

IMEDF INSIGHTS

Indian Micro Enterprises Development Foundation

WOMEN'S DAY SPECIAL WOMEN IN INCLUSIVE ENTREPRENEURSHIP



Women-centric rope weaving cluster in Muzzafarnagar, U.P.

IMEDF aims to build an ecosystem for green and inclusive entrepreneurship. It is a nodal agency of Ministry of Micro, Small & Medium Enterprises, Government of India for development of clusters under SFURTI (Scheme of Fund for Regeneration of Traditional Industries)

OUR JOURNEY

INR 779 MILLION	17,728	7,748	25	12
INVESTED	ARTISANS & FARMERS	WOMEN	CLUSTERS	STATES

Moving towards Gender Equality

On International Women's Day, IMEDF praises the contribution of hundreds of women across India in SFURTI clusters who quest for empowerment and equality.

Salimithi Vasantha, 40, heads the SPV of the coffee cluster in the famous spice belt of the Eastern Ghats producing both Arabica and Robusta coffee. She is one of the female farmers who does coffee cultivation and sells through the cooperative. The year 2021 brought a major production decline in foreign coffee-producers with the extensive deforestation of forests and climate change for coffee. The coffee clusters in India capitalized on this and now produce coffee which is fetching a good price for these women farmers. This also contributed to the success of this cluster established in 2019.

Mohini, 32 is an awardee from Usha Silai School from Deli Talai, Bikaner. Coming from a conservative background, she was not able to finish her education after VI standard. Despite hardships, she got trained in stitching, designing and learned Kasheedakari, a famous embroidery of the desert community. Today with an experience of 10 years, she trains women from Urmul community and is able to educate her 5 year-old daughter.

Salani Topno, 47 comes from a tribal community. Her struggle started when her father lost his factory job and she decided to be a contributor to the family income. After graduating from nearby town, she shifted to Gumla and had a tough time adjusting to a rural set up after marriage in 2007 and doing mundane chores. She joined Udyogini, then Udyam Utthan Samiti and now handles working with lac value addition in Jharkhand Lac Cluster.



Featured artisans from top to bottom clockwise: S Vasantha, S. Topno and Mohini



Kim is happy to provide a space for her two kids.

SFURTI clusters provide sustainable livelihoods to women in North East India

CHURACHANDPUR LEMONGRASS CLUSTER- CASE STUDY

“From doing jhum cultivation of rice, to shifting towards organically grown medicinal crops, the benefit of this change is much higher”

- Ms Vungbank Kim



Learning to process lemon grass in grinding machine. Other products include essential oils, fragrance cones.

Everyday Kim tends to her cattle and does kitchen-gardening in her house. With the coming of lemongrass cluster in her town Churachandpur, she got the opportunity to cultivate lemongrass, an otherwise hardy crop in her backyard. Since last two years, she has been actively involved in this small enterprise, where through the CFC (Common facility center), she is able to get 30 litres of oil per year from her crop. This helps her with an additional income of around Rs 1500 a month to help cater to the needs of her household and children.

Churachandpur cluster in Manipur has also won second runners up award for the Access Livelihood Sitaram Rao Case study competition 2022. The theme for the 2022 Case study competition was 'Advancing Agro and Processing Enterprises for Rural Development'. The case study focused on technological and farm innovations of natural farming practices and introduction of GC-MS technology which helps in identification of volatile chemical substances individually. The cluster now produces superior grade oil with 75-85% of citral, as compared to International benchmark of 75%. This cluster has 362 women out of 860 farmers. SFURTI intervention aims to increase their average monthly income from Rs 2000 to Rs 4000 in three years. Cluster produces 15 tonnes of herbs and 4 tonnes of essential oil annually.

The Womens Day campaign of this year revolves around #BreaktheBias and many women farmers and artisans like Salimithi, Mohini, Salani and Kim are coming out of patriarchal societal challenges.

For more information on Churachandpur cluster visit: www.tcherbs.in or write to siamlgk@gmail.com



Kim tending to her garden crops turmeric, ginger, lemongrass and Indo Malayan taro, commonly known as *yendem*.



