



# RUDSET INSTITUTE

Madurai - Tamil Nadu.



## ACTIVITIES REPORT 2023 - 2024

Pioneering Effort In Rural Entrepreneurship Development



Sri Dharmasthala Manjunatheshwara  
Educational Trust

केनरा बैंक Canara Bank



Canara Bank



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

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Managing Director & CEO  
Canara Bank, Bengaluru

“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



**Shri Hardeep Singh Ahluwalia**  
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National Centre for Excellence  
of RSETIs, Bengaluru



**Shri Giridhar Kallapur**  
Executive Director  
RUDSETI, Central Secretariat  
Ujire



# Veerendra HEGGADE



"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



# DISTRICT LEVEL RSETI ADVISORY COMMITTEE MEMBERS



**Smt.M. S. Sangeetha, I.A.S.,**

District Collector, Madurai



**Sri.T.V Krishna mohan**

GM, Canara Bank, CO, Madurai



**Smt.K.Vanathi**

JD/PO, DMMU, Madurai



**Sri.S.Ganesan**

JD/GM, DIC, Madurai



**Sri.R.P.Asokan**

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**Sri D.Anil**

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**Sri.AS.Sakthibalan**

AGM, NABARD, Madurai



**Sri.V.Sundarapandi**

DEO, VKP, Madurai



**Sri.T.Ramanathan**

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**Sri.V.Ramasamy**

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**Sri.Manojprabhakar**

SM, Canara Bank,SME II, Madurai



**Sri.T.R.Sudarachary**

Director RUDSETI, Madurai

**M.S.SANGEETHA, IAS.,  
DISTRICT COLLECTOR  
MADURAI**



### **MESSAGE**

I am glad to see that the RUDSETI is doing a commendable job in uplifting rural youth. Our whole aim is to create awareness among the rural youth and to show them a right direction by way of imparting training on areas that suits to their needs and thereby improving their livelihood. It is need of the hour to guide the younger generation properly to make them better citizens and responsible persons both for their family and society. The RUDSET Institute's work towards this goal and their achievement is remarkable. The placement statistics show that the placement percentage of the trainees who have undertaken self-employment after training is 76%, which is commendable.

I appreciate RUDSETI Madurai in completing 28 training programs and training 862 candidates this year 2023-2024, including special training program for the women candidates of Vannamparapatti (Melur Block).

Availing bank credit being a challenging task for the new entrepreneurs, the RUDSET Institute ensures the trainees get required financial support from various banks, which is very important to scale up micro-enterprises. I also wish that the achievement for this year would go a long way scaling up from 76% inclusive of 75% credit linkage for the trained candidates.

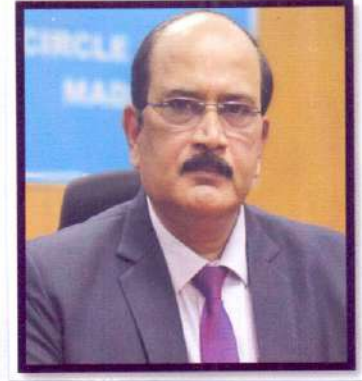
I would like to suggest that need based training and guidance for the young generation may be strengthened. More thrust may be given for depressed classes, school / college drop outs, persons with disabilities etc.

The services rendered by the institute will pave way to create a skilled nation gearing up to fulfill its true potential.

I congratulate the RUDSET Institute; the Sponsor Bank - Canara Bank, and SDME Trust for the good work done during the year 2023-2024. I wish for a progressive planning to reach greater heights in the years to come.

**DISTRICT COLLECTOR  
MADURAI**

**SHRI T V KRISHNA MOHAN  
GENERAL MANAGER  
CANARA BANK  
CIRCLE OFFICE  
MADURAI**



### **FOREWORD**

The RUDSET Institute has come up with the presentation of activities carried out during this year through Annual Activity Report (AAR). As a Sponsor Bank, we take pride to have this Institute, serving the people by giving Entrepreneurship trainings and handholding them and converting them as entrepreneurs.

Our Madurai unit of RUDSETI started on 02.02.1987 and at that time it was the first Institute in the state. Since its inception the institute has trained 27141 numbers of Peoples and the settlement percentage is 76%, which is higher than the national Average of 70%.

I am happy to note that RUDSETI, Madurai is the first CNN (Common Notification Norms) complied institute in Tamilnadu. The training programme was charted out based on the need and opportunity available from the 13 blocks of Madurai, with the co-ordination of line departments such as Department of Rural Development and Tamilnadu State Rural Livelihood Mission (TNSRLM).

Out of 862 trained candidates in the Institute, 696 trainees are women. The Institute's focus on women empowerment in MSME sector is commendable.

The post training works such as Credit Linkage has improved substantially. The "RUDSETI BAZAAR" organized for the ex- trainees are very much visible to help in marketing their products and services.

The above achievement happened because of good liaison and co-ordination with in departments. I sincerely thank each and every stake holder who has extended their support to RUDSETI.

I wish RUDSETI Madurai to continue to excel in their activities.

**GENERAL MANAGER  
CIRCLE OFFICE  
MADURAI**

## Message of National Director for RSETIs, NACER



There has been a steady growth in the Indian economy for the past many years. Though this growth has brought in development across many sectors, there are many challenges, especially in providing gainful employment to the educated unemployed, school dropouts and illiterates among the Rural unemployed youth. The employment potential in the agricultural sector, which is characterized by disguised employment and under-employment, has reached a point of stagnation.

We are grateful that a well-coordinated professional effort to address this problem was made way back in 1982 by Poojya Dr. D Veerendra Heggade, Dharmadhikari of Dharmasthala in Karnataka in association with Syndicate Bank and Canara Bank to start Rural Development and Self Employment Training Institutes [RUDSETIs] to provide short term training with long term handholding to the unemployed youth.

It is indeed noteworthy that the training methodology and the best practices followed by these RUDSETIs are quite unique and this has resulted in a settlement rate of over 70%. The training methodology and the best practices followed by RUDSET Institutes have been adopted by the Ministry of Rural Development to replicate the same in all the RSETIs. The initiatives of various sponsor Banks in promoting the RSETIs has resulted in functioning of 591 RSETIs including 27 RUDSETIs as on date, providing gainful employment opportunities to many rural unemployed youths.

While the employment opportunity in Government/Public Sector is not increasing much, the growth in employment potential in Private Sector is not keeping pace with the growth in the number of youths seeking employment. With the increasing trend towards consumerism, the opportunities for Self-Employment, particularly in the Services Sector, are increasing by leaps and bounds. But the unemployed youth are not properly oriented towards Self-Employment. Consequently, they are not able to engage themselves in any productive activity and tend to become dejected in life. This is where our 591 RSETIs including 27 RUDSETIs can play a proactive role as Change Agents, orienting the unemployed youth towards entrepreneurship, imparting the required training, and providing escort services to enable them to set up their own ventures.

It is indeed a matter of pride that the RSETIs/RUDSETIs have **cumulatively trained 49.4 lakh** rural unemployed youth of which **35.6 lakh candidates have been settled** up to 31.03.2024 i.e., above **72% settlement**. The **share of women candidates trained comes to above 68%**. **Further, the performance during FY 2023-24 is 4.51 lakh (105% achievement) in training, 3.46 lakh (77%) in settlement, and 2.08 Lakh (61%) in credit Linkage**. Successful entrepreneurs have not only become self-employed but have also provided employment to a number of people in their ventures. It is noteworthy that RSETIs/RUDSETIs have played a major role in transforming the job seekers into job providers.

I am happy to note that your RUDSETI is bringing out the **Annual Activity Report for FY 2023-24**. I take this opportunity to extend my **congratulations to the Director and Team members of the RUDSETI** for their outstanding achievement **in training, settlement, and Credit linkage**. My gratitude to Poojya Dr. D. Veerendra Heggade, President NAR, Sri Karma Zimpa Bhutia, Joint Secretary (Skills), MoRD, Sri Santosh Kumar Tiwari, Director, MoRD, Sri. Hardeep Singh Ahluwalia, Executive Director, Canara Bank, Sri M. Bhaskara Chakravarthy, General Manager, FI Wing, Canara Bank, and the SRLM officials for their support and guidance from time to time.



G. MURUGESAN

National Director for RSETIs

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## ACKNOWLEDGEMENT

It is our pleasure and privilege to place on record our heartfelt gratitude to our beloved President, the greatest source of inspiration for all of us, Poojyashri, Dharmathikari Dr.D.Veerendra Heggade, Padma Vibushan Awardee, the towering motivating force behind RUDSETI concept, for constantly directing and extending unstinted support in all our endeavours. We dedicate our paramount success and performance excellence to him.

We place on record the motivation, conviction, creative encouragement, and great support received from our leader and Executive Director Sri. Giridhar Kallapur and our Central Secretariat team, Sri. H. Raghuraja, Director General, National Academy of RUDSETI, Bengaluru and his team, Sri. Murugesan, National Director for RSETI, NACER, Bengaluru, and his team.

We place on record our heartfelt thanks for the unflinching flow of support and motivation extended by the Top Executives of Sponsor Bank in the Board of Governors, Sri. K Satyanarayana Raju MD & CEO, Canara Bank, Bengaluru. We also extend our sincere gratitude to Sri.Hardeep Singh Ahluwalia, Executive Director, Canara Bank.

