



RUDSET INSTITUTE

Madurai - Tamil Nadu.

ACTIVITIES REPORT 2020 - 2021

34
Year

SPONSORS



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President
RUDSETIs, Dharmasthala



Sri L V Prabhakar
Managing Director & CEO
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“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

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Sri K N Chandrakantha Bhat
Assistant General Manager
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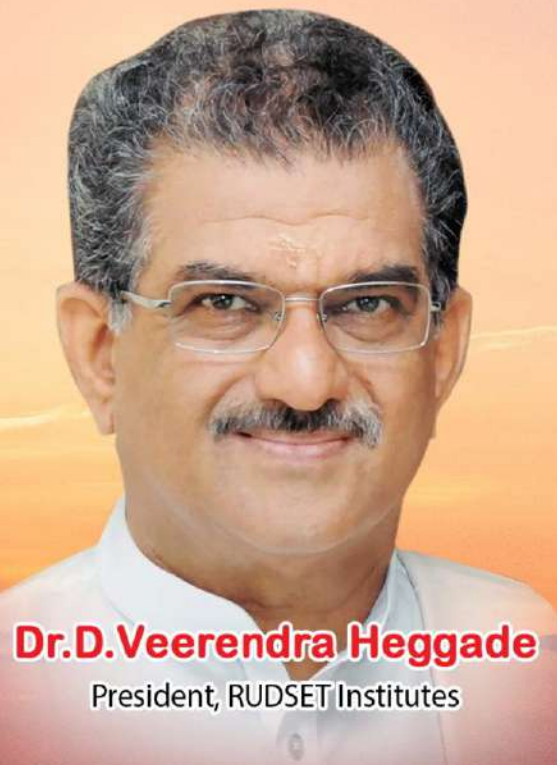
Sri N Sathiyamoorthy
Director General
National Academy of RUDSETI
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Sri Bipul Chandra Saha
National Director for RSETIs
National Centre for Excellence
of RSETIs, Bengaluru



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



Dr.D.Veerendra Heggade

President, RUDSET Institutes



K.VEERAMANI
Attender

M.RAVIKUMAR
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A.PERIANNAN
Sr.Office Assistant

P.VEERARAGAVAN
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M.DEVARAJ
Sr.Faculty

P.MALAIKAMY
Warchman cum
Gardener

S.SUJA
Sr.Office Assistant



Dr.D.VEERENDRA HEGGADE

President, RUDSET Institutes, Dharmasthala

Padma Vibhushan Awardee

“ 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”

DISTRICT LEVEL RSETI ADVISORY COMMITTEE MEMBERS



Sri.T.Anbalagan, I.A.S

District Collector, Madurai



Shri.D.Surendran

GM Canara Bank Circle Office, Madurai



Sri. M.Prabhakar

AD/PO, TNSRLM, Madurai



Sri.M.Ramalingam

GM, DIC, Madurai



Sri.R.P.Asokan

AD, KVIC, Madurai



Sri.K.Arivalagan

LDDM, Canra Bank, Madurai



Dr.P.S.Harikrishnaraj

DGM, NABARD, Madurai



Sri.R.K.Jeevaganthan

DM, Canara Bank, CO, Madurai



Sri.V.Gopala krishnan

Senior Manager, AF & PS section,
Canara Bank, CO, Madurai



Sri.Durairaj

Chief Manager, Canara Bank,
SME- II, Madurai



Sri. G .Rangarajan

SDR for TamilNadu
& Puduchery



Sri.M.Ravikumar

Director,RUDSETI,
Madurai.

Message from Bipul Chandra Saha, 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



Sri.T.ANBALAGAN, I.A.S.,
DISTRICT COLLECTOR,
DISTRICT MAGISTRATE,
MADURAI DISTRICT.



Message

Rural Development and Self Employment Training Institute (RUDSETI), in Madurai is working towards the goal of mitigating the unemployment problem and empowering the youths to take up self-employment for their livelihood.

Madurai Unit of RUDSETI was started on 02.02.1987 and at the time it was the first and the only RUDSET institute in the state. Since its inception the institute has trained 24736 no of peoples and the settlement percentage is 70% which is commendable.

I am happy to note that RUDSETI, Madurai is the first CNN (Common Notification Norms) complied institute in Tamilnadu and During the Covid-19 outbreak period lockdown period, the staffs and ex-trainees of the institute has stitched Facemask and Distributed to public at free of cost and conducted 19 online awareness programme to the public.

The Institute has came out to conduct several Off- Campus training programme in the villages to reach the unreachable population and also to prevent the spread of the pandemic.

I feel the important service of the Institute is that the handholding of the trainees upto 2 years to start an establishment and helping them to linkage with Banks for financial assistance, which is the real commitment and conviction of the institute.

I congratulate the RUDSETI, Institute for their effective role in RURAL DEVELOPMENT and making the people to SELF EMPLOYMENT.

DISTRICT COLLECTOR MADURAI

Shri.D.SURENDRAN

GENERAL MANAGER
CANARA BANK
CIRCLE OFFICE
MADURAI



**CANARA BANK
(HO: BANGALORE)**



FOREWORD

The Annual Activity Report (AAP) has presented the year round activity done by our RUDSETI Institute. It doesn't seem to project only the facts and figures, more than that it is embedded with Entrepreneurship Development done during this turbulent year.

After Covid-19 lockdown, the institute has started physical training programme from 21.09.2020 and within this 6 months the institute has successfully completed 20 training programme. On an average more than 3 programs has been conducted per month and out of which 1 program per month was Off-Campus. This shows the commitment of the Director and Staff Members of the Institute. Many young generation prospective entrepreneurs from faraway and from uncovered villages were benefitted by the Off- Campus training program.

The need for forthcoming year 2021-22 training program was worked from ground level in all 13 blocks of Madurai with the help of Department of Rural Development and Tamilnadu State Rural Livelihood Mission (TNSRLM) and charted our "Need based Training Program" which is a commendable work done by the Institute.

I am happy to hear that the RUDSETI, Institute Madurai is the only Institute in the state to achieve the target in "Mission One GP one BC Sakhi" Program and all the 135 trainees undergone this training have cleared the online exam conducted by The Indian Institute of Banking and Finance (IIBF).

I am sure it all has happened only with the good liaison and co-ordination with the Line Departments.

I sincerely thank each and everyone who extended the support to RUDSETI.

I wish RUDSETI Madurai to continue this good effort forever, with a vision to render their best service even during Pandemic period.

