

Yashogatha A saga of success

April - June 2021 Vol. 19 Issue - 1

A Newsletter of RUDSET Institute

Rural Development and Self - Employment Training Institute

Sponsors: Sri Dharmasthala Manjunatheshwara Educational Trust and Canara Bank

SUCCESS STORIES



Name: Ms Soumya V Khoday

Address: Juliet Beauty Studio & Academy, Ramakrishna Elite, 1st Floor, Near Kariyamma Temple, Ganeshpeth, Hubli,

Dharwad District, Karnataka State

Educational qualification: Diploma in Interior Design

Training: Beauty Parlour Management

Period of Training: 10.06.2019 to 09.07.2019

Background: Hails from a business class family. After Diploma, she searched for a job, but could not get inspite of her best efforts. Her father was a well businessman. While searching for a new avenue for income, she came to know about RUDSETI, Dharwad through an Awareness programme and applied for Beauty Parlour Management training. The training, not only honed her skills in Beauty Parlour, it also instilled confidence and courage through behavioural and managerial aspects. Today, she is running "Juliet Beauty Studio & Academy" efficiently having facilities like SPA, Hair styling, Nail art, Saree draping etc. She employed four Faculty members who are certified as International makeup artists and Hair stylist beauticians. She also attended four days 'High End Techno and Managerial Enhancement Training Programme on Beauty Parlour' at RUDSETI, Ujire and further improved her income. Her website is: www. julietbeautystudio.com.

Investment: Rs 20,00,000/Income per month: Rs 50,000/-



Name: Mrs Monica Neelofer Dsouza

Address: W/o Anand Sylvester Sequeira, Daila House, Badagakarandoor, Belthangady Taluk, D K District, Karnataka State

Educational qualification: Post Graduation with BEd

Training: EDP for Micro Entrepreneurs

Period of Training: 28.11.2021 to 27.12.2021

Background: Hails from a middle class family. After completing Post Graduation, she worked as a lecturer in ICS School at Jhansi in Madhya Pradesh. After marriage, she worked as a lecturer at Bengaluru for 12 years. Her father, after VRS from SyndicateBank doing Dairy Farming and other agricultural activities in the ancestral land. She resigned the job to take care of parents and property along with her husband. Came to know about RUDSETI, Ujire through Uncle and applied for EDP for Micro Entrepreneurs training. Sessions on behavioural games, time management, confidence building and marketing strengthened her morale and determination. Today she is running Dairy and Pisciculture successfully. Recently, she was adjudged as the "Best Agriculturist" Award from District Agriculture Department.

Investment: Rs 23,00,000/-

Bank Loan: Rs 3,00,000/- (Canara Bank)

Income per month: Rs 57,000/-

Name: Mr Sanjay Kumar Singh

Address: Mohanpur, Bidupur Block, Vaishali District, Bihar

State

Educational qualification: MA, LLB

Training: Dairy Farming & Vermi Compost Making **Period of Training:** 08.10.2018 to 17.10.2018



Background: Born in a small farming family. After completing Post Graduation, he was practicing law. Since, he has a passion to become successful agri entrepreneur; he shifted his focus to agriculture. Came to know about RUDSETI, Hajipur through his friend and applied for Dairy Farming & Vermi Compost Making training. The sessions on the advanced management of Dairy and preparation of Vermi Compost along with behavioural and managerial skills helped him to manage Dairy farming profitably.

Investment: Rs 9,80,000/-

Bank Loan: Rs 8,82,000/- (Canara Bank)

Income per month: Rs 27,000/-

Name: Mrs Bimla Devi

Address: W/o Ram Babu Kushwaha, No 368/22, Street No

8, Gandhi Nagar, Gurugram, Haryana State **Educational qualification:** 10th Standard **Training:** Beauty Parlour Management

Period of Training: 01.06.2016 to 30.06.2016

Background: Hails from a lower middle class family. Her husband was working in a private company. The company declared lockout and as a result, they found it difficult to lead the life. The future looked gloom and she has



no idea of what to do for living? At this juncture, an ex-trainee suggested her to approach RUDSETI, Gurugram. She immediately visited the Institute along with her husband and applied for Beauty Parlour Management training. The technical sessions on beauty parlour, competencies, human relations and marketing infused confidence in her. Today, she is running "Divine Beauty Parlour" efficiently.

