Government policies have played an essential role in building a favourable ecosystem for the manufacturing sector. Programs and schemes such as the PMEGP, Make in India, MUDRA, Standup India, and Startup India have played a stellar role in popularizing manufacturing as an entrepreneurial goal for the masses. The Production Linked Incentive Schemes for promoting 14 key manufacturing sectors have transformed the economy. As per the National Statistical Office, the manufacturing sector soared to a remarkable 9.9% growth in FY24.

Enterprises in the nano category are also experiencing a transformative surge fueled by pioneering programs like SVEP and SFURTI. Other programs, such as the NRLM-supported clusters and the Micro Enterprise Development (MED) programs, complement the existing ones and spread the net of entrepreneurship far and wide. Most of these programs promote nano enterprises through credit support, enterprise ecosystem building, establishing institutional linkages for credit and technology, building value and supply chains, etc.

The policy environment mostly favours MSME, leaving the Nano category in the background. Currently, only 10% of the enterprises supported by SVEP are engaged in manufacturing. This needs to change, and a new order must be created where production-based enterprises are encouraged and promoted. In such a scenario, casting the manufacturing sector’s netwide is the need of the hour and must be high on our priority.

The Startup Village Entrepreneurship Programme (SVEP) is a sub scheme under the National Rural Livelihoods mission (NRLM), Ministry of Rural Development, Govt of India. SVEP aims to build an ecosystem that creates, nurtures and sustains rural entrepreneurs and thus bring the rural poor out of poverty.
Diksha Dwivedi is a resident of the village Matra in Jalaun district. She lives with her parents and two brothers. Her father has been running a small general store in the town. To her credit, she got her mother, Ms. Neeta Devi, connected with the SVEP, who helped her start a Masala (spices) processing business.

After graduating, she opted to teach at a nearby private school. The following time, SRLM officials arrived at her village to mobilize people under the SHG network and roll out financial inclusion and other programs.

To her delight, her mother and she could become members of the same SHG group in June 2018. The mother-daughter duo had worked hard to cobble ten women members into an SHG in their neighbourhood. Diksha is fortunate to have a very understanding father who encouraged her and her mother to work for the SHG network.

Soon, the Kadaura BRC announced applications for the CRP-EP position. Diksha lost no time and applied, and given her stellar qualities, she was selected easily. She arrived in her new role in November 2020 and performed exemplary as a CRP-EP. One of the first people who appeared contented with her dedicated service was her mother, Ms Neeta Devi, who started a Masala processing unit with a CEF loan of Rs. 45,000. She has been subsequently decorated with multiple awards for her exceptional role as an entrepreneur.

Diksha is a young lady whose best days are yet to come. She holds lots of promises for the SVEP program.

Diksha has now provided entrepreneurial services to 57 people with loan support of more than Rs. 10 lakhs from the CEF. She also played an important role in convergence by providing training and handholding services to 138 entrepreneurs who had benefitted from CIF loans. Ever aware of accountability, she has ensured regular and timely repayment of CEF loans taken by beneficiaries who have already returned Rs. 6.7 lakhs.

Looking at her knack for counselling and training, she was identified to attend a three-day training conducted by the SRLM at Lucknow in September 2023, when she was certified as a master trainer. She appears to be fully conversant with content delivery in all types of training- EDP, CRP-EP, and CBO, including BRP. Her dual role as a trainer and CRP-EP has enabled her to sharpen her skills as an entrepreneurship promoter.
Bringing Kashmiri Flavors to the World through Entrepreneurship

As the sun set over the Dal Lake in the distance, painting the sky in hues of orange and pink, Gowhar looked ahead. "This is just the beginning," he said, his voice filled with determination.

"The Entrepreneurship Development Programme (EDP) training was a game-changer," Gowhar recalled. "It gave me a clear picture of how to run my business effectively. I learned about market trends, product positioning, and customer needs." Armed with knowledge and a loan of ₹49,000 from SVEP in May 2023, coupled with ₹25,000 from other sources and ₹51,000 of his savings, Gowhar expanded his business. He purchased stocks of local ingredients to create authentic Kashmiri delicacies.

