Start-Up Village Entrepreneurship Programme

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Why in News

Women **Self Help Groups** (SHGs) under the **Start-Up Village Entrepreneurship Programme** (SVEP) stepped up as effective frontline responders and reached the last mile ensuring an immediate relief to the rural communities and the most vulnerable population during the ongoing **Covid-19 pandemic**.

Key Points

- **SVEP** is a sub-scheme of the **Deendayal Antyodaya Yojana-National Rural Livelihood Mission** (DAY-NRLM), Ministry of Rural Development and has been implemented since 2016.
- **Progress:** It has extended **business support services and capital infusion to 153 blocks of 23 states as of August 2020**.
- **Partner:** **Entrepreneurship Development Institute of India (EDII), Ahmedabad** is the technical support partner of SVEP.
  - EDII is an **autonomous and not-for-profit institute, set up in 1983**.
  - It is sponsored by apex financial institutions like the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and the State Bank of India (SBI).
  - It has been **assigned the task of setting up Entrepreneurship Development Centers** in Cambodia, Myanmar, Vietnam, Uzbekistan, etc. by the Ministry of External Affairs.
- **It aims to:**
  - Support the rural poor to come out of poverty.
  - Support the people to set up enterprises and provide support until the enterprises stabilise.
  - Providing self-employment opportunities with financial assistance and training in business management and soft skills.
  - Create local community cadres for promotion of enterprises.
• **Features:**
  - It addresses **three major pillars of rural start-ups** namely **finances, incubation and skill ecosystems.**
  - It **promotes both individual and group enterprises,** majorly in manufacturing, trading and service sectors.
  - It **invests on building the capacities of the entrepreneurs** to run the businesses profitably based on the local demand and ecosystem.
  - Investments are also made on the **use of the Information and Communication Technology** (ICT) to create standard **E-learning modules** for minimizing the transmission loss in technical aspects like a business plan and profit and loss account preparations.

• **Activities:** Activities under SVEP are strategically designed to promote rural enterprises with a few key areas.
  - One of the key areas is to **develop a pool of Community Resource Persons-Enterprise Promotion** (CRP-EP) who are local and support entrepreneurs setting-up rural enterprises.
  - Another key area is to **promote the Block Resource Center** (BRC) in SVEP blocks, to monitor and manage the community resource persons, appraise SVEP loan applications and act as the repository of enterprise-related information in the concerned block.
    - BRCs play the role to support a sustainable revenue model to operate effectively and independently.
  - SVEP **established local markets/rural haat** which motivated entrepreneurs to take up demand-based production, advertise their enterprise and increase earning opportunities.
    - A **typical rural haat** is mostly indigenous, flexible and multi-layered structure which accommodates the economic activities of various nature.
    - Local market/haat/bazaar serves as an important economic platform where a range of products is traded.

• **Steps Taken to Fight Covid-19:**
  - Women SHGs helped in producing several quality products like masks, protective gear kits, sanitizers and cleaning products across the country.
  - Some of the women SHGs were involved in running community kitchens and served cooked meals to over 5.72 crore vulnerable community members.

**Source:** PIB