

# PRIME

Promotion and Incubation of Market Driven Enterprises



# KORHADEM COOPERATIVE SOCIETY

*Phomlis Khyndeit*

The Korhadem Cooperative Society is a collective of 27 women dedicated to producing traditional Khasi handloom products such as shawls, maflors, stoles, dhara, jainpien, and unique woven designs. Based in Korhadem village, they currently operate from a small bamboo workspace where only six members can work at a time.

Their goal is to expand their facility to increase production capacity and introduce a wider range of colors and designs. They also aim to reach more customers by promoting their products through social media and other marketing platforms.



The cooperative is committed to preserving ancestral handloom techniques, including rearing silkworms, extracting silk, and weaving by hand. With support from wholesalers, they generate income, empower women, and keep their cultural heritage alive.

## Social Impact

The cooperative teaches young women traditional weaving, providing steady income and independence. By selling handmade products, they strengthen the local economy, preserve cultural heritage, and promote fair trade and sustainable clothing practices.

## Contact Details

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# RBIDS

## *Fairlylife Kharryja*

Their goal is to transform lives and strengthen the economy through sustainable and community-centered practices. They believe in empowerment as a means of creating lasting change—empowering individuals to grow, empowering farmers to improve their livelihoods, and empowering communities to move toward a more resilient future. By promoting environmentally responsible inputs and methods, they ensure that progress does not come at the cost of nature. Their efforts extend beyond human welfare, recognizing that true development benefits the entire ecosystem—land, water, animals, and people living in harmony.



With a vision rooted in sustainability, cultural respect, and shared growth, they aim to build a future where livelihoods are secure, communities thrive, and the environment remains protected for generations to come.

## Social Impact

RBIDS works to transform livelihoods and the economy by supporting bamboo farmers, training artisans and designers, creating employment, and promoting eco-friendly practices that strengthen sustainable growth and community well-being.

## Contact Details

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# KS WEAVING

## *Kiloris Syiem*

K.S Weaving Unit was established in 2000 by Mrs. Kiloris Syiem to honor the legacy of her mother, who was a skilled master weaver in the early 20th century. Weaving was once a common part-time activity in their community, practiced with care and cultural pride. However, due to various challenges, the practice was discontinued for a time.

Determined to preserve her family's heritage and revive this meaningful tradition, Mrs. Kiloris Syiem re-established the weaving craft through K.S Weaving Unit.



Over the years, the unit has faced its own journey of challenges, growth, and development. Today, it stands as a testament to resilience, cultural continuity, and dedication to keeping the art of traditional weaving alive for future generations.

## **Social Impact**

K.S Weaving's Eri silk production sustains livelihoods, preserves cultural traditions, supports sustainable agriculture, and strengthens the local economy, creating long-lasting community impact rooted in heritage, environmental responsibility, and economic empowerment.

## **Contact Details**

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# RYNSAN SOAP

## *Selimen langjuh*

Rynsan Soap is more than just a business; it is a community-centered initiative focused on creating meaningful opportunities and promoting sustainable livelihoods. The brand specializes in producing high-quality, handmade soaps using natural, locally sourced ingredients. By obtaining materials from local suppliers, Rynsan Soap ensures freshness, supports small producers, and reduces environmental impact. Their products reflect careful craftsmanship and a commitment to eco-friendly practices. Beyond production, the enterprise aims to provide employment and skills training for youth, helping them earn a steady income and build confidence.



Through this approach, Rynsan Soap contributes to community growth, encourages sustainability, and fosters empowerment, making each product not only beneficial for users but also impactful for the people behind its creation.

## Social Impact

Rynsan Soap creates local jobs, provides steady income, and builds youth skills while sourcing materials locally to support small businesses, strengthen the regional economy, and inspire new entrepreneurs toward sustainable community growth.

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# BD FOOD PRODUCTS

*Badashisha Dkhar*

BD Food Products is a food processing unit founded by Badashisha Dkhar on 12th June 2024, located in Umpleng, East Jaintia Hills. The enterprise specializes in producing fresh pineapple juice and mango juice, using locally sourced fruits to ensure quality and natural flavor.

