

IMEDF INSIGHTS

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



Women-owned 30kWp solar mini-grid site Urja Mandala (Energy Constellation) setup in Sikhar village, Mirzapur district, Uttar Pradesh.

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

OUR ACHIEVEMENTS

1,22,310	1,00,000	112	45+	30	22	15
FARMERS AND ARTISANS	WOMEN	FARMER PRODUCER ORGANISATIONS	PARTNERS	SFURTI CLUSTERS	RURAL INDUSTRIAL PARKS (RIPAs)	STATES

Uttar Pradesh State Rural Livelihood Mission (UPSRLM) and Development Alternatives signs MOU to promote women-led enterprises

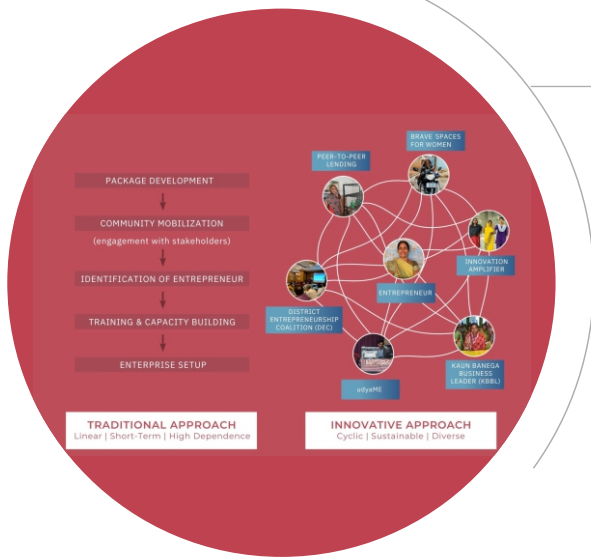
This partnership between DA and UPSRLM represents a strategic effort to foster economic empowerment among women in Uttar Pradesh. By focusing on inclusive entrepreneurship and leveraging the strengths of women solidarity institutions, the initiative is poised to create a significant impact on rural livelihoods.

DA has piloted 11 systemic prototypes addressing rural entrepreneurship challenges, including access to information, financing, government schemes, training, technology, and overcoming social and behavioural barriers. Additionally, 120 enterprise prototypes have been developed, featuring models such as e-rickshaws, paper product manufacturing, ice cream manufacturing, information centres, and vermicompost production. The women solidarity institutions, particularly the CLFs under UPSRLM, have demonstrated significant potential as hubs for these entrepreneurship solutions.



Signing of MoU by Ms Deepa Ranjan, IAS, Mission Director, UPSRLM, and Mr Shrashtant Patara, CEO, DA

Capacity Building workshops



Social Innovation & Inclusive Entrepreneurship

Powered by the Development Alternatives' Centre for Social Innovation and Inclusive Entrepreneurship, our immersive capacity building workshops on application of Social Innovation tools and processes for enterprise development will take you through a community-centred approach to entrepreneurship that goes beyond the traditional, linear method.

IMEDF in the Media

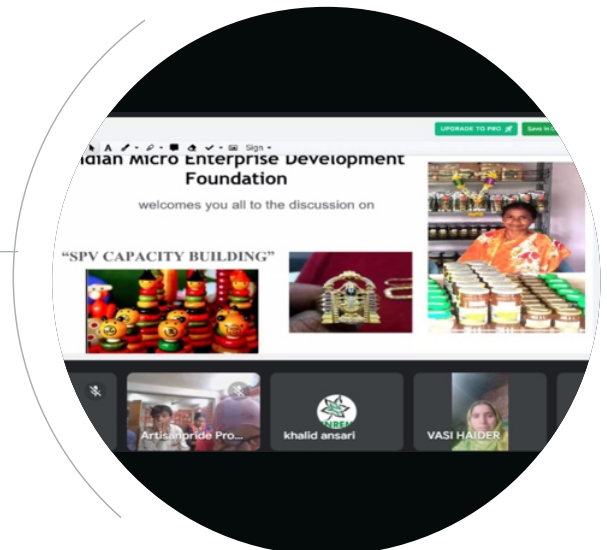
Scan the QR Code to watch how 1200 tribal farmers of the IMEDF Palmarosa and Lemongrass Cluster in Mayurbhanj district of Odisha make essential oils under the brand Orak.



Online workshops on Cluster Development and Scaling Rural Enterprises

The workshops on How to Scale Rural Enterprises equips one to manage collective enterprises sustainably by addressing challenges faced by rural farmers and artisans such as marketing, branding, access to finance, governance and technology.

