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Progress from the Field on the Implementation of SVEP



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EDII

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, thus bringing the rural poor out of poverty.

Owing to the upsurge of interest and initiatives taken by MoRD in strengthening enterprise agglomerations, the focus now is on supporting higher-order enterprises as well as taking cluster development initiatives. With a key focus on capacitating and transforming the economic participation of institutional groups, the ministry has decided to take a step towards the holistic development of these agglomerations and clusters. EDII, with its experience and expertise in cluster development, has expanded its engagements with NRLM and SRLMs as Technical Support Agency (TSA) for supporting cluster development initiatives. These initiatives will have inputs from EDII's rich experience in implementing and supporting craft clusters.

One would agree that tools for speeding up the development process are often picked up from sharing learnings and experiences. We seek to put the readers in touch with the progress made in SVEP and provide a glimpse into cluster-level activities. EDII, as a Technical Support Agency (TSA) to SRLMs, is engaged in providing technical assistance to some of the artisan clusters sanctioned by MORD. The key roles of EDII include conducting scoping studies, preparing DSR and implementing the approved clusters. The programmatic achievements so far include conducting a scoping study of 11 clusters in three states, namely, *Gujarat, Madhya Pradesh & West Bengal*, conducting baseline survey and preparing CDSR (Cluster Diagnostic Study Report) of six clusters out of which two have been approved in the meeting of Empowered Committee (EC) and remaining four clusters are under the review with MoRD. Presently, EDII is closely working with three SRLMs, namely Gujarat, Maharashtra and Madhya Pradesh and has commenced its first set of activities for implementing the program in these states.

