

Udyamita Udaan

Progress from the Field on the Implementation of SVEP



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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.



SVEP has established itself as the ecosystem provider for nano enterprises in the rural areas. EDII has been at the front from the inception of the Programme and has provided its technical services to SRLMs in actualizing programme objectives. A consultative meeting was organized by the NRLM from 25th to 27th of the month to discuss changes in the guidelines of OSF, Cluster and SVEP. It was agreed that the guidelines need to change as learning accumulates and the programme matures. It should also factor in the geographical peculiarities of the North Eastern states. The discussions hovered around the proposed Micro Enterprise Development (MED) programme and its layering over the existing SVEP and OSF programme areas. Secondly, viability and the usefulness of the PTS platform as the program monitor were discussed. The moot question was whether the PTS was needed at all or whether a smaller section of the enterprises could be used to gauge the programme effectiveness and take strategic decisions. Incubation for scalable enterprises also came up for discussion. On the whole, it was felt that the policies and the guidelines should be in tune to address the new realities for greater scale of outcomes.

As far as the cumulative progress at the end of the month is concerned, till date, we have paved the path for 71,789 enterprises to take shape of success. This e-newsletter brings to you a glimpse of programme implementation and its general direction across the programme area.

FSSAI Camp for SVEP Entrepreneurs

BRC, Nandigram has successfully organized a FSSAI camp for awareness on food safety and regulations. The object was to promote enterprise registration under the FSSAI and felicitation of SVEP entrepreneurs. On 15th March 2022 at Nandigram (1 block), East Midnapore district, West Bengal, more than 50 SVEP entrepreneurs participated at the camp who were oriented by the FSSAI team on food, hygiene, safety and standard measures to be practiced. After the orientation session, the FSSAI team visited general stores, tea shops, and fast food kiosks promoted under SVEP in the Nandigram Gram Panchayat. The team certified 13 enterprises under FSSAI



SVEP ACHIEVEMENT – NRO EDII

Enterprises Promoted	Entrepreneurs Promoted	Community Enterprise Fund [CEF] Disbursed	Community Cadre [CRP-EP]	Bank Linkages
Existing : 18,211 New : 53,578	Female : 45,428 Male: 28,129 Transgender: 1		Female: 708 Male : 498	Enterprises: 3162 MUDRA: 41
71,789	73,558	₹ 191.43 Cr.	1,206	₹ 13.06 Cr.

SVEP in Media



Establishing a talent of Architect...

Kalpana Maharana, resident of Ranpur Block of Odisha is an example of how a small entrepreneurial feat could pull out an individual and the entire family from the vicious cycle of poverty. Kalpana had barely completed her tenth standard exams when she had to tie the nuptial knot under insistence of family members. Within a few years, her family grew and in the absence of decent income, it became difficult to sustain the family. Her husband's income was meagre and did not suffice. Although Kalpana had knowledge of applique work and always wanted to do something to supplement the family income, she could never undertake anything for lack of resources and direction. In the month of December, 2017, Kalpana came into contact with BRC and then a CRP-EP introduced her to SVEP which motivated her to start her own venture. She, therefore, hesitatingly proposed this idea during one of the SHG meetings under SVEP and got a lot of encouragement. Mentoring started pouring in. Suddenly things started appearing easy to her. Based on her inputs, the CRP-EP prepared the business plan for approval of a loan of Rs. 50,000 which got sanctioned. She purchased two sewing machines and the raw materials required for the business from the money procured. On the personal front, however, she still had to struggle. As a result, she could manage to earn only Rs. 2000-3000 per month.



Applique work by Kalpana Mehrana, Ranpur Block

Her in-laws did not support her and all the teething troubles did affect her but with dedication and determination she was able to break the social barriers and her business started to grow. She successfully put up stalls in several trade fairs and festivals which made her products more popular in nearby villages. She has engaged two girls to help her in sewing. She also trains youths in her village in making applique products. She has been able to gain respect from her in-laws and from the same people of her village who had once scorned at her for venturing into a zone reserved for men. She is financially independent and leads a fulfilled life.



