

# Startup Entrepreneurship (SVEP) Village Programme

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**In news**— Recently, the Ministry of Rural Development (MoRD) and National Institute of Entrepreneurship and Small Business Development (NIESBUD) have signed an MoU to develop a sustainable model for promoting entrepreneurship at the grass roots by initiating the SVEP.

## Key updates-

- Under the partnership, rural entrepreneurs will be able to access banking systems for receiving financial support for starting their enterprises, including support from MUDRA bank.
- Integrated ICT techniques and tools will also be provided for training and capacity building along with enterprise advisory services to augment the entrepreneurship ecosystem in India's villages.
- The **beneficiaries of the project are from the Self-Help Group (SHG) ecosystem of DAY-NRLM and the scheme not only supports existing enterprises but new enterprises as well.**
- The partnership will enable the rural community by helping them set up their trades and provide complete support till they are stabilized.

## About the Start-up Village Entrepreneurship Programme (SVEP)-

- SVEP is **a sub-component of Deendayal Antyodaya Yojana – National Rural Livelihoods Mission (DAY-NRLM)** of the Ministry of Rural Development and implemented since 2016.
- It **aims to support entrepreneurs in rural areas to set-**

**up enterprises at the village-level in non-agricultural sectors.**

- It **promotes both individual and group enterprises**, set-up and promotes enterprises majorly in manufacturing, trading and service sectors.
- It **focuses on providing self-employment opportunities with financial assistance and training** in business management and soft skills while creating local community cadres for promotion of enterprises.
- 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.
- **SVEP addresses three major pillars of rural start-ups namely – finances, incubation and skill ecosystems.**
- Activities under SVEP are strategically designed to promote rural enterprises, **one of the key areas is to develop a pool of community resource persons – enterprise promotion (CRP-EP)** who are local and support entrepreneurs setting-up rural enterprises.
- The CRP-EPs are certified and provide business support services to the entrepreneurs.
- **Another key area is to promote the block resource center (BRC) in SVEP blocks**, to monitor and manage the community resource persons, appraise SVEP loan applications and act as the repository of enterprise related information in the concerned block.

#### **About NIESBUD-**

- It is a premier organization of the Ministry of Skill Development and Entrepreneurship, engaged in training, consultancy, research, etc. in order to promote entrepreneurship and Skill Development.
- The major activities of the Institute include Training of Trainers, Management Development Programmes, Entrepreneurship-cum-Skill Development Programmes, Entrepreneurship Development Programmes and Cluster

Intervention

**Further reading:**  
<https://journalsofindia.com/deendayal-antyodaya-yojana-nrlm/>