Kudumbashree NRO Enterprise Domain

Annual Review: Delhi 31st January 2023

Kudumbashree NRO – Approach & Evolution



Projects - MEC, SVEP, NRETP, Non-Farm

Knowledge Resource Developed

Coverage: 2022-23



Kudumbashree NRO's Approach

Creation of the proof of concept across states and projects, based on experience in Kerala and Partner states Building community based support systems in areas of livelihoods and rural governance for LED

> Standardised content and training modules developed by Kudumbashree NRO

Developing a locally identified resource pool who act as catalyst for building local experiences.

Community Driven Development:

Human Resources from the community like Mentors, Master Trainers handholding CRP-EPs/Cadres in project areas

Non-Farm approach

- Building capacity of the community-based organization to support and promote sustainable non-farm livelihoods
- Provide community level handholding support for entrepreneurs through trained cadres.
- Trained cadres advanced to master trainers and mentors to support in handholding during various expansion programmes
- Developing capacity of the SRLMs in Non-farm areas.

Enterprise Domain

Non-farm Based livelihood interventions thro ugh Community based Eco-System Support



Enterprise Domain: Impact

1,20,919 Enterprise Promoted

1,800+ CRPs-EP trained and developed

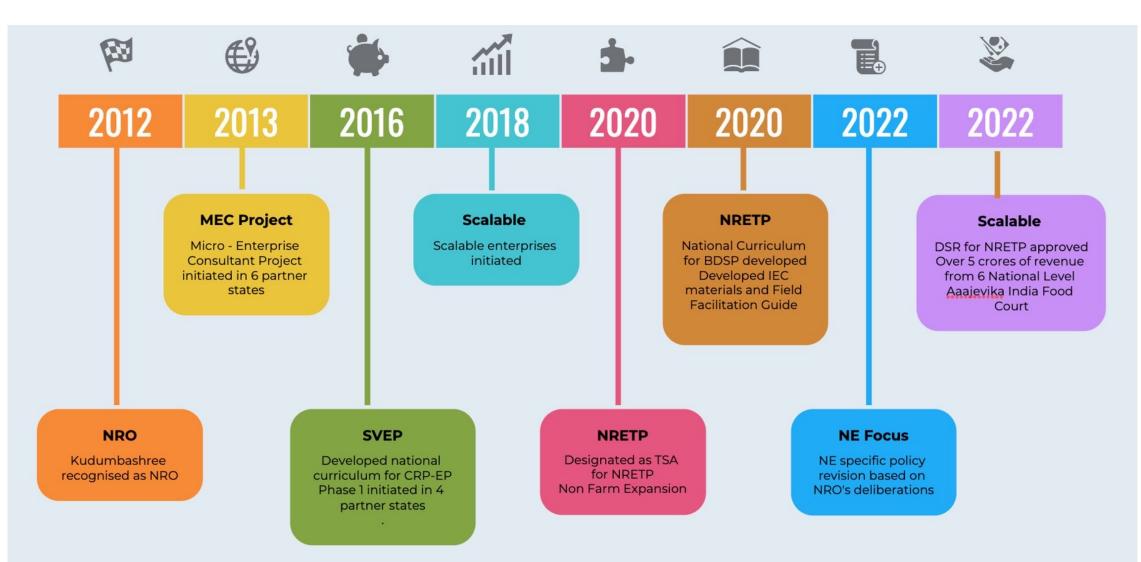
1,039 BDSPs trained

200+ Master Trainers Trained

273+ Mentors Trained

1,000 + CBO members from 100+ Blocks Trained

Kudumbashree NRO - Timeline



Project Areas - Kudumbashree NRO

Micro Enterprise Consultant (MEC) Project

Community based enterprise support system by building local capabilities Startup Village Entrepreneurship Programme (SVEP)

Building Eco Systems for Rural Entrepreneurship Non Farm Interventions

Technical Support For Non Farm Expansions in Partner States National Rural Economic Transformation Project (NRETP)

Knowledge sharing by Capacity Building and Setting up of Models for Higher Order Enterprises

Kudumbashree NRO: Summary of Coverage (1/3)

	Partner State	MEC (Districts)	SVEP (In Blocks)				NRETP- NRE	NRETP-	
SI. No.			Implementatio n	PMU	DPR Support	Total	OSF (Districts)	Food	Non-farm Support
1	Andhra Pradesh		4			4			
2	Arunachal Pradesh		1			1			
3	Assam				5	5	5		
4	Bihar	2	12	10		22	10		DKR-68 units CB support
5	Chhattisgarh		3			3			Balrampur Chaupati- CB 6 foodservice units
6	Gujarat	3				0			
7	Haryana		2			2			

Kudumbashree NRO: Summary of Coverage (2/3)

