

# Udyamita Udaan

Progress from the Field on Implementation of SVEP umbrella projects



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EDII continues to pave the way for sustainable economic growth and empowerment in rural communities by immersing in diverse range of activities. Under SVEP, the focus is on enhancing the branding and marketing of SVEP products and services to enhance visibility and market presence of the local entrepreneurs.

Looking ahead, EDII is devising a strategy paper on building Immersion Blocks under SVEP. The idea is to establish demonstration blocks that embody the best practices in rural entrepreneurship promotion. These Immersion Blocks will serve as beacons of inspiration for replication in other blocks. By showcasing successful models and proven strategies, EDII aims to catalyze the growth of rural entrepreneurship and replicate their achievements in other blocks.

*Editor's Note*

**83,452**

*Microenterprises supported*

(Existing: 21,731; New: 61,721)

**85,278**

*Microentrepreneurs supported*

(Male: 30,993; Female: 54,284; Transgender: 1)

**213.23 Cr.**

*Community enterprise fund disbursed*

**16.04 Cr.**

*Bank Linkages of 3618 enterprises*

**1,268**

*Community Cadre [CRP-EP]*

(Female: 800, Male: 468)





## Field Snippets

Ms. Ganga Pradhan was awarded the Best CRP-EP by West Bengal SRLM. She was presented the award by the Project Director, D.R.D.C, Smt. Sumedha Pradhan for her outstanding performance in ensuring highest number of business plans approval, highest business registrations under Udh yog Adhar and also for the exemplary record of ensuring timely repayments of loans.



An EDP training was conducted at Kadaura block of Uttar Pradesh where conceptual, theoretical and practical understanding was delivered on entrepreneurship to the SVEP supported women entrepreneurs.



EDII also conducted an SVEP Mentor Training for the mentors who were recently inducted in the SVEP Program. The 8-day training programme was to provide an enriched learning experience to the SVEP mentors on planning and implementation Non-Farm Interventions envisaged under the programme using the SVEP approach.





CBO training was conducted in several blocks of Maharashtra where an orientation was given on SVEP, role and responsibility of stakeholders, DPR preparation and processes, business viability, CEF disbursement process, repayment process, fund flow, monitoring tool and process etc.



