



Start Up Village Entrepreneurship Programme

[Vision and Scope](#)

[Objectives](#)

[Beneficiaries](#)

[Implementation](#)

- 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 may be individual or group enterprises and should cover manufacturing, services and trading. These enterprises should cover traditional skills as well as new skills. They should also cover existing consumption and production of rural areas and should also cover new consumption and production of the rural areas, including the new consumption driven by government's priorities like RURBAN mission, Swachh Bharat Abhiyan, etc.

- 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 NRLM SHG and federations, the banking systems including the proposed 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.

- Create a Block Resource Centre – Enterprise Promotion (BRC-EP); The BRC should act as a nodal centre to implement SVEP. Block Level Federation (BLF) to come up under NRLM

could be one of institutional platforms for BRC.

- Cluster Level Federation (CLF) /VOs shall hold the entity till BLF comes into existence. BRC should follow a self-sustaining revenue model.
- BRC to be assisted by CRP-EP and the Bank Coordination System (Bank Mitra). BRC to provide resource and reference material including videos, manuals etc.
- Help enterprises get bank finance using tablet based software for making the business feasibility plan, doing credit appraisal and tracking business performance.
- Use the Community Investment Fund (CIF) to provide seed capital for starting the business till it reaches a size where bank finance is needed.
- SVEP implementation at the block level to consist of the following sets of processes:
 - New Enterprise Development
 - Support for existing enterprises
 - Block level activities
 - Other project activities

[click here](#) 

[Website of Deendayal Antyodaya Yojana - National Rural Livelihoods Mission \(DAY-NRLM\).](#) 

https://data.vikaspedia.in/short/lc?k=NjIMooHxN_eNxv2D_hfyCA