One stop solution for micro entrepreneurs

GRAM-AMBABAI, DISTRICT: JHANSI, UTTAR PRADESH



udyame kiosk owner - Kajal Parihar

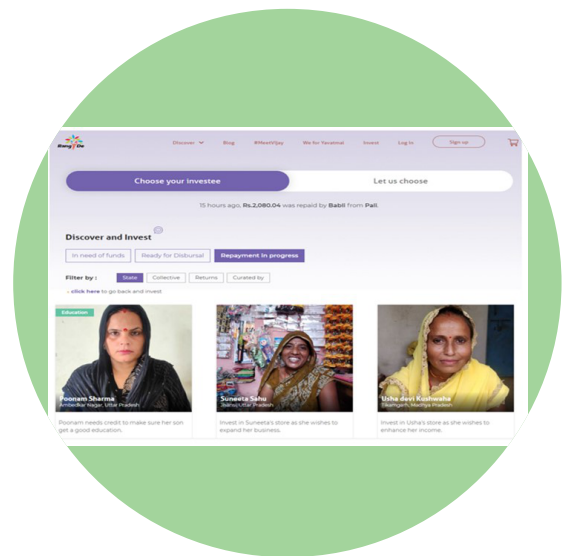
udyame works as an enabler leveraging different products related to finance, marketing, technology and capacity building for grassroots enterprises. The services are delivered at the last mile through a network of udyame kiosks as channel partners. To augment the services of udyame, IMEDF has partnered with Rang De for low cost credit delivery services.

Rang De: India's first social peer-to-peer lending platform that enables individuals from low income households to invest in enterprises, expanding access to low-cost credit for fundamental needs like livelihood and education. IMEDF's partnership with Rang De aims to leverage P2P investing platform to enable finance for marginalized community.

Also, the products include benefits like flexible loan amount, low rate of interest and flexible repayment method. As of now, this partnership has benefitted 203 families including 95 women in six different states within two months.

Along with retail network, udyame.in website along with mobile application caters to the needs and aspirations of the grassroots entrepreneurs. These platforms, available in both hindi and english, are segmented into three sections:

- Campus: Bridging information gap and building capacities of entrepreneurs, through expert trainings, peer to peer networking and hands on simulations exercises for business planning
- Chaupal: An aggregator for technology procurement and financial linkages
- Bazaar: A marketplace for entrepreneurs to sell their products and connect to buyers



Rang De P2P platform

ENTREPRENEUR STORY



Mrs. Shradha Tiwari attending customers at her garment store, Jhansi

Shradha Tiwari is the owner of "Maa Shradha Garments" a saree store which she opened in 2020 in her village Ambabai, Bada Gaon, Jhansi, Uttar Pradesh. She used to purchase her raw materials from a nearby town but after knowing about RangDe, she applied for loan and received a sum of Rs. 30,000 which helped her to purchase raw materials at competitive prices from different channels.

With her entrepreneurial skills, she was able to sail through the hardships faced during the pandemic.



SFURTI Products: Food and Beverages

PANDEMIC RELEVANT PRODUCTS FOR A HEALTHY LIFESTYLE



Arabica and Robusta coffee specialties from Eastern Ghats, Vishakapatnam. The coffee cluster in Vizag produces spices, coffee green beans and ready to drink beverages. For your cup of Chintapalli coffee visit: <https://macs.org.in>



Herbal tea and essential oils at Thangching Herbs, Churachandpur, Manipur. This cluster grows and distills lemon grass, lavender oils and tea. For your herbal tea requirements visit: <https://ppmf.in>



Wild bee honey from BR Hills Cluster, Karnataka. In this cluster, people of the Soliga tribe harvest wild bee honey from the forest. Enjoy your honey from: <https://www.atree.org>



Lac Cluster in Gumla, Jharkhand. This cluster does value addition to lac products, chironji and tamarind produced by the SHG women from the tribal belt of Jharkhand. For more information visit: <https://udyogini.org>



Medicinal oil and spices brand Raw and Kind in Barauliya district, U.P. This cluster processes mint, basil, vetiver, turmeric, moringa, and giloy medicinal plants and essential oils. Log onto: <https://indialane.shop/RawAndKind>



Millet fast-food products at Mohanpur Millet Magic Cluster, Odisha. This cluster makes healthy and nutritious millet noodles, pasta, cake, multi grain atta and idli/dosa batter. Enjoy your breakfast cereals at: <http://www.wowmomfoods.in>

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