“SVEP seed fund has given me strength to stand on my feet. I have been able to pull my family out of debt. I aspire to fly higher.” - Kalpana Maharana, Entrepreneur, Kalpana Applique Works, Lekhanpur, Ranpur, Odisha

Journey of an Women Entrepreneur towards Economic Independence

Poonam Surin has reasons to pride on her achievements. The 37-year old is the first woman from the tribal community of Gargarbahar, a miniscule village in Thetaitangar block of Simdega district in Jharkhand, to complete her graduation.

Being a graduate, Poonam wanted to start a career of her own and become financially independent. She is a part of the Gulab SHG and has been regularly saving since she joined the SHG in 2015. She acquired computers skills after her graduation and came up with the idea of starting a Customer Service Center (CSC) to provide online services to local people such as online government e-services like – Aadhaar Card, PAN Card, Money Remittances, Money Withdrawal, Account opening, Insurance and Income certificate related formalities etc.

With the help of CRP-EP, the business plan was prepared and submitted to the BRC. The committee sanctioned a loan of Rs 1,00,000 from the SVEP CEF to help her set up a bank services point. This is the first customer service center in Thetaitangar block which is completely run by a woman. More than 100 people use this customer service point every day.



She charges a nominal fee for the online services and also earns a percentage of the money transactions made via their center. Presently, on an average, she is able to earn upto Rs. 1500 daily. During the lockdown period due to COVID 19, her business did suffer on account of reduced number of transactions. But she managed to continue with proper safety measures and by educating her customers how compliances with proper measures could keep them safe and at the same time ensure that their work continues well. Her prudent thinking and hard work helped her survive the difficult times and ensured a regular flow of work.



SVEP provided me the technical support and enterprise management training which helped me to become 'Aatmanirbhar.'

-Ms. Poonam, Entrepreneur, CSC Unit, Thetaitangar, Jharkhand

Field Highlights

Chhattisgarh

The DPRs of Ambikapur & Baikunthpur Blocks are approved in EC Meeting held on 23rd March 2022

West Bengal

53 CRP-EPs in 5 blocks were given training on different module viz. Dhupguri (14), Manikchak (9), Bolpur (10), Simlapal (9) and Nandigram (11)

Assam

175 members of Community Based Organization were given training on Book Keeping and CEF management viz. Pub Magaldai (165) and Sidli Chirag (10)

Madhya Pradesh

116 SVEP supported entrepreneurs were given training on EDP module - Lalbarra (64) and Bijadandi (52) respectively

Punjab

The Detailed Project Report of Valtoha-Chhola Sahib is approved in EC Meeting held on 23rd March 2022

Uttar Pradesh

68 CRP-EPs in 3 blocks were given training on different module viz. Akbarpur (10), Arajilne (13) and Nighasan (45).

Uttarakhand

The Detailed Project Report of Joshimath & Dharchula Blocks have prepared and submitted to Uttarakhand SRLM

Odisha

Documentation activities are ongoing in 8 Blocks of the State for the SVEP-Project Completion Reports

Jharkhand

SVEP supported CSCs have enrolled 4,545 beneficiaries (Thetaitanger:3,015, Silli: 1,530) of informal sector on E-Sharma Portal

Gujarat

74 SVEP supported entrepreneurs were given training on EDP module - Ghoghamba (50) and Khambha (24) respectively

Jammu & Kashmir

The DPRs of Qiazigund-Doorushabad & Kalakote-Nowshera have been approved in EC Meeting held on 2nd March 2022

Telangana

Activity for Identification and Registration of Potential Entrepreneurs (255 till April 2022) is ongoing.

