Enterprises Domain (SVEP & MEC Project)

Progress of 2017-18 & Plans for 2018-19

Kudumbashree NRO

19 June, 2018

MEC Project update

- MoU period completed in Karnataka, Maharashtra and Jharkhand

- Currently in progress in Rajasthan (till Aug, 2018)

- MEC policy in place for Maharashtra and Rajasthan

- Differences in MEC Project and SVEP
  - Concept of BRC and payment for services as part of project
  - Credit source for entrepreneurs as part of project
  - Block-wise targets based on Detailed Project Report
  - More focus on ME development process and record-keeping
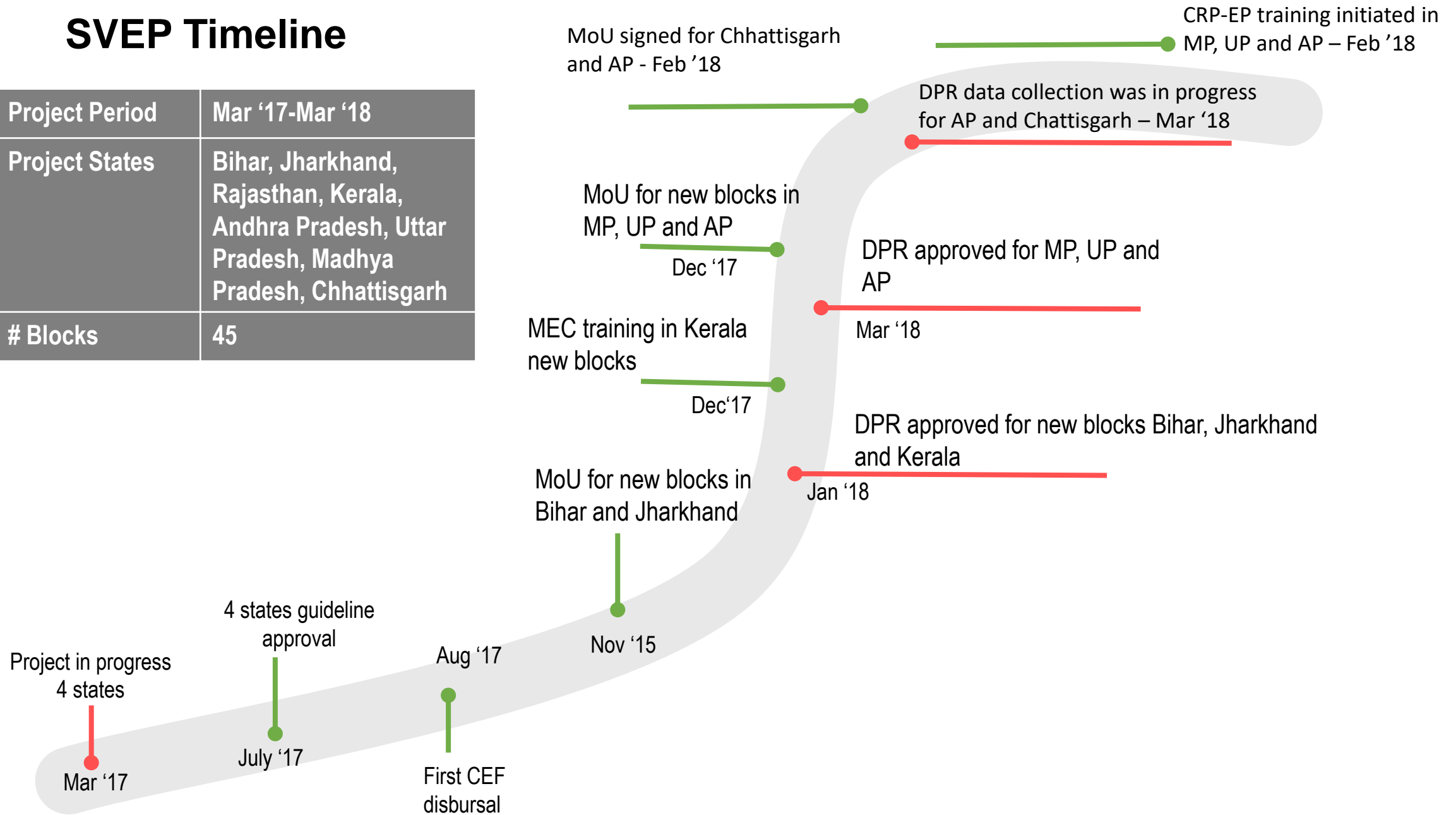
MEC Project – Outcomes

- Master Trainers being used for SVEP from Maharashtra (20) and Gujarat (18)

- Master Trainers selected in Karnataka (20) and Rajasthan (40)

