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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