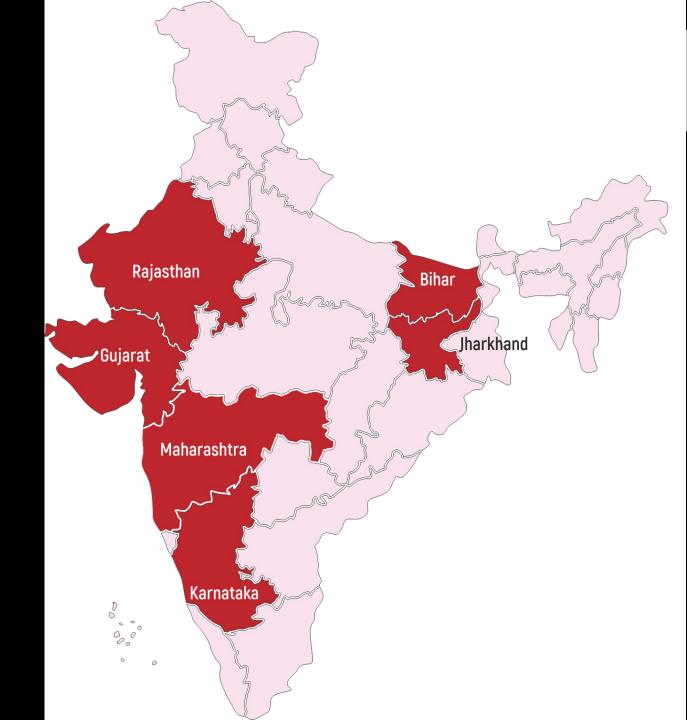
		MEC	SVEP	P (In Blo	ocks)		NRETP-	NRETP-	
SI. No.	Partner State		Implementation	PMU	DPR Support	Total	OSF	Food (Districts)	Non-farm Support
8	Jharkhand	3	12			12			Food service CB training to 9 batches of entrepreneurs in 9 blocks
9	Karnataka	3				0			
10	Kerala		15	10		25			
11	Madhya Pradesh		5			5	6	25	
12	Maharashtra	3				0			
13	Mizoram		3			3			CB training to 1 unit, support to food units in SARAS, initiation in Permanent food court
14	Nagaland				2	2			

Kudumbashree NRO: Summary of Coverage (3/3)

		MEC (Districts)	SVEP (In Blocks)				NRETP- N	NRETP-	
SI. No.	Partner State		Implementation	PMU	DPR Support	Total	OSF	Food (Districts)	Non-farm Support
15	Odisha					0		30	
16	Punjab		1			1			
17	Rajasthan	3	5	2		7	9		
18	Sikkim		1			1			Location & Model Identification for 1 foodservice unit
19	Telangana		5			5			
20	Tripura		1			3			
21	Uttar Pradesh		4			4		25	
	Total	17	74	22	7	103	30	80	

Micro Enterprise Consultant (MEC) Project

MEC Project Partnerships



Micro Enterprise Consultant (MEC) Project



Community based enterprise support system by building local capabilities



13,542 Micro Enterprises Supported in 17 Districts across 6 States

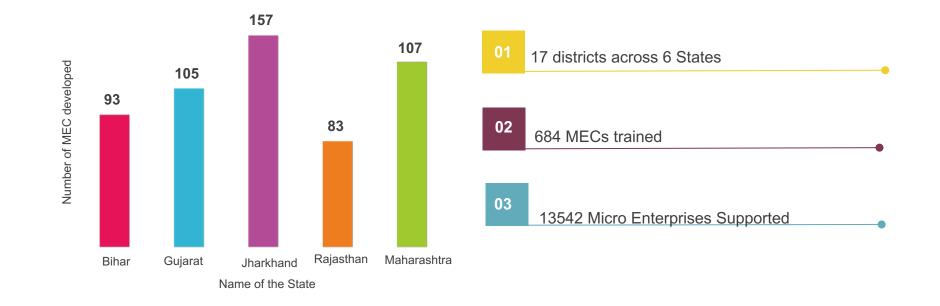


684 Micro Enterprise Consultants Trained



App based Performance Tracking System setup Sustainability

The Coverage of MEC pilot experience

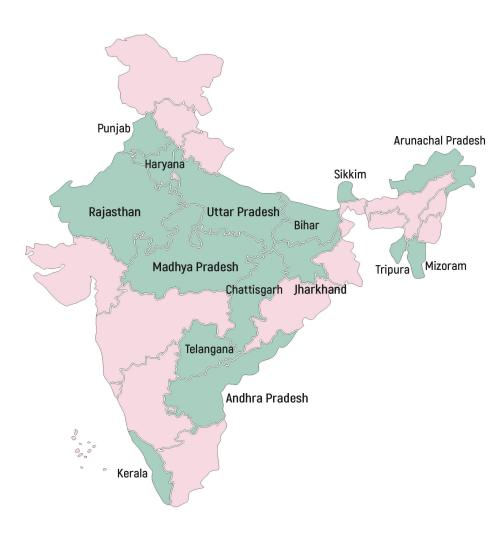


Start Up Village Entrepreneurship Programme (SVEP)

SVEP Partnerships

NRO Partnerships

* 15 partner-States



Start Up Village Entrepreneurship Programme (SVEP)

Developing Incubation, Banking and Knowledge Eco Systems for Community Entrepreneurship

Curriculum Development for Community Resource Persons for Enterprise Promotion at National Level

Handholding First Generation Rural Entrepreneurs

Supported 103 blocks across 17 States over 8 Years

1,25,000+ Enterprises Promoted with an Average Monthly Revenue of Rs. 12,000 to 15,000

Phase 1 Exit: Physical Status

State	Number of Blocks	Number of CRP-EPs at the time of Exit	Number of Enterprises promoted	Achievement % at the time of Exit
Bihar	6	82	11,574	98
Jharkhand	5	42	6,281	114
Kerala	2	37	4,218	100
Rajasthan	2	35	3,404	94
Sub-Total	15	196	25,477	101.5
Andhra Pradesh*	4	44	4,428	89
Total	19	240	29,905	99

