

# Udyamita Udaan

*Progress from the Field on the Implementation of SVEP*



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EDII

*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, thus bringing the rural poor out of poverty.*



Marking its magnanimous footprints, EDII is gradually shifting from implementing SVEP to becoming a knowledge hub and resource repository for the SRLMS to whom SVEP blocks have been handed over. Shouldering the responsibility as a knowledge hub, EDII will ensure the sustenance of the entrepreneurial ecosystem built under the flagship Startup Village Entrepreneurship Programme. On the other hand, EDII will comprehend the on-going efforts of the Ministry of Rural Development by honing the role of a technical support agency to tap opportunities in the non-farm space. EDII will complement the two-fold objective of NRLP(National Rural Livelihood Project). It includes supporting the launch and scale-up of the Government of India's National Rural Livelihood Mission (NRLM) and drive the shift from allocation, disbursement, and monitoring of central government financial resources to the provision of skilled technical assistance to the states implementing the NRLM.

EDII, in its implementation of SVEP, has mobilized, unified, and strengthened the rural institutional structure leveraging upon its learning's to scale up from SVEP to NRETP of MORD. Not only that, EDII's long-standing history in cluster development programs will enable the institution to excel in the programmatic implementation of the non-farm NRETP clusters. The slow yet smooth transition has conducted a scoping study of 11 clusters and successfully prepared the DSR (Diagnostic study report) of 6 NRETP clusters.

*-Editor's Note*



### Inauguration of BRC Office at the hands of Cabinet Ministers of Assam

Hon'ble Cabinet Ministers **Shri Chandra Mohan Patowary** and **Shri Jogen Mohan** inaugurated the SVEP-BRC office in Pub Mangaldai block of Assam on 10<sup>th</sup> September, 2022 where Shri Dilip Saikia(MLA), Shri Basanta Das(MLA), Shri Pramananda Rajbangshi(MLA), Shri Durgadas Boro(MLA), Md. Majibur Rahman(MLA) and Hon'ble District Commissioner Shri Pranab Kumar Sharma were also present. The occasion was marked by display of various products by the SVEP supported enterprises the BRC office.

## SVEP ACHIEVEMENT – NRO EDII

Enterprises  
Promoted

Existing : 18,581  
New : 57,117

75,696

Entrepreneurs  
Promoted

Female : 48,237  
Male: 29,262  
Transgender: 1

77,500

Community  
Enterprise  
Fund [CEF]  
Disbursed

₹ 202.19 Cr.

Community  
Cadre  
[CRP-EP]

Female: 756  
Male : 498

1,254

Bank Linkages

Enterprises: 3162  
MUDRA: 41

₹ 13.06 Cr.

## SVEP coverage in News/Media

## उद्योग एवं उद्यमियों के विकास में ही समाहित सच्ची राष्ट्रीयता

संवाद न्यूज एजेंसी

गुलास। मंगलायतन  
श्वविद्यालय में भारतीय  
द्यमिता विकास संस्थान,  
महमदाबाद (इंडीआई) के  
महयोग से तीन दिवसीय उद्यमिता  
नागरूकता शिविर का आयोजन  
हुआ। कुलपति प्रो. के.वी.एस.एम.  
कृष्णा, राष्ट्रीय लघु उद्योग निगम  
के महाप्रबंधक टी.एस. राजपूत,  
कुलसचिव विप्रेण्डियर समरवीर  
सिंह व विवेक मंगल ने शिविर का  
शुभारंभ कराया।

इस दौरान प्रो. राजीव शर्मा ने  
कहा कि सच्ची राष्ट्रीयता उद्योग

एवं उद्यमियों के विकास में ही  
समाहित है। कुलपति ने  
स्वरोजगार एवं रोजगार प्रदाता  
होने पर जोर दिया। मुख्य अतिथि  
ने कहा कि कोई भी व्यक्ति ऐसा  
नहीं है जो बेरोजगार हो।

प्रत्येक व्यक्ति के अंदर एक  
प्रतिभा छुपी हुई है, सिर्फ अपनी  
सोच को बदलने की आवश्यकता  
है। प्रो. जयंतीलाल जैन, प्रो.  
देवप्रकाश, प्रो. उल्लास गुरुदास,  
प्रो. आरके शर्मा, प्रो. अंकुर  
अग्रवाल, डॉ. आकांक्षा सिंह, डॉ.  
संतोष गौतम, डॉ. पूनम रानी,  
मनीषा उपाध्याय मौजूद रहे।  
संचालन सलोनी तंवर ने किया।



## Empowering the unexplored potential of SVEP Entrepreneur

Smt. Harjit belongs to a Sikh Family and lives with her husband and four kids in Jakhepal village of Sunam block situated in Sangrur District of Punjab. Her family has depended solely on her husband's income from the daily wage he earns as a foreman. Due to her husband's uncertain income and seasonal employment, Harjit used to spend her days in agony and despair.

