



MEIRA FOODS

Established in 2004

Empowering Women

ANNUAL ACTIVITY REPORT 2017

Managing Director's overview

Hanjabam Shubhra Devi
Managing Director/Proprietor, Meira Foods



From the very inception of Meira foods, we always dream of exporting our products and bringing back money to our state to boost up the economy. Though it was not easy for us being first line entrepreneur, every step we took was a lesson to us. We have faced a lot of hurdles but we never looked back. We continue to march ahead, with the belief that there are many people who have encouraged us and followed our pathway. The road we constructed, the idea we throw on them and of course our customers who have always praised us and kept faith that we will create products which they have been thinking and searching for years in the market.

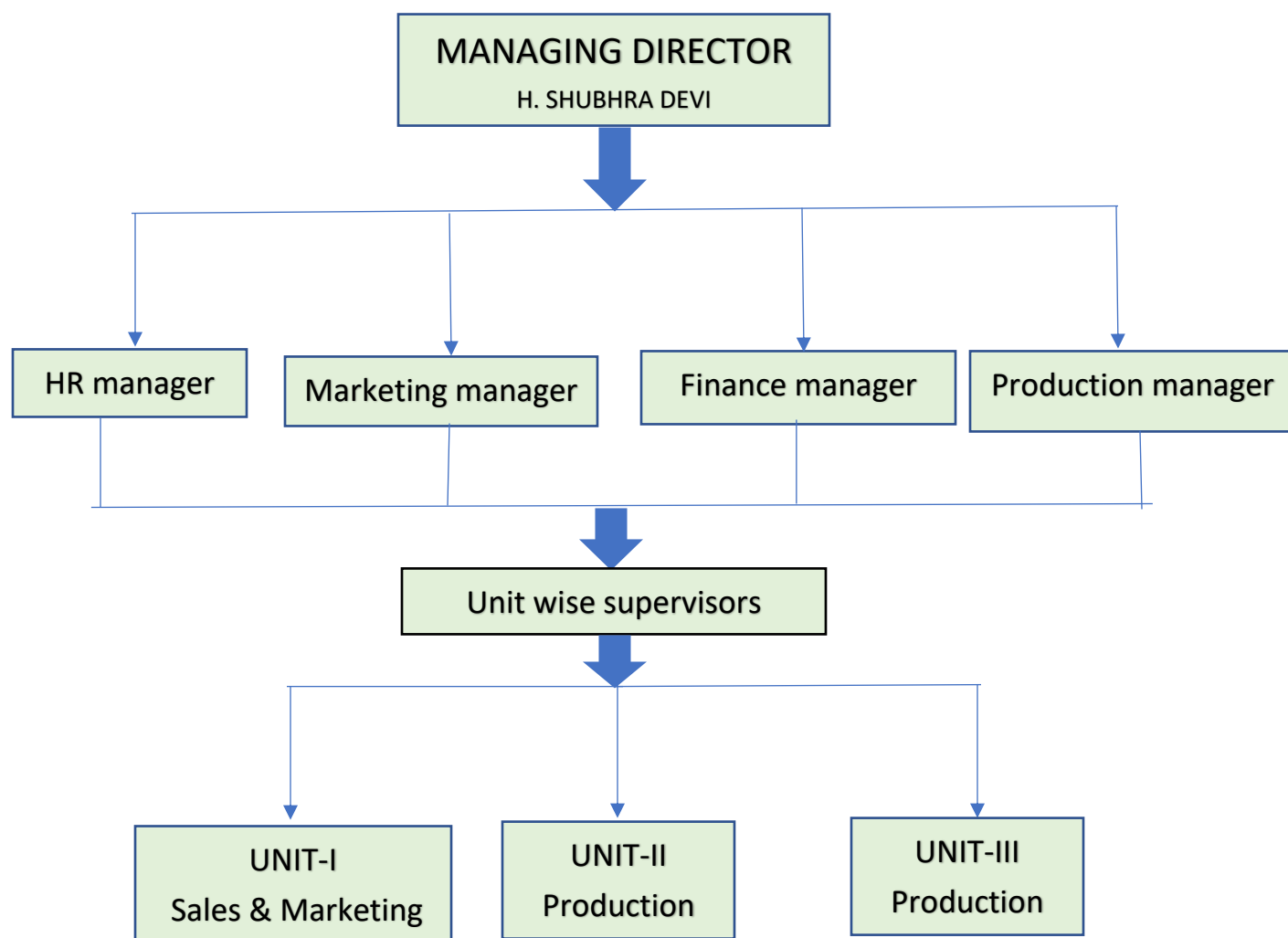
2017 being very progressive year for Meira Foods, we tied up with many governmental and non-governmental organization during this year. We tied up with MOMA (Ministry of Minority Affairs), Horticulture Department, Govt. of Manipur, as a primary food processor of organic food production of Manipur, with Directorate of University, Govt. of Manipur for vocationalization of Higher education as industrial partner. The Manipur College Imphal West and the Standard College Imphal East selected us as their industrial partner. We have also participated in about 8 to 10 exhibitions and trade fairs in 2017 from which we got positive responses.