Investment: Rs 70,000/-

Income per month: Rs 29,000/-

Name: Mr Prasad K

Address: Thirumuttam, Near Auryved Hospital, Post:

Kandoth, Payyannur, Kannur District, Kerala State

Educational qualification: 10th Standard Training: Photography & Videography

Period of Training: 28.07.2016 to 17.08.2016



Background: Born in a middle class family. After completing 10th Standard, he worked as a light boy in a studio to support his family. Even though he was attracted towards camera, financial status not allowed him to purchase camera. Came to know about RUDSETI, Kannur through an Awareness programme and applied for Photography & Videography training. Though he was working as a light boy, he never got a chance to gain photography experience. The training covering technical aspects of Photography & Videography, entrepreneurship, communication skills, personality development, marketing etc. filled him with more confidence and helped him to set a clear goal. Today, he is running his studio successfully.

Investment: Rs 4,00,000/Income per month: Rs 55,000/-

Name: Mr Jai Prakash

Address: S/o Jagpal, Ismailpur-Budhaina, Post: Khurja,

Bulandshahar District, Uttar Pradesh State Educational qualification: 10th Standard Training: Cell Phone Repair & Service

Period of Training: 01.06.2017 to 30.06.2017



Background: Born in a small farming family. After 10th Standard, he got engaged in agriculture to support the family. As the income from agriculture was meagre, he worked in a private firm. As the salary could not fetch him any growth, he resigned the job. At this juncture, his friend advised him to contact RUDSETI Ghaziabad for training. He visited the Institute and applied for Cell Phone Repair & Service training. The practical learning in Cell Phone repair, entrepreneurial competencies, communication and personality development boosted his confidence. Today, he is running "Jai Shri Mobile Point" profitably.

Investment: Rs 80,000/-

Income per month: Rs 18,000/-

Name: Mr M Abudhagir

Address: S/o S Mahaboobjan, 16/30, Indra Nagar, 2nd Street, Jeeva Nagar, Jaihindpuram, Madurai, Tamil Nadu State

Educational qualification: 12th Standard

Training: Two Wheeler Mechanic

Period of Training: 25.11.2019 to 25.12.2019

Background: Born in a lower middle class family. After completing 12th Standard, he worked as a worker in daily market. As the income was not sufficient to meet the family needs, he decided to take up self-employment to shoulder the responsibility. Came to know about **RUDSETI**, Madurai through advertisement in News Paper. He



visited the Institute and applied for Two Wheeler Mechanic training. Technical sessions on Two Wheeler repair helped to enhance his skill. Behavioural and Personality development sessions boosted his confidence and business skills. Today he is running "Star Workshop" efficiently.

Investment: Rs 1,00,000/Income per month: Rs 18,000/-

Name: Mrs Preethi Karkala

Address: W/o Prashantha Chandrayya Acharya, No 4-12(2), Gowri Nivasa, Neelavara, Post: Kunjalu, Brahmavara Taluk,

Udupi District, Karnataka State Educational qualification: BSc

Training: Dairy Farming & Vermi Compost Making **Period of Training:** 15.10.2020 to 24.10.2020



Background: Born in a small farming family. Father engaged in agriculture work. After graduation, she wanted to take up Dairy Farming to support the family. At this juncture, came to know about RUDSETI, Brahmavara through News Paper and applied for Dairy Farming and Vermi Compost Making training. Latest information on Dairy & Vermi Compost making and eagerness to learn the entrepreneurial skills enabled her to run Dairy farm profitably.

Investment: Rs 4,00,000/Income per month: Rs 20,000/-

Name: Mr Arun Kumar N M

Address: S/o Muddanna N, Abbenahalli, Challakere Taluk,

Chitradurga District, Karnataka State

Educational qualification: 12th Standard

Training: Computer Hardware & Networking

Period of Training: 03.10.2017 to 16.11.2017

Background: Hails from a middle class family. After 12th Standard, he searched for a suitable job, but could not get. He worked as a supporter in his friend business. He observed demand for the computers and decided to take up Computer Hardware as self-employment activity for his livelihood. Came to know about **RUDSETI**, **Chitradurga** through his



friend and applied for Computer Hardware & Networking training. Apart from the technical inputs, behavioural and managerial sessions were very useful in instilling necessary confidence and helped him to run "Aruna Computers" successfully.

