

# IMEDF INSIGHTS

Indian Micro Enterprises Development Foundation

**AZADI KA AMRIT MAHOTSAV SPECIAL EDITION  
CELEBRATING 75 YEARS OF INDEPENDENCE**



Namita Mandal spinning cotton yarn on reeling machine (katim) at the Mat & Babui Grass Craft Cluster, West Bengal

**IMEDF** is a social enterprise vehicle of the Development Alternatives Group. Its major lines of business are cluster development, digital and retail services, and capacity building.

## OUR ACHIEVEMENTS

|                        |                      |             |           |           |           |
|------------------------|----------------------|-------------|-----------|-----------|-----------|
| <b>INR 924 MILLION</b> | <b>21,136</b>        | <b>8775</b> | <b>29</b> | <b>27</b> | <b>12</b> |
| INVESTED               | FARMERS AND ARTISANS | WOMEN       | CLUSTERS  | DISTRICTS | STATES    |

## Sanatan Maity: A supporter of the Laban Satyagraha Movement

In the historical city of Paschim Midnapore, West Bengal, lives Sanatan Maity, a 91 year-old master trainer of Taant and Charkha at the Mat and Babui Grass Craft Cluster.

Born in 1931 in Katina village of the undivided Midnapore, he was inspired by the visit of Mahatma Gandhi to Noakhali in 1944, which is in present day Bangladesh. He underwent training in Gujarat to operate Taant (handloom) and came back to promote self-reliance through art amongst the village youth.

Over the years, he has trained over 600+artisans in the Mat Craft. He preaches Gandhian philosophy and has composed poems and songs on the artform of mat weaving which are fondly sung by other mat weavers.

Maity ji's journey is a pledge towards 75 years of *atmanirbharta* (self-reliance) of upholding craft and economic independence for not only his family but also hundreds of families in his village.



Sh. Sanatan Maity stands tall beside the bust of his idol, Mahatma Gandhi.



For more information on Mat and Babui Grass Craft Cluster visit: <https://csws.in/> or write to [csws2@rediffmail.com](mailto:csws2@rediffmail.com)





Urmul artisans delighted to show their colorful designs and products

IMEDF is dedicated to promoting self-governance and ownership among its farmer and artisan community in its cluster program. We focus on strengthening their craftsmanship by providing them with technology, and market linkages.



Featured image of Baji Rout\*

\* Picture Credits: <https://odishabytes.com/odishas-baji-rout-the-youngest-martyr-of-indias-freedom-struggle/>

## Weavers of Rajasthan uphold the concept of Swadeshi

The artisan community of Meghwals were migrants from Sindh (Pre-Partition India) in 1947 and settled in the western region of Rajasthan. They practiced their ancestral craft of hand embroidery called **Kaseedakari** to earn their livelihood.

In 2020, the Urmul Natural Dye Cluster was set up in the Thar desert of Bikaner. 650 artisans were collectivised under SFURTI (MoMSME) out of which 600 are women.

### IMEDF In the Media

SCAN ME



Kaseedakari artisan **Rangubai** lives in 2DO village of Poogal block, Bikaner which has a population of 729. She has been practicing the craft for the past 25 years. After getting associated with the cluster, she has gained access to a wider market and earns INR 4,500-5,000 monthly.

Scan the QR code on the left to see Rangubai's story come to life.

Our geographical reach is spread to areas that were key grounds of the Indian freedom struggle. **Chandrasekhara Groundnut Cluster** is located in Dhenkanal District of Odisha which was a Princely State that merged into the Indian Union.

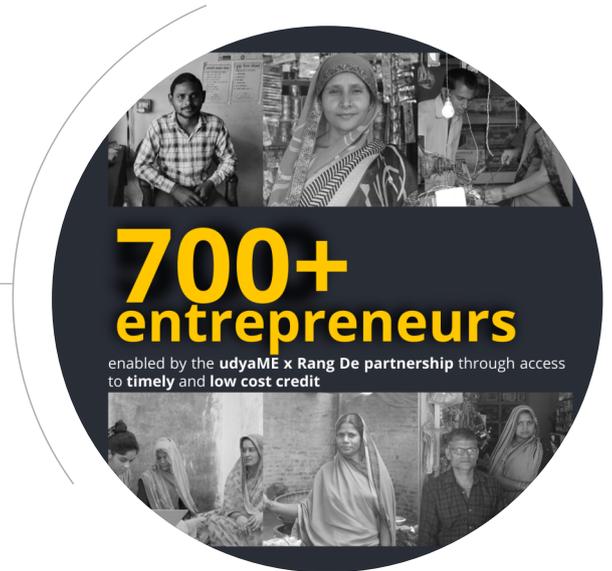
We highlight an unsung freedom fighter from Bhuban block where the cluster is located.

**Baji Rout** was born in Nilakanthapur village of Dhenkanal district in 1926. Remembered as the youngest freedom fighter, Rout lost his life at the age of 12 to the bullet of a British soldier, for refusing to ferry them across the Brahmani river at the Nilakantha Ghat of which he was an in-charge as a boatman. The British had attacked Bhuban village at midnight of October 10, 1938 and were trying to flee the village.

Today, in Bhuban block, 770 farmers produce groundnut and value-added products like oil, seeds, salted and sweet chikki.



