



# MEGHALAYA OFFERS Unlimited Growth Opportunities to MSMES & Start-Ups



**March 2022**



**e-DFS**

# **LAUNCH OF e-DFS ON CONTACTLESS LENDING PLATFORM**



<https://psbloansin59minutes.com/sbi>

- **IN-PRINCIPLE SANCTION FOR LIMITS ABOVE ₹10 LAKHS TO ₹1 CRORE**
- **AVAILABLE ANYTIME, ANYWHERE**
- **LESS TURN-AROUND TIME**
- **ONLINE VERIFICATION OF GST, ITR, CIBIL, ETC.**

T&C apply

Visit: [bank.sbi](http://bank.sbi)

Follow us on      



# **MEGHALAYA OFFERS Unlimited Growth Opportunities to MSMEs & Start-Ups**

**March 2022**

## **MSME Export Promotion Council**

MSME House, C-9, 9848, Pocket 9  
Sector C, Vasant Kunj  
New Delhi 110070  
Phone: 011 4176 7867  
Email: [info@msmeepc.com](mailto:info@msmeepc.com); [ed@msmeepc.com](mailto:ed@msmeepc.com)  
Web: [www.msmeepc.com](http://www.msmeepc.com)

## **BillMart FinTech Private Limited**

1102, KP Aurum, Marol Maroshi Road  
Marol Naka, Andheri East, Mumbai  
Maharashtra 400059  
Phone: 093269 46663  
Email: [bd@billmart.com](mailto:bd@billmart.com)  
Web: [www.billmart.com](http://www.billmart.com)

*print @ errors/ mistakes not ruled out despite full care.*



**Satya Pal Malik**  
Governor



**RAJ BHAVAN**  
SHILLONG - 793001  
MEGHALAYA  
INDIA

**MESSAGE**

I congratulate the MSME Export Promotion Council for undertaking a study on 'Meghalaya Offers Unlimited Growth Opportunities to MSMEs & Startups'.

I convey my best wishes to the Council and wish the publication all success.

*Satya Pal Malik*  
(Satya Pal Malik)



*A. L. Hek*

**MEMBER**

Meghalaya Legislative Assembly  
14-Pynthorumkhrah Constituency  
East Khasi Hills District.



Date *15th Feb, 2022*



Meghalaya is not only famous for its hills, lush greenery and its natural beauty but there are ample business opportunities for investment in agro-processing, horticulture, tourism, minerals, organic food, electronics, IT, handicrafts, handlooms, and micro, small and medium enterprises.

I must mention that the new Investment Promotion Policy is designed to facilitate investments in new sectors across the State and thus ensure accelerated and sustained growth. The policy focuses to attract, facilitate and promote wider expectations and high end investment.

I compliment the MSME Export Promotion Council for carrying out a Study and highlighting the unlimited investment opportunities that exist in the State and their mission to pass-on the information among the potential investors, both in-side and out-side the country.

I assure the full cooperation from our Government, as we are fully committed to tap the un-tapped areas.

I wish the MSME EPC all success.

A handwritten signature in blue ink, appearing to be 'A. L. Hek'.

( A . L . Hek )

Chairman, MSME EPC, Meghalaya







## ACKNOWLEDGEMENT

The MSME EPC and its knowledge partner BillMart FinTec Pvt Ltd are pleased to present its Study on “**Meghalaya Offers Unlimited Growth Opportunities to MSMEs & Start-Ups**”. The objective of the study is to attract investment in the State particularly in the identified sectors. It was observed that the youths, women and artisans are taking a lot of initiatives in establishing their own enterprises and generating jobs. The Central Government and the Meghalaya State Government are supporting the investment by strengthening the infrastructure, policy initiatives and providing handholding.

The Research Team in the Northeast Economic Development Division set up in the MSME EPC has done commendable work under the supervision of Additional Director Ms Anju Mehar. Of course, the Report may not be able to cover many sectors but still they were able to collect the data. We thank the CMEI, MSME Ministry Government of India and, State Government of Meghalaya for extending support. We also thank the advertisers.

We would request the user of the Report to send their suggestions for further updation.

A handwritten signature in blue ink, appearing to read 'Dr D S Rawat' with a horizontal line extending to the right.