Investment: Rs 3,00,000/-

Bank Loan: Rs 2,25,000/- (Karnataka Grameen Bank)

Income per month: Rs 20,000/-

Name: Mr Komireddy Pulla Reddy

Address: S/o Nagi Reddy, Khambampadu, Chimakurthy

Mandal, Prakasam District, Andhra Pradesh State

Educational qualification: 8th Standard

Training: Dairy Farming & Vermi Compost Making **Period of Training:** 03.09.2020 to 12.09.2020

Background: Born in a small farming family. Father engaged in agriculture. As the income from agriculture was not sufficient to meet the family requirements, he decided to take up self-employment to shoulder the responsibility. Came to know about RUDSETI, Ongole through an Awareness programme and applied for Dairy Farming & Vermi Compost Making training. The scientific management of Dairy & Vermi Compost making and entrepreneurship inputs moulded him to become a confident entrepreneur. Now, he is running Dairy farm efficiently.

Investment: Rs 3,50,000/-

Bank Loan: Rs 50,000/- (Union Bank of India)

Income per month: Rs 19,000/-



Name: Mr Mithun Raj P Y

Address: S/o P S Yogandha, No 18, Gangadhareshwara Temple Street Fort, Malavalli, Mandya District, Karnataka

State

Educational qualification: 10th Standard **Training:** Photography & Videography

Period of Training: 03.06.2017 to 01.07.2017



Background: Born in a middle class family. After 10th Standard, he worked in a photo studio to shoulder the responsibility of the family. Due to fault on the part of the customer, he has to resign the job. Saddened by the incident, he tried to end his life, but the intervention of his friend saved his life. He advised him to approach RUDSETI, Mysuru. He visited the Institute and applied for Photography & Videography training. The training, which covered technical as well as setting up an enterprise, helped him to develop a new outlook and a positive attitude towards self-employment. Now, he is running his studio profitably.

Investment: Rs 80,000/-

Income per month: Rs 20,000/-

Name: Mr Chandakant Ramanna Koli

Address: Vijayalakshmi Mobile, Near Bus Stand, Chadachan,

Indi Taluk, Vijayapura District, Karnataka State

Educational qualification: BCom Training: Cell Phone Repair & Service

Period of Training: 25.08.2016 to 25.09.2016



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Background: Born in a small farming family. His father is engaged in agriculture work. After completing Graduation, he wanted to take up self-employment to support the family. Came to know about RUDSETI, Vijayapura through News Paper and applied for Cell Phone Repair & Service training. The technical skill of Cell Phones, behavioural and managerial inputs developed confidence and positive changes in him. Today, he is running "Vijayalakshmi Mobiles" successfully.

Investment: Rs 85,000/-

Income per month: Rs 18,000/-

Name: Ms Nandini C R

Address: D/o Rejuchar, No 174/C, Sathanur Road, CMC layout, Opposite to Thejas Jim, Channapattana,

Ramanagara District, Karnataka State **Educational qualification:** 12th Standard

Training: Women's Tailor

Period of Training: 27.11.2018 to 26.12.2018

Background: Born in a middle class family. Her father was a Photographer and mother a Tailor. After 12th Standard, she worked with her father to know the intricacies of photography. As she found it difficult to learn the techniques of photography, she diverted her interest to tailoring and worked with her mother to learn the basics of tailoring. At this juncture, came to know about RUDSETI, Bengaluru through News Paper and applied for Women's Tailor training. Her basic knowledge about tailoring helped her to grasp the technical skills easily. Behavioural and managerial sessions boosted her confidence and business skills. Today she is doing Tailoring efficiently.

Investment: Rs 1,00,000/Income per month: Rs 30,000/-



Name: Mr Rahul Singh

Address: S/o Omi Singh, Randhirpura, Post: Basai Jagner,

Agra District, Uttar Pradesh State

Educational qualification: 12th Standard Training: Cell Phone Repair & Service

Period of Training: 12.12.2018 to 10.01.2019



Background: Born in a small farming family. His father is doing agriculture work. The income from agriculture was not sufficient. He searched for a suitable job, but could not get it. He decided to choose self-employment to support the family. Came to know about RUDSETI, Agra through an ex-trainee and applied for Cell Phone Repair & Service training. Apart from the technical inputs, sessions on entrepreneurial competencies, marketing, communication skills and launching formalities boosted his confidence. Today, he is running "Durga Mobile Repairing" profitably.

