

Udyamita Udaan

Progress from the Field on the Implementation of SVEP



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EDII

The Startup 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.

From building a robust association with 15 SRLMS under SVEP to marking its footprints as a sustained entrepreneurship ecosystem, EDII has achieved satisfying growth over rural entrepreneurship. Leveraging upon the cadre of community built in this ecosystem, EDII has started contributing to other non-farm interventions, particularly in the artisanal cluster and micro-enterprise development programme. In this issue, we bring to attention the commencement of its programmatic activities, an area that concerns all, be it the technical support agencies, the state governments, the ministry, allied stakeholders, or the targeted beneficiaries. The write-up includes reflections from the recently held Inception Workshop at GLPC, Gujarat, and UMED (MSRLM), Maharashtra, to deliberate upon the action plan for the initial six months under various projects.

EDII, with its competent and trained cadre of CRP-EPs and Mentors, plans to engage them in providing technical support to the formation and operations of the Producer Companies in the artisanal clusters and in conducting training programmes under the NRLM's Micro Entrepreneurs Development Programmes. To gain momentum in this direction, orientation workshops to build understanding and arrive at a concurrent vision of concerned stakeholders are being planned and organized at various locations to roll out the programmes in a synergized and effective manner.

-Editor's Note

SUCCESSFUL CONVERGENCE WITH BANKS



Convergence with banks to avail Mudra loan in the state of Assam

7 SVEP supported entrepreneurs from Pub-Mangaldai Block received Mudra loan amounting to Rs. 14 Lakhs (2 Lakhs each) from Assam Gramin Vikas Bank, Bhakatpara through convergence. Similar amount of efforts are being made in Sidli -Chirang block under close supervision by SVEP mentors.

SVEP ACHIEVEMENT – NRO EDII

Enterprises Promoted	Entrepreneurs Promoted	Community Enterprise Fund [CEF] Disbursed	Community Cadre [CRP-EP]	Bank Linkages
Existing : 18,745 New : 57,574	Female : 48,711 Male: 29,416 Transgender: 2		Female: 826 Male : 474	Enterprises: 3255 MUDRA: 41
76,319	78,129	₹ 203.66 Cr.	1300	₹ 14.12 Cr.

SVEP in News/Media

धारचूला में ढाई करोड़ से लगेंगे और सूक्ष्म उद्योग



अच्छी खबर

पिथौरागढ़, संवाददाता। अंतरराष्ट्रीय चीन और नेपाल सीमा से लगे धारचूला में स्टार्टअप ग्राम उद्यमिता कार्यक्रम के तहत 1 हजार 565 लघु और सूक्ष्म उद्योगों की स्थापना की जाएगी। इसमें स्वरोजगार के लिए युवाओं को मुद्रा बैंक से वित्तीय सहयोग किया जाएगा। धारचूला में स्टार्टअप ग्राम उद्यमिता कार्यक्रम के तहत 4 साल में 1 हजार 565 लघु व सूक्ष्म उद्योगों की स्थापना की जाएगी।

विकास भवन सभागार में भारतीय उद्यमिता विकास संस्थान अहमदाबाद के प्रशिक्षकों ने गैर कृषि आधारित उद्यमों के बारे में जानकारी दी। प्रोजेक्ट डायरेक्टर आशीष पुनेठा ने कहा कि इसका मुख्य उद्देश्य ग्रामीणों को गरीबी से बाहर निकालना, उद्योग स्थापित करने में मदद करना है। उद्योग स्थापित होने तक इसमें युवाओं, महिलाओं की पूरी

- नेपाल और चीन सीमा से लगे इलाकों में होगी स्थापना
- स्थानीय युवाओं को घर के पास ही मिलेगा रोजगार

ये रहे मौजूद

जिला विकास अधिकारी रमा गोस्वामी, मुख्य कृषि अधिकारी रितु टम्टा, उपासक के महेश पाण्डेय, सहायक परियोजना निदेशक दिनेश दिगारी, जिला थेमेटिक एक्सपर्ट राजेश बिष्ट, मुख्य उद्यान अधिकारी ज्ञानेंद्र प्रताप सिंह, जिला परियोजना प्रबंधक रीप प्रदीप भट्ट आदि।

सहायता की जाएगी। एनआरओ सुरेंद्र सिंह रावत ने बताया कि 2.50 करोड़ से अधिक की लागत से 1 हजार 565 लघु और सूक्ष्म उद्योग स्थापित किए जाएंगे। इसमें ग्रामीणों को गैर कृषि आधारित उद्योगों की स्थापना, मार्केटिंग, विपणन सहित अन्य जानकारी उपलब्ध कराई जाएगी।