Last but not the least, I would like to thank all my staffs without whom I am nothing. They are my strength. They are ever ready to make realize my dream.

TEAM MEMBERS

Our dedicated team works with team spirit to provide high quality products to meet the requirements of our customers, and at the same time contributes to the development of the society by providing employment to the women of Manipur and empowering them.

The following diagram shows the organogram of Meira Foods.



Team members as of January 2018

- | | |
|--|---|
| 1. Hanjabam Shubhra Devi
Managing Director/Proprietor | 4. Rinky Thokchom
Marketing Manager |
| 2. Oinam Bidyapati Devi
HR Manager | 5. Terisa Thingujam
Production Manager |
| 3. Lourembam Shayakiran Devi
Finance Manager | |

PRODUCTS

Meira's products consist of mainly pickles, candies and salted dry fruit items. The uniqueness of Meira's products is that all the products are prepared from indigenous fruits and vegetables of Manipur.



PICKLES:

1. King Chili pickle
2. Ngari & King Chili pickle
3. Instant Ngari
4. Soya & King Chili pickle
5. Bamboo shoot pickle
6. Mushroom pickle
7. Garlic pickle
8. Fish pickle
9. Mango pickle
10. Lemon pickle
11. Mix vegetable pickle
12. Hog plum (Heining) pickle
13. Bitter brinjal pickle
14. Bitter gourd pickle

SALTY:

1. Amla salty
2. Wild apple salty
3. Mango salty
4. Lemon salty
5. Ginger salty
6. Heimaang salty
7. Heibi salty

CANDIES:

1. Amla Candy
2. Wild apple candy
3. Pineapple candy
4. Plum candy
5. Mango candy
6. Heimaang
7. Ginger candy
8. Tamarind candy
9. Olive candy
10. Star fruit candy

CANNED ITEMS

1. Sareng
2. Gula
3. Pineapple
4. Chakhao kheer

OTHERS

1. Plain bori
2. Maroi bori
3. Mixture (kabok)
4. Chakhao mixture (chakhao kabok)
5. Besan

OUR PARTNERS AND NETWORKS

Our main business partners:

1. Manipur Food Agency
2. Manipur Times
3. Goo Goo Foods (Moms)
4. Mumu Foods
5. Kangla Foods
6. Taret Foods

Colleges/Universities we are tied up with:

1. Manipur college
2. Standard college

Networks we are part of:

1. **Pioneer Manipur Women Entrepreneur's Association:**

Manipur is a state of small enterprises. Surprisingly many of the enterprises are owned by women. There are many Entrepreneurs' Association as well, but when it comes to leadership positions, is led by men only. Understanding the need, our proprietor H. Shubhra Devi in consultation with many women entrepreneurs decided to form an association which is only run by women entrepreneur and Pioneer Manipur Women Entrepreneur's Association was founded in 2017 with H. Shubhra Devi as Founder Secretary. As of now, this association has more than 30 members.