Start-up Village Entrepreneurship Programme: Progress



Cumulative Target: 1,20,664



Cumulative Target till Dec-2022: 1,02,283



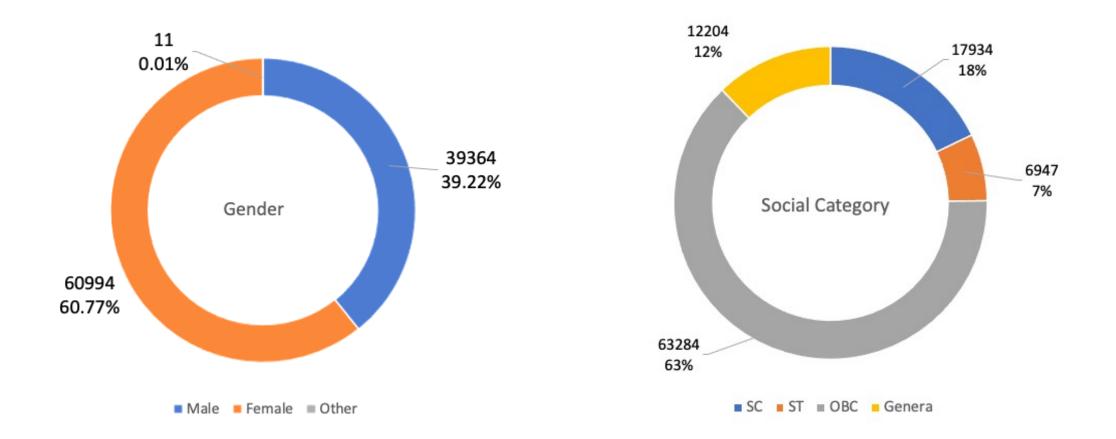
Cumulative Achievement till Dec-2022: 1,00,369