**GENERAL MANAGER
CIRCLE OFFICE
MADURAI**

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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 Ex-Executive Director **Sri. M Janardhan** and Present Executive Director In charge **Sri.Pasasayya C Hiremath** and our CS team, **Sri. N. Sathiyamoorthy, Director General**, National Academy of RUDSETI, Bengaluru and his team, **Sri.Bipul Chandra Saha**, 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 Banks in the Board of Governors, **Sri. L V Prabhakar**, MD & CEO, Canara Bank, Bengaluru. We also extend our sincere gratitude to **Smt.A. Manimekhalai**, 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.Paramasivam**, General Manager, Canara Bank, HO, Annexe, Bengaluru, **Sri. B.Yogish Acharya**, GM, CO, Mangalore **Sri. K N Chandrakantha Bhat**, Asst. General Manager, Canara Bank, Head Office, Annexe, Bengaluru and the entire team of Rural Development Section, Priority Sector Dept. of both the sponsor Banks.

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 **Sri.T.ANBALAGAN, I.A.S**, District Collector, Madurai and his able office for supporting all our activities towards rural development through entrepreneurship.

We express our sincere and heartfelt thanks to **Sri. D.Surendran**, GM, Circle Office, Canara Bank, Madurai **Sri. D.Madhavaraj**, DGM, Circle Office, Canara Bank, Madurai **Sri.Menon Bhaskara Rajan**, DGM, Canara Bank, RO, Madurai and other esteemed members of the present LAC; **Sri. M.Prabhakar**, AD/PO, TNSRLM, Madurai, **Sri.M.Ramalingam**, GM, DIC, Madurai **Sri.R.P.Asokan**, Assistant Director, KVIC, Madurai, **Dr.P.S.Harikrishnaraj**, DGM, NABARD, Madurai, **Sri. K.Arivalagan, LDDM**, Canara Bank, **Sri. Jeevakanthan**, DM, Canara Bank, CO, Madurai, **Sri.Gopalakrishnan**, Senior Manager, AF & PS section, Canara Bank, CO, Madurai **Sri.Durairaj**, Chief 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.Rangarajan.G**, SDR for TamilNadu & Puduchery has motivated, supported and guided our all endeavours towards entrepreneurial activities.

We would like to record our deep sense of gratitude to **TNSRLM (Mahalir Thittam)** which has given us continuous support and moral guidance by sponsoring 15 of our training programme.

We would like to record our deep sense of gratitude to **NABARD** which has given us continuous support and moral guidance by sponsoring 03 of our training programme.

We express our heartfelt thanks to **DIC, KVIC, KVIB, and EDII-TN** 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, 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**" and "**Dinakaran**" is gratefully acknowledged for the excellent and timely cooperation and support extended in all our endeavours.

We express our sincere thanks to **Institute of Cooperative Management, KLN College, SVN College, Mannar College, Sermathai Vasan College, MISS College** for their support extended towards our entrepreneurial 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 **Faculty** 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** our ex trainee and a Successful Entrepreneur who has put his tiring efforts to design and bring out this Activity report 2019-2020 with a pleasant and appealing outlook.

RUDSETI MADURAI – A brief

Introduction

Dr. D. Veerendra Heggade, Padma Vibushan awardee Dharmathikari, Shreeksheetra Dharmasthala 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.

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

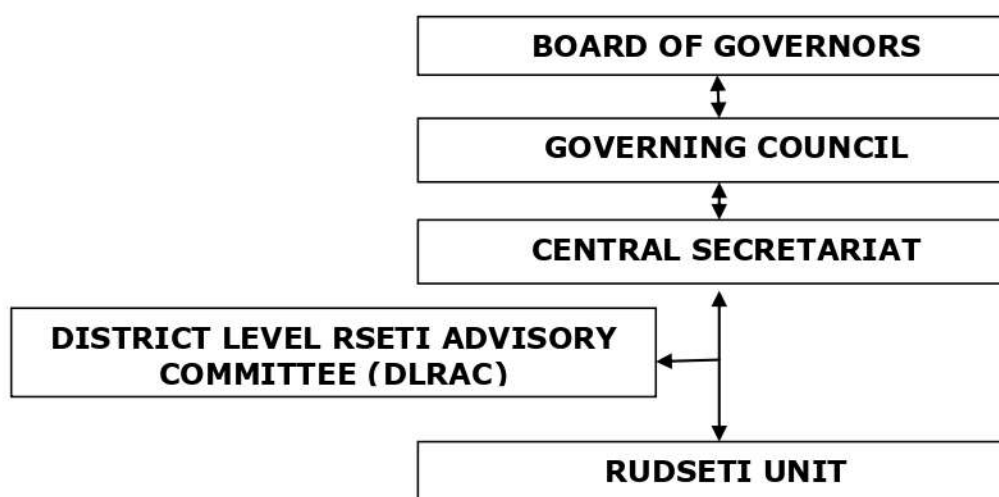
Transformation of rural youth to acquire productive identity through short duration interventions.

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.