We place on record the excellent support and guidance rendered by Executives of Sponsor Banks in present Governing Council Sri. M. Bhakara Chakravarthy, General Manager, Canara Bank, FI Wing, HO, Bengaluru, Sri. B. Sudhakar Kotary, GM, CO, Mangalore Sri Praveen M P, Asst. General Manager, Managing Trustee, CBCRD Trust, CB, HO, Bengaluru and the entire team of Rural Development Section, Priority Sector Dept. and sponsor Bank.

We place on record our sincere gratitude to Prof. S. Prabhakar, Secretary SDME Trust, Ujire.

We express our heartfelt and sincere thanks with deep gratitude to Smt **M.S. Sangeetha**, IAS., District Collector, Madurai and her able office for supporting all our activities towards rural development through entrepreneurship.

We express our sincere and heartfelt thanks to **Sri T.V. Krishna Mohan**, GM, Circle Office, Canara Bank, Madurai **Sri V.K.Bhat**, DGM, Circle Office, Canara Bank, Madurai **Sri. Sujit Kumar Sahoo**, DGM, Canara Bank, RO, Madurai and other esteemed members of the present DLRAC; **Smt. K. Vanathi**, JD/PO, TNSRLM, Madurai, Sri **S. Ganesan**, JD/GM, DIC, Madurai Sri **R.P.Asokan**, Divisional Director, KVIC, Madurai, **Sri A.S. Sakthibalan**, DDM, NABARD, Madurai, **Sri.D.Anil**, LDDM, CanaraBank, Sri.**T.Ramanathan**, DM, Canara Bank, CO, Madurai, Sri. **V.Sundarapandian**, DEO, VKP, Madurai, Sri.**V.Ramasamy**, Senior Manager, AF & PS section, Canara Bank, CO, Madurai Sri.**Manoj Prabhakar**, Senior Manager, Canara Bank, SME- II, Madurai, for their continuous guidance and support in carrying out the objectives of the institute effectively.

We sincerely and wholeheartedly thank Sri. S Anbukkarasu SDR,NACER for TamilNadu&Puducherry, has motivated, supported and guided our all endeavors towards entrepreneurial activities.

We sincerely and wholeheartedly thank Dr.J.JosephAnandha Raj, AC, NAR for TamilNadu&Puducherry, for third party assessment & certification.

We would like to record our deep sense of gratitude to TNSRLM (*MahalirThittam*) which has given us continuous support and moral guidance by sponsoring 21 number of our training programmes.

We would like to record our deep sense of gratitude to NABARD which has given us continuous support and moral guidance by sponsoring 01 number of our training programme.

We express our heartfelt thanks to DIC, KVIC and Canara Bank all who have supported us in sponsoring candidates, getting our claims reimbursed in a swift manner and all other Government Departments for their support and guidance in supplementing our training schedules.

We express our gratitude to TNSRLM, DMMU, Madurai, TNRTP, Madurai District Employment Office, Madurai, Madurai District Tiny and Small Scale Industries Association (MADITSSIA), Small Industries Product Promotion Organisation Ltd., (SIPPO), Dept. of MSME and craft department, for providing us an opportunity to participate in the trade fair and meetings organized by them, which helped us in conducting our RUDSET Bazaar and Entrepreneurship programme.

The Media, both visual and print; Field Office, Ministry of I&B, Govt. of India , Doordarshan, AIR Madurai, FM Radio, Kodaikanal FM and Hello FM who have provided great service and played a stellar role in popularizing RUDSETI concept and its multifarious activities. Similarly "The Hindu", 'Dinamalar', 'Dina Thanthi', "Madurai Minutes" and 'Dinakaran' is gratefully acknowledged for the excellent and timely cooperation and support extended in all our endeavours

We would fail if we do not thank our Ex trainees and Owners of units which gave a learning experience to our trainees during their field visits. Most importantly, we sincerely acknowledge the commendable DST (Domain Skill Trainer) support and able guidance received from our dedicated Resource Persons for our various training programmes who played a decisive role in the effective & purposeful conducting of our training programmes.

Finally, we would like to acknowledge Sri Saravana Babu who is our ex-trainee and a Successful Entrepreneur and he has put his untiring efforts to design and bring out this Activity report 2023-2024 with a pleasant and appealing outlook.

**RUDSETI MADURAI - Brief**

## Introduction:

**Dr. D. Veerendra Heggade, Padma Vibushan Awardee** and Dharmathikari of Shreekshetra Dharmasthala, who has a great visionary started the RUDSET movement in association with Syndicate Bank and Canara bank. The first institute at Ujire came into existence in the year 1982. At present there are 27 RUDSETIs located in different states of India. The Tamilnadu unit was started in the year 02.02.1987 at *T.Andipatti* (near *Vadipatti*) in Madurai district. The Unit was shifted during 1997 to its spacious own premises at *Perungudi*, (near Airport) Madurai and since then it is functioning from there. As our land and premises acquired by Indian Airport Authority for their expansion purpose, now we have shifted our Institute to a rental premises belongs to Arulmigu Lord Sri Subramaniya Temple, Tirupparankundram which is situated at Balaji Nagar, Opp to Poonga Nagar Bus Stop, Tirupparankundram, Madurai.

**Vision**

Empowering youth to share economic progress equitably and channelizing youth power in wealth creation.

**Mission**

Developing RUDSETIs as rural resources centers for training and facilitating unemployed youth for setting up of Micro Enterprises, resulting in sustainable livelihood and improved living standards.

**Philosophy**

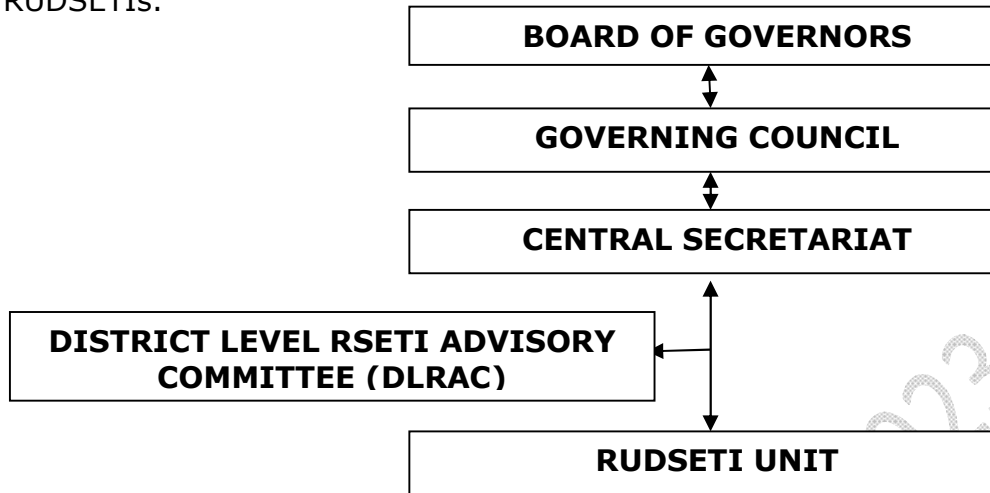
Transformation is unemployed rural youth to acquire productive identity through short duration interventions.

**Core Objectives**

1. To identify, orient, motivate and train youth to take-up self-employment ventures.
2. To assist trained youth to set up their ventures successfully.
3. To provide counselling and consultancy guidance and to render all possible help to the youth in the field of self-employment.
4. To take up research and development activities in the area of self-employment and rural development.

## Management

The Board of Governors consisting of Chief Executives of sponsor Banks are the supreme policy making body. The Governing Council with Executives of sponsor organisations implements these policies. The Central Secretariat with an Executive Director, an Officer deputed by sponsor Banks aids Governing Council in monitoring RUDSETIs.

