

Udyamita Udaan

Progress from the Field on the Implementation of SVEP



*Success Story -
Shardaben, BRC
Member*



EDII Mentors Felicitated

What's inside!!!

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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.

As the National Resource Organization (NRO) for SVEP, we have the responsibility of taking this initiative to every part of the country. Giving strength to this aim and signifying the impact of the work that we are doing as an NRO. We plan to spread our wings across 15 new blocks in Uttar Pradesh, Uttarakhand, Madhya Pradesh, West Bengal & Assam in this year.

Further, we have been working in the areas of building the stronger portfolio of entrepreneurs and finding new ways to enhance the impact. While we are working towards providing every kind of support to build enterprises in the villages we have parallelly initiated community cadre development process to strengthen the base of our trainers and build a strong team at the grass-root level.

This edition proudly presents the stories of two mentors, Surendra Rawat of Chhattisgarh and Mukesh Pandey of Uttar Pradesh, who have been felicitated for their outstanding contribution in the development sector, on the occasion of Republic day 2019 and Ajiveeka Divas 2018 respectively. This edition also presents the success stories of enterprises which have been able to achieve notable progress in their respective fields. Their hard work and resilience backed with training and support from the Community Resource Persons and mentors have been the key factors behind their success. We are immensely grateful to the team at the grass-root level who have been working with us tirelessly to make SVEP a huge success and make Indian villages self-reliant.

We hope you will enjoy reading this edition....

Mentors Felicitated on 'Republic Day & Ajiveeka Divas'

SVEP was introduced in Kurud block, Dhamatri, Chhattisgarh in 2016 through EDII. Since then 815 Enterprises have been promoted in the block. Mr. Surendra Rawat, the block mentor with support from officials of Chattisgarh State Rural Livelihoods Missions has played an important role in mobilizing the community and facilitated in developing entrepreneurial & leadership skills of community members through continuous handholding and support. Recognizing these efforts, the Govt. of Chhattisgarh awarded the EDII SVEP mentor on the occasion of Republic day 2019.



Mentor of Chanvey Block, Mirzapur district, UP, Mr. Mukesh Pandey, was also honored on the occasion of "Mega Ajiveeka Divas" on 5th May, 2018, for the outstanding contribution in the development sector through Start-up Village Entrepreneurship Programme. He was felicitated by Ms. Priyanka Niranjani, IAS, Chief Development Officer (CDO), Government of Uttar Pradesh, in the presence of Ms. Anupriya Patel, Cabinet Minister, Ministry of Health and Family Welfare, Govt. of India.

SVEP IN NUMBERS

Enterprises
PromotedExisting : 6,448
New : 11,177

17,625

Entrepreneurs
PromotedFemale : 10,767
Male : 7,357

18,124

Community
Enterprise
Fund [CEF]
Disbursed

₹ 49.53 Cr.

Community
Cadre
[CRP-EP]Female: 258
Male : 306

564

Bank Linkages

Enterprises: 524
MUDRA: 41

₹ 1.62 Cr.

Glimpses of SVEP in Media

स्वरोजगार से महिलाएं लिख रहीं कामयाबी की इबारत

» आराजी लाइन में महिलाओं को दिया गया 14 लाख का लोन

» स्टार्टअप उद्यमिता कार्यक्रम महिलाओं को बना रहा आत्मनिर्भर

वाराणसी। केन्द्र सरकार द्वारा शुरू किया गया स्टार्टअप ग्रामीण उद्यमिता कार्यक्रम महिलाओं को आत्मनिर्भर बना रहा है। जिससे महिलाएं कामयाबी की इबारत लिख रही हैं। आराजी लाइन ब्लॉक के नोडल कार्यालय बेलौड़ी में स्वयं सहायता समूह से जुड़ी महिलाओं को स्टार्टअप के तहत स्वरोजगार के लिए 14 लाख का लोन दिया गया। उत्तर प्रदेश राज्य राष्ट्रीय ग्रामीण

