Udyamita Udaan
Progress from the Field on the Implementation of SVEP

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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 stated 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 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 has drawn inspiration from them.

We have also extended SVEP to 10 additional blocks. Two new states Uttrakhand & 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 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 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.
SHGs contribute to a Noble Cause, Duddhi

Newspaper: Amar Ujala, UP

SVEP in Numbers

- Enterprises Promoted:
  - Existing: 7,150
  - New: 12,399
  - Total: 19,549

- Community Enterprise Fund [CEF] Disbursed
  - Female: 310
  - Male: 314
  - Total: 624

- Bank Linkages
  - Enterprises: 546
  - MUDRA: 41

- Male: 8,118

Glimpses of SVEP in Media

**Rajasthan Paryavaran Sansthan**

**Dundhi Block, UP**

Newspaper: Bharat Connect, Sonbhadra, UP

**Sonbhadra, UP**

Newspaper: Amar Ujala, UP

SHGs contribute to a Noble Cause, **Duddhi**

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\[ \text{Dundhi Block, UP} \quad \text{Newspaper: Bharat Connect, Sonbhadra, UP} \]

\[ \text{Sonbhadra, UP} \quad \text{Newspaper: Amar Ujala, UP} \]
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.

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
Sudha Badhel, 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.

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 Majhauili & 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 Etturnagaram blocks

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

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

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

**West Bengal**
Enterprise establishment and its promotion activities initiated in four new blocks

**Jammu & Kashmir**
Physical verification of enterprises established under SVEP
Film Reel from the Field

- Review Meeting - BRC Bawani Khera, Haryana
- SHG Monthly meeting - Chhattisgarh
- 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
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.