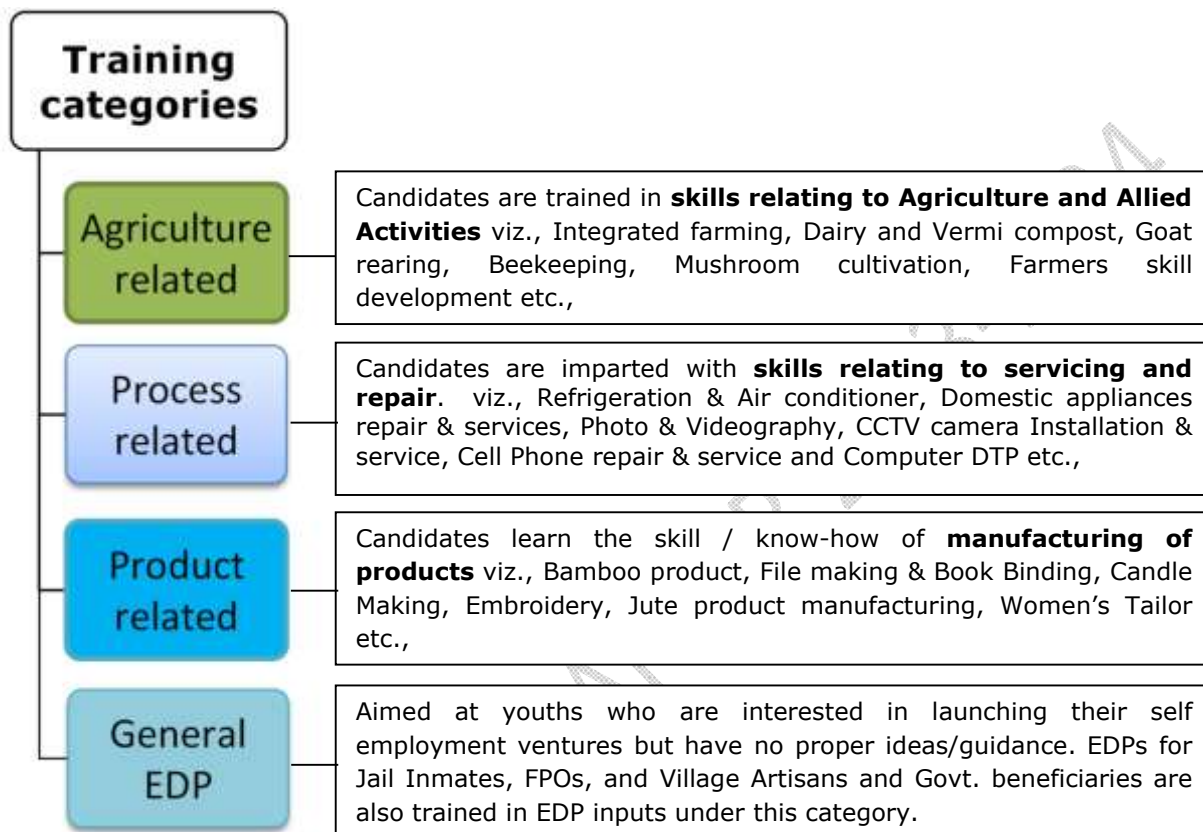


Each RUDSETI has a District Level RSETI Advisory Committee (DLRAC) with representatives of Sponsor Organisations and Govt. Officials. It periodically reviews and assists the progress of RUDSETI. Each RUDSETI is managed by one Deputed Officer (Director) from one of the Sponsoring Bank (Canara Bank). The Director is accompanied by trainer motivators (Faculties) trained by Central Secretariat, Ujire, through National Academy of RUDSETI (NAR) and other reputed organizations along with Office Assistants, Attender and Gardener.

## Types of Training

### I Programmes for first generation entrepreneurs.

The Training Programmes are classified in four categories:



### II. Programmes for established entrepreneurs:

1. **Skill Up-gradation/ High End Techno & Managerial Enhancement training Programme:** Programmes intended to impart additional / advanced skills in their chosen field.
2. **Growth Programme:** Training cum counselling inputs are given to help entrepreneurs to plan their expansion, diversification, improve the profit margin, withstand the future challenges etc.

### Eligibility norms

Any unemployed youth in the age 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 knowledge in the related field can undergo training which is totally free of cost. **National Skill Qualification framework (NSQF) Syllabus**, as framed by Ministry of Skill Development and

Entrepreneurship (MSDE) and adopted by Ministry of Rural Development (MoRD), is followed and our training programmes are conducted.

## Facilities

The institute was located in a **spacious area** measuring about 81 cents on the Airport main Road. There was a beautiful ambience filled with green and breezy open space for **yoga and playing games**. The Main building houses the **office, Library, Two learning rooms and a Computer lab**. Library is endowed with latest books, project reports etc. There are sufficient enough infrastructures like AV equipments, computer facility, electric circuit learning board etc., The **workshed** is provided with training materials, tools equipments and mockup models etc. for imparting practical training. Now the training institute has been shifted to a rental premises belongs to Arulmigu Sri Subramaniya Swamy Temple, Tirupparankundram, Madurai which is situated at Balaji Nagar, Opp to Poonga Nagar Bus Stop, Tirupparankundram, Madurai with all the basic required infrastructure facilities. The entire training is given at **free of cost**, including **boarding & lodging**.

## Post training follow-up

**The in-built system of follow-up and counseling/Hand holding for 2 years is a unique feature of RUDSETI trainings.** The follow-up measures with trainees include regular correspondence, individual contacts, branch level meets, Cluster meets Door to Door visits, etc. Our guidance and counseling during these interactive sessions assist the trainees to sort out their problems in launching and sustaining their own self employment ventures.

### USP of our training

1. Short Term Intervention
2. Long Term Handholding

ALL AT FREE OF COST BUT WITH FULL INTEREST and COMMITMENT

## Recognitions -RUDSETI

- ◆ RUDSETI, born out of the vision of **Dr D Veerendra Heggade**, a philanthropist, educationist and a man with a mission for service to the society was conferred with 2nd highest civilian award – **Padma Vibhushan** on 08<sup>th</sup> April 2015.
- ◆ **FICCI Award 1998-99** for **Institutional Initiative in Rural Development** was conferred on RUDSETIs.
- ◆ Ministry of Rural Development (MoRD), GOI was impressed by the RUDSETI model and in 2009, advised Banks to establish one RUDSETI type institute in all their Lead Districts known as Rural Self Employment Training Institutes (RSETIs). Accordingly at present, there are 587 RSETIs in the Country.
- ◆ RUDSETI Trained Women Entrepreneurs have excelled by winning "**National Awards**" instituted by **IMM – NABARD** consistently.

- ◆ RUDSETI has bagged the Prestigious **National Level SIDBI AWARD** for distinguished Services to MSME.
- ◆ Received **Suvarna Karnataka Rajyotsava Award for Social Service** for the year 2007-2008
- ◆ **Recognitions for RUDSETI Madurai (in Chronological order)**
- ◆ **RUDSETI Madurai** received "**Best Govt. stall**" award **Third Prize** during RUDSET Bazaar in 24<sup>th</sup> Ideal Home Exhibition, organized by MADITSSIA held during the period - 22.02.2008 to 03.03.2008.
- ◆ **RUDSETI Madurai** received "**Best Miscellaneous Stalls Award**" **-Third Prize** for our participation as RUDSET Bazaar (25<sup>th</sup> Silver Jubilee Ideal Home exhibition,) organised by MADITSSIA (Madurai District Tiny and Small Scale Industries Association) held during the period 12.02.2010 to 22.02.2010.
- ◆ **RUDSETI Madurai** obtained "**Certificate of Appreciation**" from DIC Madurai for 2006-2007 appreciating our quality training to PMEGP trainees and for **three consecutive years (2014-15, 2015-16 and 2016-17)** RUDSETI Madurai was recognized for their qualitative support and methodologies in imparting training to various Govt. Sponsored schemes.
- ◆ **RUDSETI Madurai** received the **District Level Best Performer award** in Rural Development through Capacity Building on the 68<sup>th</sup> Republic Day celebrations (**2016-17**) from the District Administration.
- ◆ We were recognized through **Certificate of Appreciation** by EDII-TN for **imparting training to 3<sup>rd</sup> highest number of entrepreneurs** in EDP during 2016-17 under Govt. Sponsored programmes
- ◆ RUDSETI Madurai received "**Overall Championship**"- Second place with a certificate of Excellence and a trophy recognizing our overall performance during FY 2017-18 among all 27 RUDSETIs pan India
- ◆ RUDSETI Madurai received "**Media & Publicity**"- first place with a certificate of Excellence and a trophy recognizing our overall performance during FY 2018-19 among all 27 RUDSETIs pan India
- ◆ RUDSETI Madurai received "**Overall Performance**"- **Second Prize** with a shield recognized by Syndicate Bank during the **SYND RSETI conclave 2019**.
- ◆ RUDSETI Madurai received "**Best Govt. stall**" award **first Prize** during RUDSET Bazaar in Financial Inclusion, organized by RBI – Chennai held during the period - 22.02.2020 to 03.03.2020.
- ◆ **RUDSETI Madurai** received the **District Level Best Performer award** in Rural Development through Capacity Building on the 75<sup>th</sup> Republic Day celebrations (**2022-23**) from the District Administration

## HIGHLIGHTS OF THE YEAR 2023-2024

- Against the target of **28 programmes** planned this year, we have conducted **28 programmes** covering **862 trainees** against the **target of 850** with the **training days 510** days against the **target 510**.
- Out of total **28 programmes**, **13 programmes** were conducted exclusively for **women** candidates.
- **105 Entrepreneurs Awareness Programmes**, (EAP) conducted spreading the message of "**Prosperity through Entrepreneurship**" to 3427 **youths**.
- **443 follow up meets** were conducted and **3634 ex-trainees** were contacted for hand holding and counseling
- **730 trainees settled** and settlement rate during the year is **84%** and cumulative settlement rate is **76%**.
- Out of 862 trainees trained, **808 are from rural background** which constitutes about **93 %**
- **Weaker section** of the society contributed the paramount share of our trainees (i.e.,) **730 candidates (84%)**.
- Shri. T.R.Sundarachary, Director, RUDSETI Madurai - received the **District Level Best Performer award** in Rural Development through Capacity Building on the 75<sup>th</sup> Republic Day celebrations on 26.01.2024 (**2022-23**) from the District Administration Madurai.
- 5th State Level Consultative Committee Meeting of Rural Self Employment Training Institutes (RSETIs) at Mother Teresa Women's Complex, Chennai. In this meeting we awarded the best settlement for 2022-23.
- We organised **credit camps** in RUDSETI Madurai. RBI Study Ex trainees MSME Meet & MSME Credit Camp During the programme around 45 ex-trainees participated. Nearly 12 credit applications from our ex trainees were collected during the programme.
- Two HRD programme for Capacity Building Training Programme for (BMs/BCs/BFs) and VKP Block Coordinator.
- RUDSET MADURAI & CLDC Madurai organized 5 days HRD Program for newly recruited Pos / Prob AEOs / Prob MOs / on "**Village Immersion Program**" as the part of their Induction training, 26 officers of attended training program @ RUDSET MADURAI and visited the line departments in rural areas.
- **Conducted Two RUDSET Bazaars/Stalls** through RUDSET Madurai, NYK Madurai ,Perungudi and Handicraft Utsav @ Rajamuthaiya Manram.

