

# PRIME Rural

PSREF

Centre for Accelerated Development

PRIME MEGHALAYA

GOVERNMENT OF MEGHALAYA

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**Uplifting Rural entrepreneurs** to the level of Urban entrepreneurs



**Doorstep Incubation** Support




**Up-scaling** at each stage

## About Prime Rural

*The vision and methodology driving the program*

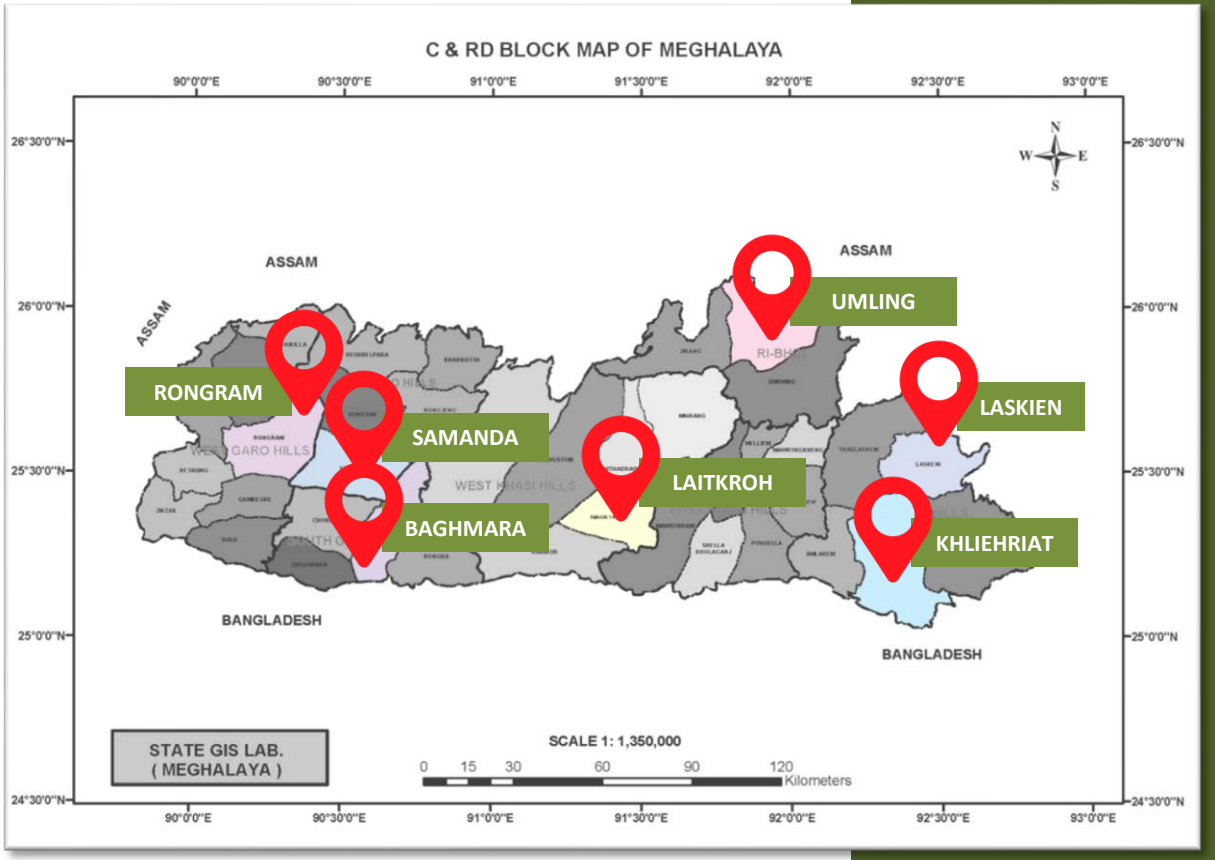
**1 YEAR**

**ACROSS 8 BLOCKS / 46**

**Mapped 191 Entrepreneurs**

**ACROSS 43 BUSINESS BASKETS**

*Animal Husbandry, Bio-concoctions, Agriculture, Fashion, Gift basket, Electronics, Pottery, Floriculture, Musical Instruments, Traditional medicine, **Tourism**, Machinery, Fisheries, Blacksmith, Candles, Home Appliances, Nursery, Services etc.*




