Startup Village Entrepreneurship Programme (SVEP) is the project conceptualized to find a solution for poverty and unemployment by forming enterprises, thereby creating self-employment opportunities. The project is conceived in such a way that maximum number of enterprises are formed in each development block in 4 years. While formation of enterprises, the availability of raw materials and marketing opportunities in every block are considered. This project, which is being implemented as part of the National Rural Livelihood Mission (NRLM) is being implemented in about 25 states of India. Kudumbashree National Resource Organisation (NRO) provides the needed support for this project, in 14 states.

In “Making an Impact” Article - 03, we had elaborated about providing support to various states for enterprise formation and other assistance under the leadership of Kudumbashree NRO. Kudumbashree received the opportunity to support various states in SVEP in the year 2016. At first, Kudumbashree got the opportunity to implement the SVEP programme.
in Kerala, Bihar, Jharkhand and Rajasthan. In the following years, Kudumbashree got opportunity to provide consultancy services for SVEP project in the states of Chhattisgarh, Uttar Pradesh, Madhya Pradesh, Andhra Pradesh, Telangana, Mizoram, Haryana, Sikkim, Tripura and Arunachal Pradesh.

The video uploaded with today's article is the process documentation video prepared by Kudumbashree for explaining the activities of SVEP project. This is the first video being streamed as part of the video series named as 'Pioneers of Change'. This 30 minute video explains how Kudumbashree team trained the rural entrepreneurs including the women entrepreneurs. This video is based on the activities in the three states that signed MoU with Kudumbashree in the first phase. This video explains how Kudumbashree team prepared themselves for the project and elaborates the results of the same. This video explains the whole process/ steps followed in the project implementation of SVEP, viz., about the preparation of the detailed project report, about the training for increasing the productivity of the selected Resource Persons and those who give leadership to the social-organizational systems, about various assistances, about business consultancy services etc.

This video, overall is about the the project implementation methods followed and the model created by Kudumbashree in other states based on the experience of the Phase-1 of the Project Implementation of SVEP. Hope this video would be of great help to those who designing projects, to those who monitor and oversee projects and to the research scholars as well.