

*Nurturing the Organizations
for
Empowering the youth*



Activities Report
2011-12



National Academy of RUDSETI

Sponsors: SDME Trust, Syndicate Bank & Canara Bank

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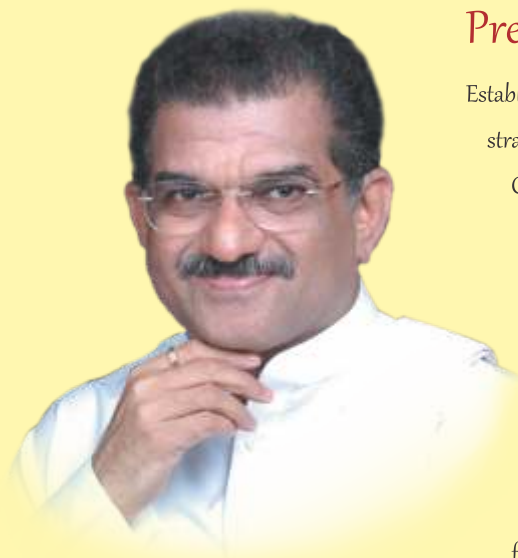
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RUDSETI Central Secretariat, Ujire



Sri. H. Somashekar
Director General
National Academy of RUDSETI



Sri. K. N. Janardhana
Chief Project Co-ordinator,
Monitoring Cell for RSETIs



President's Message

Establishing Organizations to solve the people's problems has been one of the strategy adopted by visionaries for Socio Economic Development of the Country. RUDSETI Institute is one such experiment which has grown as a movement, facilitating empowerment of youth. On RUDSETI Model, Rural Self Employment Training Institutes(RSETI) are being established by different Banks with lot of enthusiasm but little experience to provide the required guidance and build the capacity of RSETI personnel for effectively managing the Institutes. To ensure uniformity in training and standardized approach for establishment and management of RSETIs, a need was felt to mentor the RSETIs in the formative years and build their capacity on an ongoing basis. National Academy of RUDSETI which was established in the year 2009 as a Resource Organization for Rural Self Employment Training Institutes has developed wings to take off for growth.

Setting up of an exclusive Monitoring Cell for RSETIs in terms of our MOU with the Ministry of Rural Development, Govt. of India has accelerated the process of establishment of RSETIs and hence an increased need for capacity building. National Academy of RUDSETI has stood up to the occasion and conducting Training programmes for effectively inducting newly joined Directors and Faculty to RSETIs. The enthusiasm and confidence of RSETI Directors after the NAR Training is visible. The Ministry has adopted multi-prolonged strategy to strengthen the RSETI Movement. National Academy of RUDSETI has assumed a greater role and started conducting State level RSETI Appreciation Workshops for sensitizing the stake holders including Officials of District Rural Development Agencies and Executives of sponsor Banks. The State Project Co-ordinators under the guidance of Chief Project Co-ordinators under the guidance of Chief Project Co-ordinator Sri. K.N Janardhana, have spread out to nook and corner of the country and started mentoring the individual RSETIs.

In yet another initiative, the team of National Academy of RUDSETI led by the Director General Sri. H Somashekar, through intensive efforts, have developed a Manual of Standard Practices for RSETIs and tool for Evaluation of RSETIs in an objective and transparent manner. Implementation of these will streamline the functioning of RSETIs and give a proper direction to them.

All these initiatives kick started the movement of strengthening the RSETIs across the Country. The enthusiasm and dedication of the team of National Academy of RUDSETI and Monitoring Cell for RSETIs has been visible in all the activities and gives me hope that the RSETI Movement is going to herald a new era of youth empowerment and Rural Entrepreneurship Development in the Country.

I fondly wish that National Academy of RUDSETI will live up to the occasion and become an Umbrella Organisation, catering to the academic and developmental needs of all RSETIs in the country.

With greetings,

Dr. D. Veerendra Heggade

President
National Academy of RUDSETI

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Acknowledgements



National Academy of RUDSETI vows its origin, evolution and development to the visionary leadership of Padmabhusan Dr.D.Veerendra Heggade, the great organization builder for socio economic development. He is the source of inspiration and motivation for all our actions. The team of NAR reverently expresses gratitude to our leader and rededicates to carry forward the Mission with great enthusiasm and commitment.

The Board of Trustees of NAR, who build the vision for the organization, provides us strength and confidence to put into action the vision of the organization with all responsibility. We place on record our grateful thanks to the members:

- ◆ Sri. S.Raman, Chairman and Managing Director, Canara Bank
- ◆ Sri. M.G.Sanghvi, Chairman and Managing Director, Syndicate Bank
- ◆ Smt. Archana S Bharghava, Executive Director, Canara Bank
- ◆ Sri. Ravi S Chatterjee, Executive Director, Syndicate Bank
- ◆ Prof. S Prabhakar, Secretary, SDME Trust, Ujire.

The Executive Committee of NAR guides us for strategizing and putting into action the vision and mission of the organization. I am thankful to the Executive Committee members:

- Sri. K.S.Prabhakar Rao, General Manager, Canara Bank, H.O., Bengaluru
- Sri. K.P.Muralidharan, General Manager, Syndicate Bank, C.O, Bengaluru
- Dr. Harish Hande, Managing Director, Selco Solar Pvt., Ltd., Bengaluru.
- Dr. A.Gopal Naik, Professor, Indian Institute of Management, Bengaluru.

The Ministry of Rural Development (MORD), Government of India (GOI) have reposed confidence in our humble organization and entrusted the task of Capacity Building, Mentoring and Monitoring the Rural Self Employment Training Institutes (RSETIs). Their supportive action has contributed greatly for strengthening RSETI movement and NAR the resource organization. While humbly acknowledging their exemplary involvement in guiding the NAR team, we sincerely thank the MORD, GOI officials :

- Sri. S. Vijay Kumar, IAS, Secretary
- Sri. T. Vijay Kumar, IAS, Joint Secretary
- Smt. Renuka Kumar, Deputy Secretary
- Other team of Officials of the Ministry

We are grateful to all the Executives and Officials of Canara Bank, Rural Development Section, Priority Credit Wing H.O and Syndicate Bank, Priority Sector Credit Dept., C.O. for their guidance, encouragement and support in all our activities.

We thank Sri M.V.Rao, IAS, Director General, NIRD, Hyderabad, Sri O.N.Bansal, Project Director – RSETI, NIRD, Hyderabad, Director General & Faculty of BIRD, Lucknow, Officials of NABARD and SIDBI for their continued support to us.

We sincerely place on record our gratitude to the following personalities and organizations who have encouraged and supported us in our activities.

