

# 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.*

The majority of new enterprises do not mature and endure the first six months, which is a well-known fact. Experiences indicate that, however, this scenario can be altered through focused training and capacity building of entrepreneurs. Another critical need is handholding of nascent enterprises through close monitoring and planned strategic interventions. The strategy should also incorporate an assessment of trainer's competence to transfer skills and capacities effectively. Such skill based training equips an entrepreneur with the ability to operate businesses effectively by dovetailing opportunities and knowledge. Through training and learning techniques, predominantly in rural India where these trainings are essential to enterprise development, it has the ability to transform and realise a significant paradigm shift.

EDII is implementing SVEP in 82 blocks across 15 states in the country, anchoring the responsibility of handholding rural micro-enterprises through a continuous process of training and capacity building of entrepreneurs. However, the precursors of this process are the block program managers and mentors who are continuously on edge to achieve such an arduous task. Since mentors shoulder the responsibility of skilling entrepreneurs, it becomes crucial to build their capacities persistently and equip them with desired abilities. With this objective, an on-campus training program was conducted for the newly inducted mentors from 11th to 17th July 2022. Productive utilization of the institute's training facilities was ensured, and a galaxy of well-known trainers ensured that the best was delivered to SVEP field practitioners, and their own role as trainers for entrepreneurs was clearly delineated. Subsequently, a workshop titled 'Exit Strategy and Ways Forward' under SVEP was held from 18th July to 20th July 2022 at the EDII campus, Ahmedabad. The workshop provided the SVEP team with a platform for group discussions, experience sharing, and mutual learning. Both these two events held in July are a part of the series of events planned to equip Mentors to productively serve SVEP supported entrepreneurs and take the program onto the next pedestal.

-Editor's Note



A training programme for **SVEP Mentors and a SVEP workshop** (for all Mentors & State Anchors) was conducted from 11<sup>th</sup> July to 20<sup>th</sup> July 2022 at Entrepreneurship Development Institute of India, Ahmedabad.

## SVEP ACHIEVEMENT – NRO EDII

**Enterprises  
Promoted**

Existing : 18,372  
New : 55,952

**74,324**

**Entrepreneurs  
Promoted**

Female : 47,279  
Male: 28,836  
Transgender: 1

**76,116**

**Community  
Enterprise  
Fund [CEF]**

**Disbursed**

**₹ 198.28 Cr.**

**Community  
Cadre  
[CRP-EP]**

Female: 708  
Male : 498

**1,206**

**Bank linkages**

Enterprises: 3162  
MUDRA: 41

**₹ 13.06 Cr.**

## SVEP coverage in News/Media



**ગોધરા-દાહોદ ભાસ્કર 22-07-2022**

**ભાસ્કર વિશેષ | 6 સખી મંડળની 60 બહેનોએ વાંસકામની તાલીમ મેળવી ચીજવસ્તુઓ બનાવે છે પાલ્લામાં સખી મંડળની મહિલાઓ આત્મનિર્ભર બની પોતાના પરિવાર માટે મદદરૂપ સાબિત થઇ**

બસ્કર વ્યૂઝ | ગોધરા

મહિલાઓના ઉત્થાન માટે સરકાર દ્વારા મહિલાલક્ષી યોજનાઓનાઓ બહાર પાડી રહી છે. મહિલાઓની કાર્યક્ષમતા ઉક્ત કામગીરી ગામડાઓની રૂઢીચુસ્ત સામાજિકતાવાળા લોકો પર આની સીધી અસર થઈ અને પુરુષ પ્રધાન કાર્યક્ષેત્રમાં થતા બદલાવ અને મહિલાઓની કાર્યક્ષમતામાં બદલાવ સ્પષ્ટ જણાતા વધુ ને વધુ મહિલાઓ અલગ-અલગ

કાર્યક્ષેત્રોમાં જોડાવા જાગૃત બની છે. પાલ્લાની 6 સખી મંડળની 60 બહેનો પરિવારને મદદરૂપ થવા અને આર્થિક રીતે પગભર થવા મિશન મંગલમની જાણકારી મેળવી વાંસકામ માટે 10 દિવસની નિઃશુલ્ક તાલીમ લીધા બાદ સુશોભનની ચિજવસ્તુઓ બનાવવામાં પારંગત થઈ હતી. વાંસકામના વ્યવસાય દ્વારા આજીવિકામાં વધારો કરી આ ગરીબ બહેનો આત્મનિર્ભર બની સ્વમાનભર જીવી અન્ય બહેનો માટે પ્રેરણાસ્ત્રોત બની છે.