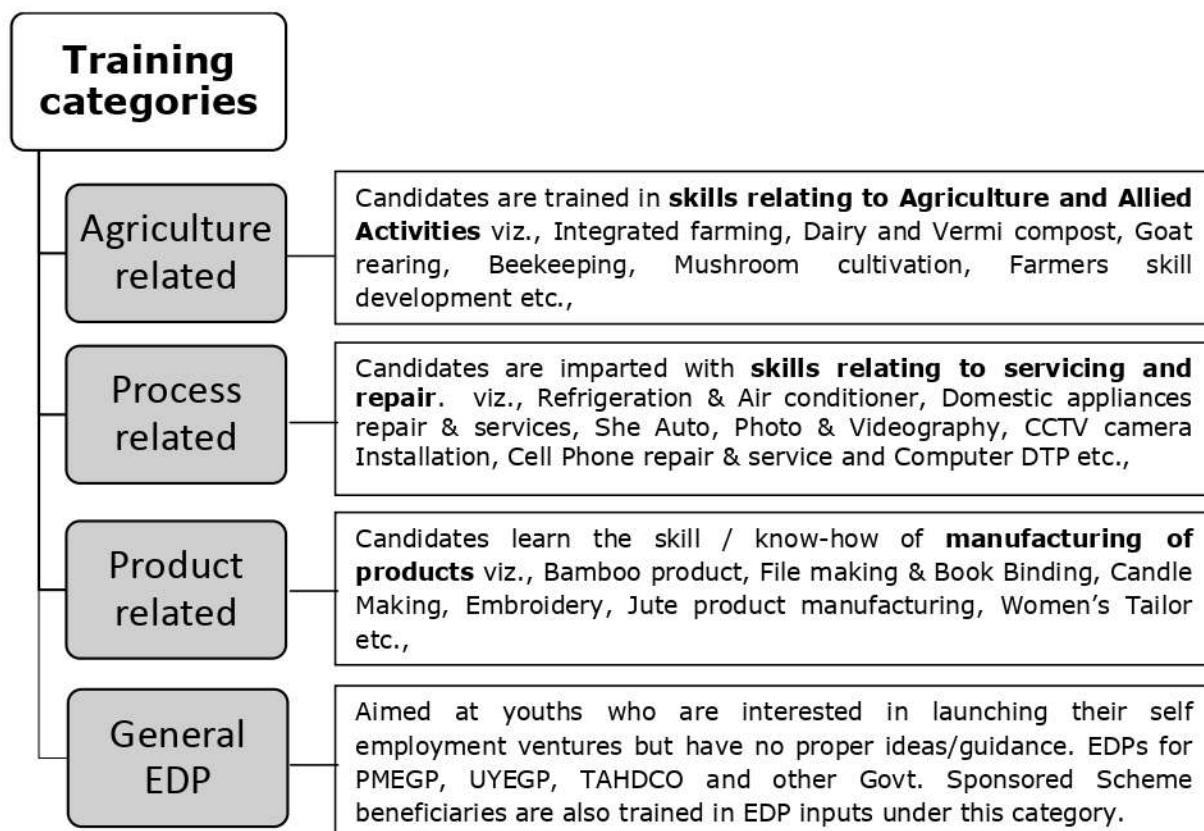


Each RUDSETI has a District Level RSETI Advisory Committee (DLRAC) with representatives of Sponsor Organisations and Govt. Officials. It periodically reviews and assists the progress of RUDSETI. Each RUDSETI is managed by one Deputed Officer (Director) from one of the Sponsoring Bank (Canara Bank). The 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 mainly of four types:



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 is located in a **spacious area** measuring about 81 cents on the Airport main Road. There is 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. The **hostel building** consists of 2 dormitory type accommodation halls, Kitchen and Toilets. The entire training is given **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 08th 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 24th 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 (25th 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 68th Republic Day celebrations **(2016-17)** from the District Administration.
- ♦ We were recognized through **Certificate of Appreciation** by EDII-TN for **imparting training to 3rd 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.

HIGHLIGHTS OF THE YEAR 2020-2021

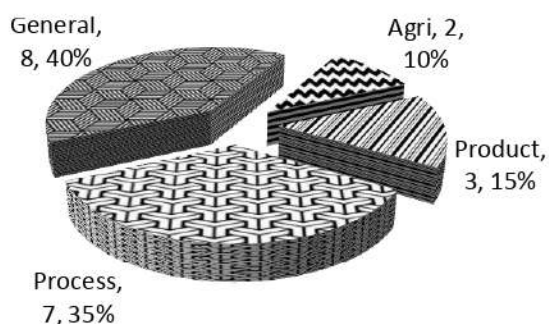
- Against the target of **20 programmes** planned this year (inclusive of Skill up Programmes), we have conducted **20 programmes** (inclusive of Skill up Programmes), covering **532 trainees** against the **target of 375** with the **training days 319** days against the **target 319**.
- Out of total **20 programmes**, **10 programmes** were conducted exclusively **for women** candidates.
- **40 Entrepreneurs Awareness Programmes**, (EAP) conducted spreading the message of "**Prosperity through Entrepreneurship**" to **1205 youths**.
- **186 follow up meets** were conducted and **1830 ex-trainees** were contacted for hand holding and counseling
- **387 trainees settled** and settlement rate during the year is **73%** and cumulative settlement rate is **76%**.
- Out of 994 trainees trained, **518 are from rural background** which constitutes about **97 %**
- **Weaker section** of the society contributed the paramount share of our trainees (i.e.,) **928 candidates (99 %)**.
- We conducted Two Technology training programme on **Milk Kova & Milk Halwa** on 09.10.2020. 25 trainees were benefitted and it was Sponsoring Canara Bank, Regional office, Madurai. Another one ASARE Madurai Organised two days Technology transfer programme on **Workshop for Direction (Story, Screen Play, Script Writing, Shots & Angles)** around 34 photographer participated in this training programme
- **Conducted Two RUDSET Bazaars/Stalls** through RUDSET Madurai, NABARD Craft Department Madurai.
- Received "**AA**" **grade** under category II (i.e RUDSET/RSETI above 4 years) for FY 2019-2020 from Ministry of Rural Development.
- **RUDSETI Madurai** received the **District Level Best Performer award** in Rural Development through Capacity Building on the 68th Republic Day celebrations (**2019-2020**) from the District Administration.
- We organised Exclusive **Free Two Wheeler camp** (10.11.2020) @ in front of Melur Canara bank which was a more then 125 scooters & Bikes are free servicing like , general checkup and oil change & break checkup also which is good attention from Melur area peoples and Media which has Added goodwill for RUDSET institute Madurai.

PERFORMANCE AT A GLANCE

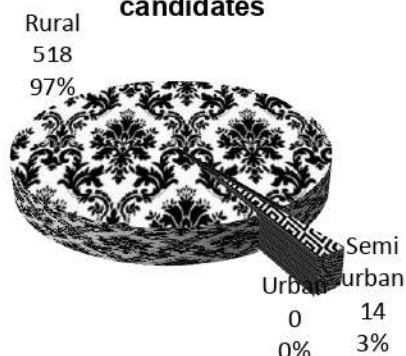
Particulars	During the year (FY 20-21)		Cumulative	
	Self Employment Programme	Rural Development Programme	Self Employment Programme	Rural Development Programme
Number of Batches	20	1	793	111
Candidates Trained	532	36	24736	5691
<u>Candidates Settled</u>				
With Bank Finance	154	--	8989	--
With Own Funds	233	--	9685	--
Total	387	--	18674	
Settlement Rate	73%		75%	

PERFORMANCE UNDER KEY INDICATORS

Programme mix



Areawise classification of candidates



No. of candidates trained, settled since inception



	Agri	Product	Process	General
Trained	9012	3449	6671	5604
Settled	7195	2566	4332	4581

No. of candidates trained, settled during FY 2019-20



	Agri	Product	Process	General
Trained	62	90	177	203
Settled	46	83	85	173

Annexure V

DETAILS OF TRAINING PROGRAMS CONDUCTED DURING THE YEAR 2020-21

I. EDPs for First Generation Entrepreneurs:

No	Training Program	Program Sponsored by	Date		Training Days(No)	Candidates Trained
			From	To		
I	Agriculture EDPs					
A	Dairy & Vermi compost	NRLM	21.09.2020	30.09.2020	10	33
B	Goat Rearing	NRLM	21.09.2020	30.09.2020	10	29
	Total				20	62
II	Product EDPs					
A	Papad, Pickle & Masala powder Making	NRLM	21.10.2020	02.11.2020	13	29
B	Womens Tailor	NRLM	11.02.2021	21.12.2021	30	29
C	Womens Tailor	NRLM	11.02.2021	13.03.2021	30	32
	Total				73	90
III	Process EDPs					
A	Gharelu Vidut upkaran Seva Udyami	NRLM	07.10.2020	07.11.2020	30	21
B	Two wheeler Mechanic	NRLM	12.10.2020	12.11.2020	30	24
C	Cell Phone repair & service	NRLM	02.12.2020	02.01.2021	30	26
D	Two wheeler Mechanic	NRLM	06.01.2021	09.02.2021	30	32
E	Beauty Parlour Management	NABARD	06.01.2021	10.02.2021	30	30
F	Installation & Servicing of CCTV Camera Security Alarm & Smoke Detector	NABARD	25.02.2021	09.03.2021	13	23
G	Fast Food stall Udyami	NABARD	15.03.2021	24.03.2021	10	21
	Total				173	177
IV	General EDPs					
A	EDP for PMEGP Beneficiaries	KVIC	20.11.2020	01.12.2020	10	25
B	EDP for PMEGP Beneficiaries	KVIC	10.02.2021	20.02.2021	10	16
C	General EDP	NRLM	15.02.2021	20.02.2021	6	30
D	Bank Mitra	NRLM	17.02.2021	22.02.2021	6	33
E	Bank Mitra	NRLM	24.02.2021	01.03.2021	6	25
F	Bank Mitra	NRLM	03.02.2021	08.03.2021	6	25
G	Bank Mitra	NRLM	03.02.2021	08.03.2021	6	26
H	Bank Mitra	NRLM	03.02.2021	08.03.2021	6	23
	Total				56	203