- ▶ Sri. N. Narasa Reddy, General Manager (Retd), Canara Bank
- ▶ Sri. G.C.Mishra, General Manager (Retd), Syndicate Bank
- ▶ Sri. S.S.Bhat, General Manager, Canara Bank

- ▶ Sri.Vivekanand N Salimath, Managing Trustee, IDF, Bengaluru
- ▶ Prof.Nanda Gopal, Consultant
- ▶ Dr. B. P. Murali, Consultant
- ▶ Sri. V. Narayanan, HRD Trainer
- ▶ Dr. Narayana Gowda, Vice Chancellor, UAS, GKVK, Bengaluru
- ▶ Sri. D. S. Vishwanath, IAS, Managing Director, KSSIDC
- ▶ Sri. N.S.Srinath, Executive Director, Bank of Baroda
- ▶ Sri. V.Jayasheelan, Asst. General Manager, Canara Bank, C.O., Bhopal.
- ▶ Mrs. Dorette Christabelle, Entrepreneur
- ▶ Sri T.V.Srikantha Shenoy, Consultant,S2S

NAR is thankful to CMDs, EDs and Senior Executives of all the Banks for supporting us by nominating their RSETI Directors for Training at NAR.We are also thankful to all the RSETI Directors who have accepted our Training with all sincerity and motivated us by their enthusiastic involvement.

NAR is thankful to Smt. Hemavathi V Heggade,CEO of SKDRDP, Sri. D.Surendra Kumar,Vice President SDME Trust, Sri. D Harshendra Kumar, Vice President, SDME Trust and Dr. D.Yashovarma, Secretary, SDME Society for their continued guidance and support. We thank Dr. L.H.Manjunath, ED, SKDRDP, Smt. Manorama, Director of SIRI and office bearers of SDME Trust / SKDRDP / SIRI for their continued support.

We are thankful to Sri G.T.Hegde, Executive Director, RUDSETI Central Secretariat, Ujire for his support in all our activities. We also thank Sri K.N.Janardhana, Chief Project Co-ordinator, Monitoring Cell for RSETIs and his team including the State Project Co-ordinators for joining hands in our endeavour.

We thank Sri. S.D.Sayagavi, Director, Deshpande RUDSETI, Haliyal for organizing Training Games Materials to NAR for supply to all RSETIs.

Our Special thanks to Sri. Shivanna (Director) & team of RUDSETI Nelamangala and Sri. M.K.S.Prabhu (Director) & team of RUDSETI Ujire and staff of RUDSETI Central Secretariat, Ujire for effectively facilitating the study tours/Exposure Visits of our Training participants.

Our appreciation & thanks to the staff of Dharmasthala Temple office for arranging the visit of our Training participants and interaction with Dr.D.Veerendra Heggade, President of NAR, which is an everlasting memorable experience.

We thank Sri. Somayaji, Managing Director, Somayaji Hotels Pvt. Ltd (The Fern -Hotel Citadel) and his Team for providing warm hospitality and excellent logistics support for our Training programmes.

H. SOMASHEKAR
Director General



About the Organisation - NATIONAL ACADEMY OF RUDSETI



Tremendous growth of Indian Economy during the last decade has been driven by the entrepreneurs, who have explored the potential of the country and unleashed their entrepreneurship to create wealth for the country. Most of these achievers are first generation entrepreneurs, who hail from non entrepreneurial back ground. Experiments & researches have proved that it is possible to develop entrepreneurship by motivation, proper training & facilitation. RUDSETI has experimented this and achieved success.

Genesis

Emergence of Rural Self Employment Training Institutes across the country, promoted by different Banks has called for standardisation of training and management practices. A need was felt to mentor the RSETIs in the formative years focusing on sharing the benchmark practices of RUDSETI model of entrepreneurship development and building the capacity of these Institutes on an ongoing basis. The sponsors of RUDSETI Institutes, with a vision to carry forward the movement, created National Academy of RUDSETI.

Sponsors:

National Academy of RUDSETI is jointly sponsored by:

- Sri Dharmasthala Manjunatheshwara Educational (SDME) Trust
- Syndicate Bank
- Canara Bank

Vision:

Propagating RUDSETI approach of enterprise creation by empowering the youth through motivation, training and facilitation, in a vibrant and continuously innovating organisational set up.

Mission:

Mentoring and capacity building of Rural Self Employment Training Institutes (RSETIs) and organisations involved in Entrepreneurship Development; Developing trainer facilitators in the field of Entrepreneurship Development

I. OBJECTIVES:

1. To work as a National Level Resource Organization for RUDSETIs and RSETIs and other similar type of Institutes.
2. To conduct research and development work in the field of Entrepreneurship Development.
3. To design and conduct training programmes and undertake projects in the field of Enterprise Promotion, Rural Development, Technology Transfer and imparting Human Resource Development (HRD) concepts.
4. To act as advisory for policy makers relating to Enterprise Promotion and Rural Development (for Government /NGOs / Other Organizations / Financial Institutions / Corporate Entities / Central Secretariat, RUDSETI).
5. To take up any other activities connected with Rural Development and Entrepreneurship development and prepare people at large to undertake self employment ventures.
6. To Provide Consultancy and Counseling Services in the field of Entrepreneurship Development and Rural Development.
7. Any other activity aimed at Development of Entrepreneurship, Rural Development and serving the society at large.

II. ORGANISATIONAL SET UP & MANAGEMENT

National Academy of RUDSETI is a Trust registered under The Indian Trusts Act. The Board of Trustees provides directions and policies for the organization. The Executive Committee comprising of Executives from the sponsoring organizations and eminent personalities from Entrepreneurship development, Social & Education sector are monitoring the implementation of the policies/programmes and provides guidance to the organization.

The Director General, a deputed executive from one of the sponsor Banks looks after the functioning of the organization and heads the team of trainers in the Academy. The Director General is assisted by the Directors who are the deputed officers from the sponsor Banks.

