

Udyamita Udaan

Start-Up Village Entrepreneurship Programme*

*Start Up Village Entrepreneurship Programme (SVEP) is a sub-scheme under the National Rural Livelihoods Mission (NRLM), Ministry of Rural Development, Government of India. The objective of SVEP is to build an ecosystem that creates, nurtures and sustains rural entrepreneurs and thus brings the rural poor out of poverty.



Teaching Business

Effective training is not only about what is delivered, but also how it is delivered.

EDI is developing tools for CRP-EP and entrepreneur training which help to explain key business and management concepts like 'break-even point', 'fixed costs' and 'variable costs'. These tools are designed with the target audience in mind and using rural-specific illustrations to ensure that the local cadre and programme beneficiaries can better relate to the concepts taught. We have partnered with a Gujarat-based company called Mankey Films Pvt Ltd to assist us with developing such resources. Our trainings also incorporate a series of games in which the participants are able to develop their business skills. One such example is 'The Pearl Game' where participants are put into groups and asked to start and operate a business of manufacturing and sales of pearl necklaces. The participants develop their skills in; assessing the resources needed for starting an economic activity; determining the investment required and ways to access the same; learning how to prepare a production plan and; appreciating the importance of checking quality in their business. The best part is they actually manufacture the necklaces using plastic, coloured pearls - which is almost as good as the real deal!

Say Namaste

Ms. Nisha

CRP-EP in Bawani
Khera Block, Haryana



Wants to start her own cloth shop

Mr. Bishnu

State Anchor
Odisha



Has extensive experience in the Cashew Sector

Ms. Parvathamma

Entrepreneur in
Bijinapally, Telangana



Operates a kirana store and is currently growing cotton in her field.

A New Dawn Rising in Bhatewra Village, Uttar Pradesh.

Smt. Usha Devi is from Bhatewra village in Chhanvey Block, Mizarpur District, Uttar Pradesh and we met her soon after her loan was appraised by the Committee of Jagrithi Mahila Sankul Sangh (the functioning Block Resource Centre).

She is a busy woman, doing seasonal vegetable and maize farming on her small land, running her own cosmetic store and also taking care of her husband and her two sons. We can draw two very important lessons from her experience, but before we do that, let's share Usha's story with you.

Usha is a survivor of polio, as is her husband. She developed the condition in both legs during her childhood and was no stranger to the taunts and teasing from the village children. Despite her difficult upbringing and coming from a poor family in rural Uttar Pradesh, Usha decided that she would have to make a life for herself. She wanted to be independent and in control of her own destiny.

In 2015, Usha became a member of her local SHG Chad Ajivika Samuh, where she learnt about the importance of regular savings and could have access to finance if needed. This is when Usha realised that she could take a small loan to start a business of her own. If she ran her own business, she would be her own boss, and more importantly, she could provide better living for her family. She has two young sons and wants them to be well educated so that they are not deprived of the opportunities that she faced in her youth. Usha lives with her in-laws, both of whom have been very supportive of her endeavours.

With good intentions, she borrowed Rs.5,000 and decided to open up a cosmetic store which she would operate out of her home. As there was only one cosmetic store that served her village and the villages nearby, Usha thought it would be a good idea to run her own store, so that women in her village could easily access ladies items like bangles, lipstick, kajal, mirrors and combs. Her husband was very supportive and together they take their three-wheeled scooter to the main town to purchase the stock. He opens the shop early morning whilst Usha prepares breakfast, send her kids to school and do the housework. Usha takes over the shop around 10am and runs it until late in the evening, to ensure convenience for her customers. Both she and her husband are responsible for the business and they work well as a team.



Usha and her husband Manoj in their cosmetic store.

After some time, reality set in - Usha knew very little about how to run her small store and soon got bogged down. She did not realise that she was consuming her income when she withdrew money from her revenue instead of her profit. She did not know how many products to stock in order to meet the needs of her customers. Her small store soon suffered and she feared having to close down if business did not improve because of insufficient stock in the shop.

When she heard about the Start-Up Village Entrepreneurship Programme (SVEP) from

Dharmendra-ji, a CRP-EP* from her area, she was very keen to sign up in order to save her business. She believed in her business, she believed in her potential, but she needed financial support as well as the know-how to effectively run her business. Usha learnt from Dharmendra-ji that entrepreneurs under SVEP would receive basic training, handholding and access to affordable finance. For Usha, this support couldn't have come any sooner for her suffering business. She applied, passed the initial screening phase and had her business plan and loan application sanctioned at SHG, VO and BRC levels. She received a loan of Rs.25,000 which will go towards managing her inventory to ensure she can meet the demands of her village. She has also received initial training on basic business management.