Unleashing the Enterprising Spirit

Mr. Rai is 41 years old and lives in the Darjeeling district's Nigalay village of Mirik Block. His journey began by selling ornamental flowers, starting a homestay and a tea boutique. There are five members in his family. His wife, Alina Rai, is a member of Arohan SHG, who encouraged him to start a new venture. Mrs. Rai joined SHG in 2015, and her contribution to social and allied activities was remarkable. The family owns a homestay where tourists are served food and accommodation at negotiable charges. Mr. Rai is also engaged in the floriculture business. At present, they have employed three helpers to look after the trade.

Nonetheless, he was determined to set up a business that could provide a perennial source of income throughout the year. Since tea cultivation is highly practiced in the region, he established a network with the local suppliers of tea leaves and set up a tea boutique. However, due to limitations faced in the business operations, his sales were at most Rs 7000.

While Mrs. Alina's community engagements continued, she kept looking for options to support her husband in the business. Mrs. Alina gradually developed an interest in shaping the family business. She restructured the business based on the learnings from the 'Entrepreneur Development Training Program' under the scheme of the Startup Village Entrepreneurship Program at Mirik Block Resource Center. She started by gaining insight into business operations that played an instrumental role in restructuring the business. After approval of the business plan, the CEF amount of Rs. 30,000 was sanctioned in November 2020. Additionally, she poured in 6000 from her contribution and purchased inventory and a packet-sealing machine.

Instead of procuring tea packets, she insisted on getting loose tea at wholesale prices and decided to sell them with attractive packaging and branding that eventually boosted their sale. Without any delay, repayment was completed within 12 months. In the first six months, their sales recorded remarkable growth. They achieved their break-even in seven months. Their monthly sales from the tea boutique range from Rs. 9,000 to Rs. 10,000. Her wisdom and know-how of things worked out favorably for them. Today, their products are renowned for their refreshing taste and a pleasant aroma..



Figure: The flourishing tea business and Homestay service of Mr. Rai after SVEP intervention. The financial and technical support scaled up existing business and enabled establishment of tea enterprise.

"Developing entrepreneurial qualities by learning to manage business operations under SVEP has facilitated our business to grow at a greater height. We are thankful for the timely help from the SVEP Team."

-Mrs. Alina & Mr. Raj, Nigalay village of Mirik Block in Darjeeling district

Bringing the Skill to Practice

Like the water is a dark flower and a fisherman is a bee in the heart of it, Karri Narshi babu is a fisherman who had to return to the waters to find his fortune. Karri Narshi babu was born into a low-income family in Chunchupally village, Mangapet Mandal of Eturnagaram. He could not complete his education due to poverty and remained unemployed for several years. Later at the age of 21, he got married. He worked as a daily wage worker to look after his family and earned a meager Rs. 300/day. He got engulfed in the vicious circle of poverty for as long as 15 years. He strived hard for a better living but failed in all his attempts. An altruistic change turned his life around when one fine day, he learned about the SVEP through his wife. Karri Narshi babu's wife, an SHG member of Sri Rajeshwar SHG, received an orientation about the Startup Village Entrepreneurship Programme through CRP-EP in one of their regular SHG meetings. It evoked a thought in him to break the chain of poverty by becoming an entrepreneur as he had the skill of fishing. The Godavari river was only 2 km from the Chunchupally Village, and the demand for fisheries and marketing them was high. He took to this opportunity and expressed his desire to commence fishing commercially.

After realizing his entrepreneurial potential, Ms. Swapna, the CRP-EP, supported him in preparing the business plan, which was put forth in BRC. After scrutiny, BRC approved an amount of Rs. 50,000. Adding all his savings along with the CEF amount, he purchased a boat. He put his heart and soul into the business, drastically increasing his income. He repaid his loan in a short span and arrived at break-even within the first six months of the fishing business. His average monthly profit is between Rs. 40,000 to 45,000. At present, he can afford a good living for his family.

His business initiatives created opportunities and employment for others in the vicinity. He has employed four people working in the enterprise.



