

Udyamita Udaan

Progress from the Field on the Implementation of SVEP



Success Story:
BRC Member



World Bank team at EDII-SVEP
Tappal Block, UP

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.

SVEP will be entering into a new phase from next month onwards. Some of the initial blocks where implementation started during 2016 have progressed considerably. In course of implementation in these blocks, along with the challenges came learning which has judiciously been used to improve upon implementation in other blocks. Cross learning and innovations at all levels have been our priorities which have given us success and directions for future.

Performances of the existing blocks are improving. Many of the enterprises are entering growth phase taking their business to a new height. Refresher trainings for mentors and CRP-EPs to prepare them to handhold such enterprises and tackle new challenges are being planned. The support of SRLMs, BRCs and other village organisations has been exemplary in our effort to achieve the objectives of SVEP. The EDII teams in the field and at the secretariat have drawn inspiration from them.

We have also extended SVEP to 10 additional blocks. Two new states Uttarakhand & Assam are now included. With these additions, the expectations of all stakeholders are higher and the team is all set to take on the new challenges and tasks such as expansions thrown to us. Block Project Managers who have been inducted under this program shall also be trained at EDII campus in the coming month. It is also planned and expected that some more blocks will go fully digital, ensuring that the entire process right from enterprise registration to preparation of business plans and approval by the BRC would be carried out digitally.

World Bank team Visits EDII SVEP Block

The Union Cabinet chaired by Prime Minister of India has approved the implementation of an externally aided project named NRETP (National Rural Economic Transformation Project) under the Deendayal Antyodaya Yojana - National Rural Livelihood Mission (DAY-NRLM) through loan assistance (IBRD Credit) from World Bank.

The World Bank team working on the NRETP visited the *Tappal* Block, Uttar Pradesh. They interacted with various stakeholders to get first hand information on the SVEP implementation, challenges and best practices.

The two member team visited the block, studied the SVEP implementation and interacted with entrepreneurs and BRC Members. The team has appreciated and documented the innovative practices for SVEP implementation in block as well as the IEC Material and records (e.g. Day Book Keeping, Minutes of Meeting, Task sheet etc.) maintained by entrepreneurs, CRP-EP & BRC Members. They were impressed with the formats of recordkeeping at the BRC.



SVEP IN NUMBERS

Enterprises
PromotedExisting : 7,150
New : 12,399

19,549

Entrepreneurs
PromotedFemale : 12,176
Male: 8,118

20,294

Community
EnterpriseFund [CEF]
Disbursed

₹ 54.65 Cr.

Community
Cadre

[CRP-EP]

Female: 310
Male : 314

624

Bank Linkages

Enterprises: 546
MUDRA: 41

₹ 1.67 Cr.

Glimpses of SVEP in Media

राज्य परियोजना प्रबंधक ने समूह के उद्यमियों के क्रियाकलापों का हाल जाना

भारत कनेक्ट संवाददाता/दुद्धि/ सोनभद्र- उत्तर प्रदेश राज्य ग्रामीण आजीविका मिशन, ग्राम्य विकास विभाग के अर्नगत इन्टेन्सिव ब्लॉक दुद्धि में राष्ट्रीय ग्रामीण आजीविका मिशन के स्वयं सहायता समूह से जुड़कर महिलाएं समूह से ऋण लेकर किस तरह आगे बढ़ रही हैं एवं स्टार्टअप ग्रामीण उद्यमिता कार्यक्रम उसे अंजाम तक पहुंचाने में किस हद तक मददगार साबित हो रहा है इसको हकीकत जानने के उद्देश्य से भारतीय उद्यमिता विकास संस्थान अहमदाबाद के क्षेत्रीय कार्यालय लखनऊ से राज्य परियोजना प्रबंधक अरुण कुमार शुकुवार एवं शुकुवार के वे दिवसीय दौर पर दुद्धि आये। राष्ट्रीय ग्रामीण आजीविका मिशन के ब्लॉक कार्यालय में बीएपी जय कुमार जोशी के साथ बीआरसी दुद्धि पहुँचे एवं स्टार्टअप उद्यमिता विकास कार्यक्रम



में कार्यक्रम सभी कर्मियों के साथ बैठक कर समीक्षा किये। बीएपी श्री जोशी ने ब्लॉक क्षेत्र में स्टार्टअप ग्रामीण उद्यमिता कार्यक्रम के अन्तर्गत के उपलब्धि एवं आगे के प्लानिंग के बारे में विस्तार से बताया। समस्त लेखावतों