- Internal Mentors selected in Maharashtra (10), Karnataka (10) and Jharkhand (15)

- Weekly markets initiated by MECs in all states

- More than 18,000 enterprises supported by MEC groups in 14 districts across 5 states

MEC Project Status (March, 2018)

State	MoU Signed	Districts	Mentors	No of MEC	No of MEC Groups	No. of MEs supported	Current Status
Bihar	Jan 2013	2	0	93	9	1,068	Closed in November 2016
Jharkhand	Sep 2013	3	5	157	8	1,460	Closed in March 2018
Karnataka	Sep 2014	3	6	83	9	3,441	Completed in Aug 2017
Maharashtra	Sep 2014	3	3	107	8	5,032	Completed in Aug 2017
Gujarat	May 2015	3	0	105	9	-	Terminated in August 2016
Rajasthan	Nov 2015	3	5	97	7	7,400	In progress
TOTAL		**17**	**19**	**684**	**50**	**18,401**	

SVEP Timeline

Project Period	Mar '17-Mar '18
Project States	Bihar, Jharkhand, Rajasthan, Kerala, Andhra Pradesh, Uttar Pradesh, Madhya Pradesh, Chhattisgarh
# Blocks	45

MoU signed for Chhattisgarh and AP - Feb '18

CRP-EP training initiated in MP, UP and AP – Feb '18

DPR data collection was in progress for AP and Chattisgarh – Mar '18

MoU for new blocks in MP, UP and AP
Dec '17

DPR approved for MP, UP and AP
Mar '18

MEC training in Kerala new blocks
Dec'17

DPR approved for new blocks Bihar, Jharkhand and Kerala
Jan '18

MoU for new blocks in Bihar and Jharkhand
Nov '15

4 states guideline approval
July '17

Aug '17

Project in progress 4 states
Mar '17

First CEF disbursal

SVEP update

- Guidelines approved for Phase I states in June-July 2017
- BRC set up completed in the last year for old blocks (except Jharkhand)

- DPRs for 30 new blocks approved by March 2018
- 4 new states in 2017 – AP, UP, MP and Chhattisgarh
- Additional blocks in Bihar (6), Jharkhand (4) and Kerala (12)
- Data collection was in progress for 5 new blocks in March, 2018 (DPRs approved in May)

- Trainings for CRPs-EP initiated in new blocks
- Rajasthan (3 blocks) and Haryana (2 blocks) have signed MoU

Strategy for Kudumbashree implementation

- Components of SVEP
  - Block Resource Centre
  - Community Resource Person - Enterprise Promotion
  - Community Enterprise Fund
  - Performance Tracking System

- Vision of BRC as a single-window support system for enterprises

- ME development process followed by Kudumbashree to reduce risk

- Ownership of project with SRLM – NRO provides technical support through capacity building and monitoring

Bihar SVEP status (old blocks)

No.	District	Block	Target till March 2018	No. of CRP's-EP	Enterprises supported	Total number of loans disbursed from CEF	Total amount loaned to the supported enterprises (in Rs.)
1	Gaya	Barachatti	545	8	345	593	1,32,43,500
2	Gaya	Bodh Gaya	875	15	605	748	1,24,08,000
3	Muzaffarpur	Moraul	653	20	334	730	1,97,12,000
4	Muzaffarpur	Musahari	790	20	347	864	2,65,38,000
5	Patna	Dhanarua	455	15	125	468	55,06,000
6	Vaishali	Jandaha	475	18	285	510	1,16,88,000
Total (Bihar)			**3,793**	**96**	**2,041**	**3,913**	**8,90,95,500**

Date of Opening	16 May 2017
Average No of Sellers	25-30
Average Sale (Rs.)	1500-2000/seller
Total Average Sale (Rs.)	60,000

Weekly haat in Chandini VO – Bodhgaya, Gaya

Jharkhand SVEP status (old blocks)

No.	District	Block	Target till March 2018	No. of CRP's-EP	Enterprises supported	Total number of loans disbursed from CEF	Total amount loaned to the supported enterprises (in Rs.)
7	Ranchi	Angara	500	22	121	141	62,90,000
8	W Singhbhum	Khuntpani	175	12	95	115	56,67,500
9	Pakur	Littipara	280	5	116	73	24,10,000
10	W Singhbhum	Manoharpur	325	17	59	80	46,87,500
11	Pakur	Pakuria	320	12	85	15	6,90,000
Total (Jharkhand)			**1,599**	**68**	**476**	**424**	**1,97,45,000**

MECs in front of the Block Resource Centre at Begun, Chittorgarh

Avg. monthly income per MEC:

Rs. 8,500 per month

Kerala and Rajasthan SVEP (old blocks)

