



# RUDSET Institute

RURAL DEVELOPMENT & SELF EMPLOYMENT  
TRAINING INSTITUTE, GHAZIABAD



## 35<sup>th</sup>

**ANNUAL**  
**Activities**  
**REPORT**  
**2020-21**

:: Sponsors ::



Shri Dharamsthal  
Manjunatheshwara  
Educational Trust

केनरा बैंक

भारत सरकार का उपक्रम

Canara Bank

A Government of India Undertaking



सिंडिकेट Syndicate



**Dr D Veerendra Heggade**  
President  
RUDSETIs, Dharmasthala



**Sri L V Prabhakar**  
Managing Director & CEO  
Canara Bank, Bengaluru

## BOARD OF GOVERNORS

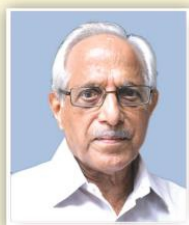
“Instead of writing someone else’s account through wage employment after three to five years of collegiate education, it is more meaningful to write one’s own account by embarking upon some self-employment”

**Dr D Veerendra Heggade**  
President, RUDSET Institutes



**Ms A Manimekhalai**  
Executive Director  
Canara Bank, Bengaluru

## GOVERNING COUNCIL MEMBERS



**Prof S Prabhakar**  
Secretary  
SDME Trust, Ujire



**Sri Paramasivam M**  
General Manager  
Canara Bank, HO Annexe, Bengaluru



**Sri B Yogish Acharya**  
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Canara Bank, CO, Mangaluru



**Sri K N Chandrakantha Bhat**  
Assistant General Manager  
Canara Bank, HO Annexe, Bengaluru



**Sri N Sathiyamoorthy**  
Director General  
National Academy of RUDSETI  
Bengaluru



**Sri Bipul Chandra Saha**  
National Director for RSETIs  
National Centre for Excellence  
of RSETIs, Bengaluru



**Sri Padadayya C Hiremath**  
I/c Executive Director  
RUDSETI, Central Secretariat  
Ujire





### Our Source of Inspiration:

The 21<sup>st</sup> Dharmaadhikari of Dharmasthala Temple, Reformer, Educationist, Philosopher and Philanthropist Dr D Veerendra Heggade is a multidimensional individual. Significantly, what truly defines Dr Heggade's contribution is his determined and consistent service to the nation.

In the last 49 years, he has initiated multiple pioneering social, economic and cultural projects for development of the society.

## RUDSETI Team



**Manish Singh**  
Director



**Dinesh Tomar**  
Faculty



**Tarun Sharma**  
Faculty



**Smt. Reena Joshi**  
Prob. Off. Ass.



**Sri Pawnesh Kumar**  
Sr OA



**Sri Manoj Kumar**  
Sub Staff



**Prashant Yadav**  
Watchmen cum Gardener

## Message from National Director for RSETIs.

Unemployment is the biggest challenge in our Country. Large number of youths especially in Rural areas across the country are facing unemployment problem .

The ray of hope for unemployed youth, which had originated at Dharmasthala, Ujire, Karnataka, under the blessings of Lord Manjunatha and under the leadership of great visionary Parampoojya Dr. D. Veerendra Heggade ji in the form of RUDSETI in the year 1982.



Erstwhile Syndicate Bank, Canara Bank and SDME trust had jointly sponsored this Rural Development Mission under the guidance of Ministry of Rural Development ( MoRD), Govt of India across the country .

Presently, there are 585 RSETIs across the country which is imparting various skill training in 58 NSQF aligned and 5 other approved courses. During the current Financial Year these RSETIs have trained more than 2.55 Lakhs Rural youths who have got training under various courses through these RSETIs .

This is one of our best Institutes which is conducting training for making rural youths self-employed.

I am happy to learn that they are going to publish Annual Activity report for the FY 2020-21 . On this occasion I want to congratulate the Director and Faculties & convey my sincere thanks to them for achieving the revised target for the current Financial Year 2020-21.

Simultaneously I take this opportunity to thank respected Mrs. Leena Johri, IAS, Additional Secretary and Sri Veerendra Sharma, Director, Ministry of Rural Development, Dr. D. Veerendra Heggade, President NAR, Ms. A Manimekhlai, Executive Director, Canara Bank, Sri A Paramashivam, GM , FI Wing and Team of FI Wing , HO Bengaluru for their full support and timely guidance which has enabled me to show good performance under Covid- 19 pandemic also.

I will look forward for the better performance from the RSETI/RUDSETI team for the Financial Year 2021-22, too.

*Wishing you all the best.*

With best regards,

Bipul Chandra Saha  
National Director for RSETIs  
National Centre for Excellence of RSETIs ( NACER)  
Under the aegis of Ministry of Rural Development, Govt. of India







## शुभकामना सन्देश

हमारे देश के ग्रामीण क्षेत्रों में भूमिहीन, मजदूरों, अशिक्षित एवम् शिक्षित ग्रामीण बेरोजगार युवाओं की संख्या 40 प्रतिशत से अधिक है। जबकि आज ग्रामीण क्षेत्र की महिलाओं एवम् युवतियों में रोजगार करने की प्रबल इच्छा एवम् सम्भावनायें हैं। अर्थव्यवस्था में सुधार एवम् जीवन स्तर को उठाने के उद्देश्य से भारत सरकार ने बेरोजगारों को कौशल युक्त स्वरोजगार देने का बीड़ा उठाया है। मुझे यह बताते हुए अत्यंत हर्ष की अनुभूति हो रही है कि इस कार्य को सुचारू रूप से चलाने के लिए भारत सरकार, ग्रामीण विकास मंत्रालय की एक पहल आरसेटी है। जिसके द्वारा प्रत्येक जिले में ग्रामीण युवाओं के विकास तथा उन्हें स्व नियोजित उद्यमी बनाने हेतु उनके कौशल विकास एवं क्षमता निर्माण के लिए प्रशिक्षण प्रदान करने हेतु समर्पित आधारभूत संरचना उपलब्ध कराई गयी है।

