



NEWSLETTER

NOVEMBER 2025

**MANIPUR TECHNOLOGY
INNOVATION HUB (MTI-HUB)**

6-DAYS ENTREPRENEURSHIP DEVELOPMENT PROGRAM FOR SHORTLISTED BENEFICIARIES UNDER UNDER CHIEF MINISTER'S ENTREPRENEURSHIP SUPPORT SCHEME (CMESS) 4TH - 10TH NOVEMBER, 2025

The Manipur Technology Innovation Hub (MTI-HUB), under the guidance of the Planning Department, Government of Manipur, successfully organized a **6-day Entrepreneurship Development Program (EDP)** from **4th to 10th November 2025** for shortlisted beneficiaries under the **Chief Minister's Entrepreneur Support Scheme (CMESS)**. The program aimed to equip budding entrepreneurs with essential knowledge, skills, and exposure to relevant schemes, financial systems, and emerging technologies.

EVENT HIGHLIGHTS:

- 20 SESSIONS
- INAUGURATED BY DR. R.K. RADHESANA DEVI, DIRECTOR, PLANNING DEPARTMENT, GOVT. OF MANIPUR
- 75 PARTICIPANTS

INAUGURAL SESSION

The event commenced with an inaugural session graced by **Dr. R.K. Radhesana Devi**, Director, Planning Department, Government of Manipur, who highlighted CMESS as a transformative initiative to nurture MSMEs in Manipur.



CHIEF GUEST ADDRESS:

Dr. R.K. Radhesana Devi, Director, Planning Department, Government of Manipur, delivered the Chief Guest address and formally inaugurated the programme. In her address, she highlighted the Government of Manipur's strong commitment to promoting entrepreneurship as a key driver of inclusive growth, livelihood generation, and economic resilience. She emphasized the strategic vision behind the Chief Minister's Entrepreneur Support Scheme (CMES) in empowering educated youth, women, and grassroots entrepreneurs through financial assistance combined with structured capacity building.



GUEST OF HONOUR ADDRESS:



Mr. H. Homendro Singh, Research Officer, Planning Department, Government of Manipur, in his address, highlighted the role of innovation, local resource utilization, and market-driven approaches in building successful enterprises. He encouraged beneficiaries to leverage CMES support to convert ideas into viable ventures and emphasized the importance of compliance, documentation, and continuous learning in entrepreneurship. He also assured the participants of the Planning Department's commitment to strengthening entrepreneurship-led development across the state.

PRESIDENTIAL ADDRESS:

Dr. R.K. Tombisana Singh, Joint Director, Planning Department, Government of Manipur, highlighted the importance of entrepreneurship in strengthening Manipur's economy and generating employment. He emphasized the objectives of CMES in empowering aspiring entrepreneurs through financial and institutional support and encouraged participants to build sustainable business models with discipline and commitment.



DAY-WISE SUMMARY:

DAY 1 - INTRODUCTION TO ENTREPRENEURSHIP & OPPORTUNITIES

CMESS Guidelines, Startup ecosystem in Manipur, Entrepreneurial mindset, types of entrepreneurs, benefits for youth & women.

Mr. Robinson Longjam, Business Development Manager, MTI-HUB conducted the first technical session, providing an overview of CMESS guidelines and the startup ecosystem in Manipur. He explained the entrepreneurial mindset, types of entrepreneurs, and the benefits available for youth and women.



Government Initiatives by Directorate of Veterinary and Animal Husbandry, Government of Manipur



Dr. Maibam Wanta Khuman Veterinary Officer Veterinary and Animal Husbandry Services, Govt. of Manipur delivered an insightful session on government initiatives in livestock sectors. She elaborated on the various CMESS-supported schemes in piggery, poultry, and goat farming and discussed practical approaches to animal healthcare, vaccination, and productivity enhancement.

Government Initiatives by Department of Fisheries, Government of Manipur

Mr. Sapam Jiten Singh, Nodal Officer from the Department of Fisheries, Government of Manipur explained the wide range of entrepreneurial opportunities in the fisheries sector.

He discussed the schemes and incentives offered by the government for fish farmers and encouraged the adoption of integrated and sustainable aquaculture practices.



DAY 2 - BUSINESS PLANNING, MARKET FIT, & PRODUCT STRATEGY

MSME Ecosystem in Manipur

Dr. Sinam Yoirentomba, Deputy Director, MSME Technology Centre Imphal opened the day by providing a comprehensive overview of the MSME classification system and the challenges MSMEs face in Manipur.

