

Ecosystem Partner



**BCKIC**  
Bhubaneswar City  
Knowledge Innovation  
Cluster Foundation

Supported By



# MEGHA START-UP EXPO

Jointly Organized by:  
BIRAC's BioNEST Bio-Incubator (B3I Facility)  
NEHU, Meghalaya  
Prime Startup Hub, Meghalaya  
& KIIT-TBI BRTC, Odisha

Supported By:  
NABARD, West Garo Hills and District  
Administration, West Garo Hills District

## DATE & TIME

**3rd - 5th October 2023 | 10 AM to 6:30 PM**

**Venue: NEHU Tura Campus**

[nehu.ac.in](http://nehu.ac.in) / [bioincubator.in](http://bioincubator.in)



# MEGHA START-UP EXPO

Welcome to the MEGHA START-UP EXPO, a dynamic event that celebrates the spirit of entrepreneurship and sets the stage for the future. This grand expo is a platform for Start-Ups, Agripreneurs, Rural Entrepreneurs, Innovators, and Industries to showcase their Farm Produce, Processed Creations, Advanced Technologies, and Services. More than just an expo, it's a catalyst for connections, a marketplace for possibilities, and a stage where brilliance takes center stage. Join us and experience the excitement of the MEGHA START-UP EXPO.

## About Meghalaya

Meghalaya is a captivating region in north-eastern India that showcases the incredible diversity of our country. The breathtaking landscapes, fascinating traditions, and welcoming people make it a truly unique destination. The Khasi, Garo, and Jaintia tribes, along with their distinct languages and customs, are a testament to the rich cultural heritage of India. The state's rich biodiversity is also noteworthy, with numerous rare and endemic species found in its forests and protected areas.

## WHAT CAN YOU EXPECT IN THE EXPO?

### THE STARTUP EXPO: STALL CATEGORIES

*All the ENTREPRENEURS/STARTUPS are welcome to register your stall in either of the THEMED PAVILIONS as per your preference to SHOWCASE, SELL and PROMOTE their Products & Business.*

#### • **PAVILION AGRIPRENEURSHIP**

- **Agribusiness** - *The Possibilities are Infinite: AGRIPRENEURS (Farmers/SHG/ FPO/ NGO etc.) can showcase indigenous Agriculture and forest-based products of NER including fruits, spices, vegetables, honey, nuts and tuber, aromatic & medicinal plants, tea, sericulture-, floriculture, and bamboo-based products in this very pavilion.*
- **AgriTech Ventures** - *Empowered by Innovation: Entrepreneurs with innovative Technology revolutionizing the agricultural sector, enabling farmers to improve productivity, efficiency, and sustainability.*
- **PAVILION NEW FOOT FALLING** - *This category is OPEN TO ALL Innovative ventures and services ACROSS THE SECTORS namely, Healthcare, Waste Management, Handicraft, Artificial Intelligence and Machine Learning (AI/ML), Information technology, Clean Energy, Sustainable Fashion, etc. from NER.*
- **PAVILION FOOD & BEVERAGES POINT** - *Entrepreneurs in the Food and Beverages sector to offer nutritious and organic options with cultural richness and exquisite flavors.*
- **PAVILION STAY UP & EXPLORE** - *This category is reserved for Enablers/Incubators, Funders, and Policymakers to have open and constructive dialogues with entrepreneurs and exchange knowledge and information to drive the ventures forward.*

## WHAT CAN YOU EXPECT IN THE EXPO?



### **Panel Discussion**

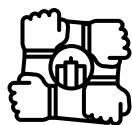
*Thought-provoking discussion and engaging interaction with experts from the Entrepreneurial world on the following themes:*

- *Boosting Entrepreneurship via Academia*
- *Packaging, Branding, and Marketing: A Business Management Perspective*
- *Market Forecast, Business Strategy and Linkage: Strengthening Connections*
- *Experience Sharing by Established Entrepreneurs*
- *ASK ME ANYTHING with Industry leaders, Investors, Business Mentors and Subject Experts*



