

Micro-entrepreneurship Development Program

DISCOVER
THE
LEADER
IN
YOU



ANNUAL REPORT
2020-2021

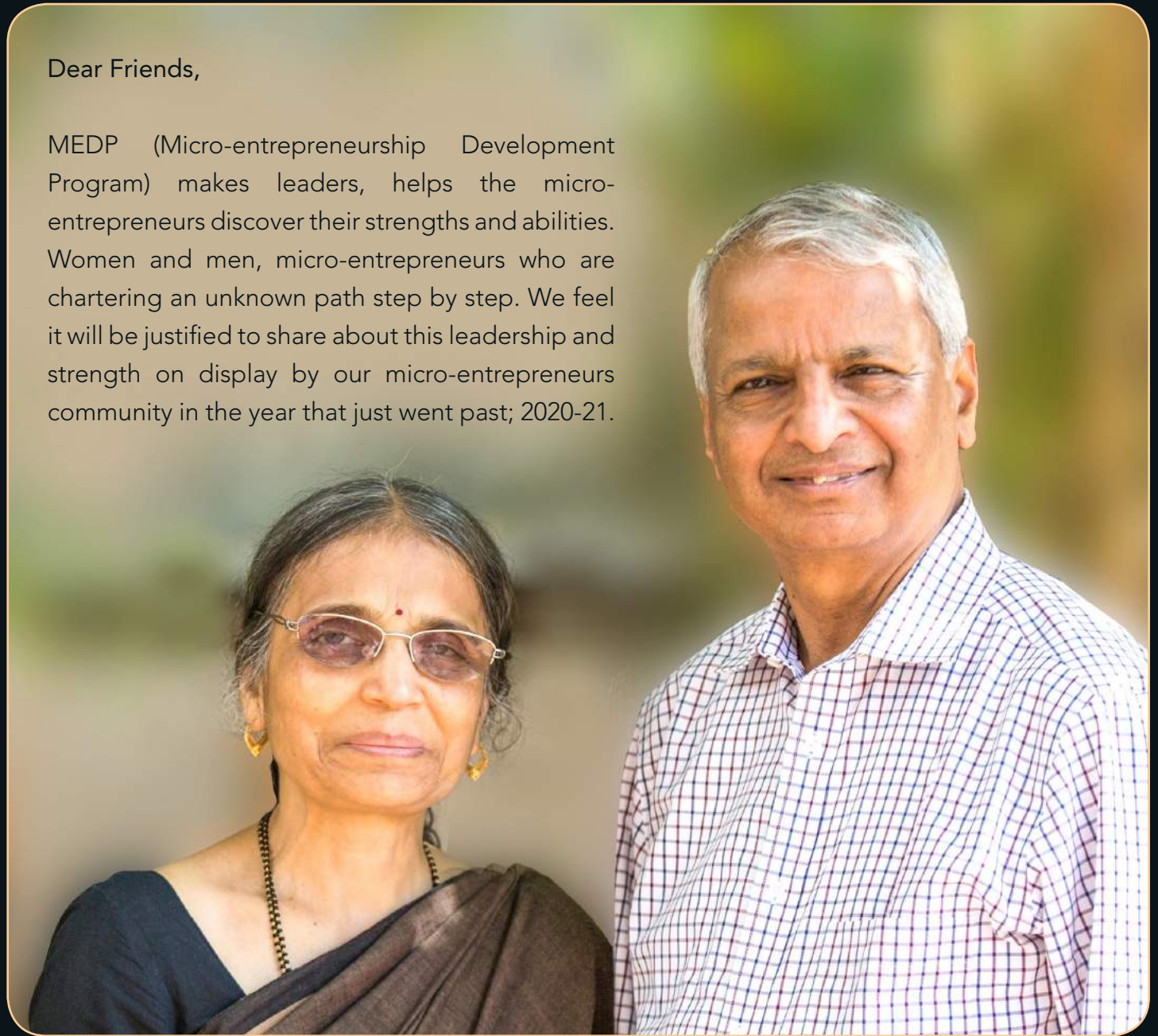
Content Index

01. Message from Founders
02. Message from CEO
03. Message from Executive- CEO's Office
04. Note by Iranna Rotte- Deputy Director, MEDP
05. Who are we?
06. Key Figures of the Program
07. COVID 19 - Adapting Fast
08. Pilots and innovations
09. Collaborations
10. Key Highlights of the Year
11. Stories of change
12. The MEDP Journey
13. Training & Workshops
 - Entrepreneurship Development Program
 - Pragati
 - Karyagara
14. Marketing
 - Udyami Santhe
 - Mega Utsav
 - Canopy Santhe
 - Corporate Santhe
 - Buyer-seller meets
15. Other Services
 - Mentorship
 - Credit Linkage
16. Groups & Collectives
 - Swavalambi Sakhi Producer Company Limited (SSPCL) (Hubli -Dharwad)
 - Santh Haralayya Leather Artisan's Producer Company (Athani, Belgaum)
 - Food processing and snacks making producers collective (Sirsi, Uttara Kannada)
17. Events at a glance
18. Our Partners, Sponsors & Funders
19. Join hands with us

Message from Desh and Jaishree

Dear Friends,

MEDP (Micro-entrepreneurship Development Program) makes leaders, helps the micro-entrepreneurs discover their strengths and abilities. Women and men, micro-entrepreneurs who are charting an unknown path step by step. We feel it will be justified to share about this leadership and strength on display by our micro-entrepreneurs community in the year that just went past; 2020-21.



The year achieved the best so far in numbers:

- **1,200** ME's onboarding the programme (so far the highest in a year).
- Direct market linkages to MEs worth **Rs. 3.65** crores (through limited number of exhibitions or Santhes).
- **200** women artisans of Hubli Dharwad forming Swavalambi Sakhi Producers Company and.
- **60** Kolhapuri Artisans too organising themselves for their own Producers Company.
- The team standardising the systems & processes and settling itself into local offices to assist communities.

