

# Udyamita Udaan

*Progress from the Field on Implementation of SVEP umbrella projects*



Badarwas artisans training at NIFT, Gandhinagar

*India's rich tapestry of handicrafts is a testament to centuries-old traditions, embodying cultural heritage and economic potential. Yet, behind the intricate designs and skilled craftsmanship lies a reality of challenges for artisan clusters. At the EDII, we recognize these clusters' pivotal role in preserving our cultural legacy and fostering economic growth. Our recent scoping study within Hoshiarpur's Wood Carving Cluster, supported by Punjab SRLM, furthers our commitment to empowering artisan communities. Beyond mere economic considerations, this study focused on engaging women's help Groups (SHGs), acknowledging their vital but often marginalized role in the sector. By empowering these women, we aim to create a sustainable future that benefits both artisans and the traditional crafts they uphold.*

*In line with this vision, EDII recently conducted a comprehensive three-day write-shop to finalize Standard Operating Procedures (SoPs) for NRLM Artisanal clusters. These SOPs are the cornerstone of operational excellence, fostering consistency, quality, and efficiency within these clusters. This standardization will benefit artisans and instil confidence, further enhancing market opportunities.*

*EDII is charting a promising course for the future of India's artisanal legacy in conjunction with SRLM under the leadership of NRLM so that champion initiatives like these enable our artisans to thrive and captivate the world with their craft.*

*Editor's Note*

## Spotlight



**Rajita Sudhhagani**  
CRP-EP-Telangana

**Passionate about uplifting her community**



**Javed Makhrani**  
Dahod Cluster-CDE

**Enthusiastic about imparting training to pottery artisans.**



**Dhanaji Khade**  
Kolhapuri Cluster-CEO

**Committed to Strengthening producer company operations**



**The Startup Village Entrepreneurship Programme (SVEP) is a sub scheme under the National Rural Livelihoods mission (NRLM), Ministry of Rural Development, Govt of India. SVEP aims to build an ecosystem that creates, nurtures and sustain rural entrepreneurs and thus bring the rural poor out of poverty.**

# Startup Village Entrepreneurship Program (SVEP)

## SVEP-supported Artisans Present Hand-crafted 'Mukut' to Uttarakhand CM



SVEP-supported artisans presented hand-crafted mukut to the Chief Minister of Uttarakhand, Shri Pushkar Singh Dhama, at the Nari Shakti Mahotsava event. The event aimed to celebrate and empower women entrepreneurs, recognizing their pivotal role in economic development and empowerment. Notably, the artisans crafted the entire market in just one day, reflecting their skill, dedication, and efficiency in their craft.

## Hon. UP Governor Felicitates SVEP-supported Women Entrepreneurs

U.P. Governor Smt. Anandiben Patel felicitated SVEP-supported women entrepreneurs Gayatri Devi and Noorsaba Begum from Dhanapur block for their innovative ventures in sanitary pad manufacturing and Zari Zardozi work respectively, at the Matra Shakti Samman award ceremony at the Taj Hotel, Gomti Nagar Lucknow (UP) on December 23rd, 2023. These inspiring women, with the support of SVEP, have achieved remarkable success, empowered others, and created valuable employment opportunities.



## Uttarakhand's Maya Institute of Technology Honors 31 Entrepreneurs and cadres



The Maya Institute of Technology organized a women's empowerment program during the Makar Sankranti fair celebrations on January 15, 2024, in Uttarakhand's Sahaspur block. During the event, Dr. Triti Juyal Semwal, the founder of Maya Institute, awarded 31 SVEP-supported entrepreneurs (20) and SVEP CRP-EP (11) with appreciation letters for their outstanding performance in women empowerment. The event's highlight was the setup of 10 stalls featuring different items such as LED bulbs, fast food, Garhwali products, spices, pickles, and more.

