

ENVIRONMENT DAY SPECIAL EDITION



IMEDF was set up with an aim to boost an ecosystem for green and inclusive entrepreneurship. IMEDF is the nodal agency of Ministry of Micro, Small & Medium Enterprises, Government of India for the development of clusters under SFURTI (Scheme of Fund for Regeneration of Traditional Industries)

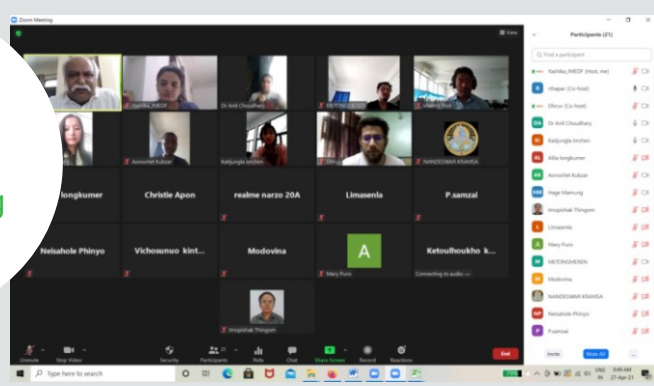
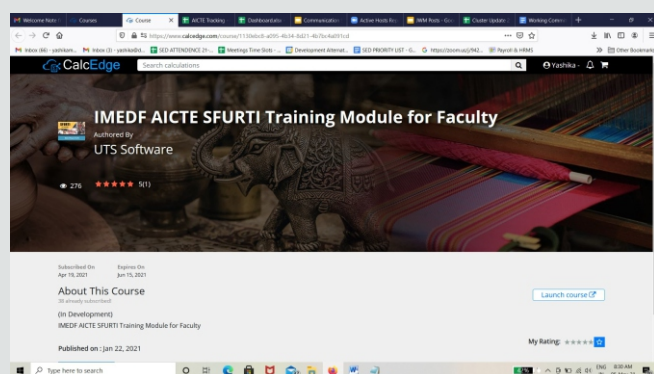
OUR JOURNEY

INR 701 MILLION	16,062	6,513	23	11
INVESTED	ARTISANS & FARMERS	WOMEN	CLUSTERS	STATES

A Stepping Stone towards Cluster Development

IMEDF conducted a 12 days long virtual training on Scheme of Fund for Regeneration of Traditional Industries (SFURTI). Held under the guidance of AICTE, the training was given to 20 Faculty members from Polytechnic Institutes of 4 Northeast states. The course module was designed and delivered by IMEDF team as its first pilot project, through live sessions on Zoom and hosted on UTS learning center platform. The objective of the course was to train the participants in resource management for building a project proposal with technological innovations. At the end of the training course, Detailed Project Reports (DPRs) and concept notes were submitted by the participants on diverse sectors like Food processing, Agro and Handicrafts. Potential clusters, implementing and technical agencies can be identified through this course.

IMEDF collaborates with AICTE for SFURTI Training Module



HIGHLIGHTS

Insights into communities that we serve in clusters



Dr. Madegowda hosting a community awareness program on FRA 2006

Biodiversity Conservation: A Natural relationship between Soliga Tribe & Wild Bees

BR HILLS WILD BEE HONEY CLUSTER, KARNATAKA

'Soliga', an isolated tribal community restricted to only Karnataka & Tamil Nadu, with a population of 40,000, lives in the dense forests of Chamarajanagara District of Karnataka. Historically, they have been engaged in shifting cultivation & collection of non-timber forest produce (NTFP) including honey. 'Wild bees' are commonly found in these forests known for their higher honey yield and its cultivation contributes to a major portion of income of Soligas since ages. But the traditional method of wild bee honey cultivation exposes the nests to smoldering fire causing damage to the comb & loss of bees.

