MSRLM – UMED
Supported

Start Up Village Entrepreneurship Program

Project Implementation Agency
Swayam Shikshan Prayog
The Mohol block was selected for a national-level award for its outstanding work.
Rani Sirpare used to be an agricultural labourer. With six children, it was difficult to make ends meet. They have been given land to settle in by building their house (and also do any commercial activity as they might desire to). Her house is just one small shack of a room.

In March 2018, Rani Sirpare had the opportunity to attend a 10 day EDP training programme conducted by Swayam Shikshan Prayog. She set up a stationary shop at her home using Rs. 7,000/- from her own savings. On making profit, she recycled the amount (Rs. 3,000/-) and started dealing in bangles as well. In addition, she took a loan of Rs. 5,000/- from her friends and added sarees to the list of products she was trading in. In December, 2018, she obtained a CEF loan of Rs. 20,000/-. Using this money and the recyclable profit, she purchased a flour mill for Rs. 25,000/- and spice mill for Rs. 12,000/- and subsequently started providing services for flour and spice powder.

Rani Sirpare also took to door to door selling of bangles and got a few big orders in the wedding season. This allowed her a net profit of Rs. 6,000/- to 7,000/- from bangles only.

Gradually she added other grocery items including self-manufactured spices along with vegetables, egg and chicken. She also began selling her products to Mahalaxmi Bhawan Store in Kharghar. Her sale of spices increases between April to October, owing to the nearby sugar factory. When operational, many factory workers make the area their temporary home and buy spices from her for their cooking.

Rani Sirpare procures items for her store, in bulk, from Solapur, Surat, and a few other places. She has diversified the items she trades in, per the opportunities available in her neighborhood and cross sells her products effectively to make it a profitable venture. Hers is a mini super market. Her shop is 4 to 5 times bigger than her house of residence and is also much better ventilated. There is a scope for better merchandising though.

Earlier she used to earn around Rs.100/- per day, now she makes around Rs. 1,000/- to Rs. 1,500/- per day. She has a monthly turnover of around rupees 2.5 lakhs and her net profit hovers around Rs. 40,000/-+. Her situation has improved a lot. Her husband has also joined hands and they run the business together. All her six children have gone out in different cities for education.
### SVEP Overview

#### District:
Solapur, Maharashtra

#### Barshi
- **No of Villages**: 139
- **Village covered under SVEP**: 137
- **Outreach**: 21528
- **Trained potential entrepreneurs**: 4529
- **No of Enterprises under SVEP**: 2168
- **CRP-EPs Trained**: 28

#### Mohol
- **No of Villages**: 104
- **Village covered under SVEP**: 99
- **Outreach**: 15288
- **Trained potential entrepreneurs**: 3118
- **No of Enterprises under SVEP**: 1959
- **CRP-EPs Trained**: 25

#### Total
- **No of Villages**: 243
- **Village covered under SVEP**: 236
- **Outreach**: 36816
- **Trained potential entrepreneurs**: 7647
- **No of Enterprises under SVEP**: 4127
- **CRP-EPs Trained**: 52

#### CRP-EPs Trained
- **No**: 52
## Deliverables against Achievements

<table>
<thead>
<tr>
<th>Deliverables</th>
<th>Targets</th>
<th>Achievements</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Preparation of DPR for selected block</td>
<td>2 Blocks</td>
<td>Done</td>
</tr>
<tr>
<td>• One BRC functional in each block</td>
<td>2 BRCs</td>
<td>Done</td>
</tr>
<tr>
<td>• CRP-EPs trained and placed</td>
<td>85</td>
<td>136</td>
</tr>
<tr>
<td>• New enterprises established and supported</td>
<td>3147</td>
<td>3194 (101%)</td>
</tr>
<tr>
<td>• Existing enterprises identified and supported</td>
<td>1049</td>
<td>933 (89%)</td>
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</tbody>
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## Deliverables against Achievements