**Board meeting of the members of
Pioneer Manipur Women
Entrepreneur's Association**



**Members of Pioneer Manipur
Women Entrepreneur's Association**



Some of the members of Pioneer Manipur Women Entrepreneur's Association

2. Dynamic Manipur:

Dynamic Manipur is a non-profitable organization run by a registered society with a mission to uplift the State of Manipur through education and by inspiring youth. Though not a member of Dynamic Manipur, Meira Foods's proprietor H. Shubhra Devi is in consistent contact with Dynamic Manipur as a resource person.

EVENTS AND ACTIVITIES

1. NEW PRODUCT LAUNCH:

The following products were newly added to our product list during 2017

- *Canned items which include Gula, Pineapple & Chakhao kheer*
- *Chakhao products which include Chakhao kabok, chakhao laddu and ready to cook rice grain.*
- *Maroi Bori*

2. WEBSITE LAUNCH:

Website of Meira Foods "meirafood.com" was launched during the month of November 2017.

3. SOME ACTIVITIES IN MEIRA FOODS:



Meira Workers working with raw materials



Meira workers packing pickles



Meira workers making candies



Professional visitors from Thailand



Officials from Ministry of Manipur Organic Mission Agency (MOMA) visiting Meira Foods



Get together party of Meira team

PROGRAMS

- **Training programs:**

Meira Foods not only imparts training to its employees within the industry itself but also imparts training to the interested people outside Meira Foods. With this, Meira Foods provides the people with the opportunity to start employing themselves by undertaking food processing business.



Entrepreneur Development Program for Women



Training program at Kakching (Meira Foods's 3rd unit)



Proprietor of Meira foods giving speech during One-month training program on fruits and vegetables processing, 2nd May to 2nd June 2017



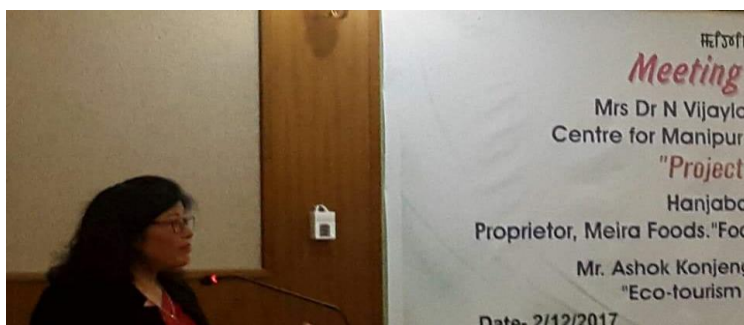
3-days leadership development program for agricultural workers



6-Days training programme on Value Addition in Local fruits and Vegetables organized by KVK- Senapati, Manipur (6th-12th December 2017)

- Motivational talks and meetings:**

H. Shubhra Devi, our proprietor of Meira Foods and one of the leading women entrepreneurs in Manipur is also a motivational speaker of women empowerment and has given many valuable and motivational speeches based on women empowerment and on her success of Meira Foods on different occasions.



Our Proprietor H. Shubhra Devi delivering speech on Food Processing- Prospects & Potential, organized by NERCORMP/ Changlang district, Arunachal Pradesh.



Our Proprietor interacting with women of Manipur affected by conflicts (gun survivors) in a 3-day workshop



Proprietor of Meira Foods delivering speech in different functions in various educational institutions of Manipur



Celebration of Mahila Kisan Divas 2017



Interaction with Honorable Education Minister of Manipur Radheshyam.



