

# imedia

Connecting Youth to Opportunities

Indian Minority Economic Development Agency

भारतीय अल्पसंख्यक आर्थिक विकास अभिकरण

# INTRODUCTION

Indian Minorities Economic Development Agency, a section 25 not for profit company, registered in 2015 in New Delhi, is working on the vision of connecting youth to opportunities by **partnering** with the Government and the industry and multiplying the community level processes through building leadership, empowering civil society groups and creating networks.

IMEDA aims **to facilitate youth** to access business and entrepreneurship opportunities, education, jobs and skills development and livelihood security programs by facilitating linkages across the public and private organizations and creating synergies for economic opportunities for the youth and empowerment of economically weaker sections among minorities in India.

## VALUES

### **Humanity**

IMEDA believes in providing assistance without discrimination we promotes mutual understanding, friendship, cooperation and lasting peace amongst all peoples.

### **Impartiality**

IMEDA does not discrimination as to race religious beliefs, class or political opinions. Neither takes sides nor engages at any time in controversies of a political, racial religious or ideological nature.

### **The Pursuit of Excellence**

at IMEDA, we strive to achieve the most effective practices and highest quality in services and programs we deliver.

### **Collaboration and Cooperation**

for developing solutions we encourage cooperation, partnership, effective communication, and seeking the understanding of other parties' needs.

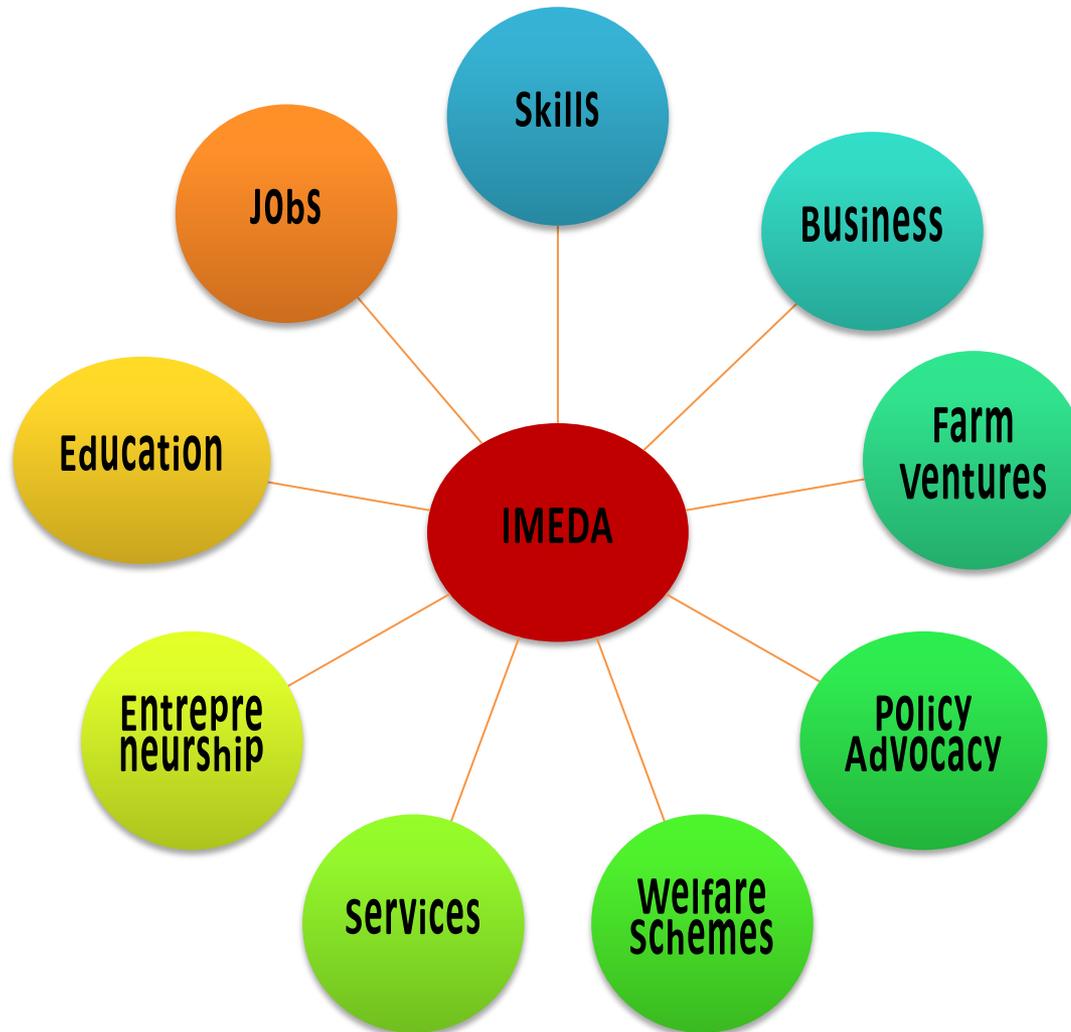
## MISSION

Organizing and facilitating minority community youth to avail opportunities in terms of skills, training, entrepreneurship, education, jobs, employment and self-employment, business startups and businesses scaling, Governmental programs and schemes by leveraging upon the potential and powers of the information, markets, institutions, technologies, and partnerships.

