

# Udyamita Udaan

Progress from the Field on the Implementation of SVEP



## SAY NAMASTE

**Mr. Sahil Sharma**  
Block Mentor for  
Basholi, J & K



*Closely working  
with Pashmina  
weavers*

**Mr. Dharani Dhar  
Dhir**  
CRP-EP in Morada  
Block, Odisha



*Wants to start his  
own business*

**Ms. Roshini Kumari**  
CRP-EP in Kolebira  
Block, Jharkhand



*Experience working  
with NTFPs in her  
father's business*

## The 1st Edition of *Udyamita Udaan (UU)*

Welcome to the 1st edition of *UU* - An E-Newsletter designed to update you in brief on the progress of SVEP.

The Start-Up Village Entrepreneurship Programme (SVEP) launched in July 2016 with the aim of creating a supportive ecosystem conducive to rural entrepreneurship. The three boxes below indicate the key stakeholders in this programme. EDI is functioning as a National Resource Agency (NRO) and a Programme Implementing Agency (PIA), piloting the programme in **24** blocks across **11** states. Almost one year down the line, we have seen steady progress being made in these states. This newsletter aims to capture in brief and in time, this pan-India strategy to develop the rural ecosystem into one in which entrepreneurial spirit and endeavour thrives.

**1**

**MORD**

An initiative of the  
Ministry of Rural  
Development,  
Government of India

**2**

**SRLM**

In cooperation with the  
State Rural Livelihood  
Missions of the  
participating states

**3**

**NRO/PIA**

Implemented by EDI of  
India & Kudumbashree  
who are also National  
Resource Organisations

## Workshop on Systems & Process in the Implementation of SVEP.

In the 2nd week of April, the State Anchors and Block Mentors from all of the 11 states met at EDI Campus, Gandhinagar, to standardise processes & tool for the programme's implementation.

Gujarat turned the heat on (highs of 43°C) for the SVEP workshop as the ever-growing SVEP cohort of around forty met for the first time since the January VE-IT training this year. The workshop was called to bring everyone on to the same page with respect to the processes and tools being used in the programme.

The teams updated each other on their state's current status of implementation and the tools being used for the various activities. Everyone was then divided into groups of 4-6 and asked to identify tools and develop processes with respect to the key activities involved in implementation. Most states are preparing for, or are already at the crucial stage of identifying, shortlisting and selecting entrepreneurs for the



preparation of Performance Improvement Planning and Loan Applications. Accordingly, we focused on developing standard procedures for these current or imminent activities, which are currently being tested in the field.

The workshop included an interaction with the Director of EDI, Dr Sunil Shukla, who sat with the team for an hour-long session to understand the status of implementation. The cohort also heard from the team at Dhvani - a start-up providing customised MIS to organisations working in the development field. They presented to us existing business ideas involving low investment with which our participating states can tie-up in order to fulfil our targets for new enterprises.

### BLOCK IN FOCUS - KOLEBIRA BLOCK, JHARKAND

Kolebira Block in Simdega District is a region abundant in Non-Timber Forest Products (NTFPs), such as those of lac, tamarind and chironji. It is a common sight to see locals selling these NTFPs along the main roads of the villages attracting passers-by and local traders. The potential for establishing sub-sector enterprises is high considering the availability of NTFPs as well as its demand in both internal and external markets. The availability and demand of certain NTFP is so high that some of the private players operate the lac and tamarind processing units in this block. Three of our CRP-EPs from Kolebira have been allocated the responsibility of collecting information with respect to market price and fluctuations of NTFPs and approximate cost associated with purchasing processing material. Once the information is collated, we will assess which are the most feasible and viable NTFPs for which to prepare business plans.



## Field Highlights

So much is happening in the field that we could dedicate an entire edition of *UU* to each block's activities! Instead, here are the highlights from all of the states for the month of April.

### JHARKHAND

Collected 225 entrepreneur applications and shortlisted 100 applications

No. of CRP-EPs: 15

### PUNJAB

Submission of DPR to Punjab SRLM

### GUJARAT

GLPC have approved the guidelines related to BRC Formation, CRP-EP Payment Structure & CEF Disbursement

No of CRP-EPs: 52

### JAMMU & KASHMIR

The team has prepared PIPs for the 450 entrepreneurs identified. Efforts are being made to collectivise hand loom weavers in Basoli region, Jammu

No of CRP-EPs: 33

### TELANGANA

Both BRCs have been registered under the Societies Act as a separate legal entity under the category of 'Mutually Aided Cooperative Society'

No of CRP-EPs: 16

### HARYANA

38 entrepreneurs from both blocks received disbursement from CEF

No of CRP-EPs: 29

### WEST BENGAL

A total of 348 entrepreneur applications from both blocks have been processed & physically verified and the 1st instalment of the CEF has been disbursed to the tune of 35 lakhs supporting 186 entrepreneurs (comprising both blocks)

No of CRP-EPs: 23

### CHHATTISGARH

Successful completion of planning between Block Mentors & BPMs for effective SVEP implementation post-DPR approval

