

# 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.



The people of India cherished the occasion of the 75th Independence day on 15th August 2022. Under the Azadi Ka Amrit Mahotsav campaign by Government of India, the nation envisaged record-breaking participation from people. As part of the festivities, the Har Ghar Tiranga campaign was launched for the citizens to resonate with the Tiranga and rekindle the joy of celebrating the motherland.

EDII and SRLMs in 15 states guided all their energies toward making this campaign successful. The SVEP ecosystem was fully geared to encourage the manufacturing and distributing the national flags in its operational areas. A notable example deserving a special mention are the eleven SVEP-supported entrepreneurs from the Sahaspur block of Uttarakhand who converged with the PRD dept. of the Government of Uttarakhand for stitching and supplying 3000 flags for the Independence Day celebration. It is a unique example where entrepreneurship facilitated the national celebration with all its joy amongst the people. In essence, the Independence Day celebration became an occasion to celebrate Entrepreneurship this year.

*-Editor's Note*



Highlight from the 76<sup>th</sup> Independence Day Celebration in Sahaspur block of Uttarakhand: **The Honorable Chief Guest, MLA Sahadev Pundir Ji, inaugurated an E-rickshaw of SVEP supported entrepreneur and felicitated SVEP team during the event.**

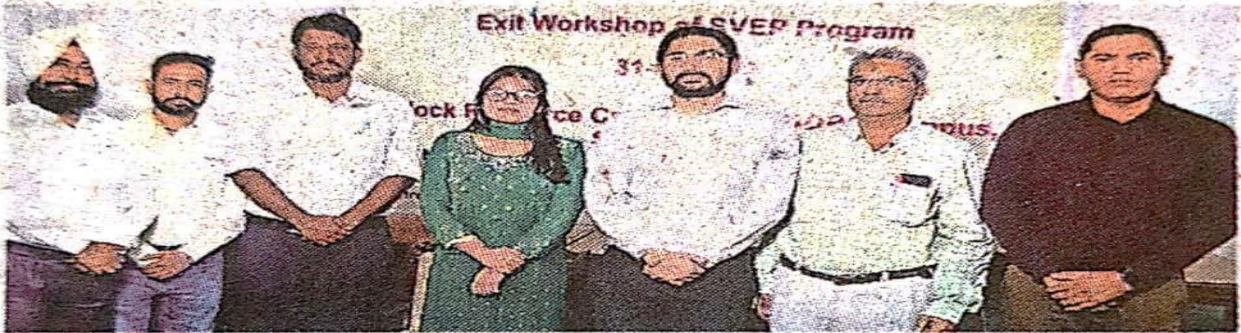


**SVEP ACHIEVEMENT – NRO EDII**

<p><b>Enterprises Promoted</b></p> <p>Existing : 18,481 New : 56,457</p> <p><b>74,938</b></p>	<p><b>Entrepreneurs Promoted</b></p> <p>Female : 47,711 Male: 29,030 Transgender: 1</p> <p><b>76,742</b></p>	<p><b>Community Enterprise Fund [CEF] Disbursed</b></p> <p><b>₹ 200.17 Cr.</b></p>	<p><b>Community Cadre [CRP-EP]</b></p> <p>Female: 708 Male : 498</p> <p><b>1,206</b></p>	<p><b>Bank Linkages</b></p> <p>Enterprises: 3162 MUDRA: 41</p> <p><b>₹ 13.06 Cr.</b></p>
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**SVEP coverage in News/Media**

**एजिट वर्कशॉप ऑफ स्वैप प्रोग्राम कराया, उद्यमियों को किया सम्मानित**



**भास्कर न्यूज | सुनाम**

दीनदयाल अंतोदया योजना व नेशनल ग्रामीण लाइवलीहुड मिशन के तहत एजिट वर्कशाप ऑफ स्वैप प्रोग्राम का आयोजन किया गया। जिसमें एडीसी वरजीत वालिया ने विशेष तौर पर शिरकत की। एडीसी वरजीत वालिया ने स्वैप प्रोजेक्ट के तहत पिछले 4 वर्ष में खोले गए 1800 से अधिक स्टार्टअप के लिए सभी को बधाई दी। उन्होंने गांव के कुछ