He discussed local trends, gaps in the market, and shared how MSME Technology Centre supports budding entrepreneurs through technical training and incubation support.



Business Model Canvas

- **Mr. Roshnikumar Yambem, Managing Director of Globizs Web Solutions Pvt. Ltd.,** facilitated an engaging session on Business Model Canvas (BMC).
- He explained each of the BMC components, such as customer segments, value propositions, and revenue streams, and guided participants through exercises to create their own business models.

Market Fit Strategies for MSMEs

- The session was delivered by **Dr. Sorokhaibam Keshorjit Singh, Assistant Professor, MIMS, Manipur University.** He guided participants on identifying target markets, understanding customer needs, analyzing competition, and developing effective pricing strategies.
- The session emphasized aligning products with actual market demand to ensure sustainability and competitiveness of MSMEs.



CASE STUDY ANALYSIS & INTERACTIVE SESSION

- **Mr. Laishram Bishorjit, Executive Member, Manipur Progressive Pig Farmers Associations (MAPPFA)**, who narrated his entrepreneurial journey in the livestock sector.
- He highlighted how to spot local business opportunities, build efficient supply chains, and scale small businesses. He also addressed challenges in livestock farming and offered personal insights into overcoming them.



DAY 3 - DIGITAL TOOLS, EMERGING TECHNOLOGIES & FUNDING OPPORTUNITIES

Digital Tools for MSMEs

- **Mr. Ailan Maibam, Founder, Lamzing Technologies Pvt. Ltd.** introduced the participants to a range of digital tools that can enhance productivity, record-keeping, and customer engagement.
- He demonstrated tools like Google Sheets, Zoho, and Canva and emphasized how these tools can simplify operations for MSMEs.



Emerging Technologies for Entrepreneurs

- The session was delivered by **Dr. Romesh Laishram, Associate Professor, Department of ECE, Manipur Institute of Technology, Manipur University.**
- He highlighted the growing importance of emerging technologies such as Artificial Intelligence (AI), Internet of Things (IoT), automation, and digital platforms in transforming MSMEs.

Case Study Analysis & Interactive Session

- **Dr. Atom Annupama Devi, Founder, Chankorb Pvt. Ltd.** conducted an interactive case study session. She shared her experience of applying for and receiving startup funding and emphasized the importance of mentorship, proper documentation, and pitching skills.
- She encouraged participants, especially women, to take bold steps in launching their ventures.



DAY 4 - LEGAL & REGULATORY COMPLIANCE

Legal Setup for MSMEs

- **Mr. Yumnamcha Henthoiba Mangang**, a Chartered Accountant from NHYT & Associates, explained the formal legal setup processes for MSMEs, including registration as proprietorship, LLP, OPC, and Private Limited Company.
- He covered tax registration, PAN, business bank accounts, and provided guidance on compliance documents.



Compliance & Documentation for MSMEs

- **Mr. Birdas Laishram**, Company Secretary at MSPDCL, followed with a detailed session on regulatory compliance. He covered essential documents and licenses such as UDYAM, FSSAI, DIC registration, and trade licenses.
- His step-by-step approach helped demystify the compliance journey for first-time entrepreneurs.



Schemes Supporting Rural MSMEs through MFIC Ltd.

- **Ms. Muhammuda Makakmayum** Resource Person, Pradhan Mantri Formalisation of Micro Food Processing Enterprises Scheme (PMFME) Manipur Food Industries Corporation Ltd explained key schemes supporting rural MSMEs, particularly under the PMFME scheme, highlighting financial assistance, credit linkage, capacity building, and infrastructure support facilitated through Manipur Food Industries Corporation Ltd. (MFIC).



CASE STUDY ANALYSIS & INTERACTIVE SESSION

- **Mr. Okram Premjit Singh, President, Maiyon Agro LLP**, who shared his entrepreneurial journey and practical experiences in building and scaling an agri-based enterprise. Through real-life case studies, he highlighted challenges, opportunities, market linkages, and operational strategies in agribusiness. The interactive session enabled participants to gain practical insights, ask questions, and learn actionable approaches for developing sustainable and scalable ventures.



DAY 5 - FINANCIAL LITERACY & GOVERNMENT SCHEME

Government Schemes & Funding Opportunities

- Ms. Velloree Khuraijam, Technical Associate, MTI-HUB provided an overview of key funding schemes and support mechanisms including Startup India, Startup Manipur, DST, DBT, MeitY, and Stand-Up India.
- She explained eligibility criteria, application processes, and funding components, and guided participants on aligning their business ideas with suitable schemes to access financial and incubation support for startup growth.