No of CRP-EPs: 66

### MADHYA PRADESH

Establishment of an agarbathi unit in Karahal block with 2.5 tons of production completed

No of CRP-EPs: 37

### ODISHA

State-level orientation on SVEP implementation with representatives from MoRD, SMD, OLM, GoO, SMMU, Lead Bank Manager of both districts, BDOs from both blocks and EDI staff, all of whom extended their support for the implementation of SVEP

No of CRP-EPs: 26

### UTTAR PRADESH

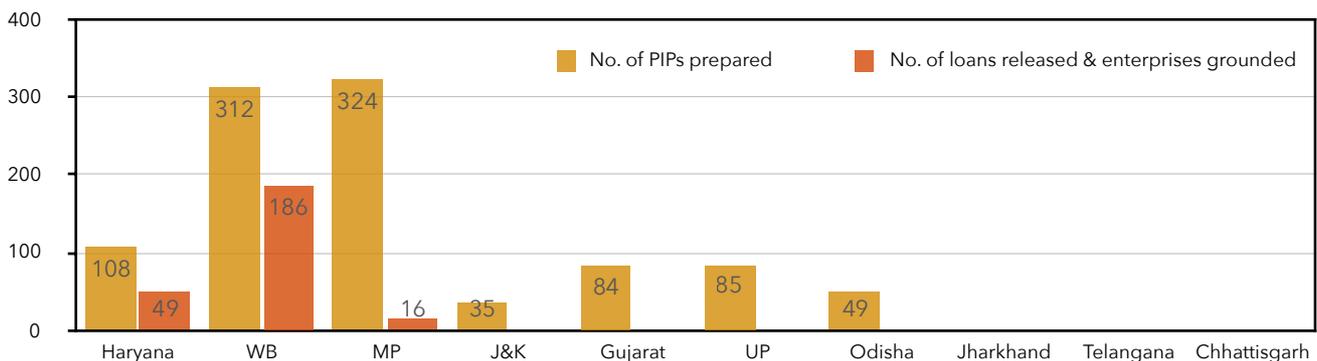
Space & capital for the BRC has been set up

No of CRP-EPs: 24

## Progress Update from the States

We've reached some milestones in the implementation of SVEP. Here is a summary of the key activities we have accomplished to date, across all of the states.

- ✓ All states have identified a Nodal CLF that will be responsible for the disbursement of the Community Enterprise Fund (CEF), with the exception of Odisha. The Odisha Livelihoods Mission is following a different process; instead of identifying a Nodal CLF, the CEF will be distributed to each Gram Panchayat Level Federation (GPLF) in the block.
- ✓ Identification and setup of the BRC office have been completed by all states barring Jharkhand, both blocks in Jammu & Kashmir, 2 of the 3 blocks in Gujarat and 3 of the 4 blocks in Chhattisgarh.
- ✓ Our focus for the months of April and May is preparing and submitting loan applications and Performance Improvement Plans to the BRC for appraisal. Once loans are approved, this will lead to the subsequent grounding of enterprises. Below is a graph which records the efforts put in so far towards this process of enterprise grounding.



Update - Enterprise Promotion

## Film Reel From the Field



A villager polishing sabai grass  
Morada Block, Odisha



SHG Meeting  
Morada Block, Odisha



Selling urad dal by the roadside  
Kolebira Block, Jharkhand



Some of the CRP-EPs  
Kolebira Block, Jharkhand

## Innovation in Enterprise

### Cotton Wick Making Machine

*Cost:* INR 24,800/-

*Weight:* 13.5kg

*Input:* 3.06kg of cotton sliver tape

*Output:* 3kg of cotton wicks per day (8 hours of work)

*Power consumption:* 50 watts



This machine was developed to automate the production of cotton wicks and increases the production efficiency of users by 400%, thus also augmenting a woman's capacity to earn. An entrepreneur has two options:

1. Enter into a contract with the machine supplier where the supplier provides the raw materials and purchases the final products from the entrepreneur. The entrepreneur is paid Rs. 80/kg of cotton wicks produced and can earn up to Rs. 240/day; or
2. To purchase the machine outright and operate it as a standalone business where an entrepreneur can earn Rs.350-500/day. In this case the entrepreneur has to ensure the sourcing of raw material and marketing of final products.

For more information on this machine, or to learn about its innovators, check out <http://nif.org.in/innovation/cotton-wick-making-machine/782>

## Upcoming Events

There is a lot of work happening across the states - here is an insight into what we can expect.

### May 2017

03-05

- BRC Management training in Morada Block, Odisha

10-05

- Opening of 2nd Agarbathi Unit in Karahal Block, Madhya Pradesh

22-05 to 29-05

- BMP-SVEP training in SVEP Secretariat, Gujarat

We hope that this first edition of *UU* has informed you about the efforts which are taking place across India towards the implementation of SVEP. As the month of May approaches and the summer heat intensifies, we are sure that the work in the field will also intensify, bringing with it many challenges, learnings and successes. Join us in the next edition of *UU* to find out about May's progress.