Overall Achievement Percentage: 83.18%



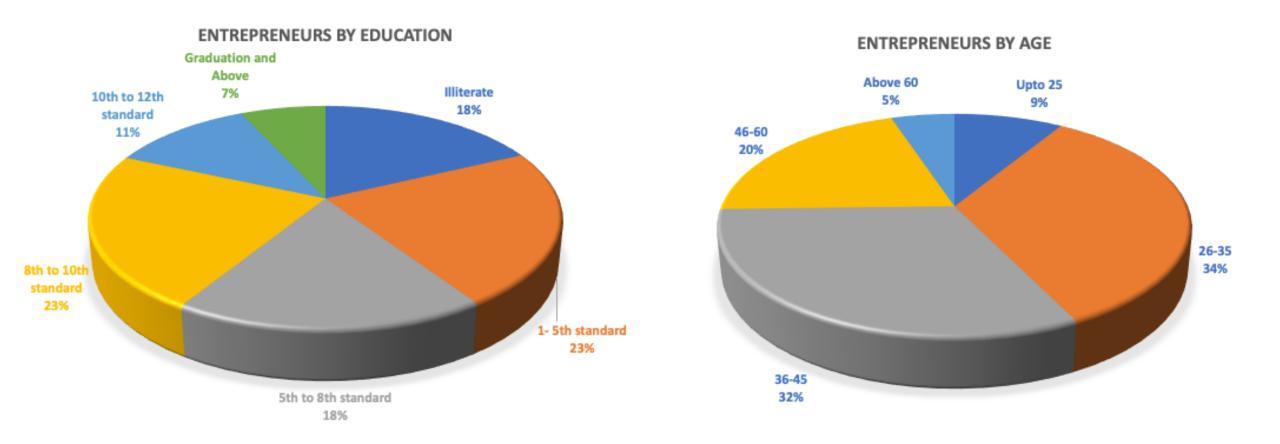
Achievement Percentage: 98.13%



Out of 1,00,369 enterprises across 74 blocks

Achievement by Gender and Social Category

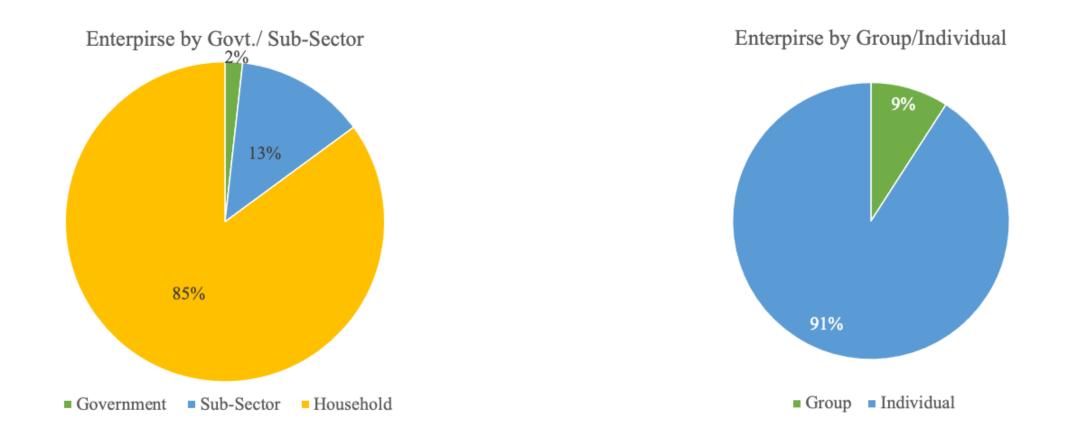
Entrepreneurs by Education and Age



Enterprises by Type

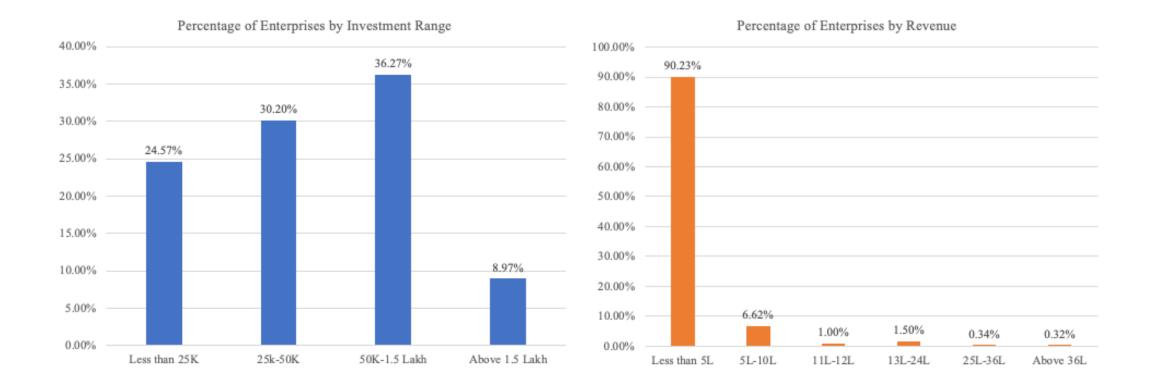


Enterprises by Govt./Sub-Sector, Group and Individual



Out of 1,00,369 enterprises across 74 blocks

Average Investment and Revenue



Out of 1,00,369 enterprises across 74 blocks

Top 10 Enterprise Categories across blocks

Average Investment

Average Revenue

Sr. No.	State	Block	Business Category	Average Investment	Sr. No.	State	Block	Business Category	Average Revenue
1	UP	Thekma	Cement Product making and selling	17,93,000.00	1	MP	Jirapur	Orange Grading	43,70,757.50
2	UP	Thekma	Chips making and selling (Namkeen)	15,26,433.00	2	CG	Rajanandgao n	Cement Product making and selling	39,00,210.00
3	AR	Namsai	Heavy Machine Rental	10,82,340.00	3	MP	Pichhore	Mugfali Pankha	35,39,819.00
4	MP	Jirapur	Fruits Trading	10,81,900.00	4	RJ	Begun	Centering / Construction	13,21,375.00
5	MP	Pichhore	Mugfali Pankha	9,78,600.00	5	UP	Naraini	Scrap business	12,81,000.00
6	CG	Chhuru	Bricks and Tiles making and selling	9,65,350.00	6	CG	Chhuru	Dairy products - Paneer, curd etc.	12,70,734.00
7	RJ	Kekri	Kirana/ General store	9,46,167.00	7	RJ	Deoli	Medical shop	12,63,859.00
8	HR	Gharaunda	Tent house	7,73,500.00	8	CG	Balarampur	Rice trading	11,79,320.00
9	CG	Chhuru	Taxi Services	7,02,000.00	9	UP	Naraini	Cement trading	11,68,139.00
10	UP	Naraini	Studio	6,42,500.00	10	RJ	Taranagar	Seeds Shop	11,27,165.50

Top 10 Enterprise Categories across blocks

Trading Enterprises

Manufacturing Enterprises

Sr. No.	Business Category	Number of Enterprises
1	Kirana/ General store	7953
2	Ladies store	3272
3	Vegetable trading	2200
4	Readymade / cloth shop	2154
5	Dairy- milk selling	562
6	Meat trading (Chicken/Mutton/Pork etc)	452
7	Vegetable cultivation and selling	433
8	Shoes trading	374
9	Fish Trading	346
10	Fruits Trading	344

Sr. No.	Business Category	Number of Enterprises					
1	Fast food	632					
2	Bricks and Tiles making and selling	579					
3	Furniture shop	472					
4	Tea and snacks	375					
5	Hotel (restaurant)	329					
6	Bangle making and selling	329					
7	Bamboo products making	238					
8	Handloom	201					
9	Pottery	198					
10	Detergent Powder	116					
	Out of 6183 top 10 enterprises across states						

Out of 22564 top 10 enterprises across states

Top 10 Enterprise Categories across blocks

Services Enterprises

Government Sector Enterprises

Sr. No.	Business Category	Number of Enterprises
1	Tailoring	4139
2	Centering / Construction	1548
3	Flour mill	1382
4	Salon	760
5	Internet, Xerox / Printer	514
6	Autorickshaw/passenger van	511
7	Tent house	396
8	Beauty Parlor	366
9	Cycle repair shop	287
10	Bike repair	186
	Out of 13279 top 10 enterprises across s	states

Sr. No.	Business Category	Number of Enterprises
1	Tailoring	358
2	Centering / Construction	312
3	Bricks and Tiles making and selling	133
4	Poshahar Distribution	23
5	Centering/construction	15
6	Internet, Xerox / Printer	12
7	Catering	10
8	Ladies Store	6
9	Cement Trading	5
10	Heavy Machine Rental (Stone Crusher, Mixture etc.)	5
	Out of 1024 top 10 enterprises across	states

	Sr. No.	Business Category	Number of Enterprises
Sub-Sector Enterprises		1 Kirana/ General store	834
		2 Tailoring	497
		3 Vegetable trading	448
Top 10 Enterprise		4 Ladies Store	281
Categories		5 Fast food	246
across blocks		6 Centering / Construction	214
		7 Readymade / cloth shop	212
		8 Furniture shop	190
		9 Bamboo Products Making	187
		10 Handloom	178

Out of 6383 top 10 enterprises across states

Sub-sector Interventions (1/3)





