

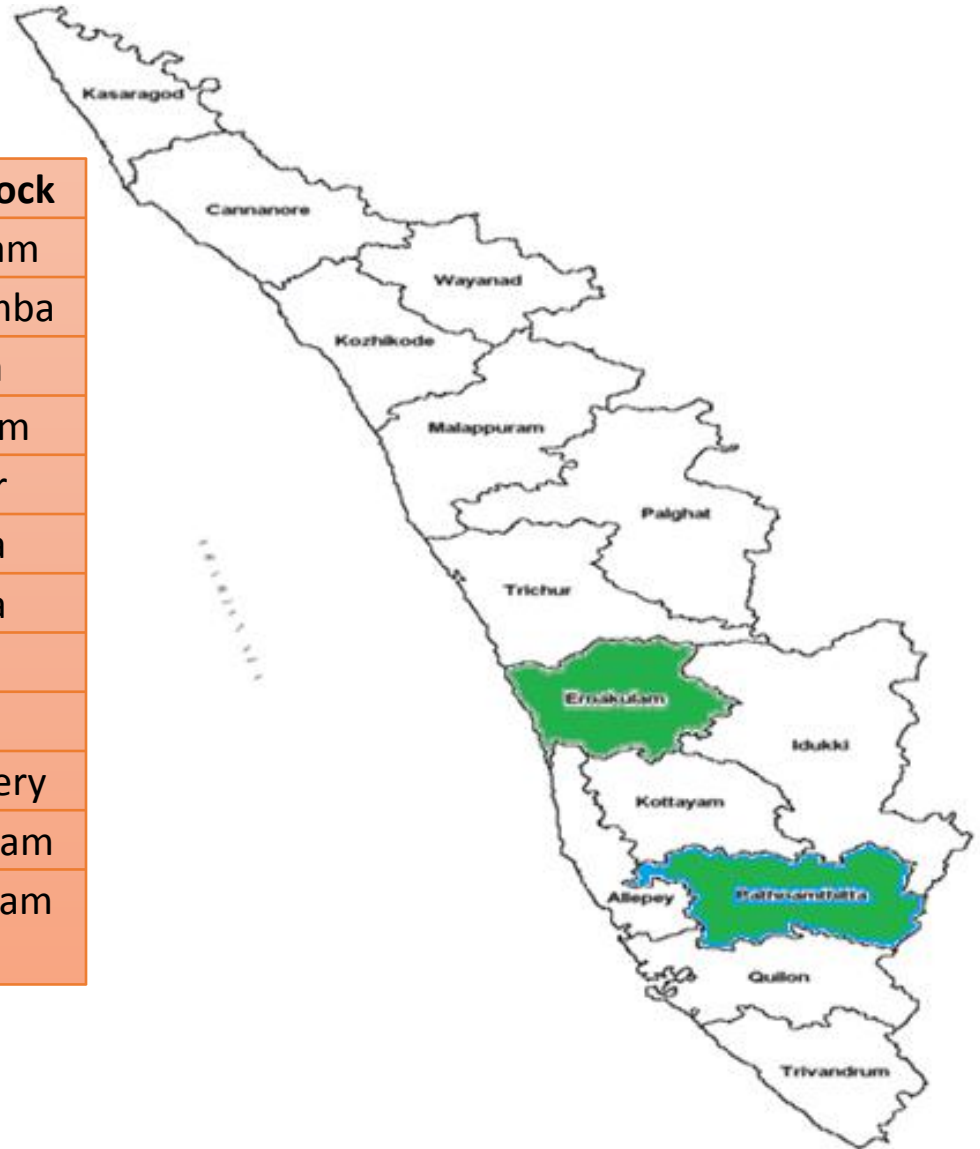
**Startup Village Entrepreneurship Programme (SVEP)
- Orientation for District Mission Coordinators**

20th February, 2018

Kudumbashree NRO

Snapshot of the Project

S.No.	Districts	Name of Block
1	Kasargod	Nileshwaram
2	Kannur	Kuthuparamba
3	Kozhikode	Peramba
4	Wayanad	Panamaram
5	Malappuram	Nilambur
6	Palakkad	Nenmara
7	Thrissur	Kodakara
8	Kottayam	Vaikom
9	Idukki	Idukki
10	Alappuzha	Thykattussery
11	Kollam	Pathanapuram
12	Thiruvananthapuram	Vamanapuram



Progress of existing 2 blocks

Target and achievement

Block	Total Target	Year 1 Target	Achievement (as of January 2018)
Parakkode	2164	300	242
Vadavukodu	2054	300	343
Total	4218	600	585

No. of MECs available

Block	No. of MECs selected	No. of MECs working	No. of MECs newly selected
Parakkode	24	10	7
Vadavucode	23	18	-

DPRs for new SVEP blocks

Why DPR?