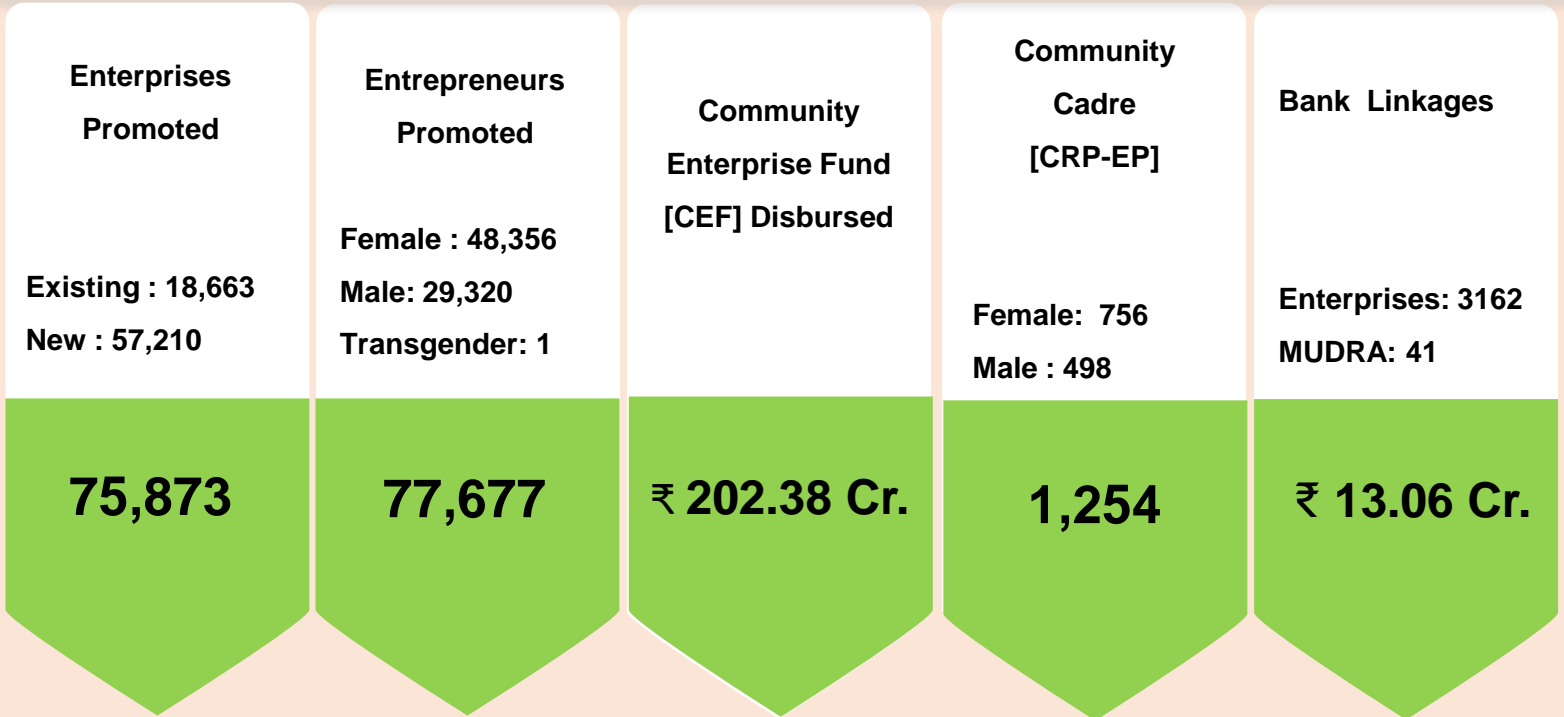
-Editor's Note

Handover proceedings carried out at the BRC (Block Resource Community) center (Thetaitanger block, Jharkhand)