उद्यमियों को सम्मानित कर उनका हौसला भी बढ़ाया। इस मौके पर भारतीय उद्यमिता विकास संस्थान अहमदाबाद की तरफ से संजय राणा ने सभी को पिछले चार वर्ष में हुई उपलब्धियों के बारे में जानकारी दी और बताया कि मिनिस्ट्री की तरफ से स्वैप प्रोजेक्ट 200 से अधिक ब्लॉकों में चलाया जा रहा है। मौके पर ब्लॉक प्रोग्राम मैनेजर काजल, क्लस्टर कोआर्डिनेटर हरजंत सिंह, अजय कुमार व मोहिंदर शर्मा रहे।

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Als Franzos hat man schwer: Kr (42) wirft einem ne falls vor, so stämmigen tisch zu richtet di ken". Pr ehemals Marie An Monpezat Jahr der gin Mar nemar demger "fend ehemate Top- im sp  
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## Empowering art and artisans through SVEP interventions

Mrs. Sumitra Devi (38), from Dhaipani village in Tukupani Panchayat, Thetaitanger block, joined 'Neha self-help group' in 2016. She belongs to the community called 'Mahar' in the local region. Mahar is a community known for its traditional homemade cloth. They belong to Other Backward Castes and have rich knowledge in weaving cotton cloths.

SVEP got introduced in the year 2018 in this block. It had an operational office at the block called Block Resource Centre for Enterprise Promotion, closely working under the purview of the Block Mission Management Unit.

Mrs. Sumitra Devi, the wife of Mr. Prabhu Mahar (57), resides in Dhaipani village with their two children. They have ancestral land in the village, and their primary livelihood comes from agricultural activities like rice, paddy, millet, etc. Their ancestors also cultivated cotton for making cotton cloths like shawls, towels, saree, etc. Nine members of her family are engaged in the production of traditional clothes. They were facing problems in running the enterprise because of the financial crisis and shortage of raw materials.

During one of the regular SHG meetings, the CRP-EP oriented them about the SVEP. He explained about entrepreneurship building and approached the members to become next-generation entrepreneurs. After a few days, they attended a general awareness meeting and entrepreneurship development program at the BRC office. With the help of CRP-EP, she successfully prepared her business plan and approved it from various stages of CBOs as per the SVEP norms. Soon she purchased raw materials and other resources for the weaving machines. She had wooden machines for weaving cotton thread for making traditional cloths. Along with nine members of her family, the work got equally distributed.

Their enterprise is known for its quality finishing, and the products are sold in the local weekly markets like Simdega, Thetaitanger, Jaldega, Kersa, and Kurdeg. Due to the high transport mobility, she also sells her products in big markets like Dhanbad, Ranchi, Bhubaneswar, and Rourkela. Their monthly turnover reaches up to Rs 35000 to Rs 45000/- in the ideal markets. She is also engaged in selling and displaying her products in various kinds of Melas organized by the government, like Saras Mela and Rashtriya Khadi Udyog Mela.



*Figure 1: Mrs. Sumitra Devi and her husband along with other family members making an array of products with the SVEP CEF support.*

The team supported me in entire process of supporting my enterprise. Prior joining to SVEP, I was not aware about my own entrepreneurial skills, but post SVEP intervention, I feel immense joy to see the profits made by the enterprise. I am grateful to the entire team and the BRC to support my business and accelerate my entrepreneurial skills in a productive way.

**- Mrs. Sumitra Devi, Dhaipani Village, Thetaitanger**



## The pour of skill into art lead to birth of a painting enterprise

For Rameshwar Dhruve, art was more meaningful than a fulltime formal job. He decided to learn the intricacies of *Gond* paintings from a friend in Patangarh - a place popular for exquisite *Gond* art. After learning the form of art, Rameshwar mulled over making his new passion his job and started an art and craft business. However, like most ventures, he lacked the initial fund.

