

Startup Village Entrepreneurship Program

September 7, 2020

Start-up Village Entrepreneurship Programme (SVEP), the **sub-scheme under the Deendayal Antyodaya Yojana – National Rural Livelihoods Mission (DAY-NRLM)** has the objective of helping rural households including women to set up enterprises. Skill building support is provided to all the entrepreneurs supported under Start-up Village Entrepreneurship Programme through **Community Resource Persons for Enterprise Promotion (CRP-EP)**.

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The SVEP process mandates the **preparation of a Detailed Project Report (DPR) for each block**. The DPR provides **estimates of the potential of enterprises in various sectors in the block**. The entrepreneurs have the **freedom to identify the sectors** in which they want to start businesses based on assessment of market potential. The long term vision of the SVEP is to **provide support for start-up to 1 crore village enterprises and provide direct employment to 2 crore people**. The SVEP shall help the rural poor come out of poverty by helping them set up enterprises and provide support till the enterprises stabilize. The programmatic intervention will address all three missing ecosystems – **knowledge, advisory and finance ecosystems**.

The key objectives of SVEP are:

- To enable rural poor to set up their enterprises, in its proof of concept phase, by **developing a sustainable model for village entrepreneurship promotion** through integrated ICT techniques and tools for **training and capacity building, enterprise advisory services and to provide loans** from banks/ SHG & federations. These

enterprises should cover **manufacturing, services and trading and traditional skills as well as new skills**. They should also cover new consumption and production of the rural areas, including the new consumption driven by government's priorities like RURBAN mission and Swachh Bharat Abhiyan.

- **Develop local resources by training a pool of village level community cadre** (CRP-EP) and build the capacity of the NRLM and SHG federations to monitor and direct the work of the CRP-EPs.
- Help the rural entrepreneurs to **access finance** for starting their enterprises from the SHGs and federations and the banking systems including the MUDRA bank.
- **Handhold** the rural entrepreneurs/ enterprises in the initial six months of start-up, with visits from the CRP-EP's supported by **guidance from an advisory panel of experts** for the relevant enterprise.