

# 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 creates, nurtures and sustains rural entrepreneurs and thus brings the rural poor out of poverty.



## What's Inside: DIWALI SPECIAL



## SAY NAMASTE

### Candles lit Diwali - Thetaitangar, Jharkhand

A candle making unit promoted by Ms. Lalita Tirkey under SVEP, gears up and does brisk sales this Diwali.



Abhishek Vyas, Mentor, Rajpur, Madhya Pradesh has over 10 years of experience in entrepreneurship, handloom and sustainable livelihood programmes

### Anita's printing press...Lights up 11 homes this Diwali

Anita Jana, [Gobind Pur Abad village, Patharpratima Block, West Bengal], has set up and successfully manages a printing press. Families of people working in this press had a Very Happy Diwali



Sunita Rani, CRP-EP, Tauru, Haryana is known for well maintain records of CBOs. She has established more than 40 enterprises in the block.

### Mehek Bakery: Baking Diwali Gifts

The only Bakery in Lar, promoted under SVEP, became a hotspot for buying Diwali Gifts



Shardaben Gohil, BRC President, Ghoghamba, Gujarat is also an entrepreneur. She runs an Agarbatti unit successfully.

**Editor's****Note**

Every year, in every corner of India, from Kanyakumari to Kashmir this "festival of light" is celebrated with great enthusiasm, regardless of race and religion, reflecting the spirit of united India, and leaving every one of us with a sense of fulfillment and positivity.

Deepavali is over now, but the festive flavor still lingers in our minds. With hopes and blessings, gifts and sweets, lights and firecrackers, this auspicious ceremony lights up our souls and fills up our heart with bliss.

The program is a catalyst of economic prosperity in rural areas. In its pilot phase only, It has created sustained employment for more than 13000 people and has touched the lives of 2500 households. Inside you'll find a mixture of news, features and regular columns on the facts and figures of achievements, how the life of a Community Resource person is getting better after being part of the program and many more stories on enterprises which form the backbone of the content.

I hope you enjoy this issue and do let us know if there are any topics you'd like to see covered in the future.

## Candle-lit Diwali - Thetaitangar, Jharkhand



The first unit of candle making with the support of SVEP in Theitatar block, district Simdega, has been established.

District Collector, Simdega was present during an overall review of the block. He was very happy with the progress in a short span of time by the newly established candle making unit by the entrepreneur, Ms. Lalita Tirkey.



This achievement was also presented to the State Secretary during his visit to Simdega. He requested the concerned department of the Govt. of Jharkhand, to suggest strategies for making the product accessible to the people of neighbouring districts also. Govt. officials from Simdega district had purchased candles from Lalita.

It was also observed that the sale has already started showing upswing due to Diwali.

## SVEP IN NUMBERS

<b>Enterprises Promoted</b>  Existing : 5275 New : 7448  <b>12723</b>	<b>Entrepreneurs Promoted</b>  Female : 7577 Male: 5461  <b>13038</b>	<b>Community Enterprise Fund [CEF] Disbursed</b>  <b>35.83 Cr.</b>	<b>Community Cadre [CRP-EP]</b>  Female: 144 Male : 236  <b>380</b>	<b>Bank Linkages</b>  Enterprises: 236 MUDRA: 41  <b>71.70 Lacs.</b>
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## SVEP IN MEDIA

### संसाधन केंद्र का उद्घाटन



**कोलेबिरा.** कोलेबिरा प्रखंड कार्यालय परिसर में जेएसएलपीएस के अंतर्गत प्रखंड संसाधन केंद्र का उद्घाटन किया गया। उद्घाटन प्रखंड प्रमुख दीपक कंडुलना एवं सीओ प्रताप मिंज ने संयुक्त रूप से किया। मौके पर कई लोग मौजूद थे।

New BRC Office inauguration at Kolibera Block, District Simdega

### 38 महिला संगठनों के बीच ऋण वितरित

ठेटईटंगर। प्रखंड सभागार में सोमवार को ऋण वितरण कार्यशाला का आयोजन किया गया। कार्यशाला में मुख्य अतिथि के रूप में डीसी जटाशंकर चौधरी, डीडीसी अन्नय मित्तल, एसडीओ जगबंधु महथा आदि उपस्थित थे। मौके पर 38 महिला समूहों के बीच ऋण का वितरण किया गया।

