

Udyamita Udaan

Progress from the Field on the Implementation of SVEP



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The Start-up Village Entrepreneurship Programme (SVEP) is a sub-scheme under the National Rural Livelihoods Mission (NRLM), Ministry of Rural Development, Government of India. SVEP aims to build an ecosystem that creates, nurtures and sustains rural entrepreneurs and thus brings the rural poor out of poverty.

Despite the mayhem caused by Covid-19, the central government is permitting gradual opening of different sectors to keep the wheels of economy running. It has announced the new guidelines for Unlock 4.0 to aid the proper functioning of the market. Activities under SVEP, hit by the pandemic, have also begun adhering to the government norms.

The enterprises, locked down for over two months, have started operations but are finding it difficult to operate due to liquidity crunch. The pandemic has taken a toll on these enterprises as well. To analyse the situation and check the health of these enterprises, mentors and CRP-EPs of respective blocks are conducting a survey. Findings of the survey shall help formulate strategy to aid and guide the enterprises.

One way to make these enterprises run smoothly is to help them become self-reliant, which they can achieve by being able to sell their products. With focus on PM Narendra Modi's mantra of 'vocal for local', we will promote their products. This will turn the spotlight on rural micro enterprises, which plays a significant role in tapping the potential of local products. This will also give boost to rural entrepreneurial movement and inspire the rural youth to start their own business and become *atmanirbhar*.

We are ready to turn the challenges into opportunities through entrepreneurship promotion in rural India.

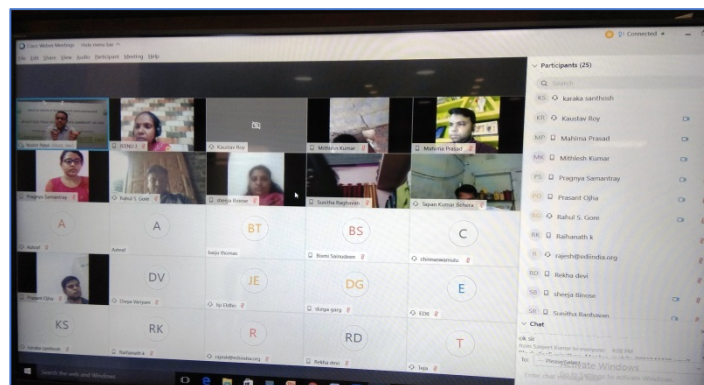
Online training on SVEP software for mentors

Software training of BPMs and SPMs was completed at EDII in March 2020. But mentors' training could not be held due to Covid-19. Training at the campus was not possible due to the lockdown. So, an online session was planned with the support of Ministry of Rural Development, and conducted by EDII from 10-14 August 2020.

20 participants from Andhra Pradesh, Bihar, Jharkhand, Madhya Pradesh, Odisha, Rajasthan and West Bengal participated in this Online training programme. The participants were made familiar with each feature of the SVEP web and mobile app. Practice sessions and an online test for the participants were also conducted as a part of this training programme.



Resource persons during the session



Participants join the online discussion

SVEP IN NUMBERS

Enterprises Promoted

Existing : 11,930
New : 29,252

41,182

Entrepreneurs Promoted

Female : 26,344
Male: 16,312
Transgender: 1

42,657

Community Enterprise Fund [CEF] Disbursed

₹ 113 Cr.

Community Cadre [CRP-EP]

Female: 368
Male : 297

665

Bank Linkages

Enterprises: 1214
MUDRA: 41

₹ 5.69 Cr.

Glimpses of SVEP in Media

Bengal villagers contribute in making masks for Corona warriors

STATESMAN NEWS SERVICE

Even as the country is reeling under the unprecedented Covid-19 pandemic, some small entrepreneurs are making their contribution to the fight by making masks for the frontline warriors against the disease. In West Bengal itself, 38-odd small entrepreneurs in Dinhat, Manikchak and Pathar Pratima blocks are making 600 masks each day for supply to various users.

These micro enterprises have been trained by Ahmedabad-based Entrepreneurship Development Institute of India (EDII) under the Start-up Village Entrepreneurship Programme (SVEP), a sub-scheme of National Rural Livelihood Mission (NRLM) of the Union Ministry of Rural



A tailor sews facemasks at a roadside stall during lockdown, in Silliguri on Monday. AFP

Development

The village units in three blocks of West Bengal have already made and sold as many as 49,000 masks till date. These 38 small enterprises in West Bengal are among the 500 such SVEP trained entrepreneurs currently making and selling around 2,500 masks per day in several states, including Uttar Pradesh, Madhya Pradesh, Odisha,

Jharkhand and Haryana.