As part of the community mobilization program by the SRLM, she joined Husan Self Group in 2016 to make weekly savings and avail loan from the SHG as she didn't have access to any banking facility. This small step changed her life and made her an excellent example of an empowered & self-sustaining woman. She would go to the meetings of the self-help group weekly and participate in routine activities. One fine day she heard about the Start-up village entrepreneurship programme from the CRP-EP in the monthly meeting of the village organization.

Fascinated by the idea of becoming an entrepreneur, she voluntarily nominated herself to enroll in the program. She submitted her application and business idea with the help of CRP-EP to start a Cloth Shop. As part of SVEP, her application was selected by the BRC after carefully examining her payment history with the CBO, and she was summoned for the Triggering meeting and Orientation on SVEP. It was a skill development exercise to help her build and sustain her enterprise.

In June 2020, she secured INR 50,000 in CEF funds and established her enterprise in the same village where she struggled to make a living. She started her shop with a few cut pieces after thoughtful preparation. She spent long hours and hard work on advertisements at the village level by going door to door of every house to promote her affordable clothing shop. It increased her sales figures in a few months.



*Figure 1 & 2: Smt. Harjit running her clothing enterprise, also has developed an enhanced understanding about fabric she sells. More importantly, she understands the materials/fabrics trending in the market and keeps updated with the customer needs.*

Smt. Harjit is a changed person today as she finds herself self-reliant and independent. She runs a successful business today and makes an average INR 15000-20000 monthly. At some point in life, we are all faced with a decision, what we choose "Matters the most."

*"The Startup Village Entrepreneurship programme has helped me come out of poverty. My lifetime reward is having a team of people to support and boost my confidence. I am prepared to plunge into investing my savings in the venture, reaping profit, and scaling up my business. Besides, my family is proud of me, which is more significant than any other achievement. "*

**-Smt. Harjit, Jakhepal village of Sunam block, Sangrur district, Punjab.**

## Bunch of women with a bunch of spices nailing at the business

Four women, including Community Resource Person-Enterprise Promotion, Bartilla Rawat from Parijat SHG, rise for their economic independence in a small village named Dama Gawn in Sukhia Block of Darjiling district, West Bengal. They organized a meeting to discuss something that would generate sustainable revenue. After a series of discussions, they came across an idea to set up a food processing unit that would run with their skills and experience.

To execute the plan, these potential entrepreneurs studied their surrounding market. Manju Pradhan, Sarita Khati, and Sharda Khati, in their 30s, suggested a pickle and sweet manufacturing unit. The idea of starting this business was appreciated by CRP-EP, Bartilla. She checked and found that no pickle manufacturing unit was operating in their area. They researched the intricacies and viability of the business and introduced innovative mitigation strategies to sustain a business even during crises. Bartilla suggested adding various flavors to the product to facilitate market demand. These women had entrepreneurial qualities, which were later improved after starting their enterprise. After 5 years of joining SHG, this was the first time they implemented their business idea through this new venture. Having finished their market research and viability test, they finally met at the Cluster office and prepared a business plan in the name of "Parijat Namkin and Pickles." In order to do so, minute details such as cost of all initial expenses and market demand were taken into consideration. A loan amount of Rs 30,000 was released in March 2022 for purchasing raw materials. All four members contributed an additional Rs 6000 to purchase tables, chairs, and utensils.

Their group leader, Sharda Khati, who monitors operational activities, elucidated their business challenges. They strived hard, and the enterprise reached breakeven by the end of the third month. Efforts were made to improve taste, quality and safety. This enterprise currently runs with standard FSSAI norms and a trade license with a net profit of approximately Rs 19500 per month.



Figure 3: Parijat Namkeen and pickle entrepreneurs raised their business as per the norms and standards of FSSAI and have hands on understanding about the kind of compliances required in the food industry. These women rent stalls during district and state level exhibitions and fondly operate their business .



Figure 4: The branding and logo printing of the enterprise is also accomplished with an extensive range of meat based pickle product range they sell at affordable prices.

