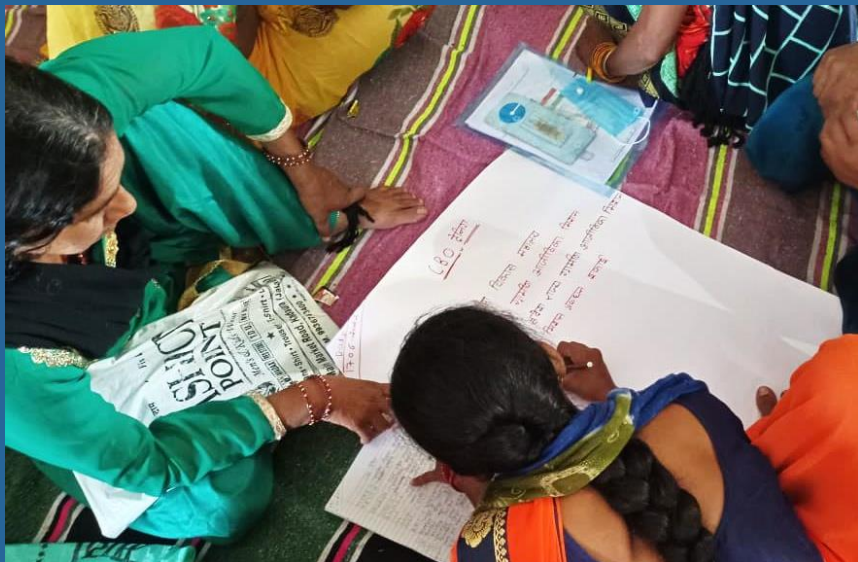


# Udyamita Udaan

*Progress from the Field on the Implementation of SVEP*



## What's inside!!!

- News Capsule
- SVEP in Numbers
- SVEP in Media
- Case Studies
- Field Highlights
- Upcoming Activities
- Reel from the Field



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 successful pilot of SVEP served to validate the 'proof of concept' stage regarding the efficacy of the programme in delivering desired outcomes. The NRLM now, based on learnings that emanated from SVEP, plans to ensure the scale by supporting higher order enterprises and promote clusters within the ecosystem of SVEP. The programme has till now demonstrated that infusion of microfinance and skill building for entrepreneurs have gone a long way in sustaining enterprises. However, with the increasing diversity and complexity of the market, it has now become imperative for the enterprises to imbibe new skills and growth trajectory that would address their profitability and stability in the business ecosystem.

Another NRLM decision is to go for the PMU route of programme implementation instead of the PIA/NRO route in those states that have successfully traversed through the 'proof of concept' stage. This is to ensure development of ownerships and capabilities within the SRLM structure. The NRO and PIA still can be counted upon for technical guidance and transfer of capacities.

As per the current mandate, SVEP is transitioning towards higher order and group enterprises as they have greater potential for growth, market penetration, consumer acquisition and brand viability. Group enterprises have better perspectives of growth challenges leading to the realization of enterprise objectives and providing required checks and balances for wiser decisions. The mandate is also to develop clusters within the SVEP ecosystem as cluster intervention impacts multiple stakeholders and gives competitive advantage to the primary producers.

## A visit by NRLM and SRLM in the state of Assam



Smt. Sunila Singh (NRLM), Ms. Anandita Deka (ASRLM) and Ms. Monalisha Hazarika (ASRLM) conducted a visit at Hajo Block of Assam. During their visit, the officials interacted with the SVEP entrepreneurs and discussed the scale up of existing entrepreneurial activities. While the officials applauded the women entrepreneurs for regularly maintaining the books of accounts, they also spoke about enhancing their productivity and empowering them with skills. Besides, they also encouraged women to start a group enterprise and grow with each other's support and wisdom.

## SVEP ACHIEVEMENT – NRO EDII

Enterprises Promoted	Entrepreneurs Promoted	Community Enterprise Fund [CEF] Disbursed	Community Cadre [CRP-EP]	Bank linkages
Existing : 18,352 New : 55,622	Female : 47,043 Male: 28,711 Transgender: 1		Female: 708 Male : 498	Enterprises: 3162 MUDRA: 41
<b>73,974</b>	<b>75,755</b>	<b>₹ 197.28 Cr.</b>	<b>1,206</b>	<b>₹ 13.06 Cr.</b>