- Identifying market potential in the block based on existing enterprises and household demand
- To set the enterprise targets for the block for 4 years based on market potential
- To plan the implementation of SVEP in the block based on targets – financial targets and budget for implementation

Content of DPR

Current Situation of Block

1. Executive Summary

2. Context of the block –

- NHG membership, literacy, infrastructure, current livelihood pattern etc.

3. Baseline and assessment of existing enterprise

- Details of businesses in different sectors in each Panchayat

Assessment of potential for SVEP enterprises

4. Identifying potential enterprises to support in different sectors based on:

- Household demand
- Local raw material available
- Govt schemes demand
- Existing enterprises weakness

Project Management

5. Implementation of SVEP – Role of CBO, BPM, District Mission, NRO, MEC, Mentor

6. SVEP enterprise formation and support processes

7. Project Management for SVEP

8. Detailed Implementation Schedule and Budget

DPR data collection process

- Enterprise Census
- Enterprise Sample Survey
- Household Sample Survey
- Focussed Group Discussion
- Government Sector Data

Details from survey of existing enterprises

Block	Total Existing enterprises	% small	% Medium	% large	Trading %	Services%	Manufacturing %
Vamanapuram	3,799	43%	33%	24%	34%	34%	13%
Pathanapuram	3,970	39%	40%	21%	37%	51%	10%
Thykattussery	4,027	53%	31%	16%	29%	35%	25%
Vaikom	2,523	46%	35%	19%	41%	36%	9%
Idukki	4,230	37%	35%	28%	33%	51%	10%
Kodakara	5,596	65%	23%	12%	28%	47%	8%

Details from survey of existing enterprises

Block	Total Existing enterprises	% small	% Medium	% large	Trading %	Services%	Manufacturing %
Nemmara	3,169	55%	30%	15%	25%	44%	10%
Perambra	2,910	33%	43%	24%	38%	34%	9%
Nilambur	3,687	44%	33%	23%	36%	39%	10%
Panamaram	2,648	43%	37%	20%	41%	35%	8%
Kuthuparamba	3,040	55%	29%	16%	35%	37%	8%
Nileshwaram	4,500	49%	33%	18%	20%	38%	35%

Economic information of the blocks

	Vamanapuram	Pathanapuram	Thykattussery	Vaikom	Idukki	Kodakara
Opportunity cost per month	6,250	8,000	8,000	8,000	7,500	7,500
Aspirational Income per month	10,000	10,000	10,000	10,000	8,750	10,000

Economic information of the blocks

	Nemmara	Perambra	Nilambur	Panamaram	Kuthuparamba	Nileshwaram
Opportunity cost per month	10,000	10,000	7,500	7,500	7,500	7,500
Aspirational Income per month	12,500	12,500	10,000	12,500	12,500	12,500

Enterprise Potential

Sample data from Vamanapuram Block

Potential from demand-supply gap

Consumption Good / Services Grouped as per Enterprise Type	Addressable Gap (in Rs. Lakh)	Mean Annual Gross Revenue (in Rs. Lakh)	Number of Potential Enterprises
Autorickshaw/ passenger van	307.11	3.44	89
Bags	241.06	6.00	40
Bakery	104.40	8.89	12
Bangles	8.30	1.44	6
Beauty parlor	87.13	3.30	26
Blacksmith	44.24	2.04	22
Bricks and Tiles	40.03	24.00	2
Cable / Dish TV	114.08	6.45	18
Centering/ construction	227.51	7.95	29
Chicken	465.77	7.23	64
Chips and Namkeen	515.96	3.60	143
Computer Services	280.75	6.98	40
Egg	267.76	3.00	89
Electronics Repair	300.18	4.56	66
Electronics Shop	64.00	7.80	8
Fast food, Restaurants	166.38	9.98	17
Fish	891.39	5.35	167
Flour Mill	144.56	3.45	42