Access to Credit & Funding opportunities

- Mr. Roshan Laishram, Branch Manager, Manipur Rural Bank, Imphal Branch delivered a session on credit access for MSMEs.
- He provided detailed insights on MUDRA loans, PMEGP, SHG-bank linkage programs, and discussed documentation and loan application formats.



Financial Literacy for MSMEs

- Mr. Uttam Kumar Luwang, Lead District Manager (LDM) State Bank of India, Thoubal District address a session on financial literacy for rural entrepreneurs.
- He emphasized the importance of savings, banking, interest rates, and insurance and explained how MSMEs can use mobile banking and other digital platforms effectively.



DAY 6 - FROM IDEAS TO ENTERPRISES - INCUBATION, NETWORKING & SUSTAINABLE GROWTH

Market Linkage & E-commerce Opportunities

- **Mr. Yaikhomba Ningthemcha, Founder, Addble Solutions Private Limited**, highlighted how MSMEs can leverage e-commerce platforms and digital marketplaces to expand market reach, improve customer access, and enhance business visibility.
- He shared practical strategies on onboarding products online, digital payments, logistics integration, and building customer trust in digital ecosystems.



Branding & Digital Marketing for MSMEs

- **Mr. Russel Longjam, Director – Marketing, GLOBIZS Web Solutions Pvt. Ltd.**, who emphasized the importance of branding, social media presence, digital marketing tools, and community-based promotion strategies.
- He guided participants on building strong brand identities, engaging customers online, and using cost-effective digital channels to grow their businesses.

Role of Incubators in Supporting Startups & MSMEs

- **Mr. Mcdon Ningthoujam, Program Associate, Manipur Technology Innovation Hub (MTI-HUB)**. He provided an overview of incubation processes, mentorship models, funding facilitation, and institutional support systems.
- He also explained how incubators like MTI-HUB play a crucial role in nurturing startups and MSMEs through structured guidance, networking opportunities, and access to resources for sustainable business growth.



MTI-HUB WOMEN STARTUP SUMMIT 1.0 – 2025

"BUILDING WOMEN-LED ENTERPRISES FOR A STRONGER STARTUP ECOSYSTEM IN MANIPUR" 20TH NOVEMBER, 2025

MTI-HUB organized the Women Startup Summit 1.0 – 2025 on 20th November 2025 in celebration of Women Entrepreneurs Day 2025. The summit aimed to strengthen women-led enterprises and promote an inclusive startup ecosystem in Manipur.

Around 80 participants attended the event, including women entrepreneurs, startup founders, Self-Help Groups (SHGs), students, faculty members, banking professionals, and ecosystem stakeholders

EVENT HIGHLIGHTS:

- TECHNICAL SESSION
- PANNEL DISCUSSION
- INAUGURATED BY DR. R.K. RADHESANA DEVI, DIRECTOR, PLANNING DEPARTMENT, GOVT. OF MANIPUR
- 80+ PARTICIPANTS

INAUGURAL SESSION

The event commenced with an inaugural session graced by **Dr. R.K. Radhesana Devi**, Director, Planning Department, Government of Manipur, commending MTI-HUB for organizing a dedicated women entrepreneurship summit aligned with Women Entrepreneurs Day 2025.



INAUGURAL SESSION

The programme began with registration and felicitation of dignitaries.

- **Ms. Velloree Khuraijam, Technical Associate, MTI-HUB,** delivered the welcome address, highlighting MTI-HUB's commitment to fostering innovation and supporting women entrepreneurs.
- **Dr. Sinam Yoirentomba, Deputy Director, MSME Technology Centre Imphal,** emphasized skill development, technology adoption, and the importance of utilizing MSME schemes and incubation support.
- **Dr. Memcha Loitongbam, Professor, MIMS & Dean, School of Social Sciences, Manipur University,** stressed the role of educational institutions in promoting entrepreneurship, encouraging women students to pursue enterprise development, and strengthening academia–industry collaboration.
- **Dr. R.K. Radhesana Devi, Director, Planning Department, Government of Manipur,** in her inaugural address, highlighted the importance of women-led enterprises in achieving inclusive economic growth and encouraged women to formalize and scale their businesses.
- **Dr. R.K. Tombisana Singh, Joint Director, Planning Department,** delivered the presidential address, reinforcing the need for ecosystem collaboration and policy support.
- **Mr. Robinson Longjam, Business Development Manager, MTI-HUB,** delivered the vote of thanks.



