

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 SVEP realm is replete with examples of enterprises that have done a decent job creating a positive environment for entrepreneurship. For various reasons, the promotion of high-growth enterprises will determine the scale-up of the rural entrepreneurship ecosystem. It is noteworthy that first-generation entrepreneurs, particularly from the weaker sections, have demonstrated immense fortitude and stood their ground. However, experiences of SVEP till now have been mixed.

It must be noted that worldwide, the focus has shifted to consumers. They are very informed as a group, and the internet has changed how they search, compare and buy. The moot question here is whether SVEP is ready to cater to the new scenario. Till now, the focus has been to support businesses to sustain families' livelihoods. However, changed circumstances call for a relook into the current strategy and focus at least on those enterprises with the growth potential or higher-order enterprises that address the value chain complexities mandated by the NRETP. It will essentially mean incorporating newer technologies, management structures, and financial paraphernalia to support a burgeoning rural economic life. However, this will also bring in a fresh set of challenges as orienting change supporters, i.e., the CRP-EPs will first need to be prioritized.

Scaling up enterprises will need skill and capacity up-gradation of the CRP-EP cadre. Their current capacities require refining to address challenges thrown in by the newer technologies, new production methods, and new consumption patterns. An appropriately skilled CRP-EP cadre can also provide the benchmark for the proposed Micro-Enterprise Development (MED) project, which then can be replicated across the nation.

JSLPS felicitated EDII SVEP Blocks

Jharkhand State Livelihood Promotion Society (JSLPS) organized a state level review meeting (for non-farm projects) on 29th April, 2022 at Ranchi, Jharkhand. During this meet, awards for good performance was also announced and concerned team members were felicitated.

EDII SVEP Block Thetaitanger was awarded as the best performing block for the effective implementation of the programme. Along with this, EDII SVEP Block Kolebira was given award for the adoption of the best practices for the repayment of CEF and record keeping at BRC. EDII team also presented the action plan for exit strategy and the handover process for the Phase 2 Block of the State.



SVEP ACHIEVEMENT – NRO EDII

Enterprises Promoted	Entrepreneurs Promoted	Community Enterprise Fund [CEF] Disbursed	Community Cadre [CRP-EP]	Bank Linkages
Existing : 18,322 New : 55,107	Female : 46,666 Male: 28,533 Transgender: 1		Female: 708 Male : 498	Enterprises: 3162 MUDRA: 41
73,429	75,200	₹ 195.58 Cr.	1,206	₹ 13.06 Cr.

SVEP in Media

झारखंड राज्य आजीविका संवर्धन मिशन के तत्वधान में राज्य स्तरीय समीक्षा बैठक का हुआ आयोजन

प्रभात मंत्र संवाददाता

सिमडेगा : ग्रामीण विकास विभाग, झारखंड राज्य आजीविका संवर्धन मिशन के तत्वधान में राज्य स्तरीय समीक्षा बैठक का आयोजन हुआ। जिसमें सभी 24 जिलों में जेएसएलपीएस द्वारा संचालित सभी योजनाओं का समीक्षा की गई। जिसके अंतर्गत सामाजिक समावेशन, वित्तीय समावेशन, आजीविका गतिविधि योजना, गैर- कृषि योजना, दीनदयाल उपाध्याय ग्रामीण कौशल विकास योजना, प्रारंभिक ग्रामीण उद्यमिता कार्यक्रम तथा अन्य योजनाओं की समीक्षा की गई। राज्य स्तरीय समीक्षा बैठक में सिमडेगा जिले का उत्कृष्ट प्रदर्शन रहा, जिसमें वित्तीय समावेशन एवं दीनदयाल उपाध्याय ग्रामीण



कौशल विकास योजना की क्रियान्वयन में राज्य स्तर पर सिमडेगा जिला को तृतीय स्थान प्राप्त हुआ साथ ही राज्य स्तरीय गैर कृषि आजीविका गतिविधि के क्रियान्वयन में जिले को द्वितीय स्थान प्राप्त हुआ है। राज्य स्तरीय प्रारंभिक ग्रामीण उद्यमिता कार्यक्रम की समीक्षा बैठक में सिमडेगा जिले को दो अलग-अलग