PROGRAMME FOR ESTABLISHED ENTREPRENEURS (Skill Upgradation/Growth):

No	Training Program	Program Sponsored by	Date		Training Days (No.)	Candidates Trained
			From	To		
1	Skill up-gradation program(specify)	-	-	-	-	-
2	Growth program	-	-	-	-	-
	Total	-	-	-	-	-

RURAL DEVELOPMENT, HRD, SENSITISATION AND TECHNOLOGY TRANSFER PROGRAMS:**A. Rural Development Program:**

No	Training program	Program sponsored by	Date		Training days (No)	Candidates Trained
			From	To		
01	Banana Fiber Product	TNSRLM	09.02.2021		1	36

B. H.R.D. Program:

No	Training program	Beneficiary organization	Date		Duration (days)	No. of trainees
			From	To		
01	BMMs & PLF of Skill	TNSRLM	30.09.2020		1	86

C. Sensitisation Program:

No	Participants (Name of Govt Department, Bank, NGOs etc.)	Date		Duration (days)	No. of participants
		From	To		
1	DCC Meeting @ Collector Office	9-Jun-20	-	1	24
2	CB, Lead Bank, Madurai	26-Aug-20	-	1	42
3	Lead Bank Office CB Madurai	7-Sep-20	-	1	21
4	Lead Bank Office CB Madurai	7-Sep-20	-	1	18
5	Lead Bank Office CB Madurai	10-Sep-20	-	1	18
6	Lead Bank Office CB Madurai	14-Sep-20	-	1	21
7	Lead Bank Office CB Madurai	15-Sep-20	-	1	22
8	Lead Bank Office CB Madurai	16-Sep-20	-	1	12
9	BLBC Kallikudi Madurai	23-Nov-20	-	1	21
10	BLBC Usilampatti	24-Nov-20	-	1	21
11	BLBC Vadipatti Madurai	18-Dec-20	-	1	21
12	TNSRLM ,BMM Office	21-Dec-20	-	1	18
13	FLC Madurai	29-Dec-20	-	1	12
14	RSTC, CB, RO, Madurai	30-Dec-20	-	1	81
15	Lead Bank Office /BDO East	3-Feb-21	-	1	18
16	Lead Bank Office	8-Feb-21	-	1	15
17	LBO & BDO , Thirumangalam	10-Feb-21	-	1	18
18	LBO & BDO Office , Melur	16-Feb-21	-	1	17
19	Lead Bank	24-Feb-21	-	1	35

D. Technology Transfer Program:

No	Training program	Program sponsored by	Date		Duration (days)	No. of trainees
			From	To		
01	Workshop for Direction	ASARE	19.12.2020	20.12.2020	2	34
02	Milk Kova & Milk Halwa	Canara Bank	09.10.2020		1	25

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

No	Training Programme	During 2019-2020			Since Inception		
		No. of Batches	No. of Candidates trained	No. of Candidates Settled	No. of Batches	No. of candidates trained	No. of Candidates Settled
I	AGRICULTURE EDPs						
1	Mushroom & Beekeeping	00	00	0	16	491	340
2	Poultry Farming	00	00	0	4	107	86
3	Dairy / Vermi Compost	01	33	31	201	7516	6146
4	Sheep & Goat	01	29	7	11	344	255
5	Organic Farming	00	00	0	3	94	83
6	Krishi Udyami	00	00	8	4	108	56
7	Spirulina Cultivation	00	00	0	1	29	29
8	Commercial Floriculture	00	00	0	1	22	18
9	Farmers Skill Development	00	00	0	2	44	30
10	Others	00	00	0	8	257	152
	TOTAL	02	62	46	251	9012	7195
II	PRODUCT EDPs						
1	Nature Food Preparation	00	00	0	3	84	56
2	Food Processing & Bakery	00	00	0	9	241	177
3	Women's / Men's Tailor	02	61	18	57	1820	1451
4	Artificial / Costume Jewellery Making	00	00	26	7	194	139
5	Embroidery/Fabric/Jardhoshi	00	00	0	7	183	146
6	Banana Fabric Products	00	00	0	3	87	26
7	Cloth Bag Mfg.	00	00	0	2	69	62
8	Minor Millet/Value Added Products	00	00	0	1	40	32
9	Pappad/Masala Powder mfg	01	29	26	3	85	79
10	Sanitary Napkin Mfg.	00	00	0	1	15	12
11	Paper Cover, Envelop File Making & Book Binding	00	00	7	3	82	32
12	Domestic Product Making	00	00	0	1	32	25
13	Homemade Agarbathi Making	00	00	0	1	25	10
14	Jute Product Making	00	00	6	2	57	53
15	Candle Making	00	00	0	1	26	14
16	Others	00	00	0	16	409	252
	TOTAL	03	90	83	117	3449	2566
III	PROCESS EDPs						
1	DTP /Computer Accounting / Hardware /Photo Framing	00	00	9	24	633	405
2	Light Motor Vehicle	00	00	0	7	196	174
3	Beauty Parlour	01	30	7	8	247	166
4	Cell Phone Repair	01	26	8	27	802	560
5	Photo & Videography	00	00	13	28	826	595

