

# IMEDF INSIGHTS

Indian Micro Enterprises Development Foundation

## COLORS SPECIAL EDITION



Exhibition-cum-sale at Natural Dye cluster, Karnataka

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

## OUR ACHIEVEMENTS

<b>INR 924 MILLION</b>	<b>21,136+</b>	<b>8775+</b>	<b>42+</b>	<b>29</b>	<b>12</b>
INVESTED	FARMERS AND ARTISANS	WOMEN	PARTNERS	CLUSTERS	STATES

## Natural Dye cluster celebrates organic colors

Natural Dye cluster located in Shivamogga district of Karnataka organised a Buyer-Seller Meet along with an exhibition of its products from January 15-18, 2023 at Chitrakala Parishat, Bengaluru.

The four-day exhibition generated INR 16 lakhs for the artisans. The cluster is strongly led by women with 77% of its 520 artisans collectivised under the Special Purpose Vehicle (SPV) - Charaka Women's Cooperative Society. The Board of Directors of the society is also an all-women board!

The cluster makes apparel wear for men and women along with accessories at the Common Facility Centre situated at Bhimanakone village on the Western Ghats of Southern India.



Exhibition of natural dye products

For more information, visit [www.charaka.in](http://www.charaka.in)





Asha Mata Samiti Self Help Group among Top 3 Best Women's SHG ceremony

## Lac & Other Non Timber Forest Products Cluster SHG recognised by Plan India Impact awards 2022

Asha Mata Samiti SHG of 500 tribal women-led Lac & Other NTFP cluster, Jharkhand was listed among Top 3 Best Women's SHG by Plan India. The SHG comprises twelve members led by their President Smt Jawanti Topno who spread awareness on vaccination drives during COVID-19 in partnership with the Primary Health Centre of their village.

## Banki Aromatic Products Cluster exhibits at Barabati Shishira Mela

Banki Aromatic Products Cluster, Odisha participated at the Barabati Shishira Mela held at Cuttack from February 19 to 28, 2023. They exhibited handcrafted products of lemongrass essential oil, incense sticks, dish wash, car wash, and household cleaners under their brand name - Life Choice.



Banki Aromatic Products stall at the exhibition



**IMEDF in the Media**

Scan the QR Code to watch the Lac & Other NTFP Cluster, Jharkhand come live!



## Magic Millet Cluster launches brand mascot - Mr. Millet

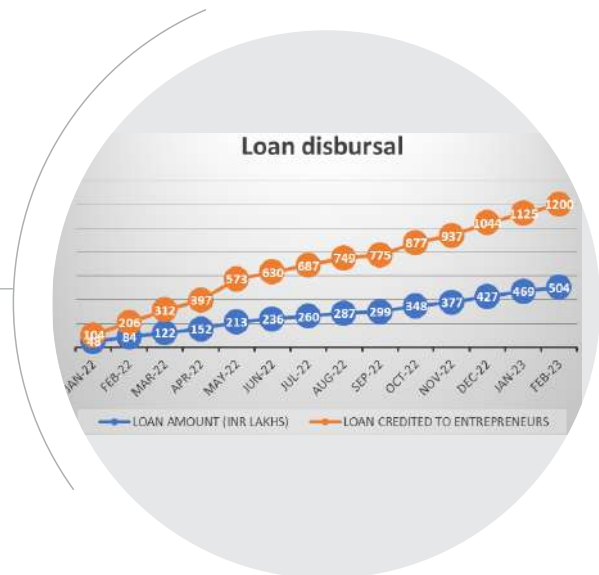
To celebrate International Year of Millet 2023, Mohanpur Magic Millet Cluster located in Mayurbhanj district of Odisha launched its brand mascot - Mr. Millet on 18th January, 2023 to promote Shree Anna. The mascot represents the traditional headgear Chula of the tribals



# One-stop platform for Micro Entrepreneurs

udyame is a phygital platform that caters to the unmet demands of the entrepreneur by delivering enterprise support services at the last mile through a network of udyame kiosks as channel partners.

IMEDF has partnered with social investing platform Rang De for low cost and timely credit delivery services for micro-enterprises.



udyame - Rang De loan growth trajectory

In just 3 months, the udyame Enterprise Fund has enabled 247 entrepreneurs, 247 job creators

**INR 1,33,49,146** Invested

**INR 1,33,25,000** Disbursed

**3487** Social Investors

**274** Entrepreneurs supported

\*As of February 2023

ENTREPRENEUR STORY



**Punam Kushwaha**, 20, worked as an assistant at a cyber café, earning INR 3,000 a month, with which she was barely able to meet her family's expenses.

Inspired by the network of information kiosks in her area, she set up her own udyame Kiosk in April 2022. She accessed credit of INR 50,000 from the udyame enterprise fund. In six months, she diversified her business by setting a printing press in January 2023.

Today, Punam not only helps her community to transact digitally but also motivates other women of the village to become entrepreneurs. She proudly shares two other girls aged around 15-16 has resumed their education after seeing her find her own wings.

# SFURTI Products

## COLORS OF OUR CLUSTERS



### Indradhanush Ke Sapt Rang

These natural dyes are made from the extracts of indigo, pomegranate, betelnut, eucalyptus, Manjusha roots, Kasim curry (jaggery for black color), and Areca nuts.

Natural Dye Cluster, Karnataka

### Lakadee Ke Rangeele Khilaune

The toys are made from hale wood and are dyed using natural colors that are safe for children.

Channapatna Lacware Toys Cluster, Karnataka



### Registaan Ke Chamakte Rang

These natural dyes are made from the extracts of locally-grown vegetables of the Thar desert.

Urmul Natural Dye Cluster, Rajasthan



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Editorial Team: Shrashtant Patara, Kanika Verma, Col. Raman Thapar,  
Smriti Ahuja, Rashika Sharma, Rajeev Kumar

Contact us at [imedf@devalt.org](mailto:imedf@devalt.org) for further details



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