Reel from the Field



**Regular PTS data Collection by CRP-EPs
in Bolpur, West Bengal**



**CRP-EP Training Conducted
in Chinnakodur Block of Telangana**



**EDP for potential entrepreneurs of
Lalbarra Block of Madhya Pradesh**



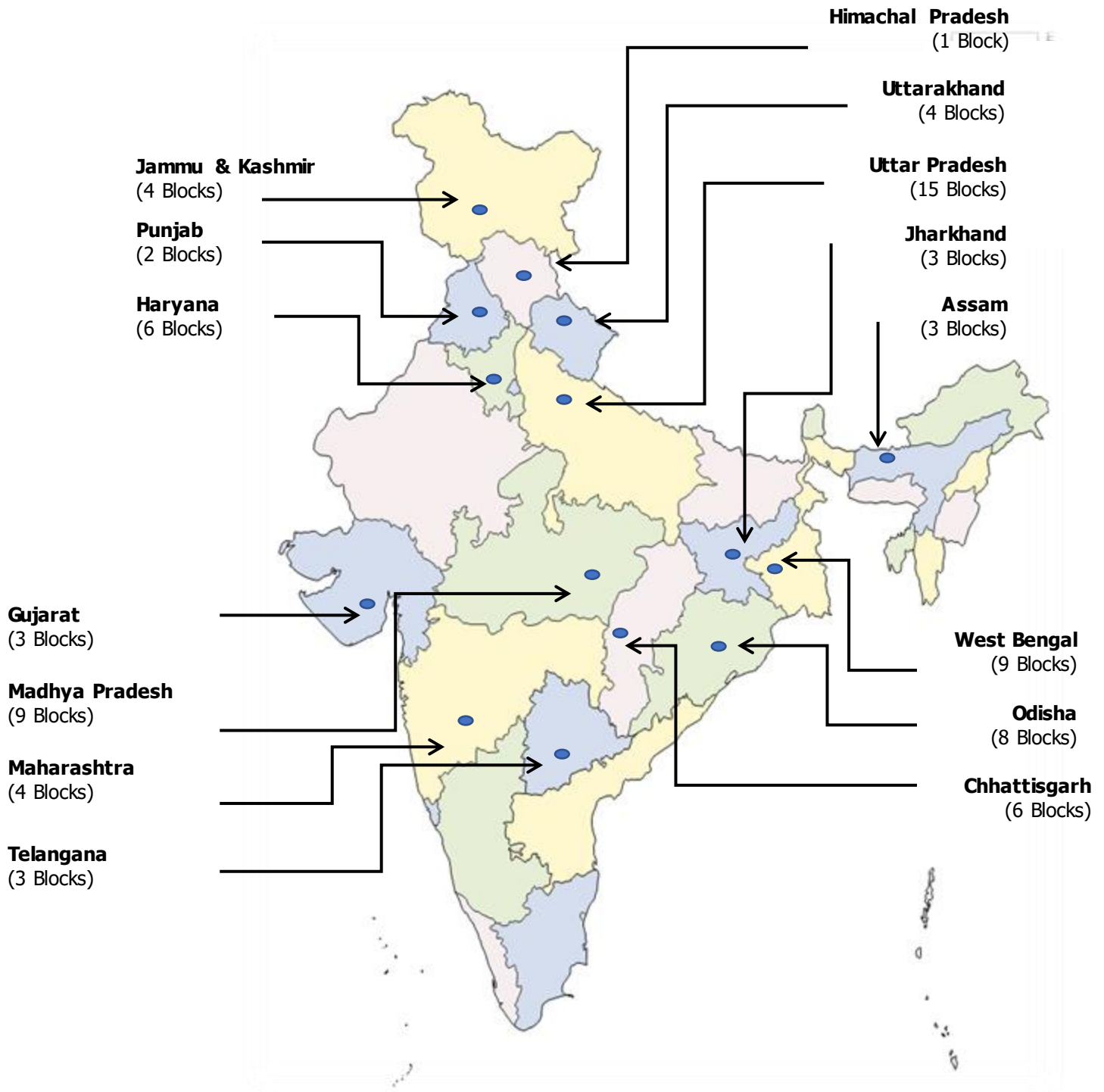
**Ms. Kiran Lama, CRP-EP, Kalimpong (WB)
was felicitated at Srishtishree Mela 2022**

Upcoming Activities

- Preparation of Project Completion Report for 19 Block of Phase II
- Complete the CRP- EP Grading across the Phase 2 SVEP Blocks
- Submission of the final versions of DPR (2 Blocks) after review from respective SRLMs
- MoU with JKSRML for 4 New SVEP Blocks

EDII NRO – SVEP Implementation

States: 15, Blocks: 80



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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