Loan Disbursement in Thetaitangar, District Simdega

### उद्यमियों को दी गयी व्यापार की जानकारी

**प्रतिनिधि** ▶ सिमडेगा

ठेटईटंगर स्थित प्रखंड संसाधन केंद्र में आयोजित दो दिवसीय व्यापार जागरूकता कार्यशाला का समापन हो गया। कार्यशाला में विभिन्न पंचायतों के लगभग 62 उद्यमियों ने भाग लिया। इडीएलएल के मेंटर गौतम मोहंती ने उद्यमियों को व्यापार के बारे में विस्तार पूर्वक जानकारी दी।

उन्होंने कहा कि प्रखंड के 58 प्रतिशत लोग कृषि पर निर्भर हैं। वहीं कई लोग स्वरोजगार करते हैं, किंतु उन्हें व्यापार के ज्ञान की कमी है। परिणाम स्वरूप वह बेकार पड़े हैं। मोनू कुमार ने व्यापार की योजना में



कार्यशाला में उपस्थित लोग।

वित्तीय विवरण के बारे में बताया। एस्टेला कुल्लू, संजय डुंगडुंग, अजय केरकेट्टा व चंद्रिका आदि ने सामुदायिक संगठनों की भूमिका की जानकारी दी। बीपीओ संतोष वर्मा ने राष्ट्रीय ग्रामीण आजीविका मिशन के बारे में बताया।

Entrepreneurs Development Programme at Thetaitangar, District Simdega

### प्रशिक्षण में लोन के बारे में दी गई जानकारी

ठेटईटंगर। प्रारंभिक ग्रामीण उद्यमिता कार्यक्रम एवीईपी के अंतर्गत चार दिनी प्रशिक्षण सम्पन्न हुआ। भारतीय उद्यमिता विकास संस्थान अहमदाबाद की ओर से आयोजित प्रशिक्षण में ठेटईटंगर और कोलेबिरा के सदस्यों ने भाग लिया। मौके पर व्यापार की योजना, व्यापार की जांच, ऋण देने और लेने की प्रक्रिया पर विस्तार से जानकारी दी गई। साथ ही मोबाइल एप्लीकेशन में काम करने का अध्यास कराया गया। बताया गया कि पिछले एक महीने में ठेटईटंगर ब्लॉक में 46 उद्यमियों को खड़ा किया गया है। जिसमें कुल 22.5 लाख रु ग्रामीण विकास विभाग की ओर से दिया गया। उक्त कार्यक्रम कोलेबिरा प्रखंड में डेढ़ साल से चल रहा है। जिसमें 151 उद्यमियों को खड़ा किया गया और 86 लाख रुपए का वितरण किया गया। मौके पर आकाश शाह, गौतम मोहंती, राजेश आदि मौजूद थे।

SVEP-IT training in Jharkhand

## Anita's printing press...Lights up 11 homes this Diwali

The recent feat of women empowerment has brought a paradigm shift in the mindset of people about perception of women. The days are gone, when men were considered to be the sole earners of the family and women reckoned as homemaker. Anita Jana, the protagonist of this story, went through countless hurdles in life but finally emerged as a role model and inspiration for other women.

Anita Jana lives in Gobind Pur Abad village, under the Patharpratima Block of S 24 Parganas district of West Bengal. She is a member of the Vidyasagar SHG. She was running a printing press but she was unable to fulfill the needs of her family. She was in search of support to strengthen her enterprise. From her SHG members, she came to know about SVEP. She consulted the CRP-EP, who along with the SVEP mentor, assessed the scope of screen printing and prepared the business plan accordingly. The sound business plan enabled Anita to get an SVEP loan of Rs. 40,000. With this support, she was able to add a screen printing machine to undertake new job orders. As she already possessed skills and knowledge of the trade. The SVEP team focused on strengthening

her networking skills to procure more orders. After receiving training on communication and marketing, she has been able to capitalize and generate more revenue for her enterprise. She has also started bag and card printing in addition to her previous work.



She firmly believes that an entrepreneur is not the one who earns for his/her family only, but is the one who earns and creates jobs for others to help them.

She has hired 11 SHG women members as daily wage labourers and provides an average wage of Rs. 2000 per month based upon orders procured. Her annual average profit is now more than Rs. 1,00,000. She has fully repaid her CEF loan. This enterprise has led to the socio-economic development of 11 families of the village.



