

Faculty:

In house faculty of National Academy of RUDSETI having expertise & practical experience of working as Directors/Executive Director of RUDSETI will be handling the sessions. They all possess the required skills for playing the role of a trainers and facilitators. The guest faculty includes professionals from the field of entrepreneurship development .

Course Co-ordinator: **D.T. Ramanuja**

Dates: 6th to 16th February 2012

The Programme timings: 9-30 AM to 6-00 PM (including last day).

Venue: **Hotel Citadel,**

Ananda Rao Circle, Bangalore – 560 009

(Less than 1 km from Majestic bus stand and city Railway Station)

Ph No: 080-42402222

Transport Facilities At Bangalore :

Prepaid Taxi service as well as volvo bus service is available from Bangalore international Airport (35 kms) which is convenient, comfortable and reasonably priced.

City Railway Station and Central (Majestic) Bus stand are around 600-800 mtrs from the venue.

Accommodation:

Air conditioned (A/C) Accommodation is arranged in the venue of the training itself on twin sharing basis which is a 3 star Hotel. The programme is residential and participants are provided with continental breakfast, lunch and dinner in the hotel.

Participation Fee:

The training is supported by Ministry of Rural Development, Govt of India as part of their capacity building project for RSETIs. Hence a nominal fee of Rs.10,000/- is payable by the participants/organizations. This includes training fee, teaching material, exposure visit, food and accommodation (3 Star Hotel). Fee is to be remitted to us by way of Demand Draft drawn in favour of National Academy of RUDSETI and payable at Bangalore. Payment to National Academy of RUDSETI is exempted from income tax under section 80G of IT Act. Hence the nominating organisation need not deduct TDS while remitting training fee.

Nomination and Enquiries:

Please address your enquiries and nomination in the enclosed format, to

The Director General**National Academy of RUDSETI**

2nd Floor, Chitrapur Bhavan, 8th Main, 15th Cross,

Malleswaram, Bangalore – 560 055,

Ph No: 080- 23462875, Fax: 23462876

E-mail: rudsetinationalacademy@gmail.com

Last date for Nomination: 2nd February 2012

Participants may be advised to book the return tickets only on the next day morning onwards (17/02/2012)



National Academy of RUDSETI

Sponsors: SDME Trust, Syndicate Bank & Canara Bank

Bangalore, India

Trainer's Training Programme on Entrepreneurship Development for The Directors and faculty of Rural Self Employment Training Institutes

6th February - 16th February 2012
Bangalore

Training Co-ordinator:
D.T. Ramanuja

Training Sponsored by
Ministry of Rural Development, Government of India

Trainer's Training Programme on Entrepreneurship Development

Background

Unemployment problem has been the biggest challenge for the country. Millions of unemployed youth, particularly from rural background are driven to despair for not finding a job of their choice. Even in the present scenario of economic liberalization which has thrown open tremendous opportunities to the skilled manpower, the rural unemployed youth are not able to access the opportunities due to lack of adequate skills.

A unique initiative was taken way back in 1982 for converting the unemployed youth into productive assets by developing certain skills with positive attitude and motivating them to take up self employment as a career option. The success of this initiative has led to establishment of Rural Development & self employment training institutes (RUDSETI) across the country. RUDSETI is jointly sponsored by Sri.Dharmasthala Manjunatheshwara Educational Trust, Syndicate Bank and Canara Bank. Dr. D.Veerendra Heggade, Dharmadikari of Dharmasthala is the President of the organisation. Through continuous experimentation and innovation, RUDSETI has adopted a model of identifying, training and facilitating unemployed youth to take up self employment. This short duration intervention has been effective in motivating the trained persons to acquire skill & develop entrepreneurship.

RUDSETI has established 25 units across the country and cumulatively trained more than 2.4 lakh persons, out of which 70% have established micro enterprises. Further, these first generation entrepreneurs have been able to create more jobs for others. The approach of RUDSETI has enabled developing entrepreneurship through motivation & training.

Recognising the effectiveness of RUDSETI model, Government of India (GOI) Ministry of Rural Development have in a significant move advised all the banks to establish one Rural Self Employment Training Institute (RSETI) on the model of RUDSETI in each district of the country. The Ministry is providing funding support for creation of infrastructure. State Governments, DRDAs, SIDBI, NABARD and other development organizations are also extending support to the training programmes of RSETIs.

RUDSETI/RSETIs are managed by Bank officials who are posted on deputation for a specific period as Directors. These Directors are assisted by other faculty members who are postgraduates in Social work/ Social sciences/Management/Agriculture Sciences with an inclination to involve in Rural Development activities. The Directors and faculty have to play the role of Motivators, Trainers & Facilitators in promoting Entrepreneurship Development besides taking care of all the activities of the institute.

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 mandatory for all the newly inducted Director/Faculty to undergo this training. NAR is the only organization recognized by MORD in the country conducting this model of training.

Objectives:

The programme is specifically designed to enable the newly inducted Directors & Faculty of RUDSETI/RESTIs to:

- ❑ Understand the concepts of Entrepreneurship Development and promote the 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.
- ❑ Understand the role of a Director of RUDSETI/RSETI.
- ❑ Know various aspects of establishing and managing RSETI/RUDSETI.
- ❑ Acquire the skills of training on establishing and managing the micro enterprises.

Programme Content :

- ❑ Ice breaking and preparation for adult learning.
- ❑ Achievement motivation and confidence building.
- ❑ Dynamics of Entrepreneurship Development.
- ❑ Entrepreneurial competencies- identification & development.
- ❑ RUDSETI model of Entrepreneurship Development.
- ❑ MORD guidelines for starting RSETIs.
- ❑ Identification of business opportunities and selection of business activity.
- ❑ Market survey and selection of enterprise.
- ❑ Business plan preparation.
- ❑ Establishment of an enterprise and launching formalities.
- ❑ Marketing and soft skills of an entrepreneur.
- ❑ Managing an enterprise- Accounting and concepts of costing, pricing and profitability.
- ❑ Problem solving, Risk taking and Goal setting by an Entrepreneur.
- ❑ Exposure visit to a model RUDSETI.
- ❑ Interaction with successful Entrepreneurs.
- ❑ Managing the institute – Accounts, other systems & procedures and monitoring Mechanism.
- ❑ Pre training identification and selection of potential entrepreneurs.
- ❑ Post training follow up-hand holding.

Methodology:

The topics are dealt effectively using adult learning techniques of group discussion, role play, and behavioural simulation games, exercises, case studies, interaction with successful entrepreneurs, field visits and lecture sessions. The training approach is predominantly interactive & participative. Reinforcement of learnings are made through presentation of “Most Important Lessons Learnt Yesterday” (MILLY).

Target Group:

Newly inducted Directors and faculty of RUDSETI/RSETI's who have to assume the role of administrators and trainers of the institutes.