**(Dr D S Rawat}**  
Chairman, MSME EPC





# CONTENTS

Meghalaya (at a glance) .....	11
Gross Cropped Area .....	12
Food Grains Production All Seasons .....	13
Potential for Growth .....	14
Power.....	16
Gross State Value Added (GSVA), Gross State Domestic Production .....	18
Gross State Domestic Products (GSDP) .....	18
Taxes and Subsidies on Products (Million) .....	19
Number of Factories (All Industries) .....	19
Investment Projects by Ownership of Government: (Rs. Million); New Investment Projects Announced, Investment Projects Completed & Investment Projects Revived .....	20
Investment Projects of Government Outstanding/Under Implementation .....	21
Investment Projects by Private Sector .....	22
Private Sector Investment Projects Outstanding/Under Implementation .....	23
Investment Projects by Foreign Sector .....	24
Number & Value of Industrial Entrepreneur Memorandum (IEM) Filed and Implemented.....	25
Implemented Industrial Entrepreneur Memorandum (IEM) and Value .....	25
State-Wise Exports of Principal Commodities in Indian Rupees (Million).....	25
Why Invest in Meghalaya .....	27
What needs to be done by the State and Centre Governments .....	29



## **MEGHALAYA OFFERS UNLIMITED GROWTH OPPORTUNITIES TO MSMEs & START-UP**

### **Meghalaya (at a glance)**

Meghalaya became a full-fledged State on 21 January 1972. It is bounded on the north by Goalpara, Kamrup, Nagoan and Karbi Anglong districts of Assam State, and on the east by the districts of Cachar and North Cachar hills, Assam. On the South and West is Bangladesh. The State is spread over an area of 22,429 Sq.Km. According to the 2011 census, Meghalaya has a population of 29,66,889 of which 14,75,057 are females and 14,91,832 are males. However, according to the Unique Identification Aadhar India, updated 31 May 2020, was 33.36 lakh and is estimated to be around 34.7 lakhs by end 2022. The principal languages in the State are Khasi, Pnar and Garo with English as the official language.

Agriculture contributes about 22% of the State GDP and 81% of its total population depends directly or indirectly on it for their livelihood. Rice is the most dominant crop occupying almost 60% of State's cultivated areas, followed by maize and oilseeds. The State has maximum area under pineapple cultivation (9.5 thousand



Ha) followed by citrus (8.2 thousand Ha) and banana cultivation (6.2 thousand Ha) and has the largest acreage under potato cultivation (20.8 thousand Ha) next to Assam only. The state also has sizeable area under cabbage, cauliflower and radish cultivation and they are mostly marketed outside the state. Of course, Meghalaya is the leading state in ginger production (9.2 thousand Ha) and also one of the leading producers of turmeric and cashew nut. Besides the major food crops of rice and maize, the state is also renowned for its horticultural crops like orange, lemon, pineapple, guava, litchi, banana, jack fruits and temperate fruits such as plum, pear, peach, etc. potato, ginger, turmeric, black pepper, areca nut, tezpatta, betel vine, short-staple cotton, jute, mesta, mustard and rapeseed etc are some of the important cash crops. Though 81% of the State's population depends on agriculture, the state has yet to touch the national level in economic and agricultural growth rate.

### Gross Cropped Area

According to the CMIE data, agriculture production of food grains all seasons gross cropped area for food grains, cereals and pulses in 000 hectares respectively





during the decade is 2011-12 was 133, 128.8 and 4.2 (food grains, cereals and pulses respectively), 2012-13 was 132.7, 129.1 and 3.6, in 2013-14 it was 134, 131.1 and 2.9, 2014-15 was 139.7, 131.7 and 8.1, during 2015-16 was 140.0, 131.9 and 8.1, in 2016-17 the food grains were 140.9, cereals 132.7 and pulses 8.2 (000 hectares), during the year 2017-18 it was 141.0, 132.7 and 8.3 respectively, in 2018-19



it was 142.1, 132.5 and 9.6 respectively and in 2019-20 it was 140.8, 132.5 and 8.3 respectively. It is observed that while in the cases of food grains and cereals the gross cropped area there was slight increase but in the case of pulses there has been almost 100% increase in 2019-20 comparing to 2011-12.