These are some of the many initiatives.

Renowned poet & author Muriel Rukeyser once said, "The universe is made of stories and not of atoms". There are stories inside to speak up about the ME leaders who stood up for local peer ME's, about our colleagues who displayed courage and compassion to sustain assistance to MEs amid pandemic, about repurposing of the MEDP and some more.

We could not succeed in making our ME's avail online markets and enter any exports of their products. The primary production systems need a number of compliances before they may avail such developed marketing channels. It has helped us to prepare and plan better in the forthcoming year and we are committed to make it happen soon.

Going further, we clearly envision a **5** yearly charter for this team; the annual cumulative market returns to ME's reach **Rs. 500** crores+. The collective enterprises of Aari embroidery artisans (SSPCL), the Kolhapuri Chappal artisans and women Food entrepreneurs as representative social enterprises of North Karnataka with **Rs.100** crores+ turnover; accomplishing good governance practices. The new channels of online marketing, harnessing export potential and technology based learning of ME's would have become normal for our team and ME's. There will be new products like eco-pencils, bags from recycled pet bottles, embroidery accessories, edibles like dehydrated bananas and some more entering the livelihood support portfolio.

India has **11** crores of such ME's at grassroots who need immediate assistance. They are young, aspiring and eager to learn. We are deploying our humble resources to build models that are market oriented, easy to learn and adopt, sustainable and help them overcome their day to day challenges. This will need collaborations for knowledge, marketing and other resources. In 2020-21 we built some meaningful partnerships with NABARD, SIDBI and other institutions. Looking forward to more action in near future.

We feel happy to share that our belief in helping "Entrepreneurial Leadership" is truly taking shape here. In a single line the team and the micro-entrepreneurs (ME's) discovered the leaders within themselves in 2020-21.

Wishing everyone to stay safe, explore the potentialities of growth and we will tide over these times.

Sincerely

Desh and Jaishree

Message from CEO

MEDP is focused on increasing the ability of the micro-entrepreneurs to do business successfully and earn their livelihood. The extra employment of labour created through these micro-enterprises can also lead to the transformation of the individuals in the community.

This year was challenging for MEDP as Santhes- the marketplace for micro-entrepreneurs to sell their goods, were halted due to the COVID-19 pandemic and physical marketplace had almost come to a close. MEDP, realizing the situation, focused on generating livelihood by getting into mask production and sales. Deshpande Foundation worked with its stakeholders who needed face masks which included Chief Executive Officer of Zilla Parishad, Dharwad, Office of Police Commissioner Dharwad and frontline workers. The face masks were ordered by Deshpande Foundation and supplied to the needy during the peak of COVID-19.

This in fact led to a network creation of tailors and apparel manufacturers. We also found out that Aari training and stitching go hand in hand and that Aari Training could add value to the apparel products made by MEs. From this emerged a new OFPO concept, titled Swavalambi Sakhi Producer Company Ltd.

Innovation is definitely a stand-out trend. COVID-19 was a challenging time, and like any other challenge, it enabled MEs to get the opportunity to step up and move forward by improving their products and becoming digitalized with the help of team MEDP. All of this was accomplished in less than 1 year and is a commendable effort. 4 things were important in my opinion: the right product, the right quality, the right pricing, and the right selling strategy. I am sure that COVID-19 has brought out these aspects to the micro-entrepreneurs. The biggest improvement was learning to become digitally literate and using economies of scale. This commendable work would definitely take the MEDP family forward.



Vivek Pawar

CEO, Deshpande Foundation
Managing Trustee, Deshpande Skilling

Message from Executive - CEO's Office

The year 2020-21 happened with a variety of new experiences for everyone globally; "Covid Year". The bottom of the pyramid communities have been hit hard economically due to restricted physical movement, lockdown and similar measures to contain the viral infection. There was a repurposing of the year right from April 2020 which resulted in some very beautiful results:

- a. Initiation of all women shareholders "Swavalambi Sakhi Producers Co Ltd" in Hubli Dharwad to promote aari embroidery, bag stitching, food processing and eco-pencil making.
- b. Completion of diagnostic study and submission of a detailed project report (DPR) for development of Kolhapuri artisans's cluster in Village Madbhavi, Athani taluka of district Belagavi
- c. Successful training of women entrepreneurs and pilot marketing of Sukkelli (dehydrated ripened banana) in Uttar Kannada district
- d. Collaboration with SRLM for more relevant group enterprises; also with Mumbai based company DSGN for providing branding and marketing services and with IIM Udaipur to have better insights in planning (& become a data driven team)

The whole team at MEDP feels more bonding probably due to recent endeavors and working in new aspects of collective enterprises. A dipstick survey (NPS) of the team leaders by the team showed a remarkable matching of perceived and feedback scores.

The measurement of growth (change) from month to month or quarter to quarter is a very good sign for understanding the overall science of entrepreneurship development.

We all look forward to a disease free, happy, healthy, blissful (read Corona free) society and life. We'll continue putting our voluntary bits every month.

Much applaud to our Founder Chairpersons Dr. Gururaj "Desh" Deshpande ji and Dr. Jaishree Deshpande ji for keeping the support systems fuelled with all employee's taken care in a human manner during all these months. These memories of support will be a whole life with all of us. Thank you Desh Sir and Jaishree Madam!!