### **Ideathon**

*A platform for budding entrepreneurs to brainstorm and idea presentations before the experts to assess their critical and creative thinking ability with the market touchstone. The best IDEAS will be facilitated by the Organising Incubators for Business Development.*



### **Cultural Programs**

*Cultural events will be organized by the students of NEHU, Tura Campus*







# KEY TAKEAWAYS

## **For Academia:**

- *Opportunity for interaction with successful Entrepreneurs and real-life Exposure to the Entrepreneurial world*
- *Knowledge & Access to the various Capacity building programs, Mentoring assistance, Skill Development, and Scaling-Up Opportunities offered by Enablers*
- *Exploring the scope for Academia-Industry Partnership*
- *Idea pitching to Stakeholders, Market Experts & Investors*
- *First-hand knowledge exchange & interaction with Entrepreneurs and Investors*

## **For Entrepreneurs:**


- *Promotion of Business and Indigenous Products*
- *Understanding the market demand through direct Consumer interactions.*
- *Awareness about Government Policies, Funding Agencies, Scope of funding, and Incubators*
- *Knowledge and access to the various Handholding and accelerator Programs*
- *Technological, Business, and legal Mentorship; Skill Development and capacity Building programs and Scaling-Up Opportunities offered by Enablers*
- *Business Partnership Development and survey of Market Demands*
- *Networking with Mentors, Investors, Buyers, Branding, Marketing and packaging Partners*
- *Access to existing & Initiation of Supply Value Chains*

## **ACCOMMODATION**

Register at the earliest as ACCOMMODATION is provided on demand on a first come first serve basis to the entrepreneurs hosting a stall in the EXPO in the following as per availability;

1. *NEHU /Local/ Nearby Guest Houses as per availability*
2. *Hostels*
3. *Dormitories*

## **TRANSPORTATION**

- *Hourly Pick up and drop services between Tura Bazar and NEHU Campus.*
  - *Entrepreneurs may be facilitated for the transportation*
- 

# REGISTRATIONS

Scan to Register



## **Stall Registration:** <https://forms.gle/PNQW93vt2Tq7mMJE9>

INR 2000 for 03 days [Per stall 02 people are allowed, Food & Accommodation included]

-Additional Associates

- @ INR 400/day/person [Food & Accommodation included]
- @ INR 200/day/person [Lunch only]

What is there for YOU?

- Display & Business activity
- Building CONNECTIONS and NETWORKING
- Access to Participation in PANEL DISCUSSION and other activities in the expo

## **Promotional Packages:**

- New Product Launch: INR 1000 per product

What is there for YOU?

- Launch by Distinguished Guests during the Program
- Open Stage PROMOTION by Entrepreneur

Personal Interview and promotion from the social media portals of the organisers

Product/ Business Promotion:

- FREE PROMOTION by the entrepreneurs from their Stall and Open Stage.
- PAID PROMOTION INR 500 per product/ INR 2000 per Business (up to 05 products)

What is there for YOU?

- Personal Interviews and Promotion from the social media portals of the organizers
- Regular fortnightly Promotion of the Products/Business from the organizers for the next 03 months

## **Entrepreneur's Registration (without a stall participation):**

**DAILY:** INR 300 per day

**SEASON:** INR 800 for 03 days

What will you Have?

- Access to all interaction sessions
- Covers the Refreshment, Registration Kits & Certificate

Scan to Register



## **IDEATHON:** <https://forms.gle/n3K1mS8XqAVkjDpVA>

**Entrepreneurs:** INR 300/person

**Students:** Free of Cost

What will you Have?

- Opportunity to present your Idea before Experts
- Facilitation of the Best Ideas from BioNEST, NEHU; PRIME StartUp Hub, Meghalaya & BRTC, KIIT-TBI, Odisha.

