



***“An innovator, whose innovation has impacted the environment and her household”***

Memi decided to go into business, after her husband's retirement. In 2007, she invested some of her own money and with her two sons set up a unit to make products from used tyres. A native of Imphal, Manipur, Memi's primary challenges were to secure regular suppliers of used tyres and to find a market for her finished products. She met the financial challenge by using her personal savings. The business, by itself wasn't new, but Memi was an innovator and she expanded her product portfolio from the more common products for daily use to unique items like tubs and buckets. She processes the worn-out tyres and moulds them into different shapes with the help of hammer and nail. She has innovated a unique process of moulding that helps her produce quality products. She places the type on the mould and hammers it with finesse and care to give it a shape of bucket, tub, etc. She also makes provisions for the handle and support to complete utility. Memi is aware about the pollution levels that can come from burning tyres and hence thought this as a viable business proposition to adapt. In her small yet significant way, she is contributing immensely to the environment and at the same time innovating products which meet both ends.

Her business is growing with a turn over of INR 400,000 and net profit INR 140,000. Memi has inspired others in the locality to start similar businesses and employs 9 locals who belong to a poor background. She has established institutional buyers in Imphal but aspires to take her business outside and intends to buy an alignment machine which will further enhance the quality of her products. Her high quality products give her an edge and she advertises in the local radio for wider dissemination of her products. The micro credit from CMM has helped her to buy raw materials. She dreams to own a shop where she can display her products in Imphal.