TECHNICAL SESSIONS

Topic : Opportunities & Challenges for Women Entrepreneurs in Manipur

Smt. Hanjabam Shubhra Devi, Founder of Meira Foods, discussed opportunities in food processing, handloom and handicrafts, wellness products, service-based enterprises, digital platforms, and sustainable businesses. She highlighted challenges such as limited access to finance, market constraints, compliance complexities, infrastructure gaps, and socio-cultural barriers. She encouraged women to leverage institutional support, strengthen branding and quality, adopt digital marketing, and build strong networks.

Technical Session focused on examining the entrepreneurial landscape for women in Manipur by exploring:

- Emerging opportunities across sectors
- Structural and operational challenges faced by women entrepreneurs
- Practical strategies for enterprise development and scaling
- Role of institutions, networks, and ecosystems in enabling women entrepreneurship



PANEL DISCUSSION

TOPIC : EMPOWERING WOMEN ENTREPRENEURS: FROM LOCAL TO GLOBAL

Moderator: Ms. Konjengbam Nirmala Chanu

General Announcer, AIR Imphal

PANELLISTS:

- **Ms. Michelle Salam**, Founder, Michelle's Sweet Temptation
- **Ms. Preety Thokchom**, Founder, Primal Care Health Services
- **Ms. Laimayum Gautami**, Co-Founder, Addble Solutions Pvt. Limited
- **Ms. Luxmibai Soubam**, Founder, Teakore Products Pvt. Ltd.
- **Dr. Binota Thokchom**, Founder, Korou's Water

SESSION OVERVIEW :

The panel discussion served as the flagship experiential learning component of the summit, bringing together successful women entrepreneurs from diverse sectors to share their entrepreneurial journeys, challenges, growth strategies, and lessons learned. The session explored how women entrepreneurs can transition from:

- **Local markets to regional and national markets**
- **Informal enterprises to formal, scalable businesses**
- **Micro-operations to structured enterprises**
- **Product-focused ventures to brand-driven businesses**
- **Survival entrepreneurship to opportunity-driven entrepreneurship**

Moderated by Ms. Konjengbam Nirmala Chanu, the session maintained a dynamic, interactive, and participant-centric format.



CONCLUSION & CERTIFICATE DISTRIBUTION CEREMONY

Following the panel discussion, the summit concluded with the Certificate Distribution Ceremony, where certificates of participation were distributed to approximately 80 participants by representatives of MTI-HUB. The ceremony acknowledged participants' active engagement and learning commitment and symbolized MTI-HUB's recognition of their entrepreneurial aspirations and professional development efforts.

The MTI-HUB Women Startup Summit 1.0 – 2025 marked a significant milestone in Manipur's entrepreneurship ecosystem by creating a focused, inclusive, and high-impact platform dedicated to women-led enterprises. With participation from approximately 80 individuals across districts including Imphal East, Imphal West, Thoubal, Kakching, Bishnupur, Ukhrul, Senapati, and Chandel, the summit demonstrated strong ecosystem engagement and geographic inclusivity.



CAPACITY BUILDING PROGRAM ON GATEWAY TO GLOBAL MARKETS: IMPORT & EXPORT ESSENTIALS

17TH NOVEMBER, 2025

The One-Day Capacity Building Program on **GATEWAY TO GLOBAL MARKETS: IMPORT & EXPORT ESSENTIALS** was organised by Manipur Technology Innovation Hub on 17th November, 2025 at MTI-HUB Office, Mantripukhri, Imphal to equip startups, MSMEs, handloom producers, traders, and aspiring exporters of Manipur with practical knowledge on international trade, export documentation, logistics, and global market access.

The program aimed to encourage entrepreneurs to move beyond local markets and adopt a global business outlook.

INAUGURAL SESSION

CHIEF GUEST ADDRESS:

SHRI ELANGBAM JEETEN SINGH,
DIRECTOR, DIRECTORATE OF
HANDLOOMS & TEXTILES, GOVT. OF
MANIPUR



Shri Jeeten Singh highlighted the strong export potential of Manipur's handloom and textile products. He emphasized the importance of quality control, product standardization, and innovation for global competitiveness.

He also expressed interest in exploring collaboration with MTI-HUB for establishing a Centre of Excellence in Handloom & Textiles to strengthen export readiness.



