SVEP Programme to be extended to 14 blocks through Rebuild Kerala initiatives

We explained about the Startup Village Entrepreneurship Programme (SVEP) which helps members from rural families to become entrepreneurs and thereby help them find a source of livelihood. This is a project being implemented through Kudumbashree in selected blocks of Kerala. The progress of the programme in 14 districts was detailed in ‘Making an Impact’ Article - 16 and in ‘Making an Impact’ Article - 319.

SVEP helps in commencement of enterprises by considering the availability of the resources in an area. Also, SVEP team identifies gap in the market and encourages those enterprise that would yield better income in a particular area. This facilitation and handholding program is implemented with proper background work and action plan. The programme is being implemented in 14 blocks in 14 districts of Kerala. Till 27 July 2020, a total of 11,212 enterprises were started.

After the floods of 2018, Kudumbashree have been entrusted with formulating and implementing livelihood programmes at the flood affected areas. Also we planned to consider backward areas. An action plan for livelihood was prepared by Kudumbashree and we submitted a detailed project report for Rs 250 crores to Rebuild Kerala Programme. This DPR got approval and this project is one of the key components of the Rebuild Kerala action plan. Sanction has been received for starting new 14 SVEP blocks in the Rebuild Kerala Package.
Now, 14 new blocks are selected for implementing SVEP Programme. The activities for forming Block Nodal Society for Enterprise Promotion (BNSEP) is progressing in these 14 blocks.

The list of the selected blocks is given below. (In the order of District, Block and the number of CDSs)

1. Pathanamthitta-Pulikeezhu Block-05 CDSs
2. Alappuzha- Champakulam Block-06 CDSs
3. Alappuzha- Veliyanad Block-06 CDSs
4. Alappuzha-Chengannur Block-08 CDSs
5. Idukki- Devikulam Block-09 CDSs
6. Idukki-Adimali Block-05 CDSs
7. Ernakulam- Paravur Block-05 CDSs
8. Thrissur- Chalakkudy Block-06 CDSs
9. Thrissur- Mathilakam Block-07 CDSs
10. Thrissur- Cherppu Block-04 CDSs
11. Palakkad-Mannarcaud Block-08 CDSs
12. Wayanad-Kalpetta Block-09 CDSs
13. Wayanad-Mananthavady Block-05 CDSs
14. Kasaragod-Parappa Block-07 CDSs

The selection of the Micro Enterprise Consultants (MEC) for giving leadership to the enterprise formation activities in these blocks would be completed by September 2020. The formation of the Block Resource Centres would be completed by first week of October. It is expected to start the enterprise formation by first week of December. Enterprise formation will start from December after the formation of the Block Resource Centres and the completion of primary survey.

Those interested in starting enterprises would be identified and given training from December. The goal is to start a total of 16,800 enterprise in these 14 blocks in the next three years. Let me share the joy for being able to extend the success model of Kudumbashree’s SVEP to more blocks. Appreciations to each and every team members who work behind this.