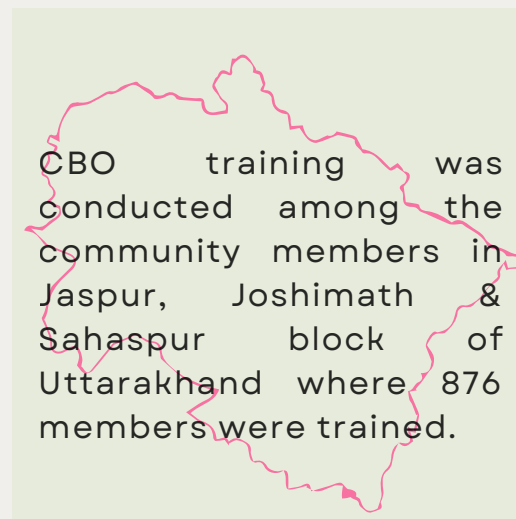
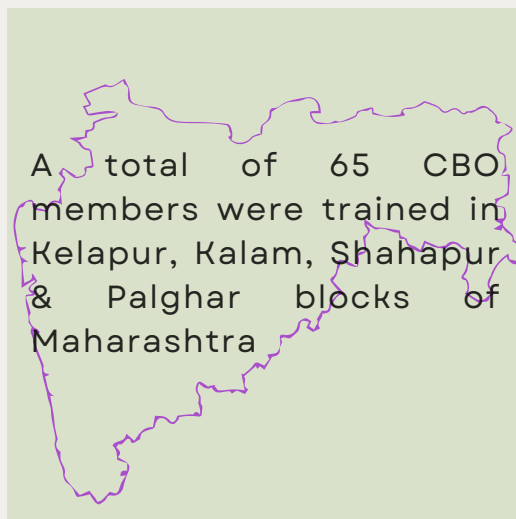
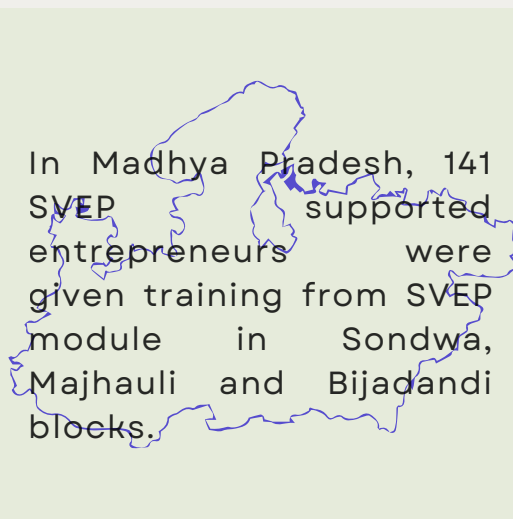
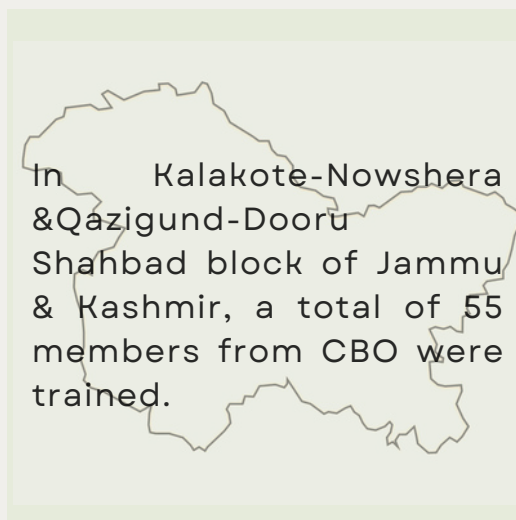
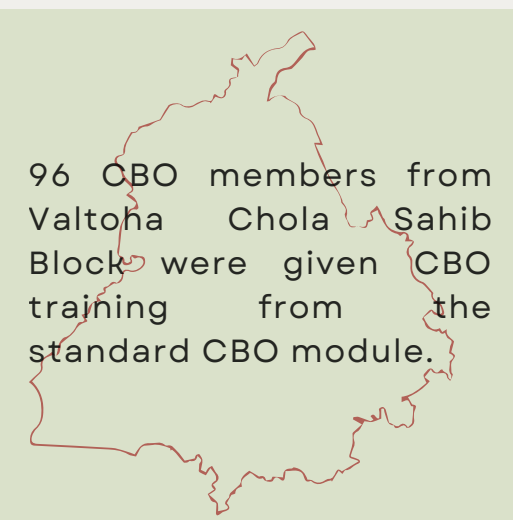
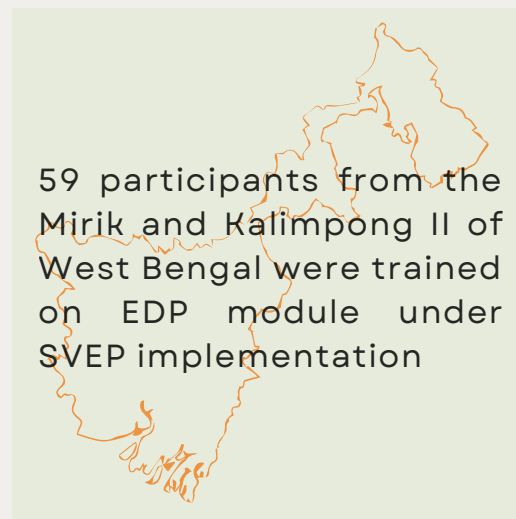
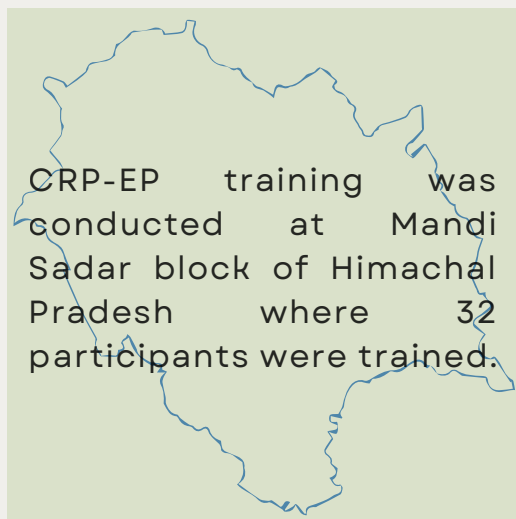
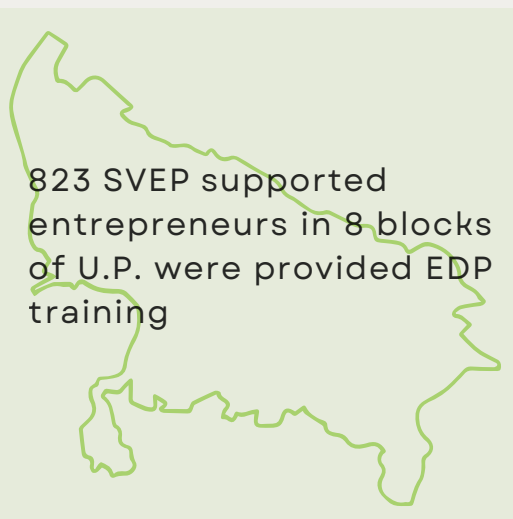
In the Qazigund-Dooru Shahabad block of Jammu & Kashmir, a 3 days EDP training was conducted by the SVEP mentor where 25 entrepreneurs received training on business operations.



