



# Indian Micro Enterprises Development Foundation

...making entrepreneurship possible



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IMEDF was established in 1996 as a social enterprise of the Development Alternatives (DA) Group.

It is registered as a Section 8 Company under the Companies Act, 2013.

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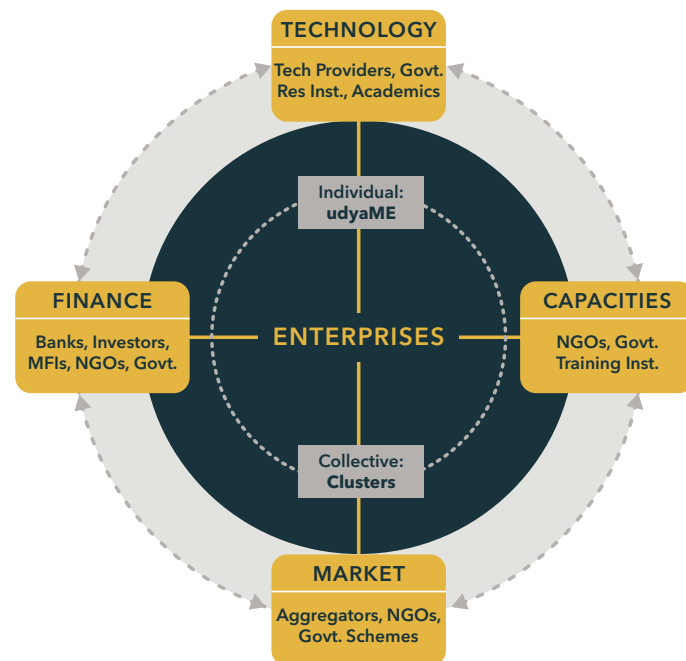


# Indian Micro Enterprises Development Foundation

## VISION

To enable sustainable economic opportunities and dignified work for all with an impact on environmental, social and economic value chains.

IMEDF was set up with an aim to build an ecosystem for green and inclusive entrepreneurship. Through its three business verticals—cluster development, micro-enterprise development, and capacity building—IMEDF works with collectives, entrepreneurs and institutions to make entrepreneurship possible for people on the threshold of setting up small businesses.



IMEDF offers a bouquet of Technology, Finance, Market and Capacity building services through its phygital platform udyAME and impact driven partnerships, to provide a range of green technology solutions and enterprise development services intrinsic for building successful micro-enterprises in a cost-effective manner.

# Unique Position and Value Proposition

IMEDF draws upon DA Group's rich **experience** of 40 years in the field of developing sustainable livelihood models

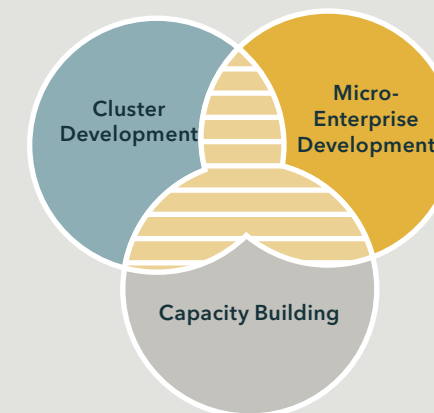
IMEDF curates **knowledge products, toolkits and entrepreneurial solutions** which are inclusive and cater to the rural communities

IMEDF has access to **multi-disciplinary expertise** in green and inclusive local economic development

We offer diverse **portfolio** of enterprise support services based on understanding of individual and group personas

We replicate collective and individual enterprises to **scale**, thus, influencing solutions at policy level

## IMEDF THRUST AREAS



IMEDF aims to create decent livelihoods for 1 lakh farmers/artisans and service 100 micro-enterprises per day by March 2025.

IMEDF has been recognised for Good Practices under United Nations Sustainable Development Goals (SDGs) 9 & 10 in 2021.



Artisans of the Channapatna Lacware Toy Cluster have witnessed an increase in their monthly income from INR 4000 to INR 7000 in the last two years.

# Cluster Development

## Cluster Development

Clusters are a multiplication engine for enterprise development and as a catalyst for creating a sustainable and inclusive economy.