These entrepreneurs have so far collectively sold 3.5 lakh masks to Covid-19 warriors like health workers, policemen, media and other volunteers.

Some of these SVEP trained entrepreneurs heard about the shortage of masks and realised the opportunity of employment and earnings in making of these masks. Few of them had received training in tailoring and diverted their energies towards production of masks, said Dr Rajesh Gupta, Project Head, SVEP-EDII.

The masks are being made under hygienic conditions wherein the raw material is supplied by the authorities who also monitor that the work is done as per the norms and standards, the EDII said in a press release.

Small entrepreneurs prove their mettle in mask-making

POST NEWS NETWORK

Bhubaneswar. At a time when the MSME sector has received a body blow from the coronavirus pandemic, around 500 rural entrepreneurs under Start-up Village Entrepreneurship Programme (SVEP), a sub-scheme of National Rural Livelihood Mission (NRLM), are manufacturing masks for frontline warriors of COVID-19.

Fifty-one entrepreneurs who were trained under SVEP are making around 260 face-masks per day in Morada, Ranpur, Angul Sadar and Puri Sadar blocks of Odisha. These entrepreneurs have made and sold around 27,200 masks till date.

SVEP is being implemented by Entrepreneurship Development Institute of India (EDII), Ahmedabad. The objective of SVEP, under the Ministry of Rural Development is to create sustainable self-employment and finding opportunities for youths along with promoting entrepreneur networking.

The programme covers 61 blocks in 14 states across the country. The four-year programme, which commenced in 2016, has imparted training to 37,688 people and 36,370 micro-enterprises. But, under the current pandemic situation, some businesses started facing grave difficulties which reflected in their poor sales and earnings. However, some of these trained entrepreneurs when heard about the shortage of masks in the market, pitched in to use their skills in preparing

51 entrepreneurs, trained under SVEP, are preparing around 260 face-masks per day in Morada, Ranpur, Angul Sadar and Puri Sadar blocks

face-masks. Some had received training in tailoring and diverted their energies towards production of masks whereas a few others imbibed skills and stood up to face the situation. Today, around 500 SVEP trained entrepreneurs are making and selling around 2,500 face-masks per day in several blocks of Uttar Pradesh, Madhya Pradesh, Odisha, West Bengal, Jharkhand and Haryana. These entrepreneurs have so far collectively sold 3.5 lakh masks to frontline warriors like doctors, police, media, sanitation workers and volunteers.

Rajesh Gupta, project head, SVEP-EDII said, "These are entrepreneurs who lack the cushion of resources and savings and hence are worst affected in these times. But I am glad to see that they consulted their local EDII mentors, used their training and decided not to kneel before the situation. With support from the respective State Rural Livelihoods Missions and local administration, they are producing face-masks on a large scale and are thus contributing their bit to battle this crisis. They are earning and learning in the process."

Media: Statesman News Service

Edition: West Bengal

Media: Post News Network

Edition: Odisha

Determination defeats hardships in this Chhattisgarh's Naxal area

Chhattisgarh state has its own set of challenges and one of them has been the fallouts of the Naxal movement in some of the villages. Despite adversaries, a group of women from Bastar are charting the course to success. The grit and determination of SHG members of Jai Maa Jagdambe of Karmari village in Bastar, Chhattisgarh have shown how hard work and a strong will to break barriers can win over hardships and create employment.

People of Karmari village used to earn their livelihood by collecting raw cashew nuts and selling them to either forest department or some private dealers. The state forest department had established a cashew processing unit in Karmari village in 2008. However, due to lack of technical support, this unit was closed down within 6 months. During an orientation session of SHGs, the SVEP team found that there was scope for restoring the unit. They approached the forest department for the building that housed the unit and machinery support. They also sought help from College of Agriculture, Jagdalpur for forward linkages. The SVEP team prepared a business plan for group enterprise of cashew unit. Ten women of Jai Maa Jagdambe SHG were identified as potential entrepreneurs. The loan approval committee of BRC also found scope for such intervention and sanctioned a loan of Rs 50,000.