Investment: Rs 90,000/-

Bank Loan: Rs 30,000/- (Canara Bank)

Income per month: Rs 18,000/-

Name: Ms K Dharani

Address: D/o K Ramanna, No 2-31, BC Colony, Borampalli, Kalyandurgam Mandal, Ananthapuramu District, Andhra

Pradesh State

Educational qualification: 10th Standard

Training: Women's Tailor

Period of Training: 21.02.2021 to 22.03.2021



Background: Hails from a poor family. Could not continue her studies due to poverty. She wanted to take up self-employment to support the family. Came to know about RUDSETI, Ananthapuramu through an ex-trainee and applied for Women's Tailor training. The intensive practical training helped her to learn the cutting and stitching of dresses, ways and means of establishing and sustaining own business. Today, she is doing tailoring efficiently.

Investment: Rs 30,000/Income per month: Rs 18,000/-

Name: Ms Rupali Annasaheb Gade

Address: Sangamner, Ahamadnagar District, Maharashtra

State

Educational qualification: 10th Standard **Training:** Beauty Parlour Management

Period of Training: 27.05.2019 to 25.06.2019



Background: Born in a small farming family. The income from agriculture was not sufficient to meet the family needs. She wanted to take up self-employment to lead a respectable life. Came to know about RUDSETI, Pune through her friend and applied for Beauty Parlour Management training. The technical and entrepreneurship development inputs changed her thinking entirely and infused positive outlook in her approach. Today, she is running "Iconic Beauty Parlour" successfully.

Investment: Rs 3,40,000/Income per month: Rs 25,000/-

Name: Mr Nalin Tank

Address: 2/A/118, Om Shiv Colony, Shastri Nagar, Jaipur,

Rajasthan State

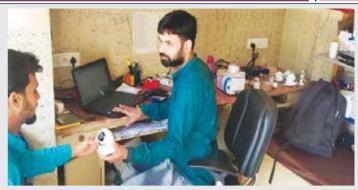
Educational qualification: Graduate

Training: Installation & Servicing of CCTV Camera, Security

Alarm & Smoke Detector

Period of Training: 26.11.2018 to 05.12.2018

Background: Born in a middle class family. He wanted to



take up self-employment activity to take the responsibility of the family. Came to know about RUDSETI, Jaipur through an ex-trainee and applied for Installation & Servicing of CCTV Camera, Security Alarm & Smoke Detector training. The technical inputs on CCTV camera and behavioural aspects induced extra strength and confidence in him and resulted in repairing and servicing of CCTV Camera efficiently.

Investment: Rs 3,00,000/Income per month: Rs 25,000/-

Name: Mrs Mamata Sahoo

Address: Urumukhi, Bhusandapur, Khordha District, Odisha

State

Educational qualification: 10th Standard **Training:** Beauty Palour Management

Period of Training: 06.04.2015 to 05.05.2015

Background: Born in a small farming family. Her husband is engaged in agriculture. Income from agriculture was not sufficient to cater to the needs of the family. She decided to do self-employment to support the family. Came to know about RUDSETI, Bhubaneshwar through an Awareness programme and applied for Beauty Palour Management training. Technical inputs and other behavioural games, time management, confidence building and goal setting strengthened her morale and determination. Today, she is running her parlour profitably.

Investment: Rs 5,00,000/-

Bank Loan: Rs 3,00,000/- (Odisha Gramya Bank)

Income per month: Rs 21,000/-



Name: Mr Vikram

Address: No 28/9, Bhargo Nagar, Jalandhar, Punjab State

Educational qualification: 12th Standard Training: Refrigeration & Air Conditioning Period of Training: 03.11.2020 to 02.12.2020



Background: Hails from a middle class family. As he was not interested in studies, he discontinued after 12th Standard and searched for a suitable job. He could not get the job inspite of best efforts. He wanted to take up self-employment to support the family. Came to know about RUDSETI, Jalandhar through an ex-trainee and applied for Refrigeration & Air Conditioning training. Apart from technical aspects of Refrigeration & AC, he learnt the entrepreneurial competencies and managerial skills needed to run an enterprise. Today, he is doing repair of Refrigeration & AC successfully.