IMEDF's initiatives are focused on process innovation, value chain development and strengthening of local ecosystems so that technology, finance, capacities, and marketing support services are made available to collectives of farmers and artisans on a sustained basis.

Our Cluster Development programme uses green and employment intensive technology for the development of production facilities that are designed to maximize positive impact on people and the planet.

**IMEDF has incubated 29 clusters across India, leading to enhanced income, efficiency and dignified livelihoods for more than 20,000 people in the last 3 years.**

IMEDF is a **Nodal Agency of Ministry of Micro, Small & Medium Enterprises (MSME), Government of India** for development of clusters under the Scheme of Fund for the Regeneration of Traditional Industries (SFURTI).

## A story of success

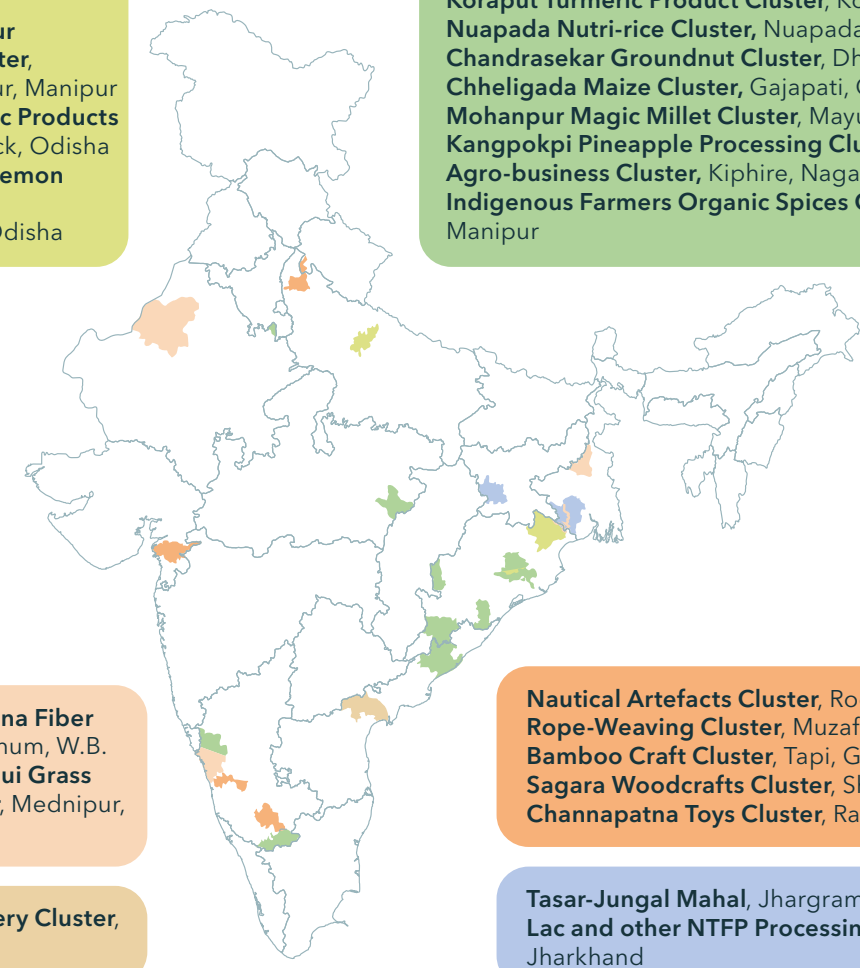
**Salani Topno, 47**, works at the Common Facility Centre (CFC) of the Lac & Other NTFP Processing Cluster, Jharkhand. She joined the cluster in 2019 to contribute to her family's income after her father lost his factory job. Along with her team, she processes raw tamarind at the cluster and markets it under the brand "Nature Farm Fresh".