A cashew processing unit at Bastar

The amount of the CEF loan was majorly utilized for the repair and maintenance of the machinery equipment required to process cashew nuts. Along with this, 15 quintal of raw cashew nuts were collected with the help of SHG members to make the unit operational at the earliest. The unit began to operate in October 2018. The unit sells raw, full, half and four quart cashew nuts in the market and gradually the income has increased to Rs. 90,000 to Rs 1,00,000 per month. The profit, distributed among the entrepreneurs, has improved their lifestyle and in turn their social values.



“We had necessary infrastructure and resources but didn't have technical knowhow and forward linkage. SVEP helped us to restore the cashew unit as well as our livelihood. Entrepreneurship Development Programme (EDP) under the project has enhanced our skills to manage the enterprise and made us self-sustainable.”

- Bodebai, entrepreneur, Jai Maa Jagdambe Cashew Unit, Karmari, Bastar, Chhattisgarh

An entrepreneur and community leader

Life of Kamli, a resident of Sindhwara in Samnapur, Madhya Pradesh, was fraught with challenges. Her family of seven included her husband, herself, their ailing son and 4 daughters. Kamli's financial status was weak and she tried hard to make ends meet. Income from farming – the only source -- was not sufficient and her son's treatment cost had pushed her into huge debt. Even after her trials and tribulations, she couldn't save her four-year-old son. The trauma of losing the child affected the family deeply. Her financial condition kept deteriorating.

It was around this time that the idea of SHG was mooted in her village, which caught her attention. She joined an SHG in 2014 with the intention of paying off her debts. Gradually, she started understanding the tricks of the trade and rose to the position of bookkeeper in her SHG and village organization. Her exceptional leadership and thoughtful decision-making skills became evident soon. She started getting recognition at various levels of community-based organizations and started working with the BRC in 2017. As an active member of BRC she involved herself in all the activities -- from administration to major decisions of BRC. Taking one step further, she became a successful entrepreneur, who helps and motivates others to become an entrepreneur. Kamli runs a kirana shop which was started with a loan of Rs 30,000 under SVEP.



Kamliben at her kirana shop

She carefully chose a strategic location for her shop close to the main road, which would be noticed. This helps her run a viable business which earns her monthly profit of Rs 10,000 to Rs 15,000. She also works in the field, which provides additional income. She is very perceptive and astute in her business moves and has managed to retain her clients over time. For instance, the village school procures all ingredients for their midday meals from her shop. Today, Kamli has come a long way from her days of poverty and turmoil to economic prosperity with the help of SVEP and plans her future ambitiously. She now maintains her family expenses better and wants to provide good education to her children.



"I have jointly taken many decisions in SHGs and VOs, but was scared to take the decision to become an entrepreneur. SVEP has helped build my risk-taking capacity and provided business management training too. Today, I am able to maintain my business, which has improved our standard of living."

-Kamliben, entrepreneur & BRC member, Sindhwara, Samnapaur, Madhya Pradesh

Field Highlights

Maharashtra

Online test has been conducted for selection of CRP-EPs in Palghar and Kelapur blocks

Gujarat

Financial audit is being undertaken in three blocks under SVEP (Khambha, Ghoghamba & Garbada) in the state.

Uttarakhand

Online SVEP software training (Refresher) of CRP-EPs is completed in Jashpur block

Madhya Pradesh

Baseline survey is completed in two new blocks - Sondwa & Thandla

Uttar Pradesh

Baseline survey and Focus Group Discussion is completed in three new blocks- Bankati, Pipraich and Akbarpur

Assam

Enterprise promotion activities is initiated in all the three blocks of the state

Chhattisgarh

3-day refresher training (*Enterprise Management & Book Keeping*) of 174 entrepreneurs is completed in five villages of Bastar block

Odisha

Online SVEP software training (Refresher) of CRP-EPs is completed in Angul block

Jammu & Kashmir

2-day refresher training (*PTS Data Collection*) of CRP-EPs is completed in Lar block

Jharkhand

New CRP-EPs (20) have been selected in Thetaitanger and their SVEP orientation is completed

West Bengal

Training of new CRP-EPs (First Module-21 days) is initiated in Kalimpong II block