**સહાય મેળવી વ્યવસાય શરૂ કર્યો**

ગ્રામ વિકાસ એજન્સીની કેરા કેડિટ યોજના અંતર્ગત બેંકમાંથી પ્રત્યેક સુખને 1 લાખ, કમ્યુનિટી ઈન્વેસ્ટ ફંડ હેઠળ પ્રત્યેક સુખને 70,000, વિલેજ ઓર્ગેનાઈઝેશન અંતર્ગત જુથોને 5 લાખ, બેંકમાંથી રિવોલ્વિંગ ફંડ પ્રત્યેક સુખને 12000, સ્ટાર્ટઅપ ઓફ ગ્રામ વિલેજ યોજના અંતર્ગત પ્રત્યેક સુખને 1 લાખની સહાય મળી



**મહિલાઓ વાંસમાંથી ચીજવસ્તુઓ બનાવે છે**

સખી મંડળની મહિલાઓ દ્વારા વાંસમાંથી વિવિધ ચિજવસ્તુઓ જેવી કે સુપુ, પેન બોક્સ, ટીકીનના ડબ્બા, ટોપલીઓ, છાબડીઓ, ગૃહશોભા માટેની વસ્તુઓ, ફાનસ વગેરે બનાવી તેનુ વેચાણ કરી મહિને રૂ. 7000 થી 8000ની આજીવિકા મેળવી રહી છે.



“What we have accomplished is a business but what we have acquired is the skill. Gaining skills has been the most rewarding experience that will remain with us forever. Presently, we make an array of bamboo products (E.g. Pen Stand, decorative, Pooja thali, Flower bouquet basket etc.) and supply it to nearby towns like Halol and Godhra. SVEP team succeeded in tying the collective to various Govt. Departments and temples within the geographic boundaries of the district. We are thankful to SVEP team for the financial and technical support provided by them.”

**-Ramilaben Kalyan, Entrepreneur, Jai Mataji Mission Mangalam Group, Ghoghamba Block, Gujarat**

## Channelizing Skills Into Employment Generating Activity

Mr. Atul Debnath, aged 33 years, started working in Delhi and Bangalore, as a hotel laborer, waiter, cleaner, and in his adult life, as a hawker on the streets of West Bengal. During this period, while working in hotels, he learned how to prepare pickles. He started hawking and selling pickle lozenges in trains and bicycling across villages.

During Phase 1 of the SVEP project in Dinhata, he expressed his desire to grow in the business and was provided training and handholding support under the SVEP Program. The CRP-EP facilitated support in the business plan and project report preparation. After a thorough examination, the Block Resource Committee approved his loan of Rs 21,000. With some additional self-investment, he expanded his production volume, product portfolio (new types of pickles), and marketing strategy. His wife supported him in upscaling this venture. The SVEP interventions included repackaging his product for Rs. 60 per bottle of pickle, processing new varieties of pickles (tamarind, mango, chilies, etc.), participating in fairs, and training support in bookkeeping besides providing EDP. He earned a surplus of Rs 20,000 for the first time from a fair. His exposure and confidence have led him to participate in many such fairs with his investment. His average monthly turnover is 35,000.



Figure 1: Mr. Atul ( SVEP Entrepreneur) selling pickles at a stall in a fair.

With increased confidence and success and continuing handholding support from SVEP, he aims to scale up the business with a greater variety of pickles.

“It has been a great learning journey with SVEP team in the block. They have changed my way of doing business, specially with the Entrepreneurship Development Training Program. As it has taught us the importance of book keeping, stock maintenance and risk mitigation which has helped a lot in improving the business”

- Atul Debnath, Entrepreneur, Priyatama Achaar, Dinhata Gram, Dinhata 1, West Bengal

## Revitalizing Entrepreneurial Potential And Livelihood

In 2008, the Forest Department, Govt. of Chhattisgarh established a Cashew processing unit with all machines and infrastructure in Karmari Village but due to lack of technical support, this unit got closed down within a period of 6 months. During the SVEP orientation in SHGs, the SVEP team found the scope to revitalize this unit. They conducted several meetings with the Forest department, where the team brainstormed on SVEP interventions. The SVEP team sought support from the College of Agriculture, Jagdalpur, for forward linkages.

Simultaneously, the SVEP team mobilized community members and conducted awareness workshops on SVEP in the village. Potential interests were drawn from the SHG members who wished to become self-sufficient. 9 SHG women were identified who would usually get done with their household chores early morning and be involved with the work of boiling, cutting, drying & packaging the cashews. They received support from the CRP-EP in the process of applying for the loan. After the BRC sanctioned their loan, they received technical training from the Forest Department while the SVEP team conducted EDP training. They were provided extensive training on raw material procurement, inventory maintaining, books and account keeping, market linkages, etc. Gradually they got into the groove of working for 8 hours at the common center and packed a variety of cashews.