## SVEP Mentors' Training: Equipping Mentors for Community Impact

A five-day intensive training program for SVEP mentors was held at the Entrepreneurship Development Institute of India (EDII) Ahmedabad campus from March 28th to April 1st, 2024. This initiative aimed to equip SVEP mentors with the necessary knowledge, skills, and best practices to guide and support aspiring entrepreneurs within the program effectively. The training aimed to:

- Orient mentors on SVEP implementation processes
- Facilitate knowledge sharing related to field experiences
- Review the current implementation status
- Develop action plans to guide future implementation efforts.



The SVEP Members training at EDII was attended by 19 mentors representing eight states: Assam, Chhattisgarh, Jammu & Kashmir, Madhya Pradesh, Maharashtra, Telangana, Uttar Pradesh, and Uttarakhand.

## Entrepreneurs Showcase Handloom Products at Regional Exhibitions

The Mandi block of Himachal Pradesh put up three stalls (two handlooms and one food processing), supported by SVEP at Saras Fair, organized by the state government. The fair was organized from March 8 to 18, 2024. The ten-day exhibition garnered a total revenue of Rs.4,80,000. Visitors appreciated the stalls, boosting the confidence of the entrepreneurs who are now prepared to showcase their products nationwide. This experience has shown them the potential demand for handicrafts, motivating them to consider expanding their business.



## Entrepreneurs Display Handloom Creations at Regional Exhibitions



Entrepreneurs of Assam showcased regional handicraft and handloom products at the Bohagi fair, sponsored by the Assam State Rural Livelihood Mission (ASRLM). The fair was a vibrant display of Assam's rich cultural heritage, with various stalls offering unique, handcrafted items that drew significant interest from visitors. This initiative provided a platform for local entrepreneurs to market their products and highlighted the potential of traditional crafts in driving economic growth.

## Entrepreneurs Participate in Three-Day EDP in J&K

The three-day Entrepreneurship Development Programme under SVEP was organised at the Wagoora and Singhpora blocks of J&K from March 29th to 31st, 2024. A total of 64 entrepreneurs participated in the training programme, where they have imbibed valuable knowledge on how to scale up in their entrepreneurial journey.



## Empowering Women Entrepreneurs in Micro Enterprises in Bankati, Uttar Pradesh



The three-day Entrepreneurship Development Programme was recently conducted for 30 aspiring women entrepreneurs from Bankati town, Uttar Pradesh. The training aimed to equip participants with essential skills and knowledge to launch and manage their micro-enterprises successfully. The participants were introduced to the concept of Microenterprises, including their significance in the local economy, the importance of market demand, an efficient work distribution network and the 4 Ps of Marketing. The knowledge and skills gained from this training are expected to positively impact the local economy, fostering entrepreneurship and creating new opportunities in the community.

# NRLM-Cluster Development Program

The Ministry of Rural Development (MORD) has launched NRLM-CDP to promote cluster development in the farm and nonfarm sections. The project aims to transform institutional groups' economic participation by enabling them to engage in farm and nonfarm footing. In this regard, EDII, as a Technical Support Agency (TSA) to SRLMs, provides technical assistance to the artisan clusters. This includes conducting scoping studies, DSR preparation and implementation of approved clusters. EDII has been engaged with various SRLMs to function as TSA, particularly for artisan clusters.

## 3-Day Standard operating procedures Write-Shop to Empower Artisan Clusters and Producer Companies

The EDII organized a 3-day long write-shop from 9th to 11th May 2024 at its Gandhinagar campus to bring together key stakeholders from four states (Maharashtra, Madhya Pradesh, Gujarat and Karnataka) and artisan clusters to discuss and share best practices related to the development of producer companies supporting them. The write shop provided a platform for senior SRLM officials, producer company leaders, and NRLM experts to delve into cluster dynamics, marketing and branding strategies, stakeholder roles and responsibilities, and internal governance structures. The write-shop focused on the techno-managerial capacity building of the producer companies. The aim was to strengthen women-owned and women-led producer collectives to enable them to diversify into high-value artisan commodities. The participants included Senior SRLM non-farm officials from Madhya Pradesh, Karnataka, Gujarat, and Maharashtra; community and producer company leaders from the Kolhapur Chappal Cluster, Dahod Pottery Cluster, Badarwas Jacket Cluster, and Channapatna Wooden Toys Cluster; the National Mission Manager for Non-Farm sectors, and members of the EDII NRO.