No.	State	District	Block	Target till March 2018	No. of CRP's-EP	Enterprises supported	Total number of loans disbursed from CEF	Total amount loaned to the supported enterprises (in Rs.)
12	Kerala	Pathanamthitta	Parakkode	300	10	422	217	97,90,000
13	Kerala	Ernakulam	Vadavucode	300	19	450	175	82,50,000
Total (Kerala)				**600**	**29**	**872**	**392**	**1,80,40,000**

No.	State	District	Block	Target till March 2018	No. of CRP's-EP	Enterprises supported	Total number of loans disbursed from CEF	Total amount loaned to the supported enterprises (in Rs.)
14	Rajasthan	Chittorgarh	Begun	405	21	423	262	89,36,800
15	Rajasthan	Ajmer	Kekri	448	23	516	342	1,20,41,800
Total (Rajasthan)				**853**	**44**	**939**	**604**	**2,09,78,600**

Nandhu's Clay works in Vadavucode, Ernakulam

Ammini is a widow from a family which traditionally engaged in pottery.

Initial investment: Rs. 10,000

Avg monthly income: Rs. 10,000

Top 5 enterprise categories under SVEP

No.	Bihar	Jharkhand	Rajasthan	Kerala
1	Kirana	Kirana	Kirana	General Store
2	Vegetable trading	Readymade / cloth shop	Tailoring	Readymade / cloth shop
3	Ladies Store	Autorickshaw/passenger van	Flour Mill	Tailoring
4	Tailoring	Hotel (restaurant)	Gift Shop	Hotel (restaurant)
5	Readymade / cloth shop	Ladies Store	Ladies Store	Stationary Shop

Kerala SVEP – Top 10 enterprise types

No.	Enterprise type	Kerala	
1	General Store	83	10.5%
2	Readymade / cloth shop	57	7.2%
3	Tailoring	52	6.5%
4	Hotel (restaurant)	39	4.9%
5	Stationary Shop	35	4.4%
6	Chips making and selling (Namkeen)	29	3.7%
7	Catering	25	3.1%
8	Bakery	21	2.6%
9	Vegetable trading	21	2.6%
10	Beauty parlor	18	2.3%

Kerala SVEP – Innovative enterprises

No.	Innovative enterprises in Parakkode
1	Funeral service
2	Hiring centre
3	Upholstery
4	Interior decoration
5	Aquarium

No.	Innovative enterprises in Vadavucode
1	Number plate fixing
2	Vulcanizing
3	Gardening
4	Gymnasium
5	Gloves making