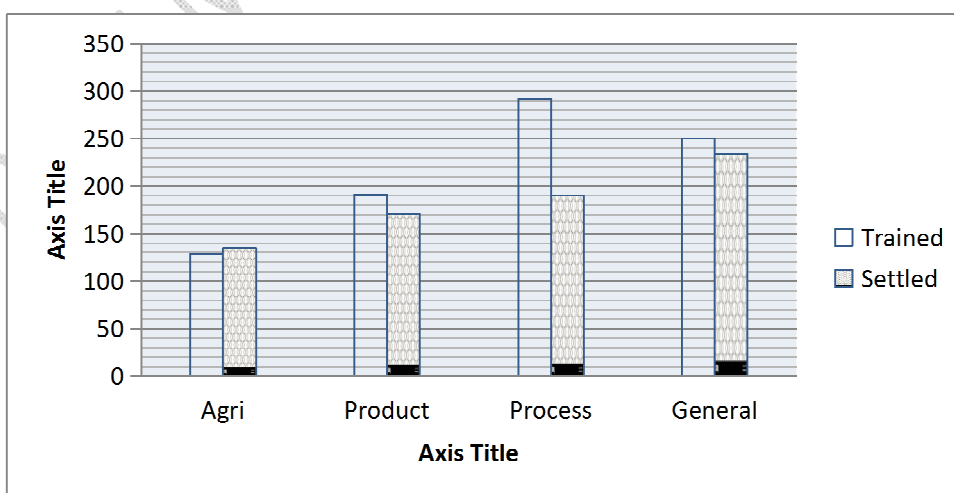
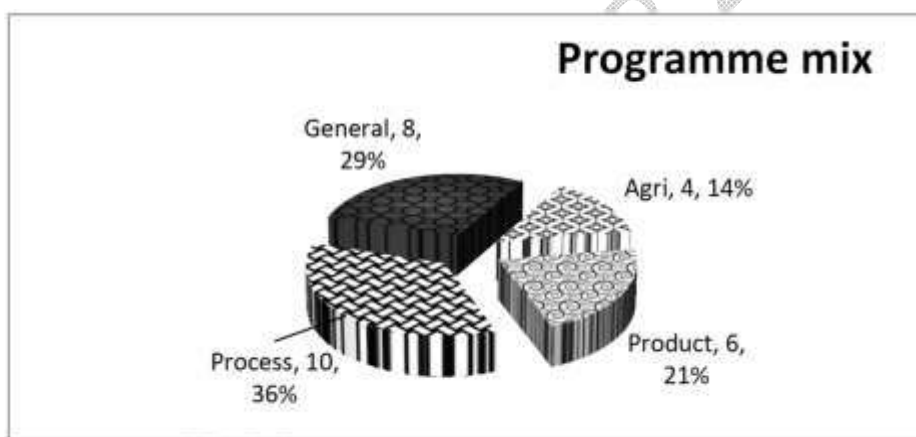
## PERFORMANCE AT AGLANCE





Particulars	During the year (FY 23-24)		Cumulative	
	Self Employment Programme	Rural Development Programme	Self Employment Programme	Rural Development Programme
Number of Batches	28	1	857	117
<b>Candidates Trained</b>	<b>862</b>	<b>24</b>	<b>25380</b>	<b>5736</b>
<b>Candidates Settled</b>				
With Bank Finance	530	--	10138	--
With Own Funds	152	--	7609	--
<b>Total</b>	<b>682</b>	<b>--</b>	<b>17747</b>	
<b>Settlement Rate</b>	<b>85%</b>		<b>76%</b>	

**PERFORMANCE UNDER KEY INDICATORS**



Annexure V**DETAILS OF TRAINING PROGRAMS CONDUCTED DURING THE YEAR**

## I. EDPs for First Generation Entrepreneurs:

No	Training Program	Program Sponso Redby	Date		Training Days (No)	Candidates Trained
			From	To		
<b>I</b>	<b>Agriculture EDPs</b>					
a	Mushroom cultivation	NRLM	25-Jul-23	03-Aug-23	10	35
b	Dairy Farming and Vermi Compost Making	NRLM	28-Sep-23	07-Oct-23	10	35
c	KrishiUdyami	NRLM	26-Oct-23	07-Nov-23	13	32
d	Commercial Horticulture	NRLM	07-Feb-24	19-Feb-24	13	27
	<b>Total</b>				<b>46</b>	<b>129</b>
<b>II</b>	<b>Product EDPs</b>					
a.	Jute Products Udyami	NRLM	10-May-23	24-May-23	13	30
b	VastraChitra Kala Udyami (Embroidery & Fabric Painting)	NRLM	29-May-23	28-Jun-23	30	35
c	VastraChitraKala Udyami (Embroidery & Fabric Painting)	NRLM	17-Aug-23	16-Sep-23	30	33
d	Jute Products Udyami	NRLM	23-Sep-23	05-Oct-23	13	27
e	Womens Tailor	NRLM	16-Nov-23	15-Dec-23	30	31
f	VastraChitra Kala Udyami (Embroidery & Fabric Painting)	NRLM	20-Dec-23	26-Jan-24	30	35
	<b>Total</b>				<b>146</b>	<b>191</b>
<b>III</b>	<b>Process EDPs</b>					
a	Cellphone Repairs and Service	NRLM	24-Mar-23	25-Apr-23	30	21
b	Refrigeration and Air-Conditioning	NRLM	27-Mar-23	27-Apr-23	30	26
c	Fast Food Stall Udyami	NRLM	15-May-23	25-May-23	10	35
d	GhareluVidyutUpkaranSevaUdyami	NRLM	14-Jun-23	19-Jul-23	30	30
e	Photography and Videography	NRLM	30-Jun-23	31-Jul-23	30	35
f	Beauty Parlor Management	NRLM	04-Aug-23	09-Sep-23	30	35
g	Fast Food Stall Udyami	NRLM	11-Sep-23	21-Sep-23	10	30
h	Fast Food Stall Udyami	NRLM	11-Sep-23	21-Sep-23	10	31
i	Installation& Servicing of CCTV Camera, Security Alarm & Smoke Detector		13-Oct-23	27-Oct-23	13	26
j	Two Wheeler Mechanic		20-Nov-23	19-Dec-23	30	23
	<b>Total</b>				<b>223</b>	<b>292</b>
<b>IV</b>	<b>General EDPs</b>					
<b>a</b>	General EDP	NRLM	12-Jun-23	17-Jun-23	6	35
<b>b</b>	General EDP	NRLM	19-Jun-23	24-Jun-23	6	35
<b>c</b>	General EDP	NRLM	10-Jul-23	15-Jul-23	6	35
<b>d</b>	General EDP	NRLM	03-Nov-23	08-Nov-23	6	30
<b>e</b>	General EDP	NRLM	20-Dec-23	27-Dec-23	6	35
<b>f</b>	General EDP	NRLM	19-Jan-24	24-Jan-24	6	28
<b>g</b>	General EDP	NRLM	31-Jan-24	06-Feb-24	6	26
<b>h</b>	General EDP	NRLM	14-Feb-24	20-Feb-24	6	26
	<b>Total</b>				<b>48</b>	<b>250</b>

## PROGRAMME FOR ESTABLISHED ENTREPRENEURS (Skill upgradation/Growth): Nil

### A. Rural Development Program:

No	Training program	Program sponsored by	Date		Training days (No)	Candidates Trained
			From	To		
01	Training Programme for (PWD)	Enable India	23.11.23	23.11.23	1	34

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

No	Training program	Beneficiary organization	Date		Duration (days)	No. of trainees
			From	To		
01	VKP Block Coordinator	TNRTP, Chennai	04.05.23	04.05.23	1	58
02	Capacity Building Training Programme for (BMs/BCs/BFs)	TNSRLM	02.08.23	02.08.23	1	64

### C. Sensitization Program:

No	Participants (Name of Govt Department, Bank, NGOs etc.)	Date		Duration (days)	No. of participants
		From	To		
1	Lead Bank Office, Madurai	10.05.23	10.05.23	1	60
2	Block Level Bankers Orientation Programme	12.05.23	12.05.23	1	28
3	Lead Bank Office CB Madurai & BDO Melur	16.05.23	16.05.23	1	24
4	Lead Bank Office CB Madurai & Madurai East BDO Office	19.05.23	19.05.23	1	21
5	Lead Bank Office CB Madurai	21.06.23	21.06.23	1	46
6	Lead Bank Office CB Madurai & BDO Madurai West	22.08.23	22.08.23	1	36
7	BLBC @ RUDSETI Madurai	24.08.23	24.08.23	1	36
8	BLBC MEETING @ Kalligudi	8.09.23	8.09.23	1	24
9	RBI, CHENNAI	4.11.23	4.11.23	1	41
10	Lead Bank Office CB Madurai	15.11.23	15.11.23	1	41
11	Vellanmmal College Madurai	15.02.24	15.02.24	1	40
12	BLBC Meeting @ Thirumankulam	22.02.24	22.02.24	1	24
13	BLBC Meeting @ RUDSETI Madurai	13.03.24	13.03.24	1	28