आजीविका मिशन के तहत स्वयं सहायता समूह से जुड़ी 47 महिलाओं ने लघु उद्योग लगाने के लिए आवेदन किया था। लोन आवेदनों की बैठक में आवेदनों पर विचार



आराजी लाइन में महिलाओं को लोन की जानकारी देते अधिकारी।

किया गया। आवेदकों के साक्षात्कार के दौरान उनके उद्यम से जुड़े जोखिम पर चर्चा की गई। आवेदनों की प्रेडिंग कर सभी आवेदकों को 14 लाख रुपये की सामुदायिक उद्यम

निधि स्वीकृत की गई। इसमें नए उद्यम स्थापित करने वाले और पुराने उद्यम शामिल हैं। पावरलूम, अंडा, किराना, जनरल स्टोर, चिकन शॉप, सैलून, हार्डवेयर, गैरेज, सिलाई मशीन आदि उद्यम के लिए ऋण दिया गया।

जागृति महिला प्रेरणा संकुल स्तरीय संगठन बेलौड़ी में आयोजित कैम्प में महिलाओं को लोन दिया गया। इस अवसर पर उपायुक्त (स्वतः रोजगार) सुरेश केशरवानी, जिला मिशन प्रबंधक श्रवण कुमार सिंह, वरिष्ठ कार्यक्रम प्रबंधक मुकेश पांडेय, कार्यक्रम प्रबंधक सुकेश पटेल, बीआरसी लोन समिति के सदस्य, सीआरपीईपी, उद्यमी आदि उपस्थित थे।

परियोजना प्रबंधक ने समूह उद्यमियों का जाना हाल

जासं, दुद्धी (सोनभद्र) : राष्ट्रीय ग्रामीण आजीविका मिशन के स्वयं सहायता समूह से जुड़ी महिला उद्यमियों की जमीनी हकीकत जानने के लिए राज्य परियोजना प्रबंधक अरुण कुमार ने गुरुवार व शुक्रवार के दो दिवसीय दौरा किया। भ्रमण के दौरान समूह से ऋण लेकर स्टार्ट अप ग्रामीण उद्यमिता कार्यक्रम को साकार करने में जुटी महिलाओं के क्रियाकलाप से काफी हद तक सन्तुष्ट दिखे। बीएपी जय कुमार जोशी के साथ बीआरसी पहुंचकर वहां स्टार्ट अप उद्यमिता विकास कार्यक्रम में कार्यरत सभी कर्मियों के साथ बैठक कर उसकी समीक्षा की। एमआइएस मैनेजर आकाश कुमार ने प्रजेंटेशन के माध्यम से चलाये जा रहे कार्यक्रम की जानकारी दी। बिजनेस प्लान के बारे में कार्यक्रम प्रबंधक प्रत्युष त्रिपाठी ने बताया। सीआरपी ईपी से भी उनके अनुभवों पर चर्चा की। बेहतर सामंजस्य स्थापित करने एवं लक्ष्य के सापेक्ष शत-प्रतिशत उपलब्धि के लिए पूरी टीम को बधाई दी। इसके पश्चात वे मझौली, महुअरिया, धनौरा, जाबर, मल्देवा, दुद्धी बाजार के उद्यमियों से मिलकर उनके उद्यमों को देखा। स्टार्टअप ग्रामीण उद्यमिता कार्यक्रम से मिलने वाले ऋण एवं वापसी के साथ उद्यम का लेखावाही एवं लाभ-हानि की जानकारी ली।

Story of Arajiline, UP

Newspaper: Gunj Uthi Ranbheri, Banaras

ब्लॉक रिसोर्स सेंटर का किया उद्घाटन

संगरूर। केन्द्र सरकार द्वारा संचालित एसबीईपी प्रोजेक्ट के तहत सुनाम में ब्लॉक रिसोर्स सेंटर का शुभारंभ किया गया। सेंटर का शुभारंभ स्टेट प्रोग्राम मैनेजर आजीविका सोनम बांसल, डिस्ट्रिक्ट प्रोग्राम मैनेजर जसविंदर कौर, बीएमएसबीईपी महिंदर शर्मा ने किया। इस मौके पर को-ऑर्डिनेटर हरजंत सिंह, ब्लाक रिसोर्स सेंटर के प्रधान दलजीत कौर व खजांची जसवीर कौर, बेअंत सिंह ने विशेष तौर पर शिरकत