III. ACTIVITIES AND SERVICES:

National Academy of RUDSETI provides an array of services with a holistic approach to establish and professionally manage Rural Self Employment Training Institutes (RSETIs) and Non Government Organisations engaged in improving the livelihood of communities through empowerment and micro enterprise creation. The services include:

Training Programmes:

- ◆ Trainer's Training Program on Entrepreneurship Development to the Directors & Faculty newly inducted to RUDSETI/RSETI setup
- ◆ Appreciation Workshop on RSETI approach to Rural Entrepreneurship Development - to the officials of Banks, development agencies (Government) and NGO's
- ◆ Skill upgradation/Refresher programme - to the Directors & Faculty of RUDSETI/RSETI
- ◆ Trainer's Training programme on Growth of Entrepreneurs
- ◆ Trainer's training programme on Counselling & Business Development Services to Micro & Small Entrepreneurs.
- ◆ Capacity building Training for self employment promotion / entrepreneurship development organizations
- ◆ HRD training program to Bankers, NGOs and development agencies
- ◆ Training to Trainers & other stake holders involved in implementation of financial inclusion

Other Activities / Services:

- ◆ Evaluation study of RUDSETI/RSETIs
- ◆ Designing and implementing customized non training interventions for establishing and managing RSETIs
- ◆ Course modules for ED/Skill Development training programmes of RSETIs
- ◆ Designing administrative systems & processes for Managing RSETIs
- ◆ Research and development in the field of Entrepreneurship development



RUDSETI approach to Entrepreneurship Development



With the objective of mitigating the un-employment problem among the youth of the country, a novel initiative was launched in the year 1982 under the visionary leadership of Padmabhushan Dr. D Veerendra Heggade, Dharmadhikari of Sri Kshetra Dharmasthala. Sri Dharmasthala Manjunatheshwara Educational (SDME) Trust, along with Syndicate Bank and Canara Bank as sponsoring organizations, set up a unique organisation called 'Rural Development and Self Employment Training Institute' (RUDSETI) in the village Ujre near Dharmasthala in Dakshina Kannada district of Karnataka State, for training unemployed youth to take up Self Employment.

RUDSETI Institute started mobilizing the unemployed youth and facilitating them to take up self-employment. The focus was on developing the skills and motivation through short duration residential Training programmes. The experiment has proved successful in building the confidence of rural unemployed youth to take up self-employment in/ near their place. Over time, out of experience, RUDSETI has developed a unique model for Training and enabling the unemployed youth to establish Micro Enterprises and thereby providing employment to many others, besides gaining a good image and identity for themselves in the community.

The RUDSETI model of Training and facilitating the trained candidates for successfully taking up Self Employment is based on the following beliefs:

1. Every human being has some potential and latent talent and it is possible to transform them as useful assets.
2. Entrepreneurs are not born, but can be nurtured by Training, motivation and practice.
3. It is possible to develop skills through short duration Training intervention in a conducive environment.
4. Shaping the mindset of the Training participant is crucial for motivation and confidence building.

The core objective of RUDSETI Institute is "to identify, orient, train, motivate and facilitate unemployed youth to take up Self Employment."

RUDSETI approach to develop entrepreneurship is on the following stages:

1. Orient the youth towards Self Employment by creating awareness among them through structured and unstructured activities.
2. Train the selected candidates to develop positive attitude, equip them with technical and managerial skills, build their confidence and motivate them to start a venture in the vocation in which they have been trained.
3. Extend post Training hand-holding support to guide them and enable them to sustain their motivation, overcome difficulties, launch and manage the enterprise.

On an average around 71% of the RUDSETI trained candidates have been able to successfully establish self-employment ventures. Many of the enterprises established by these trained candidates are growing and flourishing. The contributing factors for the success of RUDSETI model of Training are:

- Short duration intensive Training
- Low cost / Free Residential Training in a conducive & disciplined environment
- Moulding the mindset of the Training participants
- Post Training follow up / hand holding

RUDSETI Institutes are offering Entrepreneurship Development and Skill Development Training in more than 60 different skills / activities and also provide post Training hand holding services including liaisoning with Banks and development departments to facilitate the trained candidates to access credit and other facilities, including technical services for establishing their own Micro Enterprises.



RUDSETI model has stood the test of time and contributed immensely for building human capital in the country. This success has been achieved due to the visionary leadership provided by Dr. D.Veerendra Heggade, a social entrepreneur with commitment and steady support of sponsoring Banks. The President of RUDSETI Institute has been providing continuous motivation, direction and guidance to the

functionaries of RUDSETI including the Directors deputed from the sponsor Banks, for managing the affairs of the institute. His vision, commitment, motivation, risk taking and encouragement to innovations & creativity has enabled the enthusiastic officers of the Sponsoring Banks to translate the vision of the organization into action. The concern of the sponsoring organisations for the underprivileged youth has enabled RUDSETI to evolve as a humble, yet very efficient model for promoting Rural Entrepreneurship.



The initiative launched as an experiment, is institutionalised and over the past 30 years, grown from a single institute to 26 units located in 16 States of the country. Since its inception, up to March 2012 the RUDSETI units have conducted more than 8000 Training programmes and trained more than two lakh youth, of whom more than 71 percent have settled down with their own enterprises.

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Government of India, Ministry of Rural Development (MORD) has recognized RUDSETI approach of promoting micro enterprises as an effective model for addressing unemployment problem & creation of sustainable livelihood. In a significant move, the Ministry advised all the Banks to establish Rural Self Employment Training Institutes (RSETIs) in their respective lead Districts of the country, on the model of RUDSET Institutes. In pursuance of this direction, RSETIs were set up in over 350 Districts.

Special Project for Capacity Building of Rural Self Employment Training Institutes (RSETIs)

The Ministry of Rural Development [MORD], Government of India, with a view to ensure uniform standards of training and professional administration in all the RSETIs for achieving the objectives, felt a need to put in place a mechanism for Capacity Building and Monitoring of all the RSETIs. To achieve this objective, the Ministry has entered into a Memorandum of Understanding [MOU] with NAR on 29 July 2011. In terms of MOU, the National Academy of RUDSETI(NAR), has to:

- Mentor and Monitor the RSETIs across the country for a period of 3 years. Each RSETI/RUDSETI to train 750 Below Poverty Line(BPL) candidates annually and achieve a settlement of 70% of trained candidates establishing micro enterprises within 3 years.
- Establish an exclusive monitoring Cell headed by a Chief Project Co-ordinator. The Chief Project Coordinator of Monitoring Cell, NAR with the assistance of State level co-ordinators, shall implement various interventions designed for effective functioning of RSETIs and continuously monitor the progress to achieve the desired objectives.
- Continuously train the Director and faculty of RSETIs which shall result in systematic building up of capacity of RSETIs for effective training and facilitation of trained candidates.
- Continuously develop tools for improving the effectiveness of the RSETIs. These include development of common curriculum, Comprehensive Administrative Manual ,Training Manual, mechanism to monitor the performance of RSETIs, quality audit, training aids, and incentive schemes, on line MIS etc.
- Review the training inputs, methodology, mentoring and monitoring mechanism continuously to ensure that the same is in synchronization with the changing market demands.
- Appoint state level co ordinators to assist implementation of action plan drawn for capacity building and monitoring of RSETIS.

For effective implementation of MOU,NAR has prepared an annual action plan for capacity building and monitoring of RSETIs, in consultation with MORD, clearly defining the role & responsibilities of all the stakeholders and specific time frame for each activities. The action plan is being implemented with all earnestness.The progress in implementation of the Action Plan by The Monitoring Cell of NAR is presented in a separate Report.



