



A Case Study

Start-up Village Entrepreneurship Program: Transforming lives in marginalized rural communities through entrepreneurship

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Abstract : This study examines the impact of the Startup Village Entrepreneurship Programme (SVEP) on rural entrepreneurs in the Garbada block of Gujarat. Using an impact assessment methodology, the research explores success stories of four beneficiaries to understand the program's role in fostering entrepreneurship and addressing economic vulnerabilities. By providing financial assistance, entrepreneurship training, and mentoring, SVEP has enabled individuals, particularly women, to overcome socio-economic barriers and establish sustainable businesses. The findings highlight the transformative potential of SVEP in enhancing livelihoods, improving household incomes, and empowering marginalized communities.

Key Words : Rural entrepreneur, Agriculture, Start up village entrepreneurship program, Rural livelihood

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