

IMEDF Participation in Maru Manthan organised by Urmul Natural Dye Cluster and Desert Resource Center

Title of the Event/Activity/Achievement: **Maru Manthan: Partnerships for Our Deserts**

Date: 13th- 14th February 2021

Time: 1500 Hours

No. of Days: 2

Location: Virtual

No. of Participants: 100

Partners/Donors: Urmul and Desert Resource Center (DRC)

Shrashtant Patara, CEO, TARA and Indian Micro Enterprises Development Foundation (IMEDF) was invited as a panelist in the “Maru Manthan: Partnerships for Our Deserts” webinar.

14th February is marked as the birth anniversary of Lt. Shri Arvind Ojha (CEO & Secretary, Urmul Trust) Keeping in mind his values and vision, a two days long annual forum was jointly organized by Urmul and Desert Resource Center (DRC) at Urmul Seemant Samiti Campus, Bajju village, Bikaner, Rajasthan with an objective to celebrate desert land, life and living and its anomalies. The key idea of the forum was to work on the collective agenda for partnerships and interventions in desert ecosystems.

Shrashtant Patara presented his thoughts as a panelist under the theme “**Partnerships for Our Deserts**” and highlighted the strong relationship of DA and IMEDF with Urmul Trust and DRC which has resulted in incubating a natural dye cluster in Bajju village. He emphasized on the need to shift from vertical relationships to more horizontal partnerships for development at the grass root. Therefore, IMEDF and DRC are extending this partnership in the North east i.e. in Manipur by creating a lemon grass cluster. DRC is also a designated Technical Agency (TA) for developing an Olive Cluster in Chambal. Shrashtant ensured DRC and Urmul for extending continuous support towards development of their desert plans and cherish their relationship with Urmul and DRC.

IMEDF is a special purpose vehicle of the Development Alternatives Group that accelerates the development of micro-enterprises at scale. It is also the nodal agency of Ministry of Micro, Small and Medium Enterprises, Government of India for the development of clusters under SFURTI (Scheme of Fund for Regeneration of Traditional Industries).



Image: Shrashtant Patara as a panelist at "Maru Manthan: Partnerships with our Clusters"