

An aromatic enterprise – Sangaon village, Rajpur block, Barwani district, Madhya Pradesh

Introduction:

The members of the enterprise got involved in Start-up Village Entrepreneurship Programme (SVEP) through the Community Resource Persons for Enterprise Promotion (CRP-EP). They approached SHG members and mobilised 8 women to set up a group enterprise. The leader got inspired to do agarbatti making units and turn it into a business idea.

Background:

The enterprise was opened with the assistance of the CRP-EP, with whom the women entrepreneurs created a business plan. This included comprehensive business feasibility analysis. After approval of the business plan by the Block Resource Centre (BRC), the group of women received technical assistance, capacity building in entrepreneurial skills and business management under SVEP. They learnt about various businesses, business management and record maintenance.

Details of the Intervention:

A Community Enterprise Fund (CEF) loan amount of Rs. 5,00,000 was sanctioned and a Community Investment Fund (CIF) loan of Rs. 3,00,000 was given. It was used to buy five incense rolling machines and a mixer machine. The group built market linkage with a wholesaler who provides them with raw material and buys back the product from them. The group plans to transition from small producers to end-to-end manufacturer by increasing their presence in the value chain.

Impact:

The enterprise generates a collective monthly income of Rs. 62,000 to 65,000 and it is shared among the group members. This represents an increase of almost 40 percent in income for the group leader comparing to her previous income. The group aspires to increase their collective monthly income to over Rs. 1,00,000.

The group members also witnessed social gains from participating in SVEP. They were able to contribute with house amenities and for the education for their children. They were recognised by their communities as self-dependent women group with mutual support. This raised awareness among other community members on DAY-NRLM financial services and SVEP and inspired them to open enterprises in other sectors.

Source: Ministry of Rural Development. (2018). Start-up Village Entrepreneurship Programme: Case Studies. Quality Council of India for DAY-NRLM. Government of India.