### E. Technology Transfer Program:

No	Training program	Program sponsored by	Date		Duration (days)	No. of trainees
			From	To		
01	Mehandi Making	CED - Canarabank	25.08.23	25.08.23	1	36

**BATCHWISE PERFORMANCE****I. EDPs FOR FIRST GENERATION ENTREPRENURS:**

No	Training Programme	During 2023-2024			Since Inception		
		No.of Batches	No.of Candidates trained	No.of Candidates Settled	No.of Batches	No.of Candidates trained	No.of Candidates Settled
<b>I</b>	<b>AGRICULTURE EDPs</b>						
1	Mushroom & Beekeeping	1	35	37	20	614	398
2	Dairy / Vermi Compost	1	35	43	204	7620	6160
3	Poultry Farming	0	0	0	4	107	86
4	Sheep & Goat	0	0	0	11	344	265
5	Organic Farming	0	0	0	3	94	83
6	KrishiUdyami	1	32	55	6	175	115
7	Spirulina Cultivation	0	0	0	1	29	29
8	Commercial Floriculture	0	0	0	1	22	18
9	Commercial Horticulture	1	27	0	1	27	0
10	Farmers Skill Development	0	0	0	2	44	30
11	Others	0	0	0	8	257	204
	<b>TOTAL</b>	<b>4</b>	<b>129</b>	<b>135</b>	<b>261</b>	<b>9333</b>	<b>7388</b>
<b>II</b>	<b>PRODUCT EDPs</b>						
1	Women's / Men's Tailor	1	31	30	63	1992	1567
2	VastraChitra Kala Udyami Embroidery/Fabric Painting/ Jardhoshi	3	103	75	13	424	268
3	Jute Product Making	2	57	47	7	195	133
4	Bamboo & Cane Craft making	0	0	0	1	32	4
5	Nature Food Preparation	0	0	0	3	84	56
6	Food Processing & Bakery /fast food	0	0	0	9	241	195
7	Artificial / Costume Jewellery Making	0	0	0	8	225	175
8	Banana Fabric Products	0	0	0	3	87	26
9	Cloth Bag Mfg.	0	0	0	2	69	62
10	Minor Millet/Value Added Products	0	0	0	1	40	32
11	Pappad/Masala Powder Mfg	0	0	0	3	85	79
12	Sanitary Napkin Mfg.	0	0	0	1	15	12
13	Paper Cover, Envelop File Making & Book Binding	0	0	0	3	82	32
14	Domestic Product Making	0	0	0	1	32	25
15	Homemade Agarbathi Making	0	0	18	2	50	33
16	Candle Making	0	0	0	1	26	14
17	Others	0	0	0	18	410	356
	<b>TOTAL</b>	<b>6</b>	<b>191</b>	<b>170</b>	<b>139</b>	<b>4089</b>	<b>3069</b>

## ACTIVITIES REPORT

2023-24

<b>III</b>	<b>PROCESS EDPs</b>						
1	Beauty Parlour Management	1	35	23	12	374	234
2	Cell Phone Repair& Service	1	21	22	30	889	625
3	Photography & Videography	1	35	24	32	958	630
4	GhareluVidyutUpakaranaSeva Udyami	1	30	11	31	884	457
5	Two Wheeler Repair	1	23	9	10	269	95
6	Refrigeration & AC Repair	1	26	33	9	251	173
7	Fast Food Stall Udyami	3	96	62	7	202	73
8	DTP /Computer Accounting / Hardware /Photo Framing/Desktop publishing	0	0	0	24	633	406
9	Light Motor Vehicle	0	0	0	7	196	174
10	Motor Rewinding/ Pumpset Repair / Plumbing Works	0	0	0	5	142	99
11	Dry Wash &Saree Rolling	0	0	0	3	77	53
12	Solar Equipment Installation	0	0	0	1	41	20
13	CCTV Camera , Security Alarm & Smoke Detector	1	26	7	6	158	89
14	Automobile Electrical & AC Repair	0	0	0	1	25	8
15	LCD /LED Repair & Service	0	0	0	1	36	25
16	Laptop Service	0	0	0	1	35	27
17	Auto CAD	0	0	0	1	32	12
18	Photo Framing	0	0	0	1	25	19
19	Travel & Tourist Guide	0	0	0	3	95	25
20	UPS Inverter Service	0	0	0	1	25	14
21	Others	0	0	0	69	2115	1745
	<b>TOTAL</b>	<b>10</b>	<b>292</b>	<b>191</b>	<b>255</b>	<b>7462</b>	<b>5003</b>
<b>IV</b>	<b>GENERAL EDPs</b>						
1	GENERAL EDP	8	250	163	24	716	539
2	EDP for PMEGP Beneficiaries	0	0	0	109	3102	2643
3	UYEGP- EDP	0	0	0	40	1086	982
4	NEEDS	0	0	0	10	302	282
5	REDP	0	0	0	23	758	470
6	Business Plan Preparation	0	0	0	1	25	115
7	Community Resource Person Enterprise Promotion (CRP EP)	0	0	25	1	24	25
8	Financial Literacy/Bank Mitra	0	0	46	9	244	160
	<b>TOTAL</b>	<b>8</b>	<b>250</b>	<b>234</b>	<b>217</b>	<b>6257</b>	<b>5216</b>
	<b>GRAND TOTAL</b>	<b>28</b>	<b>862</b>	<b>730</b>	<b>872</b>	<b>27141</b>	<b>20676</b>

## ENTREPRENEURSHIP AWARENESS PROGRAMME (EAP)

The success of training programme depends on various factors among which number of candidates mobilized for training is most important. The reason is, from a good collection we can have a good selection. Hence to mobilize more number of candidates, we follow many methods among which conducting Entrepreneurship Awareness Programmes (EAPs) is most important and predominant method. It is done with the support of Government line departments, SHGs, Village youths federations, NGOs, College Alumni Associations, placement cells etc. The gist of such EAPs conducted is presented here below:

Sl.No	EAPs	2022-2023	Since Inception
01	No. of Programmes	105	1429
02	No. of Participants	3427	67909



Entrepreneurship Awareness Programme on 08.07.2023 at Institute of Co operative anagement



Entrepreneurship Awareness Programme on 08.07.2023 at Madurai Law Coordinating Committee



## OTHER IMPORTANT ACTIVITIES

- 5th State Level Committee Meeting of Rural Self Employment Training Institutes (RSETIs) at Mother Teresa Women's Complex, Chennai was held on 27.07.2023. This meeting was headed by Principal Secretary, Department of Rural Development and Panchayats, Dr. P. Senthilkumar, I.A.S. In this meeting, the Managing Director of Tamil Nadu Women's Development Institute, Mrs. Divyadarsini, I.A.S., Executive Director Ms. B. Priyanka Pankajam, I.A.S., Director General of RSETIs, Mr. Murugesan, National Coordinator Shri. R. R. Singh and government officials and committee members were present. In this program our Director T R Sundarachary was awarded 1<sup>st</sup> prize for the settlement achievement for 2022-23
- Our Director Shri. T.R.Sundarachary received the **District Level Best Performer award** in Rural Development through Capacity Building on the 75<sup>th</sup> Republic Day celebrations (**2022-23**) from the District Administration Madurai.
- We are happy to inform that, **Dr.S. ANEESH SEKHAR, I.A.S., District Collector, District Magistrate, Madurai District D.ANIL, Lead District Divisional Manager & Sri. SANTHAPANDI, LBO, Canarabank, Madurai** were released our activities report for the year 2022-23
- Earth Day was celebrated by our Institute during the celebration along with Pollution Control Board, Madurai and Lead District bank, CanaraBank, Madurai. Nearly 45 trainees attended the programme. We celebrating the environmental Movement for Life themes was explained by the chief guests Smt.Devakriubai, AE, TNPCB, Madurai and Shri.D.Anil, Lead District Manager, Canarabank, Madurai various programmes were conducted and taking part in the rally create awareness on protection of environment and prizes were distributed on the occasion.
- We happy to inform that we have started new batch and new rental premises @Thiruparankundram on the Occasion Jute Product Udyami Training Programme for the chief guests Shri.Tamilselvan, AGM, Reserve Bank Of India Chennai, Shri.Anil, Lead District Manager, Canarabank, Madurai, Shri.Chinnadurai, Apo Skill, TNSRLM, Madurai and Director Shri.Sundarachary were guests Inaugurated the function.
- Block Level Bankers Orientation Programme organized by Lead bank office, Canarabank Madurai Shri. Anil, Lead district Manager, Madurai, Shri. SakthiBalan. , AGM, NABARD, Madurai participated in this meeting Sri. T R Sundarachary, Director, RUDSETI, presided the function and delivered talk on RUDSET concepts; various programmes conducted at the institute and also explained Loan Linkage about RUDSETI Trained candidates
- On in alignment with our commitment to environmental sustainability, we took a pledge in honor of World Environment Day. This pledge was undertaken during an ongoing batch session, where participants expressed their dedication to protecting and preserving our planet. Additionally, we have ensured that this significant event is recorded by uploading the details to the Meri Life portal. By participating in this pledge and documenting it on the Meri Life portal.
- On the occasion of Meri LIFE (**LiFE style for Environment**), we were honored to have **Shri. Anbukkarasu, the State Director of RSETI TN**, and representatives from the Fire and Rescue Department in Thiruprunkundram join us. At the Same time we commencement VastraChitra Kala training program, 35 Nos trainees participated. Additionally, in line with our commitment to environmental conservation, a tree planting ceremony was conducted within our office campus. This symbolic gesture underscores our dedication to sustainability and eco-conscious living. The presence of esteemed guests and the participation of our staff members further solidified our collective resolve to protect our environment and promote a greener future for generations to come