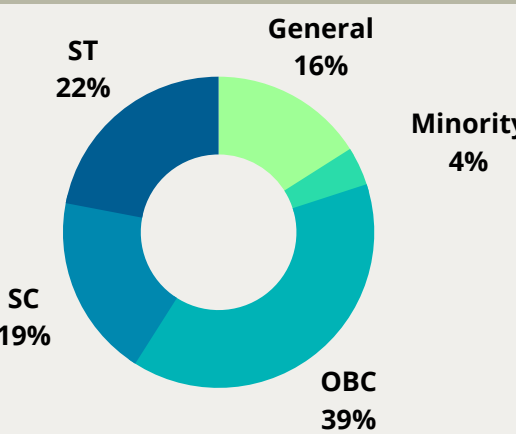
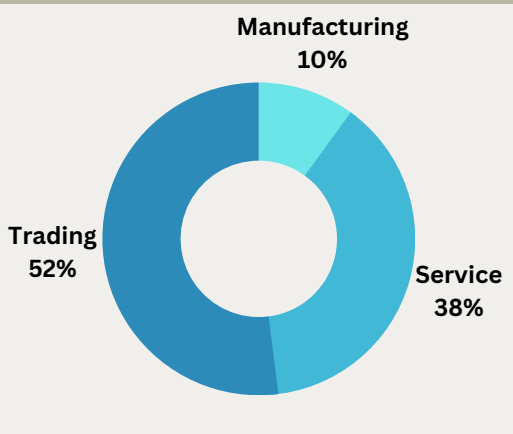
One of the Institute's primary objectives and successes is harnessing the rural poor latent potential via training and capacity building. In the past month, various workshops on capacity building, skill development, business plan preparation and SVEP software training were organized in states like Assam, Chhattisgarh, Madhya Pradesh, Punjab, Jammu & Kashmir, Uttar Pradesh, and West Bengal. The above field snippets represents the key activities undertaken in several SVEP implementation states.



# Field Highlights



## Enterprise Category      Gender wise Enterprises      Social Category wise enterprises





## THE CROWNING GLORY OF NISHA BHUJEL

Nisha Bhujel, hailing from Mansong Cinchona Plantation in Kalimpong II, Darjiling, West Bengal has achieved an extraordinary triumph in the realm of entrepreneurship. She has proudly secured 3rd prize in the Individual Enterprise category for her Aadisha Enterprise that specializes in manufacturing local and traditional food.

Nisha Bhujel's astounding accomplishments are further embellished by her achievement as the sole woman in the Kalimpong district to have received this prestigious award thus far. Her journey serves as an inspiration for countless aspiring entrepreneurs, particularly women in rural areas, who dream of transforming their ideas into thriving businesses. Aadisha Enterprise at present has gainfully employed a workforce of 8 to 10 enterprising women from the village. This has not only fueled the economic prosperity of the community but has also served as a potent catalyst, empowering women with financial independence and a sense of purpose.

SVEP has played a crucial role in enabling an ecosystem for rural entrepreneurs like Nisha Bhujel, who face several challenges in starting and growing their businesses. The program has provided them with a platform to showcase their skills, products and services and also helped them create a network of support. Nisha Bhujel's entrepreneurial venture, Aadisha Enterprise, has become a popular destination for locals and tourists alike. Her manufacturing of local and traditional food has become renowned for its unique taste and quality. She has also ventured into plant and flower trading, which has added a touch of natural beauty to her enterprise.



Her unyielding determination and focus has allowed her to surmount the challenges that often plague rural entrepreneurs. The recent honor of winning 3rd prize in the Enterprise category stands as a testament to Nisha Bhujel's extraordinary journey. It is our hope that her remarkable odyssey will kindle a passion within the hearts of countless women in rural areas, inspiring them to seize their entrepreneurial dreams and harness the formidable support provided under SVEP.



