

IMEDF INSIGHTS

Indian Micro Enterprises Development Foundation

FIBRE SPECIAL EDITION



Artisans weaving the banana yarn at Labpur Banana Fibre 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

INR 924 MILLION	21,136+	8775+	29	27	12
INVESTED	FARMERS AND ARTISANS	WOMEN	CLUSTERS	DISTRICTS	STATES

From Fibre to Fashion ...through the weaves of an artisan

Clothing is an intrinsic part of human civilization. It is not just a human need but also linked to our culture. Our attires are influenced by our environment, religion, festivals, latest fashion.

The term fibre comes from the Latin word, fibra, meaning a strand or a filament. At IMEDF, we work with a diverse range of natural fibres like silk, screw pine, banana, recycled fibre, and grass fibres like sabai, madur kathi, babui.

At Labpur Banana Fibre Cluster in Birbhum district of West Bengal, 636 artisans make utility products like folders, pen stands, and decorative items from the abundantly available banana plant.

The artisans process banana stems to extract the fibre from its sheath. The extracted raw material is then washed and dried to make products for use in sanitary pads, textile industry, and paper & pulp industry.

Banana silk is luxuriously soft, more breathable, less water-intensive, biodegradable, and thus, sustainable.

For more information, visit labpurcluster.com



Products being made by the artisans of Labpur Banana Fibre Cluster, West Bengal.



Danish Chaudhary, Urmul Natural Dye cluster, Bikaner, Rajasthan during the Yatra.

IMEDF partners participate in the TARAgam Yatra 2022

TARAgam Yatra, the annual event of the Development Alternatives Group saw enthusiastic participation from IMEDF clusters. The Yatra happened in three geographies, namely, Agra, Bundelkhand, and Mirzapur.

IMEDF-SFURTI Bamboo Crafts Cluster Mela at TARAgam Yatra, Bundelkhand

Princess Cristina, Director, International Programmes, 'la Caixa' Foundation inaugurated the Cluster Mela organised at TARAgam in Bundelkhand as part of her visit to India. The theme of TARAgam Yatra 2022 was 'Co-Creating Green and Inclusive Economies' held from 22 to 24 November 2022.



Partners from Urmul, ATREE, Panorbit Services Pvt Ltd, IINREM, CREATE, Tarasankar Panchgram Seva Samiti (TPSS), and Child & Social Welfare Society (CSWS) undertook the Yatra.



IMEDF in the Media

Scan the QR Code to watch the TARAgam Yatra 2022 journey

"It is really very appreciate thing about having creative entrepreneurs in Mirzapur. I personally liked the amplified voice from concerned stakeholders in the coalition in building and supporting an enterprise, the system and the environment, which ultimately create more jobs, and instill confidence and happiness within them.

This is the first time I attend this yatra and found this was both informative and fun filled programme. I enjoyed doing the comic play in Bhatewara village with women, who have aspiration to become an empowered individual entrepreneur, a full time business woman, and able to analyse what is lacking and needed to reach that stage."

- Ms Rathna, CIBART



One-stop platform for Micro Entrepreneurs

udyaME works as an enabler, leveraging different products related to finance, marketing, technology and capacity building for green and inclusive enterprises. The services are delivered at the last mile through a network of udyame kiosks as channel partners.

To augment the services of udyame, IMEDF has partnered with Rang De for low cost, paperless credit delivery services for micro enterprises. Keeping the momentum towards inclusive finance dynamic, the udyame enterprise fund was launched on November 17, 2022.

The USP of this model has been the 'choice' for entrepreneurs to decide how much they want to borrow and in how long they can repay, and ultimately the 'trust' between the social investor and entrepreneur. What has been the most powerful evidence for the credibility of this peer-to-peer lending model is the responsive repayment rate of 99.38%* exemplifying the power of collective action in inclusive finance.

The partnership has also resulted in initiating customised credit at 7% interest rate to nurture women entrepreneurship.

