2 Blocks, 2 Years and 2000 Enterprises!

Destitute Free Kerala is the programme designed to start-up Village Entrepreneurship Programme (SVEP), which was started 3 years back in 2 block panchayaths of Kerala has now flourished into 14 blocks of 14 districts. The programme has become one of the best programmes in the history of entrepreneurship development of Kudumbashree and is moving forward in fast pace.

The programme envisaged to start maximum number of enterprises other than agriculture and animal husbandry in selected block panchayaths of the
respective districts. The programme was launched after conducting entrepreneurship feasibility study in each block. Last two years results show that, about 2000 enterprises were started in the two block panchayaths where the programme was piloted.

Kudumbashree Mission chose Vaduvakkode and Parakkode blocks of Ernakulam and Pathanamthitta districts respectively for piloting the Start-up Village Entrepreneurship Programme. In the first phase, an enterprise survey was conducted to identify the possible enterprises that could be started in that area, the natural resources available there and the opportunities that those particular areas could offer.

Based on the survey results, Micro Enterprise Consultants (MEC) were selected in each block to extend support to the aspiring entrepreneurs. Micro Enterprise Consultants are members of Kudumbashree Mission with a greater sense of social responsibility. The selected Micro Enterprise Consultants were fully equipped with 2 month training and fieldwork on Entrepreneurship Development. 12 of the MECs are extending their services in Parakkode block and 19 of them are extending their services in Vaduvakkode Block Panchayath.

In the third phase, Block Nodal Society for Enterprise Promotion (BNSEP) was formed, registered as per Society Act and started functioning in block level under Kudumbashree organisation system. BNSEP is the regional association overseeing the project and implement the programme effectively. BNSEP comprises of CDS Chairpersons and Micro Enterprises Sub Committee Convenors. These were the main activities for the first year.

Later, MECs started visiting Kudumbashree neighbourhood groups and spread awareness on the programme and identified the NHG members/ family members who were interested in starting an enterprise. Their idea of enterprise was developed through TRIGGERING, GOT, EDP trainings and facilitated capital through loans and helped them identify market for their enterprises by creating opportunities. The interested people were mobilized to start small/ big enterprises according to their interests and helped them find a livelihood of their own. Through this programme, 1003 enterprises were started in Vaduvakkode and 1000 enterprises were started in Parakkode blocks. Each enterprise so formed was extended relentless support continuously for one year through Performance Tracking System (PTS). It enabled the entrepreneurs to directly understand the profit-loss data of the enterprises and focus more on their enterprise development.

This success has started spreading to other districts too. Start-up Village Entrepreneurship Programme has later been launched in one block each of the remaining 12 districts. We are aspiring to select one more block each from all the 14 districts in Kerala, thereby help more people to get a regular income of their own.