Performance at A Glance



Training Programmes Conducted

Sl. No	Training Programme	During 2011-12			Since Inception	
		Duration of Programme (days)	No of Programmes	No of Participants	No of Programmes	No of Participants
1.	Trainers' Training Programme on Entrepreneurship Development to the Directors and Faculty of RSETIs	10	07	212	20	512
2.	Appreciation workshop on RSETIs to Nodal Officers of Banks and Link Officers of DRDA	03	02	76	02	76
3.	HRD & Other Organization Development Programmes:					
a)	Capacity Building Programmes for Financial Literacy & Credit Counselors of Canara Bank	02	01	20	02	30
b)	HRD Programme to Karnataka State Small Industries Development Corporation (KSSIDC)	02	01	30	01	30
c)	Organization Development Programme for Twinklers Education Institutions	02	01	23	01	23
d)	Entrepreneurship Development Orientation Programme to the Principals of GTTC Karnataka	06	01	23	01	23
e)	HRD Programme to officials of Karnataka Soaps & Detergents Ltd., (KSDL) Bangalore	02	0	0	10	341
f)	Training Programme for Officials of CED Cell for Women, Canara Bank	02	0	0	01	29
g)	Workshop on pilot programme for Model RSETIs	03	0	0	01	32
	Total		13	384	39	1096

Other Significant Activities:

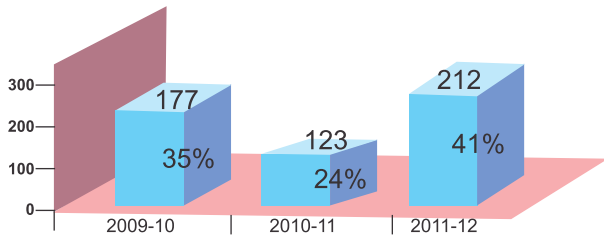
1. Brand building -Adoption of Logo for National Academy of RUDSETI
2. Launching of Website for National Academy of RUDSETI
3. Evaluation of Model RSETIs
4. Providing Training Games Kit to the RSETIs
5. Developing Manual of Standard Practices for RSETIs



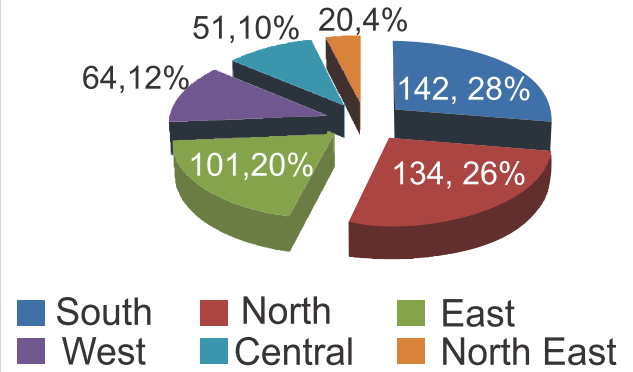
Performance at A Glance



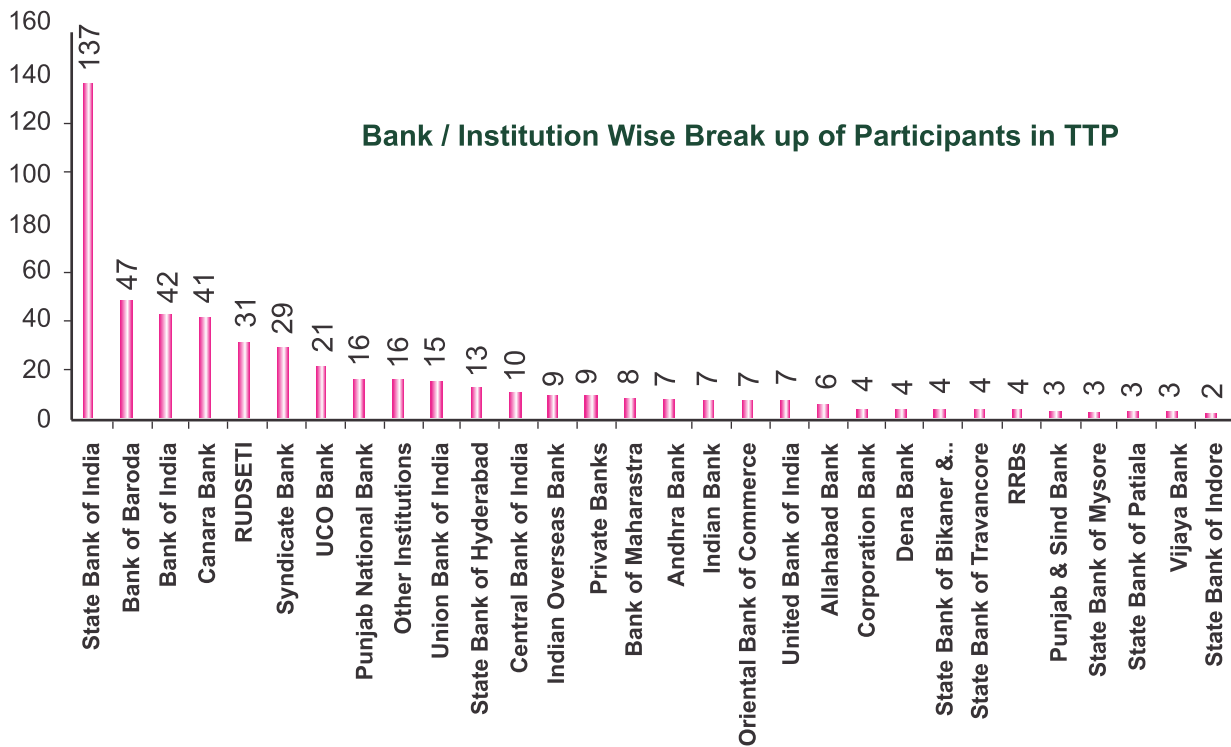
Year Wise Break up of Participation in TTP



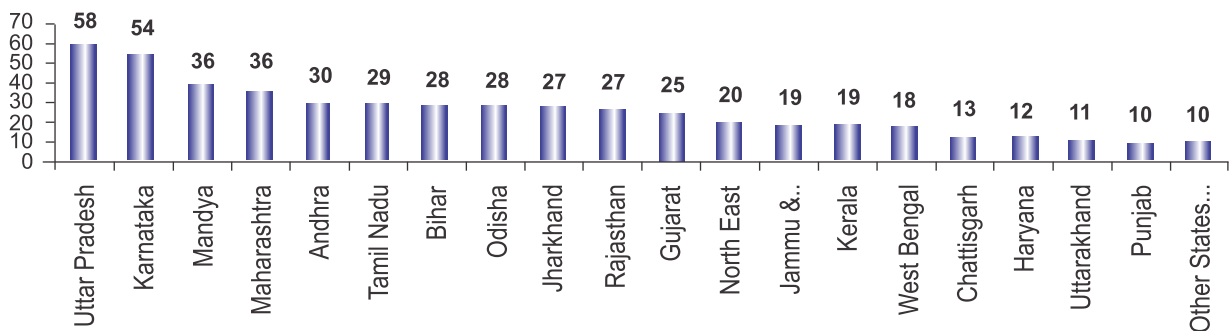
Region Wise Break Up of TTP Participants