## Status



Registration & Licensing



Business Planning



Book Keeping and Unit Economics



Raw Material Linkages



Branding and Packaging



Product Development



Mechanisation



Trainings



Exposure Visits



Capacity Building



Manpower



Marketing



Market Linkages



Built Environment



Solar Electrification



Funding

## Support Ecosystem

*Types of Support*

Built Environment

Solar Electrification







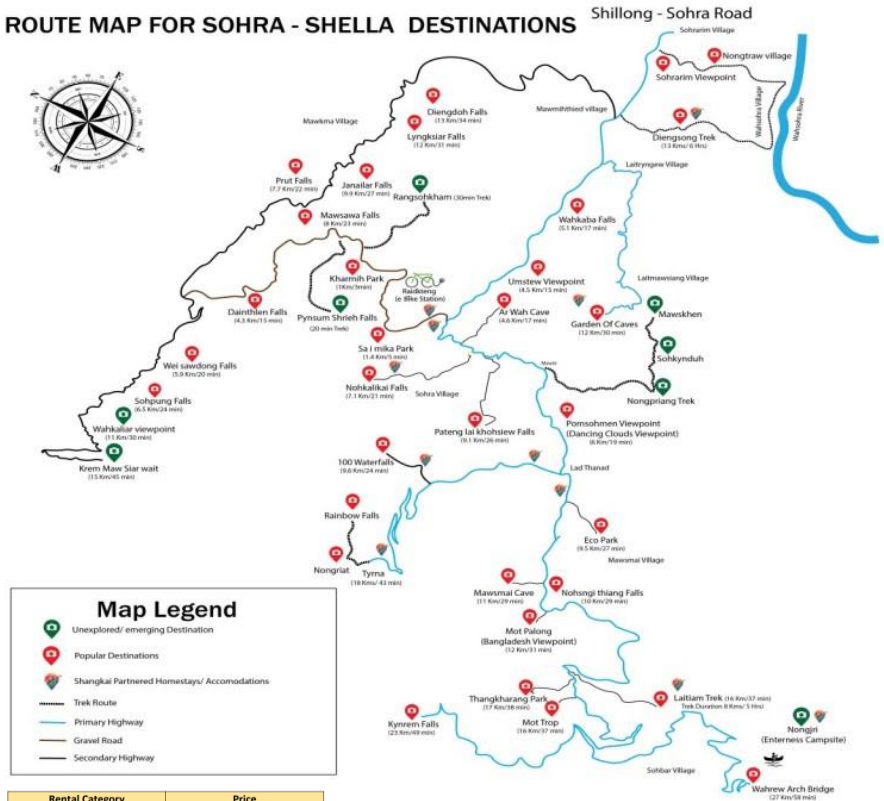







## MoU with the Govt. of Meghalaya and SELCO Foundation

*to inculcate green energy through solar power, under Govt. of Meghalaya Decentralized Renewable Energy Initiative*




| Rental Category | Price |
|---|---|
| Hourly | ₹ 100 |
| Half Day (~ 3 hrs) | ₹ 299 |
| Full Day (~ 6hrs) | ₹ 499 |
| Trail Rent (Normal) | ₹ 1499 |
| Trail Rent (Offbeat) | ₹ 2999 |




# Project Execution of First E-bike in Meghalaya

***Shella Block, East Khasi Hills***




## Opportunity

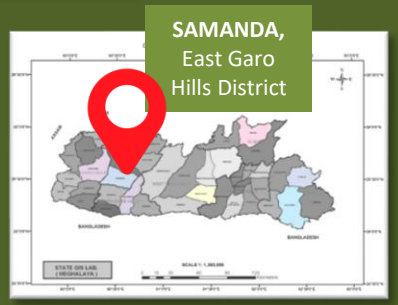
*The export potential of diverse business baskets*



# Wood Carving

**Enterprise:** Malstone

**Entrepreneur:** Mr Malstone







**Enterprise:** MALSTONE

**USP:** made of **teak**, **scrap wood**, **unique designs** coming from nature

| NO | PRODUCT NAME | CURRENT | | | SCALE-UP REQUIREMENT | | | PRODUCTION CAPACITY WITH SUPPORT (pcs) |
|---|---|---|---|---|---|---|---|---|
| | | MAN POWER | RAW MATERIAL PROCUREMENT (pcs) | PRODUCTION CAPACITY (pcs) | MACHINERY | MAN POWER | PLANTATION AREA (HECTARES) | |
| 1 | Tables | 4 *(+21 trainees)* | 1000+ *(from own village)* | 200+ | Turning machine for carving and Wood cutting machine | 20 | 4 *(Can collaborate with 4 more villages)* | 1500+ *(connecting with nearby villages, 4 on radar)* |
| 2 | Flower Stands | | | | | | | |
| 3 | Decor | | | | | | | |