Sandeep Sabharwal

(Executive CEO Office)
Deshpande Foundation

Note by Iranna Rotte- Deputy Director, MEDP

The year 2020 was very challenging for everyone. MEDP as well as the micro entrepreneurs because of the pandemic situation. Suddenly the world went into a stop. It was a time when the entrepreneurs along with our team were scouting for new ideas and opportunities when the sudden lockdown occurred. The team MEDP realised the huge challenge in front of us. The team worked fast and organized around **200+** women and provided them with COVID relief livelihood so that they can earn some income to sustain their life during this lockdown period. **1.2+** lakh masks were produced by this women group.

We also tried to do different pilots to support entrepreneurs to help them survive from this sudden shut down by providing them regular guidance virtually on how to plan and manage their business in the pandemic situation. Also, we supported the entrepreneurs by venturing into digital marketing as physical exhibitions were not happening in the location.

On the program level we worked on to standardize the structure and create SOPs for smoothened functioning in the future and to replicate the same work in other locations. On a very positive note, the team was able to conduct various marketing activities that helped entrepreneurs after the lockdown to make more sales and hence income. In fact, the team could collectively set a record sales through our platforms since inception. We also provided some financial support for the selected entrepreneurs who are facing issues in business and the small fund helped them to continue their business.

We look forward to supporting micro entrepreneurs to scale their business in the upcoming year. The coming year we target to provide marketing support through all possible channels and set a new record in this. As a program our focus will be for innovation and to build sustainable business - a model that can be scalable and replicated in different locations.



Iranna Rotte

Deputy Director, MEDP
Deshpande Foundation



Who are we?

Micro-entrepreneurship is the second-most critical sector for global transformation after agriculture. In rural India, **70 to 80%** of the population is dependent on agriculture for their income, while **5 to 10%** of the population are micro-entrepreneurs.

We are one of the few programs focused for microentrepreneurs. MEDP trains microentrepreneurs to excel with best business practices and then assist them in scaling up to become a sustainable enterprise

Program offers the mentorship assistance for micro-entrepreneurs to scale better and faster.



Vision:

To help local & small entrepreneurs thrive by providing training, handholding and mentorship enabling micro-entrepreneurs to scale better and faster



Key Figures of the Program since Inception



Outreach

27K+ ME's

ME's trained

14K+



ME's supported

4,200 ME's

Employment Created

1,400+



Marketing linkage

Rs 8.2 Cr INR

Credit linkage

Rs 2.980 Cr INR



COVID- 19: Adapting Fast

Many micro business entities and micro entrepreneurs have faced serious challenges in these uncertain times during pandemic. These tough times have called micro entrepreneurs to adapt to the digital mode of selling. The team identified the rising demand for mask and sanitizer and gradually tapped opportunity by providing livelihood to our ME's.

These markets shall leverage a microentrepreneur and have paved a way in technological based solutions.

A deep dive into supplying essential face masks

- Masks manufactured & supplied by **36+** microentrepreneurs
- Total quantity of masks made: **1.72** lakhs
- Total sales worth: **Rs 24.5** lakhs
- Online Awareness & COVID-19 Protection Campaign to our microentrepreneurs & other: **500**



Pilots



nStore

A digital platform offering market access and product access solutions to unorganized/and organized Businesses through Online Union Offline (OUO) Model

Total amount of Sale by ME's: **Rs 37,000+ (INR)**

Total ME's participated: **26**



Deasra

It is a platform which offers micro, small and medium entrepreneurs to set up, manage and grow a business through a simple and entrepreneur friendly array of support services.

Total No. of ME's availed Happy Loans: **06**

Total Amount disbursed: **Rs 2.75 Lakhs INR**



Paytrac

It helps the microentrepreneurs to securely monitor and track transactions of their businesses and also automatically track UPI, PoS, Wallet, Online payments across all modes.

Total no. of ME's installed Paytrac app: **15**

Total active user: **07**



Upgrowth

UpGrowth is a marketing company that enables established businesses to achieve rapid and sustainable growth through data-driven marketing solutions and creative campaigns that drive customer acquisition and engagement.

Helped MEDP in building social media strategies and gain online market

Reach of our post: **8.3K people reached**

Collaborations

An MOU agreement has been signed between DSGN & DF under a collaboration model to support products from our collectives.

This collaborations will help build brands which will be owned by producer companies Agreement has been signed between two parties

Mr. Manish Kelshikar (Founder & Chief Creative Officer, DSGN) and Deshpande Foundation Mr.Vivek Pawar(CEO, Deshpande Foundation)



Social Immersion of IIM-Udaipur to MEDP

IIM Udaipur and DF are under an MoU wherein team IIM is helping MEDP with data analytics and recommendations for improvements in this program.

In Dec 2020 Dr. Prakash and Dr. Kavya from IIM U visited DF and undertook field visits to Santhe and had discussions with our MEs. This MoU has also created opportunities for the program as well as the students from this institution to collaborate in terms of live projects and internships.



Key Highlights of the Year



1,200 ME's on-boarded in MEDP program



Rs. 3.5 Cr marketing linkage to micro entrepreneurs achieved even during Covid challenges achieved through various marketing events like canopy Santhe, Udyami Santhes and Mega Santhes



201 ME's / 492 ME's moved to higher level: Out of the 492 ME's in the list a total of 201 ME's moved to higher level in terms of income generated resulting in 40.85 %



2X growth of ME's in terms of : Cumulative monthly turnover of 492 ME's increased from around 53 L grown to 1.56 Cr so 2x growth in turnover of 492 ME's



Location wise teams took charge increasing the outreach





Handholding SSPCL (Location: Hubli-Dharwad)

- 200+** women producers organised into a producer company
- Swavalambi Sakhi Producers Company Ltd. formed with more than **Rs. 1 lakh** paid up equity
- 1.72 lakh** masks produced and sold during the Covid 19 period securing livelihood for tailoring women



Leather cluster (Location: Belgaum)

