

RUDSETI adding COLOURS to life

Pioneering Effort in Rural Entrepreneurship Development



 **RUDSET Institute**

Central Secretariat
UJIRE

Rural Development and
Self Employment Training Institute

SPONSORS

SDME Trust, SyndicateBank & Canara Bank



"Instead of writing some one else's account through wage employment, after three to five years of collegiate education, it is more meaningful to write one's own account by embarking upon some self-employment".

Dr D Veerendra Heggade
President, RUDSETI Institutes

K C Amin, successfully running Roofplast business in Udupi, a coastal town in Karnataka with an annual business turnover of Rs. 50 lakhs was elated when he was conferred the best entrepreneur award by Citibank for 2007-08. He owes his success to RUDSETI Institute, Brahavar which trained him to become a successful entrepreneur. **Dorette Christable**, a past trainee of our Bengaluru Institute, bearing the brunt of inter-caste marriage has created a niche in making Gas equipments with an annual turnover of Rs. 85 lakhs. She too bagged the prestigious Citibank best entrepreneur award for 2008-09. She bubbles with enthusiasm and dreams for bigger growth in the enterprise. **Prakash Dasanur**, owner of a successful manufacturing enterprise producing trailers for tractors and agricultural implements at Hubli was just a wage earning worker earlier. The training he underwent at Dharwad Institute changed him totally. At present he has given employment to more than 100 people and has bagged prestigious Bharti Entrepreneur of the Year Award - 2008 instituted by EDII, Ahmedabad, a premier institute in the field of entrepreneurship. **Sri Shyam Prasad**, a past trainee from Brahavar Institute has received the Best Agriculturist Award for his outstanding achievement in the field of tissue culture from Government of Maharashtra. Similarly, **Sri Indra Mohan Singh**, a past trainee from our Hajipur Institute received Innovative Farmer Award from Government of Bihar for his outstanding achievement in Mushroom products innovation. Though physically challenged, he is preparing pickles, papad, kheer, chunks, powder, health drinks, etc. (18 products so far) from Mushroom. **Smt Rukmini Chandran**, Proprietor of Almanac Adventure Nest and Director of National Adventure Foundation Karnataka II Chapter was conferred with "International Achievers Award for Adventure Sports and Social Work"

on the occasion of International Global Achievers Summit held at Bangkok for her contribution to International Integration and World Peace through adventure sports. **Smt Sarmista** of Bhubaneshwar is running a Beauty parlour and earns handsomely. **J K Jain**, a diploma holder, unemployed a few years ago is managing a printing press profitably now at Jaipur. **Smt Kamalini**, a widow is running a restaurant in Anantapur, AP, employing 6 persons. All the above and thousands of many such first generation entrepreneurs have not only established their productive identity but have brought laurels to RUDSETI Institute which trained them and build their confidence.

All the above persons have one thing in common i.e., they are first generation entrepreneurs came from non entrepreneurial background and trained by RUDSETI and owe their success to **RUDSETI**.

1. Background:

Millions of unemployed youth particularly from rural and semi-urban background who could not access higher/professional education but oriented towards white-collar jobs are driven to despair for not finding a job. Of late, these distressed youth are attracted towards antisocial activities for their livelihood. This tremendous waste of human resources and mismatch of potentiality with productive deployment has baffled the planners and administrators.

2. Genesis:

It is under these circumstances that **Rural Development & Self Employment Training Institute (RUDSETI)**, a unique initiative in mitigating the problem of unemployment was taken way back in 1982 jointly by **Sri Dharmasthala Manjunatheshwara Educational Trust, SyndicateBank** and **Canara Bank** under the visionary leadership of **Dr D Veerendra Heggade**, Dharmadhikari of Dharmasthala. The collective thinking gave concrete shape in providing an institutional framework in the form of Rural Development & Self Employment Training Institute (RUDSETI) in 1982.