GUEST OF HONOUR ADDRESS

DR. SINAM YOIRENTOMBA

DEPUTY DIRECTOR, MSME TECHNOLOGY CENTRE, IMPHAL

Dr. Yoirentomba underscored the importance of the MSME sector as a vital backbone of the Indian economy. He encouraged participants to actively utilize government schemes, subsidies, and banking support services designed to promote entrepreneurship and export activities. He emphasised the need for awareness, readiness, and early adoption of available opportunities.



GUEST OF HONOUR ADDRESS

PROF. LEIHAOTHABAM JIBON KUMAR SHARMA

COORDINATOR, INTERNATIONAL RELATIONS, MANIPUR UNIVERSITY & PROFESSOR, MIMS, MANIPUR UNIVERSITY

Prof. Sharma shed light on the significant opportunities available for Manipur's producers in global markets. He highlighted that businesses must understand international trade systems, evolving policies, and market expectations to effectively engage with overseas buyers. He urged participants to expand their outlook beyond domestic markets and actively pursue global prospects.



GUEST OF HONOUR ADDRESS

SHRI HAOROKCHAM ANIL

SECRETARY, MANIPUR CHAMBER OF COMMERCE & INDUSTRY (MCCI)

Shri Anil encouraged participants to adopt an export-focused mindset. He emphasized the need to begin exploring opportunities in Asian markets, which offer substantial yet untapped potential for products originating from Manipur. He urged entrepreneurs to prepare themselves for global competition and to make strategic use of emerging trade routes and policies.



TECHNICAL SESSIONS

The technical sessions were led by the two invited resource persons, **Prof. Leihaothabam Jibon Kumar Sharma** and **Shri Haorokcham Anil**. They provided comprehensive insights into the global trade ecosystem and highlighted essential concepts related to export readiness, international market entry, and compliance. Their presentations helped participants understand the structure of global commerce and the fundamental requirements for competing in foreign markets.

The sessions were highly interactive, allowing participants to clarify doubts and relate the discussions to their own business contexts. Both resource persons also shared practical challenges commonly faced by exporters from the region, along with actionable guidance to overcome them. As a result, participants gained not only conceptual understanding but also real-world perspectives relevant to international business.

Some of the key points included during the Technical Sessions are :

- Free Trade Policies and Global Trade Environment
- Shipping Methods, Logistics & Insurance
- Trade Wars and Policy Shifts
- Trade with European Countries & Emerging Trends
- Minimum Requirements for Export Business
- Cost-Effective Export Routes
- Practical Challenges in Exporting
- Act East Policy & Connectivity Advantages
- Importance of Logistics Partners
- Global Market as the Future
- Role of International Institutions
- Training Opportunities Outside Manipur



CONCLUSION

The “Capacity Building Program on Gateway to Global Markets: Import & Export Essentials” successfully fulfilled its objective of equipping startups, MSMEs, local producers, and aspiring exporters of Manipur with essential knowledge and practical insights on entering the global market. The deliberations led by eminent resource persons provided participants with a clearer understanding of international trade policies, export documentation, logistics management, global market dynamics, and the real-world challenges faced by exporters, especially from the Northeast region.

The positive feedback received from participants clearly indicated the relevance and usefulness of the program. Many expressed that the sessions opened new perspectives on expanding their businesses beyond regional markets and motivated them to explore global opportunities with renewed confidence.

Overall, the program marked an important step toward fostering an export-oriented ecosystem in Manipur. By creating awareness, building competencies, and connecting stakeholders, MTI-HUB continues to play a pivotal role in preparing the state’s entrepreneurial community for active participation in international trade and contributing to the economic growth of the region.



2 DAYS WORKSHOP ON ENTREPRENEURSHIP KNOWLEDGE PROGRAMME UNDER COMPONENT 5.2 - SUPPORT TO ASPIRING ENTREPRENEURS: ENTREPRENEURSHIP KNOWLEDGE PROGRAMME OF RAISING AND ACCELERATING MSME PERFORMANCE (RAMP) PROGRAMME, DISTRICT - BISHNUPUR 28 - 29 NOVEMBER, 2025

The 2-Day Workshop on Entrepreneurship Knowledge Programme under Component 5.2 – Support to Aspiring Entrepreneurs of the Raising and Accelerating MSME Performance (RAMP) Programme, Government of India, was successfully conducted on 28th and 29th November, 2025 at Lakeview Hotel, Moirang Lamkhai, Bishnupur District, Manipur organized by the Manipur Technology Innovation Hub (MTI-HUB) under the aegis of the Manipur State IT Society (MSITS).