के बारे में एमआरएस मैनेजर अकाश कुमार ने प्रजेंटेशन के माध्यम से बताया। विजनेस प्लान के बारे में कार्यक्रम प्रबंधक प्रत्युष त्रिपाठी ने बताया। सीआरपी ईपी से भी उनके अनुभवों पर चर्चा किये। बेहतर

सामंजस्य स्थापित करने एवं लक्ष्य के सापेक्ष शतशतित उपलब्धि के लिए पूरी टीम को बधाई दिए।

उद्यमियों के क्रियाकलापों का भौतिक सत्यापन के उद्देश्य से राज्य परियोजना प्रबंधक श्री अरुण कुमार

जो ने बीएपी जय कुमार जोशी एवं कार्यक्रम प्रबंधक प्रत्युष त्रिपाठी के साथ उद्यमियों के दिने हुए परे पर विजिट किया। इस विजिट के दौरान मंझौली, महुआरिया, धनौरा, जाबर, मल्हवा, दुद्धि बाजार के उद्यमियों से मिलकर उनके उद्यमों को देखा एवं स्टार्टअप ग्रामीण उद्यमिता कार्यक्रम से मिलने वाले ऋण एवं वापसी के साथ साथ उद्यम का लेखावतों एवं लाभ हानि पर चर्चा किये। उद्यमियों के व्यवसाय क्रिया-व्ययन से काफ़ि प्रभावित नजर आए। खासकर समूह की महिलाओं के द्वारा नमकौन बनाने, पैकिंग करने, जेनरल स्टोर को दुकान, सब्जी की दुकान, कपड़े को दुकान को काफी तरोफ किये। शुकुवार को दिनभर विजिट के बाद शाम में राज्य परियोजना प्रबंधक ब्लॉक मुख्यालय दुद्धि से लखनऊ के लिए निवृत्त गये।

ग्रामीण उद्यमिता विकास कार्यक्रम के तहत नई इकाई का शुभारंभ किया



सुनाम| ग्रामीण उद्यमिता विकास कार्यक्रम द्वारा सुनाम ब्लॉक में एक नई इकाई दुकान का शुभारंभ किया गया। बीएम महिंदर शर्मा ने बताया कि इस प्रोजेक्ट द्वारा स्व-सहायता ग्रुप के सदस्यों को नया उद्यम शुरू करने व उन्हें कामयाब बनने के लिए सहायता की जाती है। इस मौके पर दुकान मालिक संदीप कौर, रविंदर कौर, स्वर्ण कौर, जसविंदर कौर, हरजंट, बिट्टू सिंह आदि उपस्थित थे।

SVEP Duddhi Block, UP

Newspaper: Bharat Connect, Sonbhadra, UP



डीएम अंकित कुमार अग्रवाल को शहीद जवानों के आश्रितों के लिए एक लाख का चेक प्रदान करतीं समूह की महिलाएं।

महिलाओं ने शहीद जवानों के परिवारों को दी एक लाख की सहयोग राशि

सोनभद्र। राष्ट्रीय ग्रामीण आजीविका मिशन (एनआरएलएम) की महिलाओं ने देश के शहीद जवानों के लिए एक लाख रुपये की धनराशि भेजी है। महिलाओं ने एक लाख का बैंक ड्राफ्ट बनवाकर शुकुवार को जिलाधिकारी अंकित कुमार अग्रवाल को सौंपा। जिलाधिकारी ने कहा कि महिलाएं हर क्षेत्र में पुरुषों के साथ कदम से कदम मिलाकर चल रही हैं। महिला दिवस के दिन जिस तरह से महिलाओं ने दूसरों के लिए आदर्श प्रस्तुत किया है, वह अनुकरणीय है। ब्यूरो

SHGs contribute to a Noble Cause, Duddhi

Newspaper: Amar Ujala, UP

Coverage - Sunam block, Punjab
Newspaper: Dainik Bhaskar,
Sangrur, Punjab

Quenching Thirst 'Amritasya Putra'

A journey which begun as a water delivery boy, earning as little as Rs. 1500/- per month to being a pan shop owner and earning about Rs. 2,500/- monthly, has culminated to becoming an entrepreneur with his own mineral water bottling plant – *Amritasya Putra*, the son of *Amrita* – the life-giving water.