- Cluster development activities and mobilisation of Kolhapuri leather chappal artisans in Madabhavi village, Belgaum
- A DPR prepared for assisting **200+** artisans prepared and submitted to NABARD
- Santh Haralayya Leather Producers Company Ltd. registration for the Kolhapuri chappal artisans is underway
- Innovative product development integrated into the Kolhapuri chappals
- First order of **1,800** chappals through the company placed



Food cluster (Location: Uttara Kannada)

- Product development of bananas into sukkeli (dehydrated bananas)
- 45** women trained for formation of group enterprises for this product
- Test marketing done
- Banana procurement directly from farmers finalised
- Machine innovation from **3** – phase connection required machine to single phase connection required machine in progress in order to make it more feasible to use in village locations



Collaborated with Marketing partners like DSGN and Creative Dignity to help the producers

Stories of change

Ms.Anitha and Ms. Samantha

Anitha and Samantha are sisters from Muchukoor village, Sirikonda Mandal. Ms.Anitha is a home-maker and used to run a small tailoring business while Ms.Samantha, after graduation, wanted to support her sister's entrepreneurial journey. The sisters found it difficult to get the outreach to the right market and financial management for operating the business. This is when they offered its support....



“ We attended sessions for micro-entrepreneurs in entrepreneurship development. After this we got the confidence to expand our business and hence joined a training program in “Jute bag making” conducted by MEDP. Later on we also received financial support to buy a jute bag stitching machine. Now we make 200+ jute bags of different designs and also participate in santhes conducted by MEDP. ”

Ketaki Somankoppa

Ms. Ketaki a young micro entrepreneur from Dharwad who has done her B.com but her passion drew her to choose the field of fashion designing. She is a true warrior in every sense, after losing her father at an early stage of life she stood front of responsibilities and never let any downfalls affect her. She runs a small business of cloth bags, saree kuchu, silk thread jewellery and many more creative offerings.



“ Earlier, I used to work in a Private bank to support my family. But I always wanted to pursue something that could give my creative talent a true worth. It was during this time I actively started looking for an opportunity in business because my previous job was not paying me enough to support my family. After joining MEDP and attending Pragati training I could confidently set up my business and scale. Now I am earning more than 20,000 per month and hoping to grow fast. My dream is to set up my own boutique. ”

Testimonials from cluster initiatives

“Our strength is the variety of talent and skills that we have as a group, Our aim is to organize ourselves to reap success and be independent. Thanks to MEDP for helping us realize a dream of owning our own company”



“We don't get good value for our chappals. The involvement of agents in the market is high. We can't go to the market to sell it directly so we need an agent or a company to do this. A company for us is possible only if we are united. We thank MEDP for hand holding us in this mission.”



The MEDP Journey



• 2011: Navodyami takes its shape in 2011 with 2 members in the team

Navodyami starts its operations in **5** districts in the North Karnataka region. A gap was identified when it came to handhold and support micro and small entrepreneurs in the region even when there were organizations like TiE and other govt. organizations like DIC, MSME dept. etc. targeting entrepreneurship development.



• 2011 -13: Started with funding support to ME's

- Financial support was given called as 'Awards' to some identified MEs
- Process of identification: Navodyami support announced and applications invited <ME's apply> Eligible ME's invited for entrepreneurship development training < Assessing the ME's based on a panel's suggestion consisting of bankers and other mentors
- Every year around **500-800** entrepreneurs are given training and finally grant money is awarded to selected **10-20** ME's.



• 2013 – 14: Award 2.0 was initiated in order to reach more beneficiary ME's.

- Started distributing the grant amount in phases for better monitoring



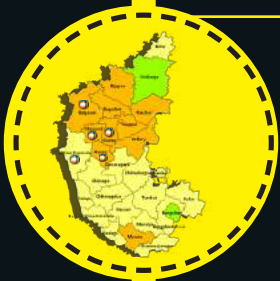
• 2014 - 16: Prabhavi Navodyami Pratiyogita launched

- As part of scaling the project, instead of giving grant directly we started to connect ME's to banks for loans in which the interest was paid by the program. Navodyami continued its support in terms of EDP training.



• 2016 - 17: Expansion of the program

- Expanded the program by launching in Kakatiya sandbox, Nalgonda sandbox and Eksoch sandbox
- Ventured into providing marketing support for ME's
- 'Karyagara' launched – Trainings and workshops to ME's on accounting, book keeping etc.
- Legal registrations of Navodyami for business operations
- A retail outlet under the brand name Navodyami opened selling curated products of artisan ME's.
- Stepped into organising exhibitions called as 'Navodyami Santhes'



• 2017: Decided to concentrate in the 5 North Karnataka districts

- Stepped out of operations from Ek Soch sandbox and Nalgonda Sandbox



• 2017 - 18: UNDP - Navodyami collaborated for giving trainings for aspiring, existing and self employed ME's. Phase 1 of UNDP projects starts:

- Awareness programs conducted reaching out to **10,000 +** people
- **3,000 +** EDP trainings conducted
- **1,000 +** women ME's supported with regular services like Karyagara, Pragati - a skill orientation and development program etc.