Dr. Madegowda, a Soliga himself holds a PhD in Social Work, has been living in these forests from past 40 years, contributed in mobilizing the honey harvesters to form a co-operative society and introduced sustainable ways to efficient cultivation & processing of honey. After facing frequent displacements from their own forests due to changes in government's forest policies and years of lobbying with bureaucrats, they succeeded in claiming legal rights of their land and collection of NTFPs through which they now ethically procure and process honey. They are well versed with the traditional techniques of cultivating honey, but Dr. Gowda trains them on sustainable cultivation and productivity enhancement without damaging the environment. Presently he works as a Secretary of the Co-operative society and believes that his education played a key role in mobilizing the community, knowledge transference, bringing awareness, courage and confidence in the lives of tribals.

IMEDF identified their potential & developed a cluster named BR Hills Wild Bee Honey Cluster. The cluster development activities are aimed towards providing safety kits to the cultivators, advanced equipment for efficient cultivation and training to 500 cultivators for skilled handling of honey combs.

"Gombegala Ooru": The Town of Ecofriendly Toys

CHANNAPATNA TOYS CLUSTER, KARNATAKA

Channapatna is a township in the Ramanagara district of Karnataka known for its handcrafted wooden toys, popularly known as "Gombegala Ooru" or Toys Town. Toy making in Channapatna is a 200 years old craft made from local wood known as 'hale', painted with dyes and lac resin. But with the rise in industrialization & availability of cheap plastic toys, the market for Channapatna toys faced a lot of challenges. The artisans started migrating to nearby cities as the craft alone couldn't sustain their livelihood. The women got engaged in occupations like bidi rolling, incense stick making and sericulture which were hazardous and low paying.

To tackle these problems, Ms. Shaheda, belonging from a family of Channapatna toy artisans, mobilized women & existing artisans to form a producer company, owned and run by the artisans themselves. Her idea was to divert the women from hazardous works and engage them in productive activities like toy making and lacware that would empower them economically and help in preservation of the dying craft. But in order to meet the current market needs for toys, new designs and technology interventions had to be introduced.

IMEDF developed the Channapatna lacware cluster with the idea of introducing newer designs and technologies for production and promote the use of natural dyes and lac resin on toys. Today, Ms. Shaheda works as the CEO of the producer company, wherein 252 artisans are engaged. She believes that in order to sustain this craft, the new generation can make use of their education & introduce new technological interventions into the cluster to enhance production process and new innovative toys.

Shop Channapatna Toys at: <https://faircraftcreations.com/>



Ms. Shaheda giving an introduction to the artisans on the Channapatna Craft



Ms. Naseem giving hands-on training on Natural Dye to women artisans

Natural Dye: A Journey towards Craft Conservation and Economic security

URMUL NATURAL DYE CLUSTER, RAJASTHAN

Natural dyeing in Bikaner district of Rajasthan dates back to early 1990s when villages around the harsh desert of Thar got hit by a major drought creating a surge towards livelihood generation activities. The migrant communities especially women residing near the Indo-Pak border were well versed with different traditional crafts like Khasida (hand embroidery), yarn dyeing, weaving and wool spinning.

Naseem Banoshafi was in class 11th when she first received natural dyeing and embroidery training from URMUL. She practiced the craft regularly and often visited villages with a master trainer to train other women. She would show the women sample designs made by her, gave visual demonstration on

natural dyeing and emphasize on the income she generated from pursuing this craft that helped in financially supporting her family. She recalls the time when men wouldn't allow women to go out and work but now it gives her immense happiness when women learn the craft from her, continue to practice it and then teach it to more women. Today, she is a master trainer at URMUL and her work motivates many young girls and women in her community to step out of the social barriers.

IMEDF identified a Natural Dye Cluster in Bikaner under SFURTI, with an aim to skill more and more women, introduce regular design interventions and preserve the traditional technique of natural dyeing by making sustainable use of water and natural colors. Today it has proudly incorporated 650 artisans of the region in the cluster out of which 600 are women. Embroidery and natural dyeing which earlier used to be part of the women's wedding trousseau made during their leisure time, has eventually translated into a source of generating income for the migrant communities of Rajasthan.

Visit their catalogue at: <http://urmuldesertcrafts.org/>



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