*"While business plan developed by CRP-EP and SVEP mentor gave a new life to my business, the EDP (Entrepreneurship Development Programme) training conducted by SVEP team has enhanced my communication skills as well as business skills. Now I can handle all job orders as well as manage my accounts independently." Anita Jana, Entrepreneur, Anita Printing Press, Patherpratima, West Bengal*

## Mehek Bakery: Baking Diwali Gifts

There are millions of youth in our country who want to run their own business but lack of capital and proper guidance inhibits their plans. Riyaz Sheikh, who lives in Waliwar village of Lar Block of Jammu & Kashmir, had a similar story.

Riyaz Sheikh was a sales person in a sweetmeat shop but he always had the desire to do something worthwhile in life and wanted to become an entrepreneur. Banks and schemes did provide him loans but he could never muster enough courage and confidence to take the plunge. He believed, he needed to be strong in the areas of planning, strategy and management. He felt that capital alone wouldn't help him much in the absence of knowledge and skills.

In January 2018, he came to know about SVEP through his wife, Shahida, who is an active SHG member. He liked the idea of holistic support under the programme. He registered himself for SVEP entrepreneurship and met the CRP-EP, Mr. Mushtaq. They discussed and planned to start the bakery shop along with selected FMCG products as per the demand. They prepared the business plan and applied for the SVEP loan.

The scope of business was found viable by BRC members and they sanctioned Rs. 70,000/- as loan amount. The enterprise was established under the name of "Mehek Bakery and Sweets".



Timely and continuous handholding support of SVEP team has made him capable enough to run his business successfully. Riyaz, the person who used to work at someone's place has now created job opportunities for 3 people at his shop. His shop successfully caters to the local demand and generates an average monthly revenue of Rs. 30,000/-. Riyaz has also repaid 75% of the CEF loan that he had received earlier. He envisages enhancing his business acumen with the support of his CRP-EP.



*"Due to SVEP entrepreneurship, I got good exposure into marketing, risk bearing capabilities, book keeping and customer relation management. The training invoked my professional approach not only to run the business confidently but also to keep the business growing."- Riyaz Ahmed, Entrepreneur, Mehek Bakery & Sweets, Lar, Jammu & Kashmir*

## Field Highlights

### Punjab

- Action plan has been prepared to make the new block operational
- Training of 25 CRP-EPs has been completed

### Gujarat

- Convergence with RSETI is in progress for thematic training of SVEP Entrepreneurs
- Ratio of Loan Repayment has increased significantly

### Haryana

- Field exposure and classroom training of 42 CRP-EPs of two new blocks have been completed

### Madhya Pradesh

- Special interaction with bankers to develop 40 enterprises through Bank linkages
- Blocks have initiated the use of App to make the implementation digital

### Uttar Pradesh

- Festive special selling has been planned for SVEP entrepreneurs with additional stalls at district office
- Master plan has been prepared to make the new SVEP blocks operational

### Telangana

- Physical verification of enterprises grounded under SVEP completed
- Initiated the process to develop more community resource persons

### Chhattisgarh

- New 79 Bank linkages have been achieved
- Thematic training Programme for Group Enterprise (Soap Making) has been conducted
- 250 Entrepreneurs have been trained under EDP

### Odisha

- Software training of BRC and CRP-Eps has been completed in existing blocks of State
- SVEP App training has been scheduled in new blocks

### Jammu & Kashmir

- EDP training of 64 entrepreneurs have been completed
- Software training of CRP-EPs & BRC members has been finalized

### Jharkhand

- New SVEP Block is now operational and 43 Enterprises have been grounded
- Refresher training of CRP-EPs have been completed

### West Bengal

- BRC Set-up process is ongoing in 5 new blocks
- Community cadre development process is in progress in new as well as existing blocks

## Entrepreneur Mind Jumble

These are jumbled up words related to Entrepreneurial Key Success Factors. For example the first jumbled word [TTVMOIAE] is [MOTIVATE]

1. T T V M O I A E

2. E D L O K N W E G

3. L I S K L

4. A I N E C E T P

5. P I C E E E E X N R

6. P R I T N E E S S E C

7. E I E V T R A C

8. N T H S O E

9. E W R N T K O

1.Motivate 2.Knowledge 3.Skill 4.Patience 5.Experience 6.Persistence 7.Creative 8.Honest 9.Network

### Enterprise Facts



Credit: Jagdishchandra Patel

### Looking Forward: Udyog Aadhar

[Udyog Aadhaar] - Zero cost registering of enterprises across the nation for SVEP. The Udyog Aadhaar is a scheme which helps small enterprises register themselves under the Ministry of Micro, Small and Medium Enterprises (MSME) through an easy and simple process of filling a one page user-friendly online registration form. 13000 Entrepreneurs over 26 blocks will be generated [Udyog Aadhaar Memorandum] UAM number in the upcoming months.