A resident of Padariya village, in the Samnapur block of Dindori district, Madhya Pradesh, Rameshwar is the eldest son in his family. His mother, Foolmati Bai, learnt reading and writing when her children taught her to. She is a member of an SHG since 2014. As an enterprising lady, Foolmatibai had taken various trainings under SHG to learn new things. Through her, Rameshwar got to know about SVEP programme.

To make the *Gond* painting into a profitable business, Rameshwar sought SVEP's support, based on his mother's eligibility as an SHG member. Once his application was approved, he was given Entrepreneur Training programme. The CRP-EPs helped him understand the nuances of a successful business, efficient marketing plans and how to sustain a business successfully. They also helped him with sourcing low-cost raw materials for his paintings, at wholesale rates. Equipped with the training, Rameshwar trained two other people from the village to do *Gond* art and employed them on a daily wages basis per painting. Presently, Rameshwar has grown into an efficient painter. Each of his paintings on paper, sell out in the range of Rs. 500 to Rs. 600, wherein his input expenditure is about Rs. 200 to 300. He has also successfully established business networks in major tourist centres across Madhya Pradesh, Jaipur, Mumbai, Delhi, Kanha Park, etc. With a monthly average investment of about Rs. 10,000, Rameshwar's monthly sales are about Rs. 20,000 to Rs. 22,000.

The SVEP CRP-EPs continue to supports incase of any obstacles in his business. They also help him in finding sales point in new markets - help him network with shopkeepers who are happy to place his paintings for sale in their shops. With his dedication and right strategy, Rameshwar has embarked on a journey of growth. There are ample opportunities in other markets and a great potential to expand business to triple his turnover.



Figure 2: Rameshwar participated in a local fair and his art caught foreigner's attention.

"SVEP has made my dream come true not only by providing the financial support but also giving the exposure of business management skills which has enabled to embrace my artistic skills and polished me as an entrepreneur"

-Rameshwar, Gond painting entrepreneur, Samnapur block, Dindori, Madhya Pradesh

## Field Highlights

### Chhattisgarh

CRP-EP training on the SVEP software, business plan making etc. was taken at Ambikapur where **25 CRP-EP** were trained.

### Punjab

**217 members** of CBO were provided general awareness training on SVEP in the Sunam block of Punjab.

### Assam

**13 CRP-EP** participants trained on SVEP software in the Sidli Chirang block of Assam.

### West Bengal

**119 SVEP** supported entrepreneurs were provided training in West Bengal, viz. Simlapal (45), Mirik (14) and Nandigram-1(60)

### Himachal Pradesh

**15 members** of the BRC-EP in the Mandi Sadar block of Himachal Pradesh were provided training in CBO modules

### Uttar Pradesh

In Uttar Pradesh viz. Akhbarpur, Bankati, Dhanpatganj, Kaura and Koraon, a total of **138 SVEP** supported entrepreneurs were provided EDP training

### Odisha

Documentation of activities and preparation of project Completion reports are being undertaken in **8 Blocks** of Odisha.

### Uttarakhand

An EDP training for **34** entrepreneurs from Sahaspur block and **60** entrepreneurs from Jaspur block was organized on basis of entrepreneurship.

### Jharkhand

**92 SVEP supported entrepreneurs** from Thetaitanger block and **68 entrepreneurs** from Silli block of Jharkhand were trained on EDP.

One of the primary objectives and successes of the Entrepreneurship Development Institute of India is harnessing the latent potential of the rural poor via training and capacity building. During the month of September 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, Odisha, Telangana, Uttar Pradesh and West Bengal. The above is the representation of the key activities undertaken in several SVEP implementation states.



## Reel from the Field



11 SVEP supported entrepreneurs from the Sahaspur block of Uttarakhand converged with the PRD dept. of the Government of Uttarakhand for stitching and supplying 3000 flags on the 76<sup>th</sup> Independence Day.



SVEP training certificates provided to the CBO members in the Sidli Chirang block of Assam where a strong participation of 131 members was noted.