6	Gharelu Vidyut Upakarana Seva Udyami	01	21	7	28	809	465
7	Motor Rewinding/ Pumpset Repair / Plumbing Works	00	00	0	5	142	99
8	Two Wheeler Repair	02	56	11	7	192	60
9	Dry Wash & Saree Rolling	00	00	0	3	77	53
10	Solar Equipment Installation	00	00	0	1	41	20
11	CCTV Camera , Security Alarm & Smoke Detector	01	23	6	4	106	45
12	Automobile Electrical & AC Repair	00	00	0	1	25	8
13	LCD /LED Repair & Service	00	00	0	1	36	25
14	Laptop Service	00	00	0	1	35	27
15	Refrigeration & AC Repair	00	00	14	5	135	91
16	Auto CAD	00	00	0	1	32	12
17	Photo Framing	00	00	0	1	25	19
18	Travel & Tourist Guide	01	35	10	3	95	24
19	UPS Inverter Service	00	00	0	1	25	14
20	Fast Food Udyami	01	21	0	2	42	0
20	Others	00	00	0	73	2206	1470
	TOTAL	07	177	85	229	6671	4332
IV	GENERAL EDPs						
1	EDP for PMEGP	02	41	82	109	3102	2670
2	UYEGP- EDP	00	00	46	40	1086	982
3	NEEDS	00	00	45	10	302	270
4	REDP	00	00	0	23	758	470
5	GENERAL EDP	01	30	0	6	147	122
6	Business Plan Preparation	00	00	0	1	25	15
7	Financial Literacy/Bank Mitra	05	132	0	7	184	52
	TOTAL	08	203	173	196	5604	4581
	GRAND TOTAL	20	532	387	793	24736	18674

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	2019-2020	Since Inception
01	No.of Programmes	40	1142
02	No.of Participants	1205	58324

OTHER IMPORTANT ACTIVITIES

Awards & Rewards :

RUDSETI Madurai received the **District Level Best Performer award** in Rural Development through Capacity Building on the 68th Republic Day celebrations **(2019-2020)** from the District Administration.

During COVID Lockdown period :

Face masks were distributed without cost to the unorganized sect of peoples, senior citizens and the consumers who are not wearing face mask in Vegetable Markets & created awareness for them the need of face mask for protecting themselves and by which preventing the spreading of COVID 19.

On 30.05.2020 Automatic sanitizer dispenser machine developed by our ex-trainee Mr. Deepan, Batch No.787, was demoed in front of General Manager, Mr. Paramasivam, DGM, Mr. Kalaiselvan and LDDM, Mr. Arivalagan in circle office, Canara Bank, Madurai and the mask and Sanitizer prepared by trainees was distributed to our Circle Office.

02.06.2020 to 14.06.2020 COVID 19 Relief Measures Government & Banking and credit lineage steps also Ex trainees cluster meeting through on line meeting various batches around 15 online meeting conducted.

Webinars on self employment opportunities, MSME schemes, COVID 19 relief measures and Banking to the Youth group of Madurai district we have emphasised a role of RUDSETI and we hope more application will be generated in future.

Technology transfer programme :

From 19.12.20 & 20.12.20 ASARE Madurai Organised two days Technology transfer programme on **Workshop for Direction (Story, Screen Play, Script Writing, Shots & Angles)** around 34 photographer participated in this training programme

We have conducted one days Technology Transfer training programme on **Milk Kova & Milk Halwa** on 09.10.2020. 25 trainees were benefitted and it was Sponsoring Canara Bank, Regional office, Madurai

Women's Day Celebration – 2021:

International Women's Day Celebration done in our RUDSETI institute, Madurai. Around 80 Women participated from ongoing trainees and successful entrepreneurs from Ex- Trainees during the celebration. The participants have done Rangoli for the theme "I BELIEVE so I CAN". The Chief Guest, Shri. Menon Bhaskara Rajan, Deputy General Manager, Regional Office, Canara Bank, Mrs. Abinaya, Manager, Regional Office, Canara Bank Madurai interacted with the trainees and distributed the gifts for all the participants. Mr. Ravikumar, M, Director and Staffs of RUDSETI has presided the function.

Credit camp under TNRTP project Outreach programme 09.12.2021:

RUDSETI & TNRTP Madurai organised Credit camp RUDSETI Trained candidate District Manager, TNRTP participated and Our director explained about Credit handling and Financial discipline during the programme 10 Ex trainees got credit linked through their Banks to the total amount of Rs. 6.00 lakhs

Special Training Programme Mission one GP one BC Sakhi :

RUDSETI Madurai has conducted "Business Correspondent **Mission one GP one BC Sakhi**" Training for 135 women in 4 batches, each one selected from one Grama Panchayat. All the trainees have cleared online exam conducted by IIBF. Online examination was inspected by Mrs. Priyanka Pankajam, IAS, Additional Collector, Madurai. All the successful trainees will be certified by IIBF (Indian Institute of Banking and Finance) as BCs (Business Correspondents). They can now able to serve the peoples in their Grama Panchayat for basic banking needs, such as opening of Bank accounts, Cash Withdrawal and Deposit to the maximum of Rs. 5000/- per person, Bill Payments, Fund transfer, etc., . This mission is aimed to make all our villages as 100 % financial inclusion villages.

World Water Day Celebration

22 March, 2021, We have created awareness on Water Conservation and effective utilization of the water preciously. During the programme the ongoing training batch students, batch No. 825 Fast Food Stall Udyami and our Successful Entrepreneurs from Ex- Trainees participated and taken Oath on Water Conservation.

FOLLOW UP DETAILS

DETAILS OF FOLLOW-UP EFFORTS	
a. Candidates contacted at the Institute	100
b. Telephone contacts	195
c. Door to Door contacts	159
• No. of candidates followed up	1790

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	110	10127	52	311	5767	5155
Others	317	6057	102	1042	3222	13854
Total	427	16184	154	1353	8959	19009

SHARE OF WEAKER SECTION

Weaker Section	During the year	Since inception
a. SC	146	05524
b. ST	002	00155
c. Backward Class	364	16969
d. Minorities	016	01420
e. Women	376	10181
f. Physically Challenged	001	00241

LIST OF IMPORTANT VISITORS**Sponsor Banks:**

1. Shri.D. Madhavaraj, Deputy General Manager, Canara Bank, CO,MDU
2. Shri.Bhaskar Menon, Deputy General Manager, Canara Bank, RO ,MDU
3. Shri.M.Arivalagan, LDDM, Lead Bank, Canara Bank, Madurai
4. Shri. R.K.Jeevaganthan, Divisional Manager, CB, CO, Madurai
5. Shri. G Rajendran, Ex- DGM, Canara Bank, Trichy

Other Banks/Organisations:

1. Shri. Govinda Rajalu Chinthala, Chairman, NABARD, GoI.
2. Dr.P.S.Harikrishnaraj, DGM, (DD), NABARD, Madurai.
3. Shri. Virendra Sharma, Director, DDU-GKY, MoRD, GoI.
4. Shri. M Prabhakaran, Addl. Director (RD&PR) PD, TNSRLM, Madurai
5. Shri. Ganeshkanna, CEO, DDU-GKY, Chennai

Government Departments:

1. Hon'ble Minister Shri.R.P.Udayakumar, Revenue Minister & Disaster Management, Information Technology, Tamilnadu Govt
2. Smt.Leena Johri IAS, Joint Secretary (Skills), Mord, New Delhi
3. Smt. B.Priyanka Pankajam, I.A.S, Add Collector, DRDA, Madurai

