

Initial Assessment of two Clusters for Investment & Adaptability



Image 1: Sampling in the Design unit of the Shivamogga Natural Dyed Handloom Cluster

The Indian Micro Enterprises Development Foundation- Sustainability Assessment Framework (IMEDF-SAF) pilot clusters, Shivamogga and Barauliya, opened doors to the world of regional businesses and their potential for sustainable growth. Development Alternatives' endeavor sheds light on the environmental, social, and economic aspects of these clusters, paving the way for informed decision-making for future interventions.

Working towards the mission of sustainable development and inclusive growth, Development Alternatives piloted two clusters; one in Karnataka (Shivamogga) and one in Uttar Pradesh (Barauliya). This pioneering initiative aimed to assess the viability and sustainability of selected clusters and delve into the intricate dynamics of local industries.



Image 2: Sampling in the tailoring unit with the Artisans

The team's first destination was the picturesque town of Shivamogga in Karnataka, where the vibrant world of handloom awaited exploration. Nestled amidst scenic landscapes, the cluster was a hub of small-scale handloom enterprises. The pilot began with a deep dive into the intricate process, from yarn procurement to the sale of exquisite garments in DESI Trust Stores and third-party boutiques. The journey continued to the Barauliya Medicinal Plant Cluster in Uttar Pradesh; a region renowned for its rich biodiversity. Although the weather was unfavorable for travel, the team was welcomed with warmth and hospitality. Here, the medicinal plants are processed into packaged goods. The cluster production unit produces two qualities: products for the local market and export-quality goods under the brand name Pavni. Turmeric powder, chili powder, lemongrass oil, and similar herbs are processed at the unit. The cluster's distinctive approach

involves procuring raw materials directly from a wide range of farmers, ensuring market demand by prioritizing the farmers' profitability.

The main objective was to assess the cluster's environmental, social, and economic viability. The team designed comprehensive questionnaires for the implementation agency and shortlisted individuals within the cluster for sampling. With the support of the Cluster Development Executive, Shivamogga, Mr Terence Peter, a sampling size of 70 (Individuals) was achieved. Overcoming language barriers, the team collaborated with local translators to ensure effective communication during the sampling (data collection) process. The team gathered implementation agency details and process matrices through the questionnaires, with the invaluable assistance of Mr Surya Prakash, Cluster Treasurer, Baraulia, and gathered information from 30 individuals.

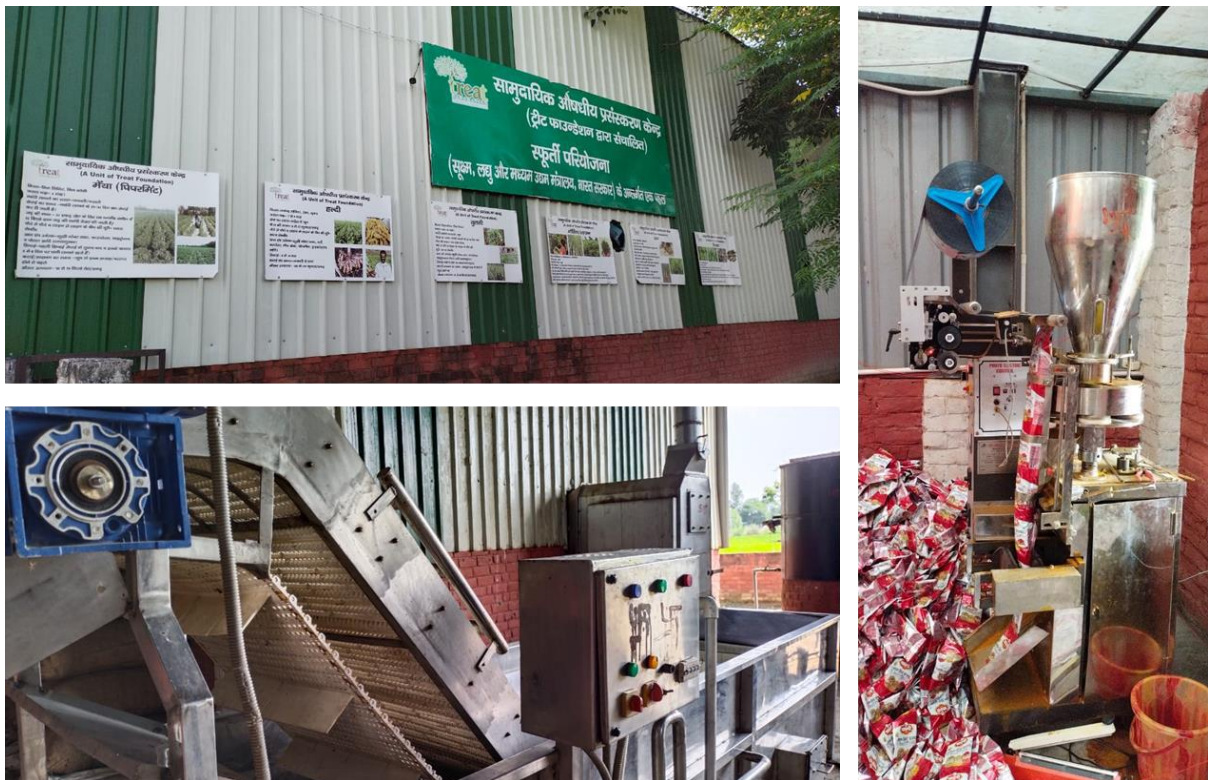


Image 3: Barauliya Medicinal Plant Cluster

As the project progresses, the lessons learned from these pilots will shape policies, interventions, and support mechanisms to empower these clusters for sustainable development. With a focus on sustainability and inclusivity, IMEDF-SAF strives to create an ecosystem where traditional industries thrive, communities prosper, and the fabric of our shared heritage is woven with resilience and prosperity.



Image 4: Women working in a Rural Enterprise