

IMEDF INSIGHTS

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



Women artisans inspecting cocoons using microscopes at the Common Facility Centre in West Bengal.



Women entrepreneurs in a conversation at the udyame Mela (Enterprise Fair) organised by DA in Mirzapur, Uttar Pradesh.

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

1,22,000	1,00,000	112	45+	30	22	15
FARMERS AND ARTISANS	WOMEN	FARMER PRODUCER ORGANISATIONS	PARTNERS	SFURTI CLUSTERS	RURAL INDUSTRIAL PARKS (RIPAs)	STATES

Development Alternatives @ COP28

Development Alternatives along with partner organisations from India and across the globe, hosted and participated in a series of side events and exhibits at the 28th Session of the Conference of Parties to the UNFCCC (COP28), held from 30 November 2023 to 12 December 2023 in UAE, at Expo City, Dubai.

The objective of DA@COP was to create enough synergies that will nudge the sustainability conversation and help in creating a pathway for the Net Zero goal. With this objective, we partnered with like-minded organisations to participate in multiple events and also had an exhibit stall that showcased our alternative technologies that help the decarbonization mandate.

IMEDF SFURTI clusters exemplify that "local choices" have shown significant positive environmental impact. The Rohtak Dome architecture at Natural Dye cluster, Bikaner insulates the building from desert heat. Similarly, the Soliga tribe in BR Hills Honey Cluster in Karnataka has preserved the wild honey bee species in the Western Ghats.



Kanika Verma, Associate Vice President, at the session on Locally Determined Choices (LDCs) for Nationally Determined Contributions, hosted by Development Alternatives



Cold Pressed Oil manufactured by women led Dindori cluster

25 IMEDF-SFURTI clusters become functional!

IMEDF reached a landmark milestone when its 25th cluster became functional. These clusters are supported under Scheme of Fund for Regeneration of Traditional Industries (SFURTI) of Ministry of Micro, Small and Medium Enterprises (MSME), Govt of India. The clusters are:

- Jungle Mahal Tasar Silk Cluster, West Bengal
- Dindori Cold Press Oil Cluster, Madhya Pradesh
- Sirsi Pepper & Cardamom Cluster, Karnataka

Exploring Pathways to Scale Inclusive Entrepreneurship workshop held in Uttar Pradesh



IMEDF in the Media

Scan the QR Code to watch how 500 tribal women of the IMEDF Lac & Other Non Timber Forest Products (NTFP) Cluster in Jharkhand make value-added products such as lac bangles, and tamarind cakes.

Development Alternatives organised a workshop on Exploring Pathways to Scale Inclusive Entrepreneurship on November 29, 2023 at Lucknow. The event proved to be an enriching experience, featuring valuable insights and learnings shared by the Institute of Rural Management Anand (IRMA) on the Work4Progress Entrepreneurship Programme. The power-packed panel discussion underscored critical points for developing systemic approaches to unlock scale and ensure sustainability through entrepreneurship.

As we unveil our vision for 2027 with the goal of creating 1 million jobs, the shared commitment demonstrated by stakeholders from government, academia, civil society, financial institutions, and the development sector brings this vision closer to reality. This promising collaboration marked the beginning of achieving our shared dream of empowering rural communities.

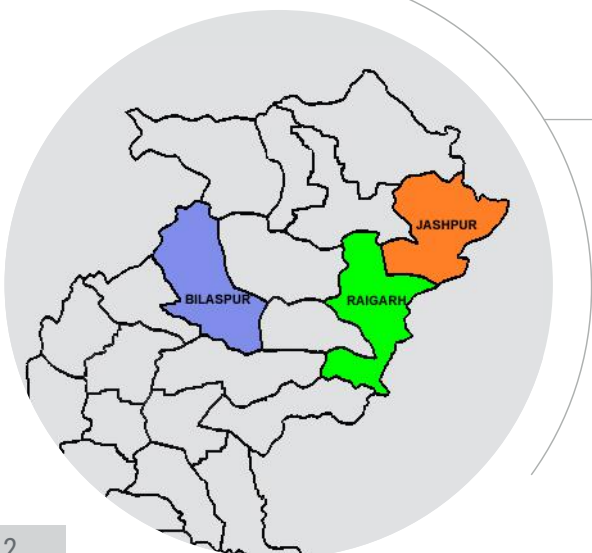


Stakeholders unveil Fireflies of Social Change, a compendium of 20 case stories of entrepreneurs.