Jackfruit chips



Jackfruit Chutney





Jackfruit Cutlet

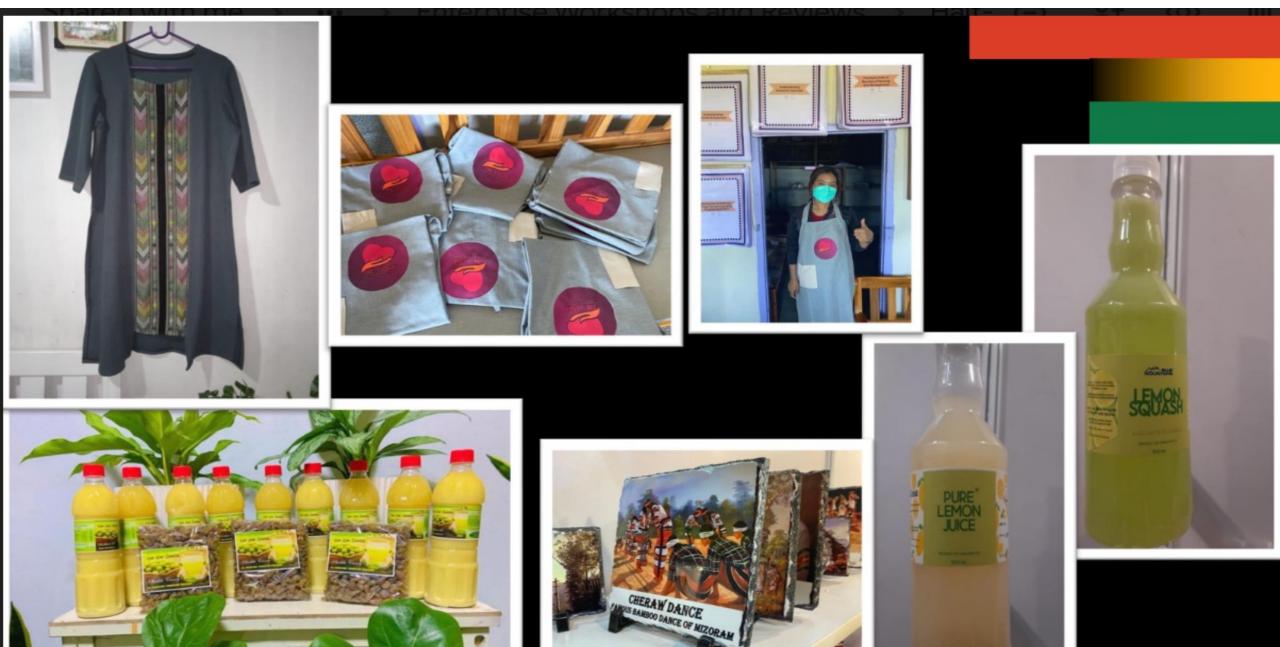




Sub-sector Interventions (2/3)



Sub-sector Interventions (3/3)



Change in Approach of SVEP in PMU Blocks



2 year partnership



Implementation vs Capacity Building



Strategic Hand-holding



Experiential Learning



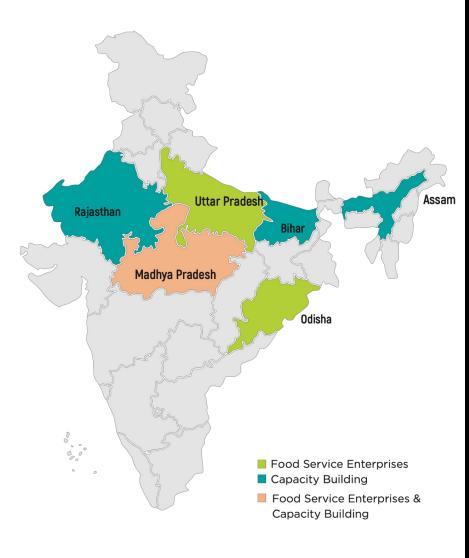
Policy Level Support

National Rural Economic Transformation Project (NRETP)

NRETP Partnerships

NRETP

* National Rural Economic Transformation Project (NRETP)



National Rural Economic Transformation Programme - OSF

- National Level Curriculum Design and Module Development
- Capacity Building support for training of Community Leaders, Cadres and SRLM staff

Highlights

- Supported 4 states Rajasthan, Bihar, Assam, Madhya Pradesh
- Trained 1,037 BDSPs across the four states
- Trained 106 OSF-MC in Rajasthan
- Trained DTE and BTC-EP across Bihar

Number	Bihar	Madhya Pradesh	Assam	Rajasthan
1	Gaya	Mandla	Tinsukia	Churu
2	Bhagalpur	Rajgarh	Dhemaji	Udaipur
3	Patna	Shivpuri	Hailakandi	Kota
4	Dharbanga	Dindori	Udalguri	Rajsamand
5	Champaran	Balaghat	Nagoan	Tonk
6	Suapul	Barwani		Jhalawar
7	Khagaria			Baran
8	Muzzafarpur			Banswara
9	Nalanda			Dungarpur
10	Madhubani			
	328	266	150	293

Total Number of BDSPs Trained across partner states – 1037



NRETP Food Clusters

TSA for Uttar Pradesh, Madhya Pradesh and Odisha.