Bank / Institution Wise Break up of Participants in TTP



State Wise Break Up of No. of Participants in TTPs





a. Brand building - Logo for the Academy:

To have a distinct identity and to create a long lasting impression on the minds of the viewers, a distinct Logo has been adopted for National Academy of RUDSETI along with the nomenclature in a distinct style using unique fonts. The Logo gives boost to the brand value of the Academy and makes its presence felt even in the absence of the personnel. The Logo, developed by professionals under the guidance of Board of Trustees and Executive Committee of NAR, was approved and adopted in the meeting of Board of Trustees held on 29 July 2011 at Bangalore.



The colour combination used in the Logo and name of the organisation symbolizes prosperity, growth and stability. The images in the Logo depict, the objective of the organization to nurture many organizations with care and support, towards growth and prosperity. The logo also symbolizes the vision of National Academy of RUDSETI to build and facilitate the organizations for developing human capital. The Logo also reinforces the support of the sponsoring organization for development of the Academy.

b. Launching of Website:

To enable the Organisation to reach much larger users, inform and educate the Rural Self Employment Training Institutes, an interactive website of the Academy was launched. The website, besides providing information on the Organisation, conveys latest information and communication relating to the forthcoming Training Programmes and other activities, to the visitors. The website would be effectively utilized to engage the RSETIs in an interactive mode to update their knowledge & skills.



c. Broadbasing the Executive Committee:

The Executive Committee of National Academy of RUDSETI (NAR) monitors and guides the activities of the Academy. To give value addition to the programme of NAR and effective strategy development for growth of the Organisation, the following experts are nominated to the Executive Committee for a period of three years:

1. Dr. Harish Hande, Managing Director, SELCO Solar Pvt. Ltd.
2. Dr. Gopal Naik, Chair Person, Fellow programme in Management, IIM, Bengaluru



A. Trainers' Training Programme on Entrepreneurship Development to RSETI Directors & Faculty.

Bank officials are posted on deputation to manage the RSETI for a specific period as Directors and are assisted by faculty members who are postgraduates in Social work/ Social sciences/Management/Agriculture Sciences with an inclination to work in NGO background. The Directors and faculty have to assume the role of Motivators, Trainers & Facilitators in promoting Entrepreneurship Development, taking care of all the activities of the Institute. Hence it is crucial to orient these functionaries towards their role and give role clarity.



A special training is designed to enable these professionals to equip themselves with knowledge, skills & attitude for playing their newly acquired role effectively. The Ministry of Rural Development, GOI has made it compulsory for all the newly inducted Director/Faculty to undergo this training. NAR is the only organization recognized by MORD in the country for conducting this model of training.

The Training programme is designed to enable the newly inducted Directors & Faculty of RESTIs to:

- ◆ Understand the concepts of Entrepreneurship Development and RUDSETI model of Entrepreneurship Development.
- ◆ Experience and explore various approaches of motivating people in general and unemployed youth in particular.
- ◆ Acquire the skills of motivator, trainer and facilitator.
- ◆ Role of RSETI Director in establishing and managing RSETI/RUDSETI.
- ◆ Acquire the skills for imparting training on various aspects of establishing and managing Micro Enterprises.

The Training is imparted effectively using adult learning techniques of group discussion, role play, behavioural simulation games, exercises, case studies, interaction with role models, field visits and lecture sessions. The training approach is predominantly interactive & participatory. Reinforcement of learnings are made through presentation of MILLY (Most Important Lessons Learnt Yesterday) by each participant.

The faculty members of NAR delivering the training are Senior Bank Officers who have the experience of working in RUDSETI and veteran Trainers. Since the concepts are dealt effectively out of practical experience, the participants are overwhelmingly enthusiastic in the training.

Interaction with an outstanding Entrepreneur trained by RUDSETI, as part of training, stimulates the critical faculty of the participants who will be able to perceive the impact of RSETI training and importance of their role in RSETI.



Exposure visit to two model RUDSETIs including the Original Institute at Ujire is part of the Training for effective induction of RSETI Directors & Faculty.



Interaction with Dr. D Veerendra Heggade, President of NAR gives the most ecstatic experience to the participants. Dr. Heggade, with his great vision, social concern, experience, inspires the participants thereby giving golden touch to the Training. Highly charged by the experience, the Directors and Faculty of RSETI goes back to RSETIs with a missionary zeal with clear perception of their role.

During the year 2011-12 a total number of 212 RSETI Directors / Faculty were trained in 7 batches.

B. Training Programme to State Project Co-ordinators of Monitoring Cell for RSETIs, NAR :

Monitoring Cell of NAR has appointed State Project Co-ordinators (SPC) for Mentoring and Monitoring a cluster of 20-25 RSETIs in each State. These functionaries have to play an important role of facilitating the RSETIs to put in place proper infrastructure, resources, standard administrative systems, training practices, post training facilitation and all other activities of the Institutes. It is envisaged that through mentoring, RSETIs shall establish as full fledged Model Institutes. These SPCs who are the representatives of MoRD and NAR, have to work as friend,



philosopher and guide to RSETIs. In addition to induction programme on EDP, NAR has imparted a special 2 days' Training to these State Project Co-ordinators to orient them and provide role clarity. A total number of 11 SPCs were trained during the year.

Sensitising the Support System - Appreciation Workshop on RSETIs for Nodal Officers of Banks and Link Officers of District Rural Development Agencies



Successful launching of an enterprise by RSETI trained persons depends upon many factors including economic environment, statutory provisions, credit assistance, support from government agencies, etc. Involvement of District Rural Development Agencies in RSETI activities is critical for successful settlement of the trainees. Hence, proper understanding of the concept of Entrepreneurship and RSETI approach of developing entrepreneurship, is required for the officials involved in implementation of government sponsored poverty alleviation programmes. The Bank officials who are involved in monitoring and guiding the RSETIs, should have proper perception of RSETIs and right approach to monitor and guide the directors of RSETIs.



With the objective of creating awareness on RSETIs among the support system, as desired by the Ministry, National Academy of RUDSETI has designed a Workshop on Appreciation of RSETIs.

