



Artisans facilitating the rejuvenation of indigenous handloom legacy the Thar region

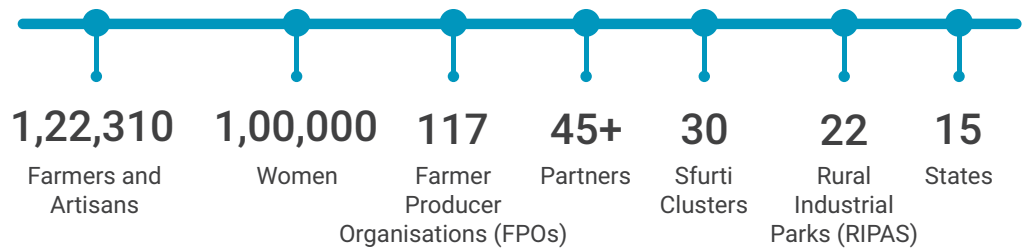
IMEDF INSIGHTS

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

Development Alternatives and IMEDF wishes all its readers a very happy and prosperous 2025

IMEDF is a special purpose vehicle of the Development Alternatives Group. Its major lines of business are Large Scale PMUs, Last Mile Delivery: Business and Capacity Building for Multiplication.

OUR ACHIEVEMENTS



Safe Mobility takes Center Stage in Uttar Pradesh

The Hon'ble Chief Minister of Uttar Pradesh Shri Yogi Adityanath and Shri Ravi Kishan, MP Gorakhpur, flagged off 10 women-driven e-rickshaws—a groundbreaking initiative by Cluster-Level Federations under the National Rural Livelihood Mission.

IMEDF, represented by CEO, Mr. Shrashtant Patara and Associate Vice President, Kanika Verma, had the honor of being invited by the Uttar Pradesh State Rural Livelihood Mission to showcase our Safe Mobility Initiative at an event on December 21, 2024, at Yogi Baba Gambhirnath Prekshagriha in Gorakhpur.

This initiative is a testament to IMEDF's parent organization DA's unwavering commitment for creating a robust entrepreneurial ecosystem. It builds upon the pioneering work of the 115 strong Aarya women network of E-rickshaw owners in Mirzapur. We are striving to generate 300,000 jobs by 2026 in Uttar Pradesh through 100,000 women owned enterprises in collaboration with Uttar Pradesh State Rural Livelihood Mission (UPSRLM), thus engineering a transition from subsistence based income generation activities to opportunity driven entrepreneurship for women.



Hon'ble Chief Minister of Uttar Pradesh Shri Yogi Adityanath flagging off the women driven E- Rickshaws at Yogi Baba Gambhirnath Prekshagrih in Lucknow.

Events

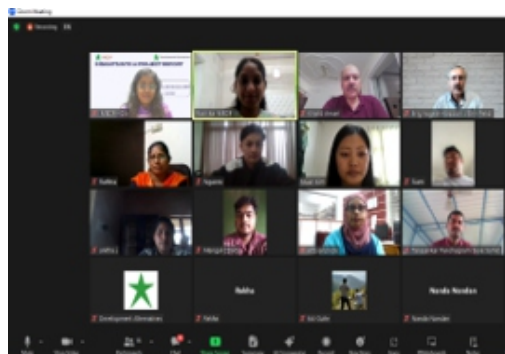
Development Alternatives' active involvement at the Annual Work4Progress Conference held in Barcelona



Impactful presence at World Economic Forum at Geneva & Design Thinking Session at Konvensyen Inovasi Sosial (KIS) 2024 in Malaysia through our CEO



Indian Micro Enterprises Development Foundation conducted its fourth virtual capacity building workshop "Insights into Project Report" with 19 participants especially designed for Enterprises, Clusters, Small Scale Entrepreneurs, CSOs, and Students



Rural Collective Enterprises Immersion Program - Knowledge Sharing on Circular Economy & Collective Entrepreneurship in Thar Region

As a part of Capacity building for multiplication, IMEDF has organized a three-day immersion program on Rural Collective Enterprises in Bajju, Bikaner from December 2 - 4 December 2024.

The sessions included:

- Overview of SFURTI & Collective Entrepreneurship
- Legacy of *Kasheedakari*
- Social Innovation and Inclusive Entrepreneurship in the Thar region
- Architecture and habitats of desert
- Pastoral Livelihoods in Arid regions

13 participants including 3 Guest Speakers from 13 organisations from the Development Sector representing all levels attended the program.



Session on overview of SFURTI project and Collective Entrepreneurship model being delivered by Col Raman Thapar

TARagram Mela - celebration of Craftsmanship & Entrepreneurship acumen of IMEDF SFURTI clusters at 11th TARagram Yatra 2024

As part of DA's flagship event, in its 11th edition, TARagram Yatra 2024 the TARagram Mela featured IMEDF SFURTI clusters, representing diverse regions and products:

- Matcraft Cluster, West Bengal (*Medini Handicrafts*): Mangal Swami exhibited utility items like pen stands, bags, and table mats crafted from the GI-tagged madur kathi grass.
- Natural Dye Cluster, Rajasthan (*Urmul Desert Craft*): Jagdish Jyani showcased ethnic apparel, including kurtas, sarees, and stoles inspired by Rajasthan's weaving traditions.
- Cold-Pressed Oil Cluster, Madhya Pradesh (*Chokha*): Ritesh Usrathe and team displayed oils such as mustard, linseed, sesame, and coconut.
- Medicinal Plants Cluster, Uttar Pradesh (*Raw & Kind and Pawani Masala*): Surya Prakash and Raj Kumar exhibited herbal products, including moringa capsules, turmeric powder, coriander powder, and lemongrass tea.