## **PAYMENT METHOD**

**A/C Name:** BIONEST BIOINCUBATOR  
NEHU TURA

**A/C No.:** 40077808352

**IFSC:** SBIN0007332

**BANK:** SBI, Chandmari (Tura),  
Meghalaya

# EXPO AGENDA

## Day 1: 3rd October [Tuesday]

- **Registration**
- **Inaugural session**
  - Keynote Address from Esteemed Patrons
  - Launch of New Products/Startups
- **Inauguration of the Pavillions**
- **Parallel Session:** MEGHA Start-Up Expo, Product Promotion
- **Parallel Session:** Public Hours - Open House interaction on Facilitation available from the Enablers

## Day 2: 4th October [Wednesday]

- **Session 1:** Strategic Approaches to Packaging, Branding and Marketing
- **Session 2:** Sensitization session on Boosting Entrepreneurship via Academia
- **Session 3:** Ask me anything with Industry Leaders, Investors, Business Mentors, and Subject Experts
- **Parallel Session:** Public Hours - Open House interaction on Facilitation available from the Banking sectors
- **Parallel Session:** MEGHA Start-Up Expo - Product Promotion
- **Parallel Session:** IDEATHON for the Academia and Pitchathon for Entrepreneurs
- **Cultural Event**

## Day 3: 5th October [Thursday]

- **Session 4:** Experience Sharing by Established Entrepreneurs
- **Session 5:** Market Forecast, Strategy, and Linkage - Strengthening connections for the success of your Business
- **Parallel Session:** Open House interaction on Facilitation available from the Skill Development Centres
- **Parallel Session:** MEGHA Start-Up Expo - Product Promotion
- **Valedictory Ceremony**
- **Conclusion**



## ABOUT NEHU TURA CAMPUS



Established in 1973, NEHU is the oldest Central University in the region and ranked 15th among universities in the country and 3rd in the Northeast region by the Indian Institutional Ranking Framework IIRF 2023. NEHU Tura Campus was established in 1996 at Chasingre, Rongram West Garo Hills. Today, NEHU Tura Campus is housing 11 academic departments and 02 incubation centres fostering innovations and livelihood development. BIRAC's Bionest Bioincubator (B3I) Facility at NEHU, Tura Campus is an incubation center supported by Biotechnology Industry Research Assistance Council (BIRAC), A Government of India Enterprise established to to empower Innovators, Entrepreneurs and Start-ups in North-Eastern Region.



## ABOUT PRIME MEGHALAYA

The Promotion and Incubation of Market-Driven Enterprises (PRIME) program seeks to create and promote a robust entrepreneurial ecosystem in the state. Aspiring entrepreneurs, start-ups, and early-stage enterprises are nurtured and supported to translate their innovative ideas into business and sustain them in the long run by fostering effective networking opportunities. PRIME follows a collaborative approach between the state government, its different departments, and private organizations to facilitate individual strengths.

## ABOUT BCKIC FOUNDATION



Bhubaneswar City Knowledge Innovation Cluster Foundation is an initiative by the Office of the Principal Scientific Adviser to the Government of India and is set up under the direction of the PM-STIAC to seamlessly connect research institutions, academia, industry, and corporates towards the creation of a Hub & Spoke Model actively facilitating innovation and knowledge creation as well as technology development and deployment.



## ABOUT KIIT-TBI BRTC

BIRAC BioNEST supported initiative, BRTC at KIIT-Technology Business Incubator was established in 12th July, 2019. Over the past years, BRTC has worked aggressively on reaching out to budding startups, innovators across all the states of North East and East. The aim of the regional centre is to identify and nurture start-ups as well as provide mentoring support to nascent incubators. It will provide a holistic platform to catalyse interactions between stakeholders in order to promote technology growth in the east and north east region of India, with special emphasis on empowering women entrepreneurs.



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# MEGHA START-UP EXPO

## CONTACT PERSONS

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## CO-ORGANISERS

- National Bank for Agriculture and Rural Development (NABARD)
- District Administration, West Garo Hills
- PRIME Start-up Hub, Meghalaya
- KIIT- TBI, BRTC
- BioNEST NEHU
- Banking Sectors
- District Commerce & Industry Centre (DCIC)
- National Skill Training Institute (W) [NSTI (W)]
- Meghalaya State Skill Development Society (MSSDS)
- Krishi Vigyan Kendras (KVKs)
- Ministry of Micro, Small & Medium Enterprises

[nehu.ac.in](http://nehu.ac.in) | [bioincubator.in](http://bioincubator.in)