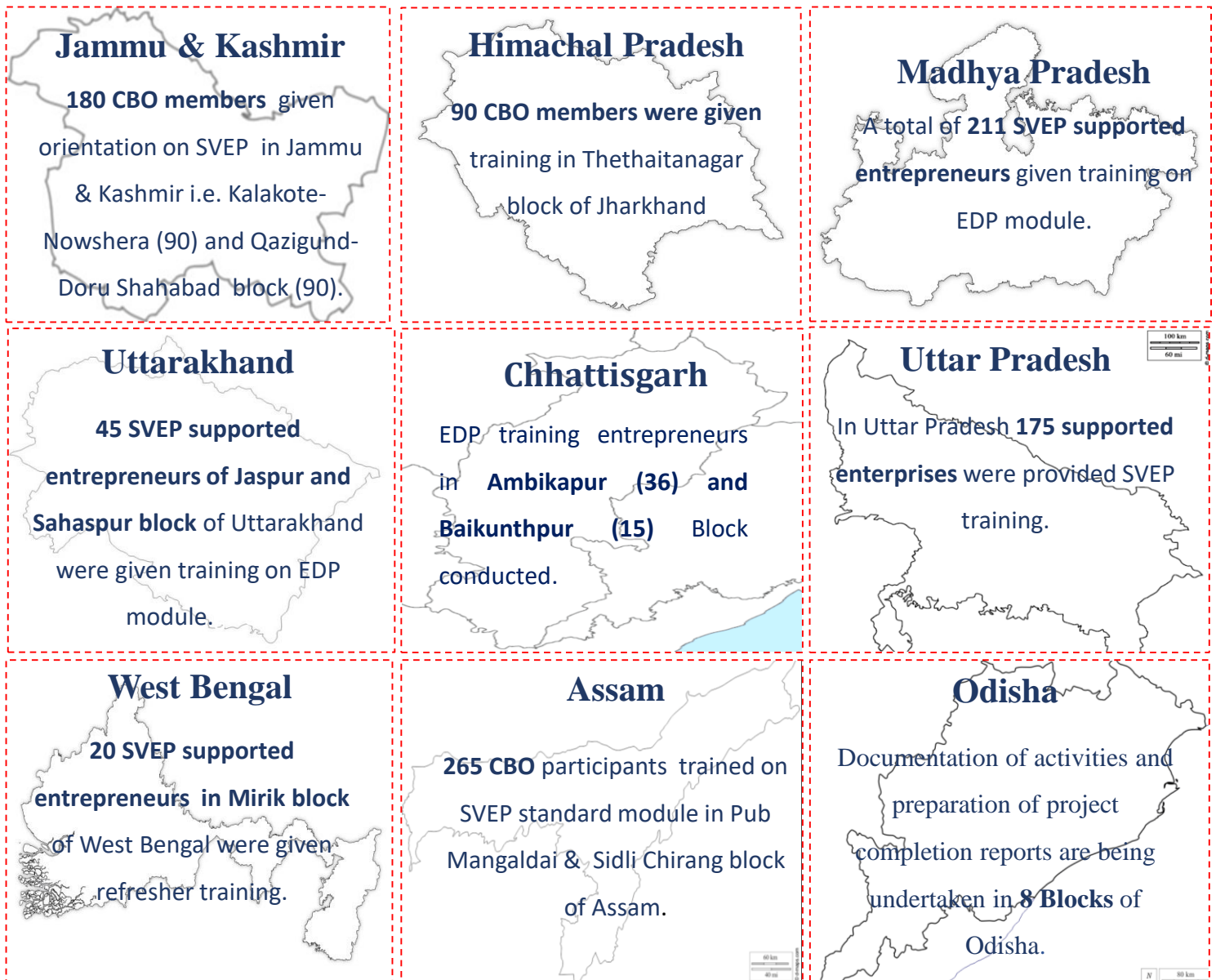
Figure: Karri Narshi babu and his wife are jointly pursuing the fishing activity. His wife is a great support to him at handling finances of the business.

The business provided him with earnings and brought back his confidence. He has earned respect among the community in his village and has become a role model for youth. He plans to venture into the fish processing sector, including dry fish trading and fish pickle manufacturing.

“The Programme has helped us come out of poverty. Having a team of people to support, boosted my confidence in taking the risk of investing all my savings in the venture and reaping profit from it”.

Karri Narshi babu, Entrepreneur, Fishing & Trading, Chunchupally, Eturnagaram, Telangana.

Field Highlights



One of the Institute's primary objectives and successes is harnessing the rural poor latent potential via training and capacity building. During November 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, Jammu & Kashmir, Uttar Pradesh, and West Bengal. The above represents the key activities undertaken in several SVEP implementation states.