The impact was immediate. From earning ₹5,000 per month, Gowhar's income doubled to ₹10,000. His products, ranging from saffron-infused Kahwa tea to spicy Rogan Josh paste, became hot favourites among tourists. Moreover, his enterprise is incredibly trusted as he produces under the FSSAI license.

"My customers are my best critics and advisors," Gowhar said. "Their feedback helps me understand what they love about Kashmir and how I can package that love in my products." Despite his success, Gowhar remained grounded. He ran the business himself, ensuring each product met his high standards. His family of six, including Summy Jan, supported him wholeheartedly.

In the picturesque village of Dawalatabad, nestled along the National Highway in Qazigund, Kashmir, lives Gowhar Lateef Khan, a 37-year-old entrepreneur with a vision. His wife, Summy Jan, is a member of a Self-Help Group (SHG) named Khan, which has become a social and economic nerve centre for all in the neighbourhood.

Gowhar's story began in September 2017 when he started South Kashmir Safalta Agro Foods. His dream was to share the flavors of Kashmir with the world, especially the tourists who flocked to the valley. "I wanted to make our local products famous," Gowhar said, his eyes twinkling with pride. "Every tourist should leave with a taste of Kashmir."

Initially, Gowhar struggled. He had the vision but lacked the financial means and market knowledge to make it a reality. That's when Summy Jan heard about the Start-up Village Entrepreneurship Programme (SVEP) through her SHG. They met with Suhail Maqbool Itoo, a Community Resource Person- Enterprise Promotion (CRP-EP), who enlightened them about SVEP's benefits.
On International Yoga Day, CRP-EPs, BRC members, block mentors, SHG women, and young entrepreneurs across all the blocks of SVEP enthusiastically embraced yoga as a means to promote physical and mental well-being. They gathered in community spaces, practicing yoga postures and breathing exercises that fostered relaxation and inner peace. Through these sessions, participants not only found physical rejuvenation but also strengthened bonds within their communities, fostering a spirit of unity and mindfulness.

Mana village of Uttrakhand, known as the first village of India, celebrated World Environment Day with great enthusiasm. The event saw active participation from the CISF commander, Block Development Officer, officials from the Nanda Devi Environment Department along with CRP-EPs, BRC members and Mentors. During the occasion, various types of saplings were distributed among the participants, symbolizing the collective effort towards environmental conservation.
Seven-Day CRP-EP Training Program in Kalamb Block, Yavatmal, Maharashtra

A comprehensive seven-day training program for the Community Resource Person-Enterprise Promotion (CRP-EP) under the SVEP was conducted in Kalamb Block, Yavatmal, Maharashtra. The program focused on various topics, including SVEP software, communication skills, leadership development, conflict resolution, and time management, ensuring an engaging learning experience through discussions, group activities, and exercises. The participants were introduced to entrepreneurship methods, SWOT analysis, enterprise expense management, price fixation, and development strategies.

State Anchor Goutam Mohanty Leads an Engaging Training Session.

NRLM & SRLM Teams Visit Chinnakodur Block, Telangana to provide Strategic Guidance to Entrepreneurs

The NRLM and SRLM teams conducted a comprehensive visit to the Chinnakodur Block, Telangana, to engage directly with the local entrepreneurs and to gain a deeper understanding of their experiences and challenges. The team was led by Mr Rajeev Kumar Singhal, National Mission Manager for Non-Farm Livelihood from NRLM, Mr Shravan Kumar, State Program Manager, and Mr K. Karunakar, Non-Farm, District Program Manager, including other officials from SRLM. They visited various enterprise units, including tailoring shops, kirana stores, and bangle stores.