Kerala SVEP – Entrepreneur details

Entrepreneurs by Social Group - Kerala

■ SC ■ ST ■ OBC ■ General

Kerala SVEP – Entrepreneur details

Entrepreneurs by Educational Qualification - Kerala
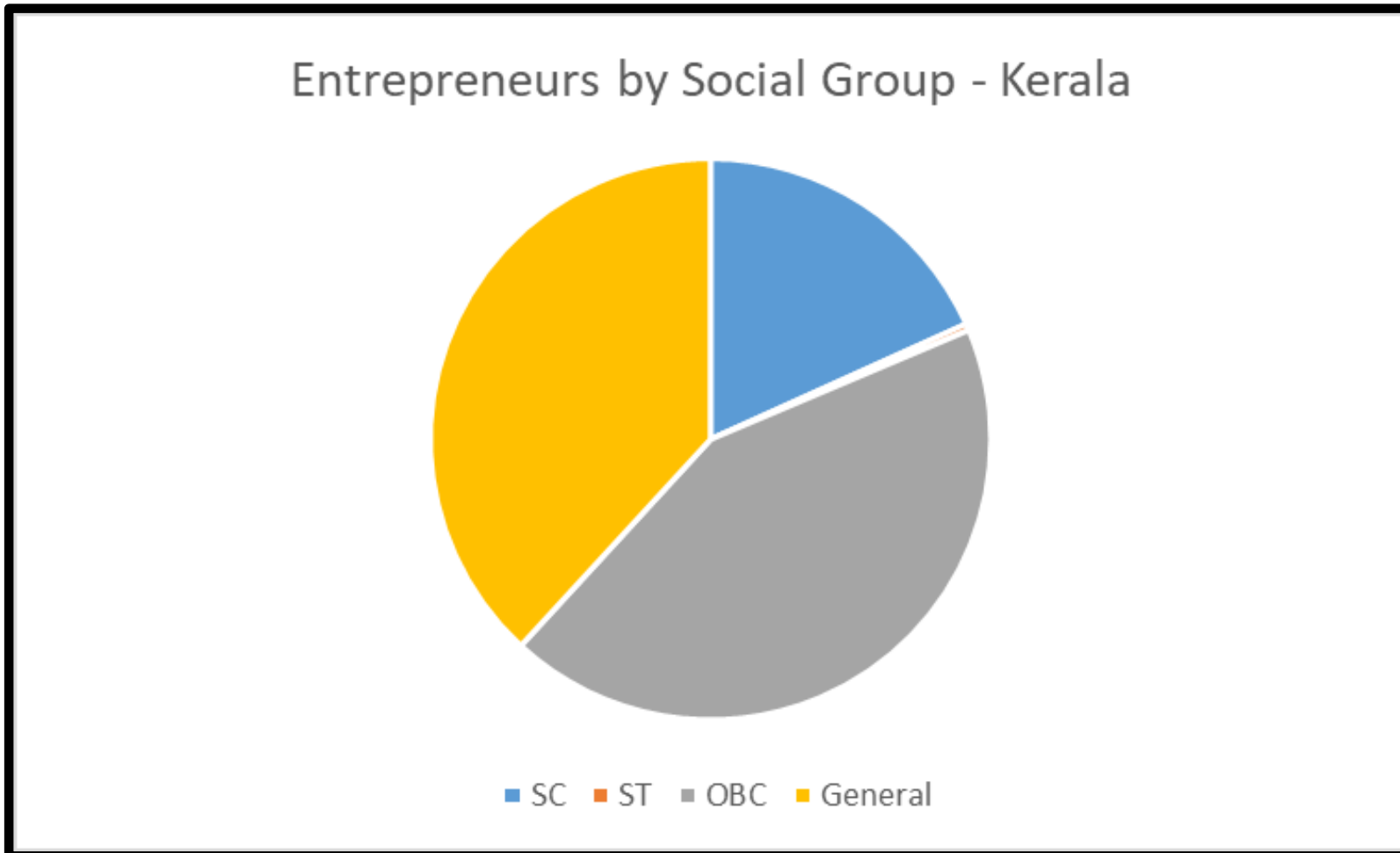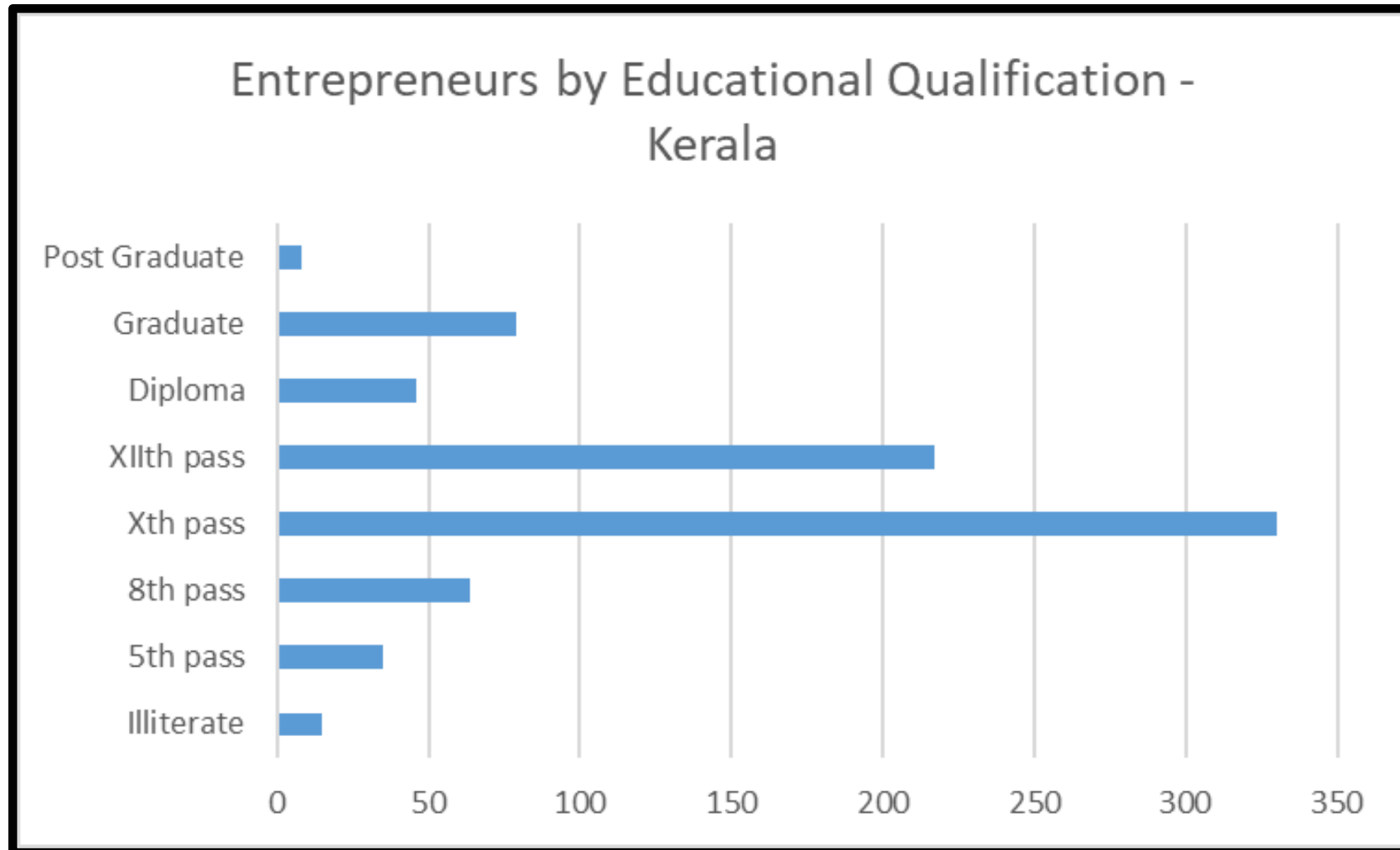
Kerala SVEP – Entrepreneur details
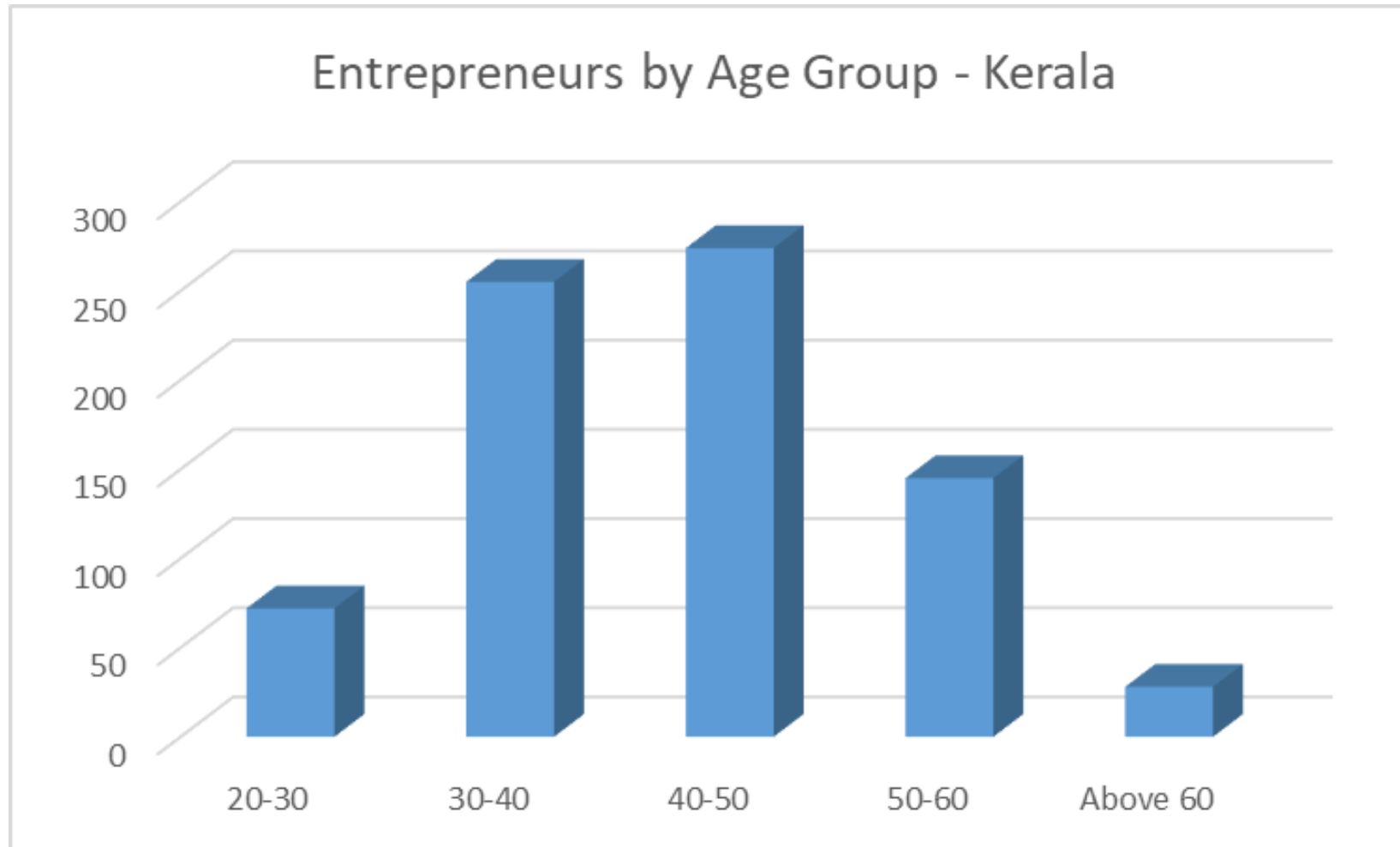
SVEP status (New blocks)