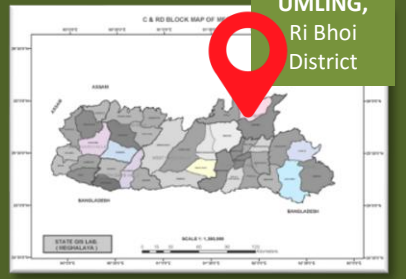
## MALSTONE

***Production Capacity Projection***
***when Scale Up Requirement Is addressed***

# Rare Herbs

**Enterprise:** HUN AGRI

**Entrepreneur:** Mr Midot Marngar



**UMLING,** Ri Bhoi District



Black Ginger



Black Turmeric



Finger root

**Enterprise:** HUN AGRI

**USP: medicinal herbs and spices** using **traditional methods of zero input farming**, focused on **rare herbs**

| NO | PRODUCT NAME | CURRENT | | | SCALE-UP REQUIREMENT | | | PRODUCTION CAPACITY WITH SUPPORT (TONS/YR) |
|---|---|---|---|---|---|---|---|---|
| | | MAN POWER | RAW MATERIAL PROCUREMENT | PRODUCTION CAPACITY (TONS/YR) | MACHINERY | MAN POWER | RAW MATERIAL PROCUREMENT | |
| 1 | Black Turmeric | 2 | 30 villages across RiBhoi | 15 | high capacity powdering machine, labelling and packaging machine, cutting machine | 5 | About 100 villages and other regions like Garo Hills and Jaintia Hills, Manipur, Arunachal Pradesh,Tripura. | **40** |
| 2 | Black Ginger | | | 2 | | | | **5-6** |
| 3 | Bosenbergia (Finger roots/ chinese ginger) | | | 3 | | | | **12** |

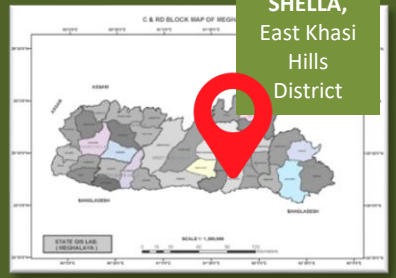
## HUN AGRI

***Production Capacity Projection***
***when Scale Up Requirement Is addressed***

# Tea

**Enterprise:** SAIKARAP TEA

**Entrepreneur:** Mr Omesty Chyne



**SHELLA,** East Khasi Hills District




**Orthodox Black Tea**




**Green Tea**

**Enterprise:** SAIKARAP TEA

**USP:** Saikarap Tea is **cultivated on organic soil** for purity, its **meticulously harvested** leaves deliver a **natural, strong aroma**, ensuring every sip is an **authentic** and enriching experience

| NO | PRODUCT NAME | CURRENT | | | SCALE-UP REQUIREMENT | | | PRODUCTION CAPACITY WITH SUPPORT (TONS/YR) |
|---|---|---|---|---|---|---|---|---|
| | | MAN POWER | PLANTATION AREA (HECTARES) | PRODUCTION CAPACITY (TONS/YR) | MACHINERY | MAN POWER | PLANTATION AREA (HECTARES) | |
| 1 | Orthodox Black Tea | 15 (in season) | 8 | 0.6 | Packaging machine Process and Product Design | 35 (in season) | 20 | 3 |
| 2 | Green Tea | 4 (off Season) | | 0.4 | | 10 (off Season) | | 3 |

## SAIKARAP TEA

***Production Capacity Projection***
***when Scale Up Requirement Is addressed***

# Indigenous Nursery

**Enterprise:** HA LA BRI

**Entrepreneur:** Mrs Phiksibon Tham



**LAITKROH,** East Khasi Hills District







**Enterprise:** Ha La Bri

**USP:** preservation and creation of **indigenous species databank** of fruit, forest and ornamental trees and shrubs

| NO | SAPLING TYPOLOGY | CURRENT | | | SCALE-UP REQUIREMENT | | | PRODUCTION CAPACITY WITH SUPPORT (TONS/YR) |
|---|---|---|---|---|---|---|---|---|
| | | MAN POWER | PLANTATION AREA (HECTARES) | PRODUCTION CAPACITY (saplings/seedlings per year ) | MACHINERY | MAN POWER | PLANTATION AREA (HECTARES) | |
| 1 | Ornamental Trees | 12 | 2<br><br>*(Seeds and seedlings are collected from 3 villages currently and his family-owned forest cover)* | 2 lakhs | Technological Watering system, Greenhouse for seed germination, Mechanism for an effective and timely sapling infestation response | 20 | 4<br><br>*(Can collaborate with 4 more villages)* | 3.5 lakhs |
| 2 | Fruit Trees | | | | | | | |
| 3 | Forest Species | | | | | | | |

## HA LA BRI

***Production Capacity Projection***
***when Scale Up Requirement Is addressed***




# “No Rural Entrepreneur Left Behind!”

PSREF

*Thank you!*

GOVERNMENT OF MEGHALAYA

KAURA MANDALA | Centre for Accelerated Development

PRIME MEGHALAYA