- We celebrated world **environment Day on 05 June 2023** On the occasion **Shri.A.S.Sakthibalan, DDM, NABARD, Madurai** participated and addressing this year theme we focussed on solutions to plastic pollution under the campaign.
- We celebrated International Yoga Day 2023 with our batches OF VastraChitra Kala and GhareluVidyutUpkaranSevaUdyami trainees and DST and staff s around 65 Participated in this Programme
- We have organised CED program sponsored by canara bank , Circle office Madurai , on Technology transfer programme for Mehandi Making mixalogy of Mehandi cone preparation about Arabic Mehandi design , Bridal Mehandi design
- We have celebrated "Teachers Day" Actively participated two batches 01. Beauty palrour management 02.Vastra Chitrakala around 70 candidates.
- Swatchhataseva – Sharmathan conducted our District Collectorate, Madurai, Studentsaminity center of Madurai Corporation, up to two hectare. Our Deputy Genral Manager Shri. Sujit Kumar Sahoo, staffs and trainees.
- We observed that Oath Taking in Our KrishiUdyami batch trainees and Director, Staffs are taking Vigilance awareness pledge 2023.
- 75<sup>TH</sup> I Republic Day, the shriJ.JosephAnandha Raj, State Controller for RSETIs, Assessment & Quality Assurance, National Academy of RUDSETI, Tamil Nadu & Puduchery raises the national flag at RUDSET MADURAI. On the Occasion Vastrachitrakala batch, and we distributed certificates in Two wheeler repair and service batch around 48 trainees participated in this programme .
- We started Women's Tailor Training Program for the 2024-2025 calendar years at RUDSETI Madurai. The inauguration ceremony was graced by the presence of Shri. D. Anil, Lead District Manager of Canara Bank Circle Office, Madurai, lit the Lighting lamp and delivered the inaugural address. Shri. Anil's insightful words emphasized the significance of skill development in empowering women and fostering economic independence. His presence inspired all participants and set the tone for a successful training program ahead.



**FOLLOW UP DETAILS**

DETAILS OF FOLLOW-UP EFFORTS	
a. Candidates contacted at the Institute	54
b. Telephone contacts	144
c. Branch level Meeting	15
c. Door to Door contacts	230
• No. of candidates followed up	2336

**SPONSORSHIP AND FINANCE**

Particulars	Candidates sponsored		Financial assistance (Rs. in lakhs)			
	During the year	Cumulative	During the year		Cumulative	
			No.	Amount	No.	Amount
Canara Bank	125	10541	93	71.50	5888	5649.28
Others	737	7711	437	162.76	4250	14187.67
<b>Total</b>	<b>862</b>	<b>18252</b>	<b>530</b>	<b>234.26</b>	<b>10138</b>	<b>19836.95</b>

**SHARE OF WEAKER SECTION**

Weaker Section	During the year	Since inception
a. SC	222	6166
b. ST	000	0209
c. Backward Class	633	18658
d. Minorities	006	01436
e. Women	665	11893
f. Physically Challenged	001	00237

## LIST OF IMPORTANT VISITORS



### SPONSOR BANKS :

Shri T.V. Krishna Mohan, General Manager of Canara Bank, CO, Madurai

Shri.Sujit Kumar Sahoo, CanaraBank, RO, Madurai

Shri D. Anil, Lead District Manager, Canara Bank, CO, Madurai

Shri R.P. Rajan, Chief Manager, Canara Bank, Tirunagar.

Shri A. Dharmaperumal, Senior Manager, Canara Bank, Pasumalai.

Smt. G.V. Narmatha, Senior Manager, Canara Bank, RSTC, RO, Madurai.

Shri L. VijayaAnand, Manager, Canara Bank, Thiruparamkundram.

Shri Rohinathan Manager, Canara Bank, Kalligudi.

Shri M. Murale Gowtham, Manager, Canara Bank, Thoppur.

### OTHER BANKS/ ORGANISATION:-

ShriMuthuselvan, Deputy General Manager, RBI, Chennai.

Shri N. Tamil selvan, LDO, RBI, Chennai.

Shri K. Anbukarasu, State Director of R SETI Tamil Nadu & Puduchery.

Shri AS. Sakthibalan, DDM, NABARD, Madurai.

Shri B. Alexander, Senior Manager, Tamil Nadu Gramina Bank, Sivagangai.

### GOVERNMENT DEPARTMENTS:-

Honorable Shri.Manickam Tagore, Member of Parliament, Virudhunagar

Honorable Dr. PalanivelThiagarajan, Minister of Information Technology and Digital Services of Tamil Nadu

Shri M. Sankarapandi, Accounts (S&J) TNRTP, Chennai.

Shri S. Ganesan, General Manager, DIC, Madurai.

Shri N. Suresh, Deputy Commissioner , Sri Subramaniya Samy Temple, Thiruparamkundram.

Shri Joseph, APO, TNSRLM, Madurai.

Shri M. Devakiruban, AE, TNPCB, Madurai.

Shri T.V. Anbuezhayan, Asst. Director, KVIC, Madurai.

Dr. Umarani, Professor, VTURC, Thiruparamkudram

Smt. P. Sathyapriya, Chairaman, TEMPLE, Thiruparamkudram.

Shri Babhu, Joint Director, Associate Chief, Madurai.

Smt. Mariya, APO, TNSRLM, Madurai.

## VISITORS VIEWS

I wish you best wishes

**Honorable Shri.Manickam Tagore, Member of Parliament, Virudhunagar**

I have inaugurated beautician training program. The participants are feeling very comfortable with the Management. The food items are very tasty and hygienic. I wishing the institution & their students to grow and transform their life successfully.

**N.Suresh, Deputy Commissioner / Administrative Officer  
ArulmikuSubramaniaswamy Temple, Tiruparangunram**

Interacted with trainees of RUDSETI. I appreciate the work carried out by the RUDSETI. My best wishes to the team.

**Shri.Muthuselvan, DGM., RBI, Chennai**

Visited RUDSETI and handled the session for BCs on Digital Payments, jeevan suraksha scheme. Building plan and further course of activity discussed with Director.

**D.Anil, LDM, Lead District Manager, Canara Bank, Madurai**

Attended Two wheeler training participant's interaction meet & distributed RUDSETI Madurai Infra support. All the best keep it up.

**Shri.A.S.SakthiBalan, AGM, NABARD, Madruai**

Wishes to serve more downtrodden young Entrepreneurs

**Shri.Ganesan, GM, DIC, Madurai**

## GLIMPSES OF MEDIA COVERAGE

# தீன மலர்

## தொழில்முனைவோர்களுக்கான அரிய வாய்ப்பு: பயிற்சி இலவசம்

மதுரை, இந்தியா அரசின், ஊரக வளர்ச்சி துறையின் கீழ் செயல்படும் "ஊரக வளர்ச்சி மற்றும் சுய வேலைவாய்ப்பு பயிற்சி நிலையத்தில் இலவச தொழில் பயிற்சி துவங்க உள்ளது.15-7-2023 அன்று "சனல் நாரிலிருந்து பொருட்கள் தயாரித்தல் பயிற்சி" ஆரம்பிக்கப்படுகிறது. பயிற்சி காலம் -13 நாட்கள், மற்றும் "இருசக்கர வாகனம் பழுதுநீக்கல் பயிற்சியும்" -பயிற்சி காலம் 30 நாட்கள் ஆரம்பிக்கப்படுகிறது.

கல்வி தகுதி தேவை இல்லை, பயிற்சின் போது உணவும் மற்றும் தாங்கும் வசதிகள் இலவசமாக அளிக்கப்படும். பயிற்சியின் முடிவில் இந்தியா அரசின் சான்றிதழ் வழங்கப்படும் மேலும் தொழில் துவங்க வாங்கி கடன் ஆலோசனைகள் வழங்கப்படும்.

பயிற்சி பெற விருப்பம் உள்ளவர்கள் கீழ்க்கண்ட முகவரியில் மொபைல் மூலமாகவோ (Ph - 0452-2690609 Mobile - 9445600561) ஆன்லைனினிலோ (<https://rudsetitraining.org/web/application-form/>)நேரிலோ உங்கள் பெயரை பதிவு செய்துகொள்ளலாம்.