## VISION

IMEDA envisions to empower the community by connecting youth to schemes, businesses, and market opportunities so as to integrate and enable them to play a vibrant role in the social and economic development of the nation.

# FOCUS AREAS



# STRATEGIC OBJECTIVES



To sensitize the community specially youths on educational and employment issues and opportunities.



To act as the think tank, databank and centre of information dissemination, education, and awareness of the government schemes, programs, and opportunities to enable and empower youth.



To act as the catalyst in the economic development of minority community by linking them with the trade, industry, technologies and the markets.



To work closely with the corporate sector, banks and institutions for initiating, implementing and completing the CSR programs on skills, entrepreneurship development and livelihood projects.



To organize training, entrepreneurship and project facilitation workshops for youth and Train the Trainer programs for partner institutions and IMEDA district and down level Associates.



To help the small-scale business ventures through professional training by the industry and linking them with the technology and financial institutions and markets.



To help to form NGOs for taking up developmental projects at district and state levels under various Government and private sector schemes, and national and international funding bodies.

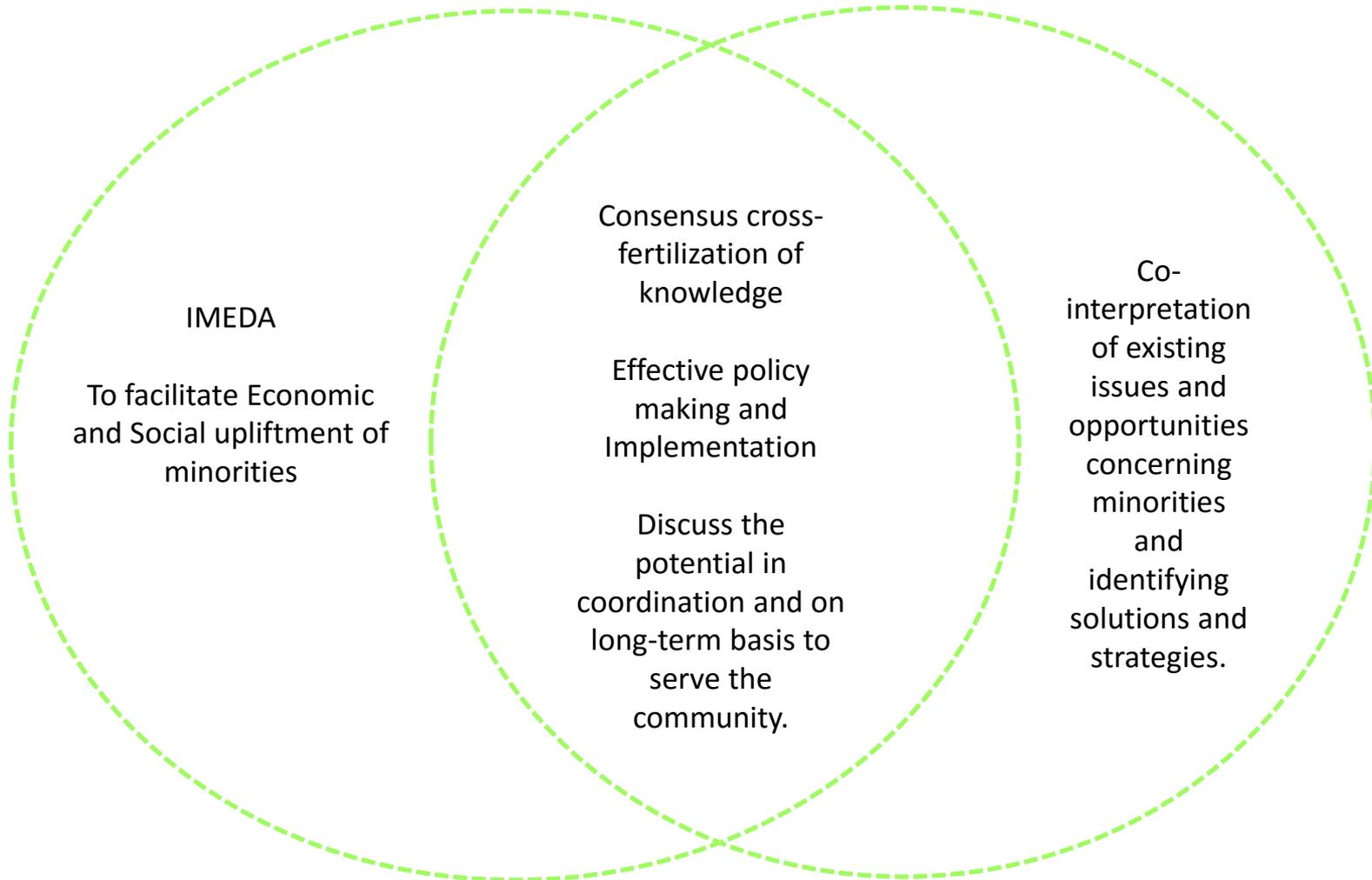
# MUSLIMS ON EDUCATION, SOCIAL AND ECONOMIC LADDER

- ④ 42.7% of Muslims in India are illiterate.
- ④ Muslims are the only community to have **an illiteracy rate** higher than the national rate among all communities.
- ④ The national overall literacy rate for Muslims is 59.1% against national literacy rate of 64.8%.
- ④ Males literacy rate is 67.6% against the national male literacy rate of over 80%.
- ④ Female literacy rate is 50.1%, against the Indian women national literacy rate of 65.46%.
- ④ Muslims have the lowest share of working people - about **33%** - among all religious communities in India.