ब्लॉक रिसोर्स सेंटर के शुभारंभ मौके पर उपस्थित सीआरपीईपी की टीम।

की। इस मौके पर संदीप सिंह, वीर दविंदर, सुखविंदर, कुलदीप, बिट्टू सिंह, कुलदीप सिंह, अमनदीप कौर, राजवीर कौर, जसवीर कौर, सुखपाल कौर, मनप्रीत कौर, किरना कौर आदि उपस्थित थे।

Inaguration of BRC, Sunam

Newspaper: Dainik Bhaskar, Sangrur

Physical verification of enterprises in Duddhi, a new SVEP block of Uttar Pradesh

Newspaper: Dainik Jagaran, Sonbhadra

Building Fortunes

Suresh Jatav (a resident of Heerapur village, Karhal block of MP) started his own business of centering work in 2014. This was an attempt by him to earn a decent living to provide for growing needs of his family of three kids. Despite not completing his education post 5th grade, this was a medium to prove his worth.

However, with all the hard work, Suresh was unable to get sufficient work orders and was starting to slip in a downward spiral. He realized that he needed to do something urgently to turnaround things but lacked the skills to do so.

With much anticipation, Suresh filled the application form in May, 2017 and with the CRP-EP's support prepared a renewed business plan and got quotations from different vendors. The project cost was Rs. 50,000, to which Suresh contributed Rs.15,000 as his own investment. The final business plan was submitted to the Vinayak SHG, which has his wife as a member. Finally, his application was approved and he received an EDP Training. The training equipped him with the skills required for his business and gave him insights to improve/expand his business.



Suresh Jatav at a Construction site in his village

Today, Suresh earns Rs. 20,000 a month and is confident of his expansion plans. He is now well-versed in procuring materials and maintaining financial accounts by himself. This helps him in keeping a track of the financial flows of his business and takes it upward.



I help construct buildings through my service, and SVEP team has uplifted my life through their service and mentorship. As the base is most important in construction and in the same way SVEP has founded the strong base in my life through developing skills of enterprise management along with financial support .

-Suresh Jatav, Entrepreneur, Jatav Constructions, Heerapur, Karhal, Madhya Pradesh