Although it is still too early to say, Usha has already noticed the impact of training and support given

under the programme. Her monthly income has already increased by 25% in the first month, but what is more important is that she is more confident about running her store. From Usha we can learn two key lessons; we should not allow our inhibitions, insecurities or shortcomings to prevent us from achieving our goals and; just as it takes a village to raise a child, it takes an entire community to grow an enterprise. Whilst SVEP is offering technical and financial support to Usha, the real support, immeasurable in nature, comes from her husband, her children and her community.

** CRP-EP (Community Resource Person - Enterprise Promotion) is the cadre of locals who are thoroughly trained under SVEP to offer business support to rural enterprises.*

BLOCK IN FOCUS - LAKHANPUR, CHHATTISGARH

Lakhanpur Block is situated in Surguja District, located towards the north of Chhattisgarh. Surguja is surrounded by the states of Odisha and Jharkhand (to the east), Uttar Pradesh (to the north) and Madhya Pradesh (to the west), making it a point of cultural convergence. A little over 50% of Lakhanpur's population belongs to the Scheduled Tribe community. The main source of livelihood is agriculture, with 45% of the land being used for cultivation purposes.

There are 17 CRP-EPs working in the block (13 male and 4 female). As almost one-third of the region is covered by forest, the terrain is difficult to navigate especially without the availability of regular public transport. This has been taken into consideration when planning the activities of the CRP-EPs, who have been asked to work within their village and the villages nearby. The region is abundant in paddy and maize as a result of the subsidies and support given by the Agricultural Department. Detailed sub-sector analysis is in progress and sal leaves, paddy and maize have been identified as key resources to which value can be added. For example, corn flour and corn chips are value-added products that can be made from maize and sal leaves can be made into disposable plates. Market, technical and financial viability of traditional craft-based enterprises in the villages of Puhputra, Sirkotanga, Gumgarakala have also been assessed and possible interventions have been planned in consultation with Chhattisgarh SRLM.



Field Highlights

Here are the highlights from the states for the month of June.

JHARKHAND

Finalisation of guidelines on CRP-EP Payment Structure which is the 1st of its kind to follow an incentive-based structure instead of activity-based.

ODISHA

GPLF and BRC-MC members receive orientation on loan appraisal process in both blocks conducted by EDI Odisha team.

GUJARAT

BRC members from all 3 blocks trained on loan appraisal process by EDI Block Mentors and Taluka Livelihood Management.

HARYANA

Achievement of target for existing enterprise promotion as per plan; in Tauru Block, we exceeded the target by 20.

UTTAR PRADESH

Visit of Shree TC Nautiyal, Deputy Secretary - MoRD, to Tappal Block and Shree Vinod Nair, National Mission Manager Non-Farm - NMMU, to Chhanvey Block.

CHHATTISGARH

Completion of Phase II of CRP-EP training in all 4 blocks (completed over 2 batches).

TELANGANA

Field visit to Eturnagaram Block with Assistant Director of SERP for review of field level work and interaction with entrepreneurs.

WEST BENGAL

Held a Block level Banker's Committee Meeting at Pathar Pratima to discuss; offering credit support to SHGs under SVEP's fold; tying SVEP with the Mudra Scheme and; ensuring efficient disbursement of loans to entrepreneurs without delay.

JAMMU & KASHMIR

The CEF fund has been released to entrepreneurs in both blocks.

