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 bring the rural poor out of poverty.
On the occasion of the release of the Union Budget 2022-23, the Union Minister of Finance Ms. Nirmala Sitharaman said that “In the 75th year of our independence, the next 25 years are very critical to India’s development; therefore we wanted this year’s Budget to encourage the power of youth, the power of entrepreneurs”.

Start-up Village Entrepreneurship Programme (SVEP) is a flagship initiative of the Government of India, intended to catalyze start-up culture as well as to build a strong and inclusive ecosystem for innovation and entrepreneurship in rural India. The enterprises promoted under SVEP are not only creating new livelihood avenues but are also a witness to ripple effects created on the socio-economic fabric of the nation.

This monthly issue of Udyamita Udaan gives an insight into the new developments and efforts undertaken by EDII to implement the Start-up Village Entrepreneurship Programme.

Baseline Survey Activities in 8 New SVEP Blocks

EDII has completed the baseline survey in eight new SVEP blocks of five states (Uttarakhand- 2, Chhattisgarh- 2, J&K- 2, Punjab- 1, Himachal Pradesh- 1) to estimate the demand-supply gap in the respective blocks. In conjunction to this, focused group discussions have also been carried out with the community and other stakeholders to identify the scope of value chain-based enterprises and convergence possibilities under government schemes. Based on these activities, the Detailed Project Reports (DPRs) have been prepared and submitted to respective SRLMs. The DPRs of Chhattisgarh (Block Ambikapur & Baikunthpur), Himachal Pradesh (Block Mandi Sadar) & Punjab (Block Valtoha-Chholasahib), were approved in EC dated on 23rd March 2022.
## SVEP ACHIEVEMENT – NRO EDII

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<tr>
<td>Existing: 17,886</td>
<td>Female: 44,239</td>
<td>₹ 188.19 Cr.</td>
<td>Female: 708</td>
<td>Enterprises: 3155</td>
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<td>New: 52,229</td>
<td>Male: 27,644</td>
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<td>Male: 501</td>
<td>MUDRA: 41</td>
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<td></td>
<td>Transgender: 1</td>
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<td>70,115</td>
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<td>71,884</td>
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## Glimpse of SVEP in Media

Newsprint: Utkal Mail (Daily), Simdega, Jharkhand

Official Social Media Handle of DC Simdega, Jharkhand

DC Simdega

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The successful 3 years journey of Mineral Water Plant Business of Amrit Self Help Group, Awarded Bank Sakhi and the women of JSLPS have presented an example of success in Thetangar block by SVEP scheme and in the area 🌊 Less escape Has been helpful in doing it

Show original · Rate translation
Born into poor family of Tanda village, Bijnor, Uttar Pradesh, Somvati’s father who is a farmer worked as an agricultural labourer. Her mother provided a supporting hand at the farm in order to earn more money for the family while taking care of the daily household work. Somvati was forced to dropout of school after the eighth grade due to the school being far away from home. Also, she had to support her family to do household work which was a priority for their family that was struggling for its daily bread. Her parents married her off early which seemed an easy solution to them.

After her marriage, she started living in the Devipura village, Sahaspur Block, which is now in Uttarakhand. She became a mother of two children and worked as an agricultural labourer along with her husband to keep her household barely surviving.

Somvati joined Self-Help Group in 2017 in order to support her family and never looked back since. She approached the CRP-EP who helped her in the preparation and submission of her business plan for a fast-food venture and received a loan of Rs. 50,000 from BRC.

Somvati is now fully engrossed in her business and serves tasty snacks to her customers. The demand for the delicious food items she prepares is growing by the day as is her income. The CRP-EP has supported her in taking the business to the next level by promoting it on the social media platforms including on the YouTube.

She is earning a profit of between 12k to 15k per month and the annual turnover of her venture is approximately Rs.2,50,000. In the future, she wants to increase the product range and include value added products for more profits.

“The support from SVEP has given me the strength to stand on my feet and bring my family out of debt. It has provided me with the wings to aspire.”