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</thead>
<tbody>
<tr>
<td><strong>Blocks</strong></td>
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<tr>
<td>Barshi</td>
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<td>271</td>
<td>875</td>
<td>914</td>
<td>709</td>
<td>636</td>
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<tr>
<td>Mohol</td>
<td>325</td>
<td>221</td>
<td>900</td>
<td>777</td>
<td>739</td>
<td>526</td>
<td>164</td>
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<td><strong>Total</strong></td>
<td>650</td>
<td>492</td>
<td>1775</td>
<td>1691</td>
<td>1448</td>
<td>1162</td>
<td>323</td>
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</table>
IMPACT

- 98% SVEP Enterprises
- 5.80 Crore Credit Access
- 210 Crore Turnover
- 2029 Enterprises Legal support
- 1420 Employments
- 63 Crore Income
- 3.81 Crore Convergences

53% Women's entrepreneurs involved in this SC, ST, and OBC category
Financial Impact

Enterprise: 3401
Investment: 39 Cr.
Turnover: 210 Cr.
Total Income: 63 Cr.
Investment status

- 0-5000: 322
- 5001-15000: 738
- 15001-25000: 560
- 25001-50001: 858
- 50001-100000: 604
- ABOVE 100000: 655
Income status

- Less than 4000: 766
- 4001 - 10000: 1205
- 10001 - 20000: 839
- 20001 - 30000: 316
- 30001 - 50000: 180
- 50000 above: 94
Inclusion

• 53% Women's entrepreneurs involved in this SC, ST, and OBC category
• Change in lifestyle
• 5% Widows and Separated women entrepreneurs covered under SVEP.
• Increased decision making in-home and business
• The financial situation changed.
• A priority of girls' education.
• All family involved in the business.
• 20% of women came into leadership.
• Participation in social activity
• Bank transactions increased
• Income source of the family were created
Sameena Murad Mulani  
Village – Surdi, Taluka – Barshi, District – Solapur

Krushikanya  
Self-help Women’s Savings Group

Stationery, Sewing, selling fabric, selling samosas, goods transport

**Cloths business**

Gradually understood the needs of the customers and decided to start a cloths business. Bought the cloths products from big cities and started selling them.

Since she could drive a two-wheeler vehicle, instead of limiting to own village, she expanded the business to nearby villages.

**Demand and Supply Mismatch**

As the business expanded, a two-wheeler was not enough to transport the merchandise. The demand was increasing and the supply started falling short.

To be able to supply as per the customers’ growing demands, there was no other option than to invest in a four-wheeler vehicle.

**Stationery and cutlery sales business**

Started a shop on their own property. Everyone in the family supported the business. Independently travelled to sell merchandise in weekly bazaars.

**Initial investment in the business – Rs. 5,000**

1. How to choose a good market for sales
2. Customer is the king, how to gain customer trust
3. Education on financial transactions, turn-over and profit-loss

1. CEF – Rs. 30,000
2. Bought a four-wheeler  
Loan: Mudra Yojana – Rs. 4.27 lakh

The total turnover is Rs. 16,00,000

Current monthly income is around Rs. 30,000
Broom making group business from Shirale, Barshi
प्रतिवर्षीय आयुक्त मिश्राभास वाईसराजांची योजना

मानवाची जननौका करती सिद्धा जमीने केली गेली गरमीची मदत

टाईची दिवसाने महारती

यशोगावा

लोंडे दांत्याकडून शहरात

अंग्रेजी

http://chat.whatsapp.com
Vaishali Arvind Patil. Village Gaudgaon Taluka Barshi. - computer training centre

Kalyani Navnath Waghmare. Manegaon taluka Barshi. - selling cosmetics products

Sunita Vishnu Panke. Raleras Taluka Barshi - making of Sticky Tape

Ayeshatai Ejaz Shaikh of village Degaon, Mohol- Fabrication center.
Thank you