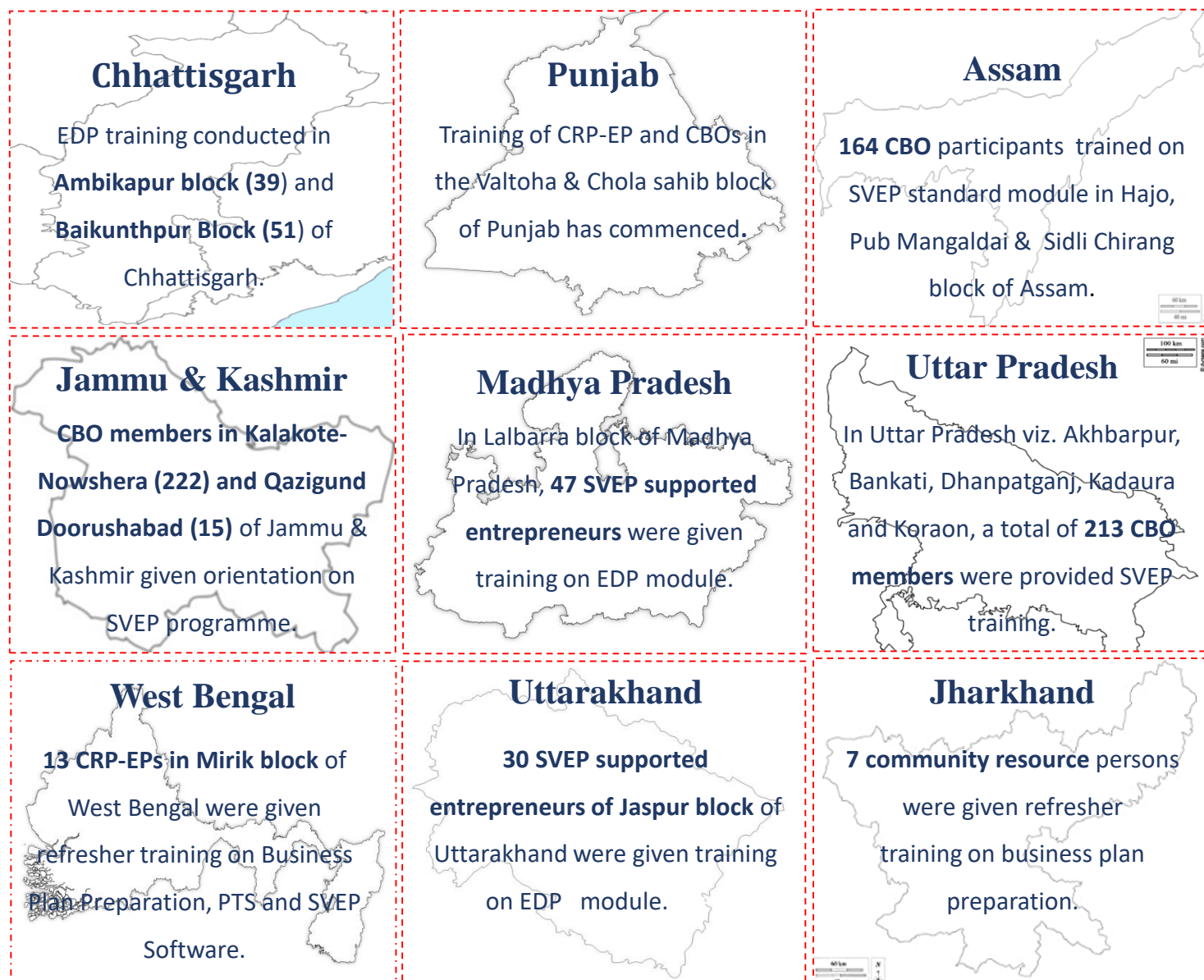
Their products are mostly supplied to retailers and surrounding customers. Each member earns a minimum of Rs. 4500 presently. It has helped them to meet their household expenses to a great extent. Members of this group enterprise always ensure that their food items are sold at a reasonable price.

This kind of business setup has led to encouragement in CBOs to establish more revenue generating institutions. Soon, they plan to shift from a rented space to an owned one and employ helpers to aid them in business growth.

**"We would like to scale the business further in terms of production volume and profits generated. The support we received from the CRP-EP as a professional and a friend did wonders for our business. The EDP training has helped us immensely. We can maintain records of production, purchases, stock inventory, etc. We are grateful to SVEP for all our achievements".**

**- Parijat Namkin and Pickles entrepreneurs of West Bengal**

## 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 September 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, Punjab, 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



CRP-EP training conducted on Baseline Survey in Ganderbal-Kangan-Srinagar blocks of Jammu & Kashmir. So far, a total of 8085 EC, 216 HH and 1 FGD has been captured.