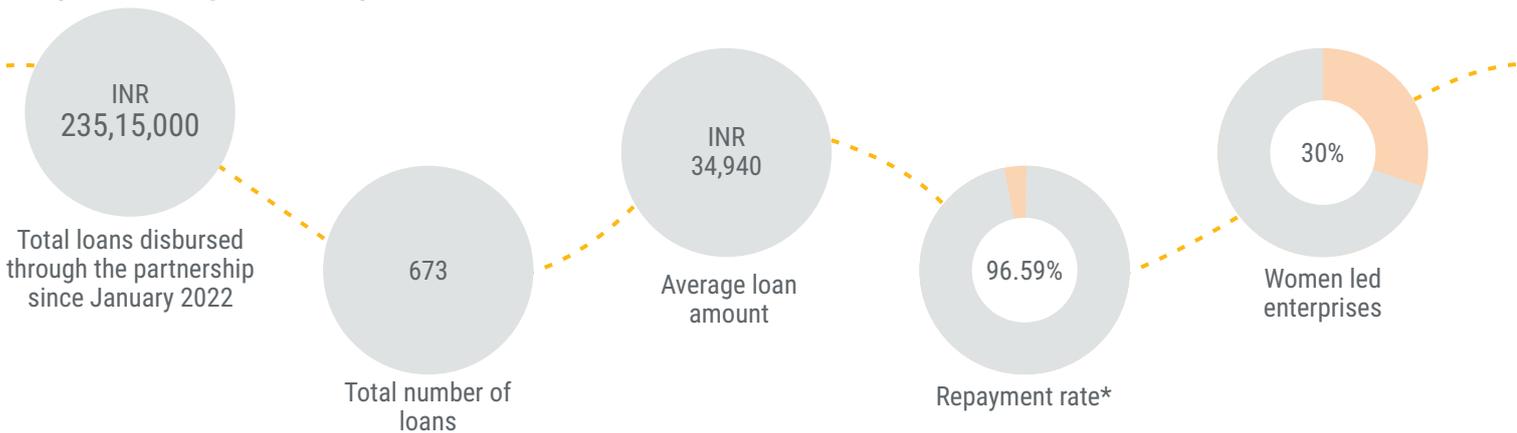
# One stop solution for Micro Entrepreneurs



udyaME is a 'one stop shop' to cater to the unmet demands of the entrepreneur by delivering services through a network of Common Service Centre (CSC) called 'udyaME kiosks'. These kiosks act as a focal point for technology, finance, marketing and capacity building of microentrepreneurs.

In the last seven months, udyame through the partnership with Rang De has enabled more than 700 entrepreneurs to grow their livelihoods through access to timely and low cost credit.

## udyaME x Rang De Journey:



### ENTREPRENEUR STORY



Surrendra Khushwaha at his Info Kiosk in Niwari, Madhya Pradesh.

Surrendra Khushwaha, 36 years old, runs an Information Kiosk in Kachhipur village in Niwari district, Madhya Pradesh, supporting his family of six members.

He holds a Bachelor degree in Computer Applications from Bhopal University and got placed at a reputed manufacturing company in 2008. Due to some circumstances, he lost his job in 2012. He then worked at the local agriculture department as a computer operator for two years in hope of becoming a regular employee, but his dreams were shattered. He had to come back to Niwari and work at a private firm earning INR 5000 per month. In 2018, he set up a Common Service Centre (CSC) enterprise in Tarichar village. He became part of the Work4Progress program and in December 2021, got access to a credit of INR 30,000 through our microcredit partner Rang De.

During COVID-19, he was also permitted by the District Administration to operate a mini-ATM to provide financial services to the community during the critical period. Through his udyame kiosk, he aims to ease the process of availing loans for the community and also enable the youth in his village to become entrepreneurs through access to information.

\* 3.14 % partial repayment <https://rangde.in/track-record> (As of 20 July, 2022)



# SFURTI Products: Inspired by Nature

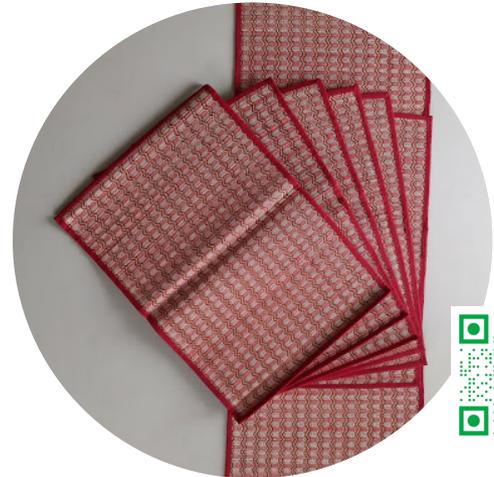
THINK ORGANIC, THINK SWADESHI



## Natural Dye Cluster, Rajasthan

Wear a range of apparel colored with fruit and vegetable dyes from the horizons of the Thar Desert

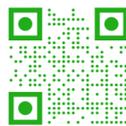
Urmul



## Mat & Babui Grass Craft Cluster, West Bengal

Handicrafts made of Babui grass to beautify your space!

Medini Handicrafts: Grass to Gold



## Bamboo Crafts Cluster, Gujarat

Sustainable Bamboo utility products, designed by women artisans of Kotwaliya tribe

Tapi Vans Kamdar Utpadak Sahakari Mandali



## Shivamogga Natural Dye Cluster, Karnataka

With a Touch of Nature - Apparels dyed exclusively with fruits and vegetables extract

DESI

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