Scoping Study and Preparation of Diagnostic Study Report (DSR)

4th January 2022- EC approval of the project (MP- 25 Districts, Odisha- 30 Districts and UP- 25 Districts)

MoU was signed: UP - 19.03.21 (Addendum awaited) Odisha - 01.06.22,

MP - 17.06.22

Implementation started in Odisha and MP, since July 2022

National Rural Economic Transformation Project (NRETP) - Food Cluster

NRETP Progress

	Di	stricts	Number of enterprises (1,2 Quarter)			
	Target- 3 Years	Covered so far	Target	Entrepreneur trained	CBO Mobilized	Inaugurated
Madhya Pradesh	25	16	12	123	16	3
Odisha	30	6	12	136	21	5
Uttar Pradesh	25	5	15	0	0	0

Vallabh Bhawan Canteen – Bhopal, MP



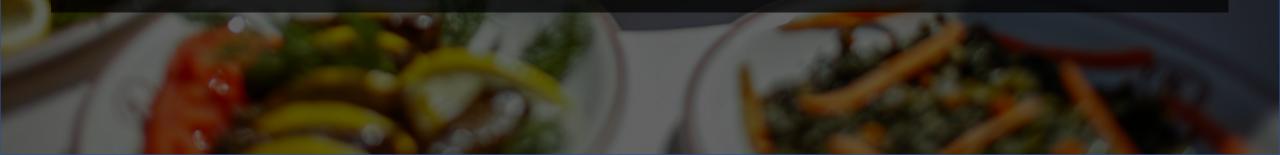
Mission Shakti Café, Odisha

Aajeevika Swad Sangam Catering Unit, MP



Non Farm Interventions

Other Intervention under Foodservice Enterprises



Foodservice Intervention

Food Service Enterprise Promotion in Bihar- DKR and Odisha- Utkal Kitchen

Other intervention related to foodservice in SVEP blocks (Jharkhand, Mizoram, Chhattisgarh, Kerala)

India Food Court



Didi Ki Rasoi (DKR)

- Piloted model hospital & institutional canteen units in 2019 with a scientific approach to develop a nationally recognized Brand
- Evolved into the Chief Minister's project to be scaled up across all districts of Bihar
- 68 Didi Ki Rasoi units have been established with entrepreneurs take home income of Rs.8000 and above
- Jeevika & Kudumbashree NRO are in the process of extending the MoU to jointly support DKR expansion in the state



Aajeevika India Food Court



Aajeevika India Food Court

- Showcasing Authentic Rural Cuisines at National Level Platform
- 12+ Food Courts including 3 at National Level SARAS Melas
- 300+ First Generation Food Service Entrepreneurs Trained
- 5.82+ crores of Revenue Generated

SI. No	Edition	Year	Number of Participating Entrepreneurs	Number of participating States	Revenue
1	SARAS India Gate	2019	120	18	101 Lakh
2	SARAS NOIDA	2021	86	11	36 Lakh
3	SARAS NOIDA	2022	122	16	56 Lakh
4	SARAS Gurugram	2022	110	18	52 Lakh
5	SARAS Food Festival CP	2022	86	15	122 Lakh

India Food Court -Support to SARAS

- Identification of Entrepreneurs based on customer based of specific location
- Input in layout and floor plan for IFC to ensure efficient utilization of space
- Purchase and store management for IFC facilitation
- Revenue management through coupon-billing reconciliation system
- Quality control: Health and hygiene, Fire and Safety
- Guest / Customer Relations
- Service including routine cleaning and waste management

India Food Court: Support to Entrepreneurs

- Identification of Entrepreneurs based on customer based of specific location
- Input in layout and floor plan for IFC to ensure efficient utilization of space
- Purchase and store management for IFC facilitation
- Revenue management through coupon-billing reconciliation system
- Quality control: Health and hygiene, Fire and Safety
- Guest / customer Relations
- Service including routine cleaning and waste management



Brand Development

- Capacity building of participating entrepreneurs on the standards of a national food festival (Operational & Behavioral)
- Creating a state-wide pool of experienced enterprise groups to promote higher level foodservice units
- Demonstrating replicable marketing platforms for promotion of foodservice enterprises

Jharkhand-Food service CB training to 9 batches of entrepreneurs in 9 SVEP blocks

Food Service Intervention in SVEP Blocks Mizoram-

CB training to 1 unit, support to food units in SARAS, initiation in Permanent food court

Sikkim-Location & Model Identification for 1 foodservice unit

Chhattisgarh - Balrampur Chaupati - CB 6 foodservice

Non-Farm Interventions

Rebuild Kerala Initiative

- Entrepreneurship Development in 14 Blocks across Kerala in flood affected areas

-7000+ Enterprises supported

- Sub-sector & Value addition based DPR support for Phase 2

North-East Workshop for Policy Revision Annual Action Plan Roll out – Tripura and Mizoram Scoping study for MED – Sikkim

Accountant Training – Rajasthan

Training of SRLM staff – Bihar



Non-Farm Apprenticeship Programme

Evolution – Knowledge Gap Identified by Partner States – Need based Exposure Visits Planned Out

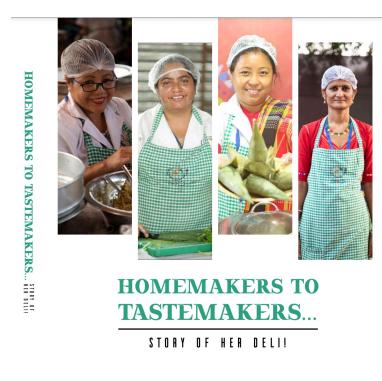
Exposure for SVEP BPMs from Jharkhand, Chhattisgarh and Rajasthan SRLMs

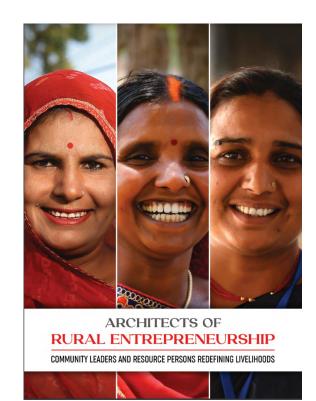
Non-Farm Apprenticeship Programme Customised Non Farm based 7 day Exposure Visit for Officials from Mizoram SRLM