The workshop is ideal for social sector professionals, Board of Directors of Farmer Producer Organisations (FPOs) who work closely with farmers.



Sameer Kapoor, Business Strategy Consultant sharing insights on Rural Marketing during the online workshop.

To know more about our workshops, visit www.jobswemake.org and www.imedf.in

IMEDF conducts online workshop on 'How to Scale Rural Enterprises?'

An online workshop was conducted on How to Scale Rural Enterprises? for 30+ participants from 20 organisations on April 24, 2024.

The expert guest speaker was Sameer Kapoor, Business Strategy Consultant and Smriti Ahuja, Senior Consultant, IMEDF.

- The sessions of the workshop included:
- DA group Initiatives
- Unlocking Rural Entrepreneurship
- Outreach & Marketing
- Development of Rural Enterprises

The participants included Project Managers, FPC Directors, Implementing Agencies, and Cluster Development Executives.

One-stop 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 36000+ aspirational and existing entrepreneurs through their cell phones in five geographies - Mirzapur, Bhadohi, Varanasi and Ghazipur.

The technology has generated 2300+ queries from entrepreneurs on content such as credit support and business ideation which is aired episodically. 500+ 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 reached 24,000+ entrepreneurs, including 5000+ women entrepreneurs.

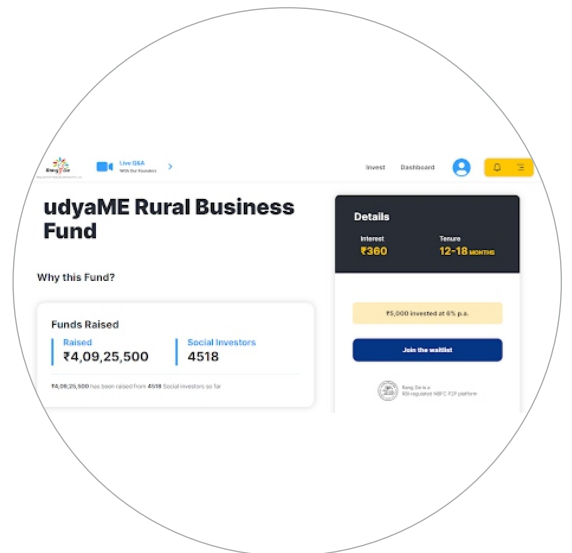
udyaME Rural Business Fund

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 and active udyame samuh as channel partners.

IMEDF has partnered with the peer to peer lending 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 that has supported 1866 entrepreneurs with 8.16 crores.



Women using the udyame Vaani digital platform



Scan now to be a Social Investor

ENTREPRENEUR STORY



Anju stands tall in front of the Urja Mandala model

Empowerment through Green Entrepreneurship

Anju Devi, 36 years old, lives in Bahraich district of Uttar Pradesh. She is a member of the Nav Chetna Agro Producer Farmer Company.

Development Alternatives has built the capacity of this women-only FPO to set up the first-of-its-kind Urja Mandala Business model. The model aims to demonstrate the power of Public-Private-Community partnership with women collective at the forefront for an inclusive, equitable, empowering just and green energy transition.

Anju participated in business package planning, and customer acquisition training. Today, Anju and her team operate a 30kwp mini-solar grid site that supplies energy to entrepreneurs in the area.

Sustainable fibres: Eco-friendly with vibrant hues

Linen for a hot summer!



Natural Dye Cluster Karnataka

450 female artisans of Sagara district, Karnataka; curate home furnishings such as curtains, and apparel wear for women and men, with natural dyes extracted from fruits and vegetables. The Unique Selling Proposition of the cluster is that it operates on a hub-and-spoke model consisting of weavers, dyers, and block printers.

Natural Dye Cluster Rajasthan

The home decor range crafted by 600 women artisans in Bikaner, Rajasthan, comprise of cushion covers, kurtas, crop tops, shawls and stoles. The distinguishing feature of the cluster is that it is an all-women's cluster in the deserts of The Thar.



Labpur Banana Fibre Cluster West Bengal

The wide range of accessories such as banana fibre yoga mats, hand bags, wall mats made by 636 artisans in Birbhum district of West Bengal is a true amalgamation of latest technology and sustainability. The speciality of the cluster is that soft banana stem fibre is used to make fabrics for infants, and adults.



Dear Reader,
We are happy to bring you Hindi edition of Insights. These stories can also be read by our Hindi-speaking artisans and grassroots entrepreneurs. Happy reading!

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