

# Manipuri Women Entrepreneurs: A Case Study Of Meira, Packaged Food

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## **Abstract**

*Today society is recognizing women empowerment through entrepreneurial skills of women and creation of various types of enterprise by them. A strong desire to do positive things is an inbuilt quality of Manipuri entrepreneurial women, who is capable of contributing values in family as well as social life. Manipur is one of the hilly states of Northeast India. It is gifted with rich resources and yet many of the resources need to be explored. Even women of Manipur are also a resource of the state, yet their skills and entrepreneurial aspects are not fully recognized, but still they are one of the emerging sources of income and job provider of the local women. This present paper is an effort to bring out the contributions made by the women of Manipur to their society and highlight the struggles and the problems faced by them. Relevant Literature had been reviewed specially focusing on "Meira".*

## **Introduction**

Today society is recognizing women empowerment through entrepreneurial skills of women and creation of various types of enterprise by them. Women entrepreneurs are those women who give employment to themselves as well as to others by starting a business of their own. They are challenging and innovative and are even ready to face the challenges of their own families and society but they are well determined to do what they have made up in their minds.

Manipur is a Northeast Indian state. It has been gifted with scenic beauties and resources. It has a rich flora and fauna. Moreover, the women of Manipur are also a valuable resource. Since the early times, the women of Manipur have played significant roles in the society. As for instance: The Nupilal in Manipur (1904 and 1939) was a movement initiated by the women to check illegal export of rice from the state. So that womanly active spirit is in the genes of Manipuri women still today. Also Manipuri women have been taking active role in art and culture as well as religious ceremonies. They are also physically active and we

can see many women in sports at the national and international level viz M.C. Mary Kom, Sarita, Anita, Kunjarani etc. Presently many Manipuri women are working and many of them have also become successful entrepreneurs.

Women entrepreneurship is thus one of the emerging sources of income and job provider of the local women. Women entrepreneurship is both women's position in the society and the role of entrepreneurship in the society. The role of women entrepreneurship in economic development of a society has been known to us since early days and their contributions are valuable to one and all.

In Manipur, women have certain places of importance even in the markets. The Khwairamban Keithel popularly known as Ima market (Ima meaning mother, keithel meaning market) is the main market in Imphal city and here we will find only women selling the essential household commodities like eatables, clothes, utensils etc. This very market place shows the importance of Manipuri women in the society of Manipur. From early days onwards they are more or less working to be financially independent doing