Consumption Good / Services Grouped as per Enterprise Type	Addressable Gap (in Rs. Lakh)	Mean Annual Gross Revenue (in Rs. Lakh)	Number of Potential Enterprises
Garments	177.39	6.40	28
Hardware	51.91	5.60	9
Juice, Cold Drinks	119.01	1.99	60
Kirana	292.07	9.09	32
Ladies Store	135.10	3.53	38
Mobile Shop	127.41	7.28	18
Opticals	39.23	8.10	5
Papad	255.47	3.98	64
Pickle	151.54	3.36	45
Plastic Products	86.09	4.56	19
Pottery	65.36	2.30	28
Private Tuition	419.83	2.40	175
Rice Mill	40.67	2.40	17
Seeds	33.68	4.98	7
Stationary	134.89	2.45	55
Tailoring	61.10	1.76	35
Tea and Snacks	255.74	2.38	108
Toy, Sports shop	42.68	4.80	9
Utensils/ Vessels trading	154.03	13.20	12
Vegetables	405.91	4.49	90
Total			1,734

Subsector (Tourism)

#	Tourist Spot	Location	Months of Operation	Footfall	Peak Season	Existing Businesses / Shops	Required Facilities
1	Happy Land Water Theme Park	Manickal	12	250 per day	April-May	Kirana, toys, restaurant	Swimming clothes (on rent), Auto / Taxi
2	Vellanikkal Para	Manickal	12	200-300 on peak day	Every Friday	Mobile shops with pickles and ice-cream	Products, such as agarbatti, flowers; tea shop, food items, toys, autorikshaw
3	Rangaprabha (Children's theatre camp)	Alanthara	12	500 per day in peak season	April-May	None in the facility, some shops exist on the main road	Café, restaurant
4	Kurishadi Eco-tourism	Idinjar / Mangayam	12	250-300 per day	April-May	Kirana, street food vendors	Full scale restaurant, ice-cream parlour, popcorn, tourist guides, photographer
5	Ponmudi	Peringamala	12	10,000 on per day during peak season	December-January	Kirana shops, restaurant, street vendors, small canteens	Ice-cream parlour, popcorn,

Subsector (Artisanal clusters)

Handicraft / Handloom Skills	Products Manufactured	Primary Raw Material	Location of Handloom / Handicraft Clusters	Number of HHs Practicing Such Activities	Existing Markets for Handicraft / Handloom Products Manufactured
Papad Making	Papad	Black gram, flour	Chandakunnu, Veliyavayal	75	House to house, bulk orders, marriage orders
Products made of Bamboo	Basket	Bamboo	Ambedkar colony, Koppam	50-60	Selling in markets and melas, during aatukal pongala festival
Handloom	Uniform, Saree, Towels, Lungi	Thread	Kalamachal	50	Venjaramood market, local retailers

Subsector (Commodities)

Names of Commodities	Seasons of Production / Availability	Per unit Selling Price of the Commodities	Processing Units for Mentioned Commodities in the Vicinity of the Block
Banana (Nenthran)	August- September	Rs. 50 per kg	Nil
Rubber	July-Feb	Rs. 110 per kg	Nil
Tapioca	Full year	Rs. 20-25 per kg	Nil
Papaya	Full year	Rs. 40 per kg	Nil
Jackfruit	December-August	Rs. 20-25 per kg	Nil
Pepper	December-March	Rs. 200 per kg Rs. 400 for dry pepper	Nil
Ginger	March-April,	Rs. 80 per kg	Nil
Turmeric	March-April	Rs. 60 per kg Rs. 200-250 per kg for dry	Small quantities in flour mills
Rambuttan	June-July	Rs. 100-200 per kg	Nil
Rice	January-February, August-September	Rs. 200 for 10 kg	Small scale rice mills

Subsector (Commodities)