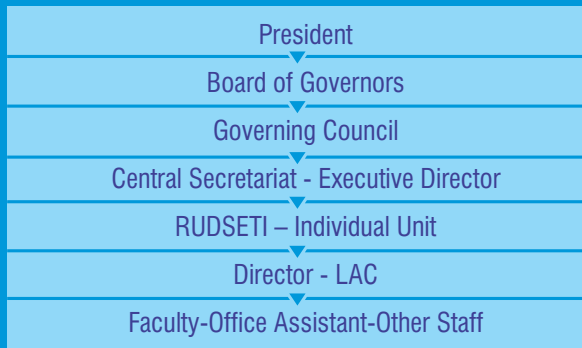
3. Objective:

- ▶ Identify, orient, motivate, train and assist the rural youth to take up self employment/wage employment ventures as an alternative career.
- ▶ To take up research and development activities in Entrepreneurship and Rural Development etc.

4. Services of RUDSETI:

Providing solutions to the unemployed youth aspiring to take up self employment sets RUDSETI apart among training/Entrepreneurship Development institutes. The following services are provided in an innovative and cost effective manner, with a spirit of service:

- ▶ Creating awareness on self employment/entrepreneurship.
- ▶ Developing motivation and positive attitude.
- ▶ Training to acquire hard skills & soft/life skills.



Structure of the Organization



Meeting of Board Governors & Governing Council



Silver Jubilee Celebration of RUDSETI - 2008



Sri P Chidambaram, Hon'ble Union Finance Minister, Govt. of India inking his opinion about RUDSETI Madurai (2007-08)

- ▶ Handholding for establishment and successful running of enterprise.
- ▶ Linkages with Banks for financial assistance.

5. Uniqueness of the Organization:

a) Commitment of the Promoters:

The sponsors of RUDSETI Institute, viz., **Sri Dharmasthala Manjunatheshwara Educational Trust, SyndicateBank and Canara Bank** have taken this initiative out of their concern towards providing sustainable employment to unemployed youth and involving them in the economic development of the country. They carry forward the mission with conviction and commitment.

b) Resource Persons:

The officers deputed from sponsor banks as Directors of the RUDSETI centers possess rich experience in the field of Rural Development. These officers supported by in-house faculty will handle EDP inputs such as behavioural inputs, managerial inputs, banking, launching formalities etc. Besides this, the expert practitioners i.e., Guest Faculties in the respective field, who provide their services out of social concern, impart skill training. Most of these experts/ Guest Faculties are RUDSETI trained entrepreneurs.

c) Course Modules:

Training modules of RUDSETI are so designed that the Entrepreneurship Development is achieved through Human Resource Development. The course modules structured out of practical experience, research and experiment facilitate development of the necessary skills in a systematic manner in a short period. The training modules of RUDSETI have been accepted as standard modules by **Ministry of Rural Development, NIRD, SIDBI, NABARD, Department of Industries and Commerce, KSWDC** etc. RUDSETI reviews these course modules on an ongoing basis and revise and update them from time to time.

d) Training Methodology:

The widely acclaimed effectiveness of RUDSETI Institute's training is attributed to its unique training methodology. Through structured psychological exercises, the participants are stimulated to shed inhibitions and develop interest in learning. Besides lecture sessions, behaviour simulation games, exercises, field visits, hands on experience, interface with supporting system, group discussions, case study etc. are effectively used in the training. Most importantly all the training sessions are conducted in vernacular languages only.

e) Committed Staff and training atmosphere:

The committed workforce of the Institute successfully maintains a conducive atmosphere for learning. Cordial trainer-trainee relationship, discipline, guidance for personality development and socialisation with fellow trainees offers excellent scope for effective learning.



Agri EDP - Comprehensive Horticulture



Product EDP - Jardoosi & Maggam work



Process EDP - Multi Phones Servicing



General EDP - Entrepreneurship Development Programme

f) Infrastructure:

Majority of RUDSETI units have well-developed campus consisting of the administrative office, classrooms, work shed, dormitories to trainees and guest houses to guest faculties and mess facilities. Library, recreational facilities and audio-visual aids which facilitates quick learning are also provided.