The teams engaged with entrepreneurs to understand their experiences and challenges, providing valuable suggestions for improvement. Recommendations included introducing new product lines, improving marketing strategies, enhancing operational efficiencies, and leveraging technology for better management.

NRLM & SRLM officers engaging with local entrepreneurs during their visit to Chinnakodur Block, Telangana

Empowering Village Organizations: Two-day Training Program in Qazigund Block, J&K

A two-day training program was recently organized in Qazigund block to empower village organizations through community-based initiatives. During the training, thirty enthusiastic members actively participated in the sessions, which were strategically designed to provide valuable insights into community empowerment.

The training covered a wide range of topics, focusing on essential strategies such as promoting new businesses effectively and leveraging government initiatives. Participants engaged deeply in learning best practices to enhance operational efficiency, optimise resources, and increase profitability within their organizations.

Women participants engaged during the training program
The Ministry of Rural Development (MoRD) has launched NRLM-CDP to promote cluster development in the farm and nonfarm sections. The project aims to transform institutional groups' economic participation by enabling them to engage in farm and nonfarm footing. In this regard, EDII, as a Technical Support Agency (TSA) to SRLMs, provides technical assistance to the artisan clusters. This includes conducting scoping studies, DSR preparation and implementation of approved clusters. EDII has been engaged with various SRLMs to function as TSA, particularly for artisan clusters.

**Dahod Pottery Cluster, Gujarat**

As part of the E-Kutir scheme, 9 electric pottery pug mills and wheels have been distributed to pottery artisans in Limkheda & Jhalod, Dahod, Gujarat. This initiative, implemented by the Government Industries and Mines Department, aims to integrate technology into traditional crafts by providing advanced tools to artisans at a 75% subsidy.

The electric pottery equipment is eco-friendly and significantly reduces the physical strain on artisans, enabling them to produce beautiful and consistent creations more efficiently. Our talented potters can enhance their productivity by adopting these modern tools while preserving and promoting our rich cultural heritage. This initiative supports the artisans' livelihood and ensures the sustainability of traditional pottery crafts in the region.

**Badarwas Jacket Cluster, Madhya Pradesh**

The successful operationalization of the Common Facility Center (CFC) is crucial for the cluster's success, serving as the backbone of its infrastructure. This enhances productivity, quality control, and innovation within the cluster. In Badarwas, tenders were invited to procure essential machinery and equipment, including industrial-grade stitching machinery, finishing equipment, washing machines, tool kits, and a design studio.

These resources will ensure high-quality production and foster creativity, giving the cluster a competitive edge. This cluster will produce superior products that meet market demands and standards by providing advanced machinery and a conducive environment.
Kolhapuri Chappal Cluster, Maharashtra

A comprehensive market survey was conducted in Chennai by the office-bearers of Kolhapuri Leather Cluster to identify the best vendor for leather raw material procurement. This in-depth survey involved visiting multiple suppliers across the city to evaluate their facilities meticulously, assess the quality of their products and scrutinize their pricing structures.

Each visit included a thorough inspection of the suppliers' operations, where aspects such as the look, feel, and durability of the leather and the variety & availability of different types of leather were carefully examined. Detailed notes and photographs were taken during these visits, and leather samples were collected for further evaluation.

Channapatna Toy Cluster, Karnataka

The Ministry of Rural Development (MoRD) has embarked on a strategic initiative aimed at fostering community empowerment and preserving cultural heritage. Through regular consultations and meticulous planning of cluster activities, MoRD is dedicated to meeting the unique needs and aspirations of local artisans. These efforts underscore our commitment to nurturing a thriving ecosystem where traditional craftsmanship flourishes alongside contemporary market demands.

By facilitating enhanced infrastructure, skill development opportunities, and crucial market linkages, MoRD is empowering artisans to enhance their economic prospects while safeguarding Channapatna's rich cultural legacy. This initiative not only promotes innovation but also ensures sustainable growth within the vibrant toy-making community.