इसी क्रम में देखा जाये तो **रूडसेट संस्थान, डासना, गाजियाबाद** ने ग्रामीण क्षेत्रों में न सिर्फ रोजगार के अवसर पैदा किये हैं बल्कि युवाओं में खुद पर भरोसे की नींव भी डाली है। इसके पीछे यहाँ काम कर रही योग्य फैकल्टी एवम् कर्मठ स्टाफ के प्रयास हैं। आज के समय में **रूडसेट संस्थान, डासना, गाजियाबाद**

जिले का जाना-पहचाना नाम बन चुका है। यहाँ पर केवल रोजगार ही नहीं बल्कि प्रशिक्षणार्थियों को प्रेरणादायक सत्र, सफल उद्यमी व्यक्ति के साथ बातचीत, योगा, श्रमदान, एवम् नरम कौशल के माध्यम से तराशने का काम भी किया जाता है।

इस पावन अवसर पर मैं संस्थान के निदेशक एवं स्टाफ सदस्यों को हार्दिक बधाई देता हूँ तथा संस्थान के उज्ज्वल भविष्य की कामना करता हूँ।

**विजय शंकरशर्मा**

(राज्य निदेशक आरसेटी)

उ.प्र. मुख्यालय – मेरठ।



## MESSAGE FROM DIRECTOR DESK

ATMANIRBHAR BHARAT which translates to “Self –Reliant India”

**"Atmanirbhar Bharat is not about being self-contained or being closed to the world, it is about being self-sustaining and self-generating"**

"Self-reliance to us did not mean shutting out the windows to the world; even a certain quantum of external assistance was incorporated in our definition of the term, but we did certainly rule out the probability of chronic foreign aid. India, we argued, was not lacking inherently either in manpower or natural resources, including mineral resources. We had also the advantage of starting out with a certain basic infra-structure of industrial and technological skills and facilities, which was superior to that possessed by most developing countries at the time. In addition, there was the advantage, we thought, of having a political leadership keen to pursue the goal of self-reliance. We opted for self-reliance because, in our view, it was the most rational economic course."

We are well versed that we are working in RUDSET Institute and promoting a Self Employment in Rural Poor who are back bone of our society. The extra-ordinary effort put forth by our dedicated staff team trained the Rural Poor in FY 2020-21 in-spite of pandemic COVID-19 we are able to trained 474 Rural poor by our RUDSET Institute Ghaziabad.

This year we have awarded by “Best Women Empowerment Training Award” from District Administration Ghaziabad which brings RUDSETI to limelight in different media channels. Such motivation always keep up right pace and compel to maintain Quality of Training in the realms of Knowledge, Skills and Attitude of the trainees and the handholding support extended after training.

I am thankful to Canara Bank and SDME Trust for giving an opportunity to work as Director in RUDSETI Ghaziabad on deputation basis and I was also benefitted from the rich experience gained in the vistas of Rural Development from Great visionary Philanthropist Param Pujya Dr D Veerendra Heggade Ji and from my seniors and Colleague in RUDSET Central Secretariat, Ujire, NACER, NAR, CBCRDT officials from Sponsor Bank and District Administration authority to help for smooth functioning of RUDSETI during Pandemic COVID-19.

I am also thankful to Regional Manager, Canara Bank, Lead District Manager, Ghaziabad and District Development Manager, NABARD for the wonderful support extended to us. I am very much hopeful that with dedicated staff of RUDSETI Ghaziabad will keep the flag high of RUDSETI.

**Manish Singh**  
Director



## Acknowledgement

The journey of more than three decades i.e. 34 years has been eventful, pragmatic and progressive. On this occasion RUDSETI Ghaziabad takes privilege to express heartfelt gratitude to our beloved President Param Pujiya Padamvibhushan Dr. D. Veerendra Heggade, his visionary leadership & inspiration. A seed sown way back in 1982, has become the buzz word of the country. He remains the principal force behind the RSETI movement. We dedicate our Activities Report for the year 2020-21 to him. Under his able leadership, RUDSETI is being recognized as prime institution for training in the field of Entrepreneurship & Skill Development.

We acknowledge with reverence the valuable guidance and motivation we receive from our sponsors- Sri Dharmasthala Manjunatheshwara Educational Trust (SDME Trust), & Canara Bank.

This is an occasion to thank our Members of the Governing Council, our Central Secretariat-Ujire and our Executive Director for their guidance, support & suggestions that keep us enlightened to walk on the path of social service. We would like to express our heartfelt thanks for the unconditional flow of support and guidance extended by the President, Members of Board of Governors, Executives of Canara Bank in the governing council and Sri Prof. S P rabhakar, Secretary- SDME Trust for their support and motivation.

We would also like to place on record, the excellent mentoring and guidance from Sri Bipul Chandra Saha, NDR-NACER, Sri N Sathiyamoorthy DG-NAR, Sri V.S. Sharma SDR-U.P. and the inspirational leader Sri Padadayya C Hiremath - I/c Executive Director.

We extend our sincere thanks to our DLRAC members:

1. Sri Ajay Shankar Pandey (IAS): District Magistrate, Ghaziabad
2. Smt. Asmita Lal (IAS); Chief Development Officer, Ghaziabad
3. Sri Chandra Shekhar Maini : RM & Chairman, Canara Bank, RO-Ghaziabad
4. Sri Shiv Prasad Yadav : LDCM, Syndicate Bank, Ghaziabad
5. Sri Chanchal Gautam : DDM, NABARD
6. Sri Ashutosh Tripathi : LDCM, Syndicate Bank, Hapur
7. Smt. Sudha: DC NRLM, Ghaziabad
8. Sri Sanjay Singh: DDO & DC NRLM, Hapur

We acknowledge the help and assistance from Extension Division of the IARI (Indian Agriculture Research Institute) Pusa- New Delhi, & other Govt. department like KVIC, KVIB, DIC and Agriculture Department of Ghaziabad & Hapur of U.P. state. We thank Sri B. Giri, Sr. Counsellor, Sri Kamaluddin Jr. Counsellor-Amulya FLC, Ghaziabad & Sri R.K. Goyal Sr. Counsellor & Sri Manish Kumar Jr. Counsellor-Amulya FLC, Hapur & Sri Manoj Yadav, SHO, U.P. Police for their support.