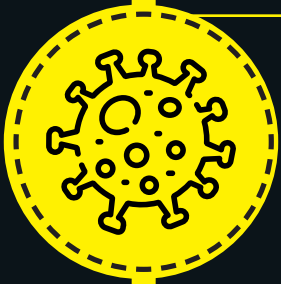
• 2018 - 19: UNDP phase 2

- Introduced mobile vans for organizing sales in different locations
- Bizz sakhi model introduced
- **100** women ME's identified and given rigorous trainings and support
- This **100** women make a group of **10** women each and support them by sharing their knowledge and support to start/ scale their enterprises



→ • **2019 – 20 : Started thinking on the lines of relooking into the program model. Renamed as Micro Entrepreneurship Development Program (MEDP)**

- Took a step to expand MEDP by venturing into organising and handholding collectives
- Kolhapuri chappal artisans cluster was identified in Athani, Belgaum dist.
- A special team was inducted into this location to develop this cluster
- Mega santhe was tried first in Hubli
- Mega santhes marked as a great. It is conducted as a grand event compared to regular santhes and was successful in attracting more crowd and sales for the attending ME's
- Ventured into a more scientific and data driven approach for providing service.
 - Onboarded MEs were identified into different levels according to their business scale and turnover
 - MEDP services stream lined according to ME's need identified
 - Later we expanded it to other locations



→ • **2020 - 21: Supported ME's even during difficult COVID situations**

- A women collective action force created to generate livelihood during pandemic
- **1.7** lakhs masks were stitched and sold
- Registration of first collective with MEDP support done on 9th Oct, 2020
- **200** women from Hubli – Dharwad got together to form Swavalambi Sakhi Producer Company



→ • **2021 and forward: We continue to support ME's by providing support and services for them to scale**

- At present we are providing the following services to individual ME's:
 - Marketing support – Conducts Santhes, Mega santhes and canopy santhes and thinking of venturing into corporate santhes, own retail shop and online e-commerce platform
 - Pragati training for skill orientation and development
 - EDP trainings to enhance entrepreneurship skills in ME's
 - Credit support
- At the collective level we are:
 - Nurturing producer owned companies by :
 - Helping them organise and have a collective voice
 - Drafting a business plan and approaching potential funders
 - Link to designers for design interventions and improvement according to the market needs
 - Creating their own brand by linking to industry experts
 - Handhold for the initial years until they sustain

Trainings and Workshops

Entrepreneurship Development & Training Programs

These training programs help educate & develop microentrepreneurs with various business & social aspects. It helps them learn with problem solving, conflict management, leadership, communication, negotiation skills through a medium of role play, indoor and outdoor activities. Apart from these the entrepreneur is also taken through various accounts & operation support required to run a business such as bookkeeping, cost of production, supply chain & 7P's of marketing thus enabling the ME to assess himself/herself and the business.

Total No. of ME's attended: **916**



Pragati Training

Pragati is a skill building initiative of MEDP Program. In this program the entrepreneurs are mainly offered creative skill development workshops and a chance to learn from experienced trainers. It helped the entrepreneurs to take their passion to the next level while they get trained in a certified training course.

Total No. ME's attended: **411**



Karyagara Training

'Karyagara' was launched in the year 2017 with the objective to educate entrepreneurs across various modules in financial literacy. Most of the micro-entrepreneurs while setting up enterprises aims at growing and scaling up, but most of the time they are limited by how to manage finances better. Also, the changing world has created a gap in theoretical and practical knowledge to set up and use online accounting & digital payment platforms, complete compliance procedures and GST registration process in many of the Micro-entrepreneurs. Through Karyagara, MEDP empowers micro-entrepreneurs to become independent and informed about financial and business decisions.

Total No. of Workshops conducted: **02**

Total No. MEs Participated: **16**



Marketing

Udyami Santhe

Micro-entrepreneurship Udyami Santhe is an ordinary market platform for exhibition and sale of the products of micro-entrepreneurs. These exhibitions facilitate sales and direct customer engagement as compared to their prior means of sales through middlemen, resulting in lower profit margins. Besides generating sales for micro-entrepreneurs, the regular santhes help them reach a larger customer base and understand the evolving demands of the customers.

Total no. of Udyami Santhes conducted: **10**

Total no. of stalls: **408**

Total sales: **Rs. 95 Lakhs**



Mega Utsav

Mega Utsav is a grand exhibition cum sale event organised by MEDP. The main aim of Mega utsav is to serve as a marketing channel for Micro-entrepreneurs of North Karnataka and help stimulate their income to multi folds compared to regular santhes. This Utsav takes place at district level location with the capacity of 70+ stalls accommodated under one roof and also clubbed with recreational activities, awareness workshop and motivational speaking.

Total no. of Mega Santhe: **3**

Total no. of stalls: **278**

Total sales: **Rs 1.84 Cr**



Canopy Santhe

Canopy santhes are created to further penetrate into the market. A small canopy marketplace is organised in different locations identified for high footfall. The products of entrepreneurs are stocked up in a mobile van and set up under a canopy in multiple locations on different days.

Total no. of canopy stalls set up: **143**

Total sales: **Rs 92,290/-**



Corporate Santhe

The corporate santhes are organized in the facility of a corporate campus/office/premises and incur no extra cost to the company hosting it. Marketing team identifies the potential areas and formally approach the administration to secure the stalls and the same will be allocated to deserving ME's

Total No. of Stalls: **111**

Total sales figures 2021-22: **Rs 2.1 Lakhs**



Buyer-seller meets

The buyer - seller meet provides a platform for entrepreneurs and buyers at one place to meet directly to discuss potential business opportunities. Such meets helps entrepreneurs and buyers to finalize orders, share ideas and give points of improvement in the product required for the market to respond positively.

Total no. of Buyer - seller meets conducted: **4**

Total no. of MEs participated:**115**



Other Services

Mentorship

The program offers a microentrepreneur direct connection to industry experts one to one. A mentor helps them track their business entity and get guidance on how to move forward. In addition to this it also gets them motivated, gain requisite knowledge, know various opportunities from govt, helps in networking. It is a mutually beneficial and rewarding process on both professional and personal levels.

No. of Mentorship sessions conducted: **12**

No. of people ME's [participated: **187**



Credit Linkage

This program is aimed to help micro entrepreneurs in developing their business by linking them to suitable credit institutions and services. A process through which the MEDP team connects a ME to a suitable bank or credit/ grant giving institution based on their business calibration and support with the capital required to expand their micro enterprise.

