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 create, nurtures and sustains rural entrepreneurs and thereby bringing the rural poor out of poverty.

What’s inside!!!

- Editor’s Note
- News Capsule
- SVEP in Numbers
- SVEP in Media
- Entrepreneurs’ case studies
- Field Highlights
- Upcoming Events
- Film Reel from the Field
Primordial Art Painter from MP dreams to go Digital

Mr. R P Dhruvey, a Samnapur based Gond painter, known for his exemplary skills in turning colors to image of aboriginals art form. Talent of this tribal artist was spotted by the SVEP team. He was provided support in sourcing the unique raw material and forward linkages. He was also guided to take part in the exhibitions to harness the potential markets for his products.

SVEP has provided him support to reach larger audiences and carry out live demonstrations of these skills so that he can market his product and get at remunerative prices for his work. Recently Dhruvey displayed his work at India International Trade Fair 2018 at Delhi. This gave him lot of visibility and recognition at national level.

During the past 14 months of association he has displayed his work in more than 5 exhibitions and fairs and has received accolades and appreciation everywhere. Now he plans to showcase his products on digital platforms to increase reach and open up a new channel for marketing his products.
**SVEP IN NUMBERS**

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**13,445**

**13,760**

**₹ 37.78 Cr.**

**542**

**₹ 71.70 Lacs.**

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**SVEP IN MEDIA**

**Story of SVEP Entrepreneur of Thetaitangar, Jharkhand,**

**Newspaper:** Hindustan, Ranchi

**Loan Disbursals in Duddhi,** a new block of Uttar Pradesh

**Newspaper:** Amar - Ujala, Sonbhadra

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Gujarat is a home of over 22 varieties of bamboo, spread over vast tracks of forest land in northeastern regions of the state and Panchmahal is one of the district. In this district, Ghoghamba is a block where bamboo and its products are part of their culture. There are groups of people, whose livelihood was based on this bamboo culture but modernization, migration and urbanisation has posed a question to their survival and forcing most of them to switch to other livelihood options. SVEP team of Ghoghamba has found one group of Palla village, who were still struggling holding on to surviving their culture and livelihood.

Based on the discussion with them and as per the market study, SVEP team conceived a project for reviving bamboo culture. It prepared the business plan accordingly for Group enterprise. BRC was satisfied with skills and financial projections by the members of group. The business plan was modified accordingly. It was approved by the committee. A loan of ₹ 1,00,000 was provided as CEF to revamp their dream business. The group consists of 10 females and 1 male to run the collective enterprise. Convergence with RSETI for 5-day training has benefited the stakeholders in improving the skills to make innovative products as per the market requirement. Mr. Vipul, a pro-active CRP-EP has taken all the initiatives in making the business viable. After SVEP intervention the business had restarted in July, 2017 with only decorative Pooja thali.

Currently, an array of bamboo products (E.g. Pen Stand, decorative, Pooja thali, Flower bouquet basket etc.) is made and supplied to nearby towns like Halol and Godhra. SVEP team succeeded in tying the collectives to various Govt. Departments and temples within the geographic boundaries of the district.

The enterprise is moving with a positive goal and the owners are happy to revive their own culture and livelihood. The Group enterprise has been registered in Ministry of Micro, Small & Medium Enterprises’ initiative Udyog Aadhar and also nominated in National Entrepreneurship Award 2018, Govt. of India.

“There might be disparity in the revenue but the skill acquired is an achievement which will remain with us forever. We are thankful to SVEP team for the financial and technical support provided by them.”
-Ramilaben Kalyan, Entrepreneur, Jai Mataji Mission Mangalam Group, Ghoghamba Block, Gujarat
Gori Shankar, a native of Dhani Khushal village of Bawani Khera block in Haryana always wanted to pursue his education in technical area. The economic condition of his family led to discontinuation to pursue higher studies and he started to work as a helper in an electronic shop. While interacting with his family his aspiration to become an entrepreneur became very evident.

His mother, a SHG member of “Khushi Mahila SHG”, narrated the processes of SVEP and how he can benefit from the scheme. He then approached Ms. Nirmal, CRP-EP of his village in January 2018, and got further details about the scheme thoroughly. Gori Shankar could foresee an opportunity to fulfill his dream as well as also scope of enhancing his income.

The CEF support of ₹ 30,000 from the program along with the training provided by the CRP-EP and mentor helped him to start his business. He also developed good business communication skills during the training.

His approach to deal with the customers is the USP (Unique Selling Proposition) of his new venture.

Gori Shankar repairs number of electronic items including motor, fan, iron etc. He is also planning to expand his business and start trading of electronic items. The repayment history is remarkable. Sometimes he clears his due much much before the date of payment.

Analogue Electrical in Bawani Khera, Haryana

“I moved from hardships to hope through SVEP. The training and financial support under the programme helped me to live with my passion and also elevated our socio economic status. I would like to recommend several others to be part of the scheme and get benefited. Self believe and handholding support is the motto of SVEP.”

- Gori Shankar, Shankar Electronics, Bawani Khera Block, Haryana
Field Highlights

**Punjab**
- SVEP training of Block level federation, Block Resource Committee and book keepers is completed.

**Gujarat**
- Enrollment of SVEP Women entrepreneurs on “Mahila E-haat” platform led by Govt. of India, for the forward linkage of their enterprises has been started.

**Haryana**
- SVEP Software is fully operational in Matanhai and Fatehabad blocks.

**Madhya Pradesh**
- Four SVEP Entrepreneurs have been shortlisted for the next round of National Entrepreneurship Award 2018 by Ministry of Skill Development, Govt. of India.

**Uttar Pradesh**
- CBOs’ trainings in new blocks for SVEP implementation.
- Existing blocks are fully operational with regard to Mobile App.

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

**Chhattisgarh**
- SVEP team has prepared the action plan for set up of resource based enterprise with the support of State Govt.

**Odisha**
- Market space for SVEP Entrepreneurs has been developed under the “Rural Haat” initiative, which will be helpful for the forward linkages of SVEP enterprises.

**Jharkhand**
- State Govt. has awarded two SVEP blocks under EDII, as a Best Operational Blocks based on multiple evaluation criteria.

**West Bengal**
- SRLM teams of various states have visited the SVEP blocks to learn and adopt the model and innovative practices for implementation of the project.

**Jammu & Kashmir**
- Linkages with various Banks of State is scheduled for Micro credit planning for SVEP entrepreneurs.
Enterprise Facts

Entrepreneur Mind Jumble

1. S A E S T S
2. S U B S I E N S
3. I L I Y T A B I L
4. O C T N A R T C
5. S E E N X P E
6. T O S C
7. E C N N A I F

Film Reel from the Field

Entrepreneurs’ Development Programme for entrepreneurs who runs soap making unit in Kurud, Chhattisgarh

Physical verification of enterprises established under SVEP in Basholi, J&K by Mentor & BPM of the block

Upcoming Events

- Visit of Mizoram SRLM CEO along with the team at Dinhata-1 block, West Bengal
- Block Programme Manager (BPM)-SVEP of respective SRLMs will be oriented and trained on SVEP.
- SVEP Software training is scheduled for BRC Members
- Formation and training of BRC at the new blocks under EDII
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.