur Expo 2024



#### Celebrating Entrepreneurship at the PRIME Meghapreneur Expo 2024

From February 7 to 9, 2024, Meghalaya hosted the PRIME Meghapreneur Expo, bringing together entrepreneurs from various sectors. Organized by PRIME (Promotion and Incubation of



# 8. Reform Area 5 - Ecosystem Capacity Building

## 8.1 Introduction

**Ecosystem Capacity Building** evaluates efforts to strengthen the startup ecosystem through training and sensitization programs. It includes workshops for government officials, capacity

development for incubators, and sensitization programs for ecosystem enablers like mentors, investors, and accelerators. The focus is on building awareness, improving stakeholder capabilities, and fostering collaboration across the ecosystem.

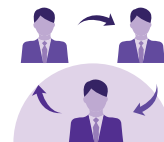
It covers 3 action points:



**Action Point 15:**  
Capacity Building of Officials of State Government Departments on Startup Ecosystem of India



**Action Point 16:**  
Number of State-supported Incubators Trained Through Capacity Development Workshops



**Action Point 17:**  
Number of Programs Conducted to Sensitize Ecosystem Enablers

## 8.2 Performance

**3+**

**Workshops/programs conducted to sensitize existing and potential ecosystem enablers (Mentors / Investors / Accelerators / Startups)**



### Capacity Building on Startup Ecosystem of India

Meghalaya has **conducted and supported 3+ sensitization programs** aimed at strengthening the capacity of existing and potential ecosystem enablers, including mentors, investors, accelerators, startups, and

academic stakeholders. Key initiatives such as the Meghapreneur Expo and the IFAD GAP Fund Awareness Session focused on branding, packaging, legal aspects, financial linkages, government support mechanisms, and grant access, enhancing entrepreneurial awareness and financial readiness.

Faculty Development Programs on Creativity, Innovation, and Entrepreneurship further strengthened academic engagement by promoting innovation-driven mindsets and mentorship capabilities. Collectively, these

programs contributed to improved ecosystem awareness, enhanced institutional capacity, and stronger alignment of stakeholders with the State's startup ecosystem objectives.

# 9. Reform Area 6 - Focus on Innovation & Sustainability

## 9.1 Introduction

**Focus on Innovation and Sustainability** assess how states promote innovation and sustainability through support for Intellectual Property Rights (IPR), Research and Development (R&D), and

startups focused on climate change and circular economy. It evaluates the presence of policies facilitating IPR, the extent of R&D support, and the number of sustainability-focused startups receiving incentives.

It covers 2 action points:



### Action Point 18:

Initiatives Undertaken by the State/UT to Facilitate Research and Innovation



### Action Point 19:

Support to Startups for a Sustainable Focus

## 9.2 Performance

2+

Policies that support Startups in the Circular Economy domain



Meghalaya has established a strong policy framework to promote sustainability and renewable energy through initiatives such as the Meghalaya Industrial and Investment Promotion Policy, 2024, Vision Meghalaya 2030, Meghalaya Next 2028, and SDG at a Glance, which collectively support green and inclusive economic growth.

For instance, the Meghalaya Electric Vehicle (EV) Policy, 2021 is a key intervention aligned with renewable energy and circular economy goals. It promotes electric mobility, reduces carbon emissions, and encourages startups in EV manufacturing, charging infrastructure, and clean mobility solutions.

Overall, these policies reflect the State's commitment to fostering startups focused on renewable energy, climate action, and sustainable development.

**Figure 6: Meghalaya Electric Vehicle (EV) Policy, 2021**



# 10. Way Ahead

- The state may define clear and transparent criteria to identify startups operating in the public welfare space and publish these guidelines in the public domain to ensure consistency in eligibility and support. Similarly, the State may clearly articulate who qualifies as a woman entrepreneur, with publicly available definitions to improve clarity, outreach, and effective targeting of incentives
- The state may introduce special provisions to facilitate and fast-track intellectual property rights processes such as patents, copyrights, and trademarks for startups, supported by targeted R&D assistance for startups operating in identified priority sectors
- The state may design and support structured sensitization programmes for existing and potential ecosystem enablers including mentors, investors, accelerators, and startups, to strengthen collaboration and ecosystem maturity, as well as conduct sensitization workshops for officials across state government departments to deepen understanding of the startup ecosystem and enable smoother policy implementation and inter-departmental coordination.
- The state may introduce priority sector-focused funds and investor connect platforms to improve access to capital and accelerate the growth of startups in Meghalaya
- While the State has introduced relaxations for startups participating in tender processes, the state may focus on spreading awareness and promoting startup participation in government tenders and RFPs issued by state departments and PSUs.
- While the State has launched new incubators, the state may also focus on upgrading existing incubators to enhance infrastructure, mentorship, and sector-specific support for startups



# 11. Annexures

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Figure 5: Prime Meghapapreneur Expo 2024

Figure 6: Meghalaya Electric Vehicle (EV) Policy, 2021

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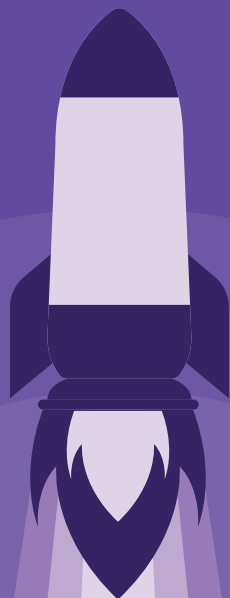
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