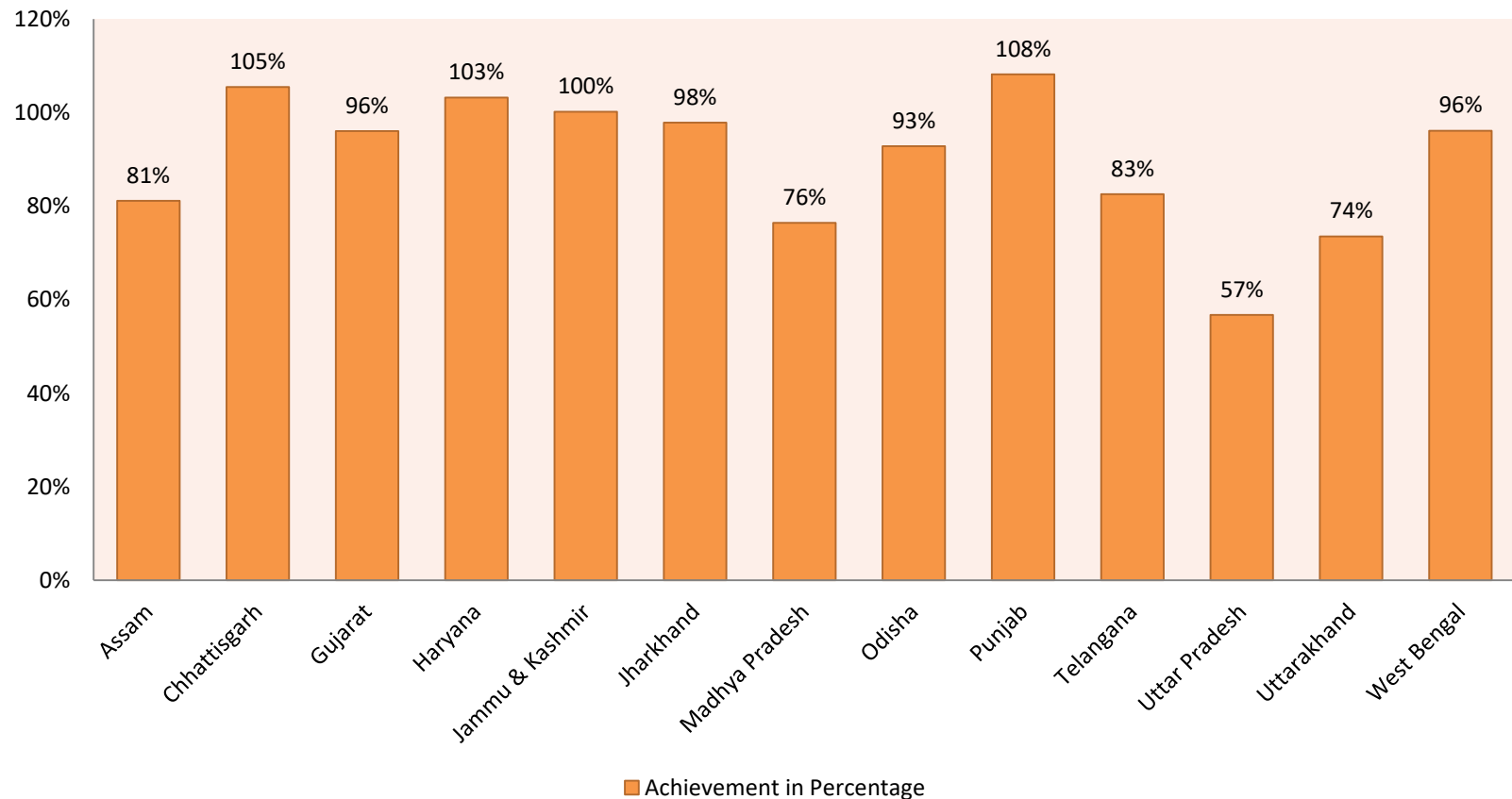


In the Thetaitanger block of Jharkhand, all the proposed activities under SVEP implementation have been completed. These blocks were sanctioned for SVEP implementation during 2017-18. After successfully conducting the Exit Workshop at the block level, handover proceedings were carried out to hand over the BRC Centre to the community of the block

SVEP ACHIEVEMENT – NRO EDII



SVEP Achievement against the Target till October 2022



The programmatic status in the currently operational states delineates that the average achievement against the targets proposed in the DPRs under SVEP program is **84%**.

Blending Artisanal Skills to Redefine Entrepreneurship

Bolpur Shantiniketan, popularly known for its rich art and cultural heritage, came into the limelight with Maharshi Devendranath Thakur, who set up a centre for religious meditation. Later in 1921, Rabindranath Tagore built Visva Bharati University in Shantiniketan, and the practice of cultivating and nurturing art and culture set in. Over the years, the people of Bolpur inherited the peculiarity of looking at life through the lens of art and culture. The essence of Bolpur lies in harnessing and showcasing the rich indigenous culture of West Bengal.

Mr. Avijit Roy, a graduate, and resident of Ruppur village of Bolpur Sriniketan Block of Birbhum district, West Bengal, was very keen on taking forward the commercial cultural endeavor set by his father Badal Roy who started the business of Metal Casting. Mr. Badal Roy was a wage earner and tried his best to balance his business and other income sources, which became a difficult task.

Since the beginning, he has been a helping hand to his father; consequently, he inherited his love for the subject through engagement. After graduation, he had the opportunity to do something else, but instead of going elsewhere, he thought of converting his passion into a medium of income. He needed more financial resources to purchase equipment and questioned the scalability of the business. Ashalata Roy, mother of Avijit Roy, has been a member of an SHG named *Lalbandh Prochesta*, since 2014. In 2019, through an orientation programme, she got an opportunity to meet Community Resource Persons Enterprise Promotion (CRP-EP), Tandra Bhandari of the SVEP (Startup Village Entrepreneurship Programme), and that introduction worked like magic.

Avijit Roy and his family were desperately looking for options for support that would enable them to expand their business idea.

Determined to find out options for expansion, Mr. Avijit Roy and his family held the hands extended by the SVEP team at the block level. After their formal induction into the SVEP ecosystem, Mr. Avijit Roy was imparted training on basic business understanding, alongside ongoing handholding support and credit support under SVEP for a sum of Rs 30,000 for 12 months. He also invested an additional Rs 20,000, and with a capital of Rs 50,000, he purchased two metal and fiber statue-making machines.