State	Blocks	Mentors	No of MEC selected	DPR approval
Bihar	6	6	180	Jan 2018
Jharkhand	4	4	120	Jan 2018
Kerala	12	12	265	Jan 2018
Madhya Pradesh	5	6	144	Feb 2018
Andhra Pradesh	4	4	92	Feb and May 2018
Uttar Pradesh	1	2	28	Feb 2018
Chhattisgarh	3	4	99	May 2018
TOTAL	35	38	928	

Mentors

- 41 new Mentors completed training in October, 2017 – 31 engaged in various areas

- New mentors are struggling with language – extra trainings were conducted but increasing demands from states under SVEP

- Additional requirement of more mentors if more blocks are taken up
  - Jalakam batches of CDS Chairpersons
  - Internal mentors from MECs in partner-states

Resource Materials Available

- Faculty Manual for TEAM
- Classroom Teaching Aid for TEAM
- Participant Handbook for CRP-EP

- PTS training module
- SVEP process formats including Business plan

- TED Modules
- BRC Management Committee training module
- GOT & EDP for Entrepreneurs
- CLF, VO Orientation modules

- SRLM orientation material including BPM-SVEP induction tool

Challenges

- Sudden increase in number of blocks and related HR requirements
- Repayment of loans from CEF
- Engagement of CBO in a new community institution (BRC Management Committee)
- Half the Mentors engaged are new with less than 1 year experience
- Full coverage of app-based PTS
- Shift to NRLM SVEP VE-IT platform
- Translation and use of NRO resources (DPR, CTA, FM and PH)
- Block-level head-wise fund monitoring
- Bank linkage for enterprises
- BRC setup in new blocks especially where guidelines require revision
- Lack of dedicated BPM-SVEP for each block

Strategic Direction

Areas to Diverse

As agency for Technical & Implementation Support

- Continue the implementation in SVEP blocks
- Support SRLMs in Scaling up / Universalization of SVEP
- Scalable enterprise models
- ME and Livelihood development in SRLMS
  - AP, Bihar, Haryana, Jharkhand, Karnataka etc

As Resource Organization

- Convert the knowledge and experiences into useful resources

- Continue to develop and innovate
  - Strategies – Marketing, Certification
  - Policies
  - Resource materials

- Develop capabilities
  - Internal capability of SRLMs in SVEP / Non Farm
    - Training of Staffs
  - Support systems like PIA
  - Certifications

- Create platforms for dissemination of knowledge and best practices
  - Partnership with other agencies and Resource Persons (NRPs)
  - Developing tools and practices
  - Learning sharing workshops

Plan for 2018-19

SVEP target till March 2019

State	No. of Blocks	Target till March 2019
Bihar	12	8,655
Jharkhand	9	3,898
Kerala	14	5,370
Rajasthan	2	1,514
Madhya Pradesh	5	1,443
Uttar Pradesh	1	450
Andhra Pradesh	4	1,000
Chhattisgarh	3	600
Total	**50**	**22,930**

Major activities

- Completion of CRP-EP training in new SVEP blocks
- Training for block-level community organisations in SVEP blocks
- Training for BPMs-SVEP for SVEP blocks
- Training for Livelihood CRPs in Goa

- NRLM SVEP VE-IT app rollout
- Establishing monitoring system for all blocks
- DPR preparation for new blocks
- Standardised resources for national-level use

CRP-EP training calendar

Trainings	AP	UP	MP	Kerala	JH	BH
TED 1	*Completed*	*Completed*	*Completed*	*Completed*	*Completed*	*Completed*
SVEP Orientation		*Completed*		*Completed*		
TED 2	*Completed*	*Completed*	*Completed*	*Completed*	June	June
TEAM A1	June	*Completed*	*Completed*	*Completed*	July	July
TEAM A2	July	*Completed*	*Completed*	*Completed*	July	July
TED 3	July	*Completed*	*Completed*	*Completed*	August	August
TEAM B1	August	June	July	June	August	August
TEAM B2	August	July	July	July	September	September
TEAM B3	September	July	August	July	September	September

Training Calendar yet to be made	Rajasthan (New Blocks), AP (New Blocks), Chhattisgarh, Haryana

Monitoring plan

No	To be completed	Expected date of completion
1	Enterprise Team Reporting & Review System	20-Jun-18
2	Guide on SVEP finances – block and state level	22-Jun-18
3	Standard SVEP guidelines for KS-NRO implementation	25-Jun-18
4	SVEP Progress Report 2017-18	25-Jun-18
5	MIS with dropdowns and cleaned data for all blocks	30-Jun-18
6	Standardised booklet of formats using in implementation	09-Jul-18
7	DPR preparation for new blocks	Jul-18
8	Full coverage of app-based PTS	31-Aug-18
9	Monitoring system through NRO website	31-Aug-18