**Medicinal Plant Cluster**, Barauliya, U.P.  
**Churachandpur Aromatic Cluster**, Churachandpur, Manipur  
**Banki Aromatic Products Cluster**, Cuttack, Odisha  
**Palmarosa & Lemon Grass Cluster**, Mayurbhanj, Odisha

**Tijara Fruits and Vegetable Cluster**, Alwar, Rajasthan  
**Dindori Cold Press Oil Cluster**, Dindori, M.P.  
**Sirsi Pepper and Cardamom Cluster**, Sirsi, Karnataka  
**BR Hills Wild Bee Honey Cluster**, Chamarajanagara, Karnataka  
**Vishakhapatnam Coffee Cluster**, Vishakhapatnam, A.P.  
**Koraput Turmeric Product Cluster**, Koraput, Odisha  
**Nuapada Nutri-rice Cluster**, Nuapada, Odisha  
**Chandrasekar Groundnut Cluster**, Dhenkanal, Odisha  
**Chheligada Maize Cluster**, Gajapati, Odisha  
**Mohanpur Magic Millet Cluster**, Mayurbhanj, Odisha  
**Kangpokpi Pineapple Processing Cluster**, Kangpokpi, Manipur  
**Agro-business Cluster**, Kiphire, Nagaland  
**Indigenous Farmers Organic Spices Cluster**, Churachandpur, Manipur



**Labpur Banana Fiber Cluster**, Birbhum, W.B.  
**Mat and Babui Grass Craft Cluster**, Mednipur, W.B.

**Nautical Artefacts Cluster**, Roorkee, Uttarakhand  
**Rope-Weaving Cluster**, Muzaffarnagar, U.P.  
**Bamboo Craft Cluster**, Tapi, Gujarat  
**Sagara Woodcrafts Cluster**, Shivamoga, Karnataka  
**Channapatna Toys Cluster**, Ramanagara, Karnataka

**Gold Jewellery Cluster**, Guntur, A.P.

**Tasar-Jungal Mahal**, Jhargram, W.B.  
**Lac and other NTFP Processing Cluster**, Gumla, Jharkhand

Map not to scale.



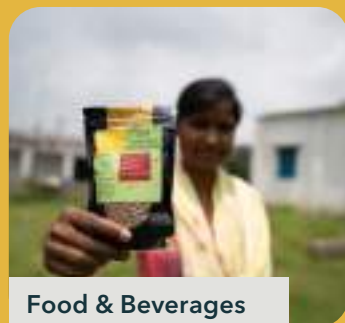
**INR 62 lakhs** average annual turnover per cluster across the five major sectors - Food & Beverages, Medicinal Plants, Lifestyle, Home Decor and NTFPs.

**730** average number of artisans per cluster of which an average **350+** are **women artisans.**

**INR 4500** increase in average monthly income of the farmers and artisans.

**37 ethnic groups** including Particularly Vulnerable Tribal Groups (PVTGs) form part of these clusters.

Under Sitaram Rao Case Study Competition, two case studies from IMEDF SFURTI clusters were published in 2021.



Food & Beverages



Medicinal Plants



Lifestyle



NTFP



Home Decor

#### SECTORS & MAJOR PRODUCT LINES

Food & Beverages: Spices, Oils, Millets, Honey, Groundnut & Maize

Medicinal Plants: Essential Oils, Green Tea, Turmeric Latte, Herbal Products

Lifestyle: Apparel, Bedsheets, Curtains, Stoles, Bags

Home Decor: Toys, Nautical Artefacts, Furniture & Utility Products

NTFP: Chironjee, Tamarind, Lac bangles, Tasar

## IMEDF-SFURTI Clusters

**924**  
**Million (INR)\***  
SFURTI grant

**29** Clusters

**12** States

**42** Partners

**6** Women-led clusters

**8,775+** Women artisans

**21,136+** Livelihoods

**11,506+** SC and ST artisans

\* As in October 2022

# Micro-Enterprise Development

Set up in 2021, **udyaME** is a 'one-stop shop' to cater to the unmet demands of underserved communities and the entrepreneurs by delivering services through **digital medium** (website and app) and a **physical network** of Common Service Centres (CSC) called 'udyaME kiosks'.

An amount of INR 30 million has been credited to entrepreneurs in 6 states: Bihar, Haryana, Madhya Pradesh, Maharashtra, Odisha and Uttar Pradesh through the udyame platform.

Micro-enterprise Development - udyame (udyame.in) is a phygital platform that caters to the needs of underserved communities for enterprise support service(s) under one umbrella. It aims to promote, empower and develop entrepreneurial micromovements across the country.