SVEP support helped him expand his business, and he readily purchased a polishing machine that increased production. He is now receiving orders from Kolkata as well. Not only that, he is even thinking about opening showrooms in the Birbhum district. He has also employed three helping hands in his business. His yearly income is now around 1.75 lakhs.



Figure 1: Idols and statues made by Mr. Avijit Roy

At the same time, he is also planning to try product diversification to compete at different levels. His primary interest is dokra ornaments which are in high demand amongst urban youth.

I want to expand my venture and open centres in other areas. Now, I am an artisan and an entrepreneur who has scaled up the business and aspires to grow further. I have embraced my skills and, at the same time, made and sold commercially viable statues.

-Mr. Avijit Roy, Ruppur village , Bolpur Sriniketan Block of Birbhum district, West Bengal

Translating Skills, Transforming lives

Umaid Singh was a seasonal labourer of Durjanpur village in Bawani Khera block of Haryana. Living with his family of five, he was finding it hard to meet both ends. Initially, he used to work in a wooden bead manufacturing unit in Bhiwani.

Due to the increased expenditure and desire to spend life with his family rather than staying alone, he moved back to the village and started the same business here. He faced financial crises initially, and due to strenuous working hours at the former bead-making company, he met with severe health conditions. For his treatment, the family had to borrow money from the moneylenders at exorbitant interest rates. Although he recovered from the treatment, Umaid Singh got into massive debt.

He wanted to start work again, but the machinery was old and malfunctioned, and he had no money for its maintenance. Hence to repay the money, he started driving Auto-rickshaw. He would also engage as a labourer on the agricultural farm during the season and struggled through life. However, his wife learned about SVEP (Start-Up Village Entrepreneurship Program) in an SHG meeting conducted by a CRP-EP (Community Resource Person – Enterprise Promotion) in their community.

This opportunity seemed to be a helping hand to his wife, who discussed the same with Umaid Singh. To gain complete information, they visited BRC and understood the eligibility criterion of an SVEP beneficiary and the process of getting financial support under the program. Later with the help of the CRP-EP, a business plan was prepared and submitted to BRC. After scrutinizing the application, Rs. 50,000 was approved, and new machines were purchased after adding some amount from their contribution, and a unit was set up.