Investment: Rs 1,00,000/Income per month: Rs 20,000/-

Name: Mr Tarun Namdev

Address: S/o Rohit Kumar Namdev, Lodhipura, Udaypura

Tehsil, Raisen District, Madhya Pradesh State

Educational qualification: Graduation
Training: Cell Phone Repair & Service

Period of Training: 26.11.2020 to 25.12.2020

Background: Born in a middle class family. His father was a tailor. After Graduation, he searched for suitable job, but could not get it. Later, he worked as a guard



in Eicher Tractor Factory. After few years, an ex-trainee informed him to approach RUDSETI, Bhopal for training. He visited the Institute and applied for Cell Phone Repair & Service training. The technical skill, entrepreneurial competencies, marketing, communication skills and personality development inputs boosted his confidence and transformed him completely. Today, he is making a living by engaging himself in repairing and servicing of cell phones efficiently.

Investment: Rs 50,000/Income per month: Rs 18,000/-

Name: Mr Baraiya Sunilbhai Ishvarbhai

Address: Maghrol, Sojitra Taluk, Anand District, Gujarat

State

Educational qualification: 12th Standard

Training: Two Wheeler Mechanic

Period of Training: 04.09.2018 to 03.10.2018



Background: Hails from a lower middle class family. His father is doing agriculture labour work. After 12th Standard, he discontinued the studies and wanted to take up self-employment activity to shoulder the responsibility of the family. Came to know about RUDSETI, Nadiad through his friend and applied for Two Wheeler Mechanic training. The training covering all the technical aspects of Two Wheelers, behavioural and managerial aspects boosted his self-confidence. Today, he is running "Ma Sakti Krupa Auto Garage" profitably.

Investment: Rs 70,000/-

Income per month: Rs 19,000/-

Name: Mrs Sharda Shakyawal

Address: Sharda Beauty Parlour, Baran, Rajasthan State

Educational qualification: 12th Standard Training: Beauty Parlour Management

Period of Training: 01.07.2014 to 30.07.2014

Background: Born in a middle class family. Her husband is working in a private firm. He encouraged Sharda to take up self-employment activity to increase the family



income. Came to know about RUDSETI, Baran through an Awareness programme and applied for Beauty Parlour Management training. Apart from the technical inputs, inputs on entrepreneurial competencies, marketing, personality development, communication skills and launching formalities boosted her confidence. Today, she is running "Sharda Beauty Parlour" successfully.

Investment: Rs 4,00,000/-

Bank Loan: Rs 3,50,000/- (State Bank of India)

Income per month: Rs 27,000/-

Name: Mrs Archana Nandi

Address: Halalpur, Post: Khidirpur, Murshidabad District,

West Bengal State

Educational qualification: 10th Standard

Training: Jute Products Udyami

Period of Training: 20.11.2020 to 02.12.2020

Background: Hails from a lower middle class family. Could not study after 10th Standard due to poverty. As income of the family was not sufficient to meet the family requirements, she wanted to take up self-employment. Came to know about RUDSETI, Berhampore through an Awareness programme and applied for Jute Products Udyami training. Apart from the technical aspects of Jute products, sessions on competencies, marketing and communication skills boosted her self-confidence and enabled to make Jute products efficiently.

Investment: Rs 40,000/-

Bank Loan: Rs 20,000/- (Bangiya Grameen Vikas Bank)

Income per month: Rs 15,000/-



Name: Mr Omprakash Khatik

Address: Near Nobel School, Shiv Nagar, Bhilwara,

Rajasthan State

Educational qualification: 7th Standard

Training: General EDP

Period of Training: 03.10.2018 to 08.10.2018



Background: Hails from a middle class family. Could not continue study due to financial constraints. He wanted to take up self-employment activity to support the family. Came to know about RUDSETI, Bhilwara through Government Department and applied for General EDP training. The sessions on behavioural aspects, marketing, business plan and personality development boosted the confidence in him which resulted in managing his egg business successfully.