6. Training Programmes:

RUDSETI offers more than 60 types of Entrepreneurship Development Programmes (EDPs) in various avenues. All the programmes are of short duration intervention ranging from one to six weeks. Mainly they are classified in to four categories as shown below:

a) For First Generation Entrepreneurs

- ▶ **Agricultural EDPs:-** Comprehensive Agriculture & Allied Activities, Dairy Farming, Poultry, Bee Keeping, Comprehensive Horticulture, Plant Nursery etc.
- ▶ **Product EDPs:-** Dress Designing for Women/Men, Agarabathi Making, Soft Toys Making, Food Processing & Bakery Products, Embroidery & Fabric Painting etc.
- ▶ **Process EDPs:-** Electric Motor Rewinding & Pumpset Maintenance, Beauty Parlour Management, Basic Photography & Videography, Multi Phones Servicing, Domestic Electrical Appliances Repair, Two Wheeler Servicing, Computer DTP, Refrigeration & Air-conditioning, Computer Tally, Computer Basics etc.
- ▶ **General EDPs:-** Rural Entrepreneurship Development Programme (REDP), EDP for Women, PMEGP etc.

b) For Established Entrepreneurs

*** Skill Upgradation:**

To improve the skills and enhance capability of the settled trainees.

*** Growth Programmes:**

To aim and achieve high goals in life and business for the settled trainees.

RUDSETI Institute also organizes Entrepreneurship Development Programmes for Transgenders and Persons with Disability.

Rural Development & HRD Programme: Through this, RUDSETI aims at:

- * Training Rural Development facilitators of NGOs.
- * Training in SHG management and
- * Training Bank officials in Rural Development activities.

7. Selection of candidates for training programmes:

Unemployed youth in the age group of 18-45 years, irrespective of caste, creed, religion, gender and economic status, having aptitude to take up self employment or wage employment with some basic



Ice breaking through simulation exercise - Micro Lab



Inculcating Systematic planning through simulation exercise - Boat Making



Inculcating Risk bearing capacity through simulation exercise – Ring Toss



Infusing Self Confidence through simulation exercise – Tower Building

knowledge in the related field can undergo training which is totally free of cost.

8. Follow up Services:

The cutting edge of RUDSETI training is the post training follow up for sustained motivation among the trainees. The effort to make them rise on to pinnacle includes:

- ▶ Two years follow up – Through regular correspondences, Individual contacts, Unit visit, Village/Taluk/District/Branch level meeting etc.
- ▶ Facilitating credit linkage with the banks for setting up of micro enterprises.

9. Marketing Support:

RUDSETI Bazaars are organized to provide marketing support to the RUDSETI trained entrepreneurs. This facilitates the participants to get an insight about market trends and customer behaviour. Each unit organizes at least one bazaar every year during melas, exhibitions, special occasions in their command area.

10. Management:

RUDSETI is registered under **Karnataka Societies Registration Act 1960**. The name and style “RUDSETI” with its logo is registered under Trade Act.

The **Board of Governors** consisting of Chairman & Managing Directors of sponsor banks and the top executives of sponsor organizations with **Dr D Veerendra Heggade** as the President is the apex body to evolve strategies and take policy decisions.

The **Governing Council** consisting of top executives from the sponsor organizations under the Presidentship of **Dr D Veerendra Heggade** is another apex level body which meets periodically to monitor the progress of all the units and guide the institutes.

The Executive Director, a deputed officer from the sponsor bank looks after the day to day functioning of all the units and acts as a link between the sponsors and the units and convenes the apex body meetings.

Each RUDSETI is managed by a deputed officer either from SyndicateBank or Canara Bank and assisted by faculties and other staff members. It is also assisted by ‘Local Advisory Committee’ (LAC) an advisory body with the representatives from Sponsors, Government officials and eminent personalities. It periodically reviews and monitors the progress of RUDSETI.

RUDSETI’s collaboration with developmental agencies, institutions, voluntary organizations and government departments viz. NABARD, SIDBI, DICs, DRDAs etc. to achieve the common objectives has proved mutually beneficial.

11. Special Projects:

- * **PMRY Manual:** RUDSETI restructured the curricula and methodology of Entrepreneurship Development training for the



Dr D Veerendra Heggade, President, RUDSETIs, receiving FICCI Award for excellence in Rural Development for 1998-99



National level SIDBI Award for distinguished service to the MSME Sector for the year 2010-11



Suvarna Karnataka Rajyotsava Award for outstanding achievement in Social Service during the year 2006-07



International Achievers Award for Adventure Sports and Social Work bagged by Smt Rukmini Chandran during the year 2014-15

beneficiaries of Prime Minister's Rozgar Yojana (PMRY), which was accepted by the Ministry of Agro and Rural Industries, Govt. of India and recommended to all the State Governments to adopt.