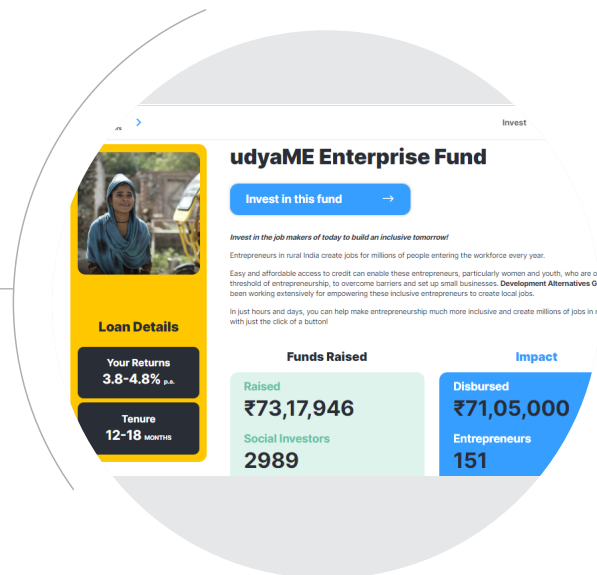
INR 78,81,176 Invested

INR 76,00,000 Disbursed

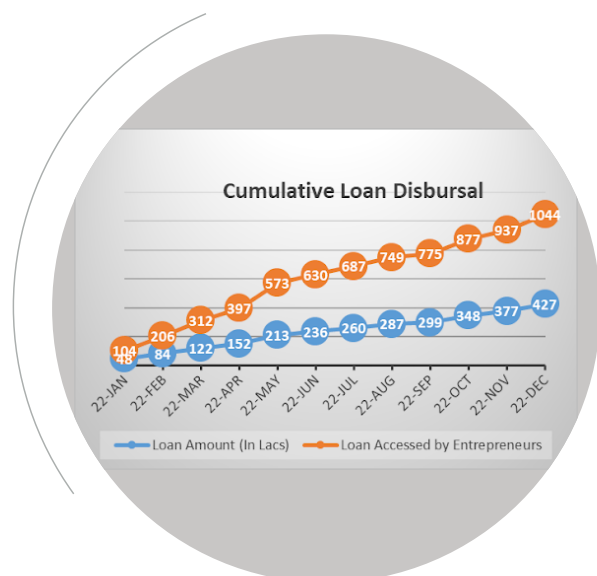
3157 Social Investors

160 Entrepreneurs supported

*As of January 2023



udyaME Enterprise Fund launched
To become a Social Investor,
visit rangde.in/udyaME



udyaME - Rang De loan growth trajectory

ENTREPRENEUR STORY



Roshni Begum
at her doormat enterprise

Roshni Begum, 35, a doormat manufacturer and aggregator utilises industrial fabric waste to create the doormats. She exclaims, "Treasures can be found between the waste. We just need to look carefully!"

Roshni seasonally employs over twenty women from her village, Mohammadpur, Uttar Pradesh. Currently, her enterprise supplies to companies in Mirzapur and Bhadohi, which in turn provide a few materials for the women to use. The products are also sold to companies that sell doormats both in India and internationally.

SFURTI Products

NATURAL FIBRE TO SUSTAINABLE FASHION



Labpur Banana Fibre Cluster

West Bengal

Sustainable lifestyle products from locally-sourced banana fibre



Jungal Mahal Tasar Silk Cluster

West Bengal

Vana silk (forest silk) to home-decor range



Banana Pseudo Stem Processing Cluster

Meghalaya

Environment-friendly sanitary napkins & banana fibre products



Kodangallur Screwpine Craft Cluster

Kerala

Paper-pulp packaging material & screwpine crafts

The development of natural fibre based products can play a key role in transition of a plastic-based economy towards a bio-based economy. The uses of natural fibres can extend to construction, packaging, and textiles industry.

- Our Rope-weaving cluster in Muzaffarnagar, U.P., uses discarded textiles for its home-decor collection
- Jungle Mahal Tasar Silk cluster in Jhargram, West Bengal, uses ahimsa silk to make fabric
- Labpur Banana Fibre cluster in Birbhum, West Bengal, makes sustainable utility products like folders

The future of circularity in materials look promising with innovations such as fabrics made from agricultural waste, algae and leather from pineapple/mushroom. IMEDF looks forward to weave innovation into the fabrics of cluster development through our state-of-the-art technological support and capacity building services.

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