

LAUNCHING OF FRESHIESFRESH SUPER STORE BY ABI MEMBER IN MANIPUR

Nahakpam Food and Beverages is an emerging business enterprise in Imphal, Manipur supported and promoted by ABI. Nahakpam Food and Beverages through its registered farmers started to grow vegetable crops from the year 2016 after going through the tough times for about two years it was realized that they must come up with a concept so that product of their farmers can reach every household. Hence they decided to start an e-commerce portal (www.freshiesfresh.com) to serve the need of tangible market of the Farmers, where they started listing their registered farmers from whom they procured fruits and vegetables. Through the online business they started getting orders for home delivery and gradually it expanded from 0-5 km range to 0-15 km from city centre. The online market also helped them get order from outside the State of Manipur, they also got connected to buyers outside the state who were particularly in crops grown in Manipur. SFAC also helped them in forming FPC with their registered farmers.

They came into contact of ICAR, Manipur Centre in 2018. After attending the Launching Programme of ABI and State Level Sensitization Workshop on Agripreneurship Development held at ICAR, Manipur Centre in August, 2018 they became member of ABI. Since then ABI started providing incubation support and technical guidance for expanding their business. Due to the instant demand of direct farm products and request for instant delivery service there was a need to improve their service to give better access to straight farm products. This is how the concept of opening an Agro Products Super Store was germinated.

After rigorous effort of 6-7 months, Nahakpam Food and Beverages opened their first 'Freshiesfresh Super Store', a unique store of fresh and processed farm products. The store was inaugurated by Dr. S. S. Roy, Senior Scientist and In-charge, ABI of ICAR, Manipur Centre and Shri Mahendro Khaidem, Project Coordinator, SFAC, Manipur on the 10 July, 2019.

Most of the products sold in the store are either certified organic or naturally grown without any chemical input by FPC members. The products category includes General Category, Wild Collections, Certified Organic, Under Organic Conversion, Chemical Free, etc. Besides, the store has a section of processed products prepared from indigenous and unique crops of Manipur. They are also selling the products prepared by other ABI agripreneurs.

Nahakpam Food & Beverages currently has more than 200 farmers out of which nearly 100 farmers are regular suppliers. They have categorized farmers on various categories to identify the growing model and method of various crops. Farmers directly supply their products to the store on benefit sharing basis. Due to direct supply by the FPC members, the rate of various produces is also less as compared to prevailing market price due to absence of intermediaries/middleman. On the other side, farmers are getting better price for their harvest. They also support their farmers by providing farm support at nominal rates such as soil testing kit, bio-organic input and quality seed etc. Now ABI is also linking the progressive farmers of ICAR for supplying fresh farm products to the store.

ABI is providing all sorts of technical support to this agri-business ventures. Now they are installing two giant aquariums inside the store to keep live fish so that consumer can come and buy the fish of their choice. This unique business venture is also providing direct employment to 15 retail staffs and 2 back office support staff and 2 supply staffs.

