

Around 60,000 Microentrepreneurs Trained by EDII get New Lease of Life-Business Journal

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NEW DELHI: Around 58,887 rural entrepreneurs have been trained by **Entrepreneurship Development Institute of India (EDII)**. It is designated as National Resource Organisation(NRO) for implementation of non-farm projects and currently associated with 15 State Rural Livelihood Mission (SRLM) in multiple employment generating activities amid this pandemic.

The objective of this programme is to help these micro-entrepreneurs and their family members to setup small enterprises in rural areas under non-farm sector. In all, 75 blocks, across 15 states are being covered under the programme whose main objective is to promote micro entrepreneurs and create an ecosystem in which these microentrepreneurs flourish and sustain in long run. The 4-year programme commenced implementation in the year 2016. Till date, 58887 people have been imparted training and 57184 microenterprises (including group enterprises) have been promoted under this program. 1034 Community Resource Person-Enterprise Promotion (CRP-EP) have been trained as Business Consultants at village level.

This is being done under Start-up Village Entrepreneurship Programme (SVEP), a sub-scheme of Deendayal Antyodaya Yojana – National Rural Livelihood Mission (DAY-NRLM), Ministry of Rural Development.

In the ongoing pandemic, the MSME sector has been the worst hit. Small businesses and the informal sector workforce have got significantly impacted as countries across the world have imposed lockdown or restrictions to contain the spread of the virus. However, some of these trained entrepreneurs found out ways of earning out of it. Today, around 523 SVEP trained entrepreneurs have not only sustained their business but have adapted to the prevailing situation by diverting in to activities such as making masks, sanitisers, food delivery to the needy etc. in 32 blocks of Uttar Pradesh, Madhya Pradesh, Odisha, West Bengal, Jharkhand, Telangana, Jammu Kashmir, Chhattisgarh and Haryana.

In a statement, **Rajesh Gupta, Project Head, SVEP-EDII** said, “Rural India is still largely agrarian and runs on informal sectors. Many such entrepreneurs there lack the means to scale-up a business and cushion of resources. This has a bearing on their prospects when times are tough and challenging. Hence, through the SVEP programme, we aim to instil the sense of resilience in them through hands on training and mentorship.”

This spirit of innovation is important for entrepreneurs especially micro-enterprise, who are resource constrained and even a small upheaval can uproot them. The current pandemic crisis in our country has sent across a lesson that it advisable to invest in build capacities to create micro-enterprises.

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