



## Start-up Village Entrepreneurship Programme

Start-up Village Entrepreneurship Programme (SVEP) is the sub scheme of National Rural Livelihoods Mission (NRLM) specifically targeted to address poverty and unemployment in rural parts of the country. SVEP focuses on stimulating rural entrepreneurship and the process is enabled by a dedicated institutional structure along with supporting mechanism, which help entrepreneurs by providing knowledge, advisory and financial support services. Under SVEP, enterprises are supported in pilot blocks by trained community cadre known as Community Resource Person for Enterprise Promotion (CRP-EP) who provide business consultancy services and help set up community level institution for managing & monitoring the enterprise development process. SVEP also envisages establishment of a physical infrastructure at the block level that will provide resource support to entrepreneurs. Under the project the community based organisations have been given more responsibilities to drive enterprise development initiatives within the Block.

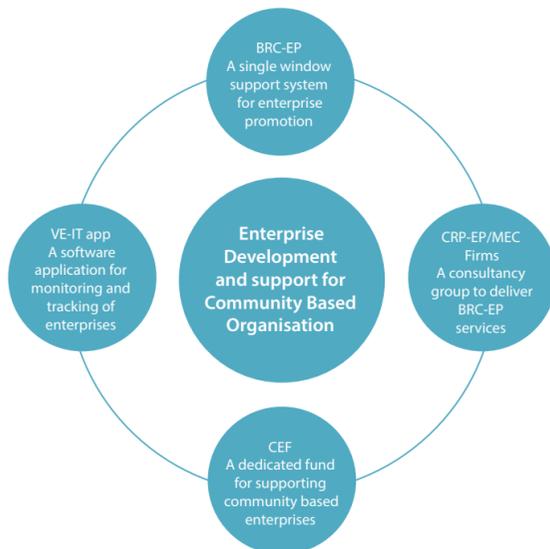
### Rationale

To create community based enterprise support system by building local capabilities for promotion and development of micro-enterprises of the poor.

### Strategy

To establish a single window support system, managed by the community network, responsible for providing business management and consultancy services to rural entrepreneurs.

#### KEY COMPONENTS UNDER SVEP



### Key Features

Community institutions take up the responsibility to manage Block Resource Centers (BRCs) which act as one stop solution for entrepreneurs in starting and setting up their enterprises. This is done by collaborating with CRPs-EP who provide handholding support to new and existing entrepreneurs. CRPs-EP provide these services in exchange of a professional fee. They also actively engage in monitoring of enterprises which is done through paper based and Android based system- known as Village Enterprise-Information Technology (VE-IT). One of the distinct features of SVEP is that the system is additionally supported by a dedicated fund allocated to the BRC which is used to provide financial support to entrepreneurs in form of loans.

### Process

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 » MoU signing with partner State
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 » Preparation of a block level Detailed Project Report to understand livelihood scenario and determine potential for new interventions
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 » Selection and training of CRPs-EP on business management services who will work in a group to grow as a partnership firm
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 » Formation of Block Enterprise Promotion Committee (BEPC) of nominated Cluster Level Federation (CLF) leaders to roll out project activities and monitor its progress
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 » Setting up of Block Resource Center for Enterprise Promotion (BRC-EP)
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 » Orientation to community network on project objectives and its components
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 » Preparation of an activity and target oriented joint action plan by BEPC and CRP-EP group
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 » Identification and training of entrepreneurs to initiate business activities
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 » Viability check of business idea followed by preparation of business plan
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 » Business plan hearing, approval and facilitation of credit support at BRC-EP
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 » Support by CRP-EP to entrepreneur in setting up the business
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 » Performance tracking and handholding support by CRP-EP to monitor performance of business and impart consultancy for improvement
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 » Monitoring of enterprises by BEPC supported by CRP-EP group
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 » Social Audit for ensuring effectiveness of community driven enterprise promotion activities

