

**GOVERNMENT OF INDIA
MINISTRY OF RURAL DEVELOPMENT
DEPARTMENT OF RURAL DEVELOPMENT**

**LOK SABHA
UNSTARRED QUESTION NO. 1874
ANSWERED ON 01/08/2023**

ENTREPRENEURIAL CULTURE IN RURAL AREAS

**1874. SHRI MOHANBHAI KALYANJI KUNDARIYA:
SHRI DIPSINH SHANKARSINH RATHOD:**

Will the Minister of RURAL DEVELOPMENT be pleased to state:

- (a) the steps taken by the Government to boost entrepreneurial culture in rural areas of the country;**
- (b) the steps taken by the Government to support such developments in agriculture and allied sectors in rural areas as there is tremendous scope for innovation and development in the country;**
- (c) whether the Government plans a study to analyse the impact of such schemes/policies in boosting GDP in rural areas as well as increasing employment generation; and**
- (d) if so, the details thereof?**

ANSWER

**MINISTER OF STATE IN THE MINISTRY OF RURAL DEVELOPMENT
(SADHVI NIRANJAN JYOTI)**

(a): The Ministry of Rural Development is implementing Start-up Village Entrepreneurship Programme (SVEP) as a sub-scheme under the Deendayal Antyodaya Yojana–National Rural Livelihoods Mission (DAY-NRLM) with the objective to help the rural poor (from SHG ecosystem) to set-up enterprises at the village level in non-agricultural sectors. The operational unit of the project is Block. A maximum of 2,400 enterprises can be supported in one Block with the approved funds. It supports existing enterprises as well as setting up of new enterprises. Besides helping the rural entrepreneurs to access finance, a cadre of Community Resource Persons- Enterprise Promotion (CRP-EP) is also promoted to provide business support services to enterprises. The maximum budget for one Block under SVEP is Rs. 650.00 lakhs. The project duration is for a period of 4 years from the date of Detailed Project Report (DPR) approval .

Further, to boost the Entrepreneurial culture in India, 590 Rural Self Employment Training Institutes (RSETIs) are functioning across the country extending skill and entrepreneurship development training programmes to rural un-employed youth to facilitate them to employ themselves by commencing self-employment units/activities. This Ministry is reimbursing cost of training imparted by the RSETIs to the rural youth through the State Rural Livelihoods Missions (SRLMs).

Ministry of Skill Development and Entrepreneurship (MSDE) has taken following steps to boost entrepreneurial culture including rural areas of the Country. -

Entrepreneurship Development in Six Holy Cities project aimed to catalyze local entrepreneurial activities through involvement of potential and existing entrepreneurs, unemployed youth, college dropouts, youth from backward community etc. The temple towns include Puri (Odisha), Varanasi (Uttar Pradesh), Haridwar (Uttarakhand), Kollur (Karnataka), Pandharpur (Maharashtra) and Bodh Gaya (Bihar).

PM YUVA Pilot Project: PM-YUVA Pilot Project (from November 2019 to March 2022) towards creating an enabling ecosystem through entrepreneurship education, training, advocacy and easy access to entrepreneurship network. The scheme focused on students/trainees and alumni coming out from skilling ecosystem, i.e., Industrial Training Institutes (ITIs), Polytechnics, Pradhan Mantri Kaushal Kendras (PMKKs) and Jan Shiksha Sansthan (JSSs).

The project was implemented through organizations having experience in entrepreneurship development, entrepreneurship training as well as mentoring and hand-holding in Ten States and Two Union Territories (viz. Assam, Bihar, Kerala, Maharashtra, Meghalaya, Tamil Nadu, Telangana, Uttar Pradesh, Uttarakhand, West Bengal, Delhi and Puducherry).

(b): For development of group entrepreneurship in rural areas in agriculture and allied sector, the Ministry under DAY-NRLM facilitates promotion of women owned Producers Collectives, i.e., Producers Enterprises/Farmer Producers Organizations and Producers Groups to support women farmer members to access better market for their produce through interventions like aggregation, value addition & marketing. The idea is to develop a complete business model to provide primary producers with end-to-end solutions from creating producer organizations to building marketing linkages.

In addition, to build the technical expertise, so as to support development of projects for promotion of large size Producer Enterprises, the Ministry has established one Section 8 Company “Foundation for Development of Rural Value Chain (FDRVC)” with the support of TATA Trusts. It supports the State units of DAY-NRLM to develop and implement value chain projects through promotion of large sized Producer Enterprises.

(c)& (d): The mid-term review of the SVEP was done during 2018-19 by Quality Council of India (QCI); the key findings are as follows:

- i. 82% of entrepreneurs across the blocks reported being from SC, ST and OBC categories.**
- ii. 75% of the enterprises were owned and managed by women.**
- iii. 57% of the total household income is through the enterprises promoted under SVEP.**
- iv. Average gross income of the entrepreneurs is higher than the aspirational income stated by them from the enterprise at the time of starting the enterprise.**
- v. Around 96% of the entrepreneurs reported an enhancement in savings.**
- vi. 70% of the entrepreneurs interviewed reported that taking loans from Community Enterprise Fund (CEF) was easy.**