### Food Grains Production All Seasons

The total food grains production (in 000 Tons) scenario in Meghalaya during the decade has been as follows; food grains, cereals and pulses respectively in



2011-12 249.1, 245.3 and 3.7 respectively, during 2012-13 it was 265.0, 261.3 and 3.7, in 2013-14 it was 320.0, 316.8 and 3.2, in 2014-15 the total production was 353.8, 342.5 and 11.3 respectively, during 2015-

16 it was 357.7, 346.0 and 11.7, in 2016-17 it was 260.1, 248.2 and 11.8, in 2017-18 it was 361.8, 349.8 and 11.9, in 2018-19 it was 260.7, 247.3 and 13.4 whereas in 2019-20 the total food grains production registered was 360.8, 348.8 and 12.0 (000 Tons) respectively. There has been a significant achievement in the total food grains production in the State during the year.

Meghalaya has achieved a significant success in the cultivation of non-traditional crops like tea, cashew nut, oilseeds, tomato, mushroom, wheat, etc. turmeric that is grown, particularly the variety that is grown in Shangpung in the Jaintia Hills, is considered the best in the world and its curcumine content is as high as 7.5%. there is huge potential for setting up a starch based processing unit in the state. Plantation crops like coffee, rubber, black pepper and areca nut are also becoming important products.

### Potential for Growth

Though Meghalaya has tremendous growth potential, it has not been able to exploit them fully. The State has an ideal location advantage for South East Asia Market. It has huge potential to reach South Asian countries and is rich in minerals. The state has brought out an Industrial Policy for the ease of doing business and



increase trade and commerce. The types of industries that can be set up in the state are mineral based, horticulture and agro-based, electronics and IT, tourism, food processing, handicrafts, organic food, services, Auysh, etc.

Meghalaya with its wealth of mineral deposits has tremendous industrial potential. There are extensive deposits of coal, limestone, granite, clay and many more minerals. Similarly, there are huge pockets where floriculture for cut flower production can



be exploited. The geo-climatic conditions of Meghalaya offer an excellent scope for growing of different types of horticulture crops including fruits, vegetables, spices, plantation crops, medicinal and aromatic plants of high economic values.

Most suited state for Nature Tourism, Adventure Tourism, Cultural and Socio-Culture Tourism, Medical Tourism, Rural Tourism etc. there is huge untapped potential for the food processing and packaging industry. The food processing industry currently accounts for only 10% of the total agricultural produce of the state. There is a need to expand the sector. At present, there are many food processing units in the state and most of them are doing exceptionally well with markets outside the country. There are many schemes and policies that provide subsidies or assistance of various forms such as MIDH, PM FME, AIF, MoFPI Schemes, etc.

The state is richly endowed with the bamboo forests. Its abundance and multiple uses have led bamboo to play a pivotal role in the socio-economic and cultural life





of the tribal people of the state. There are huge opportunities to take initiatives towards providing sustainable livelihood for the purposes of household use of the villagers, making handicrafts, selling bamboo poles in the village and city markets, selling bamboo as raw-material to the paper mills, etc.

The potential for agro industries in the state of Meghalaya is very high. The state produces substantial quantities of oranges, peaches, pineapples, pears, guavas, plums and banana. It also grows plenty of potatoes, tapioca, bay leaves, ginger, maize and jackfruit. There is potential for setting up starch based processing units. Plantation crops like coffee, rubber, black pepper and arecanut are also becoming important products.

## Power

Government of Meghalaya is attaching highest priority to power sector. Government of India would continue to support the efforts of the state government by fast tracking resolution of key issues pertaining to generation and ensuring optimum

fund allocations in various distribution schemes. The gross installed capacity and allocated share in generation of joint and central sector utilities has gone up from 373.6 MW in 2011-12 to 616.0 MW in 2020-21. As per the report CMIE, in 2011-12 out of 373.6 MW of power, 28 MW from thermal (2 MW diesel & 26.0 MW gas) 314.6 MW hydro and 31.0 MW renewal energy sources. In 2012-13, out of total 455.3 MW, it was 67.7 thermal (2.1 MW diesel and 65.6 MW gas), 356.6 MW hydro and 31.0 MW renewable.

In the year 2013-14 out of 455.3 MW, it was 67.7 MW thermal (2.1 MW diesel and 65.6 MW gas), 356.6 MW hydro and 31.0 MW renewable. With the new addition during 2014-15, the gross installed capacity in the state went up to 494.8 MW. Thermal was 107.2 MW (2.1 diesel MW and 105.1 MW gas), 356.6 MW hydro, 31.0 MW renewable. During 2015-16, the total power available was 510.5 MW. Out of that 122.8 MW was thermal (17.7 MW coal, 105.1 MW gas), 356.6 MW hydro and 31.0 MW renewable. In 2016-17, the power available was almost same i.e. 518.3 MW out of that thermal based was 140.1 MW, coal 30.4 MW and 109 MW gas), 347.2 MW hydro and 31.0 MW through renewable energy sources.





