

IMEDF INSIGHTS

Indian Micro Enterprises Development Foundation
...making entrepreneurship possible!

ENABLING ECONOMIC OPPORTUNITIES



Women Farmer Producer Organisation (FPO) members use technology to promote sustainable livelihoods

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

OUR ACHIEVEMENTS

INR 959 MILLION	22,000+	9000+	45+	30	15
INVESTED	FARMERS AND ARTISANS	WOMEN	PARTNERS	CLUSTERS	STATES

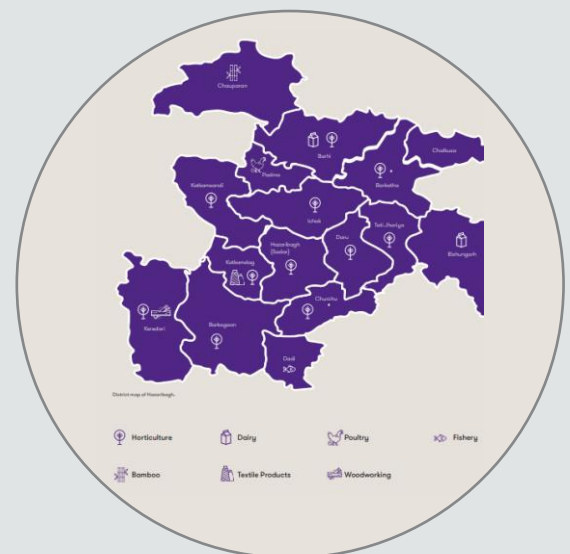
IMEDF collaborates with HDFC Bank on Local Economic Development

IMEDF is proud to share its new collaboration on Local Economic Development (LED) in six States of India. With support from HDFC Bank to Development Alternatives and in partnership with Grant Thornton Bharat, the programme is being implemented in Assam, Chhattisgarh, Jharkhand, Odisha, Punjab, and West Bengal.

The primary objective of the programme is to provide alternative, higher value income generating options for farmers and artisans. Currently, we are working with 60,000 Producer Organisation (PO) women members.

The key pillars of this model are:

- Agglomeration to reap economies of scale
- Convergence with government
- Partnerships for skill, market, and technology
- Bankability for improved credit needs



Cluster Value Chain Mapping of Hazaribagh district

Check our Course outline at www.imedf.in/capacity-building





The Assessment team at Matcraft Cluster, West Bengal

We get our impact measured!

Each IMEDF cluster is an investment in terms of time and resources. The impact this investment has generated is significant. In this regard, IMEDF-SFURTI clusters are currently being evaluated through a Triple Bottom Line Sustainability Assessment Framework developed by experts in our sister organisation - TARA. The framework analyses the clusters on socio-economic and environmental parameters. Till now, assessment has been undertaken in five clusters, namely, Visakhapatnam Coffee cluster, Lemongrass cluster Odisha, Medicinal Plants cluster UP, Matcraft cluster West Bengal, and Natural Dye cluster Karnataka.



IMEDF in the Media

Scan the QR Code to watch how nautical artefacts industry is marking its presence globally through the IMEDF Cluster in Roorkee, Uttarakhand

Our work in Rural Industrial Parks (RIPAs) of Chhattisgarh

Paint manufacturing unit in Bilaspur district launches *Prakritik* Paints

The women-led organic paint manufacturing unit in Kota block of Bilaspur has launched Organic Paint under the brand - *Prakritik* Paint. The unit is run by the members of Jagruti Self Help Group of Ranigaon area. This eco-friendly paint is anti-fungal, anti-bacterial, maintains the room temperature, made up of natural materials, and is available in all colors at lower prices than the regular paints in the market.



Women workers proudly showcase the Organic paint buckets



The cattle feed brand Bilasa Pashu Aahar

Mini Cattle Feed unit established in Bilha block of Bilaspur

A cattle feed manufacturing unit has been set up in Akaltari area of Bilaspur district. The unit is operated by Jaibharat SHG of ten women members. The unit makes four types of feed - Gold, Silver, Diamond, and Amrit. The women use probiotics, vitamins and minerals to prepare the feed.

One-window platform for Micro Entrepreneurs

udyaME Vaani: Live updates!

Our digital platform - udyame launched 'udyaME Vaani', an Interactive Voice Response System (IVRS) based community media platform.

The innovation has provided 24*7 live and free information on entrepreneurship to aspirational and existing entrepreneurs through their mobiles in four geographies - Mirzapur, Bhadohi, Varanasi and Ghazipur.