We owe our special thanks to the Branch Managers who made it possible to provide financial assistance to our trainees and making their entrepreneurial journey successful. On this occasion we thank our guest faculties- Mr. Ajay Kumar, Mr. Arun Kumar Tyagi, Mr. Mamraj Singh, Madam Madhuri Singh, Mrs. Brijesh, Mrs. Ragini Verma, Ms. Ruchi, Mr. Vikas Tyagi, Mr. Ramsajivan, Mr. Sanjay Roy, Mr. Sunit Kumar Sharma, Mohd. Saqib Ali, Mr. Zufain Khan, Smt. Deepali Joshi, Smt. Jyoti Saini, Smt. Shalu Sharma and Mr. Santosh Pandey who have been instrumental in imparting quality hand skill training. We are deeply thankful to NABARD, FLCC Ghaziabad & Hapur & NGOs who are partnering with us in spreading words about RUDSETI Approach and Culture and our activities for reaching out to the wider target group through Awareness campaigns, Farmers Club and FPOs Meetings in far off villages. We thank DDM-NABARD and DC-NRLM for being instrumental as training partner to SHGs and JLGs. Here, we extend our gratitude and thanks to our RUDSETIANS and Entrepreneurs who always make themselves available for RUDSETI as and when required. No programme can be successful without their participation.

Performance of any institute depends upon team work. Once again we thank one and all who have directly or indirectly are part of our journey with their support and guidance to enable us to accomplish the set targets.



**Best women empowerment training Award received by Hon'ble Mayor Ghaziabad Smt. Asha Sharma**



## **RUDSETI- A Journey the roots, the idea, the concept and the remarkable vision of Parampujya Padmavibhushan Dr. D. Veerendra Heggade**

The root idea of RUDSETI, the Rural Development and Self Employment Training Institutes, was laid through the concept of dharma at Dharmasthala. The word "Dharma" traditionally means religion, ritual, duty, righteousness, and alms. It also implies justice, truthfulness, and freedom from fear, faith, solace, fulfillment and peace.

Dharmasthala is the perfect embodiment of the word "Dharma" for it displays every shade of meaning with which this word is inspired from. The greatness of Dharmasthala, however is the fact that it has added an active element to "Dharma", which touches the lives of people with a transformational directness that is unique.

Today when riots and bloodsheds have become a regular affair in the name of religion, caste and creed; Dharmasthala stands out as a perfect example for unity and religious tolerance. The temple has become synonymous with the very word Dharmasthala, where only dharma persists. It is a place famous for charity very piously rendered devoid of any kind of discrimination. Hindus, Jains, Christians and Muslims too visit this temple to offer their prayers and ask for their wishes to be granted.

### **The Daanas at Dharmasthala**

To those that come in need, Dharmasthala is an Oasis, where succour, solace and hope abound in the serenity of the temple and in the free hostels that provide food and shelter. The old scriptures profess a humanitarian outlook and recommend that if a person ever happens to earn more than his requirements, he must give away his money in Dana (charities). The best forms of charities prescribed by ancient religion are the following four:

- i) Anna Dana - giving food to the hungry and poor;
- ii) Vidya Dana - Spreading knowledge.
- iii) Aushadha Dana - distribution of medicines;
- iv) Abhaya Dana - Saving the lives of living beings in danger

These charities are called the 'Chaturvidha Dana' - the fourfold gifts by the Dharmadhikari to the needy, irrespective of caste and creed.

### **Anna dānā**

The average flow of pilgrims is about 10,000 people per day. Every one of the thousands of pilgrims who daily visit Shri Kshetra Dharmasthala is an honored guest irrespective of caste, creed, culture or status. The "Anna Daana"(free food) is one of the impressive events that takes place in this village. Free food is provided to devotees and the temple has modern machinery and makes quality food continuously throughout the day. The dining hall is known as "Annapoorna".

### **Vidya dānā**

The SDME trust, Shri Kshetra Dharmasthala Manjunatheshwara Education Trust, is a co-sponsor to the RUDSETI model, and currently aids 27 RUDSETI Units across the country.

Shri Kshetra Dharmasthala by the SDME Trust Manages more than 25 institutions ranging from primary schools, Gurukula to teach yoga, Sanskrit, and professional courses in Engineering, Medicine, and Dental Sciences in Dharmasthala, Ujire, Mangalore, Udupi, Dharwad, Hassan, Mysore and other places of Karnataka state.

The Siddavana gurukula started by the Late Manjappa Heggade has become a model educational institution. Over 250 students are provided free lodging and boarding and learn yoga, Sanskrit in addition to basic school curriculum. The specialty of this institution is its endeavor to teach values based on Indian Culture.

### Aushada dānā

In the field of health care, the medical trust also provides services to eradicate and prevent many diseases in local villages. The mobile hospital is fully equipped to deal with emergencies and to provide medical treatment to the rural folk in remote parts of the Malnad area. A modern tuberculosis sanatorium was built by Dharmasthala Manjunatheswara Medical Trust to give relief to the patients of tuberculosis. It has since been converted into a general hospital. The Ayurvedic Hospitals at Udupi and Hassan provide Ayurvedic medicines as per the ancient text. The Nature Cure Hospital, built on the banks of the Netravathi River, uses a system based on the five elements of Air, Earth, Ether, Water and Light. SDM Eye Hospital at Mangalore is a modern scientific eye treatment centre. The SDM Dental Hospital serves regular dental needs and provides specialised treatments such as oral implants, surgery for cleft lip and other orthodontic surgeries. Shri Heggade has been actively involved in propagating the practice of Yoga, the ancient system of fitness. Surya Namaskara Camps are regularly organised where Yoga is taught. Further 250 high school teachers are trained in Yoga every year.