Before establishing the unit, the founder received formal training in food processing and obtained an FSSAI license to ensure safety and compliance. With support from PEFME, a loan was secured to purchase necessary machinery, enabling smoother production. The micro factory was then set up at the Umpleng Cement Market.



BD Food Products has also benefited from various government schemes that have supported its growth. The unit aims to promote local produce, generate employment, and contribute to the region's economic development.

## Social Impact

BD Food Products supports local farmers by sourcing fresh fruits directly, boosting their income, strengthening the local economy, and empowering communities through sustainable, mutually beneficial market access and livelihood opportunities.

## Contact Details

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## JEFF HANDICRAFTS

*Jeffrey Lurstep Shati*

Jeff Handicrafts was established in 2018 in Mawnianglah, Upper Shillong, specializing in the creation of miniature mementos, return gifts, and wedding favors. Their products are uniquely crafted from natural and locally available materials such as bamboo, pebbles, and tree branches, giving each item a distinctive, handcrafted charm.

The business focuses on transforming simple natural resources into meaningful keepsakes that reflect creativity and cultural identity. By working with sustainable materials, Jeff Handicrafts promotes eco-friendly practices while supporting local artisanship.



Their handcrafted pieces are designed to add a personal touch to special occasions, celebrations, and gifting. Over time, the brand has continued to grow through customer appreciation, word of mouth, and a strong commitment to quality and thoughtful craftsmanship.

### Social Impact

Jeff Handicrafts promotes cultural preservation, supports local artisans, and provides youth skill development. By generating employment and strengthening community identity, it contributes to economic growth and fosters pride in traditional craftsmanship.

### Contact Details

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# IOHLYNTI ENTERPRISE

*Saralin Umsong*

Iohkynti S.H.G is a food processing startup formed by a group of members, most of whom are farmers cultivating their own crops such as millets, cassava, and other traditional produce. They have tapped into the richness of these locally grown ingredients to create a wide variety of snacks and treats, including cupcakes, bhujia, biscuits, namkeen, bread, and chips.

Their work extends beyond snacks, as they also prepare jams, jellies, juices, pickles, and squashes, showcasing both skill and creativity in food preservation and preparation.



The group is committed to promoting the value of traditional crops, supporting local agriculture, and providing livelihood opportunities for its members. Through their products, they preserve local flavors while contributing to community-based economic growth.

## Social Impact

Iohkynti promotes sustainable farming, creates local employment, and supports economic upliftment. Through community-led production, they strengthen livelihoods, encourage self-reliance, and contribute to long-term community development and well-being.

## Contact Details

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# M/S ASAME FOOD & BEVERAGES

*Pecindha K Sangma*

Asame Food & Beverages is a promising fruit wine startup based in Tura, dedicated to showcasing the rich flavours of Meghalaya's indigenous fruits. Specializing in handcrafted wines made from locally sourced produce, the brand brings forward the natural essence of fruits like wild berries, star fruit, and other native varieties. With a vision to popularize Meghalaya's unique fruit wines, Asame Food & Beverages is committed to building a sustainable and thriving fruit-based beverage industry in the region.



The startup not only promotes local agriculture but also creates livelihood opportunities for farmers by encouraging the cultivation and value addition of indigenous fruits. Through innovation, quality, and community-driven sourcing, Asame Food & Beverages aims to position Meghalaya as a leading destination for authentic fruit wines.

## Social Impact

By sourcing local fruits, the brand supports farmers, reduces post-harvest waste, and strengthens Meghalaya's expanding fruit wine industry, promoting sustainability, community growth, and value addition across the supply chain.

## Contact Details

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## JG FRUIT WINE

### *John Gunchang D Shira*

JG Fruit Wine is dedicated to crafting pure, organic, and homemade wines using the finest locally sourced fruits, reflecting the rich flavours and traditions of the region. Each bottle is thoughtfully prepared to deliver a perfect balance of quality, authenticity, and natural goodness. Known for its smooth taste and aromatic profile, JG Fruit Wine is ideal for gatherings, celebrations, festive occasions, and intimate moments shared with friends and family. The brand places strong emphasis on customer satisfaction, ensuring every product meets high standards of freshness and craftsmanship.