Training of CBO members conducted in Dhanpatganj Block of Uttar Pradesh with a participation of 66 members.



Chenani-Udhampur, J&K baseline survey completed with Enterprise census (6400), HH initiated and in progress, SS on-going (480) and 2 FGDs conducted.



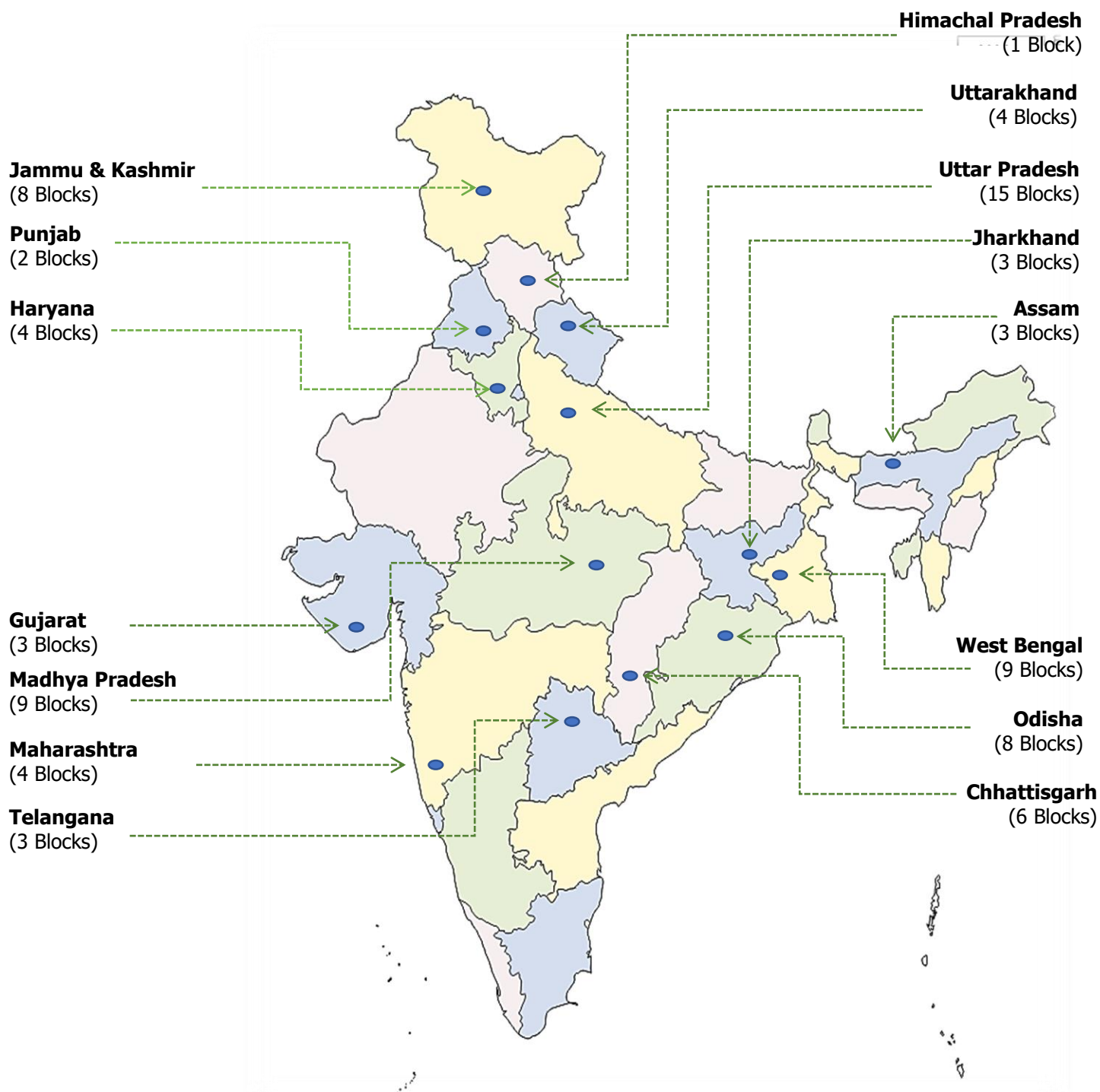
Group activity conducted during the EDP training of SVEP supported entrepreneurs by the CRP-EP of Thetaitanger, Jharkhand

## 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.*



**Entrepreneurship  
Development  
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