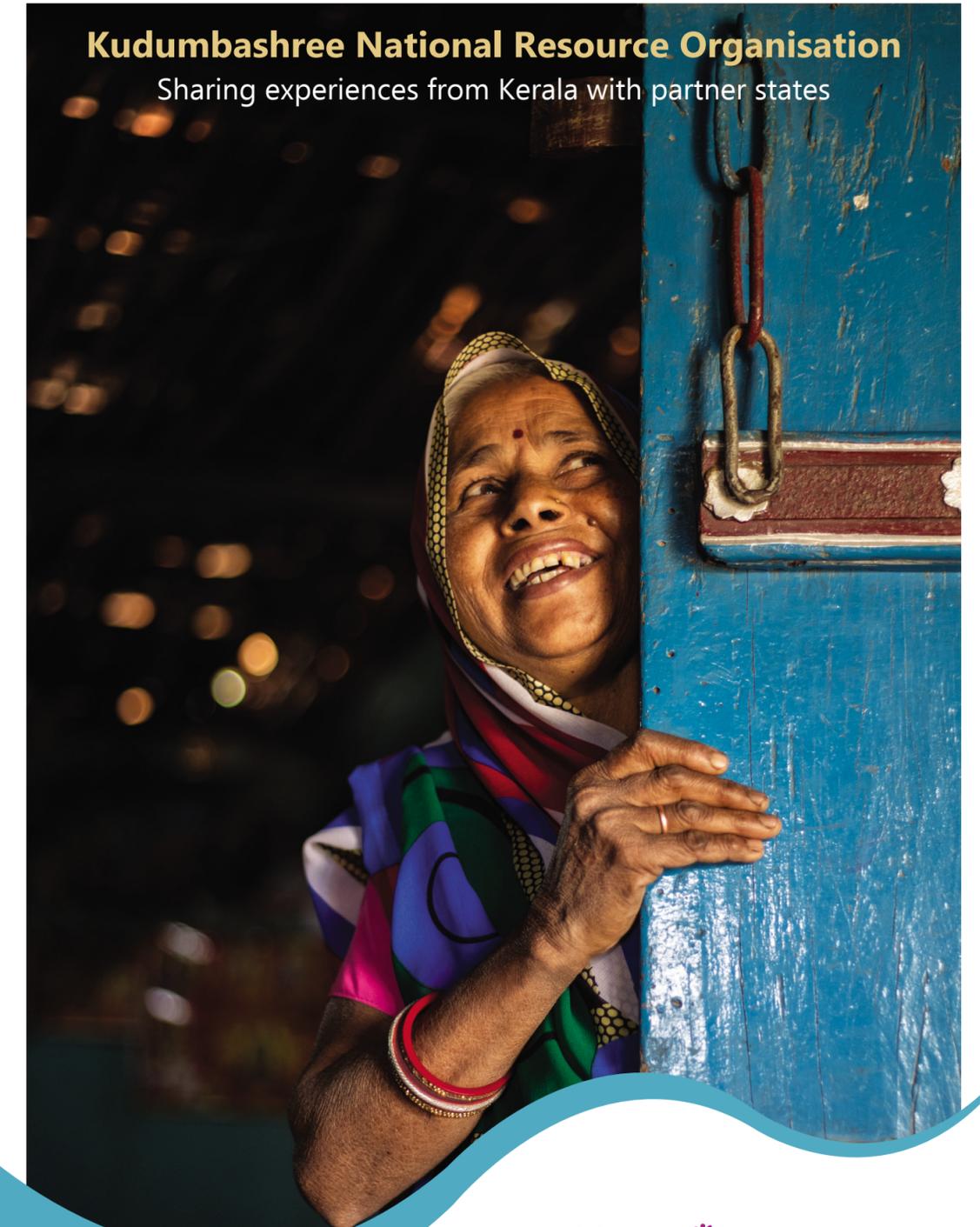
### Kudumbashree NRO

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## Kudumbashree National Resource Organisation

Sharing experiences from Kerala with partner states



Aajeevika  
 National Rural Livelihoods Mission  
 Government of India



Kudumbashree  
 Kerala State Poverty Eradication Mission  
 Government of Kerala



## Kudumbashree NRO

Launched in 2012, Kudumbashree was designated as a National Resource Organisation (NRO) by the Ministry of Rural Development (MoRD) under National Rural Livelihoods Mission (NRLM). As NRO, it primarily focuses on empowering women's community network to contribute towards strengthening local governance and creating sustainable livelihood generation opportunities.

## Enterprise Development

Enterprises form a crucial part of the diverse livelihood portfolio of poor families forming Self Help Groups. Since 2012, Kudumbashree NRO has been actively working towards improving rural livelihoods by nurturing an ecosystem to encourage entrepreneurial activities and promote sustainable micro-enterprises.