Reel from the Field



65 CBO participants were trained on book keeping and record maintaining at Thandla block of Madhya Pradesh



42 business plans approved during the BRC Meeting organized at Kadaura block of Uttar Pradesh



90 members of community based organization of Mandi Sadar block of Himachal Pradesh were given basic training on book keeping and CEF management in 3 batches.



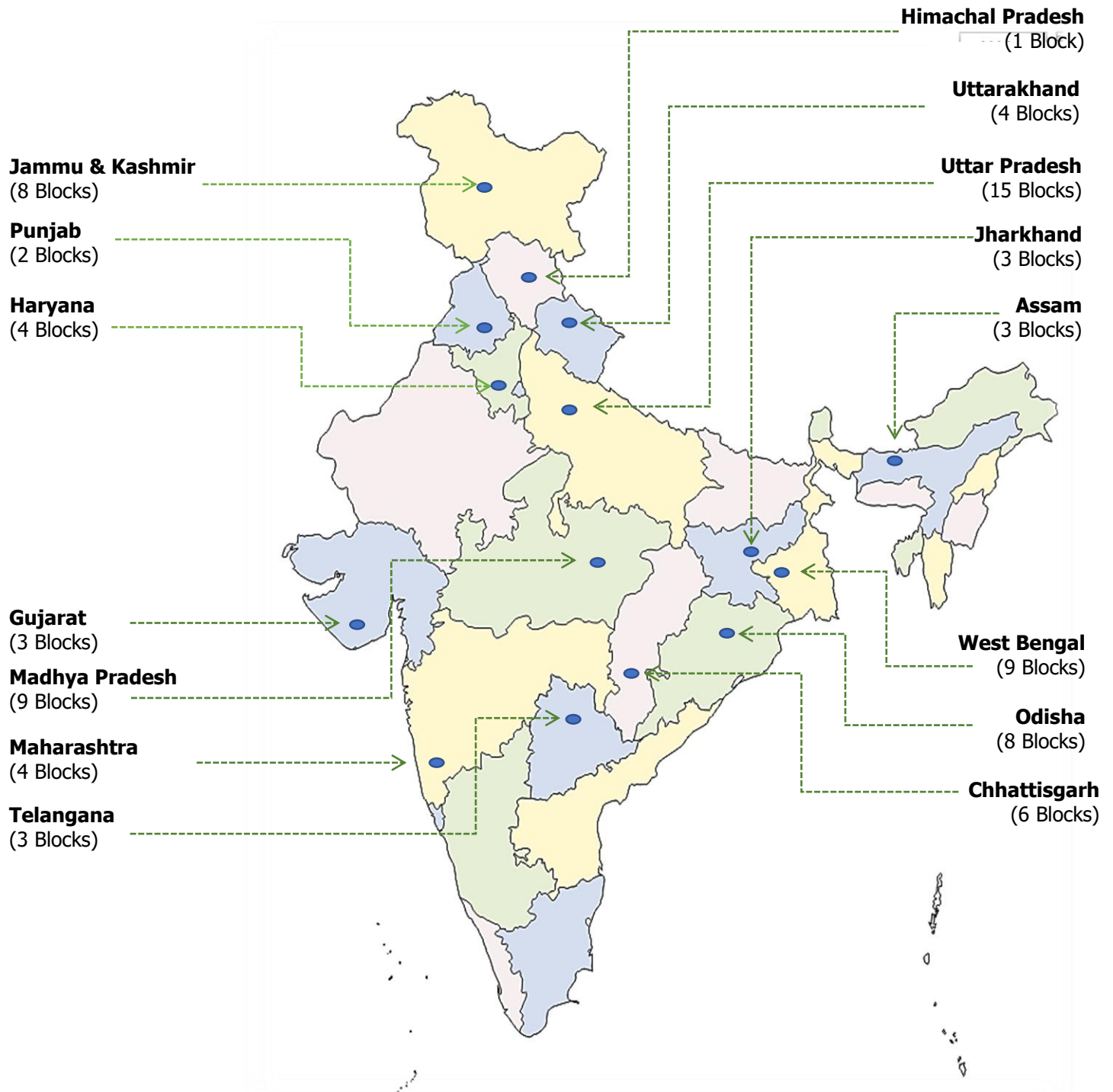
Local Community Meeting conducted at Mihinpurva where 34 out of 57 business plans were approved by BRC.

Upcoming Activities

- Block Level Exit Workshop for SVEP Stakeholders across the Phase 2 SVEP Blocks
- Exposure Visit 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. Also, your feedback on the content is welcome.



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