Reel from the Field



Enterprise Census being undertaken in Bankati block, Uttar Pradesh



Enterprise promotion activities resume in Sahaspur, Uttarakhand



Household survey being conducted in Pipraich block, Uttar Pradesh



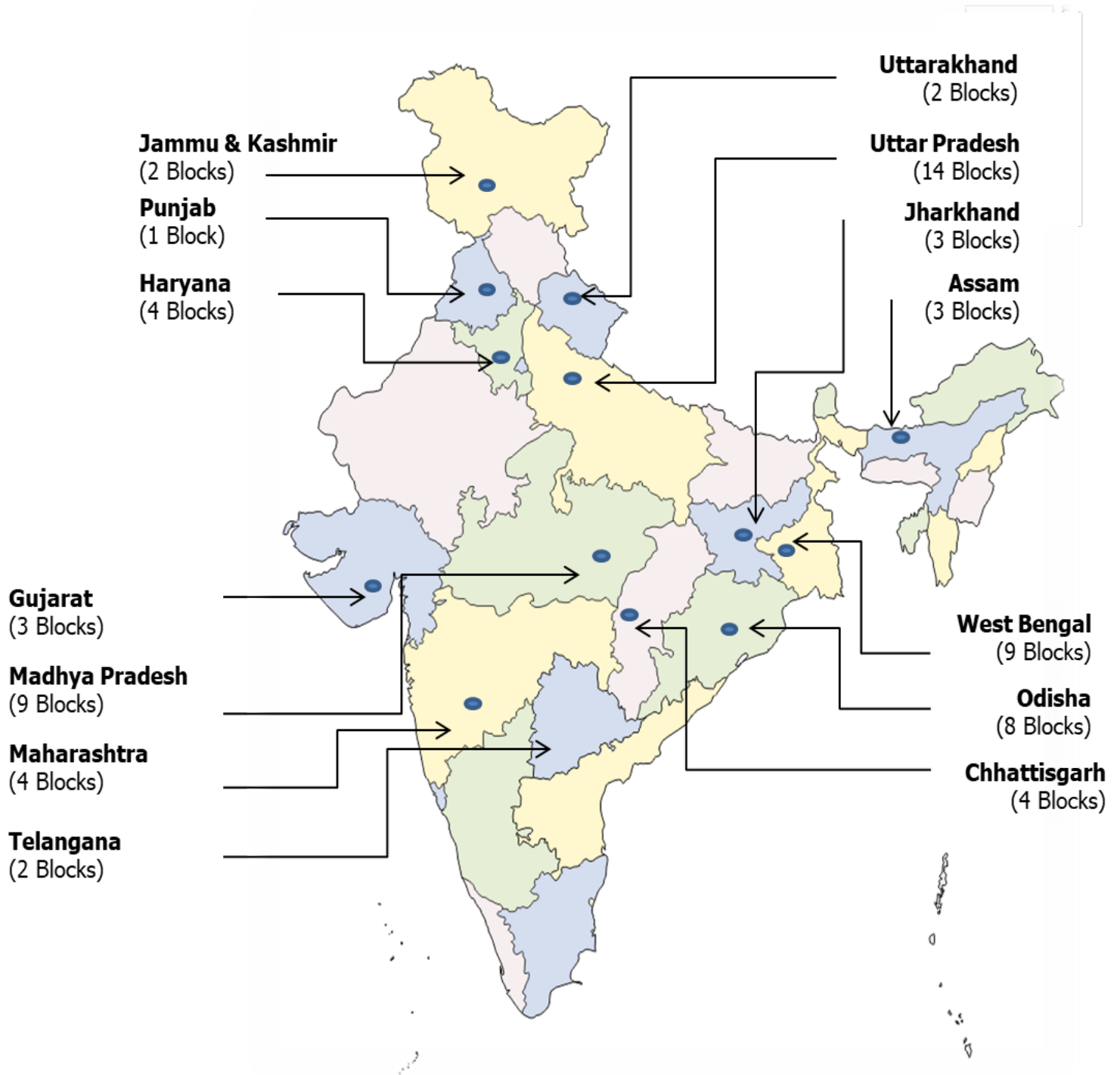
Preparation of Performance Improvement Plan initiated in Sidli-Chirang, Assam

Upcoming Activities

- DPR Submission of Thandla & Sondwa blocks of MP
- Baseline survey completion in three blocks (Akbarpur, Bankati & Pipraich) of UP
- Baseline survey initiation in two blocks (Lalbarra & Bijadandi) blocks of MP
- Training of CRP-EPs on “Udyam Registration” to register the SVEP Entrepreneurs on MSME Portal

EDII NRO – SVEP Implementation

States: 14, Blocks: 68



If you wish to contribute stories, photos, updates or anything related to SVEP, which you think can be covered in this monthly e-newsletter, please email details to us at svep.communication@ediindia.org. Also, your feedback on the content is welcome.



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