## SVEP in Print Media

# एनआरएलएम की कार्यशाला



सभागार में आयोजित एनआरएलएम की कार्यशाला के प्रतिभागियों को सर्टिफिकेट दिये गये



## Success Rooted Through The Group

Rani Devi, a young entrepreneur alongwith Rabiya Begum and Madhu Devi decided to set up an affordable footwear making enterprise. All the three women had been married young and were shackled with familial responsibilities. The desire to do something of their own was always there in the back of their minds which got triggered after attending the meetings organized under SVEP programme in Tappal. Rani is a member of the Aman SHG and both Rabiya Begum and Madhu Devi are members of Saniya SHG - all part of the Jeevan Jyoti CLF. After an initial market research and their own respective experiences, Rani along with Rabiya and Madhu considered opening a footwear unit that would make affordable footwear. Their business plan was prepared and the business proposal was examined and subsequently, the BRC approved a loan of Rs. 2,70,000. The unit duly came into being during May 2019. The unit has flourished and offers job to about 10 to 12 people on any given day and is able to churn out between 150 to 200 pairs of footwear per day. Presently, the three co-founders are able to generate an income of Rs. 15 to 20 thousand every month which matches with their aspirational income.



Honorable Chief Minister Yogi Adityanath interacting with Smt. Rani, SVEP Entrepreneur



Guests intrigued by the Footwear collection

“We would like to expand the business even further in terms of production volume and profits generated. The EDP training has helped us immensely. It has taught us the key elements of business. The records pertaining to daily production, purchases, stock inventory and the sell amounts are properly kept and discussed amongst us. We are really grateful to SVEP for all our achievements”.

**-Smt. Rani Devi, Footwear Making Enterprise, Tappal , Aligarh**

## United As We Stand With Strength

The women of Mahamaya SHG in Rampur Village of Khurud, Chhattisgarh came together to start an enterprise 'Bihaan Herbal Soap Making Unit' with an aim of becoming financially independent and to support their families. These women had been earlier working as farm labourers and due to seasonal employment, they were not able to lead quality life.

They attended one of the SHG meetings conducted under SVEP. After some meetings, it was suggested to start a herbal soap manufacturing unit since it can be initiated at a small scale with limited use of machines. In order to accomplish this, the CRP-EP prepared the business plan and in the meanwhile, the SVEP Team arranged a visit to Saffron Biotech in Ahmedabad for the SHG members to get a 3 day technical Training on soap making which was crucial for the success of the venture.

The business plan got approved by BRC and they got a funding of Rs. 80,000 under the project. Their products were displayed during the Aajeevika Divas where they earned Rs. 12000 from the exhibition and received appreciation & motivation from various District & State Government Officials. The women participated in several exhibitions and successfully supplied their products in various government programmes



An SVEP group enterprise making a variety of handmade soaps.

They are now planning to expand their product range and provide customization options to their clients.

Presently, these soaps are being manufactured under a single brand "Bihaan" and the products are supplied to Govt. Hospitals, Schools, Hostels and to local grocery stores in Kurud Block. This enterprise has achieved a turnover of around Rs. 22000 per month.

"The success of this enterprise has helped us spread wings and become the bread earners of the family. But all this would not have been possible without both monetary and non-monetary support received under the programme"

**-Mahamaya SHG, Bihaan Herbal Soap Making Unit, Rampur, Kurud, Chhatisgarh**

## Field Highlights

### Chhattisgarh

40 members of Cluster Level Federation of Ambikapur (20) & Baikunthpur (20) blocks were oriented on SVEP

### Madhya Pradesh

174 entrepreneurs of Bijadandi, Majhauri, Sondwa, Lalbarra and Thandlablock were given EDP training

### Assam

11 CRP-EPs of Sidli Chirang Block were given refresher training on SVEP Software

### West Bengal

153 SVEP supported entrepreneurs were given training on EDP module viz. Dhupgiri (75), Mirik (44), Bolpur (20) and Simlapal (14) respectively

### Telangana

Activity for Identification and Registration of Potential Entrepreneurs is ongoing. Till June 2022, total 285 potential entrepreneurs have been registered by CRP-EPs

### Uttar Pradesh

35 CRP-EPs in 2 blocks were given training on different module viz. Kadamra (16), and Sumerpur (19)

### Odisha

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

### Uttarakhand

In ETC Shankarpur block, 25 members of the CBO were given training on several modules of SVEP.

### Jharkhand

52 entrepreneurs were given training on several modules of EDP, viz. Thetaitangar (18) and Silli (34) respectively.)