VISITORS VIEWS

<p>I had come here for an inspection of examination for banking correspondents in village Panchayats. It had been organized in a very Professional manner. Also interacted with their EXIM instructor Mr.Selva Sundarajan who was very knowledgeable and articulate. I wish the RUDSETI Madurai Team the best in all endeavors.</p> <p style="text-align: right;">Smt. B.Priyanka Pankajam IAS, Additional Collector, Madurai</p>
<p>My best wishes to RUDSETI Madurai Team in their endeavors.</p> <p style="text-align: right;">Smt. Leena Johri, IAS, Joint Secretary, RS, MoRD, GOI</p>
<p>Best wishes to RUDSETI Madurai.</p> <p style="text-align: right;">Shri.Virendra Sharma, Director, DDUGKY, MoRD, GOI.</p>
<p>I am enthralled by the arrangement made for the JS MoRD Meet/Interaction with trainees. The cleanliness and discipline at the institute is above par and needs a commendation. The TEAM-RUDSETI Madurai Proud their excellence in this short but treat event. All the best</p> <p style="text-align: right;">Shri. D.Madhavaraj, Deputy General Manager, CB, CO, Madurai.</p>
<p>தங்கள் பணிமென்மேலும் சிறக்க வாழ்த்துக்கள்</p> <p style="text-align: right;">Dr.P.S.Harikrishnaraj, Deputy General Manager, NABARD, Madurai</p>
<p>Cellphone repair and Service Training valedictory Function Interacted with trainees. They are weld trained and having confidence is studying mobile servicing after the training.</p> <p style="text-align: right;">Shri.K.Arivalagan, LDM, Canara Bank, Madurai</p>
<p>RUDSETI Performance is extremely good. I wish to continue the same in the coming days also.</p> <p style="text-align: right;">Shri. R.K.Jeevaganthan, Divisional Manager,CB, CO, Madurai</p>

GLIMPSES OF MEDIA COVERAGE



Rs 20 lakh cr Atmanirbhar scheme aims to make self reliant India

MADURAI, AUG 10

Field outreach Bureau, Government of India, Madurai organized a webinar on "Let's remember the Quit India Movement and Indian Independence", "Self Employment Training Opportunities, Project Report Submission and Loans for Micro, Small and Medium Enterprises under Atmanirbhar Bharat Abhiyan" and "Digital Marketing" on Thursday. The webinar was organized in coordination with the Madurai Nehru Yuva Kendra and Madurai District Integrated Child Development Project Office.

The programme was presided over by Mr. Kamaraj, I.I.S., Joint Director of Regional Outreach Bureau, Chennai.

He said that in the context of economic paralysis due to corona, the Centre has announced Rs 20 lakh crore scheme to create a self-reliant India and even to benefit the vendors on the streets. He pointed out from the Honourable Prime

Minister's speech who urged that it is high time India becomes Self Reliant in every sector and believed Atmanirbhar Bharat

scheme will help realise the vision. Dr T Ravichandran, Gandhian Research Centre of Gandhigram Rural Deemed University, who rendered key note address reiterated importance of Gandhian principles of nonviolence.

In his special address, Mr. Ravi Kumar, Director, RUDSET, Madurai said that out of the 20 lakh crore rupees announced under the Atmanirbhar Self Reliant India Scheme, nearly 6 lakh crore rupees has been allocated to MSME sector.

Pandiarajan, Madurai Programme Coordinator for

MSME, said his Office would help in content creations for selling products through modern digital advertising mode like Twitter, Facebook, Email, WhatsApp, Mobile, Google, Website and 150% Enquiry.

Field Publicity Assistant of Field Outreach Bureau, Madurai, Velmurugan made arrangements for the seminar and gave a welcome address and informed the objective of the programme.

K Devi Padmanabhan Field Publicity Officer Tiruchirapalli rendered vote of thanks.

இளைஞர்கள் சுயதொழில் தொடங்குவதன் மூலம் இந்தியா தற்சார்பு அடையும் ரூட்செட் இயக்குனர் ரவிக்குமார் தகவல்



மதுரை, இந்திய அரசின் மதுரை மக்கள் தொடர்பு கள அலுவலகத்தின் சார்பில் இளைஞர்களுக்கான தற்சார்பு இந்தியா மற்றும் சுய தொழில் தொடங்குவதன் குறித்த மெய்நிகர் காணொலிக் கருத்தரங்கம் 16.7.2020 அன்று மதுரை ரூட்செட் நிறுவனம் மற்றும் விருதுநகர், தேனி மற்றும் திண்டுக்கல் மாவட்டங்களின் நேரு யுவ கேந்திரா அலுவலகங்களின் ஒருங்கிணைப்போடு கருத்தரங்கம் நடைபெற்றது.

இதில் சிறப்புரையாற்றிய கனரா வங்கியின் ரூட்செட் (ஊரக மேம்பாடு மற்றும் சுயவேலைவாய்ப்புப் பயிற்சி) நிறுவன இயக்குனர் ரவிக்குமார், இளைஞர்கள் சுயதொழில் தொடங்குவதன் மூலம் தற்சார்பு இந்தியா உருவாக உதவ முடியும். கொரோனாவைத் தொற்றால் குறு, சிறு மற்றும் நடுத்தரத் தொழில்கள் மிக அதிகமாகப் பாதிக்கப்பட்டு

ள்ளன. இந்தத் தொழிலில் ஈடுபட்டுள்ளவர்கள் உடனடியாக நிவாரணம் பெற உதவும் வகையில் தற்சார்பு இந்தியா நிவாரணத் தொகுப்பில், உத்தரவாதம் அளிக்கப்பட்ட அவசரக்காலக் கடன் உதவி அறிவிக்கப்பட்டுள்ளது என்றார். இளைஞர்களுக்கான சுய வேலைவாய்ப்புகள், எவ்வாறு வங்கிக்கு திட்ட அறிக்கை தயாரிப்பது, எவ்வாறு குறு சிறு நடுத்தர தொழில் நிறுவனத்தில் ஆன்லைன் மூலம் பதிவு செய்வது, பல்வேறு கடன் வசதிகள், தற்சார்பு இந்தியா திட்டத்தில் வங்கி கடனுக்கு விண்ணப்பிப்பது குறித்தும் விரிவாகப் பேசினார்.

கருத்தரங்கிற்குத் தலைமை வகித்து பேசிய சென்னை மண்டல மக்கள் தொடர்பு அலுவலக இணை இயக்குனர் காமராஜ், இளைஞர்கள், யாரையும் சாராமல் சுயமேம்பாடு அடைந்து சுயசார்பு இந்தியாவை உருவாக்குவதும், அதன் மூலம் நாட்டை

உலக அளவில் முன்னெடுத்து செல்வதும் அவர்களது கடமை எனக் குறிப்பிட்டார்.

மாவட்ட இணையோர் ஒருங்கிணைப்பாளர்கள் ஞானசந்திரன் (விருதுநகர்), அஸ்வின விநோதன் (தேனி) மற்றும் சரண்வி. கோபால் (திண்டுக்கல்) ஆகியோர் வாழ்த்துரை வழங்கினர்.