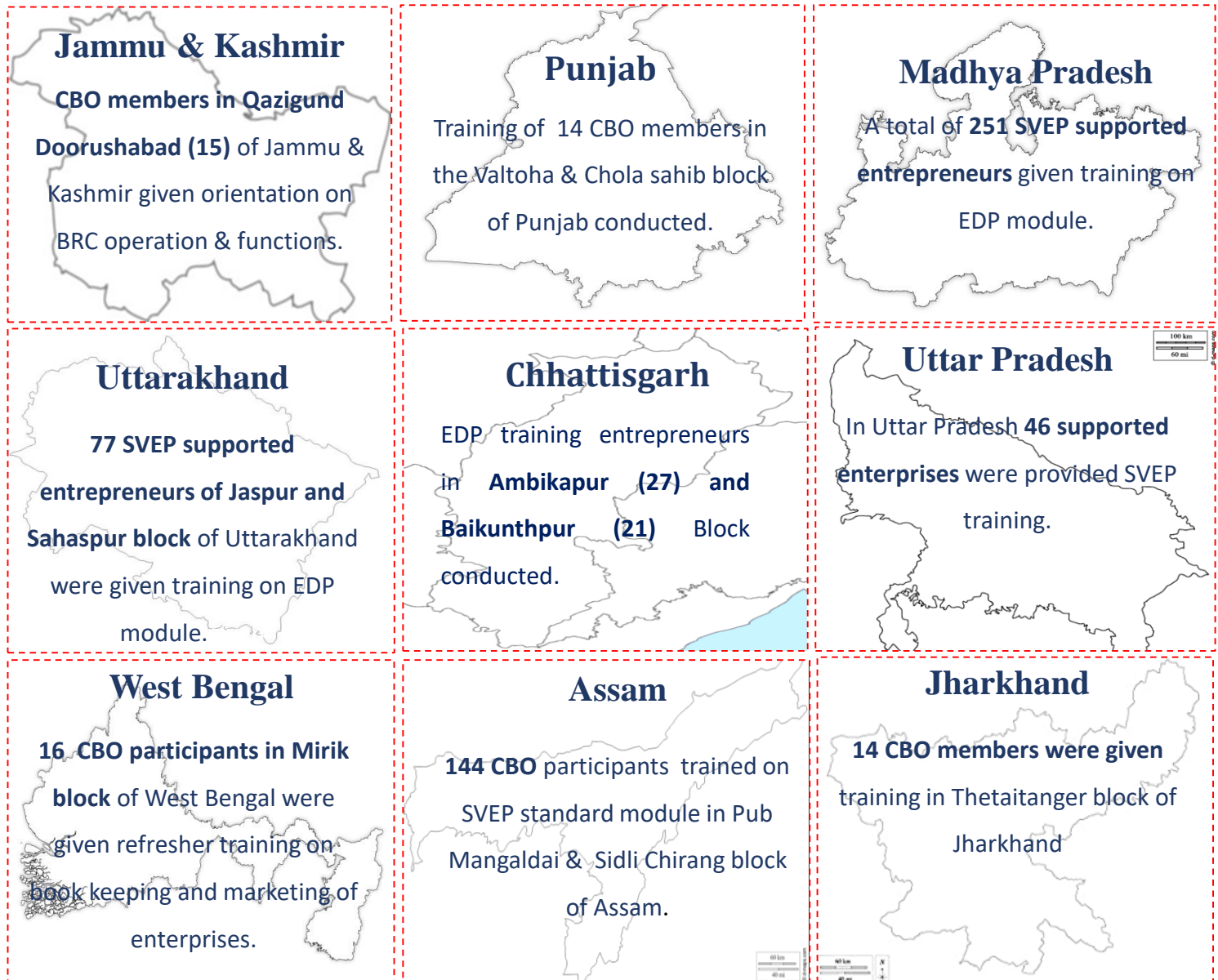
Figure 2: Umaid Singh and his wife working independently with the skills he gained while working in a bead making company.

SVEP helped them in forwarding market linkages for their wooden beads. Now his unit is running in good condition, and they have been able to repay their debts. This was a great relief to Umaid Singh. Their monthly turnover is Rs. 18,000, and his wife has greatly supported him in the business. They are running their enterprise together and earning an average monthly profit of Rs. 12,000. Now they are planning to become the retailer to large wooden beads wholesalers and eventually expand their business.

I thought I had miserably failed as I could not meet my family's needs. I was constantly failing at all the attempts I was making to earn. However, SVEP arrived as a ray of hope and opened avenues I could not fathom. I am grateful to the entire team for trusting and putting faith in me.

-Mr. Umaid Singh, Durjanpur village, Bawani Khera block of Haryana

Field Highlights



One of the Institute's primary objectives and successes is harnessing the rural poor latent potential via training and capacity building. During October 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, Punjab, Jammu & Kashmir, Uttar Pradesh, and West Bengal. The above represents the key activities undertaken in several SVEP implementation states.

Reel from the Field



90 CBO participants were trained on book keeping and record maintaining at Mandi Sadar Block of Himachal Pradesh.



Training of 28 CBO participants in Sondwa block of Madhya Pradesh on the basic module from the SVEP CBO Training Manual.



BRC Training being conducted at Kadaura block of Uttar Pradesh by using pedagogy tools such as audio/visual presentation.