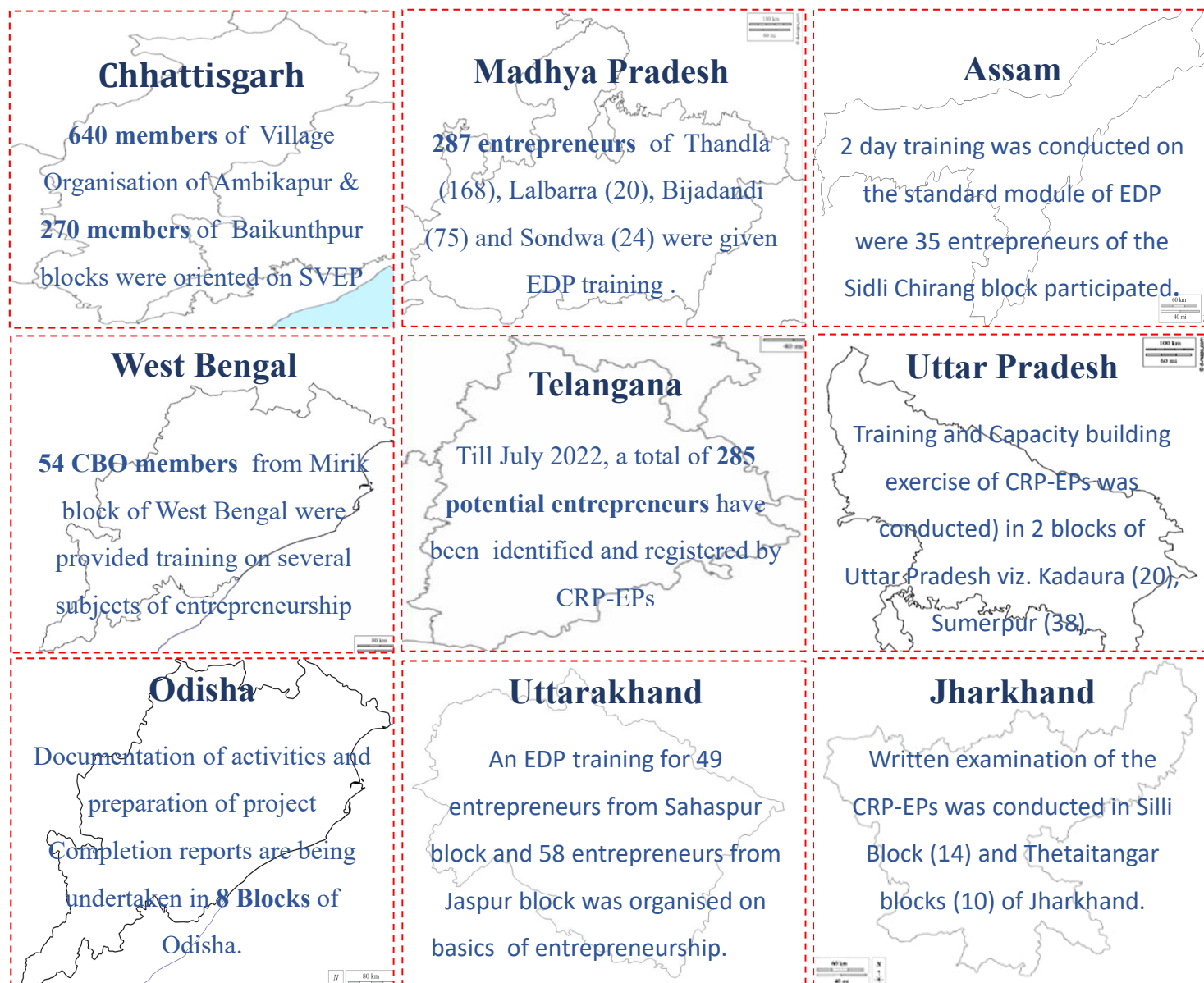


Figure 1: Cashew Processing unit run by the women Entrepreneurs supported under SVEP

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

**-Bodebai, Entrepreneur, Jai Maa Jagdambe Cashew Unit, Karmari**

## Field Highlights



One of the primary objectives and successes of the Entrepreneurship Development Institute of India is harnessing the latent potential of the rural poor via training and capacity building. During the month of July 2022, various workshops on capacity building, skill development, business plan preparation and SVEP software training were organized in states like Assam, Chhattisgarh, Jharkhand, Madhya Pradesh, Odisha, Telangana, Uttar Pradesh and West Bengal. The above is the representation of the key activities undertaken in several SVEP implementation states.

## Reel from the Field



Dulumoni Kalita, an SVEP supported entrepreneur received **best entrepreneur** award from the Darrang District Administration in Assam, during an event, for her enterprise on making handicrafts from water hyacinth.