IMEDF appointed as Technical Support Agency in Chhattisgarh

IMEDF has been appointed as a Technical Support Agency for 22 Rural Industrial Parks (RIPAs) in three districts of Chhattisgarh. RIPAs are an initiative of Government of Chhattisgarh where IMEDF is providing technical support on branding, marketing and capacity building. RIPAs are based on the Gandhian idea of 'production by the masses, not mass production', to establish economic freedom in the villages of Chhattisgarh. The industrial parks engage in economic activities other than farm activities. These are:

- Bilaspur (8 RIPAs)
- Jashpur (4 RIPAs)
- Raigarh (10 RIPAs)



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 provides 24*7 live and free information on entrepreneurship to aspirational and existing entrepreneurs through their cell phones in four geographies - Mirzapur, Bhadohi, Varanasi and Ghazipur.

The technology has generated 700+ queries from entrepreneurs on content such as credit support and business ideation which is aired episodically. 400+ entrepreneurs have been able to access information on business ideation and how to access finance.

udyaME Vaani has also launched digital Kaun Banega Business Leader (KBBL) and has achieved an outreach of 15,000+ entrepreneurs.

udyaME Rural Business Fund

Become a Social Investor now and invest in our udyame Rural Business Fund which has cumulatively supported 1673 entrepreneurs with INR 7.16 crores.

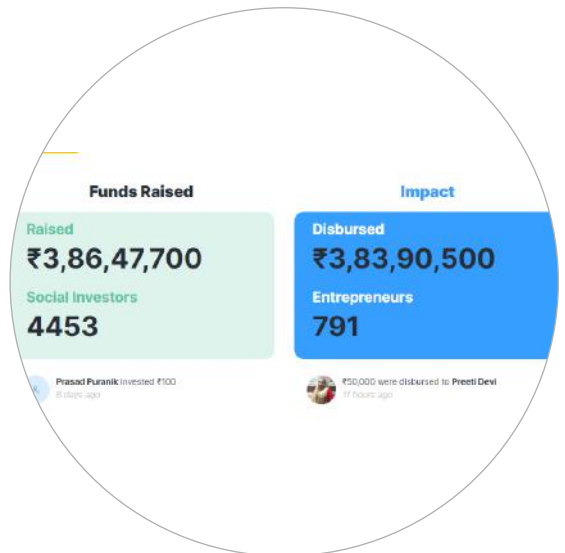
IMEDF has partnered with the social investing platform Rang De for low-cost and timely credit delivery services for micro-enterprises.



Scan now to be a social investor on rangde.in



KBBL organised in udyame Vaani geography



ENTREPRENEUR STORY



Devi Mishra stands tall beside her plant nursery

Sabki Didi: Creating an Environment of Inclusivity

Walking through her nursery, Devi Mishra admires her saplings with affection as she awaits the arrival of her grandchildren from school.

Devi realised her ability to help her family financially through the nursery business during the Kaun Banega Business Leader programme organised by DA in her village in 2018. She also participated in training programs such as GYB (Grow Your Business). Since she joined the program she had a net profit of over 22 Lakh Indian Rupees.

Now, Devi sells her plants and khaad (compost) across Uttar Pradesh. She also gets orders from Kolkata for Jackfruit saplings. She is a part of a large nursery network in the state and has over nine different vendors who help with the business at scale.

Sustainable & Green Gifting

Promoting environmentally conscious manufacturing



A compass made by the cluster artisans

Nautical Artefacts Cluster Uttarakhand

This cluster has on boarded 500 artisans who make antique nautical instruments such as compass, sand timer that are cherished by archaeophiles. The products are sold under the brand - Roorkee Metallica at www.amazon.in/roorkeemetallica.

Rope Weaving Cluster Uttar Pradesh

The 311 women-only cluster makes exquisite utility products such as baskets with upcycled textile industry waste that are hugely loved by connoisseurs of art. The products are sold under the brand - SIROHI at www.sirohi.org



A gift basket made by the women artisans



Indigo-dyed Stole made by the artisans

Natural Dye Cluster Karnataka

The naturally-dyed apparel wear such as stoles, shirts and kurtas are made by 459 women artisans. These are prized possessions for lovers of natural fabrics. The products are sold under the brand - DESI at www.charaka.in.

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