நிகழ்ச்சியில் பங்கு பெற்றவர்கள் எழுப்பிய சந்தேகங்களுக்கு ரூட்செட் இயக்குனர் ரவிக்குமார் உரிய பதில்களை வழங்கினார். மதுரை மக்கள் தொடர்பு கள அலுவலக உதவி அலுவலர் வேல்முருகன் வரவேற்புரை ஆற்றி நிகழ்ச்சியின் நோக்கம் குறித்தும் எடுத்துரைத்தார். நேரு யுவ கேந்திராவைச் சேர்ந்த பாபு நன்றி தெரிவித்தார். விருதுநகர், தேனி மற்றும் திண்டுக்கல் மாவட்டத்தைச் சேர்ந்த, சுயதொழில் தொடங்குவதில் ஆர்வம் உள்ள இளைஞர்கள் கருத்தரங்கில் கலந்துகொண்டனர்.

WRITTEN FEEDBACK FROM TRAINED AND SETTLED ENTREPRENEURS

Vijay Media
7845191611

திரு. கெங்கடூர்,
குமரகோ பாய்ந்தி நிலையம்,
விமலாநிலைய ரெடு,
லாபுங்கிடி, மதுரை. 625022

மதிப்பிற்குரிய கெங்கடூர் சுவாமிநாதர்,

வணக்கம், நான் N. விஜயகுமார்
நமது குமரகோ பாய்ந்தி நிலையத்தில் 2017-ல்
நடைபெற்ற vedigraphy and photography
என்ற பெயரில் நடைபெற்ற பாய்ந்தியல்
பயிற்சி கிழமை Vijay Media என்ற
photography மற்றும் Modeling shoot மற்றும்
Functional shooting எல்லாவற்றையும்.
RUASETI என்ற பெயரில் செயலாக்கில் எல்லா,
எல்லாவிதமானவற்றையும் கமல்பகையால் பல
வசதிகளை கற்றுக்கொண்டேன். கெங்கடூர்நிலையம்
பலகை Camera பற்றியும் அதன் பயன்பாடுகள்
மற்றும் அதனை Bank loan குலம்
வாங்குவதற்கும் வசதியுள்ளது. பாய்ந்தி மட்டுமல்லாமல்
கிராமமாக கங்கடூரில். உணவு கொடுக்க
முன்னென்று வசதிபடுத்தியதாக கருந்த. முகவரர்
கெங்கடூர், குமரகோபாய்ந்தி திரு. விஜயகுமார்
மற்றும் என்னுடைய faculty. கீழ்க் கண்ட
கொண்டிருக்கிற நன்றியை கொள்கிறேன். எனக்கு
கிழமை நான் கற்றுக்கொண்டதன் குலம்
Serial அல்லது படத்தில் Camera மற்றும்
Helicam. (மற்றும் Camera) குலம்
அல்லதுகள் உருவாக்குகிற. சிறந்த
Camera Man. என சந்திப்பேன். மக
அன்புடன்.
N. விஜயகுமார்

EXPENDITURE AND SOURCE OF FUNDS

Sl No	Head of Accounts	Budget 2019-2020	Actual 2019-2020	Budget 2020-2021	Actual 2019-2020
	<u>CAPITAL EXPENDITURE</u>				
1	FURNITURE & FIXTURES	50.000	17.700	162.00	118.843
2	OFFICE EQUIPMENTS	51.000	0.000	51.000	0.000
3	TRAINING EQUIPMENTS	0.000	0.000	0.000	0.000
4	COMPUTER/TV OTHERS	6.000	59.450	10.000	4.500
5	DURABLE ARTICLES	15.000	0.000	108.000	0.000
6	VEHICLES	0.000	0.000	0.000	0.000
7	LIBRARY BOOKS	10.000	0.000	2.000	0.000
8	BUILDING	25850.000	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
	TOTAL	25982.000	77.150	10282.000	124.343
	<u>REVENUE EXPENDITURE</u>				
1	HONORARIUM	510.000	570.725	578.00	212.300
2	BOARDING CHARGES	2320.000	1608.886	2307.00	958.137
3	SALARY AND WAGES	1700.000	1924.907	2003.000	1968.218
4	TA TO TRAINEES	158.000	28.078	150.000	21.280
5	PRINTING & STATIONARY	165.000	123.678	150.000	100.613
6	POST & TELEGRAM	100.000	74.617	100000	67.407
7	TRAINING MATERIALS	1226.500	577.227	1084.000	541.379
8	TA TO STAFF	200.000	165.742	200.00	117.157
9	RENT	10.000	4.400	10000	4.400
10	ELECTRICITY & WATER	175.000	147.798	175000	82.289
11	SUB TO NEWS PAPER	10.000	7.120	10.000	7.019
12	ADV. AND PUBLICITY	100.000	45.310	100.000	32.870
13	REPAIR & MAINTENANCE	125.000	110.809	140000	70.156
14	ENTERTAINMENT	50.000	37.573	50.000	13.594
15	INSURANCE	10.000	5.760	10.000	5.914
16	AUDIT FEES	10.000	8.260	10.000	8.236
17	MISC. EXPENSES	110.000	109.400	125.000	73.058
	TOTAL II	6979.500	5550.290	7202.000	4284.027
	TOTAL I	25982.000	77.150	10282.000	124.343
	TOTAL I + II	32961.500	5627.440	17454.000	4408.370

SUCCESS STORIES

Name	Smt. G Gnanasundari
Name of the Training Programme	Gharelu Vidyut Upkaran seva udyami (DEARS)
Batch No	797
Programme Sponsor	NABARD
During of Training	From : 09.01.2020 to 10.02.2020 (30 Days)
Activity	Home appliances Services
Project Cost	Rs.250000/-
Net Profit	Rs.20000/-



Name	Dr.S Narasimman
Name of the Training Programme	Krishi Udyami (Integrated Farming)
Batch No	742
Programme Sponsor	NRLM
During of Training	From : 15.05.2018 to 25.05.2018 (13 Days)
Activity	Herbal and Agri Business
Project Cost	Rs.200000/-
Net Profit	Rs.18000/-



Name	Shri.Sivaramakrishnan
Name of the Training Programme	Travel and Tourist Guide
Batch No	792
Programme Sponsor	NRLM
During of Training	From : 26.11.2019 to 05.12.2019 (10 Days)
Activity	Travel & Tourist guide
Project Cost	Rs.90000/-
Net Profit	Rs.15000/-



Name	
Name of the Training Programme	Photography and Videography
Batch No	747
Programme Sponsor	SIDBI
During of Training	From : 16.12.2019 to 20.01.2020 (30Days)
Activity	Studio
Project Cost	Rs.100000/-
Net Profit	Rs.20000/-



