

## PRESS RELEASE



### Townhall Meeting on MSME held in Mendipathar, North Garo Hills

**Resubelpara, June 27, 2025:** A townhall meeting on Micro, Small & Medium Enterprises (MSME) was held today for the entrepreneurs of North Garo Hills at Mendipathar Cooperative Society Hall, Mendipathar.

The meeting coincided with the celebration of International MSME Day which is being observed annually on June 27.

The outcome of the meeting with the entrepreneurs was to promote the growth of MSME, foster employment opportunity and economic development.



Addressing the gathering, General Manager O-i-C, RBI Shillong, Olden Nongpluh said the meeting was held to encourage entrepreneurs to venture into micro, small & medium enterprises and to discuss specific challenges and business opportunities.

Entrepreneurs with the support of MSME can consider various business ideas based on locally available products. Exemplifying the success of Nokma Ice-cream in Garo Hills, Nongpluh suggested since the region is rich in agricultural produces, entrepreneurs can opt for agri based businesses by exploring unique local ingredients.

Officials from SIDBI and MSME highlighted on various schemes which have been launched to support MSME such as the importance of Udyam registration, collateral free loans, Credit Guarantee Fund Trust for Micro & Small Enterprise (CFTMSE) and the Open Network for Digital Commerce or digital market places.

Bank officials from SBI, MCAB and MRB apprised on financial funding and services besides various schemes.



As part of the programme two successful entrepreneurs in mushroom farming shared their success stories and the officials also gave away loan sanction certificates to entrepreneurs.