### Abhay dānā

It is the commitment to save the lives of all living beings in danger; doing so vanquishes the miseries related to the other world. It relates to the fact that an individual be so empowered that he has no fear.





## The Sponsor Banks



Syndicate Bank was established in the town of Udupi the abode of Lord Krishna in coastal Karnataka in 1925 under the name "Canara Industrial and Banking Syndicate Ltd" with a capital of Rs. 8000/- by three visionaries - Sri Upendra Ananth Pai, a businessman, Sri Vaman Kudva, an engineer and Dr. T M A Pai, a physician - who shared a strong commitment to social welfare. Their objective was primarily to extend financial assistance to the local weavers who were crippled by a crisis in the handloom industry through mobilizing small savings from the community. The bank collected as low as 2 annas daily at the doorsteps of the depositors through its Agents under its Pigmy Deposit Scheme started in 1928. This scheme is the Bank's brand equity today and the Bank collects around Rs. 2 crore per day under the scheme.

The progress of Syndicate Bank has been synonymous with the phase of progressive banking in India. Spanning over 94 years of pioneering expertise, the Bank has created for itself a solid customer base comprising customers of two or three generations. Being firmly rooted in rural India and understanding the grassroot realities, the Bank's perception had vision of future India. It has been propagating innovations in Banking and also has been receptive to new ideas, without however getting uprooted from its distinctive socio-economic and cultural ethos. Its philosophy of growth by mutual sustenance of both the Bank and the people has paid rich dividends. The Bank has been operating as a catalyst of development across the country with particular reference to the common man at the individual level and in rural/semi urban centres. It was also among the firsts in launching CBS and is 100% CBS enabled.



Canara Bank was established in 1906 by Ammembai Subba Rao Pai. He established the Canara Bank Hindu Permanent Fund in Mangalore, India, on 1 July 1906 which collected handful of rice from each household, pooled the rice and sold it and used the money earned for the bank's capital. The government nationalized the bank on 19 July, 1969. Canara Bank established its International Division in 1976 and seventh overseas branch in New York, USA on 10 June 2014.

### **Amalgamation of Syndicate Bank into Canara Bank**

The customer will become a part of the larger organization or Bank, named Canara Bank. The new entity will have an increased market share, which will help improve economies of scale and become more profitable. The customers of each Bank will benefit by way of larger number of branch and ATM network, have access credit facilities and a wider array of products and services.

The Government of India approved the amalgamation of Syndicate Bank into Canara Bank to make it a globally competitive lender. With the amalgamation, the new bank will become the fourth largest bank. Any amalgamation of one or more banks provides a broader geographic footprint and helps to derive the benefit of size, scale, strength. Now, the combined entity has a network of close to 10,396 branches and approximately 13,408 ATMs across India.



### Genesis of RUDSETI

Any unemployed youth in the age group of **18-45** years, irrespective of caste, creed, religion, gender and economic status, **having aptitude to take up selfemployment or wage employment** and **having some basic knowledge** in the related field can undergo training at no cost

### **USP**

Visionary leadership provided by Dr. D. Veerendra Heggade supported by two leading nationalized banks viz. Syndicate Bank & Canara Bank.

Free training with food and accommodation.

Short term training with long term follow up / Escort services for a period of 2 years.

Campus approach with unique training methodology

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 70 % of trained youths.

The youths who have started Micro Enterprises are earning in the range of Rs. 7000/- to 30000/- 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.

### **Methodology**

Identification & selection of right candidate for the right course.

Campus and practical approach.

Use of simulation exercises, group discussions, role plays during training period.

Field visits & experience sharing with role models.

Interactions with Bankers /Govt. Officials.



**Taking Oath on International Water Day**



## National Centre of Excellence for Rsetis - NACER

The concept of RSETIs has been inspired by the very successful RUDSETI model promoted by SDME Trust, Syndicate Bank and Canara Bank way back in 1982 at Ujire in Karnataka. The RUDSETI has trained over 4.5 lakhs unemployed youth in various activities across the country through its 27 Institutes.

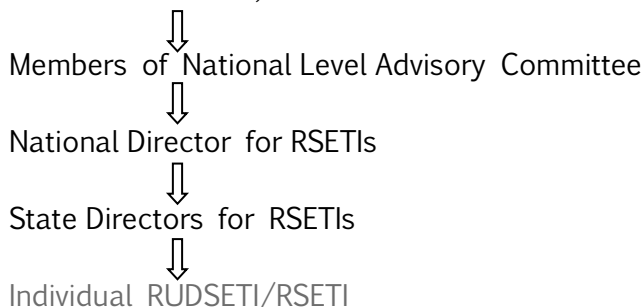
### Effective intervention and supportive role played by MoRD through NACER

- Monitoring and mentoring the RSETIs, which includes close coordination and effective liaison with all the stakeholders viz., Banks, Sponsor Institutions, SRLMs and RSETIs
- Identify gaps in the functioning of RSETIs in areas such as Training, Settlement, infrastructure, administration etc and guide them.
- Through the network of 22 State Directors for RSETIs (one for a cluster of 25-30 RSETIs), extend ground level support and guidance to RSETIs.
- Organizing Annual conclave of Directors of RSETIs sponsored by various Banks, which is attended by top management of Banks and MoRD.
- Conclave gives an opportunity for thorough review of performance with SWOT analysis and creates greater awareness about crucial role Institute can play in shaping the future of trainees by helping them to stand on their own legs.

### Organisational Structure of NACER

Dr. D. Veerendra Heggade

Hon. Co-Chairman, NLAC on RSETIs



### National Academy of RUDSETI - A benchmark in Capacity building Training for Trainers

**Background:** National Academy of RUDSETI was established in April 2009 in response to an emerging need for capacity building and mentoring RUDSET Institute and Rural Self Employment Training Institutes being established by different Banks across the country.