### Jammu & Kashmir

CRP-EP selection process has been completed in Kalakote-Nowshera (40) & Quazigund-Doorushabad (40) Blocks

### Gujarat

29 SVEP supported entrepreneurs were given training on EDP module - Ghoghamba (17) and Garbada (12) respectively

### Himachal Pradesh

In Mandi Sadar Block, the BRC Committee (13) has been formed and total 40 CRP-EPs have been selected for the training



## Reel from the Field



**CRP-EP training conducted at Kadaura Block, Uttar Pradesh.**



**Refresher Training of CLF Members at Bijadandi, Madhya Pradesh**



**Discussion With Entrepreneurs Regarding Business Proposals at Hajo Block, Assam**



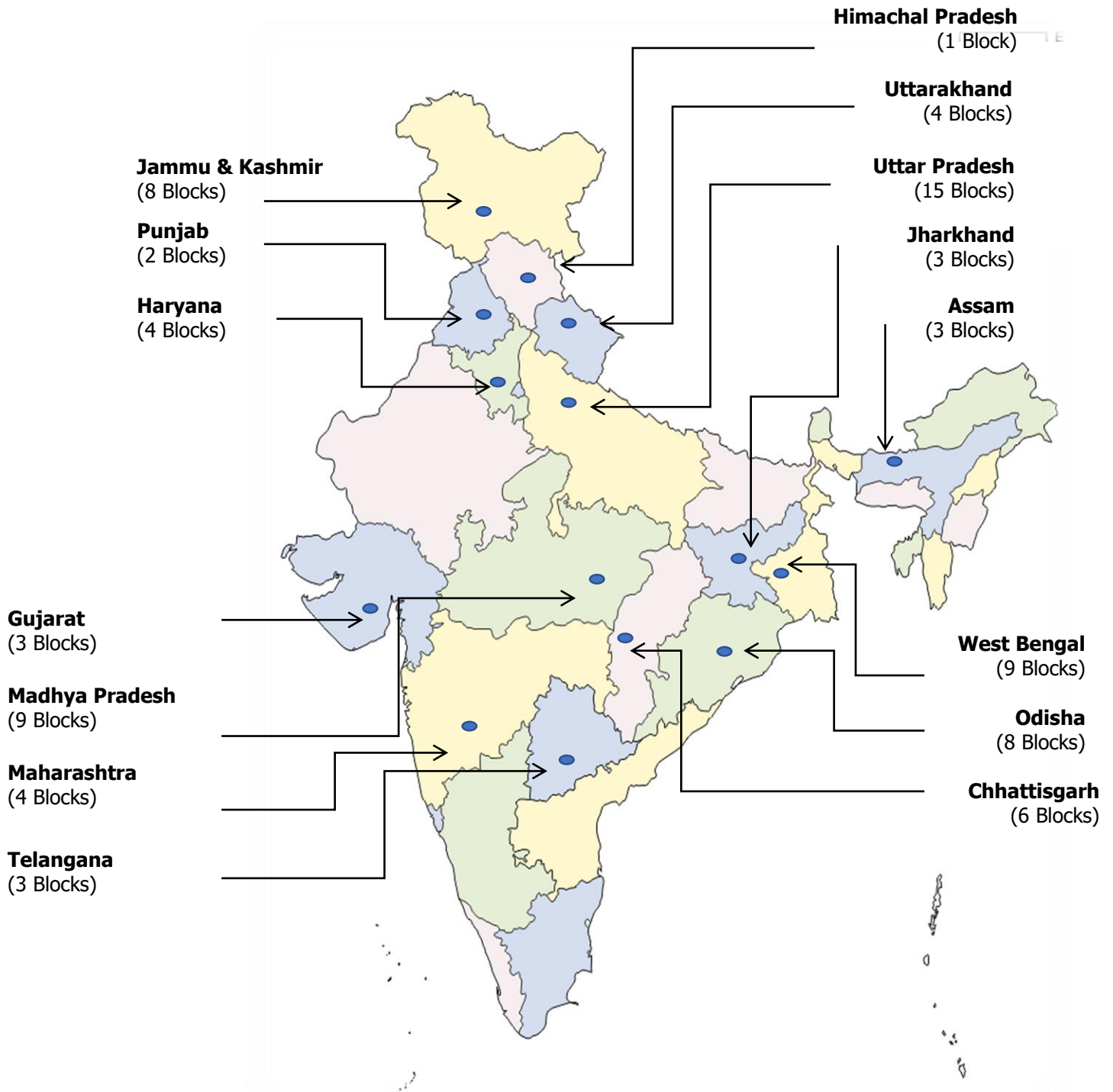
**Training imparted to entrepreneurs on EDP module in Jashpur block, Chhattisgarh**

## Upcoming Activities

- **Block Level Exit Workshop for SVEP Stakeholders across Phase 2 SVEP Blocks**
- **Exposure Visits of CRP-EP and BRC Members to other SVEP Blocks**
- **Preparation of Project Completion Report for 19 Block in 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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