श्रेणियों में प्रथम पुरस्कार प्राप्त हुआ। जिसमें प्रथम श्रेणी में झारखंड में सर्वोत्तम ऋषा वापसी तथा द्वितीय श्रेणी में प्रखंड संसाधन केंद्र का संचालन हेतु सर्वश्रेष्ठ प्रदर्शन के लिए सम्मानित किया गया। उपायुक्त आर. रॉनीटा ने उत्कृष्ट प्रदर्शन की सराहना की साथ ही आगे भी बेहतर प्रदर्शन करने हेतु प्रोत्साहित किया।

Homestay at Kalimpong

Kalimpong Block has been blessed with a plethora of scenic locations and numerous serene gateways that tourists across the nation and the world consistently explore. It has resulted in the burgeoning of Homestay based tourism in different parts of Kalimpong and Darjeeling regions. Homestays mean any house preferably located in a rural setting where the house owner or his/her family members physically reside in the unit and earmarks some rooms exclusively for the tourists. Ms. Sarita Chettri (CRP-EP, Kalimpong II Block, West Bengal) has promoted several entrepreneurs under SVEP. Along with identifying potential entrepreneurs, she has also identified the scope of Homestay in her village to earn a livelihood. She had suggested to entrepreneurs the same, but initially, no one was convinced. So, she took the initiative, prepared the business plan for her enterprise, and submitted the proposal to BRC to start the WinterInn homestay unit in her village, Lava. The Committee approved the plan with the loan amount of Rs.50,000/- and she started her unit. She subsequently utilised this knowledge to scale up her business, and now she successfully runs her own business with her husband's help and support and simultaneously manages to work as a CRP-EP.



Homestay Unit at Kalimpong Block, West Bengal

Unique Features of Winter INN Homestay:

- Welcome Tea and offering TRADITIONAL KADHA to Guests.
- Mountain View rooms.
- Clean, affordable and cozy rooms along with delicious local home cooked food.
- Social and Cultural Interaction along with exploring various tourist destinations.



As a CRP-EP, I gained knowledge and hands on experience on several businesses. This enabled me to apply my learning in my homestay and take it to a greater level. Thank you SVEP.

-Sarita Chettri, CRP-EP & Entrepreneur, WinterInn Homestay Business, Kamlimpong II, West Bengal

A Dream translated into Reality

Self Esteem is an essential aspect of any individual's life, and living up to it at any cost is an example of determination and perseverance. Sunita Devi, a victim of Polio, has a similar story. She got affected by the disease at an early age, and as a result, she couldn't complete her education. Everyone looked upon her in sympathy. She was very talented at learning new things and was always keen to become self-dependent. However, even before her dreams could take shape, she was married off to a place where she fell prey to domestic violence.



Ms. Sunita Devi at her Beauty Parlor Unit

Despite all the suffering, she never let her dreams die. As an SHG member, she learned about SVEP during an SHG meeting which again gave wings to her dreams. Her interest and zeal for becoming self-dependent caught the attention of CRP-EPs. She narrated her circumstances and expressed interest in starting a beauty parlor & a stitching unit as she had taken training in both the trades. A concerned CRP-EP provided technical support in preparing the business plan and submitted it to the BRC-EP. After approval, she received a loan of Rs.35,000 for the same.

She purchased a sewing machine and products for her parlor. In addition, she also started providing training to the youths in her village on tailoring and beauty parlor services.

Her income has now increased to Rs. 20,000 per month, drastically changing her image and decision-making power in the family. She earned respect and dignity amongst the community. Moreover, this has brought a significant transition to her family life, where she is no longer a victim of domestic violence and receives support from her husband in acquiring and managing raw materials.



All I needed was the push to soar high and through SVEP, I achieved all that I had always wished and dreamt of my whole life. The business management skills provided by EDII through the training programme is helping me immensely to manage my enterprise smoothly.

-Sunita Devi, Entrepreneur, Beauty Parlour and Stitching Unit, Fatehabad, Haryana

Field Highlights

Chhattisgarh

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

Madhya Pradesh

18 members of Block Resource Centre (BRC) of Bijadandi block were given refresher training on CEF management, Business Plan Appraisal and Record Keeping

Assam

13 CRP-EPs of Pub Mangaldai Block and 13 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 Simlatal (14) respectively

Telangana

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

Uttar Pradesh

47 CRP-EPs in 2 blocks were given training on different module viz. Kadaura (22), and Koraon (25)

Odisha

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

Uttarakhand

In Sahaspur block, 46 SVEP supported entrepreneurs were given training on Entrepreneurship Development Program (EDP) in 2 batches