**Genesis:** Emergence of Rural Self Employment Training Institutes (RSETIs) across the country by different Banks, called for a credible and capable Institution to support the scaling-up process. Hence, the original promoters of the RUDSET Institute proactively decided to set up an apex resource organization to facilitate the growth of RSETIs across the country.

**Vision:** To usher in a wave of self-employment and entrepreneurship among the rural youth of the country through RUDSETI/RSETI model in a vibrant and continuously innovating organizational set up.

**Mission:** Build the capabilities of RSETIs and mentor these organizations to develop into vibrant Institutions of excellence and act as a catalyst for economic and social transformation of rural India.

### MoU with Ministry of Rural Development (MoRD) for Capacity Building of RSETIs

Ministry of Rural Development, Govt. of India, after realizing the impact of RUDSETI Training in creation of sustainable livelihood through self employment in Rural areas, took an initiative to replicate and upscale the model and advised all the Banks to establish RSETIs across the country on the model of RUDSET Institute. However, it was felt that the Training programmes and management of the RSETIs were also not up to the standard of RUDSET Institute and there was no uniformity in Training and administrative practices in RSETIs established by different Banks.

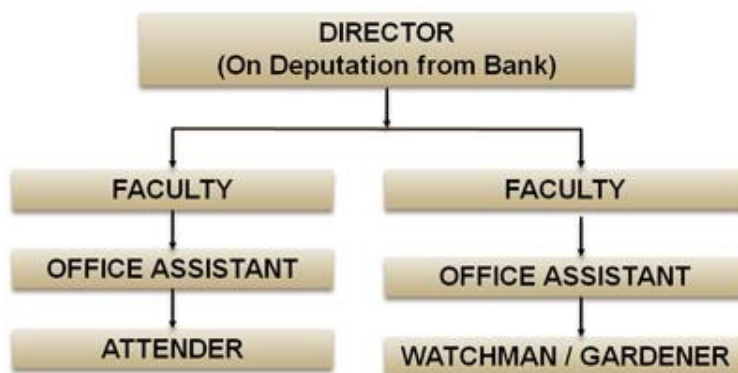
As a result, the desired outcome and benefits of the initiative was not felt. In the above backdrop, Ministry of Rural Development, Govt. of India, approached the President and Management of RUDSET Institute and sought assistance to strengthen the RSETIs and to establish them as model institutes functioning on the lines of RUDSET Institute. It was also desired that some special intervention is required to ensure uniformity in Training and standardized administration in all the RSETIs and also to imbibe the values, culture and ethos of RUDSETI. Hence, a comprehensive package was developed for capacity building and mentoring of RSETIs and an MOU was entered into between the Ministry and National Academy of RUDSETI on 29 July 2011. The above MoU was renewed on 10.07.2014 with effect from 1.08.2014 for a period of one year to begin with and extendable by another two years subject to satisfactory performance.



**Smt. Asmita Lal (IAS) CDO, Ghaziabad visited our trainee Smt. Imrana's Mushroom cultivation unit**

## Rudseti- A Replicable Model

### Ideal Staffing Pattern & Organizational Setup at the RUDSET Institute



### Composition of Local Advisory Committee (LAC)

- The District Collector is the Chairman
- The Regional Head of the RSETI sponsoring bank to be the Co -Chairman
- Shall meet compulsorily once in a quarter
- LDM, DDM: NABARD, GM:DIC, PD: DRDA, eminent personalities etc are the members

### Alignment of Course Modules with Common Norms (NSQF) under MSDE

In order to bring about uniformity and standardization in the training the Ministry of Skill Development has made mandatory for all training/educational programmes/courses to be NSQF-compliant. The National Skills Qualifications Framework (NSQF) is a competency-based framework that organizes all qualifications according to a series of levels of knowledge, skills and aptitude. At RUDSETI, the all the training programmes are under the guidelines of Common Norms (NSQF) issued by the Ministry of Skill Development, Government of India.

## Performance At Glance

Sl. No.	Particulars	2021-21	2019-20	Since Inception	Sl. No.	Particulars	2020-21	2019-20	Since Inception
1	All trainings	18	32	800	11	Agri EDP	06	01	122
2	No. of aspirants	474	902	23395	12	No. of youth trained	185	12	2859
3	Self Emp. Trainings	18	32	798	13	Product EDP	03	03	64
4	Wage Emp. Trainings			06	14	No. of youth trained	54	86	1764
5	No. of youth trained	474	841	21591	15	Process EDP	03	16	426
6	Skill Upgrad. Trainings		02	30	16	No. of youth trained	83	430	11774
7	No. of youth trained		36	707	17	General EDP	06	12	188
8	Growth programmes			07	18	No. of youth trained	152	313	5081
9	No. of youth trained			136	19	Total Training Days	256	738	18102
10	Settlement Rate %			76	20	Credit linkage	83	22	3738



## Highlights of the year 2020-21

- a) As this Financial Year start with great Pandemic Disease COVID-19. We have taken up the task and made a team of existing trainees for stitching the mask in co-ordination with district authority. Approximate we have deliver the 20000 (Twenty Thousand Only) mask free of cost through our trainees and staff. We have also given the mask to district authority and CANARA Bank Regional Office, Ghaziabad.



- b) On the occasion of Mukhyamantri Samuhik Vivah Yojana on dated 10.11.2020. RUDSETI Ghaziabad putup a stall and our ongoing beauty parlour trainees have done free make up to 23 bridals (beneficiaries under this scheme). All the couples are very much happy and appreciated the RUDSETI efforts. We have got wide media coverage of this activity and also canvass application for upcoming training program.



- c) On the occasion of Raksha Bandhan, we have organized a 6 days EDP training program for making a Eco-Friendly Rakhi. Our trainees put up a stall at Vikas Bhawan and Collectorate Office Ghaziabad for 4 days. This step is very much lauded by District Magistrate, Ghaziabad.