However, in 2017-18, there has been an addition to the total available power of around 40 MW and the gross installed capacity and allocated share in generation of joint & central sector utilities and touched 558.3 MW. Out of it, thermal power was 140.1 MW (30.4

MW coal and 109.7 MW gas), 387.2 MW hydro and 31.1 MW renewable. The total power available reached to 582.2 MW and out of that 155.3 MW thermal (45.6 MW coal, 109.7 MW gas), 394.3 MW hydro and 32.7 MW renewable. In 2019-20, the total power was 608.5 MW and out of that 160 MW thermal (50.6 MW coal and 109.7 MW gas), 401.8 MW hydro and 46.5 MW renewable. Last FY 2020-21, the total power was 616.0 MW and out of that 160.3 MW were thermal, (50.6 MW coal based and 109 MW gas), 409.4 MW hydro and 46.5 MW renewable energy.

### **Gross State Value Added (GSVA), Gross State Domestic Production**

In a decade from 2011-12 to 2020-21, the GSVA at current prices (Base Year 2011-12) has gone up from Rs. 1,89,218.2 million to Rs.3,06,097.7 million while the taxes on products moved from Rs. 15,245 million to Rs.30,744.1 million and subsidies on products from Rs.5,286.3 million to Rs.2,482.6 million. The GSVA at basic prices (Rs. Million) in 2011-12 were 189218.2, 2012-13 Rs.207386.7, 2013-14 Rs.218442.8 million, 2014-15 Rs.220276.8 million, 2015-16 Rs.228722.7, 2016-17 Rs.246711.3, 2017-18 Rs.274116.2, 2018-19 Rs.300276.9, 2019-20 Rs. 321851.8 and in 2020-21 Rs.306097.7.

### **Gross State Domestic Products (GSDP)**

The Gross State Domestic Products (GSDP) at current prices (Base Year 2011-12) in million rose from Rs.199,177.5 million in 2011-12 to Rs.334359.2 million in 2020-21.



## Taxes and Subsidies on Products (Million)

The taxes on products in the state during the decade have been in Million Rs.15245.6 in 2011-12, Rs.18301.3 in 2012-13, Rs.17554.9 in 2013-14, Rs.18128.9 in 2014-15, Rs.27149.7 in 2015-16, Rs.31376.9 in 2016-17, Rs.23538.9 in 2017-18, Rs.24323.9 in 2018-19, Rs. 28125.7 in 2019-20 and in 2020-21 Rs.30744.1. While the taxes on products have been increasing, the subsidies on products have been declining. According to the CMIE Report on States, the subsidies on products in Million Rupees were Rs.5286.3 in 2011-12, Rs.6967.7 in 2012-13, Rs.6615.4 in 2013-14, Rs.6060.4 in 2014-15, Rs. 4698.8 in 2015-16, Rs.3702.0 in 2016-17, Rs.2572.1 in 2018-19, Rs.2842.6 in 2019-20, Rs.2820.5 in 2019-20 and Rs.2482.6 in 2020-21.

## Number of Factories (All Industries)

According to the Annual Survey of Industries, the total number of factories in the state has gone up from 100 in 2011-12 to 148 in 2018-19, though the potential for micro and small units is tremendous. In 2011-12 there were 100 units, 2012-13 116 units, 2013-14 108 units, 2014-15 109, 2015-16 102, 2016-17 120, 2017-18 133 and 2018-19 148 units only. In the absence of the industrial growth, over 80% people are depending on the agriculture.



## **Investment Projects by Ownership of Government: (Rs. Million); New Investment Projects Announced, Investment Projects Completed & Investment Projects Revived**

According to the CMIE Report on States, the new investment projects announced by the government were in 2011-12 of Rs. 813 million, 2012-13 Rs.7750.3 million, investment projects completed worth of Rs.12111.8, in 2013-14 new projects announced were of Rs.8905.8 million, 2014-15 while the new investment projects announced were of Rs.5758.3 million, the investment projects revived were of Rs.17810 million. In 2015-16, the new investment projects announced were of Rs.2188.7 million and Rs.412.7 million worth were completed. In the FY of 2016-17, while new investment projects announced were of Rs.21956.1 million, the investment projects completed were of Rs.1649.5 million and Rs.6000.0 million worth were revived.