The technology has generated 400+ queries from entrepreneurs on content such as credit support and business ideation which is aired episodically.

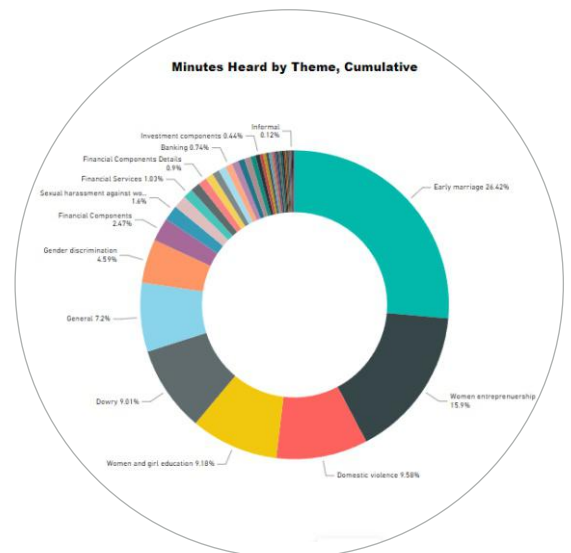
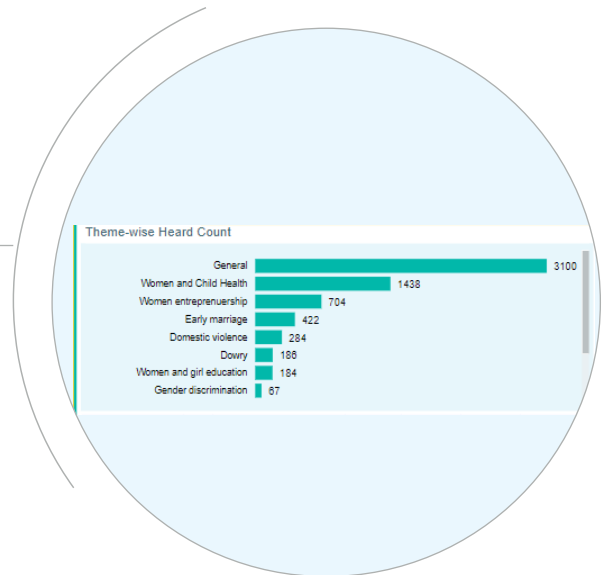
udyaME Rural Business Fund

udyaME is a phygital platform that caters to the unmet demands of the entrepreneur by delivering enterprise support services at the last mile through a network of udyame kiosks as channel partners.

IMEDF has partnered with the social investing platform Rang De for low-cost and timely credit delivery services for micro-enterprises. Become a Social Investor now and invest in our udyame Rural Business Fund. Credit delivery services for micro-enterprises.



Scan now to be a Social Investor



Women entrepreneurship accounts for 15% of queries

ENTREPRENEUR STORY



Rameshwar at his stationery shop

Entrepreneurship : A dream come true!

In Niwari district of Madhya Pradesh, Rameshwar Prasad, had a vision to provide affordable stationery to school children and office-goers of the area.

In 2021, Rameshwar got to know about the financial tool of enterprise support services provided by IMEDF to assist aspiring entrepreneurs. He received a loan worth INR 50,000 and was helped in making the business plan.

The community welcomed Rameshwar's stationery shop with open arms. The affordability aspect attracted teachers, students, and office-workers alike. The success of his enterprise have led to micromovements of change among the villagers.

Sustainable Architecture in IMEDF clusters

Revival of Local Building Materials

Eco-friendly building materials and construction techniques are used in IMEDF cluster projects



Natural Dye Cluster, Rajasthan

Implementing Agency - URMUL Trust

The building is made up of fly-ash bricks, and has used lime extensively, with technologies such as passive cooling, and ventilation. This helps in maintaining cool temperatures in the hot desert of Bikaner.

Natural Dye Cluster, Karnataka

Implementing Agency - DESI Trust

The building is made up of locally-sourced raw material such as clay tiles, and limestone. The clay tiles have been used for roofing to prevent damage from heavy rains of the Western Ghats. The walls are painted with mud, cow dung, and jaggery that maintains the temperature in all seasons. The building is planned in such a way that maximum natural light enters the premises, thus minimising maintenance cost.



Mohanpur Magic Millet Cluster, Odisha

Implementing Agency - Aryabhata Institute of Education & Technology

The state-of-the-art building is made up of fly-ash bricks, which is a green building material. The walls are painted with Saura wall art. The paintings, also called *ikons*, hold important significance for the Saura tribe of Mayurbhanj.



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