

# RISING AGAIN

REBUILDING POST LOCKDOWN



**Start-up Village Entrepreneurship Programme**

# SERCHHIP - MIZORAM



## MOVING FORWARD

The COVID-19 Pandemic did bring a lot of things to a standstill and also affected families across rural India. In Mizoram, the lockdown meant a complete halt of the project and its activities. In the midst of this uncertainty, we believed that we would come back stronger. Bringing innovative strategies to help the project and also a team-effort in driving ahead. This remarkable journey took its monumental steps from November.

Kudumbashree NRO along with MzSRLM have been pioneering in achieving the goals set for the project. Each individual has an important role to play in building and supporting enterprises across different villages in Serchhip. From building capacities of Community Based Organizations to providing training to Community Resource Persons for Enterprise Promotion, a quest to help rural entrepreneurs continues to move ahead.

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**Brand - Blue**

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**Business Plan**

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**Training on**

**Entrepreneurship**

**Startup**

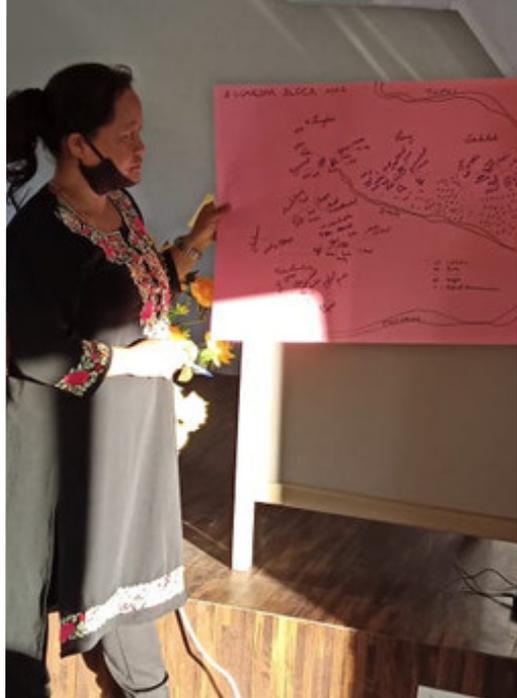
**SHG meetings**

**First Project Approval**

**Committee**



BUANGPUI - SERCHHIP



## BEPC Training



The BEPC MEMBERS WERE TRAINED BY MENTOR AND SUPPORTED BY THE PROJECT FACILITATOR



SERCHHIP



# ***BLOCK RESOURCE CENTER***

The setting of the Block Resource center was important as it acts as a one stop center for all the activities.

All necessary folders and assets are available at the Block Resource Center



# CRP-EP Training

The trainings were given to the CRP-EP by the Mentor. Important modules were covered in this training.

# Skill Training - Bakery



SKILL TRAINING WAS GIVEN TO VARIOUS ENTREPRENERUS ON BAKING. THIS INITIATIVE WAS CARRIED OUT THROUGH THE SUPPORT OF MENTOR & PROFESSIONAL BAKER

ONE STEP AT A TIME





**The mentor used innovative online mediums to learn and then teach the entrepreneurs. The lockdown did not restrict the trainings. The community appreciated the efforts and looks forward for more.**





## REVIEW MEET

**It was ensured that everyone  
is motivated and makes  
effort to pave the way ahead**



another training for women  
entrepreneurs

# Business Plan Preparation Support

Serchhip, Mizoram



LEARNING IS A PROCESS



Since it was the first time CRP-EP were making the business plan. The mentor provided hand to hand support. The distance was a lot for the CRP-EP to travel so as a PIA strategies were implemented to ensure the concrete understanding of the business plan for better support within the project.



SAILULAK - VILLAGE COUNCIL

*Discussion on  
Food Mela and  
Potential talks for  
Rural Tourism*

women  
entrepreneurs  
leading the way



#womenentrepreneurship



*Sailulak VO Food Mela - A grand success  
Revenue of nearly 90,000 made*

## ONE FAMILY

**One of our CRP-EP lost her house because of fire. The BEPC members along with the SVEP team were there to support and let her know we are all with her.**





*Understanding field level problems and advances*



**WE LEAVE NO ONE BEHIND**

# **FINDING RESILIENCE**

*Scoping potential opportunities for all*



A photograph of three people, two men and one woman, standing behind a table displaying various wooden crafts. The crafts include cylindrical containers, boxes, and a large wooden bowl. The background shows windows with blinds. A white, torn-edge banner is overlaid on the image, containing the text 'INTERACTING WITH LOCAL ENTREPRENEURS'.