During the year 2017-18, the new investment projects announced were of Rs.40215.6 million, Rs.28990.0 million worth of investment projects were completed. In the year 2018-19, the new investment the new investment projects announced were worth Rs.3292.1 million, investment projects completed were



of Rs.7051.2 million and investment projects worth of Rs.4936.3 million were revived. Also in the year 2019-20, total new investment projects announced were of Rs.7364.0 million and completed worth Rs.1113.1 million. In 2020-21, the new investment projects were worth Rs.5636.5 million and Rs.1058.0 million worth were completed.

### **Investment Projects of Government Outstanding/Under Implementation**

The study has observed that huge amount of investment projects are outstanding. As per the CMIE data, investment projects outstanding in 2011-12 were of Rs.222,922.1 million and under implementation were of Rs.128084.0 million, in 2012-13, total Rs.218095.1 million and outstanding 120640.4 million, in 2013-14, total Rs.214260.0 million and under implementation 123659.5 million, whereas in 2014-15, total Rs.232157.4 million and under implementation Rs. 135598.0 million.

The report observed that in 2015-16, the investment projects outstanding were of Rs.235282.3 million and under implementation worth of Rs.139413.5 million. In 2016-17, total Rs.292877.5 million worth of investment projects were outstanding





and Rs.184320.1 million worth under implementation. While the investment projects worth of Rs.367438.1 were outstanding, under implementation were worth Rs.206738.4 million, in 2018-19, outstanding were worth total Rs.346456.7 million and under implementation worth of Rs.215172.1 million, 2019-20 the investment projects outstanding were worth of Rs.327209.9 million, under implementation were worth Rs.193899.7 million. In the year 2020-21, the projects worth of Rs.324995.0 million were outstanding and under implementation were worth Rs.191976.5 million.

There is an urgent need to set up a high powered committee to sort out the bottlenecks coming in the way otherwise there will be cost-escalation.

### Investment Projects by Private Sector

With regard to the private sector investment in Meghalaya, it has been very less keeping in view the potential that exists in the state. Moreover, the unemployment is high and, therefore, the state government should be attracting more private investment in the potential sector. There is an urgent need for a study, identify the sectors for investment like food processing, export of “Made in Meghalaya”, tourism, Ayush and medical tourism, etc

From the report of CMIE it was observed that in 2011-12, there was no private



sector investment in the state but a pending project of Rs.60.0 million worth was completed. However, in 2012-13, private sector investment of worth Rs.1840.0 million was announced and Rs8858.1 million worth completed. In 2013-14, the new investment projects announced were

worth Rs.810.0 million and the investment projects worth Rs.7400.0 million were completed. While during 2014-15 the new projects worth of Rs.960.0 million were announced and projects worth Rs.867.5 million were completed, in the year 2015-16 there was no investment by the private sector.



In 2016-17, the investment projects worth of Rs.1410.0 million were announced and Rs.615.2 million worth projects completed, in 2017-18 projects worth Rs.25573.0 million were announced by private sector. Again in 2018-19 there was no private investment but projects worth of Rs.220.0 million were completed. During the year 2019-20, investment projects by private sector worth of Rs.5839.8 million were announced and projects completed worth of Rs.7543.1 million and in 2020-21, Rs.6511.1 million worth of projects were announced.

### **Private Sector Investment Projects Outstanding/Under Implementation**

There were total investment projects outstanding worth Rs.118148.9 million and Rs.79405.0 million worth of project under implementation in 2011-12, in 2012-13, Rs.111769.7 million total outstanding and Rs72895.4 million under implementation, 2013-14 total project worth Rs.105970.1 million outstanding and Rs52685.8 million worth under implementation, 2014-15 total projects worth Rs106117.6 million outstanding and under implementation Rs.85403.3 million, 2015-16 total projects worth Rs.108449.8 million outstanding and

Rs66985.5 million under implementation, 2016-17 total outstanding projects worth Rs.109533.1 million and under implementation Rs.58475.3 million.

