

**GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT AND ENTREPRENEURSHIP
LOK SABHA**

**UNSTARRED QUESTION NO. 5276
TO BE ANSWERED ON 04.04.2022**

NIESBUD

**5276. SHRI MANOJ TIWARI:
SHRI SUDHEER GUPTA:
SHRI PRATAPRAO JADHAV:
SHRI SANJAY SADASHIVRAO MANDLIK:
SHRI BIDYUT BARAN MAHATO:
SHRI DHAIRYASHEEL SAMBHAJIRAO MANE:
SHRI SHRIRANG APPA BARNE:**

Will the Minister of SKILL DEVELOPMENT AND ENTREPRENEURSHIP be pleased to state:

- (a) whether the National Institute of Entrepreneurship and Small Business Development (NIESBUD) has signed a Memorandum of Understanding (MoU) with the Ministry of Rural Development to promote entrepreneurship at the grass roots level through Start-up village Entrepreneurship Programme(SVEP);
- (b) if so, the details along with the terms and conditions of the said MoU;
- (c) the facilities and support likely to be provided by the Government to the rural youth under the said MoU;
- (d) whether the Government proposes to provide any financial assistance to village entrepreneurs for starting their enterprises and if so, the details thereof;
- (e) the steps taken by the Government to encourage new entrepreneur, particularly in rural areas under the said programme; and
- (f) the details of other steps taken/being taken by the Government to generate additional employment in the rural areas of the country?

ANSWER

**MINISTER OF STATE IN THE MINISTRY OF
SKILL DEVELOPMENT AND ENTREPRENEURSHIP
(SHRI RAJEEV CHANDRASEKHAR)**

- (a) National Institute for Entrepreneurship and Small Business Development (NIESBUD), Noida (an autonomous organization under the Ministry of Skill Development and Entrepreneurship) and Ministry of Rural Development have signed a Memorandum of Understanding (MoU) on 3rd March, 2022 to promote employment opportunities in rural India through Start-up Village Entrepreneurship Programme (SVEP).
- (b) The MoU came into effect on 3rd March, 2022 and shall be valid for a period of four years. The parties may further extend the period on such terms and conditions as may be mutually agreed.

(c) The National Institute of Entrepreneurship and Small Business Development (NIESBUD) will act as National Resource Organisation (NRO) for Start-up Village Entrepreneurship Programme (SVEP), a sub-scheme under Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM) and support the State Rural Livelihoods Missions (SRLMs) for implementation of the scheme. In addition, SRLMs can also engage the NRO for activities related to enterprise promotion like training etc. The NRO is expected to have a two-pronged role in the implementation of the SVEP.

i. **Implementation Role:** Directly implement the SVEP in the blocks as implementing partners with the States.

ii. **Programme Scale-up Role:** Based on the experience of implementation of the SVEP in the blocks and their prior experience in implementation of entrepreneurship development programmes, NIESBUD will help in upscaling the scheme.

(d) & (e) 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 to set-up enterprises at the village level in non-agricultural sectors. The beneficiaries of the project are from the Self Help Group (SHG) eco-system of DAY-NRLM. 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. 597.76 lakhs. The project duration is for a period of 4 years from the date of DPR approval. A total of 1,92,168 enterprises across 23 States/UTs have been supported so far.

(f) Ministry of Micro, Small and Medium Enterprises (MSME) is implementing Prime Minister's Employment Generation Programme (PMEGP) since 2008-09 through Khadi and Village Industries Commission (KVIC) as nodal agency at the national level for generating employment opportunities in the country by setting up micro-enterprises in non-farm sector. Under PMEGP, General Category beneficiaries can avail of Margin Money subsidy of 25 % of the project cost in rural areas and 15% in urban areas. For Special Categories such as SC/ST/OBC/ minorities/women/ex-serviceman/physically handicapped /NER/Hill and Border areas, etc., the Margin Money subsidy is 35% in rural areas and 25% in urban areas. Maximum project cost for manufacturing unit is Rs.25 lakh and for service sector is Rs.10 lakh.

Further, to boost the Entrepreneurial culture in India, 588 Rural Self Employment Training Institutes (RSETIs) are functioning across the country under the aegis of Ministry of Rural Development extending skill and entrepreneurship development training programmes to rural un-employed youth to facilitate them to employ themselves by commencing self-employment units/activities. Government is reimbursing cost of training imparted by the RSETIs to the rural youth through the State Rural Livelihoods Missions (SRLMs).