'RUDSETI BAZAAR' organised at Vikas Bhawan Ghaziabad On the occasion of Raksha Bandhan

- d) Visit of C. Senthil Pandiyan, Managing Director, UP power generation and Transmission Corporation Ltd. And Nodal Officer Ghaziabad. On the occasion of his visit we have organized a RUDSETI BAZAAR at our RUDSETI Premises. All eminent entrepreneurs and District level officers were present in our institute and lauded the concept of RUDSETI and our efforts to empower RURAL POOR. This program attracts major media publicity in whole UP.





- e) Distribution of Foot operating Sewing Machine : We are very much thankful to CANARA BANK Regional Office Ghaziabad for Free of Cost distribution of 20 Foot Operated Sewing Machine to our successful entrepreneurs under CSR activity.



- f) We have organize a two days Women Entrepreneurship Program sposed by CANARA BANK Regional Office Ghaziabad exclusive for women on the occassion of International Women Day. This programme is attended by 30 Rural poor Women and We have trained them for making JUTE products. The participants are highly obliged and enthusiastic to improve their livelihoods.



#### New /Innovative Programme

- i. General EDP – Under this programme code we have conducted training programme for NRLM SHG womens are trained in Eco friendly Rakhi Making on the occasion of Rakshabandhan.





ii. *"RUDSET Bazaars"/"Trade Fairs"* organized during the year 2020-21

Sl. No.	Place	Date		No. of participants	No. of products exhibited	Total sales turnover (in Rs.)	Occasion	Collaborating agency
		From	To					
01	Vikas Bhawan, Ghaziabad	29.07.2021	30.07.2021	42	2	20000	Shg Meeting	NRLM, Ghaziabad
02	RUDSETI Premises	12.12.2021	12.12.2021	50	1	25000	C Senthil Pandian Sr. IAS Nodal Officer, Ghaziabad visit	RUDSETI, Ghaziabad
03	Bhojpur Block Office	21.01.2021	21.01.2021	122	1	20000	Kissan Loan Distribution programme	Canara Bank, R.O., Ghaziabad

## iii. Trade contacts established: Rs 65000/-



### DETAILS OF TRAINING PROGRAMS CONDUCTED DURING THE YEAR 2020-21

#### I. EDPs for First Generation Entrepreneurs:

Sl. No	EDP Code	Name of the Programme	Batch No.	Sponsored By	Start Date	End Date	No of Days	Total Trainees
	<b>I</b>	<b>Agricultural EDPs</b>						
1	30047	Mushroom Cultivation	598	NRLM	22.09.2020	01.10.2020	10	17
2	30047	Mushroom Cultivation	601	NRLM	05.12.2020	15.12.2020	10	35
3	30047	Mushroom Cultivation	602	NRLM	28.12.2020	06.01.2021	10	35
4	30047	Mushroom Cultivation	608	NRLM	17.02.2021	26.02.2021	10	31
5	30047	Mushroom Cultivation	609	NRLM	02.03.2021	12.03.2021	10	33
6	30047	Mushroom Cultivation	612	NRLM	16.03.2021	25.03.2021	10	34
		<b>Total</b>						<b>185</b>
	<b>II</b>	<b>Product EDPs</b>						
1	40033	Womens Tailor	595	NRLM	31.07.2020	13.10.2020	30	12
2	40036	Candle Making	597	NRLM	22.09.2020	01.10.2020	10	17
3	40033	Womens Tailor	604	SELF	28.01.2021	26.02.2021	30	25
		<b>Total</b>						<b>54</b>
	<b>III</b>	<b>Process EDPs</b>						
1	40007	Beauty Parlor Management	600	Self	06.11.2020	08.12.2020	30	32
2	40042	Refrigeration & AC	599	Self	06.10.2020	04.11.2020	30	18
3	40042	Refrigeration & AC	603	NABARD	29.12.2020	27.01.2021	30	33
		<b>Total</b>						<b>83</b>
	<b>IV</b>	<b>General EDPs</b>						
1	40062	General EDP (Rakhi Making)	596	NRLM	22.07.2020	29.07.2020	06	13
2	40061	Bank Mitra	605	NRLM	03.02.2021	08.02.2021	06	29
3	40061	Bank Mitra	606	NRLM	10.02.2021	15.02.2021	06	25
4	40061	Bank Mitra	607	NRLM	17.02.2021	22.02.2021	06	34
5	40061	Bank Mitra	610	NRLM	03.03.2021	08.03.2021	06	32
6	40061	Bank Mitra	611	NRLM	10.03.2021	15.03.2021	06	19
		<b>Total</b>						<b>152</b>
	<b>GRAND TOTAL (I+II+III+IV)</b>							<b>474</b>

## II. PROGRAMME FOR ESTABLISHED ENTREPRENEURS

(Skill Upgradation / Growth):

Sl. No	Training Program	Program Spon. by	Date		Training Days (No.)	Candidates Trained
			From	To		
	NIL					

## III. Other Highlights

### A. Rural Development Program:

Sl. No.	Training program	Program sponsored by	Date		Training days	Cand. Trained
			From	To		
	NIL					

### B. H.R.D. Program:

Sl. No.	Training program	Beneficiary organization	Date		Duration	No. of trainees
			From	To		
1	Financial Literacy by RBI Lucknow	RUDSETI Trained candidates	12.02.2021		01	45





### C. Sensitization Program:

Sl. No.	Participants (Name of Govt Department, Bank, NGOs etc.)	Date		Duration	No. of participants
		From	To		
1	BLBC MURADNAGAR	16.02.2021		01	25
2	BLBC Bhojpur	15.02.2021		01	22
3	CANARA BANK, R.O. GHAZIABAD	21.01.2021		01	22
4	BLBC	21.11.2020		01	40
5	NABARD	12.10.2020		01	35
6	NABARD	09.10.2020		01	22
7	BLBC, LONI	26.08.2020		01	21
8	BLBC, RAZAPUR	25.08.2020		01	27