Loan Committee Meeting was conducted at the BRC Office Pipraich where the loans of 27 entrepreneurs were approved.



28 members of village level organization were given training on the CBO module of SVEP at Thandla Block, Madhya Pradesh.



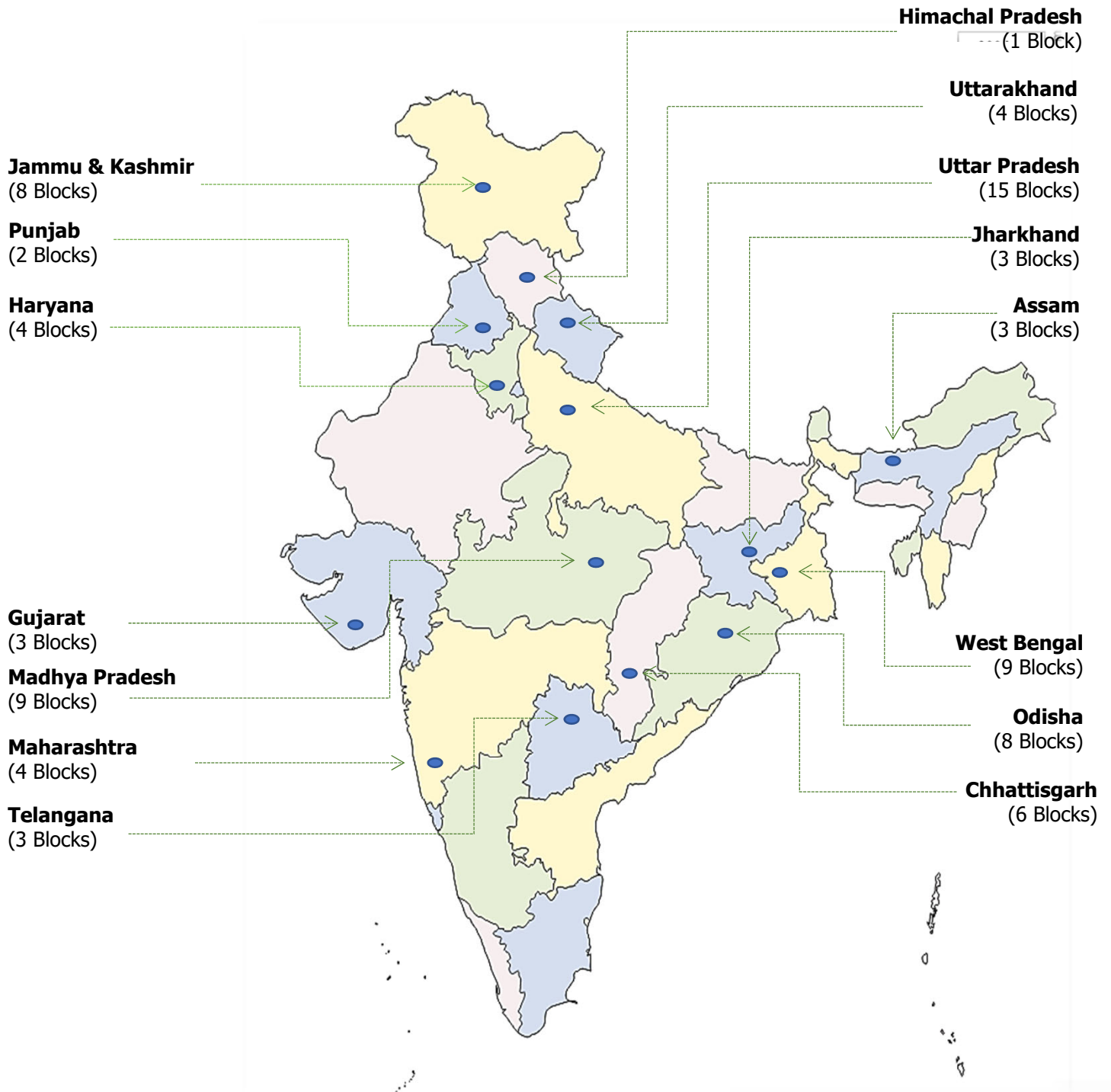
CRP-EP written exam and grading under exit strategy at BRC premise in Silli block, Jharkhand

## Upcoming Activities

- Block Level Exit Workshop for SVEP Stakeholders across the Phase 2 SVEP Blocks
- Exposure Visits of CRP-EP and BRC Members to other SVEP Blocks
- Preparation of Project Completion Report for 19 Block of Phase II
- Complete the CRP- EP Grading across the Phase 2 SVEP Blocks

# EDII NRO – SVEP Implementation

States: 15, Blocks: 82



*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](mailto:svep.communication@ediindia.org). Also, your feedback on the content is welcome.*



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