18 CRP-EP participants from the Valtoha block of Punjab were trained on several modules of SVEP such as SVEP software.



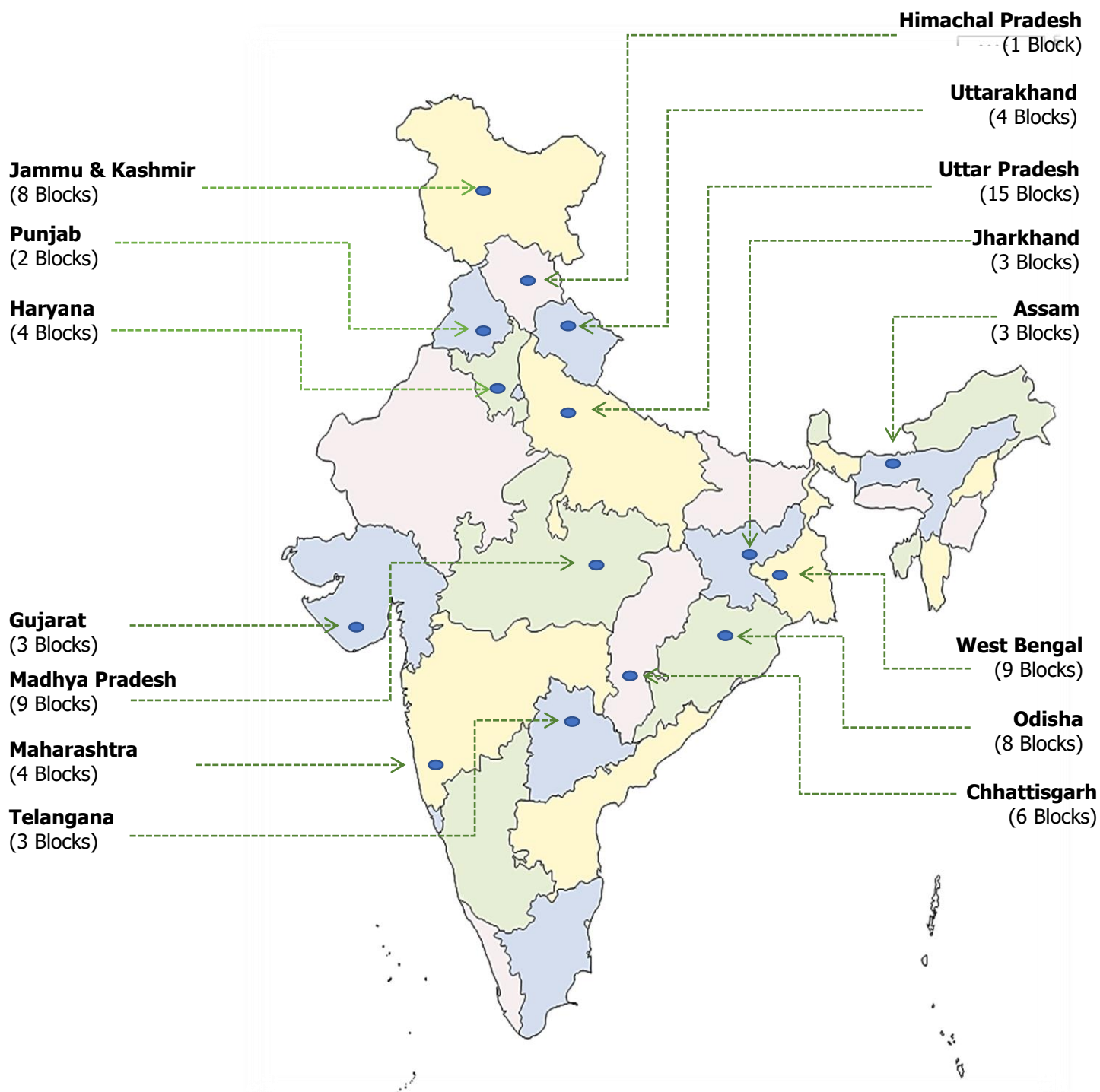
Training on EDP module of SVEP was given to the SVEP entrepreneurs of Sahaspur block of Uttarakhand.

## Upcoming Activities

- **Block Level Exit Workshop for SVEP Stakeholders across the Phase 2 SVEP Blocks**
- **Exposure Visits 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](mailto:svep.communication@ediindia.org). Also, your feedback on the content is welcome.*



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