



Are You Passionate about

Rural India and Sustainable Livelihoods?

Join us for a workshop on **How to Scale Rural Enterprises**

IMEDF has developed 30+ clusters of artisans and farmers (of which 40% are women-led), leading to the creation of 22,000+ livelihoods, including 9,000+ women and 12,000+ members from marginalized communities across India. Through its cluster development program of SFURTI (Scheme of Fund for Regeneration of Traditional Industries), challenges being faced by the Special Purpose Vehicles (SPVs) to take these enterprises have been identified.

The SPVs are either Co-operatives, Non-Profits, artisans, or Farmer Producer Companies. Their representatives from among the communities and members of the Management (Middle and Senior Level) have expressed desire to bring in innovations in the fields of Production, Marketing, Designing, Value-Addition, and Capital infusion so as to make them sustainable, profitable, and scalable.

IMEDF (Indian Micro Enterprises Development Foundation) is the special-purpose vehicle of the Development Alternatives (DA) group. It is registered as a Section 8 Company under The Companies Act 2013. Since 2017, it has rich experience in preparing detailed project reports, providing expert guidance on marketing and business plans, creating value-added products, and managing sustainable enterprises. To share this knowledge, we are conducting a series of interactive online workshops addressing these needs to sustain and scale rural entrepreneurial ecosystems.

The workshop on “Scaling Rural Enterprises” equips you to manage collective enterprises sustainably, addressing challenges being faced by rural communities. In the past, IMEDF has conducted capacity-building workshops for partner organizations such as PRADAN, PRAN, Manjari Foundation, Chaitanya Foundation, SBI Foundation, and BAIF.



Date: 24th April 2024 | **Time:** 10:00 a.m. to 1:00 p.m. | **Venue:** Online

Why join the IMEDF Workshop to Scale Rural Enterprises?

- Experience in managing **30+ Collective enterprises.**
- Outreach across **12 states**
- **Traditional vs Innovative Enterprises**
- **Challenges to scaling** - Marketing, Access to Finance, Technology, Capacity Building
- **Role of SPVs** - Governance, Operations, Financial Management
- **Q&A session**
- **Certificates** for online participation




Who should enroll?

Passionate and Aspiring Social Development Sector Professionals who may be Members of the Board of Directors, Middle and Senior level members of any SPV body such as a Cooperative Society, Section 8 Company, Foundation, Registered Society, Trust, or Company.

There are limited seats and this workshop would be particularly useful to share your experiences and learn from other professionals & institutions.

Program structure and course fee:

- ❖ The Workshop will be conducted **online** for three hours
- ❖ Interactive session with expert **guest speakers and subject matter experts.**
- ❖ INR 2500 per participant (exclusive of GST) + (special discount for NGOs and groups)

 <p>Live Sessions</p> <p>Group learning, at comfort of your home or office is fun</p>	 <p>Learning</p> <p>We give you time and save your money as we want you to learn</p>	 <p>Interactions</p> <p>Online Interaction with Expert is better than recorded videos</p>	 <p>Hand Holding</p> <p>Engage expert for execution support and regular hand holding</p>
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Don't miss this opportunity to advance your career and enrich your knowledge with IMEDF's capacity-building workshop on **How to Scale Rural Enterprises.**

Join us in shaping a brighter future for communities across India.

Make the payment to the following bank account and email the receipt to rsharma2@devalt.org

Name: Indian Micro Enterprises Development Foundation

Account No: 921010006516021

Bank Name: Axis Bank

Bank Address: Katwaria Sarai, Delhi-110016

IFSC Code: UTIB0004516

Faculty



Col (Retd) Raman Thapar has 38 years of experience as a defence officer in the Indian Army. Currently, he is working with Development Alternatives as a General Manager of Indian Micro Enterprises Development Foundation (IMEDF), the special purpose vehicle of the DA Group.



Sameer Kapoor is a Business Strategy Consultant with three decades of experience in the marketing industry. Presently, he is a Senior Advisor to the Development Alternatives Group.



Smriti Ahuja has over 20 years of experience in program design, management, and working with communities across India. Currently, she is a senior consultant to Development Alternatives, on their SFURTI project empowering women and marginalized communities to revive traditional rural industries.



Khalid Ansari is a livelihoods expert, with 30 years of experience in the nonprofit sector and development of micro-enterprises and artisanal clusters. He has rich experience in program development in rural areas for marginalized communities.

**Powered by the
Centre for Social Innovation and Inclusive Entrepreneurship
Development Alternatives Group**