

Centre ties up with EDI to give fillip to rural start-ups

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Ahmedabad: Married off at an early age, Suryaben Bariya had to quit studies. However, the urge to set up her own business never died. With a small investment of Rs 15,000, Suryaben launched a grocery enterprise that is now earning her a monthly profit of Rs 35,000.

Shailendra Dhakad from Neemuch village in Madhya Pradesh earned a Bachelors of Science in Biotechnology from IPS Academy in Indore. Then he realized that a 9 to 6 desk job was not his cup of tea. Cashing in on the opportunity in organic farming, Dhakas got together with his friend Rajesh Sagitla to start Carmel Organics Private Ltd. The duo generate an annual revenue of Rs 1.5 crore and operate from their village itself.

Now, thousands of village start-ups that are thriving and those facing closure due to lack technical expertise are set to get a major impetus. With the Narendra Modi-led Central government announcing Rs 100 crore to boost entrepreneurship, the ministry of rural development has roped in Ahmedabad-based Entrepreneurship Development Institute of India (EDI) to promote entrepreneurship in every village of the country.

"Under the start-up vil-



lage entrepreneurship programme (SVEP), we will create 2,400 enterprises in every block. We will create a block resource centre - enterprise promotion that will act as a nodal centre to promote SVEP. The centre will follow a self-sustaining revenue model. The programme will help enterprises get bank finance using a tablet-based software for making the business feasibility plan, doing credit appraisal and tracking business performance," said professor Manoj Mishra of EDI.

He said: "It has been realized that in the absence of adequate business skills like understanding of market, domain knowledge, accounting and costing skills, these micro and nano enterprises struggle to survive. The programme will stabilize the current livelihood of villagers and help them generate new avenues of income."