MADHYA PRADESH

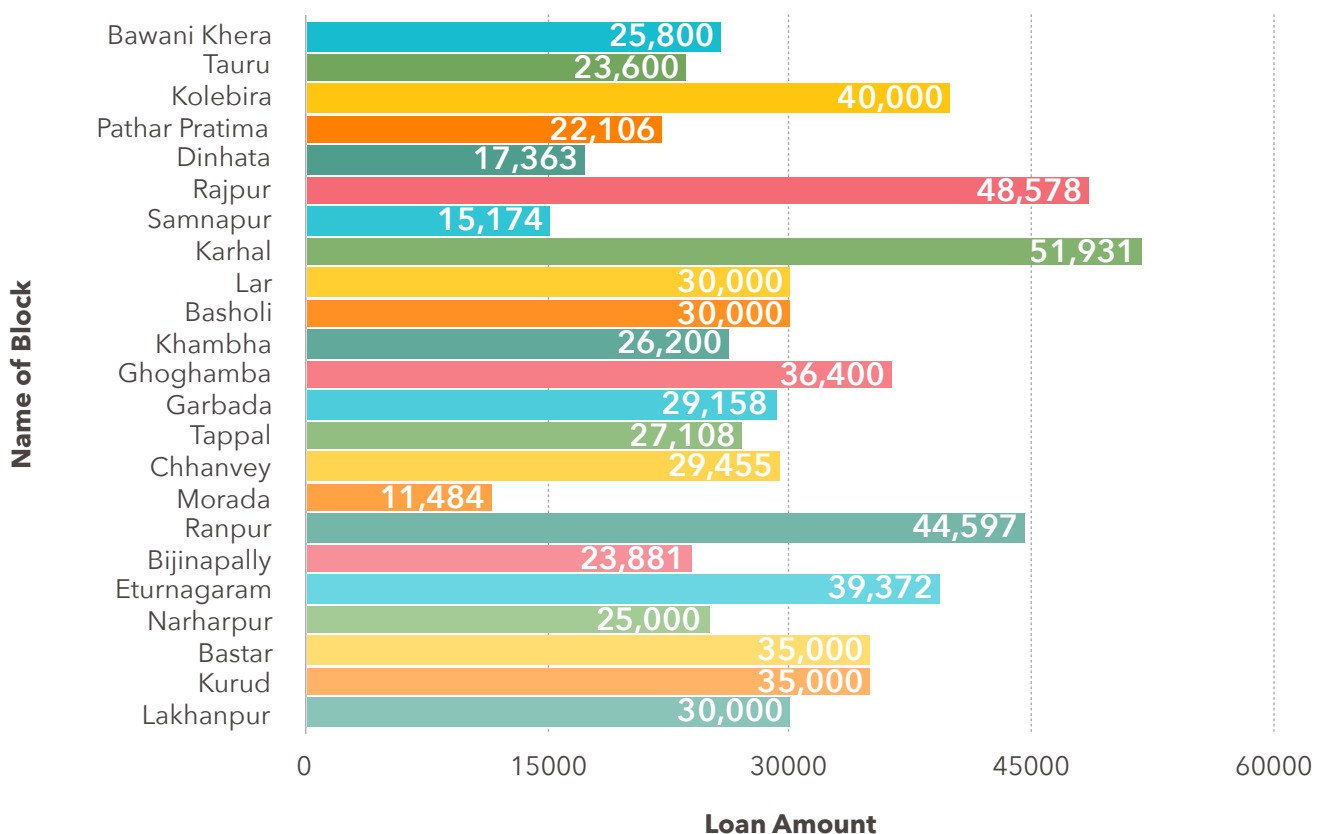
Set-up of 8 group enterprises in all 3 blocks comprising 50 women and involving agarbatti and stitching units.

Progress Update from the States

How is implementation of SVEP going across the states? We give you an overview of some of the numbers, the achievements and the challenges we face.

- ☑ Since the commencement of enterprise promotion activities in the blocks, a total of 3,479 entrepreneur applications have been received from across India. A total of 1,603 business plans have been prepared and of those, the BRCs have approved 1,748.
- ☑ A total of 406 CRP-EPs have been trained out of which 321 are active. The attrition rate of CRP-EPs across states is 21%. Delay in finalising the guidelines pertaining to CRP-EP Payment Structure in some states like Telangana, Jharkhand and Gujarat has been a significant cause of attrition.
- ☑ Below is a graph of the block-wise geographical representation of average CEF loan amount applied for per enterprise.

Average Loan Amount Per Enterprise - Block-Wise Breakup



Film Reel From the Field



Using cotton waste to make rope
Rajpur, Madhya Pradesh



BRC Orientation
Garbada, Gujarat



Physical verification of enterprises
Kolebira, Jharkhand

Approaching the 2nd Year of SVEP Implementation

The month of June marks one year since SVEP was launched across 16 states in India (Punjab being the 17th). Below is a summary of the challenges we have faced in the first year of implementation.

First Year - Challenges

- * Human Resource Recruitment at HO, State and Block levels
- * Arranging external Resource Persons
- * Imparting Business Training to CRP-EPs & Entrepreneurs
- * Bringing together programme stakeholders to work towards a common national goal

In the second year of implementation we can expect the following:

Second Year - Broad Areas of Implementation

- * Develop & standardise a process for identification of potential first-generation entrepreneurs
- * CRP-EPs to ground & handhold new enterprises
- * Strengthen & monitor members of Community Building Organisations (CBOs) towards loan-repayment process to be followed by the entrepreneurs

- * Use the Performance Tracking System to undertake study of the enterprise data of existing enterprises supported in the 1st year of implementation
- * Understand the factors contributing towards enterprise revenue growth or enterprise failure
- * Strengthen CBO members and BRC Office Bearers towards their responsibility to the BRC and its operation
- * Impart regular and quality training to the Mentors and CRP-EPs for effective implementation
- * Conduct a study linked to value-chain development and scope of associated enterprises in the block through a business model with the programme's beneficiaries
- * Reflection of programme results - Periodic sharing of the quantitative & qualitative outcomes of the programme with the community to build their levels of awareness & confidence when selecting entrepreneurs from their villages.

EDI also plans to extend operations to new blocks which means that a new phase of Detailed Project Report preparation will ensue. It sounds like a whole lot of work, but we have a strong, energetic and dedicated team in the field who will be there to get us through it all! Exciting and challenging times lie ahead!

If you would like to contribute stories, photos, updates or anything else SVEP-related which can be captured in the fold of this monthly newsletter, then please email conchita@ediindia.org. Your feedback on the content is also welcome.



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