Total value of credit linkage achieved: **Rs 38.87 Lakhs (INR)**



Groups & Collectives

Team MEDP is committed to help build “Collective Enterprises” of artisans and primary producers with the help of shared infrastructure, markets and services; avail common opportunities using economies of scale.

The pilots are:

- A women producer company in Hubli - Dharwad region
- Kolhapuri chappal making leather artisans
- Food processing and snacks making women producers collective



Swavalambi Sakhi Producer Company Limited (SSPCL) (Hubli -Dharwad)

While the idea of a collective was there since 2019, it is the lockdown due to COVID-19 that catalysed the process of working collectively for the mask production. This marked the beginning of SSPCL. It took its shape and finally got registered by 9th oct, 2020. A paid up capital of more than **Rs.1 Lakh** is already collected. SSPCL is a **200** member women collective who are tailors, aari embroidery trained women and women making homemade food and snacks. SSPCL is in the foundation steps helping the women to earn sustainably and become a self reliant community owned enterprise. Last year we imparted a training supported by NABARD to a **30** member group on bag production for a brand called BAG FOR EVER. This group will eventually work together to be a production centre with a buy back agreement by the marketing agency - DSGN. Apart from this the members of the company attended several exhibitions supporting them with a market connect and aid in getting sales.



Santh Haralayya Leather Artisan's Producer Company (Athani, Belgaum)

Madabhavi is a village that has traditionally been the production hub of Kolhapuri chappal. The artisans of this village have come together and are building up their own producer company supported by Deshpande foundation. This village also comes under the GI tagged area for traditional Kolhapuri chappal. A DPR is made with a clear plan to scale the business and make this artisan owned company self sufficient. A paid up capital of more than **Rs. 62,000** is already collected from **62** artisans. Also, this year showed a grant allocation of **Rs. 4,00,000** for the company to start its first production and take the chappals under one brand to the market.



Food processing and snacks making producers collective (Sirsi, Uttara Kannada)

Uttara Kannada being naturally abundant in raw materials like banana, jackfruit, pineapple, honey, kokum, mango and sugarcane along with an added advantage of a good presence of home-based food processing units led us to think of a food based cluster. Food products unique to this area such as sukkeli, banana chips, jackfruit chips, banana papad, jackfruit papad, todadevu, appemedi pickles are identified and will be slowly added into the list of products in this collective enterprise.

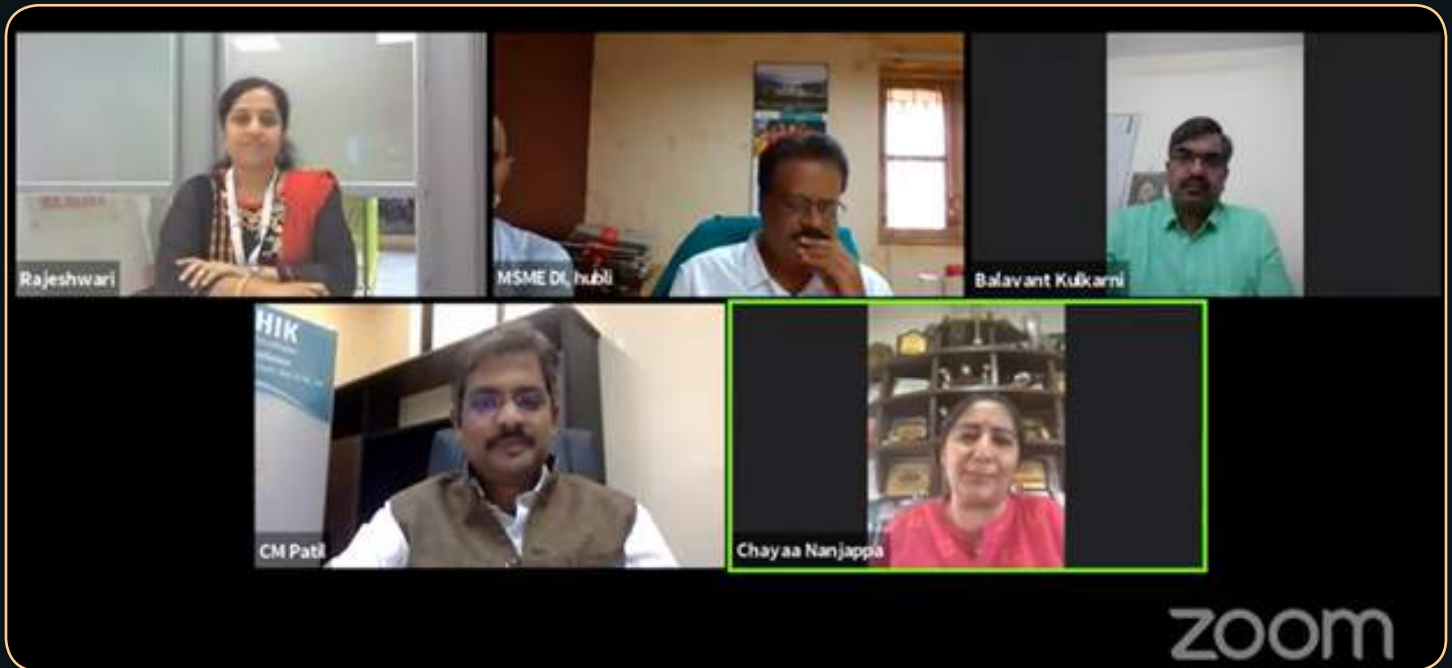
To start with, 'sukkeli', a food product which is a dehydrated ripe mittle banana is chosen. This year marked an orientation given to **85** WSHGs from Sirsi – Siddapur region from which **42** women came forward to set up a unit. The training on banana processing was conducted for the identified **42** women with NABARD's support. The planning of a total of six units with 5-6 women in each group has also taken place with potential collaborators.