A total of **41 participants** attended the workshop. They represented diverse groups:

- **Aspiring young entrepreneurs from Bishnupur District**
- **Early-stage startup and MSME founders**
- **Women entrepreneurs across different sectors**
- **Self Help Group (SHG) members seeking entrepreneurship opportunities**

Special emphasis was placed on women, first-generation entrepreneurs, and grassroots innovators, ensuring inclusivity and diversity.

INAUGURAL SESSION

Mr. Robinson Longjam, Business Development Manager, Manipur Technology Innovation Hub (MTI-HUB) delivered the Welcome Address, warmly welcoming the dignitaries, resource persons, and participants. He emphasized the importance of entrepreneurship as a tool for youth empowerment, livelihood creation, and community development, particularly in Bishnupur District.



Ms. Hemam Tombisana Devi
Director, Nga Keithel in her Special Invitee's remarks, shared valuable insights from her entrepreneurial journey. She highlighted the importance of discipline, innovation, problem-solving, and customer-centric business models in building sustainable enterprises. She encouraged participants to adopt professional management practices, leverage technology, and pursue long-term value creation rather than short-term gains.

The Chief Guest, **Mr. Yumkhaibam Modhu, Retired Professor & Advisor – Lions Club Moirang**, delivered the Inaugural Address, underscoring entrepreneurship as a pathway to self-reliance, dignity of labour, and community upliftment.

He encouraged participants to pursue ethical entrepreneurship grounded in integrity, social responsibility, and service to society, while appreciating MTI-HUB's efforts in extending entrepreneurship education and enterprise development support to remote and underserved regions.



TECHNICAL SESSIONS AND LEARNING COMPONENTS

The two-day workshop adopted a highly interactive, experiential learning approach, integrating expert lectures, real-world case studies, group exercises, and mentoring interactions.

Day 1 : Entrepreneurship Foundations and Business Ideation : The first day focused on building core entrepreneurial mindset and enterprise fundamentals, including:

- **Entrepreneurship Orientation & Opportunity Identification:**

Participants were introduced to the concept of entrepreneurship as a career pathway, with emphasis on identifying local market gaps, community-based business opportunities, and demand-driven enterprise models suitable for Manipur's socio-economic context.

- **Business Ideation & Design Thinking:**

Through guided ideation exercises and group discussions, participants learned structured methods for problem identification, customer discovery, and solution development. They were encouraged to align business ideas with local resources, traditional knowledge systems, and emerging market trends.

- **Business Model Development:**

Sessions on business model canvas and value proposition design enabled participants to understand key components such as customer segments, revenue streams, cost structures, and distribution channels. Real-life startup case studies from Manipur were used to contextualize business modeling concepts.

- **Case Studies & Founder Interactions:**

Startup founders and MSME entrepreneurs from Manipur shared experiences related to enterprise formation, market entry challenges, customer acquisition strategies, and scaling pathways, allowing participants to learn from real entrepreneurial journeys.



Day 2: Enterprise Readiness, Finance, Digital Tools & Government Schemes

The second day focused on enterprise formalization, financial preparedness, and growth-oriented tools, including :

- **Financial Literacy & Enterprise Finance:**

Participants were introduced to basic financial concepts such as cost structures, pricing strategies, profit margins, break-even analysis, bookkeeping practices, and cash flow management. The sessions emphasized financial discipline as a foundation for business sustainability.

- **Digital Tools for MSMEs:**

Practical sessions demonstrated the use of digital platforms for branding, customer engagement, online sales, digital payments, inventory management, and record-keeping. Participants were encouraged to adopt affordable digital solutions to improve productivity and market reach.

- **Government Schemes & MSME Support Ecosystem:**

Detailed orientation was provided on central and state government schemes such as PMEGP, MUDRA, Startup India, Stand-Up India, RAMP components, MSME registration (Udyam), and incubation support systems. Participants were guided on eligibility criteria, application processes, and institutional support mechanisms.

- **Enterprise Roadmap & Action Planning:**

Participants were supported in preparing preliminary enterprise action plans outlining business ideas, customer segments, revenue strategies, compliance requirements, and next steps for business registration, funding access, and mentorship linkage.



The 2-Day Entrepreneurship Knowledge Programme under the RAMP Programme successfully strengthened entrepreneurial capabilities, confidence, and ecosystem connectivity among aspiring entrepreneurs and MSME founders in Imphal East district. By combining structured learning, real-world case studies, government scheme orientation, and mentorship-driven engagement, the programme significantly contributed to building a sustainable, inclusive, and growth-oriented entrepreneurship ecosystem in Manipur.



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