The Director, Rural Development and Self Employment Training Institute (RUDSETI), Airport Road, PTC Post, Perungudi, Madurai - 625022

### இலவச பயிற்சி

மதுரை, 4.8.31 - மதுரை பெருங்குடி ரூட்செட் பயிற்சி நிலையத்தில் எலக்ட்ரிக்ஸ் பழுது நீக்கும் இலவச பயிற்சி துவங்கி, 8 முதல் ஒரு மாதம் நடக்கிறது. 18 - 45 வயதுள்ள இருபாலரும் விண்ணப்பிக்கலாம். தினமும் காலை 9:30 மணி முதல் மாலை 5:30 மணி வரை பயிற்சி நடக்கிறது. உணவு, தங்குமிடம் இலவசம். விருப்பமுள்ளோர் இயக்குனர், ரூட்செட் பயிற்சி நிலையம், பெருங்குடி, மதுரை - 22 என்ற முகவரிக்கு விண்ணப்பிக்கலாம். மேலும் விபரங்களுக்கு 94456 00563ல் தொடர்பு கொள்ளலாம்.



### இலவச பயிற்சிக்கு விண்ணப்பிக்கலாம்

மதுரை, ஜூன் 10 - மதுரை ரூட்செட் பயிற்சி நிலையம் சார்பில் ரூரல் நெக்சான்க் குறித்த இலவச கல்யாணவாய்ப்பு பயிற்சி நடத்தப்படுகிறது. இதில் பங்கேற்க விரும்பும் ஆண்கள் விண்ணப்பிக்கலாம். காலை 9:30 முதல் மாலை 5:30 மணி வரை நடக்கும் பயிற்சியில் உணவு, தங்குமிடம் போன்றவையும் வழங்கப்படும். விண்ணப்பித்ததை, இயக்குனர், ரூட்செட் பயிற்சி நிலையம், பெருங்குடி, மதுரை-22 என்ற முகவரிக்கு அனுப்ப வேண்டும். விவரங்களுக்கு 94456 48671ல் தொடர்பு கொள்ளலாம்.

### சுய தொழில்கள் இலவச படிக்கி

மதுரை, 4.8.14 - மதுரை பெருங்குடி ரூட்செட் பயிற்சி நிலையத்தில் அலங்கார நடைகள் தயாரிக்கும் 13 நாள் பயிற்சி தினமும் காலை 9:30 முதல் மாலை 5:30 மணி வரை நடக்கிறது. 18 முதல் 45 வயது பெண்கள், திருநங்கைகள் விண்ணப்பிக்கலாம். பயிற்சி, உணவு, தங்குமிடம் இலவசம். விருப்பம் உள்ளோர் இயக்குனர், ரூட்செட் பயிற்சி நிலையம், விமான நிலைய ரோடு, பெருங்குடி, மதுரை - 625 022 என்ற முகவரிக்கு நேரில் அல்லது 0452 - 269 0609ல் தொடர்பு கொண்டு 13.24 க்குள் பெயர்களை பதிவு செய்ய வேண்டும் என இயக்குனர்

WRITTEN FEEDBACK FROM TRAINED AND SETTLED ENTREPRENEURS



திருமதி : சிவசீதல்  
30 வது பாயிண்டி திசுவதை  
விமான திண்டிவி கோடு  
மெட்ரோ - 16 நடை சீல்டிடி.



10ஆம் பாயிண்டி சிவசீதல் திண்டிவி திண்டிவி.

திண்டிவி 16-1, அம் 30வது

30வது பாயிண்டி திண்டிவி திண்டிவி திண்டிவி  
Batchi - 30 வது பாயிண்டி திண்டிவி Vastha  
Chitrakala (Fabric Painting Hand Empiridemy)  
பாயிண்டி திண்டிவி திண்டிவி திண்டிவி  
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30வது பாயிண்டி திண்டிவி திண்டிவி திண்டிவி  
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இவ்வாறு அமைக்க  
கூடுதல் பணியை கிணியல்  
புறநகர் கடை  
திருப்புகழ்க்குறை - 625005



மதுரை மியூ இவ்வாறு அமைக்க  
பொருள் உகந்தம் இவ்வாறு அமைக்க  
(கூடுதல் உபயோக மின்சாரம் அமைக்க) சிறப்பாக  
மதுரை மியூ S.M. Home APPLIANCE சிறப்பாக  
கடை கிணியல் கிணியல் கிணியல்  
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- 1, மின்சாரம் - 3 மீட்டர்
- 2, PWF LOAN - 1.5 மீட்டர்
- மொத்தம் - 4.5 மீட்டர்

மொத்தம் - 15,000/-

கிணியல்  
கிணியல்  
கிணியல்

**EXPENDITURE AND SOURCE OF FUNDS**

SI No	Head of Accounts	Budget	Actual	Budget	Actual
		2022-2023 (Rs.000)	2022-23 (Rs.000)	2023-2024 (Rs.000)	2023-2024 (Rs.000)
	<b><u>CAPITAL EXPENDITURE</u></b>				
1	FURNITURE & FIXTURES	250.000	0.000	370.000	37.150
2	OFFICE EQUIPMENTS	0.000	10.000	0.000	0.000
3	TRAINING EQUIPMENTS	0.000	3.350	28.000	0.000
4	COMPUTER/TV OTHERS	246.500	46.200	0.000	0.000
5	DURABLE ARTICLES	0.000	0.000	0.000	32.190
6	VEHICLES	0.000	0.000	0.000	0.000
7	LIBRARY BOOKS	0.000	0.000	3.000	0.000
8	BUILDING	0.000	0.000	10000.000	0.000
9	LAND	0.000	0.000	0.000	0.000
10	CURRENT ASSETS	0.000	0.000	0.000	0.000
	<b>TOTAL</b>	<b>496.500</b>	<b>59.550</b>	<b>10401.000</b>	<b>69.340</b>
	<b><u>REVENUE EXPENDITURE</u></b>				
1	HONORARIUM	685.000	487.700	574.000	385.050
2	BOARDING CHARGES	2719.000	1848.366	2202.000	1721.540
3	SALARY AND WAGES	2747.000	2455.755	2365.000	2098.252
4	TA TO TRAINEES	60.000	46.624	150.000	49.430
5	PRINTING & STATIONARY	180.000	179.734	140.000	133.778
6	POST & TELEGRAM	100.000	54.823	80.000	58.229
7	TRAINING MATERIALS	1030.000	1025.639	966.000	1029.646
8	TA TO STAFF	240.000	230.708	220.000	225.681
9	RENT	325.000	0.000	300.000	225.000
10	ELECTRICITY & WATER	200.000	118.940	220.000	163.050
11	SUB TO NEWS PAPER	10.000	3.830	12.000	4.070
12	ADV. AND PUBLICITY	110.000	46.246	110.000	38.078
13	REPAIR & MAINTENANCE	150.000	92.669	365.000	592.288
14	ENTERTAINMENT	60.000	42.155	75.000	30.944
15	INSURANCE	15.000	0.000	18.000	5.765
16	AUDIT FEES	15.000	8.032	18.000	11.800
17	MISC. EXPENSES	135.000	119.028	150.000	268.093
	TOTAL II	8781.000	6760.249	7965.000	7040.694
	TOTAL I	496.500	59.550	10401.000	69.340
	<b>TOTAL I + II</b>	<b>9277.500</b>	<b>6819.799</b>	<b>18366.000</b>	<b>7110.034</b>



**SUCCESS STORIES**

<b>Name</b>	G Muthupandi
<b>Name of the Training Programme</b>	Gharelu VidyutUpkaranSevaUdyami
<b>Batch No</b>	<b>883</b>
<b>Programme Sponsor</b>	<b>NRLM</b>
<b>During of Training</b>	From : 14.06.2023 to 19.07.2023 (30 Dates)
<b>Activity</b>	<b>S R Home Appliances(sales and Service)</b>
<b>Project Cost</b>	<b>450000/-</b>
<b>Bank/Agency Loan</b>	-
<b>Name of Branch/Agency</b>	-
<b>Net Profit</b>	<b>40000/-</b>

<b>Name</b>	<b>R.Jayakumar</b>
<b>Name of the Training Programme</b>	<b>Mushroom cultivation</b>
<b>Batch No</b>	<b>887</b>
<b>Programme Sponsor</b>	<b>NRLM</b>
<b>During of Training</b>	<b>25.07.2023 to 03.08.2023</b>
<b>Activity</b>	<b>Mushroom Cultivation</b>
<b>Project Cost</b>	<b>200000/-</b>
<b>Bank/Agency Loan</b>	-
<b>Name of Branch/Agency</b>	-
<b>Net Profit</b>	<b>25000</b>

<b>Name of the Candidate</b>	Chandra Mohan V & Jagatheeswari C
<b>Name of the Training Programme</b>	Jute Product Udyami
<b>Batch No</b>	<b>879</b>
<b>Programme Sponsor</b>	<b>NRLM</b>
<b>Duration</b>	<b>From : 10.05.2023 To: 24.05.2023</b>
<b>Activity</b>	Jute product - like travel bag, lunch bag, market bag & School bag.
<b>Project cost</b>	Rs.400000
<b>Bank/Agency Loan</b>	-
<b>Name of the Bank/ Agency</b>	-
<b>Net Profit</b>	36000/-.