Events at a glance

Udyam Samvada series

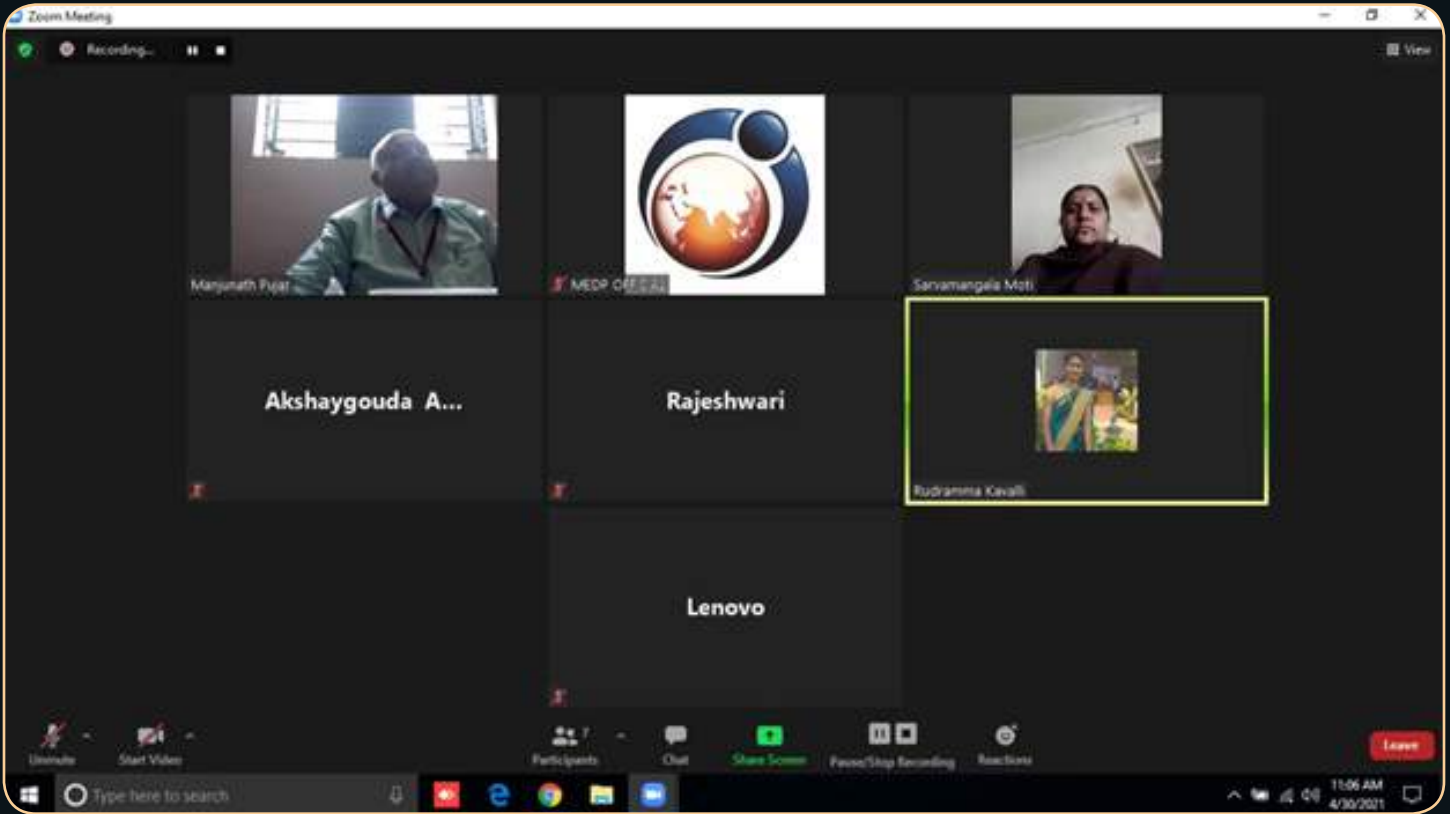
“Udyam Samvada series” - A conversation about the enterprise with MSME director (Hubli), Divisional manager, Canara bank, Founder Nectar Fresh India, CEO, Deshpande Startups and Deputy Manager, MEDP



“Udyam Samvada series” - A webinar on ‘Business in the times of distress’ with Founder, Wise Owl Consulting, Associate, MEDP and Ms. Neelima Tippavajhala a Self-made Entrepreneur.



From the online awareness sessions, trainings and workshops conducted during lockdown



Certificate distribution to women who completed aari training



First AGM of SSPCL



Bag For Ever



News & Media Publication



ಹುಬ್ಬಳ್ಳಿ: ನೂರಾರು ಮಹಿಳೆಯರಿಗೆ ಉದ್ಯೋಗ ನೀಡಿದ ದೇಶಪಾಂಡೆ ಫೌಂಡೇಶನ್

ಪಬ್ಲಿಕ್ ನೆಕ್ಸ್ ವಿಶೇಷ ಸ್ಪೋರಿ: ಈರಣ್ಣ ವಾಲಿಕಾರ

ಹುಬ್ಬಳ್ಳಿ: ಅವಳಿ ನಗರದಲ್ಲಿ ಸುಮಾರು 200 ಕ್ಕೂ ಹೆಚ್ಚು ಮಹಿಳೆಯರು ಮಾಸ್ಕ್ ತಯಾರಿಯಲ್ಲಿ ತೊಡಗಿಸಿಕೊಂಡಿದ್ದಾರೆ. ಪ್ರತಿಯೊಬ್ಬರು ಕುಟುಂಬ ಸಲಹಲು ಬೇಕಾದಷ್ಟು ಆದಾಯ ಗಳಿಕೆ ಮಾಡುತ್ತಿದ್ದಾರೆ. ಇದುವರೆಗೆ ಸುಮಾರು 50 ನಾವಿರ

Gadag entrepreneur helps 110 villagers earn their livelihoods after lockdown

RAGHOTTAM KOPPAR @ Gadag

OVER a hundred youths who lost their jobs during the Covid-induced lockdown managed to become Atmanirbhar after they got trained at tailoring and dress designing from an entrepreneur in Shigali village here. Now, they are earning enough to lead a comfortable life.