Name	F BENJAMIN FELIX
Name of the Training Programme	Refrigeration and Air-Conditioning
Batch No	800
Programme Sponsor	NRLM
During of Training	From : 03.02.2020 To: 04.03.2020 (30 Days)
Activity	Home Appliances Service
Project Cost	Rs.250000/-
Net Profit	Rs.28000/-



Name	S.Kruppasamy
Name of the Training Programme	Cell Phone repair & Service
Batch No	762
Programme Sponsor	NRLM
During of Training	From : 17.12.2019 To: 20.01.2019
Activity	Cellphone Shop
Project Cost	Rs.150000/-
Net Profit	Rs.15000/-



TENTATIVE TRAINING SCHEDULE 2021-2022

NO.	MONTH	TRAINING NAME	Training Hours	No.of Training Days
1	Apr-21	Refrigeration and Air-conditioning	240	30
2	Apr-21	Dairy Farming and Vermi Compost Making	80	10
3	May-21	Cell phone Repairs and Service	240	30
4	May-21	Beauty Parlor Management	240	30
5	May-21	Bamboo & Cane Craft Making	104	13
6	May-21	EDP for PMEGP Beneficiaries	80	10
7	Jun-21	Women's Tailor	240	30
8	Jun-21	Gharelu Vidyut Upkaran Seva Udyami	240	30
9	Jun-21	Fast Food Stall Udyami	80	10
10	Jul-21	General EDP	48	6
11	Jul-21	Vastra Chitra Kala Udyami (Embroidery & Fabric Painting)	24	30
12	Jul-21	LMV Owner Driver	240	30
13	Jul-21	General EDP	48	6
14	Aug-21	Jute Products Udyami	104	13
15	Aug-21	Mushroom cultivation	80	10
16	Sep-21	EDP for PMEGP Beneficiaries	80	10
17	Sep-21	Two Wheeler Mechanic	240	30
18	Sep-21	Paper Cover, Envelope and File Making	80	10
19	Oct-21	General EDP	48	6
20	Oct-21	Photography and Videography	240	30
21	Oct-21	EDP for PMEGP Beneficiaries	80	10
22	Nov-21	Papad, Pickle and Masala Powder	80	10
23	Nov-21	Women's Tailor	240	30
24	Dec-21	Candle Making	80	10
25	Dec-21	Cell phone Repairs and Service	240	30
26	Dec-21	Beauty Parlor Management	240	30
27	Jan-22	General EDP	48	6
28	Feb-22	Wedding Blouse - Skill up	80	10



Awards

RUDSETI Madurai received the **District Level Best Performer award** in Rural Development through Capacity Building on the 68th Independence Day celebrations (2019-2020) from the District Administration.

Practical Sessions



Practical Sessions



RUDSET Bazaar / Technology transfer programme



Smt. Leena Johri IAS,
Joint Secretary (Skills), MoRD
has visited our Institute Madurai,
viewed the products displayed
in RUDSETI BAZAAR



Workshop for Cinematography Directors
(Story, Screen Play, Script Writing,
Shots & Angles)



Milk Kova & Milk Halwa
on 09.10.2020. 25 trainees were
benefitted and it was Sponsoring
Canara Bank, Regional office,
Madurai

Visitors



Valedictory function for (Gharelu Vidyut Upkaran Seva Udyami & Masala Pickles Powder Making - NRLM) Shri. R.B.Udayakumar, Hon. Minister for Revenue and Disaster Management & Shri. T. ANBALAGAN, I.A.S. District Collector Madurai



Smt.Leena Johri IAS, Joint Secretary (Skills), MoRD has visited our Institute Madurai along with Shri. Virendra Sharma, Director, DDU-GKY, MoRD. The other dignitaries



On the Occasion DCC Meeting Our District Collector Madurai Shri. T. ANBALAGAN, I.A.S. has distributed Certificates for the trainees who where successfully completed "Mission One GP One BC Sakhi



Online examination was inspected by Mrs. Priyanka Pankajam, IAS, Additional Collector, Madurai. On the training for Mission one GP one BC Sakhi online exam conducted by IIBF



On the Occasion of NABARD, Chariman, Shri. Govinda Rajalu Chinthala, has visited our Institute, discussed about NABARD training programmes



Goat Rearing & Vermi compost training programme on the occasion of Chief guest Shri.M.Prabakar, Additional Director/ PD, TNSRLM,Madurai, Bank Loan Sanction letters issued to 20 Nos, amount Rs. 10,00,000/- during this occasion.

Visitors



On the Occasion of Sri.D. Madhavaraj , DGM, Canara Bank, Circle Office Madurai, has visited our Institute, discussed about training programmes



Valedictory Function (Beauty Parlour Management) Distribution of certificate – Dr.P.S.Harikrishnaraj, DGM, NABARD, Madurai was the Chief Guest on the occasion



On the Occasion of International Women's Day Shri. Menon Bhaskara Rajan, DGM, RO, Canara Bank, Madurai interacted with the trainees and distributed the gifts for all the participants.



Valedictory function (Cell Phone repair & Servicing) Shri.K.Arivalagan, LDM, Canara Bank, CO, Madurai was the chief guests on the occasion



Valedictory Function (Two wheeler Mechanic-NRLM) Shri.R.K.Jeevaganthan, DM, CB, CO, Madurai, was the Chief Guest on the occasion



On the Occasion Smt. Hemalatha & Smt.Mariam, APO's, TNSRLM, Madurai interaction with (DEARS-NRLM) Batch trainees

Other Activities



Handovering Face Mask & Sanitaizer Manufacture by our ex-trainee to our Canara Bank General Manager Shri.M.Paramasivam



Online Awareness Programme On Covid 19 Relief Measures Government & Banking to ASARE Members (Zoom)



Free Face masks were distributed to the unorganized sect of peoples, senior citizens and the consumers who are not wearing face mask in Vegetable Markets & created awareness for them the need of face mask for protecting themselves and by which preventing the spreading of COVID 19.



Automatic sanitizer dispenser machine developed by our ex-trainee Mr.Deepan, Batch No.787, was demoed in front of LDDM in circle office, Canara Bank, Madurai.



COVID 19 Jan Andholan Pledge



RUDSETI & TNSRTP Madurai organised Credit camp 10 Ex trainees got credit linked through their Banks to the total amount of Rs. 6.00 lakhs.

Other Activities



Entrepreneur Awareness Camp @ TNSRLM Job Mela



Webinars on self employment opportunities , MSME schemes, COVID 19 relief measures and Banking to the Youth group of Madurai district we have emphasised a role of RUDSETI in Empowering Rurel Youth



International Women's Day Celebration



Community expert our EX trainees & Guest faculties participated in Interview conducted by TNTRP



We have celebrated World Water Day 2021 and created awareness of water usage and saving conservation, for the ongoing training batch of Fast food stall udyami training programme



Field visit to @ Ragupathi Garments, Madurai, With PMEGP trainees



RUDSET INSTITUTE

Madurai - Tamil Nadu.

SWASHRAMA DHARMA EVA JAYATHE

The Director RUDSET Institute

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