<b>Name of the Candidate</b>	M. NITHYA
<b>Name of the Training Programme</b>	VastraChitra Kala
<b>Batch No</b>	<b>881</b>
<b>Programme Sponsor</b>	<b>NRLM</b>
<b>Duration</b>	<b>From : 29.05.2023 To: 28.06.2023</b>
<b>Activity</b>	Blouse Embroidery
<b>Project cost</b>	Rs.500000/-
<b>Bank/Agency Loan</b>	<b>Bank of India</b>
<b>Name of the Bank/ Agency</b>	<b>Sinthupatti</b>
<b>Net Profit</b>	Rs 38000/-



**TENTATIVE TRAINING SCHEDULE 2024-2025**

NO.	MONTH	TRAINING NAME	Training Hours	No. of Training Days
1	Apr-24	Jute Products Udyami	104	13
2	Apr-24	KrishiUdyami	104	13
3	Apr-24	Women's Tailor	240	30
4	Apr-24	Dairy Farming and Vermi Compost Making	80	10
5	May-24	Refrigeration and Air-conditioning	240	30
6	May-24	Fast Food Stall Udyami	80	10
7	May-24	Beauty Parlor Management	240	30
8	May-24	Fast Food Stall Udyami	80	10
9	May-24	General EDP	48	6
10	Jun-24	Dairy Farming and Vermi Compost Making	80	10
11	Jun-24	Women's Tailor	240	30
12	Jun-24	VastraChitra Kala Udyami (Embroidery & Fabric Painting)	240	30
13	Jun-24	KrishiUdyami	104	13
14	Jul-24	Photography and Videography	240	30
15	Jul-24	Mushroom cultivation	80	10
16	Aug-24	Goat Rearing	80	10
17	Aug-24	Jute Products Udyami	104	13
18	Sep-24	Costume Jewelry Udyami	104	13
19	Sep-24	VastraChitra Kala Udyami (Embroidery & Fabric Painting)	240	30
20	Sep-24	Installation & Servicing of CCTV Camera, Security Alarm & Smoke Detector	104	13
21	Oct-24	Commercial Horticulture	104	13
22	Oct-24	Mushroom cultivation	80	10
23	Oct-24	General EDP	48	6
24	Oct-24	General EDP	48	6
25	Nov-24	Soft Toys Maker and Seller	104	13
26	Nov-24	Costume Jewelry Udyami	104	13
27	Dec-24	General EDP	48	6
28	Dec-24	Commercial Horticulture	104	13
29	Jan-25	Poultry	80	10
30	Jan-25	General EDP	48	6
31	Jan-25	Goat Rearing	80	10
32	Feb-25	General EDP	48	6

VIP Visitor



We participating in the NYK (Nehru Yuva Kendra, Madurai) programme held at S.N College. On this occasion, our successful entrepreneur from RUDSETI showcased their products at the RUDSETI Bazaar stall. It was an honor to have the stall visited by the Honorable Virudhunagar Member of Parliament, Shri. Manickam Tagore, along with government officials.



During the occasion of the NABARD organized Handicraft Bazaar, we proudly participated with our Entrepreneurs in the RUDSETI Bazaar. The event was inaugurated by the presence of esteemed guests, including the Honorable Dr. Palanivel Thiagarajan, Minister of Information Technology and Digital Services of Tamil Nadu, and Shri. ShakaraNarayanan, CGM of NABARD, Chennai.



124th District Level RSETI Advisory Committee Meeting (DLRAC) HELD ON 22.06.23 Shri T.V. Krishna Mohan, General Manager of Canara Bank, Circle Office, Madurai, provided valuable insights and feedback during the DLRAC Meeting.



Shri,M.Sakrapani, A/c (S & J) , TNRTP, Chennai Visited & Delivering Inaugural Speech On 04.05.23 HRD programme for VKP Block Coordinators



Inaugural Function (Beauty Parlour Management -NRLM) by Lighting the lamp N.Suresh, Deputy Commissioner /Administrative Officer Arulmiku Subramaniaswamy Temple, Tiruparangunram was the Chief Guest on the occasion



We organised RBI Study Ex trainees MSME Meet & MSME Credit Camp During the programme Shri.Muthuselvan, DGM., RBI., Chennai, and Shri.Tamilselvan, AGM, RBI and Shri.Anil, LDM,CanaraBnk, Madurai were interacted with our successful Entrepreneurs

VIP Visitor



Shri. Ganesan, GM, DIC, Madurai & was the chief guests on the occasion and delivering the Various government sponsoring schemes and distributed the certificate



We Started Fast food udyami – NRLM two Batches during the programme commenced with Lighting the lamp – Shri.Joseph Retnaraj, Asst project officer – Skill and Placement, TNSRLM, Madurai



RURAL IMMERSION Training programme during the valediction Sri. Sri. Sujit Kumar Sahoo, DGM, Canara Bank,RO, Madurai distributed the certificates to the Canara Bank Po's and AEO's Madurai.



We celebrated on 05.06.23 world environment Day On the occasion Shri.A.S.Sakthibalan, DDM, NABARD,Madurai participated and addressing this year theme we focussed on solutions to plastic pollution under the campaign.



Sri.D.Anil, LDDM, CanaraBank, madurai He under took class BC Sakhis two days refresher Training Program



Inaugural Function (Commercial Horticulture ) Lighting the lamp – Smt. Gokila Santhi, AD, Horticulture dept, Madurai was the Chief Guests on the occasion

**Award**



Shri. T.R.Sundarachary, Director, RUDSETI Madurai - received the District Level Best Performer award in Rural Development through Capacity Building on the 75th Republic Day celebrations on 26.01.24 (2022-23) from the District Administration Madurai.

17.07.23 - 5th State Level Consultative Committee Meeting of Rural Self Employment Training Institutes (RSETIs) at Mother Teresa Women's Complex, Chennai. In this meeting Principal Secretary, Department of Rural Development and Panchayats, Dr. P. Senthilkumar, I.A.S., the Managing Director of Tamil Nadu Women's Development Institute Mrs. Divyadarsini, I.A.S., Executive Director Ms. B. Priyanka Pankajam, I.A.S., National Director Mr. Murugesan, National Coordinator Shri. R. R. Singh and government officials and committee members were present. In this program our Director T R Sundarachary awarded the best settlement for 2022-23.



**Practical Session**



Motivation Session



Photography & Videography

Practical Session



Masala Product



Two Wheeler Mechanic



Krishi Udyami



Jute Udyami



Fast Food Udyami



Mushroom Cultivation



Vastra Chitra Kala Udyami



Women's Tailoring



BC Sakhis



CCTV Camera



DEARS

Sponsored By NABARD

18.12.23 inaugurated NABARD 2.0 Capital Expenditure @ RUDSETI Madurai. On the occasion Shri.A.S.Sakthibalan, AGM, NABARD,- Madurai & Shri.Anil, Lead District Manager, CanaraBank, Madurai, Shri.S.Anbukkarasu, SDR, Tamilnadu & Puducherry .Our Director Welcomed all the Chef guests and dignitaries. Then chief guest had handed over the training equipments, then chief guest delivered address on going batch trainees (Two Wheeler repair and service) : these are the materials supported to NABARD :

- 1.RO Water Stainless steel - CONWAY
- 2.AHUJA- Mike with amplifier and Speakers
- 3.Godrej file storage
- 4.White Board ceramic 6X4
- 5.Benq Interactive board 75inch - Flat Panel
- 6.Dining Kitchen Utensils – Vessels set
- 7.Dining tables Stainless Steel 8 members
- 8.Two wheeler Ramp ( Two Number)

We very much thankful NABARD for given the support of NABARD 2.0 Capital Expenditure of RUDSETI Madurai.



Other Activities



On 01.10.23 - Swachhata seva – Shramathan conducted at our District Collectorate, Madurai, Students aminity center of Madurai Corporation, up to two hectare. Our Deputy Genral Manager Shri. Sujit Kumar Sahoo, staffs and trainees.



World MSME Day and was celebrated jointly by KVIC Madurai.27.06.23



On 22.04.2023 Earth Day was celebrated by our Institute During the celebration along with official of Pollution Control Board, Madurai and Lead District bank, CanaraBank, Madurai. Nearly 45 trainees attended the programme



On 30.05.2023 the occasion of Meri LIFE (LIFE style for Environment), we were honored to have Shri. Anbukkarasu, the State Director of RSETI TN, and representatives from the Fire and Rescue Department in Thiruprankundram join us. At the Same time in line with our commitment to environmental conservation, a tree planting ceremony was conducted within our office campus.

Other Activities



MSME Meet & MSME Credit Camp -04.11.23



We celebrated International Yoga Day 2023



We Celebrate Poojyashri, Dharmathikari Dr.D.Veerendra Heggade Brithday



On 12.05.2023 Block Level Bankers Orientation Programme organized by Lead bank office, Canarabank Madurai



RUDSET BAZAAR



We Celebrate Pongal festival



"Teachers Day" Celebration on 15.09.23



75th Republic Day celebrations on 26.01.23



On 25.08.23 Technology Transfer Programme on "Mehandi Making" mixology of Mehandi cone preparation about Arabic Mehandi design, Bridal Mehandi design we associate with Canarabank RO, madurai for the account of Centre for Entrepreneurship Development Program



**T.R.SUNDARACHARY**

Director RUDSET, Madurai.



**P.VEEARAGAVAN**

Sr.Faculty



**M.DEVARAJ**

Sr.Faculty



**S.SUJA**

Sr.Office Assistant



**K.VEERAMANI**

Office Assistant



**P.MALAISAMY**

Attender



**SATHYARAJ**

Watchman Cum Gardener



**RUDSETI**

Madurai team



**SWASHRAMA DHARMA EVA JAYATHE**



# ACTIVITIES REPORT 2023 - 2024