Mahadev Badami, dress designer and tailor who owns Anupama Dresses, has made his name at sewing traditional skirts, veils and children's dresses. As he was getting enough orders, he used to get them sewed from skilled workers of different parts in and around the district.

While lockdown was enforced, many skilled tailors found it hard to supply their dresses as transportation had become a barrier to them. Then Mahadev thought of training needy youths and migrants who were in search of jobs after the scare

Mahadev said, "I am happy that many people are working with me. After the lockdown, many skilled tailors did not turn up due to the lack of transportation. Then I have decided to give the same work to those who are needy. I have selected 70 and trained them in the beginning and now there 110 tailors with me in my own village. I am also thankful to Deshpande Foundation of Hubballi and Shivakumar who helped me to become an entrepreneur."

Sunetra Kallolimath, a woman from Shigali said, "I was working at Bengaluru and had no job for more than a month. Mahadev came to me and asked if I am interested in tailoring. I agreed as I have to earn for my family. I am happy that I am earning Rs 8,000 per month in my native and now I have decided not to leave this as this is a good amount in places like Shigali where the cost of living is too less comparatively."

ಹುಬ್ಬಳ್ಳಿ: ದೇಶಪಾಂಡೆ ಪ್ರತಿಷ್ಠಾನ ಉದ್ಯಮ ಸಂವಾದ 2020 ವೆಬಿನಾರ್ ಸರಣಿ ಕಾರ್ಯಕ್ರಮ

ಹುಬ್ಬಳ್ಳಿ- ದೇಶಪಾಂಡೆ ಫೌಂಡೇಶನ್ ವತಿಯಿಂದ ಉದ್ಯಮ ಸಂವಾದ 2020 ವೆಬಿನಾರ್ ಸರಣಿ ಕಾರ್ಯಕ್ರಮ ಹಮ್ಮಿಕೊಳ್ಳಲಾಗಿದೆ.

ಸೆ. 15 ಬೆಳಿಗ್ಗೆ ಮುಂಜಾನೆ 11:30 ರಿಂದ ಮಧ್ಯಾಹ್ನ 1:30 ರ ಆನ್‌ಲೈನ್ ZOOM ಟ್ಯಾಬ್ ದಲ್ಲಿ ನಡೆಯುತ್ತಿದೆ...

ಅನುಸರಿಸಿ Registration Form

200 women form startup to make masks for COVID-19 battle, now deluged by orders

With their husbands being laid off or facing salary cuts amidst the lockdown, these women decided to supplement the family income through a new venture.

ಮಹಿಳಾ ಉದ್ಯಮಿಗಳಿಗೆ ಸಖಿ ಬೆಳಕು

ಸ್ವಾವಲಂಬಿ ಬದುಕು ರೂಪಿಸಲು ಸಹಕಾರಿ ಸಖಿ ಉತ್ಪಾದಕರ ಕಂಪನಿಯಿಂದ ಆರ್ಥಿಕ ನೆರವು

ಸ್ವಂತ ಶಕ್ತಿ ಗಳಿಸುವ ತನಕ ಬೆಂಬಲ

ಮಹಿಳಾ ನಿಯೋಗದ ಕಾರ್ಯಕ್ರಮ

NEWS 18 ರಾಜ್ಯ ದೇಶ-ವಿದೇಶ ಸಿನಿಮಾ ಕ್ರೀಡೆ ಲೈವ್ ಸ್ಟ್ರೀಮ್ ವಿಡಿಯೋ ಫೋಟೋ Live TV ಟ್ರೆಂಡ್ Corona

ಖಾದಿ ಮಾಸ್ಕ್ ತಯಾರಿಸಿ ಆತ್ಮನಿರ್ಭರರಾದ ಹುಬ್ಬಳ್ಳಿಯ ಸಬಲೆಯರು; ಮಹಿಳಾ ಸಬಲೀಕರಣಕ್ಕೆ ದೇಶಪಾಂಡೆ ಪ್ರತಿಷ್ಠಾನದ ವಿಶೇಷ ಪ್ರಯತ್ನ

Our Partners, Sponsors & Funders

PROJECT PARTNERS					
EVENT PARTNERS					
MARKETING PARTNERS					
TECHNOLOGY ALLIANCES					
KNOWLEDGE PARTNER					

Join Hands with us:

We are seeking partnership with:

- Online/ e-commerce entities for marketing micro entrepreneur's products and working organizations who are creating impact with innovative, sustainable and scalable ideas
- Dynamic individuals, creative designers, volunteers, interns & changemakers to support and collaborate with MEDP
- All the corporates and companies who can extend support to offer a space at their facility for micro entrepreneurs to exhibit their products



You can write/call us : microentrepreneurship@dfmail.org

Whatsapp: +91-7760-965-490

Please know that each and every action minor or major stands important to us in this space of entrepreneurship.



@DFmicroentp



@microentrepreneurship



@DF Micro-Entrepreneurship



microentrepreneurship@dfmail.org



www.deshpandefoundationindia.org



Deshpande Startups, Next to Airport, Opp to Gokul Village, Gokul Road, Hubballi, Karnataka - 580030.