INTERACTING WITH LOCAL  
ENTREPRENEURS



- Bee keeping
- Cultivation of herbs
- Tree farming
- Spices processing
- Export of fruits and vegetables
- Marketing & Branding

BRAND 27/11  
LAWMA

Training for CRP-EP on  
Branding, Marketing and  
other aspects of product  
management and  
entrepreneurship

**Henry Saingura - Dept of Horticulture  
(Food Technologist)**



Womens Day 2021

# The Products Exhibition

Serchhip DC also graced the event



The successful event saw revenue of more than 57000.  
Opportunity for many entrepreneurs to showcase their products

**SVEP  
SERCHHIP**



**ON WOMENS DAY 2021 , THE BRAND BLUE  
MOUNTAINS WAS LAUNCHED AS A DISTRICT  
BRAND UNDER SVEP**

Many products from various villages made by different entrepreneurs were showcased and introduced under the Blue Mountains brand. This was a moment for all the CRP-EP to also market these products. In total 29 products were released on women's day. Through SVEP we seek to support rural entrepreneurs to begin and to scale their existing enterprises. Handholding support from the CRP-EP ensures movement towards greater horizons.



# PRODUCTS ACROSS VILLAGES



**Signing of MOU  
between CRP-EP AND  
BEPC**

A low-angle photograph of a forest. The camera is positioned on the ground, looking up at the dense canopy of green trees. Sunlight filters through the leaves, creating a dappled pattern of light and shadow on the forest floor. The sky is a clear, bright blue, visible through the branches. The overall mood is peaceful and hopeful.

**WHEN WOMEN  
TAKE LEAD  
THERE IS  
ALWAYS HOPE**

**TOGETHER WE CAN**

**#SVEPSERCHHIP**



**CRP-EP Mobile Distribution**



**SHG Meetings**



**Project Approval  
Committee**



**Target Achieved - 124  
Business plan approved**



## Village Council President - Sailulak Village

**Tuichangral Volleyball tournament was organized at Sailulak, the Sailulak VO organized Food Fest during this tournament. It's a new thing, development and milestone for Sailulak village. The foods which they had prepared in the Fest were hygienic and tasty and everyone who consumed the food told about its tasty and hygienic and for someone it's the first time they ate. If there were this kind of fresh and variety foods in the village to have it every day it would be surely for the community a kind of healthiness and growth. From the words of the community who came to eat the variety, tasty and hygienic Foods show and that the Food Fest was successful. We are grateful for SVEP & their team.**

# NEWS PAPER HEADLINE

## S.E.V.P TEAM LO KA

NI 5.02.2022 (Zirtawpni) Khan Startup Village Entrepreneurship Programme Team-te chuan kan khua an rawn tlawh a, Sailulak VC-ten lo dawng sawng in, tukthuan an lo buatsaih sak a, Zirtawpni nileng khan hun an hmang a ni.

He hunah hian Sailulak-a Sailulak-a sumdawna awm tawh leh hun kal leh zel atana eizawna awm thei turte zirchiana en fel a ni a, Vurdawh Kawn, Hmunhlui tlang, Chhura thlan, Lalnu Thlan-te tlawhin. Treking tih nana cheibawl tlak a nih leh nih lohte enfiah a ni.

He programme-ah hian S.V.E.P team atangin Maya Suresh (Mentor), Margaret Vanlalnghaki (Project Facilitator) leh Johan Joseph (Field Co-ordinator) te an lo kal.

