



National Academy of RUDSETI

Sponsors: SDME Trust, Syndicate Bank & Canara Bank

Bengaluru

Orientation Programme on National Rural Livelihood Mission to Bank Executives

8 - 9 November 2013, Bengaluru



Programme Sponsored by

Karnataka State Rural Livelihood Promotion Society

Department of Rural Development & Panchayat Raj

Government of Karnataka

Orientation Programme on NRLM to Bank Executives

Background

The National Rural Livelihood Mission (Aajeevika), is a flagship programme of Government of India for promoting poverty reduction which was formally launched on 3rd June 2011. The scheme operates in Mission mode. NRLM replaces the SGSY scheme by addressing the shortcomings observed in implementation of SGSY. The broad objective of the mission is:

"To establish efficient and effective institutional platforms of the rural poor that enable them to increase household incomes through livelihood enhancements and improved access to financial and public services".

NRLM's mandate is to reach out to all the poor families, link them to sustainable livelihood opportunities and nurture them till they come out of poverty and enjoy a decent quality of life.

Towards this, NRLM puts in place dedicated and sensitive support structures at various levels. The support structures need to work with the unemployed rural poor for skilling them for employment mostly in high growth sectors, or for remunerative self-employment in Micro-enterprises.

Further, to make the identified poor accept the support in whatever manner delivered and applying the same meaningfully for transforming their lives, the support agencies have to work with commitment and total involvement. Government agencies, NGOs and civil society organizations, local self-governments, banks and corporate sector are expected to play this role.

Banks have to play a proactive role in making available credit needs and other banking services to the targeted group. It is necessary to orient the functionaries of these support institutions and build the capacity of these organizations for effective implementation of NRLM.

Participants:

Bank Executives posted at Zonal / Regional / Circle offices, who are overseeing and monitoring NRLM implementation by the bank branches.

Programme Objectives :

- To create awareness among the Bank Executives holding leadership position, on the importance of NRLM.
- To get an insight into the ambitious programme of NRLM, its objectives, vision, mission, principles, values and approach.
- To know the importance of social mobilization and institution building under NRLM.
- To describe various components and vehicles of livelihood promotion- wage employment & self employment.
- To clarify the role of Banks in implementation of NRLM and convergence with other stakeholders.
- To get first hand perception on the formation and functioning of SHGs and using them as effective forums for building community organisations and creating sustainable livelihood.

Programme contents:

- NRLM background, objectives, vision, mission, principles, values & approach and key features of implementation.
- Social mobilization & institution building under NRLM.
- Financial Inclusion under NRLM – (Financial assistance, grant/subsidy, insurance services) and economic development.
- SHGs as tools for social mobilization and empowerment of the poor
- Livelihood creation through capacity building of poor.
- Employment generation through skill development.
- Support structure of NRLM. Developing partnership and convergence of various stake holders for achieving the objectives of NRLM.
- Role of Bank Executives as a leader & motivator for the implementing team of Bank Officials.
- Field visit to villages and interaction with SHG members to know the key factors of social mobilization, institution building and orientation towards income generation activities.

Methodology:

Participatory method involving Lectures, Presentations, Interactions, Field Visit and Interaction with Key Stake Holders.

Faculty:

In house faculty of National Academy of RUDSETI having expertise & practical experience of working with rural poor will be handling the sessions. They all possess the required skills and knowledge of Trainers and facilitators. The guest faculty includes professionals involved in implementation of NRLM.

Programme Co-ordinator : **N.R. SRINIVASA MURTHY** (M) 094835 14558

Programme Date : **8 - 9 November 2013**

The Programme timings : 9-30 AM to 5-30 PM

Venue: **Hotel Citadel**

Ananda Rao Circle, Bengaluru – 560 009

Ph No: 080-42402222

(Contact person: **Sri Elangovan** (M) 090084 44597)

City Railway Station and Central (Majestic) Bus Stand are very near (< 1 km) to the venue.

Accommodation: Air conditioned Accommodation is arranged in the venue of the programme itself (a 3 star hotel) on single occupancy basis. The programme is residential and participants are provided with continental breakfast, lunch and dinner in the hotel.

Participation Fee: NIL

The programme is **RESIDENTIAL** and sponsored by State Rural Livelihood Promotion Mission, Govt of Karnataka, as part of their capacity building project for NRLM. Hence the programme is **FREE** to the participants and all expenses towards Lodging, Boarding (3 Star Hotel) Training Materials, Exposure/Field Visit etc., will be borne by the Academy.

Note: Accommodation in the Hotel/ venue is available to the participants for 48 hours only. Accordingly they have to make Travel arrangements.

About National Academy of RUDSETI...

Objectives

- To work as a National Level Resource Organization for RUDSETIs and RSETIs.
- To design and conduct Training Programmes in the field of Enterprise Promotion, Rural Development, Technology Transfer and Human Resource Development.
- To conduct research and development work, undertake projects in the field of Entrepreneurship Development.
- To act as an advisory body for policy makers in matters relating to Entrepreneurship Development and Rural Development for Government Organizations/NGOs/Financial Institutions and corporate entities.
- To provide consultancy and counseling services in the field of Entrepreneurship Development and Rural Development.
- Any other activity aimed at development of Entrepreneurship, Rural Development and serving the society at large.

Training Programmes

- Trainer's Training Programme on Entrepreneurship Development for the Directors/Faculty of RSETIs & RUDSETIs and other Training Organisations.
- Appreciation workshops on RUDSETI approach to Bankers and Developmental agencies (Government and non-Government).
- Skill up gradation/Refresher Programmes for Directors and Faculty of RSETI & RUDSETIs.
- Trainer's Training programme on Counseling and Business Development Services to Micro and Small Enterprises.
- HRD Training Programmes for Bankers, Government Development Agencies and NGOs
- Training of Bankers and other stake holders in Financial Inclusion
- Training of Bankers and other stake holders in Poverty alleviation Programmes of Central/State Governments.

Other Activities and Services

- Designing Organization Development interventions for RSETIs
- Standard Practices Manual for RSETIs
- Developing EDP/Skill Training Course Modules for RSETIs
- Evaluation study of RUDSETIs and RSETIs
- Evaluation Study regarding efficacy in implementation of special projects/Government Schemes
- Designing and implementing customized non-Training interventions for Managing RSETIs
- Research and Development in the field of Entrepreneurship Development
- Developing Training modules for Skill Development & Empowerment of Persons with disabilities
- Scoping of Opportunities for Self Employment & Enterprise Creation.
- Undertaking Special Pilot Projects for Implementation of Business Development Service Providers(BDSP) Model in RUDSETI/RSETIs

The Director General



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