

# Udyamita Udaan



*Progress from the Field on the Implementation of SVEP*

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 create, nurtures and sustains rural entrepreneurs and thereby bringing the rural poor out of poverty.



## What's inside!!!

- Editor's Note
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## Editor's Note

***“Jingle bell jingle bell jingle all the way. Exploring the letter of the last month has its own sway”.***

As we are coming to an end of a year in the current month, some of us will vow to lose weight or cut down on some bad habits. Some might desire to grow more professionally but in SVEP the only vow taken every month is progress of your enterprise with personal growth.

This month in Udyamita Udaan, we are happy to note that- several entrepreneurs has been linked with Udyog Adhaar Memorandum [UAM], some of them were recognized at national level for accolades and rewards and last but not the least, many of the are adopting innovative practices with a positive note. Like last time we want the content to be more enticing and informative which speaks about the program in a holistic way. Also the Block Resource Centers are taking a major stride on motivating people to become part of the program.

Inside you'll find a mix of news, features and columns on the facts and figures of the progresses, how the life of a Community Resource Person is getting better by being part of the program and many more stories on enterprises and people from the community. I hope you enjoy this issue and do let us know if there are any topics you'd like to see and covered in the future.

## Primordial Art Painter from MP dreams to go Digital

Mr. R P Dhruvey, a Samnapur based Gond painter, known for his exemplary skills in turning colors to image of aboriginals art form. Talent of this tribal artist was spotted by the SVEP team. He was provided support in sourcing the unique raw material and forward linkages. He was also guided to take part in the exhibitions to harness the potential markets for his products.

SVEP has provided him support to reach larger audiences and carry out live demonstrations of these skills so that he can market his product and get at remunerative prices for his work. Recently Dhruvey displayed his work at India International Trade Fair 2018 at Delhi. This gave him lot of visibility and recognition at national level.

During the past 14 months of association he has displayed his work in more than 5 exhibitions and fairs and has received accolades and appreciation everywhere. Now he plans to showcase his products on digital platforms to increase reach and open up a new channel for marketing his products.



*Mr. R.P. Dubey proudly displays the award received from Madhya Pradesh Laghu Udyog Nigam Limited*

## SVEP IN NUMBERS

Enterprises  
PromotedExisting : 5,462  
New : 7,983

13,445

Entrepreneurs  
PromotedFemale : 8,032  
Male: 5,728

13,760

Community  
Enterprise  
Fund [CEF]  
Disbursed

₹ 37.78 Cr.

Community  
Cadre  
[CRP-EP]Female: 236  
Male : 306

542

## Bank Linkages

Enterprises: 236  
MUDRA: 41

₹71.70 Lacs.

## SVEP IN MEDIA

## मिली मदद तो पूरा किया नौकर से मालिक का सफर

इनसे  
सीखें

सिमडेगा | दीपक रिकू

जिले के ठेठईटांगर प्रखंड के जोराम पंचायत की अनिता और उनके पति मनभरण ने अपनी मेहनत से फर्श से अर्श तक का सफर तय कर लोगों के लिए मिसाल बन गए हैं। इस दंपति की कहानी उन लोगों के लिए प्रेरणास्रोत

है जो सरकारी मदद को खैरात समझ कर उड़ा देते हैं। अनिता और मनभरण ने आजीविका के लिए संघर्ष किया। मजदूरी की और फिर सरकारी मदद से मिली प्रेरणा से वे अब कारोबार शुरू कर चुके हैं। झारखंड राज्य ग्रामीण आजीविका मिशन के ग्रामीण उद्यमिता विकास कार्यक्रम के तहत अनिता को तीस हजार रुपए का लोन दिया गया। इससे अनिता और मनभरण ने जूते और चप्पल की दुकान खोली। हाट बाजार में दुकान लगाकर उन्होंने अच्छी आमदनी



अपनी दुकान में मनभरण।

अर्जित की। कभी दूसरों के यहां मजदूरी करने वाला यह दम्पति आज दूसरे को अपने यहां रोजगार दे रहा।

**सात सदस्यों के परिवार का नहीं था कोई सहारा:** अनिता ने बताया कि उसके परिवार में उसके पति मनभरण

और वह मजदूरी करके अपना परिवार चलाती थी। परिवार में बूढ़े सास-श्वसुर के अलावे तीन बेटियों को पालने की जिम्मेवारी उनपर थी। इसी बीच एसवीईपी के लोगों की नजर उनपर पड़ी और उन्होंने सहारा देते हुए स्वरोजगार के लिए तीस हजार का लोन उपलब्ध कराया। लोन से मिली राशि से उन्होंने जोराम बरटोली में जूते चप्पल की दुकान खोली। मेहनत और लगन से दुकान चल पड़ी और अब दस से बारह हजार महीने की आय हो रही।

