

IMEDF INSIGHTS

Indian Micro Enterprises Development Foundation

ENVIRONMENT DAY SPECIAL GREEN SOLUTIONS



Solar operated charkhas and handlooms at Jungle Mahal Silk Cluster, Jhargram, West Bengal.



Silkworm reelers at Tasar Jungle Mahal Silk Cluster

IMEDF is a social enterprise vehicle of the Development Alternatives Group. Its major lines of business are cluster development, digital and retail services, and capacity building.

OUR ACHIEVEMENTS

INR 924 MILLION
INVESTED

21,136
FARMERS AND
ARTISANS

8775
WOMEN

29
CLUSTERS

12
STATES

Meet Rinku Yadav, A skilled lawyer, a passionate farmer!

In the cultural lands of Alwar, Rajasthan, lives Rinku Yadav, a 34 year-old practicing lawyer, with a keen interest in farming. Rinku was inspired by his late wife who was an ardent fruit orchard grower. Together, they had planted 400 saplings of Chikoo (sapota) and mulberry cuttings in 2.5 acres of their farm. He was provided the seeds of Chikoo from Dinker Agriculture Producers Company Limited (DAPCL), which is the Special Purpose Vehicle (SPV) owned by the farmers of Tijara SFURTI Cluster, Alwar.

Modelling the farm to be environmentally efficient, Rinku has set up a drip-irrigation system and installed a 7 hp motor, both powered by solar energy. Switching to drip irrigation, Rinku has been able to save 5000 litres of water annually with an investment of INR 30,000. Rinku also uses natural pesticides made from the abundant neem trees on his farm.

Rinku is excited to reap the first fruit harvest and shares that he wants to keep his late wife's legacy alive by keeping sustainability at the heart of the farm.



"Today the people are only concerned with sales and profit and not the health of consumers." - Rinku Yadav



For more information on Tijara Fruits and Vegetable Processing Cluster visit: dev.dinkeragri.com or write to santoshp@endpovertyindia.org





The United Nations Environment Program UNEP Campaign Slogan for World Environment Day 2022 is Only One Earth with the focus on "Living Sustainably in Harmony with Nature".

IMEDF is dedicated to using green solutions in its cluster program. We focus on designing value chains that are cyclic in nature and maintain the biodiversity of the region.

Magic Millet Cluster, Odisha adopts Liquified Petroleum Gas as a fuel

Energy

- Monthly fuel bill of generators is estimated at Rs 60,000
- LPG plant costs Rs 40,000 per month which is economical by 33%
- Provides green low carbon energy

Technology

- App-based Weather station installed at the Common Facility Centre
- Temperature, humidity, and precipitation data available to farmers
- Data on Moisture content of the soil helps in irrigation
- Forecasting helps farmers in crop plantation

IMEDF is a Nodal Agency of Ministry of Micro, Small and Medium Enterprises, Government of India for development of clusters under SFURTI (Scheme of Fund for Regeneration of Traditional Industries). The cluster development model works on green solutions such as-

- Conservation of biodiversity - Sustainable Resource Management and Regenerative Practices
- Renewable Energy -through Solar and Waste Management
- Soil Rejuvenation- Natural Farming and Agroforestry models
- Water Conservation-Rainwater Harvesting and Drip Irrigation

Udala Lemongrass & Palmarosa Cluster in Mayurbhanj, Odisha

- Tribal Farmers have done plantations of 40,000 mango, and 20,000 guava saplings, along with palmarosa, and lemongrass in 1000 acres
- The cluster uses solar energy to operate lemongrass oil distillation units
- These are 4 batteries of 3KW units each with 9 solar panels of 4*6 ft and can run for 12 hrs a day
- This results in fuel saving, pollution-free energy and electricity cost saving



Featured machines from top to bottom at Udala Palmarosa & Lemongrass Cluster, Odisha

- 1.Solar Panels
- 2.Oil Distillation Units

One stop solution for Micro Entrepreneurs

udyaME works as an enabler leveraging different products related to finance, marketing, technology and capacity building for green and inclusive 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, paperless credit delivery services for micro enterprises. A few of our entrepreneurs are:

Suneeta Sahu

Enterprise - Cosmetic shop owner
 Location - Jhansi, Uttar Pradesh
 Loan Amount - Rs. 40,000
 Date - October 2021

Vikas Kumar

Enterprise - Transportation business
 Location - Bhadohi, Uttar Pradesh
 Loan Amount - Rs. 50,000
 Date - April 2022



Drivers of economic empowerment in the country: Micro Entrepreneurs across geographies/sectors



udyaME - Rang De loans growth trajectory

ENTREPRENEUR STORY



Rajkumari at her Paper-Plate making unit in Niwari.

Rajkumari, a mother of two children and an eighth-grade pass-out owns a Paper-Plate manufacturing unit in Kenna village of Niwari district in Madhya Pradesh.

She is on a mission to spread environmental awareness on the ill-effects of plastic and thermocol-based plates used extensively at weddings and food vendor stalls through her green enterprise model. In October 2021, she purchased a paper-plate making machine worth Rs. 70,000 and is repaying the loan amount at an instalment of Rs.4,500 monthly.

Her enterprise has given employment to two individuals and earns an average profit of Rs. 12-15,000 per month. Her clientele base comprises of wedding caterers, and snacks shop owners to whom she supplies the paper plates.

She is a role model for women entrepreneurs.

SFURTI Products: Products Inspired from Green Living

AN ENVIRONMENT-CONSCIOUS RANGE



Kiphire Agro-Business Cluster, Kiphire, Nagaland

Savour the taste of local organic honey from the highlands of Nagaland.

The Good Tree

IndiaMart.com



Rope-Weaving Cluster, Muzaffarnagar, Uttar Pradesh

Want to make your guests talk about your furniture? Furniture so good, it's made with textile waste!

Sirohi

sirohi.org



Udala Lemongrass and Palmarosa Cluster, Odisha

A luxurious experience of handgrown essential oils brought to you by the tribal farmers of Odisha

Orak

soova.org



Channapatna Lacware Toys Cluster, Ramanagara, Karnataka

Get your green and mindful gifts handcrafted by the women-led Lacware Toys cluster!

Fairkraft Creations

fairkraftcreation.com

FOLLOW OUR SOCIAL
MEDIA CAMPAIGN

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Contact us at **+91-9711203125** or email us at djoshi@devalt.org for further details on our social interventions



VISIT US ON **www.imedf.in**

IMEDF is a social enterprise of Development Alternatives Group