# MUSLIMS ON EDUCATION, SOCIAL AND ECONOMIC LADDER

- ① **11.61** crore Muslims are the part of non-working population.
- ① Less than **24%** of regular workers from the Muslim community are employed in the public sector or in government jobs.
- ① Only about 27 per cent of the Muslim workers in urban areas are engaged in regular work while the share of such workers among SCs/STs, OBCs and Hindu UC workers is 40, 36 and 49 percent respectively.
- ① Higher presence in '*persons below poverty line*'.
- ① The participation of Muslims in the self-help groups (SHGs) and other micro-credit programs is very limited. The review of government programmes suggests that Muslims have not benefited much from them.

# PURPOSE OF THE MEETING



# KEY INITIATIVES

## **IMEDA Education Support Centre (IESC)**

To provide information on admissions in schools, colleges, universities and institutes, scholarship, free or affordable coaching institutions and help students access and fill up applications forms, letter of recommendations statements of purpose as per guidelines and also extend any required help.

## **IMEDA Job Support Centre (IJSC)**

To share opportunities such as latest Jobs vacancies, trainee & volunteer requirements, using various social mediums (Website, FB, LinkedIn & Whatsapp) and also arrange job seeker workshops. Starting a recruiting services portal and BPO for drivers, guards, tailors, call centre executives and so on.

## **IMEDA Women Empowerment Centre (IWECE)**

To provide information on several schemes and government initiatives to promote girl child education. Link women with livelihood schemes, and skill development programs. Enhance women knowledge, and promote Government schemes on health education, water, and sanitation.

# KEY INITIATIVES

## **IMEDA Research & Advocacy Centre (IRAC)**

To strengthen evidence-based advocacy, generate evidence and assessing the status through conduct surveys, regular studies, and social audit. Ensure a favorable policy framework and an enabling environment. Social audits for 100 percent delivery of the services and realization of entitlements.

## **IMEDA Business Support Centre (IBSC)**

To provide assistance on approvals, application and seeking out the right channels in government. Assess training needs. Provide media support and information on loan/finance at lower interest, and subsidies to promote startups, small-scale ventures, technology upgradation, and mobilization.

## **IMEDA NGOs Support Centre (INSC)**

To create minority led NGOs (non-government organizations), CBOs (community-based organizations), FPOs (farmer producer organizations) and Startups companies at district levels for accelerating economic empowerment. Establish linkages and assist NGOs in securing CSR projects and grants.

# KEY INITIATIVES

## **IMEDA Skill Development and Entrepreneurship Centre (ISEC)**

To ensure leadership and entrepreneurial development provide understanding on how to initiate and execute an idea, knowing the market. Collaborate with the government/ministries to provide information on schemes as well as professional training and other support to the eligible candidates.

## **IMEDA Information and Communication Centre (IICC)**

To provide a toll-free number for facilitating services to the individuals, entrepreneurs, and NGOs for receiving information, facilitation, expert guidance and resource mobilization. Promote communication and dialogue among academia, industry, government and civil society

# KEY INITIATIVES

## **IMEDA Partnerships and Networking Centre (IPNC)**

IMEDA understands the power of synergy, which drives its working through partnerships and networking with individuals and institutions working for the similar purposes. IPNC seeks to create various verticals and networks as also leverages the existing network of institutions.

## **Imeda Services and Facilitation Centre (ISFC)**

To help community people in securing the license and basic certificates such as Aadhaar card, passport, as well as providing digital and financial literacy. IMEDA established centres at the district, block and panchayat for supporting application process for subsidies, scholarships, financial inclusion, pensions, health cover etc.

# Expected Support Required

- ❖ Build an in-house team that provide strategic, research and advocacy support across different verticals of the business.
- ❖ Develop a group of 100+ experts from different field who can act as the mentors under different programs and guide students and startups on specific issues as and when required.
- ❖ Develop a network of like- minded people allowing for an ecosystem where startups get to learn from each other and work together, who can facilitate regular engagement with early stage ventures, and are available during workshops and training.

# THANK YOU



## CONTACT US:

Write to us for queries, volunteering, associating or partnering with IMEDA:

National Coordinator

Indian Minority Economic Development Agency

C-29, First Floor, Acharya Niketan, Mayur Vihar Phase 1, New Delhi – 110091

Email: [info@imeda.in](mailto:info@imeda.in), Website: [www.imeda.in](http://www.imeda.in), Contact No: 011-22752643