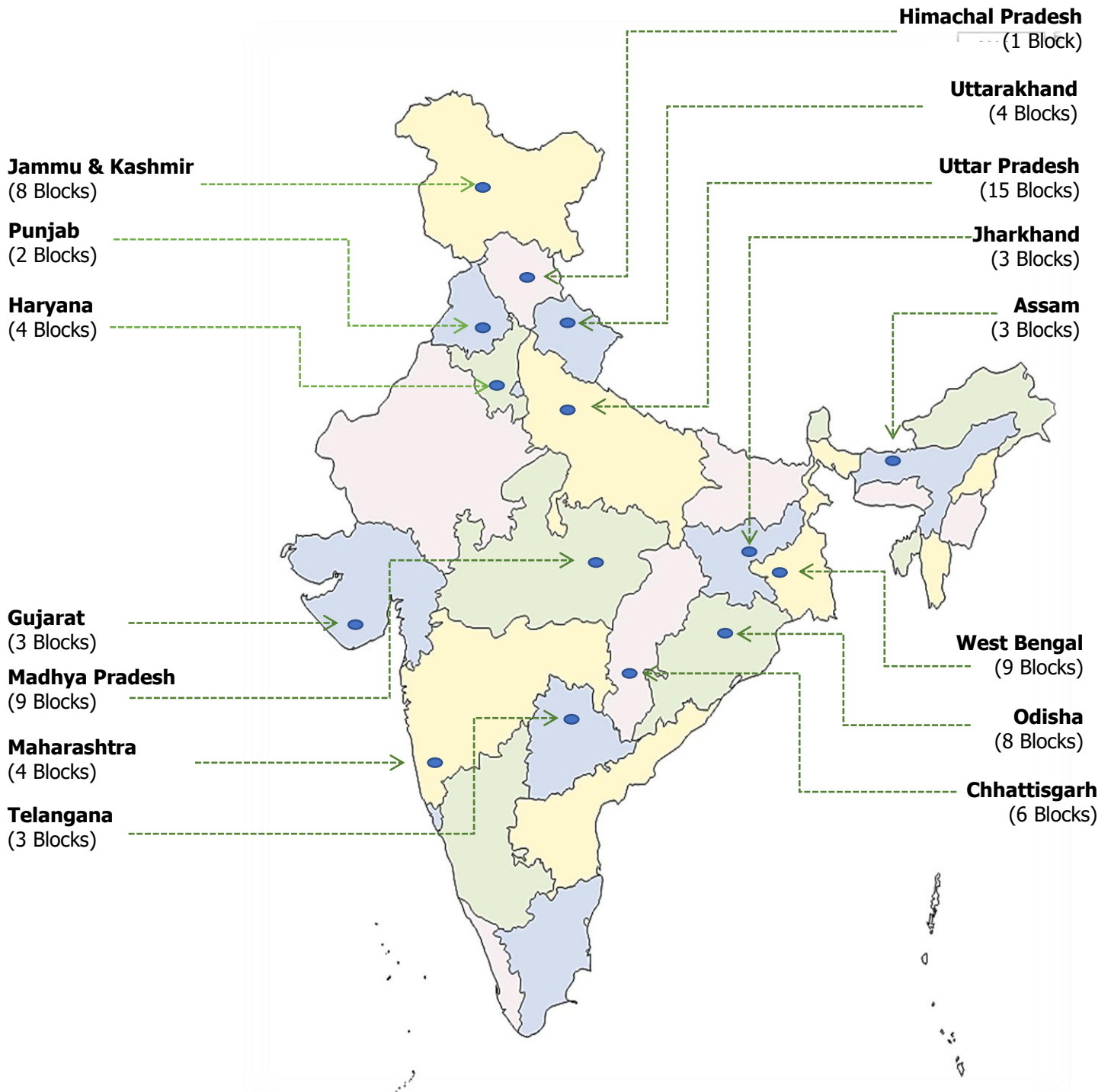
CRP-EP training being conducted at Dhanpatganj block of Uttar Pradesh where participants are inducted to SVEP software application.

Upcoming Activities

- Block Level Exit Workshop for SVEP Stakeholders across the Phase 2 SVEP Blocks
- Exposure Visit 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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