Investment: Rs 1,50,000/Income per month: Rs 23,000/-

Name: Mr Gobind Lal Mehta

Address: Dulmi, Post: Lowahatu, Rahe Block, Ranchi

District, Jharkhand State

Educational qualification: 10th Standard

Training: Krishi Udyami

Period of Training: 07.10.2020 to 19.10.2020

Background: Born in a small farming family. He was assisting his father in farming activity. Income from agriculture was not sufficient to meet the family requirements. He wanted to improve income from agriculture using improved methods. Came to know about **RUDSETI**, **Ranchi** through



an Awareness programme and applied for Krishi Udyami training. The scientific management of agriculture and allied activities, competencies and marketing of crops boosted his confidence and resulted in managing his Farm efficiently.

Investment: Rs 80,000/Income per month: Rs 17,000/-

Name: Mrs Rupali Debnath

Address: W/o Amrit Debnath, Purba Gakulnagar, Post:

Rastar Matha, Sepahijala District, Tripura State

Educational qualification: 8th Standard

Training: Dairy Farming & Vermi Compost Making **Period of Training:** 19.09.2020 to 30.09.2020



Background: Born in a small farming family. Could not study after 8th Standard due to poverty. She wanted to take up self-employment to support the family. Came to know about **RUDSETI**, **Agartala** through Panchayat and applied for Dairy Farming & Vermi Compost Making training. The scientific management of Dairy and Vermi Compost Making, inputs on competencies and management skills infused a new confidence in her and enabled to run Dairy farm profitably.

Investment: Rs 1,00,000/Income per month: Rs 20,000/-

Name: Ms Runumoni Deka

Address: Kachamari, Nagaon District, Assam State

Educational qualification: 9th Standard

Training: Women's Tailor



Period of Training: 02.05.2019 to 31.05.2019

Background: Born in a middle class family. Could not study after 9th Standard due to financial constraints. She wanted to take up self-employment to support the family. Came to know about RUDSETI, Nagaon through an Awareness programme and applied for Women's Tailor training. Technical sessions on Tailoring, inputs on behavioural and personality development boosted her confidence and resulted in running tailoring unit successfully.

Investment: Rs 40,000/-

Income per month: Rs 15,000/-

COVID

During pandemic COVID -19, RUDSETIs were involved in social activities and both Staff and trainees distributed masks, grocery, vegetables, medicines etc. to the needy people.

DISTRIBUTION OF MASK BY STAFF MEMBERS

RUDSETI, Ananthapuramu

RUDSETI, Baran





RUDSETI, Pune



DISTRIBUTION OF MASK BY TRAINEES RUDSETI, Brahmavara











Financial Inclusion - RUDSETI, Nadiad



Banking Awareness - RUDSETI, Nadiad



RUDSETI Activities - RUDSETI, Hajipur

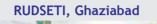


WORKSHOP

Atmanirbhar Bharat - RUDSETI, Vijayapura



VACCINATION CAMPS RUDSETI, Ujire







RUDSETI, Madurai

RUDSETI, Ongole





RUDSETI, Vijayapura

RUDSETI, Hajipur





RUDSETI, Ranchi



BLOOD DONATION CAMP - RUDSETI, Ranchi



VISIT OF IMPORTANT DIGNITARIES

Sri N Shashi Kumar, IPS, City Police Commissioner, Mangaluru - RUDSETI, CS ↓



Sri B Chandrasekhara Rao, GM, Canara Bank, HO, Bengaluru RUDSETI, Madurai



Sri Franklin Selvakumar, GM, Canara Bank, CO, Patna RUDSETI, Hajipur



VISITORS VIEW

Ujire: "Aware of the activities of RUDSETI since childhood. Establishment of RUDSETI is a testimony to the Visionary leadership of **Dr D Veerendra Heggade**. All the best to the Institute".

 Sri N Shashi Kumar, IPS, City Police Commissioner, Mangaluru

Madurai: "Happy to visit RUDSETI, Madurai. Happy to hear that trainings conducted are trustful. In addition to regular trainings, RUDSETI also imparting financial awareness programmes. Wishing all the best".

- Sri B Chandrasekhara Rao, GM, Canara Bank, HO, Bengaluru

Hajipur: "The institute is doing yeoman service to the society by imparting skills and training to the underprivileged and marginalised people. The training imparted should be followed up by ensuring credit linkages and encouraging entrepreneurship which leads to success of the trainees. My best wishes to the RUDSETI Hajipur".

- Sri Franklin Selvakumar, GM, Canara Bank, CO, Patna