Stakeholders under Enterprise Domain

- SMMU, SMMU, BMMU
- Banks, RSETI, DIC, NABARD, PRI

- New
- Existing
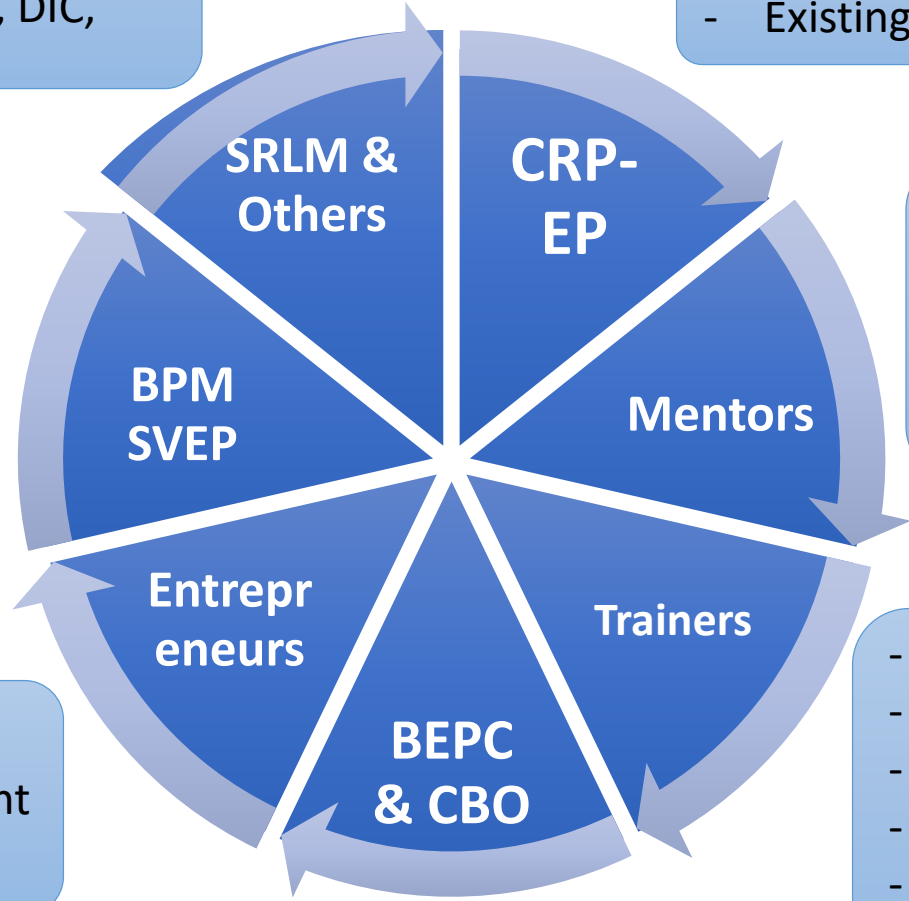
- New
- Existing

- NRO Mentors
- MCG
- Internal Mentors

- Potential
- Improvement of existing

- TED
- TEAM
- CBO
- PTS
- BP & FS
- ToT

- BEPC Members
- CLF, VO Sub Committee, SHG

SRLM & Others

CRP-EP

BPM SVEP

Mentors

Entrepreneurs

Trainers

BEPC & CBO

#	Stakeholder
1	CRP-EP
2	Mentors
3	Trainees
4	BEPC
5	CBO
6	Entrepreneur
7	BPM-SVEP
8	SRLM
9	Others

Resource Development Plan 2018-19

#	Resources	Objective	Timeline
1	Info-Graphics	CBO, CRP-EP, BEPC Trainings	20th Jun
2	Handouts	CRP-EP, BEPC Trainings	20th Jun
3	Photos	Consolidation of process pictures	Sep-18
4	Short Videos	BEPC, Entrepreneur Trainings	Sep-18
5	Case study Booklet	Best Practices and innovative enterprise consolidation	Aug-18
6	FM	TED, CBO, BEPC Trainings	Aug-18
7	Dashboard	Enterprise Data	TBD

Scalable enterprises

- Establishment of a National Resource Centre for Café enterprises headquartered at Trivandrum

- Establishment of Regional Resource Centres in each state

- Using café trainers, café mentors and CRPs to support cafes

- Initial draft proposal completed – methodology for target-setting being finalised