Bikash Barman (a residence of *Madhyam Nachina, Matalhat*) like many in his community, was not able afford education and after having passed 6th standard. With two people to take care of - his wife and a child, he never lacked the enthusiasm and hope that someday he will break out of his poverty trap. Soon the day arrived and he met the CRP of SVEP through his wife's SHG. After receiving training in entrepreneurship development, business basics, book keeping, and marketing, he was confident enough to find an opportunity through which he could quench the thirst of his community (a thirst which he had suffered himself). With handholding support from the SVEP team, who helped him in surveying the market for mineral water, he received a credit of Rs. 70,000/- from the SVEP project and set-up his own mineral water production and bottling plant.



Bikash at his Water Purification Plant

Today he earns about Rs. 8,000/- per month and caters to the demand of his previous clients. He employs four delivery agents and has priced his products within the reach of his community – Rs. 20/- per jar for home delivery and pays Rs. 10/- to his delivery agents per jar. He intends to increase his productivity and expand his customer base to 1000 customers. There is also a need for proper delivery logistic solutions, especially a vehicle for reaching remote houses in his neighbourhood. The SVEP resource persons is processing a bank loan application for his expansionary plans.



"My livelihood depended on water since long before SVEP came in my life but SVEP has helped me to adopt the characteristics of water i.e 'to create a way out in any condition'. With the help of the Programme and SVEP team, my business management skills, risk taking capacity and networking skill has been developed, which has led my journey from water delivery boy to the owner of water purifier plant. This journey has secured my life and livelihood both."

-Bikas Barman, Entrepreneur, Water Purifier Plant, Dinhata 1, West Bengal

Life Redefined with Enlightenment!

Sudha Badhel, is a 32 year old resident of *Sangaon* village in Rajpur block of Badwani district. Her life had never been easy and was always full of challenges. Even after her marriage her conditions didn't improve much. She along with her husband used to farm on their small piece of land to earn daily bread and butter for themselves and their children. When unable to fetch even a meagre income from her farm, she started working as an agricultural labourer. Stuck in the vicious cycle of poverty, circumstances forced her to mortgage her one and only single acre of land, which was the only source of income for her family.

Her ordeals seem to be never-ending but 'hope' did knock her at her door. Her hard life took a turn, after she became a part of the *Saraswati* SHG. Being a part of the self-help group enabled her to take loans which easily allowed her to meet the essential needs of her family. In view of her achievements, determination and will power, she was elected as the President of her SHG, Secretary of her Village Organization and Secretary of the CLF and currently she is a master trainer pertaining to skills of farming, bangle-making, goat rearing etc.



Sudhaben at BRC, Rajpur, MP

Initially she underwent basic orientation and training under SVEP in improving her interpersonal skills. SVEP has provided her a platform where she has Reached out to people, to Solve and Serve [**RoSS**]. Attending different training sessions conducted by MPSRLM further empowered her. She started providing training and empowering other women on various domains, such as sanitary napkin marketing, bangle-making, educating them on women empowerment and various other gender issues. Sudhaben not only provided training to other women in her own district, but has also travelled to several other districts with the objective of training women.



"Being a part of an SHG has not only made me financially strong but also boosted my self-confidence. I have earned respect in my own community and have also resumed my studies again. I can dream of a bright future for my children because of the support from my self-help group and skill building under SVEP."

-Sudha Badhel, BRC Member, Rajpur, Barwani, Madhya Pradesh

Field Highlights

Punjab

Orientation on SVEP to BPMs, YPs & CCs of Punjab State Rural Livelihood Mission

Gujarat

Refresher training of community cadre on Day book keeping and performance tracking of SVEP enterprises

Haryana

Training of Community Resource Persons (CRP-EPs) on Udyog Aadhar registration of SVEP Entrepreneurs and their enterprises

Madhya Pradesh

Baseline Survey work (EC, SS & HH) completed in newly assigned Majhauri & Sidhi block of the State.

Uttar Pradesh

Enterprise Census & Household Survey completed in six new SVEP blocks - Dhanapur, Koraon, Sumerpur, Mihinpurwa, Kadaura, & Dhanpatganj

Telangana

Basic orientation and training of SVEP Software to Community Resource Persons (CRP-EPs) of Bijinapally and Eturnagaram blocks

Chhattisgarh

Organised Block level workshop for promotion of SHG Products & market linkages.