By supporting local farmers and using organic ingredients, JG Fruit Wine not only offers a delightful beverage experience but also contributes to community growth and sustainable, value-driven production.

## Social Impact

JG Fruit Wine sources directly from local farmers, ensuring stable incomes while promoting Meghalaya's growing wine industry. The brand supports community livelihoods, encourages wine tourism, and strengthens the region's sustainable fruit-based economy.

## Contact Details

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## RICECRAFT BREW

*Samuel Chukam R Marak*

Ricecraft Brew offers a single, premium wine distinguished by its carefully crafted and truly unique flavour profile. By focusing on just one exceptional product, the brand ensures meticulous attention to quality, consistency, and character in every bottle. This simplicity allows customers to enjoy a refined, memorable experience without navigating multiple options—ideal for those who appreciate exclusivity and authenticity. Ricecraft Brew’s wine reflects a thoughtful blend of craftsmanship and innovation, highlighting the natural richness of its ingredients while delivering a smooth, sophisticated taste.



The brand’s commitment to precision and purity sets it apart, appealing to enthusiasts who value distinctiveness and premium artistry. With each pour, Ricecraft Brew offers a signature experience that celebrates quality over quantity.

### Social Impact

Ricecraft Brew supports local farmers while creating awareness about entrepreneurship and its positive community impact, including employment generation, improved livelihoods, and stronger economic opportunities through sustainable, locally driven beverage production.

### Contact Details

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## SOOLA

*Glorisa Kalra War & Wanda Kharakor*

SooLa is a dynamic start-up clothing brand dedicated to inclusivity, offering stylish apparel for all shapes, sizes, and genders. As a gender-fluid and gender-inclusive brand, SooLa focuses on creating designs that celebrate individuality and comfort while ensuring every customer feels represented. The brand produces its own unique clothing collections, blending contemporary style with thoughtful craftsmanship. In addition to ready-made pieces, SooLa also provides customization services for various events, offering clients a wide range of design options tailored to their preferences.



Whether for casual wear, special occasions, or personalized outfits, SooLa prioritizes quality, fit, and creative expression. With its inclusive approach and diverse offerings, SooLa is committed to reshaping fashion into a more accessible and empowering experience for everyone.

### Social Impact

SooLa promotes body positivity, gender inclusivity, and local employment by offering accessible, customizable clothing for all. The brand empowers communities, supports artisans, and encourages self-expression through sustainable, inclusive fashion.

### Contact Details

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## SHRONG WORKSHOP

*Khrawborlang Lyngdoh Mawnai*

Shrong Workshop is a creative start-up founded in 2020 with a mission to transform waste into meaningful, handcrafted products. Guided by the motto “where hands shape, hearts create,” the initiative focuses on recycling and upcycling used materials to reduce environmental impact while promoting responsible consumption. Every item produced reflects a blend of creativity, sustainability, and social purpose, turning discarded materials into functional and artistic goods. Shrong Workshop not only encourages eco-friendly practices but also aims to inspire communities to rethink waste and embrace sustainable living.



By giving new life to old products, the start-up contributes to a cleaner environment and fosters awareness about the importance of recycling. It stands as a positive force for society, driven by creativity and compassion.

### Social Impact

Shrong Workshop creates local job opportunities by producing eco-friendly goods from waste materials. The start-up empowers shop owners, supports income generation, and promotes sustainable living through conscious, community-driven production.

### Contact Details

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# CELESTIAL ENTERTAINMENT

## *Panborlang Toi*

Celestial Entertainment Booth Shillong is the first instant photobooth company in Northeast India, bringing a modern, interactive experience to events of all kinds. Using cutting-edge technology and top-notch equipment, the company ensures every photo captured is of exceptional, professional-grade quality. Whether it's a wedding, birthday celebration, corporate function, or community gathering, Celestial Booth adds a fun, engaging, and memorable touch for guests. The instant print feature allows people to take home beautifully captured moments within seconds, creating lasting keepsakes.



With its innovative approach, reliable service, and commitment to delivering high-quality photographs, Celestial Entertainment Booth Shillong has redefined event photography in the region, offering an unforgettable experience that blends creativity, convenience, and premium visual output.