Allocation of professionals

No	Person	Cohort	Current Position	New Position	State
1	Rahul Krishnan	1	Thematic Anchor - Agriculture	SPC for Kerala SVEP and Anchor for International Programs	Kerala
2	Aakriti Gupta	3	SPC Convergence – Rajasthan, FC - MEC program Rajasthan, Additional charge of SPC - MP and UP SVEP	SPC for MP and UP SVEP	MP
3	Anubha Sharma	3	Thematic Anchor (CB)	Thematic Anchor (CB) and Point Person for Goa Livelihoods	Kerala
4	Rameshwara Nand Jha	3	SPC Bihar SVEP, Additional charge of SPC for Jharkhand SVEP	SPC for Bihar and Jharkhand SVEP	Jharkhand
5	Hrishikesh Thakur	3	SPC Enterprises - Rajasthan, FC – Convergence - Rajasthan, Additional charge of SPC for Rajasthan, Chhattisgarh and Haryana SVEP	SPC for Rajasthan MEC project and SVEP, Chhattisgarh and Haryana SVEP	Rajasthan, Chhattisgarh and Haryana
6	Sajad S Santhosh	4	Thematic Anchor (Monitoring)	Thematic Anchor (Monitoring) with additional charge of SPC for AP SVEP	Kerala
7	Benno John	4	Field coordinator Maharashtra MEC Project and Field Coordinator Bihar SVEP	Field Coordinator for Bihar SVEP	Bihar
8	Bhanu Chandra V	4	Field Coordinator - Rajasthan MEC project	Field Coordinator - Rajasthan MEC project (till mid Aug 2018) and Field Coordinator for AP SVEP (from Mid August 2018)	Rajasthan and AP

Allocation of professionals

No	Person	Cohort	Current Position	New Position	State
9	Abhinash Talukdar	5	Nil	Field Coordinator - MP SVEP	MP
10	Aleya Akbar	5	Nil	Field Coordinator - Chhattisgarh SVEP	Chhattisgarh
11	Aswini Abraham	5	Nil	Thematic Anchor (Monitoring)	Kerala
12	Dibyajyoti Gogoi	5	Nil	Field Coordinator - Jharkhand SVEP	Jharkhand
13	Monica Horo	5	Nil	Field Coordinator - Bihar SVEP	Bihar
14	Nikhil Shaji	5	Nil	Field Coordinator - Rajasthan SVEP	Rajasthan
15	Prabeena Bebarta	5	Nil	Thematic Anchor (CB)	Kerala
16	Shruthi S	5	Nil	Thematic Anchor (Monitoring)	Kerala

Approval required

- MoU for AMC with ENABLE
  - AMC has expired – requirement for performance tracking under SVEP but also for other projects like NRC
  - NRLM VE-IT will have to be rolled out but NRO has communicated some issues and PTS will be delayed in the meanwhile

- Mentor selection from Jalakam batches of CDS Chairpersons
  - New blocks under SVEP require more Mentors
  - Some existing Mentors might also need to be withdrawn due to performance
  - Mentor selection and training will take 3-4 months

- Revised Mentor and Master Trainer policy - Honorarium and other rates
  - No existing Master Trainer policy
  - Existing Mentor policy was approved in 2015-16
  - No existing policy for Mentors engaged in Kerala – NRLM has directed a differential rate

RAJ – MEC Districts
- Bhilwara
- Kota
- Udaipur

RAJ – SVEP Block
- Kekri
- Begun

MP - SVEP Blocks
- Jeerapur
- Khilchipur
- Pichore
- Rehli
- Aaron

UP – SVEP Blocks
- Najibabad

Bihar – SVEP Blocks

Barachatti	Dobhi
Bodhgaya	Bihta
Muraul	Bochaha
Mushahari	Rajnagar
Dhanarua	Bihar Sharif
Jandaha	Kharik

Bihar - MEC Districts
- Gaya
- Muzaffarpur

GUJ – MEC Districts
- Narmada
- Patan
- Tapi

MH- MEC Districts
- Ratnagiri
- Usmanabad
- Wardha

JH - MEC Districts
- Pakur
- Ranchi
- West Singhbhum

JH - SVEP Blocks
- Angara
- Pakuria
- Littipara
- Khuntpani
- Manoharpur

KAR- MEC Districts
- Hassan
- Gadag
- Mysore

AP - SVEP Blocks
- Narsannapeta
- Rajam
- Tanuku
- Markapur

CG - SVEP Blocks
- Rajnandgaon
- Balrampur
- Chhura

Kerala - SVEP Blocks

Vamanapuram	Thykatusery	Vadavukode	Perambara	Kuthuparamba
Pathanapuram	Vaikom	Kodakara	Nenmara	Nileshwaram
Parakkode	Idduki	Nilambur	Panamaram	

Legend:
- MEC Project
- SVEP
- MEC Project and SVEP