The mela provided artisans with hands-on exposure, enhancing the market positioning of their products and cultivating their entrepreneurial acumen.



Artisans of SFURTI Clusters supported by IMEDF at their stalls at TARagram Mela, interacting with the Yatri of TARagram Yatra 2024.

One-stop platform for Micro Entrepreneurs

IMEDF's digital platform
udyaME.in
is now LIVE!

The website has been designed to nurture entrepreneurial spirit and help turn the vision of entrepreneurs into remarkable achievements. The website offers comprehensive support in one's entrepreneurial journey from personalised mentoring to providing strategic marketing opportunities.

The objective is to empower entrepreneurs and facilitate their success. The website strives to foster entrepreneurial growth by bridging information gaps, enhancing skills, and creating a robust network that connects entrepreneurs with service-providers and potential customers.

The services offered are categorized as:

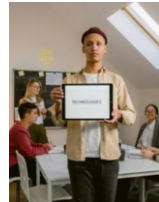
- **Campus** that provides courses on financial planning, budgeting, along with information on business ideas and government schemes.
- **Chaupal** that empowers community to unlock answers and solutions through udyame Vaani, our IVRS platform.
- **Bazaar** which is a marketplace of possibilities to sell your innovations by connecting and collaborating to fuel your business growth.



Scan now to be a Social Investor

Our Services

At UdaMe, we are dedicated to sparking the entrepreneurial spirit and lighting the path to your success. Our mission is to empower innovators and help propel their journeys to extraordinary accomplishment.



CAMPUS Courses



CAMPUS Business Plan



CAMPUS Business Ideas



CAMPUS Community Forum



Facilitate Business Setup

We simplify the process of setting up a business by providing step-by-step guidance, essential tools, and expert advice, ensuring you have a smooth start to your entrepreneurial journey.

Our digital platform www.udyaME.in

IMEDF's Capacity Building Vertical - Enabled 50+ organizations through 4 Online Workshops (3 hours each) on the following topics:

- How to scale Rural Enterprises?
- Marketing solutions for F&B sectors
- E-commerce as a growth driver
- Insights into a Project Report

ENTREPRENEUR STORY

Empowering Rural Dreams: Archana's Dairy Center



Archana proudly managing her Dairy Collection Center

Archana's entrepreneurial journey began during a community meeting organised by Development Alternatives as part of 'Accelerating Entrepreneurship through Social Innovation (AeSI)' project supported by the State Bank of India Foundation. At the meeting, she voiced the challenges her father faced in selling milk, which often led to losses as it got spoiled.

As a solution, she proposed establishing direct connections with larger dairy companies like Parag and Amul. With the support received after the meeting, Archana met with representatives from Parag Dairy Company. They discussed the necessary paperwork and the benefits of collaboration. In November 2023, she invested INR 22,000 to procure milk collection machines and equipments.

Today, she collects 250 litres of milk in the morning 150 litres in the evening along with the business operations from checking the fat content and quality of the milk to handling bookkeeping and savings. She then sells it to Parag Dairy Company, making a profit of 2.5% per litre helping her make a substantial monthly income of INR 20,000.

Spices & Condiments: Glocalising Indigenous Indian Flavours



Medicinal Herbs & Flavors from the plains of Uttar Pradesh

In Amethi, Uttar Pradesh, farmers organically grow medicinal plants such as tulsi, vetiver, moringa, mint, which are further processed into value added products like herbal tea, essential oils under the brand name of Raw & Kind and then marketed on e-commerce platforms.

For more information, write to createchild@gmail.com

Hills of Manipur nurturing the growth of Organic Spices

Despite social unrest, the Organic Spices Cluster showcases the resilience of women farmers who cultivate turmeric and ginger in the hills of Churachandpur District, Manipur, North-East India. The spices are value-added by producing ginger slices and turmeric powder. The farmers have named their brand 'Zopui Aieng,' meaning "Mountain Turmeric," with the tagline "Taste from the Hills."

For more information, contact bethsanate7@gmail.com.



Exotic Spices from the Western Ghats of Karnataka

Local farmers of Uttara Kannada district of Karnataka located along the Western Ghats cultivate exotic spices such as white pepper, yellow cardamom, mace and nutmeg. The farmers are institutionalised as Totakashi Farmer Producer Company (FPC).

For more information, please visit www.totakashi.in or write to them at meardsociety@gmail.com.



Dear Reader,

We are happy to announce that IMEDF Insights can also be read in Hindi. Stay tuned. Happy reading.

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