Kudumbashree's experiences of promoting entrepreneurship in rural areas through community based organisations (CBOs) have proved that the establishment of a mechanism, where SHGs and its' federations are made capable of driving enterprise development initiatives, not only leads to local economic development but also contributes to women's entry into the market domain. The Enterprises project supported by Kudumbashree NRO hence entails developing local resource pool through training and mentoring the CBO members who are then equipped to provide market driven solutions to local entrepreneurs.

Kudumbashree NRO has been promoting entrepreneurship through Micro Enterprise Consultant (MEC) Project and Start Up Village Entrepreneurship Programme (SVEP). Both the projects are based on establishing community-based support systems for providing multi-dimensional support to micro enterprises of the poor.

- » Stimulate creation of viable livelihood opportunities
- » Support trainings to promote entrepreneurship
- » Nurture entrepreneurial activities by providing access to markets, financial and business advisory services
- » Establish sustainable mechanisms by engaging the community and encouraging their ownership



## MEC Project

The MEC project develops field-level structures within the community for providing multi-dimensional support to micro enterprises of the poor. It includes developing the capabilities of a group of community cadre, known as Micro Enterprise Consultants for providing professional business management consultancy services to rural entrepreneurs. The MEC project also puts in place a robust monitoring system for tracking the growth of the enterprises, thus helping the first generation entrepreneurs to grow and sustain their business. The project benefits the community by creating a conducive environment for encouraging entrepreneurship and engaging the SHG network and their federations to drive the enterprise development initiatives in their area.

## Rationale

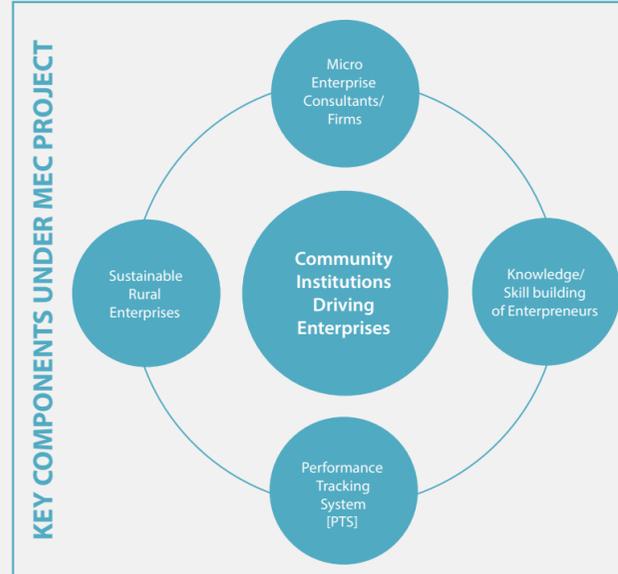
To create community based enterprise support system by building local capabilities for promotion and development of micro-enterprises of the poor.

## Strategy

Select local men and women from the community and train them to become Micro Enterprise Consultants to provide business management services to existing and new entrepreneurs on a chargeable basis.

## Key Features

Micro Enterprise Consultants work as service providers for community institutions and actively engage in identifying and supporting entrepreneurs within the community. In exchange of their services the MECs charge professional fee. The handholding support that the MECs provide to the rural poor in running their enterprises also helps in building the capacities and knowledge of these entrepreneurs. Monitoring of the enterprises is actively focused upon with MECs doing paper and Android Application based Performance Tracking System (PTS). These mechanisms implemented under the project help in creating an ecosystem for rural enterprises to sustain and grow.



## Process

- » MoU signing with partner state
- » Identification and selection of MECs
- » Capacity building of MECs covering areas of business management and soft skills
- » Formation of MEC groups as service enterprise units with partnership deed amongst the members
- » Benchmarking of existing enterprises in the pilot district
- » Creation of business plans by MEC groups based on market assessment and demand estimation
- » Division of districts into zones and placing of MEC groups in each zone
- » Partnership between MEC group and CBO network for promoting enterprises in their clusters
- » Work on feasibility and design of potential business ideas for district by MEC groups
- » Identification and training of entrepreneurs to initiate business activities
- » Conducting viability check for the potential enterprises followed by business plan preparation
- » Regular handholding support to the entrepreneur in record keeping by MECs
- » Paper based and Android Application based performance tracking support for providing business consultancy
- » Establishing local weekly and monthly haats to promote market linkage
- » Support in scaling-up the project in other locations based on experiences from pilot areas