### D. Technology Transfer Program:

No	Training program	Program sponsored by	Date		Duration (days)	No. of trainees
			From	To		
1	Women Entrepreneurship programme on Jute Product Making	Canara Bank, Regional Office, Ghaziabad	10.03.2021	11.03.2021	02	30



### BATCHWISE PERFORMANCE

Sl. No.	Training Programme	During 2020-21			Since Inception		
		No. of	No. of	Cndts	No. of	No. of	Cndts
		Batches	Trainees	Settled	Batches	Trainees	Settled
		A	B	C	A	B	C
<b>I</b>	<b><u>Agriculture EDP</u></b>						
1	Agriculture & Allied Activities	-	-	-	32	804	368
2	Poultry	-	-	-	13	278	92
3	Comprehensive Animal Husbandry	-	-	-	7	185	77
4	Bee Keeping	-	-	-	6	117	47
5	Floriculture	-	-	-	1	36	22
6	Mushrom Cultivation	06	185	-	18	418	95
7	Piggery	-	-	-	16	366	117
8	Cultivation of Med. Plants	-	-	-	1	37	30
9	Dairy	-	-	-	17	404	382
10	Dairy & Vermi Compost	-	-	-	7	149	149
11	Vermi Composting	-	-	-	2	45	45
12	Krishi Udyami	-	-	06	2	20	17
	<b>Total</b>	<b>06</b>	<b>185</b>	<b>06</b>	<b>122</b>	<b>2859</b>	<b>1441</b>
<b>II</b>	<b><u>Product EDP</u></b>						
1	Fruit Preservation	-	-	-	3	116	27
2	Soft Toys Making	-	-	-	2	58	23
3	Multi Product Manufacturing	-	-	-	4	102	79
4	Dress Designing/Fashion Desgn./Garment Mfg. for Women/ Women's Tailor	02	37	93	40	1064	944
5	Achar/Murabba & Bakery Prod.	-	-	-	2	81	81
6	Food Processing & Bakery Prod.	-	-	-	5	138	112
7	Gems & Artif. Jewellery/ Costume Jewellery	-	-	-	2	57	57
8	Phenyl & Liquid Soap Making	-	-	-	1	19	0

9	Solar & LED Equip.Assembling	-	-	-	3	85	76
10	Paper Cover, Envelope & File Making	-	-	-	1	27	5
11	Candle Making	1	17	7	1	17	7
	<b>Total</b>	<b>3</b>	<b>54</b>	<b>100</b>	<b>64</b>	<b>1764</b>	<b>1411</b>
<b>III</b>	<b><u>Process EDP</u></b>						
1	Knitting of Garments	-	-	-	4	77	46
2	Tailoring	-	-	-	28	800	600
3	Tractor	-	-	-	1	11	10
4	Screen Printing	-	-	-	5	74	32
5	Generator	-	-	-	5	109	61
6	DEAR	-	-	-	6	147	96
7	Data Entry Operation				1	33	20
8	Computer Networking	-	-	-	1	16	2
9	Comp. Hardware & Networking	-	-	9	23	618	473
10	Comp. Tally/ Accounting	-	-	10	23	662	488
11	Computer Basics	-	-	-	9	284	244
12	Desk Top Publishing (DTP)	-	-	3	30	667	542
13	Comp. 3D Animation				2	57	41
14	Beauty Parlor Management	1	32	30	49	1527	1186
15	Basic Photography & Videog.	-	-	-	18	376	376
16	Multiphone/Cellphone Repair & Serv.	-	-	18	41	1216	1103
17	UPS & nverter Repair & Serv.	-	-	11	20	491	427
18	T.V. Repair & Service	-	-	-	23	629	595
19	Electric Motor Rewinding	-	-	16	38	962	723
20	Refrigeration & AC	2	51	117	51	1748	1322
21	Two Wheeler Servicing	-	-	12	26	594	399
22	AutoCAD	-	-	-	14	495	417
23	Web Designing	-	-	-	1	17	12
24	Graphics Designing	-	-	-	3	67	62



25	3D Sweet Home Designing	-	-	-	1	28	13
26	Car/LMV Owner Driver	-	-	17	4	102	39
27	Employability Training for persons with Ph. Disability (WE)	-	-	-	1	34	34
28	Merchandizing (WE)	-	-	-	2	46	45
	<b>Total</b>	<b>3</b>	<b>83</b>	<b>243</b>	<b>430</b>	<b>11887</b>	<b>9408</b>
<b>IV</b>	<b>General EDP</b>						
1	General EDP	1	13	10	163	4349	3816
2	REDP	-	-	-	1	23	14
3	EDP for Micro Entrepreneurs	-	-	78	15	456	225
4	EDP for PMKVY	-	-	30	4	114	30
5	Bank Mitra	5	139	0	5	139	0
	<b>Total</b>	<b>6</b>	<b>152</b>	<b>118</b>	<b>188</b>	<b>5081</b>	<b>4085</b>
	<b>GRAND TOTAL (I+II+III+IV)</b>	<b>18</b>	<b>474</b>	<b>467</b>	<b>804</b>	<b>21591</b>	<b>16345</b>

## II. PROGRAMMES FOR ESTABLISHED ENTREPRENEURS:

Sl. No.	Training program	2020-21		Since inception	
		No. of Batches	No. of candidates trained	No. of Batches	No. of candidates trained
-	-	0	0	30	741





## Our Entrepreneurs

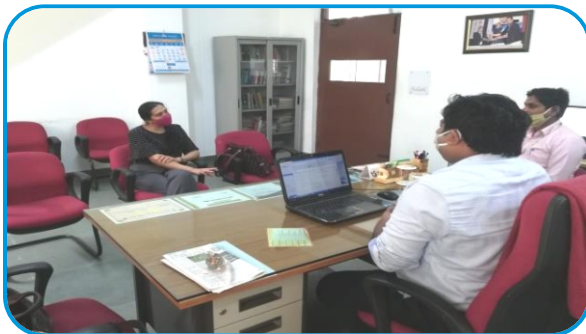


Swami Vivekanand Ji : "Don't Overthink, Overthinking leads to Negative Thoughts"