Jharkhand

47 members of Community Based Organization were given refresher training on Book Keeping and Repayment viz. Thetaitanger (29) and Silli (18)

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



Entrepreneurship Development Training to SVEP Entrepreneurs at Pub Mangaldai, Assam



SVEP Entrepreneurs of Pipraich Block, UP participated in Swasthya Mela at Gorakhpur, UP



BRC Members Meeting at Kalimpong, West Bengal



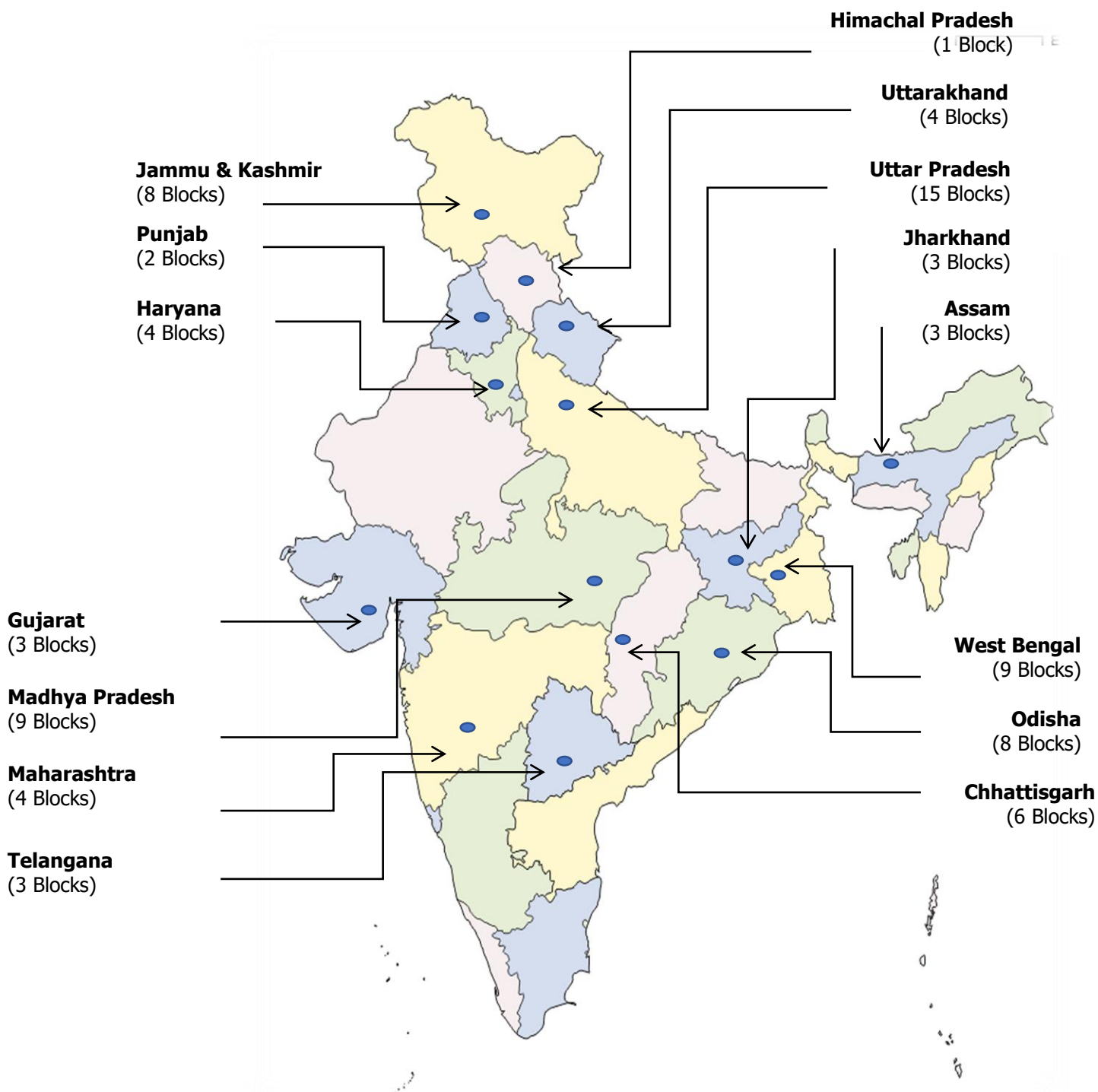
Refresher Training of BRC Members of Sohagpur, Madhya Pradesh

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. Also, your feedback on the content is welcome.



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