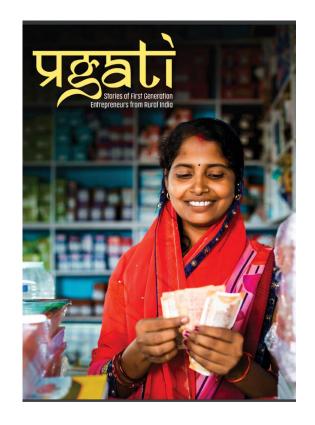
Standardised Non Farm Apprenticeship designed and delivered to SRLM Officials from Arunachal Pradesh and Sikkim



Knowledge Creation and Resource Development







Multimedia Resources, Case Studies and Process Documentation of success stories and best practices towards the end of cross learning



SVEP IEC

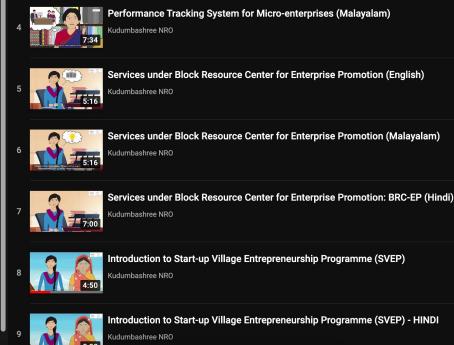
12 videos • 364 views • Last updated on Apr 26,



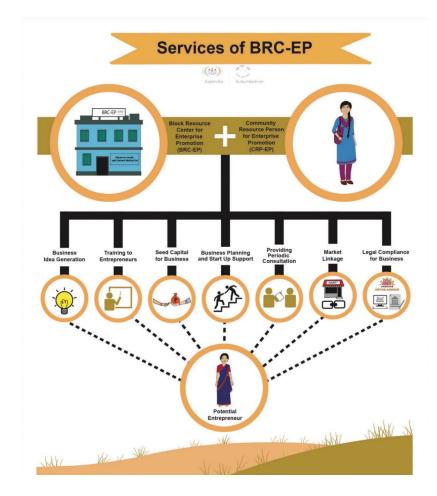
While supporting various SRLMs in the implementation of SVEP Aaieevika - National Rural Livelihood Mission (NRLM) Ministry of Rural Development, Government of India, KS NRO has developed IEC material for easy understanding of Community Resource Persons and #SHG Entrepreneurs under the programme #womenentrepreneurs



SUBSCRIBED



7:34 Kudumbashree NRO



Flipcharts and infographic posters developed in English, Hindi, Malayalam and Telugu for easy community mobilization and field







Characters developed under IEC to train the CBO

Asha (Entrepreneur)

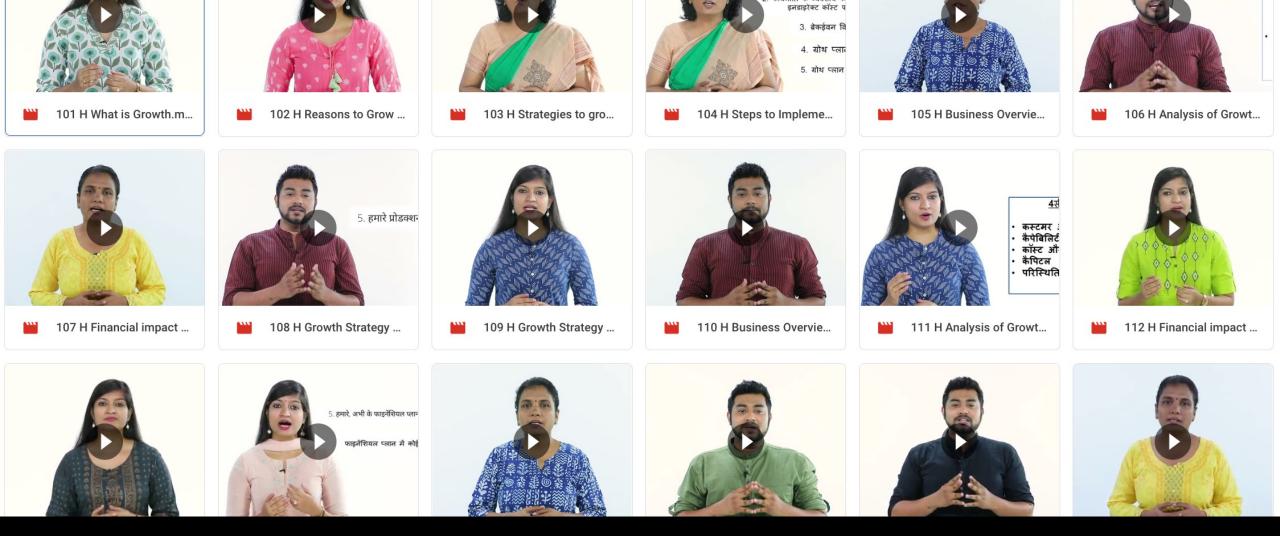
Prerna (BEPC member)

Field Facilitator's Guide

A comprehensive reference material for planning and implementing non-farm interventions using the approach outlined under SVEP.

The guide will cover all aspects of the project's life cycle, from the starting till the handing over of the project to the community.