## Food fest hlawhtling

Ni 22-27.03.2021 chhung hian Sailulak-ah Volleyball tournament neih a ni a, hemi chhung hian SEVP atangin Food fest buatsaih a ni a, sailulak atanga Domain skill training for food processing atanga ei in zir tawh ten group in siam in food fest group an in vuah a, tournament chhung hian ei leh in an siam a, a tui in a thianghlim a, Chicken Biryari, Cup cake, orange squash etc te an zuar a, Sailulak tan chuan hmasawna rahbi pakhat a ni. Food fest Group te an tang rualin an in lungrualna leh thawh hona pawh a tha hle a ni. Tender hi Rs 11000 in an chhang a, tournament chhunga an total sales chu Rs 89390 a ni a, an capital chu Rs 39000 a ni. Chhunzawm zel tlak a ni.

He hunah hian Mentor Maya Suresh leh Project Facilitator Margareth Vanlalnghaki SEVP tahian a hmunah chamchilh in an pui bawk a ni.

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There is always humility  
and kindness that  
drives us towards our  
goals.

**In this journey, we  
Thank the people  
who have made it  
possible. We will  
continue to reach  
new heights and  
help families across  
villages in  
Serchhip, Mizoram**





## MAYA SURESH

Mentor, Kudumbashree NRO

After lockdown in 2020 October I reached Serchhip for resuming the work and field engagements. Training and CRP-EP CBO orientation trainings were completed and I supported them to do the field practices. It was difficult times because of COVID leaving my family back home yet I believed it was important to resume the project in order to help the community. As the success of the 2019 Christmas mela, this year also we took some efforts to do the same on that time. We planned to organize small food fest along with the mela in different villages as a part of Christmas Market. For that I tried to get the support from NRO Cafe Mentor but that time it was not possible for them to travel to Mizoram because of the Covid restrictions. We used innovative methods that is through the Online support from the Café Mentor Mini and NRO Café team we conducted food training in different 5 villages of Serchhip and East Lungdar blocks. We supported the VO food mela in Sailulak and it was a great success.

Many other activities and support was given to CRP-EP during these months. I also pushed along with my team to build a brand and we finally did it and named it Blue Mountains. For the women's day we took products from various entrepreneurs across villages. The CRP-EP was also given training for marketing and branding. I was also so happy to see them, they were proudly presenting and explaining the products to the customers at the time of the programme. Entrepreneurs also felt proud when their products looked with new packs and label. They also generated good revenue for their products. We hope that the name of Blue Mountains will be remembered and loved in customers heart and entrepreneurs will be more responsible for sustaining the quality of their products and SRLM and CBO will be more conscious about their responsibilities regarding monitoring and support. My journey here will continue to work with women and community and support the project in the best way I can. For many years ahead, Love. Maya