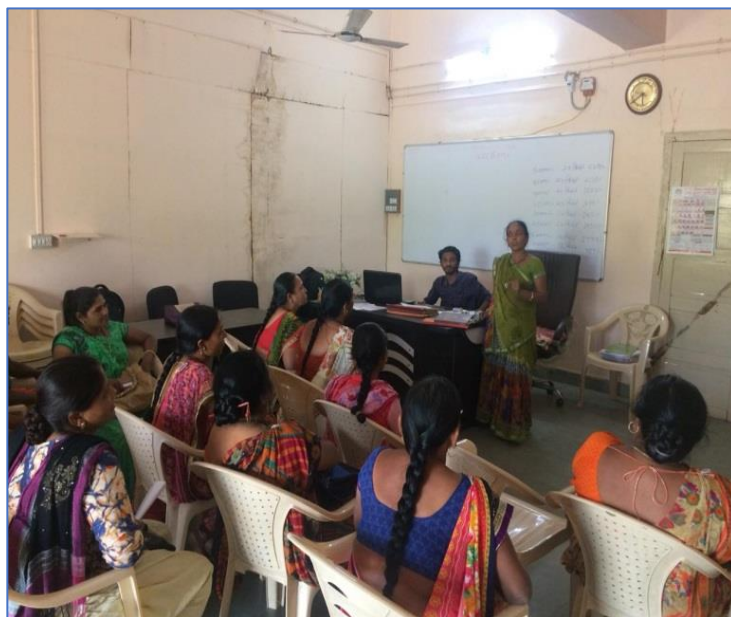
Warmth of Self-reliance

A journey from Entrepreneur to motivational Community leader

Shardaben, a 45 year old women of Ghoghamba village of Gujarat, lived in a *kachha* (mud) house, which required to be reconstructed every monsoon. To make ends meet, she and her husband, decided to start an *Aggarbatti* Unit, as a Group enterprise in 2015 along with their farming. The Panchayat supported them by providing Paddle Machines for making *Aggarbatti*. Their work started smoothly but they were unable to sell the products, as a result some of the members of the group left the business and she was left alone, struggling to sustain the business.

During this appallingly depressing phase of her life, she came to know about the SVEP program through a CRP-EP, who was from her village. She took an enterprise management training under SVEP thereafter she applied the marketing and financial skills gained through the training to her *Aggarbatti* business and could soon revive it. During her visits to BRC (SVEP) office for SHG meetings, her attitude and the way of handling business impressed the officials and she gradually rose to the position of the President of BRC and CLF committees. Despite the difficulties of managing BRC activities along her household chores, she continued to hold ground. Gradually she brought the other women of the committee at the forefront and could smoothly manage things effectively.

Shardaben gained recognition and confidence to further expand her horizon. Through the formation of a collective, she motivated others to pursue their entrepreneurial dreams. Small enterprise creation has become her forte. Today bank managers approach her for support in loan recovery process and usually take her recommendations regarding financial credibility of any individual in her community. Today she is leading the community and runs her enterprise with two women employees.



Shardaben discussing with BRC-Managing Committee Members regarding SVEP



SVEP has transformed me into a more confident entrepreneur and a passionate person. It has enhanced my communication skills and way of dealing with people. The renewed confidence has developed a leader in me.

–Shardaben Gosai, Entrepreneur & BRC President, Ghoghamba, Gujarat

Field Highlights

Punjab

Physical verification of SVEP enterprises is completed by State Project Manager, Livelihood and officials

Gujarat

- New community cadre development process is being undertaken to create leadership amongst the community

Haryana

- More than 200 New Enterprises is established under SVEP, in which entrepreneurs have individual ownership of their venture

Madhya Pradesh

- Meeting with officials of District Industries Commissionerate to take the SVEP enterprises under the fold of Micro, Small & Medium Enterprises' initiative Udyog Aadhar-Memorandum

Uttar Pradesh

- Unique SVEP Enterprises (i.e. Products from Waste Flowers of temple) inaugurated by Deputy Commissioner, Mirzapur in the presence of other officials and beneficiaries

Telangana

- Meeting with Additional Project Director of respective block for the intervention of Bank linkages and Forward linkages in the Programme

Chhattisgarh

- State level training workshop for BRC-Managing Committee Members of all the SVEP Blocks is completed for smooth implementation of Programme

Odisha

- SVEP loan is being distributed from the repayment of entrepreneurs under programme, as repayment ratio is reached up to 90% in the State

Jammu & Kashmir

- Business Management training of more than 200 SVEP Entrepreneurs is completed in both the blocks of the State

Jharkhand

- Officials from MKSP has visited Women SVEP Entrepreneurs to adopt their enterprises model in the respective Programme

West Bengal

- SVEP orientation of CBOs and entrepreneur triggering process is being started in four new blocks of the State

Enterprise Facts



Credit: Jagdishchandra Patel

Entrepreneur Mind Jumble

Factors in Business

1. O C P M T E T I R O
2. U C T S M O R E E
3. U S P P I L R E
4. E L A G L
5. A M K R T E

1.Competitor 2.Customer 3.Supplier
4.Legal 5.Market

Film Reel from the Field



General Awareness Training Programme & Orientation on SVEP – Thetaitangar, Jharkhand

