Number of new Enterprises crosses 15,000 in SVEP project!

Startup Village Entrepreneurship Programme (SVEP), was a new concept implemented in Kerala for promotion of micro enterprises. We were able to implement this centrally sponsored entrepreneurship development project in the best possible way. The goal of SVEP is to start a total of 26,034 enterprises in Kerala in four years. The aim was to promote entrepreneurship in one development block of all district in Kerala (so, 14 blocks, overall) within four years in the production and service sectors (excluding farm livelihood and animal husbandry). Hope you all will recall the previous articles (Making an Impact Article -16, Making an Impact Article - 319), in which we explained about SVEP and about the progress of project implementation. Today, let me share the happy news with you all that the number of enterprises started through SVEP crosses 15,000. Total number is 15,055 now.

This programme was first implemented in Kerala at Vaduvakode block of Ernakulam and Parakode block of Pathanamthitta districts during January 2017. In January 2018, approval was obtained to commence the project in the 12 remaining districts. Block Nodal Society for Enterprise Promotion (BNSEP) was started in the respective blocks of every district, where the programme is being implemented. BNSEP coordinate the program implementation. This system ensures the representation of all CDSs in the respective blocks. Effective BNSEP and associated project architecture is the reason for the success of SVEP.

As the next step, Micro Enterprise Consultants (MECs) were appointed in all blocks, as per the need. 246 women who are Kudumbashree members are functioning as MECs. MECs identify those who are interested to become entrepreneurs. Training is provided to them and they are encouraged to start their enterprises. Further MECs will assist to get marketing support to entrepreneurs. There are 14 Kudumbashree NRO (National Resource Organisation) mentors to extended the needed support and guidelines to the MECs. The success of our SVEP is the result of the hardwork of the 246 MECs and 14 Mentors who provided support as maste trainers. Also, appreciations to the supervision of the CDSs, DPMs and District Mission teams which resulted in this success!
When the programme completes 3 years, 15,055 enterprises were formed (till 30 November 2020).

The programme is being implemented in the 88 panchayaths of 14 blocks in Kerala. 15,055 enterprises has been started in these panchayaths within three years. That means, an average of 171 enterprises were started in each panchayath as part of the programme. This is a great achievement! When we take the average number of enterprises with respect to MECs, it can be seen that on an average of 61 enterprises were started (per MEC).

The important feature of this SVEP programme is that, it has a well defined structure and has the system to extend continuous support to the enterprises. Also there is a strong monitoring framework. By showcasing the success of this SVEP project, we got approval for another similar entrepreneurship project for 14 more blocks through RKI (Rebuild Keraka Initiative) project. Appreciations to all the team members who implemented the SVEP programme at its best. Hope all the enterprises will grow further with regular increase in sales. Wishing them the best for their growth and further success.