First of such workshops was conducted from 5th to 7th December at Pune in which 49 Executives & Officials of sponsoring Banks and Project Directors of DRDA from different districts of the state participated. Sri Sudhir Thakre, IAS, Secretary, Department of Rural Development, Government of Maharashtra inaugurated the Programme. Ms. Renuka Kumar, Deputy Secretary, Ministry of Rural Development, GoI, addressed the participants and articulated the vision and mission guiding the RSETIs initiated by the Ministry in collaboration with Banks. She made a detailed presentation on the ambitious NRLM and the initiatives of the Ministry for capacity building of RSETIs.



During the Workshop the participating officials interacted with RSETI trained successful Entrepreneurs and were impressed by their confidence gained out of RSETI training. The concept of Entrepreneurship, the role of Banks & DRDA in promotion of Micro Enterprises and action plan for facilitating RSETIs to mobilize suitable candidates for the training and post training credit linkage and other support to the trainees were discussed.

The second Appreciation Workshop was held from 30th January to 1st February 2012 at Kolkata. 30 persons participated in this workshop comprising of 20 DRDA Project Directors from the State of West Bengal and 8 officials from sponsoring Banks, one official each from RBI and SIDBI. The Workshop was inaugurated by Shri Paritosh Roy, IAS Deputy Secretary, Panchyath and Rural Development Department, Government of West Bengal. Shri. R.K. Mohanty, GM, United Bank of India, and Shri. S.K. Rana, GM, Canara Bank also addressed the participants. Smt. Renuka Kumar, Deputy Secretary, MoRD, GOI addressed the participants and made a presentation on the Vision & Mission of MoRD under NRLM and initiatives of the Ministry for strengthening RSETI movement. As part of Workshop, the participants were taken to United Bank of India RSETI, Rajpur for an exposure visit, wherein they interacted with RSETI trained entrepreneurs. The empowerment of the RSETI trained entrepreneurs was visible and the officials were convinced about the impact of RSETI training.

Facilitation of RSETIs for enhancing their effectiveness



A. Evaluation of Model RSETIs:

Ministry of Rural Development, Government of India had proposed a pilot project of developing some Model RSETIs at various centers across the Country. The objective was to implement best practices of RUDSETI in these RSETIs to ensure quality training and efficient post training support, resulting in commendable settlement rate. These Model Institutes were envisaged to develop as resource Centers for cluster of RSETIs. National Academy of RUDSETI had conducted a workshop exclusively to the Directors of identified Model Institutes.



An Evaluation study of 13 RSETIs was conducted by the team of NAR with the following objectives:

- To assess the level of implementation of Standard Practices
- Overall evaluation of functioning of the Institute and quality of Training and other services.
- Validate the Evaluation tool devised by NAR for periodical evaluation of RSETIs and making it as a regular management practice.

Comprehensive evaluation was made in an objective and transparent manner against 105 predetermined parameters covering all the aspects of functioning of the Institute. The Evaluation report, with detailed observation and ratings were conveyed to the respective Institutes and sponsor Banks for taking necessary steps, to improve the performance.



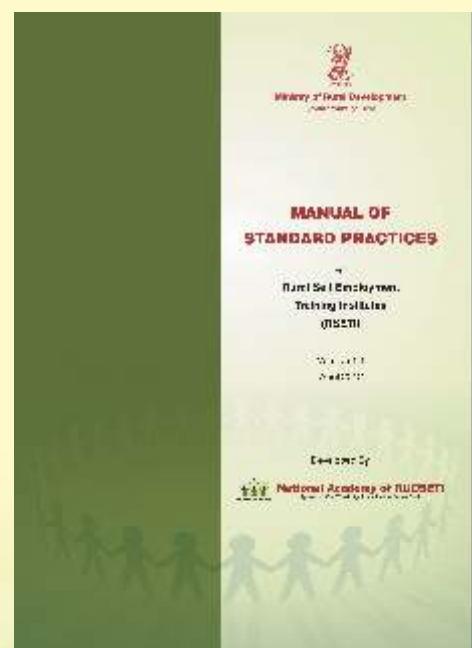
B. Training Games Kit:

RSETI Training being adult learning situation, the training sessions are to be delivered in a “participatory mode” to enable the participants for experiential learning. To impart the Training on Entrepreneurship Development and confidence building aspects, administering Behavioral Simulation games are made as part of the curriculum. Most of the RSETIs were not able to ensure this due to non availability of Standard Materials for administering the games.

NAR has taken the task of procuring the games kit in prescribed specification through Deshpande RUDSETI, Haliyal, Karnataka and supplying to all the RSETIs across the Country. This has facilitated the RSETIs to impart effective Training to the participants.

C. Manual of Standard Practices of RSETIs:

In terms of MOU with the Ministry, National Academy of RUDSETI has to develop the comprehensive manual of instructions covering the entire gamut of activities of RSETIs. This Manual shall be implemented in all the RSETIs across the country to ensure uniformity in their functioning and standardization in the Training programmes. The National Academy of RUDSETI has taken up the assignment and out of intensive efforts developed the Manual on the basis of standard Practices of RUDSETI Institute. The manual contains 8 chapters and 38 formats of Books and Forms to be used in RSETI. After seeking the views from the Ministry, the final Manual shall be made available to all the RSETIs after issuance of necessary instructions by the Ministry to the sponsor Banks.



Capacity Building and HRD Programmes to other Organizations:



National Academy of RUDSETI being a people building and Organization development entity, efforts were made to extend the services of the Organization beyond RSETIs with the objective of creating a positive ecosystem for encouraging Entrepreneurship Development. Some of the programmes conducted in this regard are as under:

A. Training on Entrepreneurship Development Orientation to the Principals of Government Tool Room and Training Center (GTTC), Govt. of Karnataka:

To enable the principals of GTTCs to motivate and guide the students undergoing diploma courses in their Organization, a one week Training on Entrepreneurship Development was conducted. The Training was focused on creating awareness on the need for developing Entrepreneurship among the students undergoing Technical Education and motivating them for taking up Self Employment. Motivational Aspects, Enterprise launching and Enterprise Management aspects were dealt in the Training Programme. Principals from 23 GTTCs in the State of Karnataka participated in the programme.



B. Training to Financial Literacy and Credit Counselors:

Reserve Bank of India has launched “Project Financial Literacy” for educating the common man on Banking facilities. In this regard, Banks are establishing Financial Literacy and Credit Counseling centers. To enable the persons appointed as Financial Literacy and Credit Counselors of Canara Bank, a two day programme was conducted at Bangalore. 20 Counselors attended the programme. Besides providing information on Banking, assessing the credit needs, linking to products and role clarity to the participants, exclusive sessions on the importance of Counseling, techniques of Counseling and qualities of a Counselor were dealt in the programme using live case studies by expert Faculty. Motivational aspects were also included to develop a positive attitude among the participants.