स्टार्टअप के  
तहत महिला ने  
खोली दुकान

**दुद्धी।** इलाके के पहाड़ी क्षेत्र स्थित मझौली गांव में वहाँ की गोल्डी देवी ने सोमवार को स्टार्टअप ग्रामीण उद्यमिता कार्यक्रम के तहत किराना की दुकान खोली। इसी के साथ वह पहाड़ी क्षेत्र में दुकान खोलने वाली ब्लॉक दुद्धी की पहली महिला बन गईं। कार्यक्रम का उद्घाटन मारुति प्रेरणा ग्राम संगठन की अध्यक्ष प्रमिला देवी ने फीता काटकर और नारियल फोड़कर किया।

इस दौरान ब्लॉक पदाधिकारी जय कुमार जोशी ने बताया कि राष्ट्रीय ग्रामीण आजीविका मिशन के तहत स्टार्टअप ग्रामीण उद्यमिता कार्यक्रम का संचालन किया जा रहा है। इसका उद्देश्य स्वयं सहायता समूह से जुड़ी महिलाओं के उद्यमों को बढ़ावा देना है।

इस मौके पर प्रबंधक प्रत्युष त्रिपाठी, पीआरपी अजय शंकर झा, समूह सखी सुनीता देवी, सीआरपी ईपी जितेंद्र कुमार आदि मौजूद रहे। व्यूरे

Loan Disbursal in  
Duddhi, a new block of  
Uttar Pradesh  
**Newspaper:** Amar -  
Ujala, Sonbhadra

Story of SVEP Entrepreneur of Thetaitangar, Jharkhand,

**Newspaper:** Hindustan, Ranchi

## ब्लाक रिसोर्स सेंटर के सदस्यों की ट्रेनिंग सम्पन्न

सुनाम ऊधम सिंह वाला, 5 दिसंबर (शैली): गांवों में स्वयं सहायता समूह के सदस्य व उनके परिचारिक सदस्यों को माइक्रो इंटरप्राइस सेटअप करने के लिए केन्द्र सरकार की तरफ से राज्य सरकार के साथ मिल कर चलने वाले प्रोजेक्ट प्रारंभिक ग्रामीण उद्यमिता कार्यक्रम (एसबीईपी) के तहत बीएलएफ व बीआरसी के सदस्यों को इस प्रोजेक्ट की ट्रेनिंग दी गई। यह ट्रेनिंग संजय राणा व कमालुदीन के नेतृत्व में सम्पन्न हुई। इस ट्रेनिंग में भाग लेने वाले सदस्यों को बीएम महिन्द्र शर्मा ने



ट्रेनिंग दौरान ब्लाक लेवल फेडरेशन व ब्लाक रिसोर्स सेंटर के सदस्य।

बताया कि इस प्रोजेक्ट के तहत अने वाले समय में सुनाम ब्लाक के अधिकतर गांवों में रहने वाले लोगों को इसका लाभ मिल जाएगा। ट्रेनिंग दौरान

दलजीत कौर, सुखविन्द्र कौर व जसवीर कौर ने इस प्रोजेक्ट को सफल बनाने के लिए हर प्रकार की सहायता प्रदान करने पर सहमति व्यक्त की।

Training of BRC Members, Sunam, Punjab, **Newspaper:** Sangrur Barnala Savera, Sangrur

## SVEP revives culture and livelihood in Rural Gujarat

Gujarat is a home of over 22 varieties of bamboo, spread over vast tracks of forest land in northeastern regions of the state and Panchmahal is one of the district. In this district, Ghoghamba is a block where bamboo and its products are part of their culture. There are groups of people, whose livelihood was based on this bamboo culture but modernization, migration and urbanisation has posed a question to their survival and forcing most of them to switch to other livelihood options. SVEP team of Ghoghamba has found one group of Palla village, who were still struggling holding on to surviving their culture and livelihood.