Names of Commodities	Seasons of Production / Availability	Per unit Selling Price of the Commodities	Processing Units for Mentioned Commodities in the Vicinity of the Block
Mushroom	July-September	Rs. 450 per kg	Nil
Yam	November	Rs. 40-70 per kg	Nil
Colocasia (Chembu)	November-December	Rs. 40-70 per kg	Nil
Bitter gourd	August-September	Rs. 70 per kg	Nil
Bottle gourd (Padavalam)	August-September December-January	Rs. 35 per kg	Nil
Cucumber	August-September March-April	Rs. 25 per kg	Nil
Ayurvedic Plants	March	Rs. 200 per kg	Nil
Lentil (Payar)	August-September	Rs. 70-80 per kg	Nil
Dragon fruit	May-July	Rs. 250-400 per kg	Nil
Arecanut	Full Year	Rs. 30 per kg	Primary cleaning in Vattavayal
Coconut	Full Year	Rs. 60 per Kg	Oil extraction unit in Kallara

Government Sector Potential

Enterprise Type	Available Market (in Rs. Lakh)	Conversion Factor Used	Potential Available (in Rs. Lakh)	Take Home Income Ratio	SVEP Potential (In Rs. lakh)	Number of Potential Enterprises
Bricks Manufacturing	50.69	10.0%	5.07	0.2	1.01	1
Bricks Trading	50.69	10.0%	5.07	0.2	1.01	1
Cement and iron rods Trading	135.84	10.0%	13.58	0.1	1.36	1
Door and Window Frames Manufacturing	29.76	10.0%	2.98	0.2	0.60	0
School / Hospital Uniform	88.16	40%	35.26	0.6	21.16	13
Institutional Catering	2.16	75%	1.62	0.4	0.65	0
Total						16

Targets and Budgets

All new SVEP blocks

Enterprises Proposed to be supported under SVEP

	Vamanapuram	Pathanapuram	Thykattussery	Vaikom	Idukki	Kodakara
Total enterprises to be supported	2,028	2,175	1,561	1,813	1,779	1,746
Total new enterprises to be started	1,923	2,089	1,497	1,758	1,626	1,513
Total existing enterprises to be supported	105	86	64	55	153	233
Enterprises based on availability of local resources	173	189	136	159	147	137
Enterprises under government schemes	16	6	5	9	7	6

Enterprises Proposed to be supported under SVEP

	Nemmara	Perambra	Nilambur	Panamaram	Kuthuparamba	Nileshwaram
Total enterprises to be supported	1,808	1,470	2,211	1,293	2,204	1,728
Total new enterprises to be started	1,740	1,404	2,139	1,207	2,082	1,630
Total existing enterprises to be supported	68	66	72	86	122	98
Enterprises based on availability of local resources	158	127	194	108	137	147
Enterprises under government schemes	5	5	9	15	11	12

Year-wise target

	Year 1	Year 2	Year 3	Year 4	<i>Total</i>
Vamanapuram	300	550	550	628	<i>2,028</i>
Pathanapuram	300	600	600	675	<i>2,175</i>
Thykattussery	200	450	450	461	<i>1,561</i>
Vaikom	200	500	500	613	<i>1,813</i>
Idukki	200	500	500	579	<i>1,779</i>
Kodakara	200	500	500	546	<i>1,746</i>

Year-wise target

	Year 1	Year 2	Year 3	Year 4	<i>Total</i>
Nemmara	200	550	550	508	<i>1,808</i>
Perambra	200	400	400	470	<i>1,470</i>
Nilambur	300	660	660	591	<i>2,211</i>
Panamaram	200	350	350	393	<i>1,293</i>
Kuthuparamba	300	600	600	704	<i>2,204</i>
Nileshwaram	200	500	500	528	<i>1,728</i>
Total	2,800	6,160	6,160	6,696	21,816

Approved Budget (Rs. lakh)

	Year 1	Year 2	Year 3	Year 4	<i>Total</i>
Vamanapuram	328.73	73.75	76.75	79.86	559.09
Pathanapuram	328.73	78.94	81.94	84.74	574.38
Thykattussery	318.34	63.36	66.36	62.50	510.55
Vaikom	318.34	68.55	71.55	78.30	536.75
Idukki	318.34	68.55	71.55	74.76	533.21
Kodakara	318.34	68.55	71.55	71.33	529.78

Approved Budget (Rs. lakh)