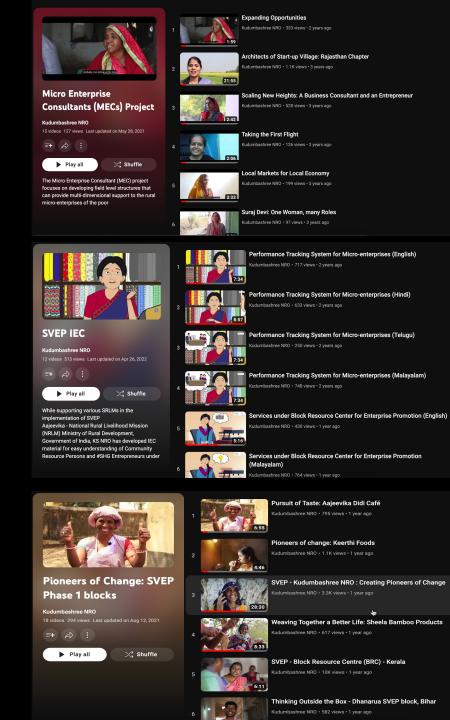




Developed Growth Module for training of BDSPs under NRETP

Kudumbashree NRO's knowledge repository

- Videos on Phase I SVEP Blocks
- <u>Videos on MEC Project</u>
- IEC Material SVEP
- <u>Videos on Aajeevika India Food Court</u>
- Field Facilitators Guide
- Publications



Coverage 2022-23

Coverage – 2022–23 (1/2)

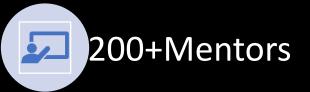
S1. No.		SVEP	NRETP- OSF	NRETP-Food Clusters	Non-Farm
1	Arunachal Pradesh	1 Block			
2	Bihar	10 Blocks	10 Dist.		Certification, SRP-CB
3	Chhattisgarh	3 Blocks			
4	Haryana	2 Blocks			
5	Jharkhand	7 Blocks			
6	Kerala	13 Blocks			RKI-EDP
7	Madhya Pradesh	5 Blocks	6 Dist.	16 Dist.	
8	Mizoram	3 Blocks			AAP -Non Farm Rollout
9	Rajasthan	5 Blocks	9 Dist.	DSR Support	Accountant Training, Master Trainer trained for MED



Sl. No.		SVEP	NRETP-OSF	NRETP-Food Clusters	Non-Farm
10	Telangana	5 Blocks			
11	Uttar Pradesh	4 Blocks		5 Dist.	
12	Sikkim	1 Block			Initiated
13	Tripura	1 Block			AAP -Non Farm Rollout
14	Punjab	1 Block			
15	Orissa			6 Dist.	
16	Assam	5 DPR	5 Dist.		
17	Karnataka				Food-service Intervention



Human Resources





Mentors



145 - Master Trainers



Professionals

Field team

• Develop state specific interventions

 Ensure contextualisation and standardisation of strategies, resources and policies in the states

- Share documents, reports to SRLM on timely basis on field updates and take up discussions at SRLM
- Enable knowledge sharing across the blocks in the state
- Address and represent the challenges of community members and cadres at different levels
- Engage and associate with departments at state level
- Review and monitor the progress of the blocks and support in the larger monitoring and evaluation framework

Synergy between Field and secretariat teams (1/2) Synergy between Field and secretariat teams (2/2)

Secretariat team

- Develop Knowledge resources & arranging platforms of knowledge sharing across states
- Developing & customise resources like modules, documents, guidelines
- Conducting appraisal and Organising capacity building interventions for internal team members
- Develop capacity building programs for different stakeholders of partner SRLMs
- Develop standardised processes and protocols for implementation across states
- Develop monitoring indicators and support implementation teams in ensuring timely delivery
- Coordination with implementation team and writing of Baseline study report
- Partner with expert agencies to ensure capacity building of different stakeholders
- Train, groom and handhold human resources as Mentors, Master trainers, BAPs

Major Challenges

Delay in Fund Transfer

DPR Approvals delayed

Challenges: SVEP Lack of Ownership at State Level and Delay in Decision Making

Limited Exit Strategy Roll-out - workshop, transition, delay in activity implementation from SRLM

Data management

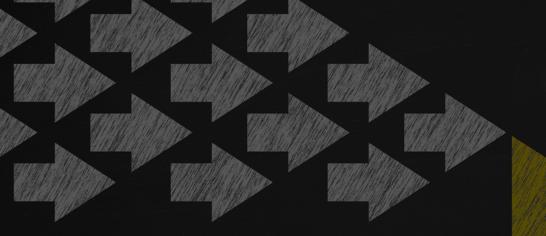
Pending MoU Addendum Approval from UPSRLM

Challenges:

Food Cluster Implementation SRLM's HR Deployment (SRG, State Point Person) is delayed for the Project - all the three states

Delay in Capacity building of Project stakeholders of the SRLM

Review Systems not Established by the SRLM



Moving Ahead



Non-farm Livelihoods: NRO's Focus

01	• Sustainability in the Non-farm programmes	Sustaining the knowledge, institutions and resources developed in the blocks under different non-farm livelihood projects
02	Innovation	Tapping emerging opportunities with innovative interventions to achieve economies of scale
03	• Knowledge management	Learn, share and enhance the knowledge on livelihoods in Non-farm to various stakeholders
04	Technology	Enabling efficient enterprise performance tracking across programs and resources
05	Marketing	Developing a comprehensive marketing & sales strategy for SHG products across India
06	Developing capability of • the stakeholders	Enhancing the capabilities of cadres, community leaders and staff to vision, plan and execute livelihood interventions in non-farm

Engagements in 2023-24

State	SVEP	SVEP -CB	MED	OSF	Food clusters	Special Projects
Arunachal Pradesh						
Assam						
Bihar						
Chhattisgarh						
Himachal Pradesh						
Jharkhand						
Karnataka						
Kerala						
Madhya Pradesh						
Mizoram						
Orissa						
Punjab						
Rajasthan						
Sikkim						
Tamilnadu						
Telangana						
Tripura						
Uttar Pradesh						

Thank You

QUESTIONS?