## Social Impact

Celestial Entertainment Shillong empowers communities by employing skilled youth from diverse backgrounds, fostering inclusivity, and promoting sustainability through the use of eco-friendly materials and packaging across all its services.

## Contact Details

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## M/S DATORI FOOD ENTERPRISE

*Ibakordor Wahlang*

M/S Datori Food Enterprise is a food processing startup based in Ri-Bhoi, specializing in a variety of beverages, jams, and snacks. The enterprise was officially launched in December 2022, following the founder's completion of training at COLK Skill in September 2022.

Inspired by a love for cooking and recognizing the local community's fondness for sweets, the founder set out to create a unique business that was not previously available in their hometown.



The startup not only fulfills a local demand but also brings innovation and entrepreneurship to the area. With a focus on quality and originality, M/S Datori Food Enterprise aims to inspire others in the community to pursue their own entrepreneurial dreams.

### Social Impact

The enterprise creates job opportunities for single and widowed mothers in SHGs and supports local farmers by sourcing organic fruits, boosting community livelihoods and strengthening the local economy.

### Contact Details

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# DAZA ACCESSORIES

## Upcycle Fabric Waste

### *Pyndap Ryntathiang*

Their primary objective is to promote inclusivity through the practice of upcycling. For them, inclusivity is not limited to one aspect—it embraces financial empowerment, diverse participation in the workforce, and meaningful collaboration with other local manufacturers and artisans who contribute materials for their finished products. They envision growing their enterprise in a way that creates opportunities for similar emerging startups, offering support and shared learning along the way. At the same time, they strive to weave elements of local tradition and cultural identity into their products, creating a unique appeal for tourists and visitors.



Through each crafted piece, they hope to share the stories of their community, celebrate heritage, and contribute to the expanding tourism landscape of the state.

## Social Impact

Their approach encourages reduced screen time, leading to healthier routines, improved focus, and meaningful real-world engagement. This positive shift benefits individuals' mental well-being and fosters stronger personal and community connections.

## Contact Details

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# WAPUNG FARM FRESH

**Farmer Producer Company Limited**

*Jhanika Siangshai*

Wapung Farm Fresh FPC is a Farmers Produce Organisation led by Jhanika Siangsha from the East Jaintia Hills District, dedicated to showcasing the authentic taste and agricultural identity of the region. The FPC unites local farmers to produce fresh, high-quality products that truly represent their land and traditions. By strengthening market linkages, it helps bridge the gap between farmers and consumers, making it easier for buyers to access genuine local produce while ensuring fair opportunities for producers.



Wapung Farm Fresh FPC also motivates farmers to improve marketing practices, adopt better farming methods, and work collectively for greater impact. Through its efforts, the organization supports sustainable livelihoods, enhances income stability, and empowers rural communities to grow confidently in today's market.

## Social Impact

Wapung Farm Fresh FPC empowers women and small-scale farmers through skill sharing, knowledge building, and direct market access, promoting farmer growth, strengthening livelihoods, and supporting inclusive, community-driven agricultural development.

## Contact Details

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# AD's HONEY

*Armingroi Dkhar*

AD's Honey was established on 14th February 2000 as a dedicated bee farming enterprise rooted in both scientific practice and traditional beekeeping knowledge. Over the years, they steadily expanded their work, focusing on sustainable apiculture and high-quality honey production. Recognizing the importance of skill development within the community, they introduced formal training in apiculture in 2013, helping local individuals learn the techniques of bee management, hive care, and honey extraction. This initiative encouraged more people to participate in the field and improved local livelihood opportunities.



In 2022, AD's Honey obtained an official license, further strengthening their credibility and ensuring adherence to quality standards. Their beekeeping approach continues to blend modern methods with traditional beehive practices, preserving natural heritage while supporting economic growth.

## Social Impact

AD's Honey aims to create sustainable livelihoods by offering employment and vocational training within the community, helping families gain stable income while developing valuable technical and entrepreneurial skills for long-term growth.

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# Begin your startup story today

## Become a **MEGHAPRENEUR**



### Get in touch

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