C. HRD Programme to the employees of Karnataka State Small Industries Development Corporation

KSSIDC is a development agency promoted by Govt. of Karnataka with the objective of facilitating Micro, Small & Medium Enterprises to access affordable infrastructure, raw materials and technology. The staff of this organization need to work as facilitators rather than bureaucrats. To orient the employees towards their role in promotion of Micro Small and Medium Enterprises, a 2 day HRD programme was conducted. Issues relating to Entrepreneurship Development, factors affecting the success of Entrepreneurs, assessing the entrepreneurial qualities, importance of credit linkage, etc., were dealt in the programme along with motivation, empathy, facilitator’s skills and attitude.

D. Programme for enhancing personal Efficacy of Staff of Twinklers Educational Institutions:

Educational Institutions are important Centers moulding tomorrow’s citizens. The teacher and staff are expected to equip with right attitude to build the Organisation and build the people. A strong sense of belongingness to the Organisation and a passion towards the job, develops commitment towards the profession, which leads to better results and job satisfaction. With the objective of developing a sense of belongingness with a vision for the Organisation, clarity on their role and importance of their profession, a two day programme was conducted to the staff of Twinklers Educational Institutions. Attitude building, Problem solving and creativity, Leadership, Time Management, Effective Presentation Skills and Personal effectiveness and Goal Setting were the key components dealt in the programme.



Other Activities of NAR Team



A. RSETI Director's Conclaves of Banks:

Holding Annual Staff Conference at Dharmasthala is one of the best Organisation Development Practices of RUDSETI Institute. In this annual exercise Dr. D.Veerendra Heggade, President of RUDSETI personally interacts with the Directors, discusses the relevant issues and provides guidance for improvement. On the same lines, MoRD has initiated Conclave of RSETI Directors to be conducted by the respective Banks. In the Conclaves, besides reviewing the performance of RSETIs, sessions on Motivational aspects of RSETI Training were held. Sri. D T Ramanuja, Director and Sri. N R Srinivasamurthy, director, NAR participated in the Conclaves of various Banks as resource persons and effectively delivered the sessions on Motivational aspects to reinforce the need for imparting quality EDP Training by RSETI Directors for confidence building of the unemployed youth.



B. Important Seminars, Conferences represented by NAR:

a) Sri. Dharmasthala Manjunatheshwara Education Trust's (SDME) college, Ujire had organized a one day "National Seminar on Professionalism in Office administration at Educational Institutions". Office superintendants and other staff of colleges in Karnataka, participated in the Seminar. The Seminar was aimed at orienting the participants towards adopting innovative practices and technology for improving the efficiency in providing user friendly services in colleges. Sri. H.Somashekar, Director General of NAR has inaugurated the Seminar as Chief Guest and delivered key note address on the Seminar theme. National Academy of RUDSETI, being a resource organization for building capacity of Institutions, the forum was effectively utilized to sensitize the participants on various aspects of improving organizational effectiveness.

C. Kudumbashree conference on Micro Enterprise Consultant (MEC) concept for improving the sustainability of Micro Enterprises.

The conference was organized under the aegis of Ministry of Rural Development, Government of India with the objective of evolving a strategy for integrating MEC concept into other livelihood promotion schemes/projects including RSETIs. Director General of National Academy of RUDSETI participated in the conference and also contributed for developing a concept paper for the Ministry. Subsequently, NAR has submitted a proposal to the Ministry for participating as a Resource Agency / Stakeholders in the Ministry's proposal of integrating MEC concept in NRLM project.

D. NABARD's consultative meet on restructuring the curriculum for Training Business Correspondents and Business Facilitators (BC & BF)

Banks are implementing initiatives for financial inclusion of excluded masses. They have adopted BC&BF Model for reaching out to large number of households who have not accessed financial services. BCs are the important functionaries to build the trust between the Banks and masses and deliver quality services.

NABARD, Bengaluru Regional Office had called a consultative meet to review the Training Course contents of BCBF and make it more effective. The Director General, NAR had participated in the consultative meet and put across the suggestion for integrating behavior aspects in the Course Module for building the attitude of BCs. The suggestion was well accepted by NABARD and SLBC, Karnataka. It was emerged in the meeting that all the BCs may be trained in RSETIs and National Academy of RUDSETI to train the RSETI Trainers. Immediately, NAR has worked out, developed and submitted a proposal to NABARD proposing to appoint NAR as Nodal agency for training the Trainers' of RSETIs in BCBF and also for certification of BCs who undergo RSETI Training.

E. National Seminar on Rural Skilling – Problems & Prospects at BIRD, Lucknow

Bankers Institute of Rural Development (BIRD) had organized the subject Seminar on 19 November 2011. H Somashekar, Director General and D T Ramanuja, Director participated in the seminar and presented papers on “Role of RSETIs –Common man’s IITs” and “Skill Development by RSETIs to meet the emerging needs” respectively.

F. Rural Engineers - A project of Prime Minister’s National Council for Skill Development

Government of India, Ministry of Rural Development has called a meeting of experts and grass root organizations for developing a concept paper on the project. H Somashekar, Director General participated in the meeting and on behalf of NAR prepared a comprehensive concept paper to operationalise the project and submitted to the Ministry.

G. Study Visits:

The team of NAR with the objective of updating themselves on the latest developments in livelihood promotion and Micro Enterprise creation, visited the following projects undertaken by reputed NGOs:

1. Micro Enterprise Consultant (MEC) Model of Kudumbashree Project in Kerala
2. SRI (Skilling Rural India) project of Dr.Reddy’s foundation in Dhaund, Maharashtra

The learning from the projects are found useful to orient the RSETI Directors in Trainers’ Training Programmes.



Testimonials



Trainers' Training Programme on Entrepreneurship Development to RSETI Directors & Faculty.

It is a wonderful training which help us empower ourselves. I think it is a social movement of social justice. Here in training social workers are being developed to take further this movement to the rural unemployment for the benefit of all.

d. Your overall opinion about the training It is an unique training program I have attended so far. It has changed my thinking about the post of Director, Rseti and provided me with the power to introspect my capability. I am going to join at the place of posting as a true entrepreneur to creat village entrepreneurs for Rural development.

d. Your overall opinion about the training. Training is value based and having practical aspect. Interaction with all the faculties was amicable and the 'more stress' has been given on skills & abilities rather than mere teaching and it covers all the aspects related to RSETI and confidence building in Director.