	Year 1	Year 2	Year 3	Year 4	<i>Total</i>
Nemmara	318.34	73.75	76.75	67.39	<i>536.23</i>
Perambra	318.34	58.16	61.16	63.43	<i>501.09</i>
Nilambur	328.73	85.18	88.18	76.01	<i>578.12</i>
Panamaram	318.34	52.96	55.96	55.43	<i>482.70</i>
Kuthuparamba	328.73	78.95	81.95	65.97	<i>577.39</i>
Nileshwaram	318.34	68.55	71.55	89.46	<i>527.91</i>
Total	3,861.64	839.25	875.25	842.18	6,418.32

Total Budget (Total amount in Rs. Lakhs)

	Amount in Rs. Lakhs
Total Budget	6,418.32
Central Share	3,850.99
State Share	2,567.33

Current Status of new SVEP blocks

- BPMs-SVEP in charge for all blocks
- Mentors from Kudumbashree NRO have been deployed
- Pool of around 30 Master Trainers selected and provided initial training
- 20-30 MECs selected in each block
- TED 1 & TED 2 training completed for all selected MECs

No. of MECs available

	Vamanapuram	Pathanapuram	Thykattussery	Vaikom	Idukki	Kodakara
No. of MECs selected	24	30	30		35	21
No. of MECs available	20	23	17		22	19

No. of MECs available

	Nemmara	Perambra	Nilambur	Panamaram	Kuthuparamba	Nileshwaram
No. of MECs selected	22	25	31	45	27	30
No. of MECs available	19	20	30	29	19	25

Plan for Activities till March 2019 (Stage 1)

Stage	Month	Activities	Responsible Agency
1	Jan-June 2018	Capacity Building of MEC Group	District Mission with support from Kudumbashree-NRO
1	Jan 2018	Formation of Block Nodal Society for Enterprise Promotion (BNS-EP)	District Mission
1	Feb 2018	Orientation of the BNS-EP	District Mission with support from Kudumbashree NRO
1	Mar 2018	Issue / amend guidelines for operations of the CEF (if required)	Kudumbashree SPEM
1	April 2018	Constitute State Level SVEP Advisory Committee	Kudumbashree SPEM
1	April 2018	Registration and opening of bank account of the BNS-EP	District Mission
1	May 2018	Setting up physical infrastructure for the BRC-EP	District Mission
1	May 2018	Transfer of CEF funds to BNS-EP into their separate bank account for SVEP	Kudumbashree NRO
1	May 2018	Ensuring availability of necessary hardware with the BRC-EP to manage the VE-IT App	Kudumbashree NRO

Plan for Activities till March 2019 (Stage 2)

Stage	Month	Activities	Responsible Agency
2	July 2018	Establishing accounting system for the operations of the CEF	District Mission
2	July 2018	Orientation of District Mission on the VE-IT App	Kudumbashree-NRO
2	July 2018	Ensuring language compatibility and pre-testing of software	Kudumbashree-NRO
2	July 2018	Training of the MEC on the VE-IT App	Kudumbashree-NRO
2	July 2018	Formation of MEC Group to take up BRC-EP operations	Kudumbashree-NRO & District Mission
2	July 2018	Empanelment of MEC Group to operate the BRC-EP	District Mission
2	July 2018	Formal agreement between BNS-EP and MEC Group for operations of the BRC-EP	District Mission
2	July 2018	Disbursement of first loan from CEF for the Block under SVEP	District Mission
2	July 2018	Orientation of entrepreneurs on use of data recording (paper or mobile-based) for PTS	BRC-EP
2	October 2018	Certification of MECs	Kudumbashree-NRO

Plan for Activities till March 2019 (Stage 3)

Stage	Month	Activities	Responsible Agency
3	November 2018 onwards	Regular functioning of the BRC-EP	BNS-EP, District Mission & Kudumbashree-NRO
3	November 2018 onwards	On-going use of VE-IT App	BRC-EP
3	November 2018	Constitute Enterprise Benchmark Setting Committee	Kudumbashree SPEM & Kudumbashree NRO
3	November 2018	Synchronisation of VE-IT PTS and KUDUMBASHREE MIS	Kudumbashree SPEM & Kudumbashree-NRO

Thank You