D.O No.: I- 12011/28/2014 – NRLM (RSETI)  

Dated the 15th June, 2015

Dear

During the Budget Session of 2014-15, on July 10th, 2014, Honorable Finance Minister announced a scheme for promoting rural entrepreneurship as under:

“I also propose to set up a “Start-up Village Entrepreneurship Programme” for encouraging rural youth to take up local entrepreneurship programs. I am providing an initial sum of 100 crore for this.”

Due approvals have since been obtained for physical and financial outcomes of the scheme. Thereafter, guidelines for roll out of the scheme have been finalized after extensive consultations. The scheme is proposed to be launched as a sub-scheme under the National Rural Livelihood Mission called the “Start-up Village Entrepreneurship Program (SVEP)” for promoting and supporting startup enterprises. Detailed guidelines of the Scheme are annexed. The guidelines have also been uploaded in the website aajeevika.gov.in. The guidelines would be amended from time to time, based on the field experience, as the scheme evolves.

This program is proposed to be piloted across 10 States (maximum 2 blocks per State) in 2015-16 on a first come first served basis. The existing programmes for non-farm livelihoods already initiated in the AAP of 2015-16 shall not be funded under SVEP.

The requirements from the desirous SRLM for piloting this program are as under:-

1. Identify two blocks where an effective Cluster Level Federation /Village organization is in place.
2. Deploy at least one professional at the block level, to work closely with the implementing NRO/PIA. This professional while initially coordinating between the SHG ecosystem in the block and implementing agency, shall eventually take over the State’s implementation of SVEP, in blocks other than the pilot blocks. The detailed job description, competencies and KRAs for the position shall be communicated to you separately.

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3. For the execution of this program the SRLM may choose amongst any of the 4 designated NRO's in the guidelines or may identify a separate Programme Implementation Agency having experience of supporting rural start-up entrepreneurs, after following the prescribed procurement procedure.

4. The SRLMs may approach the NRO/PIA directly for working out the Detailed Project Report (DPR).

5. Delivery of outcomes would be one of the key responsibilities of the Block Resource Centre proposed to be set up under the scheme. Key Performance Indicators, based on the outcomes, would be developed by NMMU in consultation with the SRLMs. These would need to be monitored in the monthly/quarterly monitoring reviews.

6. The NRO/PIA would be responsible for creating a web based MIS for monitoring and decision support systems.

7. SRLMs may send a supplementary AAP for the SVEP at the earliest which would be put up to the Executive Committee for approval. The allocation for the SVEP would be over and above the State NRLM allocation.

8. A workshop would be held to familiarize the SRLMs with the details of the scheme.

With regards,

Yours sincerely,

(Amarjeet Sinha)

To: Chief Secretary
   All States

Copy to

1. Secretary (RD)/Principal Secretary (RD), All States
2. Director, Entrepreneurship Development Institute of India, Ahmedabad,
3. Director, Kudambashree NRO, Thiruanathapuram,
4. Director, Technical Resource Center (TRC) under Orvakal Mandal Podupu Lakshmi IkyaSangam (OMPLIS),
5. Chief Project Coordinator, NAR (National Academy of RUDSETI)