GLOBAL SHAPERS COMMUNITY, IMPHAL HUB

presents

Shaping "I"

EPISODE 5



WORLD ECONOMIC FORUM

COMMITTED TO IMPROVING THE STATE OF THE WORLD

Our Esteemed Speakers



SONY THOCKCHOM
Freelance Illustrator & Painter,
Faculty at Arts & Pre-Production
at AJKMCRC



SUBHRA DEVI
M.D., Meira Foods



ARMSTRONG PAME
IAS, District Commissioner,
Kamjong District



COMMUNITY HALL
PHAYENG AWANG LEIKAI - 795001
IMPHAL WEST District, Manipur



14th January
2017
10AM - 2PM

[Proprietor of Meira Foods among the esteemed speakers](#)



[Meira Foods's participation in observance of National Nutritional week 2017](#)

EXHIBITIONS WE TOOK PART

1. Vibrant North East-2017:

Meira Foods has participated in the large exhibition which was a part of Vibrant North East-2017 held in Guwahati (Assam) from 4th May to 6th May. The event was jointly organized by Centre for Agriculture and Rural Development and the Associated Chambers of Commerce and Industry of India.



Meira Foods's stall in Vibrant NE 2017 Exhibition

2. Regional Business Meet:

The event was organized in Nagaland by Entrepreneurs Associates (EA) on June 6 with a view to break away from conventional trading norms and mindsets and to redefine the branding of Nagaland and Manipur as 'land-locked' states to that of 'land-linked' states.

3. North East Calling:



Our proprietor H. Shubhra Devi with our products in NE Calling 2017

North East Calling is a cultural festival, organized by the Ministry of Development of North East Region (DoNER) for the purpose of promoting North East art, food, music and culture and also to enlighten Delhi people about the Sister States. It was held at the iconic India Gate, Delhi, from September 9 to 11.

4. India International trade fair (IITF):

India International Trade Fair which was held on **14-27 Nov 2017** at Pragati Maidan, New Delhi is a multi-product exhibition and the largest and biggest integrated trade fair with B2B and B2C components. Meira Foods is a regular participant of IITF.



Meira Foods's employees participating in IITF Delhi 2017

5. World Food India:

Meira Foods has also participated in India's largest International event in food processing and allied sectors "World Food India 2017" at New Delhi from 3rd to 5th November 2017. It was organized by the Ministry of Food Processing Industries (MOFPI), Government of India to showcase the immense opportunities offered by Indian food processing sector.



Participation in World Food India 2017



Meira Foods's proprietor H. Shubhra Devi interacting with progressive farmers of Punjab during the exhibition in World Food India.

6. Sangai Festival 2017:



Our employee with our products in Sangai Festival, November 2017

Every year, Meira Foods participates in Sangai Festival, which is an annual cultural festival organized by Manipur Tourism Department every year from 21st Nov to 30th Nov. The main objective of this festival is to promote Manipur as a world class tourism destination. It showcases the best of what the state has to offer to the world in terms of art and culture, handloom, handicrafts & fine arts, indigenous sports, cuisines & music, eco & adventure sports as well as the scenic natural beauty of the land.

7. DIGI Dhan (2nd April 2017):



Meira Foods's stall in DIGI Dhan Mela

8. Buyer-Seller meet (April 17 & 18, 2017):



Our Meira Foods's employees with our products in Buyer-seller meet

BUSINESS EXPANSION PLAN

At present, the main production is done in Unit 2 of Meira foods which is located at Elangbam Leikai, Imphal West, whereas the sales and some part of packaging are done in Unit 1 which is located at Brahmapur Aribam Leikai, Imphal East. Our 3rd Unit is at Kakching, Manipur and as of now, mango and tamarind processing is done there to meet our requirements. We have plans to shift the main production unit which is currently at Elangbam Leikai to Kakching unit in the near future taking into consideration the bigger area of land/space available in Kakching compared to Elangbam Leikai and also considering the availability of workforce at Kakching.

Moreover, we will be working on opening outlets and increasing our product availability in other districts of Manipur apart from Imphal, such as Senapati, Bishnupur, Thoubal etc. Over and above this, we are looking for opportunities to increase our product availability in town/cities outside Manipur such as Guwahati, Dimapur, Kolkata, Shillong, Aizawl and even Delhi, Chennai and Bangalore.