Participants of SOP Write shop at EDII Campus



## Dahod Pottery Cluster, Gujarat

The Dahod Pottery cluster is renowned for its skilled artisans who specialize in Sanjali Pottery, a technique that is lead-free and non-toxic, making the pottery safe for everyday use. This not only showcases exceptional artistry but also meets high standards of safety and environmental consciousness. The artisans' craftsmanship encompasses various products, including everyday cookware, decorative figurines, intricate religious idols, and architectural elements.



The National Mission Manager (NRLM), Ms Snehal Vichare recently visited the Pottery Cluster of Dahod on May 12, 2024. She interacted with the Board of Directors of Dahod Pottery Producer Company Limited and the local artisans. During the visit, Ms. Snehal offered valuable suggestions for product development and encouraged the potters to expand their product range and cater to a wider market.



## Badarwas Jacket Cluster, Madhya Pradesh



The Badarwas Jacket Cluster is situated in Shivpuri, Madhya Pradesh. The inception of this cluster was driven by the grit and determination of local women who sought to secure decent livelihoods. They use surplus fabrics from mills to craft the famous and iconic "Modi Jackets" at highly affordable prices, catering to the common man's needs. The cluster's contribution to sustainability and upcycling practices set it apart from others.



A six-day Quality Appreciation & Visual Merchandising training session was held from February 13th to 18th, 2024, conducted jointly at NIFT, Gandhinagar, and EDII. Nineteen artisans participated in this training, which focused on various aspects, including pattern cutting, quality control, pattern matching, marketing strategies, exhibition preparation, and product costing and pricing. Notably, new designs were developed during the training program at NIFT, emphasizing the production of a summer collection, utilising microdot fusing techniques for enhanced quality, and refining product finishing techniques.



## Kolhapuri Chappal Cluster, Maharashtra

Kolhapur, a city in Maharashtra, is renowned for its Kolhapuri chappals, which are famous for their authentic craftsmanship and long-lasting quality. Skilled artisans in this region use traditional techniques and natural materials to create each chappal with precision and care. This dedication to preserving age-old craftsmanship not only upholds the cultural heritage of Kolhapuri chappals but also maintains their genuine character and durability over time.



A three-day Managerial Training Programme was held in Mumbai from May 2nd to 4th, 2024. The event was graced by distinguished guests, including Maharashtra's Chief Operating Officer Parmeshwar Raut, Deputy Director of MSRLM Manjari Takle, and other key figures. Facilitators provided insightful guidance and practical tools to equip participants with the knowledge and skills necessary for fostering sustainable growth and prosperity within the cluster.



## Channapatna Toy Cluster, Karnataka



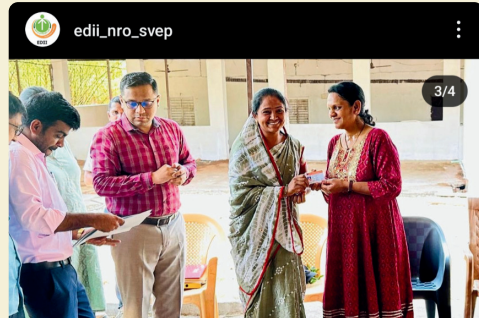
Channapatna is a town in the Ramanagara district of Karnataka, well-known for its bright and beautiful wooden toys. The town is often referred to as "Gombegala Ooru" or "Toy Town". The Channapatna Toy Cluster, located in this region, has a remarkable 200-year history of producing exquisite toys from local "hale" wood. The toy has been awarded a Geographical Indication (GI) tag, which recognizes and safeguards its distinctive heritage and quality.

Infrastructure for a Common Facility Centre is allocated by the Zila Parishad, with formal handover processes in progress. Essential personnel, including the Cluster Development Executive, are hired and operational, while recruitment for the CEO is ongoing. Inception and Stakeholders Workshops have been successfully conducted, with plans for further awareness and skill enhancement workshops in the pipeline, showcasing a dedicated effort towards holistic development.





# INSTA STORIES



LINK

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