# MARGARET VANLALNGHAKI

Project Facilitator, Kudumbashree NRO

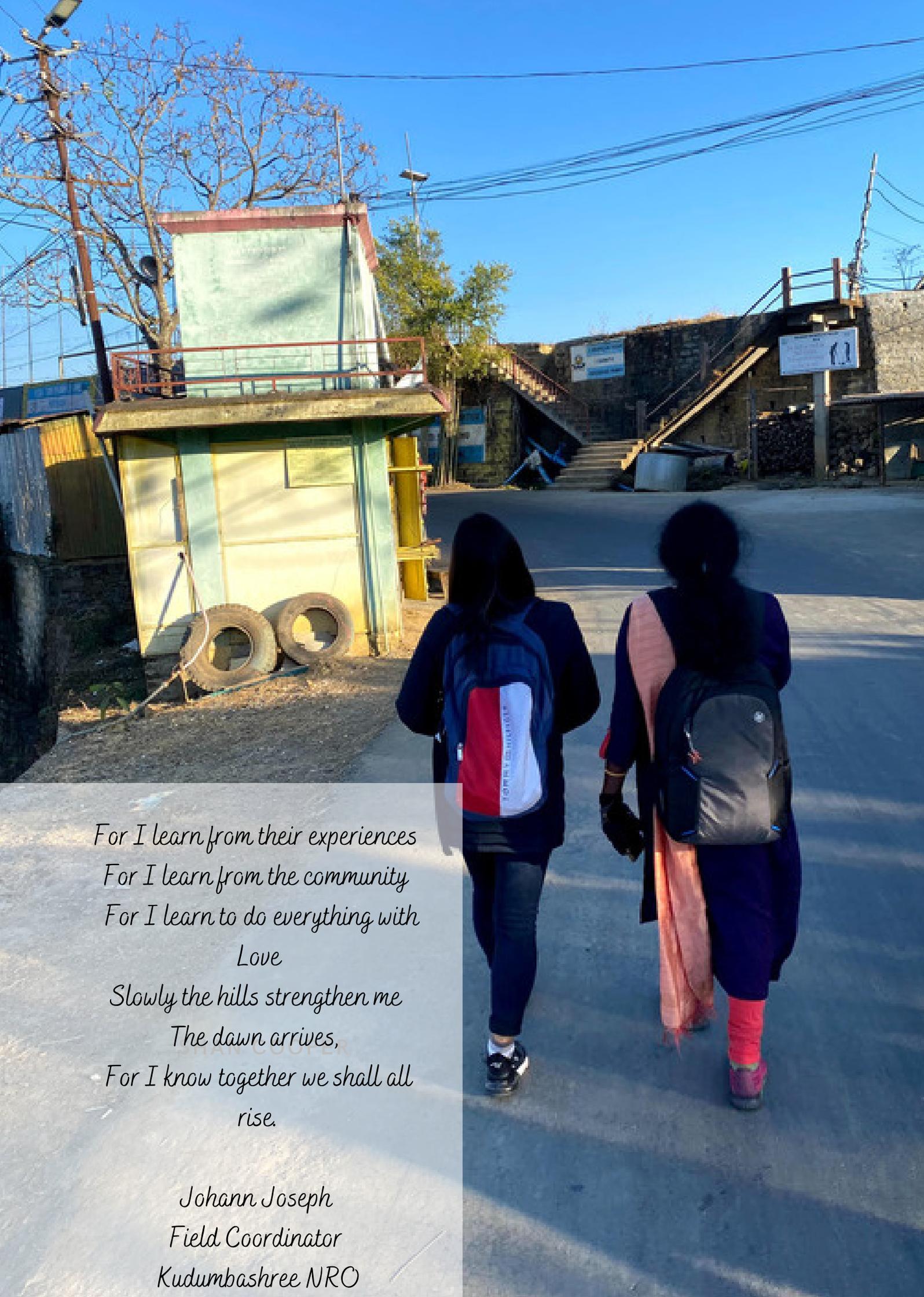
**First of all, I feel good and very lucky to have a mentor like Maya Suresh who is very dedicated and hard working and experienced Mentor. I had learnt many new things from her from the beginning of this SVEP project. I had experienced many things while travelling and wherever we visit villages for different purpose. I felt that the work of SVEP is a kind of mission, we worked for the development of the community through SHG to eradicate the poverty in Rural areas. It gave me immense pleasure to work under SVEP and I am very grateful to Kudumbashree NRO for giving me a chance to work as a Project Facilitator.**

**I wanted to mention about travelling is that though it is fine to travel, sometimes we faced some difficulties also, as Mizoram is a hilly area and regarding the communication also we used to faced some difficulties as charges are high, especially during rainy season roads are bad. we met new and different persons with different attitude, it is a great experience for me and tried to adjust ourselves according to their attitude. The things which I should not missed out is that the unity and bond within me and Mentor, I should say she has a good personality, and same as Johann our new field coordinator of Mizoram. he is brilliant and have good ideas and thoughts which is helpful and good for the Project and our community in Mizoram, we are very lucky to have such a nice field coordinator here. With him we have done so many good things in spite of his short stay and we hope in the future as well.**



**EAST LUNG DAR, SERCHHIP**

@johannjoseph



*For I learn from their experiences  
For I learn from the community  
For I learn to do everything with  
Love  
Slowly the hills strengthen me  
The dawn arrives,  
For I know together we shall all  
rise.*

*Johann Joseph  
Field Coordinator  
Kudumbashree NRO*



*Thank  
you!*

**EDITED BY JOHANN JOSEPH**

**CONTRIBUTED BY : MAYA SURESH**

**MARGARET VANLALNGHAKI**

**CRP-EP TEAM - SERCHHIP, MIZORAM**

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