In 2017-18 investment projects outstanding worth Rs.119134.3 million and Rs.67067.2 million under implementation, 2018-19 the total outstanding projects worth Rs.117414 million and Rs.64351.3 million under implementation. While in 2019-20 the total investment projects outstanding were worth Rs.113811.0 million and in 2020-21 Rs.104547.8 million, the under implementation in 2019-20 were worth Rs.57648.2 million and in 2020-21 Rs.35714.8 million.

### Investment Projects by Foreign Sector

The state of Meghalaya has not been able to attract the foreign investors, despite tremendous opportunities. It has been observed that in 2011-12, investment project worth Rs.60.0 million was completed and in 2012-13 an investment of Rs.1840 million was made. In the following years since then no foreign private investment has been received.







## **Number & Value of Industrial Entrepreneur Memorandum (IEM) Filed & Implemented**

Again from the CMIE data, it has been observed that the of IEMs filed in 2012-13 were 4 with investment value of Rs.18700 million, 4 in 2013-14 investment value of Rs.960 million, 3 in 2014-15 with investment value Rs.880 million, 1 in 2015-16 investment value Rs.500.0 million, 4 in 2017-18 investment value Rs.1350 million, 3 in 2018-19 investment value Rs.840 million and 3 in 2019-20 the investment value of Rs.4050 million.

## **Implemented Industrial Entrepreneur Memorandum (IEM) and Value**

While 3 IEMs worth Rs.2580 million were implemented in 2014-15, 2 IEMs worth Rs.820 in 2015-16, 3 IEMs in 2016-17 value Rs.6410 million, 4 IEMs in 2017-18 worth Rs.5420 million and 1 IEM valuing Rs.440 million in 2018-19.

## **State-Wise Exports of Principal Commodities in Indian Rupees (Million)**

The exports from the state were earlier increasing year after year but from 2017-18 the exports are continuously falling. In the year 2013-14, the total exports



from the state of principal commodities Petroleum & Crude Products (PCP ) and Non-Petroleum Products (NPP) was Rs.5792.8 million (Rs.368.1 million PCP and Rs.5424.7 million NPP), in 2014-15 the total exports were Rs.5239.8 million all NPP, 2015-16 the total exports of all commodities were Rs.6651.4 million (Rs.1.4 million PCP and Rs.6650.0 NPP), 2016-17 the total exports Rs.6852.0 million (Rs.27.4 million PCP and Rs.6824.6 million NPP), 2017-18 the all commodities exports were Rs.5503.6 million (Rs.28.3 million PCP and Rs.5465.2 million NPP).

During the FY 2018-19, the total exports had come down further even below the total exports in 2013-14 and were Rs.3763.5 million only (Rs.9.5 million PCP and Rs.3754.1 million NPP). The year 2019-20 registered further decrease in exports of all commodities and was only Rs.3079.2 million (Rs.5.0 million PCP and Rs.3074.2 million NPP). The CMIE data states that in the year total exports of all commodities were Rs.797.0 million and that were only from the non-petroleum products sector.

## Why Invest in Meghalaya

Meghalaya is geologically mineral rich state and major logistic centre for trade with Bangladesh. It has an ideal location advantage for South East Asia Market; Bhutan, Bangladesh, Myanmar have been actively involved with the state for business and commerce. It has huge potential to reach other South Asian Countries as well. The state is ideally suited for mineral based industry, horticulture, agro-based, Ayush promotion, Organic Kheti, electronics, IT, tourism, eco-tourism, food processing, services sector and real estate development. The state government provides various incentives, subsidies in addition to the incentives being provided by the centre government. The strength of the state, just to mention few are;

- Availability of educated and trainable human resource
- Large English speaking people
- Use of Science & Technology and Digital system
- Micro and small units
- Several tourist attractions



### Meghalaya Offers

Unlimited Growth Opportunities to MSMEs & Start-Ups



- Mineral rich state
- Huge agriculture and horticulture resources
- Skilled manpower readily available for handloom and weaving
- Huge awareness about the organic food
- Exportable products available
- Huge scope for setting up food processing units
- Traditional handicrafts base
- Reasonably good road net-work
- Airport at Umroi
- High quality fruits and vegetables available
- New industrial & investment policy focuses to attract, facilitate and promote wider expectations and high end investment.
- Medical and health services hotels and hospitality development and many more
- Hydro power



## What needs to be done by the State and Centre Governments

Meghalaya is full of potential not only for economic development but for cultural exchange. Since the state is geographically cut off from the rest of the country, strengthening sub-regional economic forums like ASEAN and BIMSTEC will hugely benefit the development of Meghalaya. Collaboration with ASEAN and BIMSTEC countries will pay rich dividend. The supply chain be strengthened. New clusters of development based on the locally available raw-materials be set up and the government should help/facilitate marketing with these neighbouring countries. The government should also provide the necessary infrastructure for development. The rural masses be brought/involved with the industrialization. However, development should not take place at the cost of environment.