### Film Reel from the Field

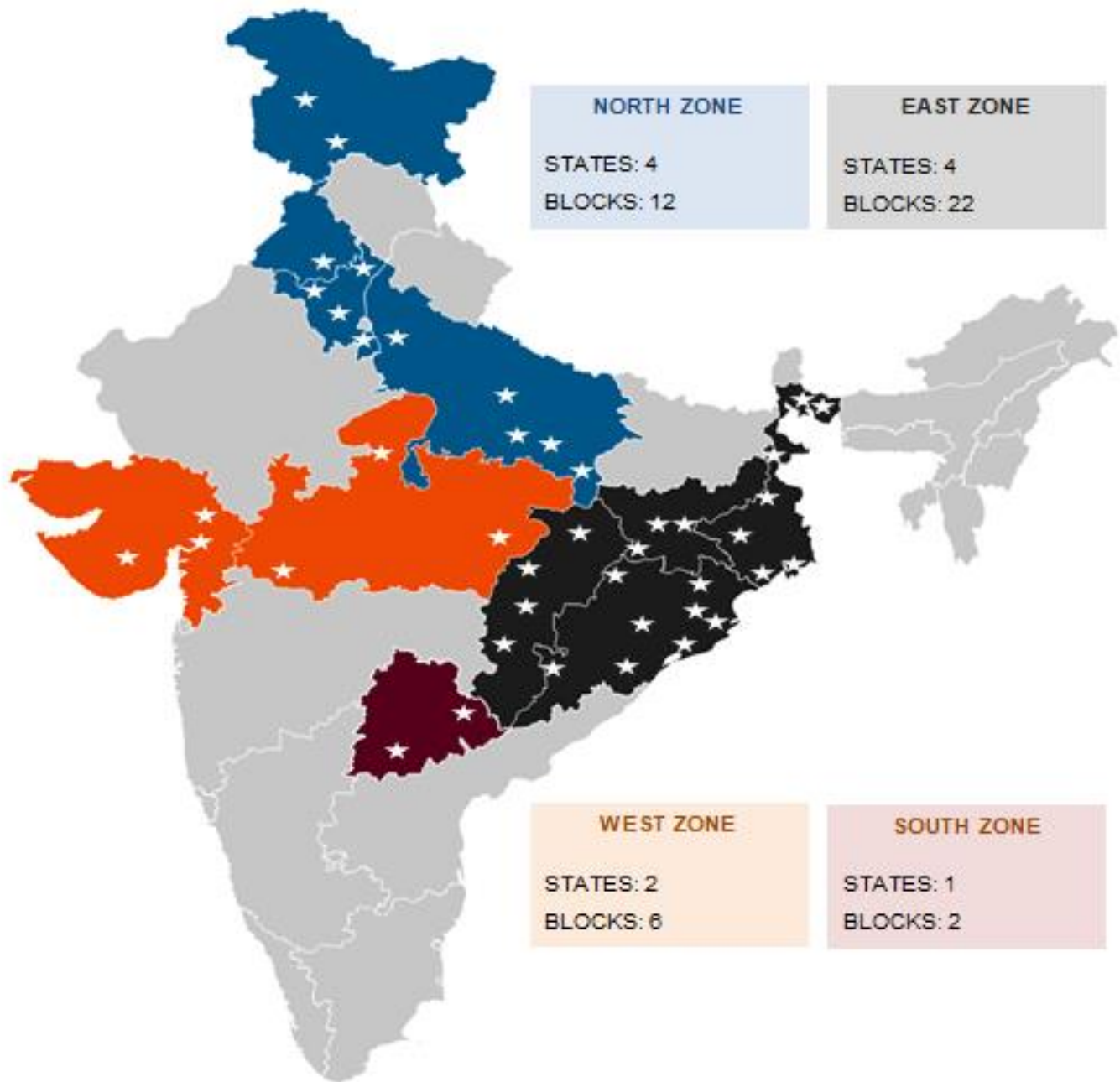


Performance tracking of Flour mill unit by CRP-EP. Unit is established under SVEP at Dinhat 1 Block, West Bengal



Tablet distribution to BRC Members of Ranpur, Odisha during the SVEP-IT training of CRP-EPs.

## “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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