- ★ **Revision of Course Module:** As desired by Ministry of Rural Development, Govt. of India, RUDSETI updated/revised the course modules for entrepreneurship development training programmes, a manual for use by all RUDSETI/RSETI type institutes in the country. The manual has been accepted as Bible by all RSETIs in the country.

12. What sets RUDSETI apart:

- ▶ Visionary leadership provided by **Dr D Veerendra Heggade** supported by two leading nationalized Banks viz. SyndicateBank and Canara Bank.
- ▶ Free training with free food and accommodation.
- ▶ Campus approach with unique training methodology.
- ▶ Short term training with long term follow up/Escort services for a period of two years.
- ▶ Excellent facilities for hands on training.
- ▶ Variety of training programmes to suit the local needs.
- ▶ Practical orientation, rigorous training and extended hours of learning.
- ▶ Past trainees becoming trainers and imparting training.
- ▶ High settlement rate of trained youths.
- ▶ The youth who have started Micro Enterprises are earning in the range of **Rs. 3,000/- to Rs. 30,000/-** per month. In good number of cases, the earning has crossed **Rs. 50,000/-** per month.
- ▶ Employment generation by settled trainees in the range of 1-50 persons.
- ▶ Celebrated its Silver Jubilee in 2008.

13. Recognition:

- ▶ Received **FICCI** Award for Rural Development for the year 1998-99.
- ▶ Received National level **SIDBI** Award for distinguished service to the MSME Sector for the year 2010-11.
- ▶ Received **Suvarna Karnataka Rajyotsava** Award for Social Service for the year 2006-07.
- ▶ The concept of RUDSETI which took birth in a small village Ujire near Dharmasthala in Karnataka has been accepted with open hands by none other than Government of India as a replicable model throughout the country. Ministry of Rural Development, Govt. of India has directed all the nationalized Banks with lead bank responsibilities to open RUDSETI type institutes i.e., RSETIs in all the 600 plus districts of the country and RUDSETI



Marketing support – RUDSET Bazaar



Citi Bank Best Entrepreneur Award bagged by Sri K C Amin, RUDSETI trained Entrepreneur during the year 2007-08



Citi Bank Best Entrepreneur Award bagged by Smt. Dorette Christable, RUDSETI trained Entrepreneur during the year 2008-09



Bharti Entrepreneur of the Year Award bagged by Sri Prakash Dasanur, RUDSETI trained Entrepreneur during the year 2008-09

has been entrusted with the responsibility of giving suggestions to MoRD in taking up this herculean task. This very fact in itself is a highly satisfying and a motivating factor for the Sponsors of RUDSETI.

- ▶ Recognizing the efforts of RUDSETI in Rural Entrepreneurship Development, Ministry of Rural Development has taken **Dr D Veerendra Heggade** as Hon. Chairman of National Advisory Council for RSETIs.
- ▶ RUDSETI trained women entrepreneurs have excelled by winning “National Awards” instituted by IMM - NABARD consistently.

14. Launching of National Academy of RUDSETI:

Commemorating **Silver Jubilee of RUDSETI** during 2008, **National Academy of RUDSETI** was launched at Bengaluru on 18th December 2008 with the following objectives:

- ▶ Organizing the Trainers' Programme for new RUDSETI/RSETI Directors/Faculties.
- ▶ To work as a National level Resource organization for RUDSETIs / RSETIs.
- ▶ To conduct research and development work in the field of Entrepreneurship Development.
- ▶ To design and conduct training programmes and undertake projects in the field of enterprise promotion, Rural Development and HRD.

With a view to mentor and monitor the activities of RSETIs across the country so as to bring them on par with best performing RUDSETIs, an exclusive cell called **Monitoring Cell for RSETIs** was established in National Academy of RUDSETI after signing of MoU between National Academy of RUDSETI and Ministry of Rural Development, Government of India on 29th July 2011.

15. Publications of RUDSETI:

RUDSETI has published PMRY Manual, Achievement Motivation Training Manual and Marching Ahead - Compilation of stories of successful entrepreneurs, Course Modules for Entrepreneurship Development Training Programmes - a guide/manual for all RUDSETIs/RSETIs in the country. It also publishes Yashogatha, an in house magazine every quarter.

16. E-mail of RUDSETI:

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17. Website of RUDSETI:

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RUDSETI Units

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