The state government should set up high powered committee to expedite the projects already in the pipeline or are languishing due to clearances.

There is an urgent need to identify the sector which can attract smaller investments. Attempts should be made to popularize the identified sectors.

The state government should also hold expos outside the State on “MADE IN MEGHALAYA” and contacts be established with Commercial Departments in various Diplomatic Missions.

\*\*\*\*



## About MSME Export Promotion Council

The micro, small and medium enterprises (MSMEs) has emerged as a highly vibrant and dynamic sector of the economy. It contributes significantly in the economic and social development of the country by fostering entrepreneurship and generating largest employment opportunities at comparatively lower capital cost, next only to agriculture. MSMEs are complementary to large industries as ancillary units and this sector plays extremely important role in the inclusive industrial development, and empowerment of rural sector.

The MSMEs are widening their domain across sectors of the economy, producing diverse range of products and services to meet demands of domestic as well as global markets. As per the MSME Industry Report, micro (manufacturing & services) stands for turnover up to Rs.5 crore, small turnover up to Rs.50 crore and medium turnover Rs.250 crore. With around 63.4 million units throughout the geographical expanse of the country, MSMEs contribute over 6.11% of the manufacturing GDP and 24.63% of the GDP from service activities as well as 33.4% of India's manufacturing output. The share of export of specified MSME related products to All India exports is around 50% in 2020-21.

The MSME Export Promotion Council, a non-profit organization, is incorporated as Section 8 of the Company Law by the Ministry of Corporate Affairs, Government of India. The Council acknowledged as the fountain-head of knowledge, works closely work with the Centre and State Governments, Associations of micro, small and medium enterprises to help, promote and encourage these units. The focus of services and activities is enhancing the entrepreneurial skill development, training, enriching the knowledge on various laws, promotion of women entrepreneurialship especially in the North Eastern Region and SC-ST communities, connecting them with knowledge digital firms, fintech companies and importers/exporters, etc.



## About Billmart Fintech Pvt. Ltd.

BillMart is a next generation FinTech firm and have built all digital marketplace engaging into lending to MSMEs & Corporates. Our platform is supported by Machine & Human Intelligence, backed by data insights and one of its kind technologies for seamless, cost-efficient, end-to-end digital transactions.

One of the biggest pain points of MSMEs today is gaining access to affordable credit, and through our the digital ecosystem which we have built,we aim to handhold the MSMEs & provide seamless experience in raising short term working capital, unlocking trade receivables, freeing cash flows.

Through our platform, our endeavour is to empower the businesses to decide the most suitable and customized financial solutions for their businesses. On BillMart, lenders will compete amongst themselves to finance the growing businesses and MSMEs to partner with their growth stories and solving the biggest problem of unpaid bills/ trade receivables by deployment of advanced technology, smart contract, blockchain, deep data analysis and fostering growth of all stakeholders.

BillMart has launched a MSME GAIN (Growth And Intelligence Network), with a vision to benefit 1 crore MSMEs with 100 crores hours of knowledge upgradation by 2024. MSME GAIN is a new world for knowledge with the latest news, articles, videos, events, training, networking, and everything about Businesses, connecting smart MSMEs for growth.

Visit our website [www.billmart.com](http://www.billmart.com) Or write to us on [bd@billmart.com](mailto:bd@billmart.com)







### **MSME Export Promotion Council**

MSME House, C-9, 9848, Pocket 9, Sector C, Vasant Kunj, New Delhi 110070

Phone: 011 4176 7867 | Email: [info@msmeepc.com](mailto:info@msmeepc.com); [ed@msmeepc.com](mailto:ed@msmeepc.com) | Web: [www.msmeepc.com](http://www.msmeepc.com)



### **BillMart FinTech Private Limited**

1102, KP Aurum, Marol Maroshi Road, Marol Naka, Andheri East, Mumbai, Maharashtra 400059

Phone: 093269 46663 | Email: [bd@billmart.com](mailto:bd@billmart.com) | Web: [www.billmart.com](http://www.billmart.com)