# A TAPESTRY OF SUCCESS

## GITA KALITA'S RISE IN THE BUSINESS REALM



In the bustling local market center of Hajo block of Kamrup district, Assam, Gita Kalita's small handloom store, specialized in weaving Gamosa and Chadar Mekhela. However, limited space in the enterprises hindered her ability to store and display products as per customer demands, restricting her business growth. Despite the increasing demand, she struggled to capture the market and increase sales figures.

However, Gita's entrepreneurial spirit refused to be quelled. She knew there had to be a way to overcome these obstacles and unlock her business's true potential. That's when she became associated with the NRLM (National Rural Livelihoods Mission) through the CLF-VO-SHG network. Through this connection, she discovered the benefits of SVEP (Start-up Village Entrepreneurship Program) and the avenues it provided for support and growth of the enterprise.

Mentored by the dedicated Community Resource Person (CRP\_EP), Ms. Pritishma Kalita, Gita embarked on a transformative journey. With the assistance of the Community Enterprise Fund (CEF), she obtained a CEF of INR 30,000 to expand and enhance her handloom business. Thanks to the CEF, Gita was able to establish a new, spacious establishment for her business. The store's presentation took on a fresh, attractive look, with ample space for storing products and displaying a wide range of items. .

She could now cater to the demands of her customers more effectively, offering not only her regular products but also a diverse selection of sought-after items. The spacious environment also provided customers with a comfortable and inviting space to explore her offerings.

As a result of these positive changes, Gita experienced a significant increase in sales compared to before. Beyond the financial aspects, Gita's success story served as an inspiration to aspiring entrepreneurs in her locality. Her journey showcased the power of entrepreneurship, demonstrating that with the right support and determination, one could overcome even the most daunting challenges.



Gita Kalita's entrepreneurial triumph reverberated through the community, encouraging others to pursue their dreams fearlessly. Through her newfound success, she became a beacon of hope, igniting a spirit of entrepreneurship and empowering individuals to take control of their own destinies. Today, Gita Kalita's handloom store stands as a testament to the transformative power of perseverance and community support. Her story continues to inspire and motivate others, leaving a lasting impact on the entrepreneurial landscape of her town.



# The launch

edii\_nro\_svep



THE LAUNCH

## START-UP VILLAGE ENTREPRENEURSHIP PROGRAMME



National Resource Organisation  
Entrepreneurship Development Institute of India  
Ahmedabad