Odisha

Field exposure and classroom training to CRP-EPs of new blocks

Jammu & Kashmir

Physical verification of enterprises established under SVEP

Jharkhand

BRC, Silli Block, adjudged best for its performance & best practices among all second phase SVEP blocks in the State

West Bengal

Enterprise establishment and its promotion activities initiated in four new blocks

Film Reel from the Field



**Review Meeting - BRC Bawani Khera,
Haryana**



SHG Monthly meeting - Chhatisgarh



**CRP-EP Refresher training - Kolibera,
Jharkhand**

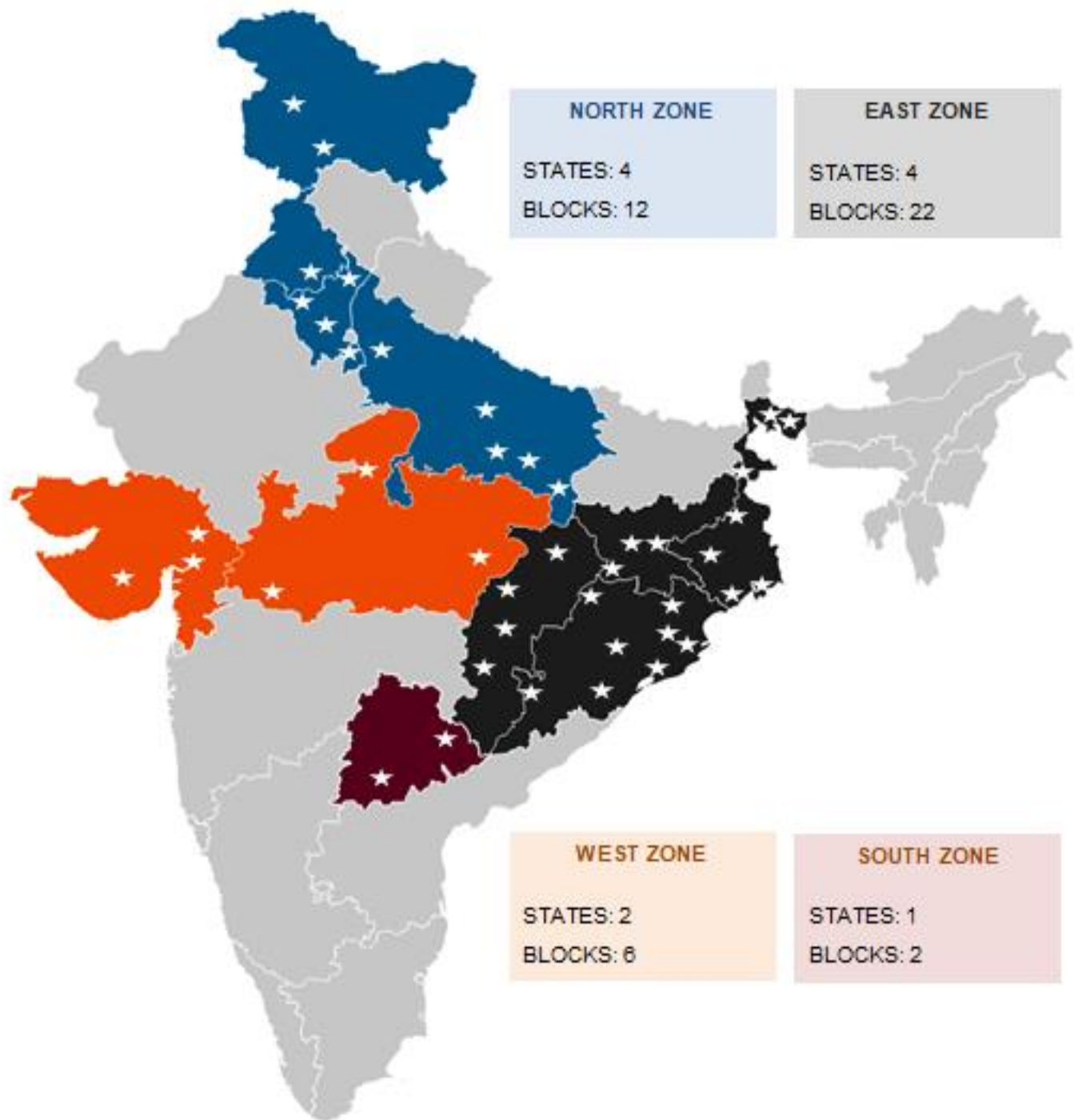


**Hon. Speaker, J&K at SVEP Basoli
entrepreneurs Stall , Kisan Mela, Jammu**

Upcoming Activities

- State level CRP-EP training in Gujarat
- Finalization and presentations of Detailed Project Report of 10 New Blocks of MP(2), UP(6) & Uttarakhand(2)
- Physical verification of enterprises supported in the last quarter

“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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