5. Suggestions if any : It will be more beneficial to conduct the training program in any RUDSETI or any educational institution rather than hotel environment. More guest faculties can be arranged to cover the different aspects of the training rather than many topics covered by one person. The arrangement to share meals was well arranged and educative.

d. Your overall opinion about the training

Overall training programme conducted in a very systematic/scientific way. The pain taken by the faculty for preparation of lecture was very effective.

d. Your overall opinion about the training It is a eye opener for me, bring my confidence level very high and change me to a positive thinker in all odds of my coming life and service period.

d. Your overall opinion about the training

The training was excellent. The aim and objective has been achieved. Let the spirit may transform into actions.

d. Your overall opinion about the training

Training was very good covering almost all aspects, solutions to problems confronting, recharging w.r.t Confidence, motivation and fixing goals

d. Your overall opinion about the training

So effective for all the training to be conducted by us. Every EDP Trainer should undergo such training.

d. Your overall opinion about the training

Training was of utmost importance and have transformed us to understand the real concept and role to perform as director RSETI

d. Your overall opinion about the training

This training definitely increased the level of confidence of all the directors. I feel myself to be capable director after undergoing this training. I understood what is an importance of positive thinking in our life.

d. Your overall opinion about the training

The training is very very useful and for better running of RSETI, this kind of training is must.

d. Your overall opinion about the training

The training was highly motivating and with rich contents. The methodology and involvement of faculty was of high level and Reasonable

Appreciation Workshop on RSETIs for Nodal Officers of Banks and link Officers of District Rural Development Agencies

It is best workshop event I attended -

2. What is your overall opinion of the programme? The programme is very well designed and helpful to start a RSETI in our District. Through this programme we learn the fundamentals of R-Seti.

3. Your suggestions for improving the programme: The programme is ~~organised~~ organised well. The training module was very effective and has enabled me to have a clarity about functioning of R-Seti. Best workshop, I have ever attended.

2. What is your overall opinion of the programme. : This is one of the best programme I have attended. I would like to request you, pl. try to organise one training programme at Charamathala/ Ramaluru. Thank you. Most relevant and very much motivating for every one.

The workshop was very innovative & interactive. The programme has changed my views.

2. What is your overall opinion of the programme.
 - The workshop was brain stimulating & motivating.
 - This helps us to clear doubt.
 - The workshop was excellent.

2. What is your overall opinion of the programme. This programme is aimed at really a conjoint venture of Govt, depts, Banks, & NGOs to act coherently to make almost cent percent success in flourishing the budding entrepreneurs.

2. What is your overall opinion of the programme. Excellent programme with impressive & effective training.

2. What is your overall opinion of the programme. The programme is well planned, each corner of the training procedure was closely studied which made the session more interesting.

2. What is your overall opinion of the programme. The programme was very effective at a whole. I came to realize the role of RSETI and the role of us to be taken towards rural Rural Development.

2. What is your overall opinion of the programme.
 - It will help us to sponsor right candidate to RSETI
 - opportunity to explore more livelihood options for the poor villagers.

Prominent visitors to National Academy of RUDSETI Programmes



Dr. D.Veerendra Heggade, President, National Academy of RUDSETI, Dharmasthala

Sri. S.Raman, Chairman & Managing Director, Canara Bank, H.O., Bengaluru

Sri. M.G.Sanghvi, Chairman & Managing Director, Syndicate Bank, C.O., Bengaluru

Smt. Archana S.Bharghava, Executive Director, Canara Bank, H.O., Bengaluru

Sri. Ravi S.Chatterjee, Executive Director, Syndicate Bank, C.O., Bengaluru

Ms. Renuka Kumar, Deputy Secretary, Ministry of Rural Development, Govt. of India

Sri. Sudhir Thakre, IAS, Principal Secretary, Ministry of Panchayath & Rural Development, Govt. of Maharashtra

Sri. Paritosh Roy, Deputy Secretary, Panchayath & Rural Development Deptt., Govt. of West Bengal

Sri. G. C. Mishra, General Manager, Syndicate Bank, Priority Sector Credit Division, C.O., Bengaluru

Sri. K. P. Muralidharan, General Manager, Syndicate Bank, Priority Sector Credit Division, C.O., Bengaluru

Sri. N. Narasa Reddy, General Manager, Canara Bank, Priority Credit Wing, H.O., Bengaluru

Sri. K. S. Prabhakar Rao, General Manager, Canara Bank, Priority Credit Wing, H.O., Bengaluru

Sri. M. Akshaya Kumar, General Manager (Retired), Canara Bank, H.O., Bengaluru

Sri. K. Venkataramaiah, General Manager (Retired), Canara Bank, H.O., Bengaluru

Sri. G. Srirama Reddy, Deputy General Manager, Syndicate Bank, Priority Sector Credit Division, C.O., Bengaluru

Sri. K. Velusamy, Deputy General Manager, Canara Bank, Priority Credit Wing, H.O., Bengaluru

Sri. D. S. Vishwanath, IAS, Secretary, Karnataka Public Service Commission, Govt. of Karnataka

Sri. I. S. Gudagi, Additional Director, Department of Industries & Commerce, Govt. of Karnataka

Dr. A. Gopal Naik, Chair Person, Indian Institute of Management, Bengaluru

Sri. V. N. Salimath, Managing Trustee, Initiatives for Development Foundation, Bengaluru

Sri. Devanand Upadhyaya, General Manager (Retired), Syndicate Bank, C.O., Bengaluru

Dr. Narayana Gowda, Vice Chancellor, University of Agricultural Sciences, GKVK, Bengaluru

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Annual Action Plan for 2012-13

A. Training Programmes			
Sl.No	Training Programme	Duration (days)	No of (days) Programmes
1.	Trainers' Training Programme on Entrepreneurship Development for Directors & Faculty of RSETIs	13	8
2.	Trainers' Training Programme on Entrepreneurship Development & Monitoring of RSETIs for State Project Co-ordinators of Monitoring Cell, NAR	15	2
3.	Refresher Programme for RSETI Directors / Faculty	06	6
4.	Appreciation Workshop on RSETIs to the Nodal Executives of Banks and Link Officers of DRDA in the States of Bihar, Chhattisgarh, Jharkhand, Haryana, Punjab, Jammu & Kashmir, Assam, Madhya Pradesh, Rajasthan and Uttar Pradesh	3	10

B. Other Activities:		
Sl.No.	Activity	Time Schedule
1	Evaluation Study of 12 RSETIs	April-December 2012
2	Manual of Standard Practices for RSETIs	June 2012
3	Revision in Course Modules of Self Employment Training Programmes of RSETI	October 2012-March 2013
4	Research study on projects related to Entrepreneurship Development	1 project in each calendar quarter
5	Printing & Supply of Achievement Motivation Training Hand Book to RSETIs	September 2012 onwards



The Implementation Team at National Academy of RUDSETI (NAR), Bengaluru



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Director



Sri. N. R. Srinivasa Murthy
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*Dawn of a Movement
for
promotion of Rural
Entrepreneurship*



National Academy of RUDSETI

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