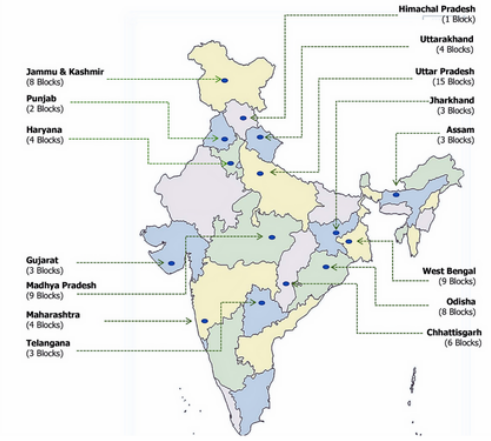


RURAL COMMUNITY

ENTERPRISES  
&  
ENTREPRENEURS

COMMUNITY  
RESOURCE PERSONS

EDII NRO-SVEP IMPLEMENTATION  
STAES: 15; BLOCKS: 82



SVEP in News/Media

## लोकमत

### १५ महिलांना व्यवसाय प्रशिक्षण

लोकमत न्यूज नेटवर्क

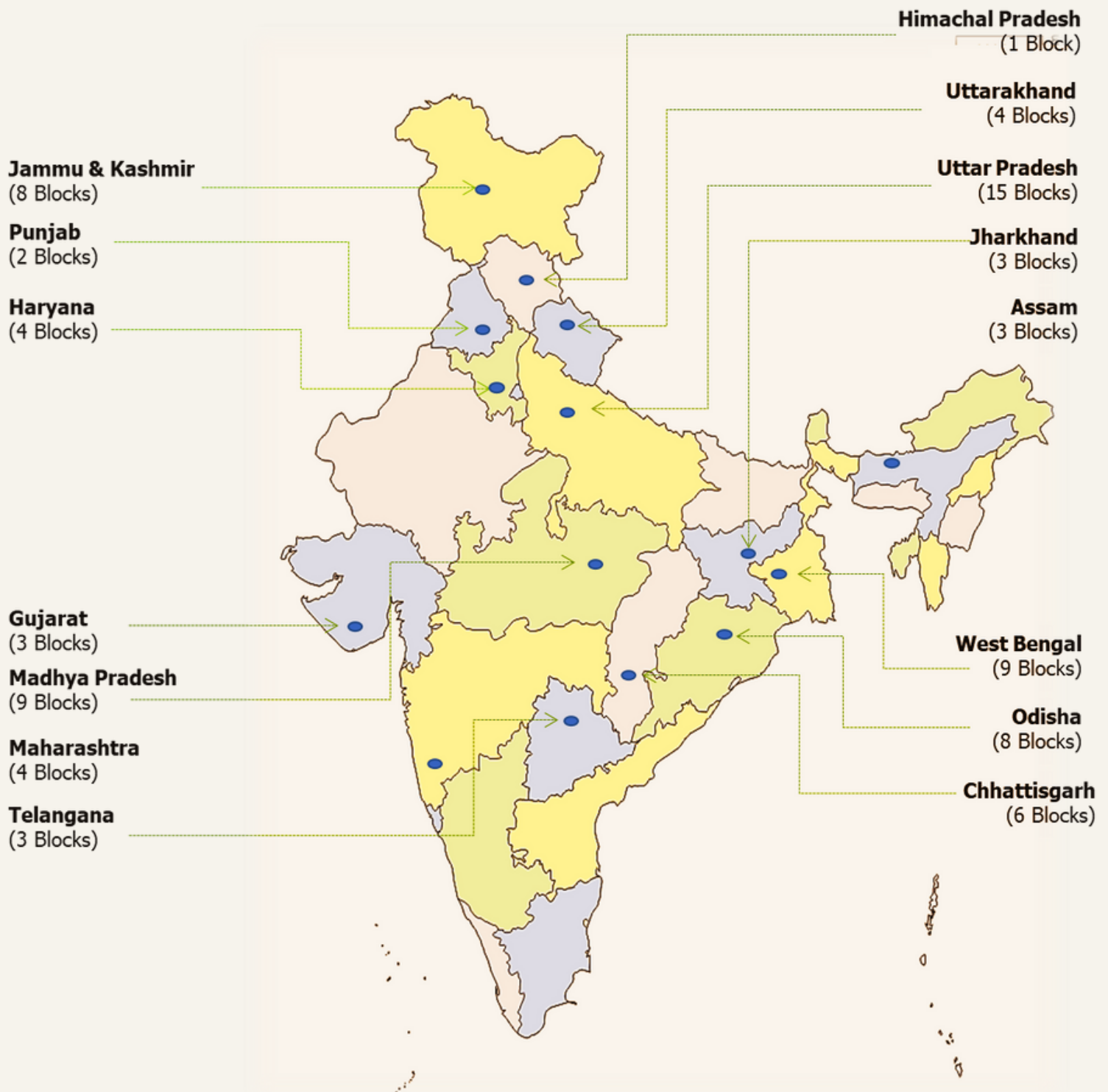
भातसानगर : महाराष्ट्र राज्य ग्रामीण जीवनोन्नती अभियानांतर्गत झालेल्या तीन दिवसीय कार्यशाळेत १५ महिलांना व्यावसायिक प्रशिक्षण देण्यात आले. व्यवसाय मार्गदर्शनाबरोबरच योजनेतून मिळणारे भांडवल, कच्चा मालाची उपलब्धता, तयार मालाला बाजारपेठ मिळवून देण्यात येणार आहे.

आरंभिक ग्रामीण उद्योजकता विकास कार्यक्रम आयोजित (बीआरसीईपी) सदस्यांची क्षमता बांधणी कार्यशाळा सोमवारी पंचायत समितीच्या आरोग्य विभागात पार पडली. यावेळी गटविकास अधिकारी भास्कर रेंगळे, बाबासाहेब सावंत (उमेद), राज्य अँकर, प्रशिक्षक गौतम मोहंती, राज्य अँकर संजय राणा आणि

मार्गदर्शक स्मिता भुसारी आदी उपस्थित होते. भारतीय उद्योजकता विकास संस्था, अहमदाबाद ही सहायक संस्था या योजनेची शहापुरात अंमलबजावणी करणार आहे.

# EDII NRO – SVEP Implementation

## States: 15, Blocks: 82



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 write back to us. Also, your feedback on the content is welcome.