In the last nine months, udyame's partnership with social investing platform Rang De (rangde.in) has enabled entrepreneurs to establish a broad spectrum of grassroots enterprises.

**2,700**  
enterprises impacting  
**5,545 jobs**

Working in collaboration  
with **60+** regional  
partners

**5,994**  
users on website

**800+** entrepreneurs  
accessed credit worth  
INR 30 million\*



**Rakhi Yadav, 22**, runs an Optical enterprise in Jhansi and has become a role model for her peers.



Affordable credit of INR 30,000 has empowered Surendra Kushwaha, 36 to become a model Info Kiosk owner in Niwari.

**43% women-led enterprises received credit from the udyame X Rang De partnership.**

## Stories of success



**Sachin Srivastava, 23**, who runs a Custom Printing enterprise in Niwari has widened his customer base by marketing his products across e-commerce platforms.



**Bhagwani Devi, 52**, is an e-rickshaw driver in Mirzapur, Uttar Pradesh. She finds joy in providing affordable transport for school going girls.

**udyaME provides support to entrepreneurs and grassroots organisations in terms of:**

1. Access to a pool of technology solutions
2. Linkages to new markets, aggregators and e-commerce platforms
3. Access to low-cost credit
4. Skill development - sector specific and on entrepreneurship
5. Convergence with government schemes

Last mile delivery of these services is ensured through a physical network of Common Service Centers (CSC) called udyame Kiosks. An interconnected network of over 150+ udyame kiosks acts as the single point of contact for entrepreneurs catering to their needs for documentation, finance, technology, trainings, and information. These kiosks are concentrated in Bundelkhand, M.P., and Eastern U.P.

**The average time to set up an enterprise has reduced from 2.5 - 3 months to 3 weeks through udyame services\*.**

Scan the QR code to watch the DA Leadership team speak about our partnership with Rang De.



\*In Eastern Uttar Pradesh and Bundelkhand



Enterprise Compendium consisting of 75 enterprise ideas co-created and validated with communities.



Capacity Building programs with AICTE for technical institutes across India in collaboration with UTS Learning Centre.



Customised toolkits to build capacities of stakeholders.

\*All India Council for Technical Education

# Capacity Building

We develop innovative tools and processes for empowering individuals and communities in building robust entrepreneurial ecosystems.

The evolution of these tools and processes is guided by a social innovation approach in which they are customised as per the needs of stakeholders in specific geographies.

IMEDF is building a **“collaboratory”** on cluster development and entrepreneurship programmes with partners across different platforms. Through our knowledge base, we aim to create impact at scale with other organisations, CSOs, NGOs and Government institutions.

## Capacity Building

Building upon **knowledge base** through collaboration & **co-creation**, we design and transfer **customised** methods and tools to address systemic challenges faced by grassroots entrepreneurs, collectives and facilitating agencies.

In collaboration with AICTE\*, four Training Programs for 12 Days (40-hour capsules), have been conducted for university faculties in Arunachal Pradesh, Bihar, Nagaland, Odisha, and Rajasthan.

**8** Toolkits, Enterprise Compendium of **75** packages, **12** Research Papers, **4** Knowledge & Capacity building modules



# Partnerships & Collaborations





## Partner with IMEDF for Impact at Scale

- + Technology Transfer for powering sustainable livelihoods by transfer of green technology solutions, know-how and capacity building support
- Business support service providers, technology providers, financial institutions and market aggregators
- + Knowledge Building for disseminating information and building capacities through transference of our tools and processes
- Development sector experts and research institutions
- + Collaborative Action for creating impact at scale by activating networks that enable a shift in local systems
- NGOs, government stakeholders, network organizations, policymakers, funding institutions and social investors for meeting community aspirations

For the last 40 years, Development Alternatives (DA), has designed, delivered, and promoted scalable solutions that enable better lives and resilient economies for everyone, especially the vulnerable communities, women, farmers, and young people in India.

Our green and inclusive technology innovations for habitat, water, energy and waste management, which deliver basic needs and generate sustainable livelihoods, have reduced poverty and rejuvenated natural ecosystems in the most underserved regions of India.

#### DEVELOPMENT ALTERNATIVES

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