Based on the discussion with them and as per the market study, SVEP team conceived a project for reviving bamboo culture. It prepared the business plan accordingly for Group enterprise. BRC was satisfied with skills and financial projections by the members of group. The business plan was modified accordingly. It was approved by the committee. A loan of ₹ 1,00,000 was provided as CEF to revamp their dream business. The group consists of 10 females and 1 male to run the collective enterprise. Convergence with RSETI for 5-day training has benefited the stakeholders in improving the skills to make innovative products as per the market requirement. Mr. Vipul, a pro-active CRP-EP has taken all the initiatives in making the business

viable. After SVEP intervention the business had restarted in July, 2017 with only decorative Pooja thali.



*Women Entrepreneurs are making Bamboo Products*

Currently, an array of bamboo products (E.g. Pen Stand, decorative, Pooja thali, Flower bouquet basket etc.) is made and supplied to nearby towns like Halol and Godhra. SVEP team succeeded in tying the collectives to various Govt. Departments and temples within the geographic boundaries of the district.

The enterprise is moving with a positive goal and the owners are happy to revive their own culture and livelihood. The Group enterprise has been registered in Ministry of Micro, Small & Medium Enterprises' initiative Udyog Aadhar and also nominated in National Entrepreneurship Award 2018, Govt. of India.



*“There might be disparity in the revenue but the skill acquired is an achievement which will remain with us forever. 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*

## Analogue Electrical in Bawani Khera, Haryana

Gori Shankar, a native of Dhani Khushal village of Bawani Khera block in Haryana always wanted to pursue his education in technical area. The economic condition of his family led to discontinuation to pursue higher studies and he started to work as a helper in an electronic shop. While interacting with his family his aspiration to become an entrepreneur became very evident.

His mother, a SHG member of “Khushi Mahila SHG”, narrated the processes of SVEP and how he can benefit from the scheme. He then approached Ms. Nirmal, CRP-EP of his village in January 2018, and got further details about the scheme thoroughly. Gori Shankar could foresee an opportunity to fulfill his dream as well as also scope of enhancing his income.

The CEF support of ₹ 30,000 from the program along with the training provided by the CRP-EP and mentor helped him to start his business. He also developed good business communication skills during the training.

His approach to deal with the customers is the USP (Unique Selling Proposition) of his new venture.



*Gori Shankar is working in his shop Shankar Electronics*

Gori Shankar repairs number of electronic items including motor, fan, iron etc. He is also planning to expand his business and start trading of electronic items. The repayment history is remarkable. Sometimes he clears his due much much before the date of payment.



*“I moved from hardships to hope through SVEP. The training and financial support under the programme helped me to live with my passion and also elevated our socio economic status. I would like to recommend several others to be part of the scheme and get benefited. Self believe and handholding support is the motto of SVEP.”*

*- Gori Shankar, Shankar Electronics, Bawani Khera Block, Haryana*

## Field Highlights

### Punjab

- SVEP training of Block level federation, Block Resource Committee and book keepers is completed

### Gujarat

- Enrollment of SVEP Women entrepreneurs on “Mahila E-haat” platform led by Govt. of India, for the forward linkage of their enterprises has been started

### Haryana

- SVEP Software is fully operational in Matanhail and Fatehabad blocks

### Madhya Pradesh

- Four SVEP Entrepreneurs have been shortlisted for the next round of National Entrepreneurship Award-2018 by Ministry of Skill Development, Govt. of India

### Uttar Pradesh

- CBOs' trainings in new blocks for SVEP implementation
- Existing blocks are fully operational with regard to Mobile App

### Telangana

- Training of Community Resource Persons (CRP-EPs) on Udyog Aadhar registration of SVEP Entrepreneurs and their enterprises

### Chhattisgarh

- SVEP team has prepared the action plan for set up of resource based enterprise with the support of State Govt.

### Odisha

- Market space for SVEP Entrepreneurs has been developed under the “Rural Haat” initiative, which will be helpful for the forward linkages of SVEP enterprises

### Jammu & Kashmir

- Linkages with various Banks of State is scheduled for Micro credit planning for SVEP entrepreneurs

### Jharkhand

- State Govt. has awarded two SVEP blocks under EDII, as a Best Operational Blocks based on multiple evaluation criteria

### West Bengal

- SRLM teams of various states have visited the SVEP blocks to learn and adopt the model and innovative practices for implementation of the project

### Enterprise Facts



Credit: Jagdishchandra Patel

### Entrepreneur Mind Jumble

1. S A E S T S
2. S U B S I E N S
3. I L I Y T A B I L
4. O C T N A R T C
5. S E E N X P E
6. T O S C
7. E C N N A I F

1.Assets 2.Business 3.Liability 4.Contract 5.Expense 6.Cost 7.Finance

### Film Reel from the Field



Entrepreneurs' Development Programme for entrepreneurs- who runs soap making unit in *Kurud, Chhatisgarh*