- Ms. Somvati, Entrepreneur, Ganesh Fast Food, Sahaspur, Uttarakhand
Ms. Renu Devi, at a first glance would seem to be a very docile and domesticated individual but this 26 year old young lady from the Jabar village in Uttar Pradesh’s Duddhi block has been praised by Hon. Prime Minister Narendra Modi. After her marriage, she didn't want simply to be a homemaker and hence, she joined a local SHG in order to receive SRLM assistance. During a SHG meeting, Renu Devi got the opportunity to know about the SVEP. She registered herself under the programme and expressed her interest to start the namkeen-making unit.

CRP-EP agreed to take it forward and prepared the business plan for Renu Devi. The business plan was presented at SHG and VO levels and after their approval, it was submitted to the Block Resource Centre (BRC). During a loan committee meeting, the BRC approved the business plan and sanctioned a loan of INR 30,000. Renu’s mother-in-law and husband transcended their fears and pledged their support by supporting her financially with a contribution of another 50,000 Rupees. She has established her enterprise and sells Namkeens at marketplaces in Duddhi and Vindhamganj, UP since November 2018. She currently has a monthly income of around INR 25,000.

After her successful venture, she became an inspiration for other women of her block. She has been recognized by Prime Minister of India on International Women Day 2019.

“We should always strive to move ahead in life and never get defeated by the difficult circumstances which life brings forward to. SVEP has helped me to explore new ideas to earn for my family for which I will be ever grateful to the team.”
- Ms. Renu, Entrepreneur, Namkeen Unit, Duddhi Block, Uttar Pradesh
Field Highlights

Chhattisgarh
The Detailed Project Report of Ambikapur & Baikunthpur has been submitted to the State Rural Livelihood Mission.

West Bengal
13 SVEP supported Enterprises have been registered under the FSSAI in Nandigram I Block.

Punjab
CRP-EPs of Sunam Block have conducted one day training in 42 Village Organizations (VOs) on CEF management and repayment.

Madhya Pradesh
SVEP orientation is complete in CLFs (40 Members) of Thandla Block & Formation of BRC Sub Committees has been completed in Sondwa Block.

Uttar Pradesh
The Project Closure Reports of Tappal & Chhanvey Blocks have been submitted to the State Rural Livelihood Mission.

Assam
Training on roles & responsibilities of BRC committees is completed for BRC Members of Sidli Chirang(10), Hajo(19) and Pub Mangaldai(17) Blocks.

Uttarakhand
The Baseline Surveys and Focused Group Discussion activities have been completed in Joshimath & Dharchula Blocks.

Odisha
Refresher training of 16 CRP-EPs has been completed on SVEP Portal in Puri- Sadar Block.

Jharkhand
SVEP supported CSCs have enrolled 2105 beneficiaries (Thetaitanger:2030, Silli: 75) of informal sector on E-Sharma Portal.

Gujarat
Enterprise management training was conducted for 99 Entrepreneurs in the Khambha Block.

Jammu & Kashmir
The Detailed Project Report of Quazigund-Doorushabad & Kalakote-Nowshera has been submitted to SRLM.

Telangana
Training of 18 CRP-EPs has been completed on SVEP Portal in the Chinnakodur Block.
Reel from the Field

Regular PTS data collection by CRP-EPs in Bolpur, West Bengal

SVEP software training to CRP-EPs of Pub Mangaldai Block of Assam

EDP for potential entrepreneurs of Lalbarra Block of Madhya Pradesh

SVEP orientation to CBOs in Kadaura Block of Uttar Pradesh

Upcoming Activities

- Preparation of Project Completion Report for 19 Block of Phase II
- Complete the CRP-EP Grading across the Phase 2 SVEP Blocks
- Submission of the final versions of DPR (2 Blocks) after review from respective SRLMs
- MoU with JKSRLM for 4 New SVEP Blocks
EDII NRO – SVEP Implementation
States: 15, Blocks: 80

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.