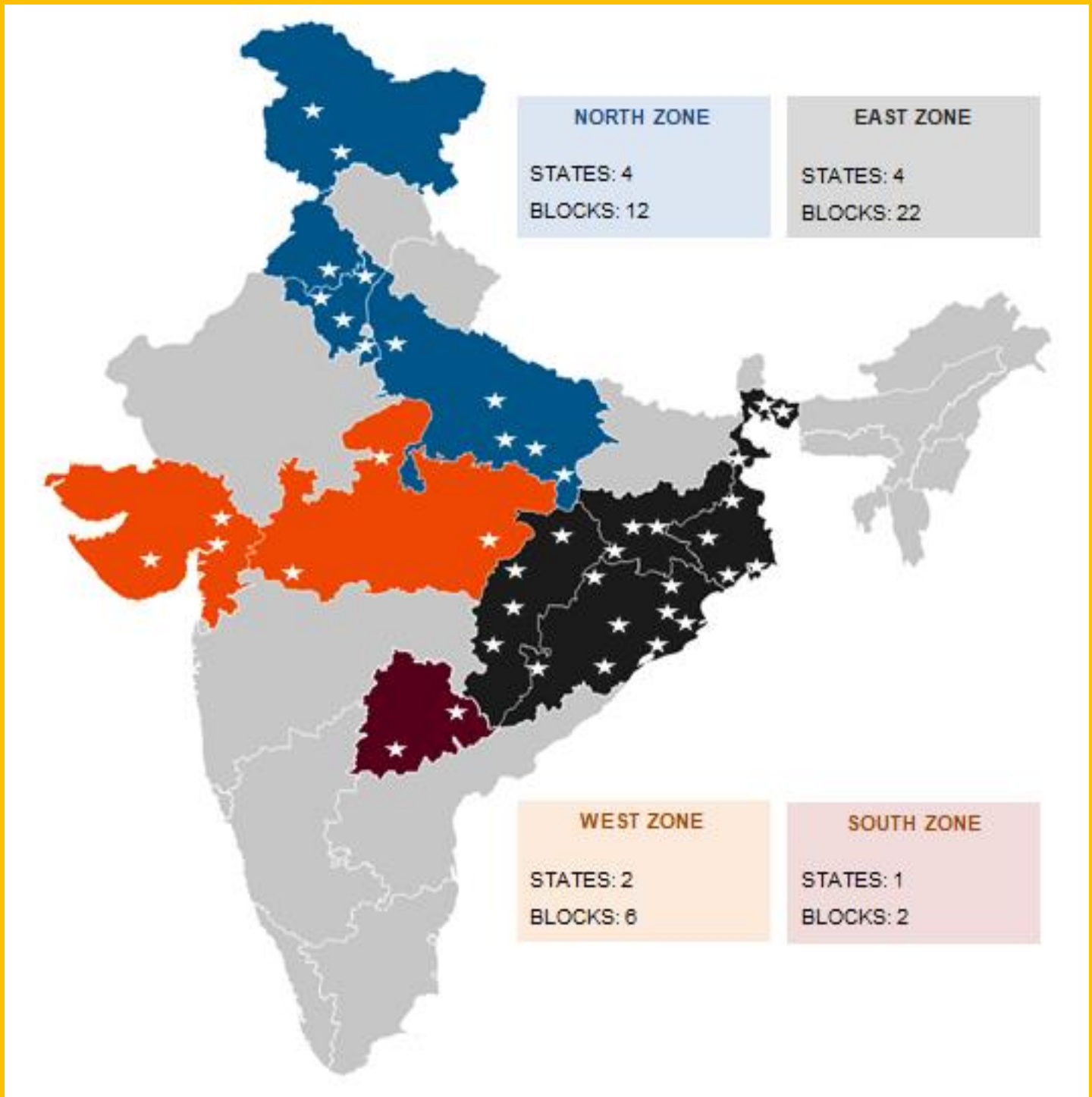


Focus Group Discussion (FGD) - Dhanapur, Uttar Pradesh

Upcoming Events

- Advanced level CBO training in Haryana & Punjab
- Training on SVEP Software for stakeholders of Telangana
- Orientation Programme on SVEP for “Samuh Sakhis” in Uttar Pradesh

'Our Presence'



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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