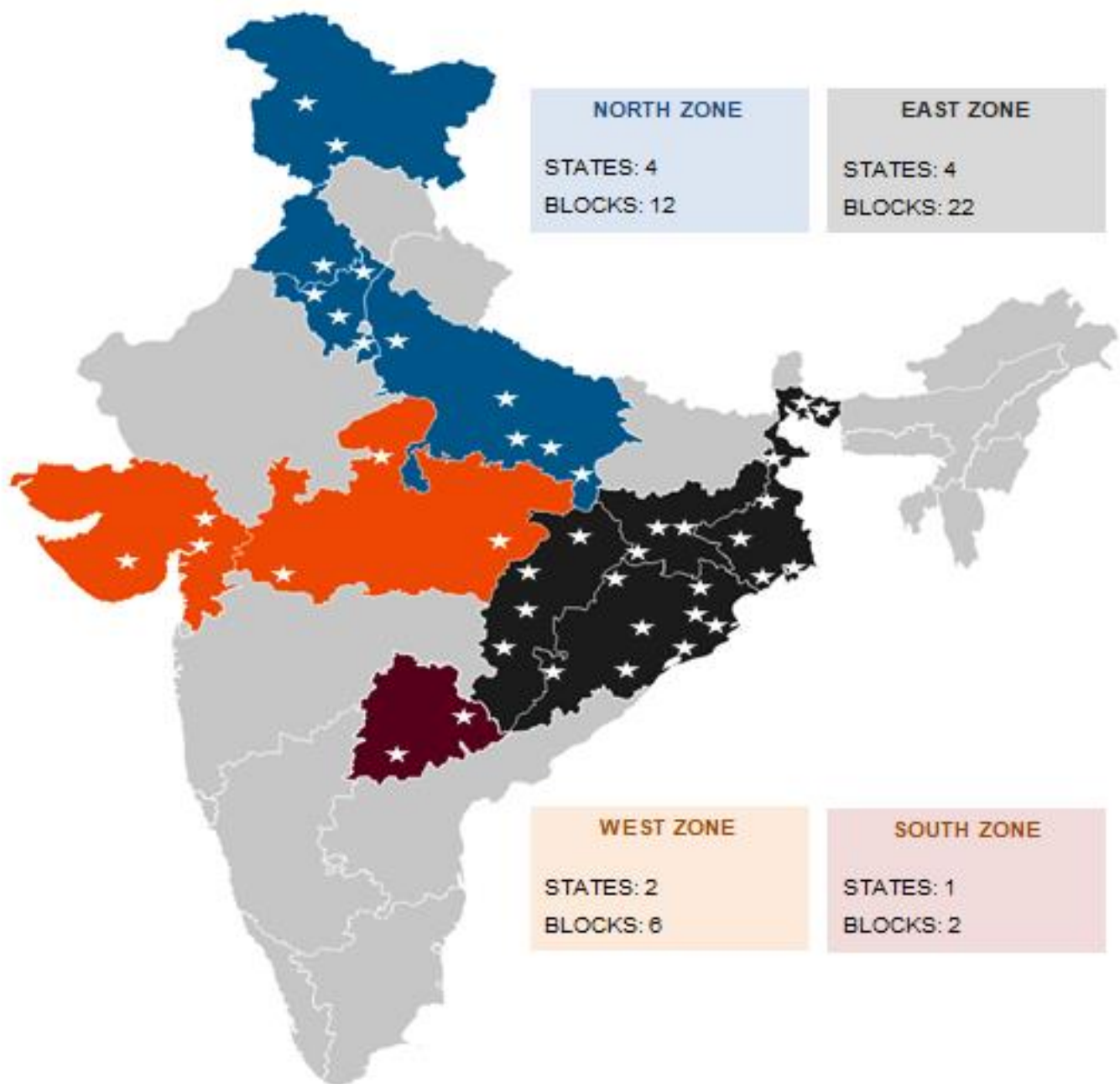


Physical verification of enterprises established under SVEP in *Basholi, J&K* by Mentor & BPM of the block

### Upcoming Events

- Visit of Mizoram SRLM CEO along with the team at Dinhata-1 block, West Bengal
- Block Programme Manager (BPM)-SVEP of respective SRLMs will be oriented and trained on SVEP.
- SVEP Software training is scheduled for BRC Members
- Formation and training of BRC at the new blocks under EDII

## “Our Presence”



*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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