## Important Visitors

Sl. No.	Name	Designation	Address
1	C SENTHIL PANDIYAN ( IAS)	M D & Nodal Officer	U.P POWER GENERATION & TRANSMISSION U.P Govt.
2	ASMITA LAL (IAS)	Chief Development Officer	GHAZIABAD
3	KALYAN MUKHERJEE	DGM	CANARA BANK, CO DELHI
4	C SHEKHER MAINI	REGIONAL MANAGER	CANARA BANK GHAZIABAD
5	NEVEEN RAWAT	DIVISIONAL MANAGER	CANARA BANK DELHI
6	GOPALA KRISHNA	DM R.O GHAZIABAD	CANARA BANK
7	SHIV PRASAD YADAV	LEAD DISTRICT MANAGER	CANARA BANK, GHAZIABAD
8	C. K GAUTAM (AGM)	DDM, Ghaziabad	NABARD
9	TANVI BAHUGUNA	THEMATIC EXPERT IEC AND BRAND, (NAR)	MORD, Govt. Of India
10	BHALCHAND TRIPATHI	DDO	GHAZIABAD
11	SUDHA	DC NRLM	GHAZIABAD
12	P.N. DIXIT	P.D. DRDA	GHAZIABAD
13	SANJAY KUMAR	DDO & DC NRLM	HAPUR
14	PRIYARANJAN NAYAK	SR BRANCH MANAGER	ICICI BANK, RAJNAGAR, GHAZIABAD
15	ASHISH AGARWAL	MANAGER	DABUR INDIA LTD. KAUSHAMBI, GHAZIABAD
16	DR ARVIND KUMAR	CHIEF SCIENTIST	KVK MURADNAGAR, GHAZIABAD
17	MANISHA	BRANCH HEAD DASNA GZB	CANARA BANK
18	SUBODH KUMAR	D.C	CANARA BANK, RO, GHAZIABAD
19	ASHOK KUMAR	S.I ANTI ROMEO TEAM MASURI GZB	U.P POLICE





## Expenditure & Income Statement FY 2020-21

Expenditure Heads	Sanctioned Budget Amt.in 000 Rs.	Additional Budget	During The Year
<b>I. Capital Expenditure:</b>			
01. Furniture & Fixtures	0.00		
02. Office Equipment/Electrical	50.00		7000
03. Training Equipments	110.00		
04. Computer/TV/Others	25.00		17000
05. Durable Articles	114.00		51975
06. Vehicles	0.00		
07. Library books	2.00		1797
08. Building (from sponsors)	350.00		390770
09. Land	0.00		
10. Current Assets	0.00		
<b>Total I</b>	<b>651.00</b>		<b>468542</b>
<b>II. Revenue Expenditure:</b>			
01. Honorarium	775		759364
02. Boarding charges	2017		515283
03. Salary and wages	1558		1222365
04. T.A. to Trainees	50		0
05. Printing & Stationary	50		32392
06. Postage, Tel. & Telegram	60		34524
07. Training materials	1140		279882
08. T.A. to staff	225		80745
09. Rent	0		0
10. Electricity & Water charges	400		140917
11. Subscription to News paper	6		5569
12. Advertisement Publicity	50		21316
13. Repair & maintenance	200		81989
14. Entertainment	40		14370
15. Insurance	30		15150
16. Audit fees	15		15000
17. Miscellaneous	60		22034.95
<b>Total II</b>	<b>6676</b>		<b>3240900.95</b>
<b>Grand Total I + II</b>	<b>7327.00</b>		<b>3709442.95</b>



### Cost Analysis

Sl. No.	Particulars	2020-21
1	Total Expenses (Rs. Lacs)	37.09
2	Revenue Expenses (Rs. Lacs)	32.40
3	Cost per trinee	7825
4	Cost per training day	14490
5	Candidate per batch	26
6	Total no. of candidates	474

### Category wise details of trrainees

Sl. No.	Particulars	2020-21	Since Inception
1	SC	143	4634
2	ST	-	20
3	OBC	127	6636
4	MIN	106	3778
5	Others	98	6523
6	Women	423	5763

## Tentive Training Calendar for the year 2021-22

S. N.	Training	Days	Month
1	Cellphone Repairs and Service	30	April-2021
2	Computerized Accounting	30	April-2021
3	Jute Product Udyami	13	April-2021
4	Beauty Parlour Management	30	May-2021
5	Womens Tailor	30	May-2021
6	Desktop Publishing	45	May-2021
7	Two Wheeler Mechanic	30	June-2021
8	Papad, Pickle and Masala Powder Making	10	June-2021
9	Dairy Farming and Vermi Compost Making	10	July-2021
10	Computer Hardware & Networking	45	July-2021
11	General EDP	06	July-2021
12	Photography and Videography	30	August-2021
13	Costume Jewelry Udyami	13	August-2021
14	Womens Tailor	30	September-2021
15	Mushroom Cultivation	10	September-2021
16	Refrigeration & Air-conditioning	30	October-2021
17	Candle Making	10	October-2021
18	Electric Motor Rewinding & Repair Services	30	November-2021
19	Cellphone Repair and Service	30	November-2021
20	Mushroom Cultivation	10	December-2021
21	Refrigeration & Air-conditioning	30	December-2021
22	Womens Tailor	30	January-2022
23	Beauty Parlour Management	30	January-2022
24	EDP for Micro Entrepreneurs	13	February-2022
25	General EDP	06	February-2022
26	EDP for Micro Entrepreneurs	13	March-2022
<b>Skill upgradation Programmes</b>			
1	RO Repairs	10	March-2022
2	Advanced Mobile Servicing	10	March- 2022



Microlab: Icebreaking of new aspirants is in progress on the first day of training



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## Our Activities



I hear and I forget. I see and I remember. I do and I understand.



## Our Activities

