

## Background

Poverty alleviation through creation of sustainable livelihood has been the major objective of the Government of India. Though the country has been showing tremendous progress in terms of economic growth, equitable distribution of the fruits of development among the countrymen is one of the major concerns of the policy makers. The Government of India, as well as the state Governments have been formulating and implementing massive poverty alleviation programmes. Over a period of time, the Government has created separate machinery for systematic implementation of the schemes for deriving the desired results. The services of voluntary organizations and involvement of banking system has also been enlisted for efficient implementation of the schemes.

The experience in the country over the last five decades in implementing the various poverty alleviation programmes has shown that generation of sustainable employment is essential for regular income generation. Further, creation of micro enterprises has been proved to be the most effective way for ensuring sustainable employment and income generation. Hence, entrepreneurship development has been incorporated as the core element in poverty alleviation programmes like SGSY, SJSRY, PMEGP, Watershed development projects etc.

The government is earmarking/deploying substantial funds for skill development of the beneficiaries (stake holders) under all such programmes. All the beneficiaries selected for credit and subsidy assistance under the scheme have to compulsorily undergo skill development/Entrepreneurship Development Programmes.

RUDSET Institute, a pioneering Self Employment Training Institute functioning since 1982, has been conducting skill development and Entrepreneurship Development Training Programmes effectively. RUDSETI has developed a model of effective training, integrating the elements of motivation, skill and soft skill aspects in to the training curriculum and also post training facilitation.

Recognizing the efficacy of RUDSETI model of training, in promotion of self employment Government of India, Ministry of Rural Development has advised all the banks to establish Rural Self Employment Training Institutes(RSETIs) in all the Districts of the country by the respective lead Banks. Over 450 RSETI's have already come up in various parts of the country.

Now, Ministry of Rural Development (MORD) Govt of India is implementing the ambitious National Rural Livelihood Mission (NRLM) scheme with the objective of creating 10 million Micro Enterprises in the next ten years. It is felt that RSETI training can be effectively utilized for promotion of Micro Enterprises under NRLM. The Ministry (MORD) has entered into a MOU with National Academy of RUDSETI, Bangalore for capacity building and monitoring of RSETI's. The MOU is aimed at ensuring standardization in administration of RSETI's and uniformity in training. Besides enhancing the quality of training and success rate of RSETI trained candidates, a strong need is felt to create awareness among the stakeholders of RSETI's on their importance. As per the MOU, it is the responsibility of Directors of each RSETI's and the respective project Director, DRDA to ensure training of 750 BPL candidates every year.

Successful launching of an enterprise by a person trained at the RSETI depends upon many factors like business opportunities, the environment, statutory provisions, credit assistance, support from

government agencies, etc. Though the entrepreneur is imparted with effective training to acquire certain skills and right attitude, he or she requires support from various other agencies to translate the confidence in to a viable business venture. Hence, the officials involved in implementation of government sponsored poverty alleviation programme are required to have proper understanding of the concept of entrepreneurship and the approach of developing entrepreneurship. Further, Banks have established RSETI's as a part of their corporate social responsibility initiatives. The bank officials who are involved in monitoring and guiding the RSETI's need to have right perception and approach to monitor / guide the directors of RSETI's for their effective functioning. These nodal officers are also instrumental in educating the branch managers on the importance of extending credit assistance to Micro and Small enterprises. To address the above discussed issues, as part of MOU package, a specific workshop is designed for the stakeholders of RSETI's.

## Objectives

The programme is designed to enable the nodal officers of the bank and link officers of DRDA/ Government Department to:

- Appreciate the role of RSETI's in Entrepreneurship development and Micro Enterprise creation.
- Understand the process of Entrepreneurship Development and its importance in promotion of micro enterprises.
- Understand their roles in effective functioning of RSETI's.
- Understand the pitfalls in enterprise creation and role of supporting system in overcoming the problems.
- understand the roles, responsibilities and functions of the Director of a RSETI to extend the necessary support from their end.
- To recognise the need for involvement of Banks and government (development) departments in successful launching of enterprises.
- Know the importance of RSETI's in successful implementation of Govt sponsored schemes for poverty alleviation.

## Programme contents

- Ice Breaking and preparation for learning.
- Role of RSETI's in promotion of Micro Enterprises.
- MORD guidelines on establishment of RSETI's.
- MORD's MOU with National Academy of RUDSETI for capacity building of RSETI.
- Motivating the prospective entrepreneurs- why and how?
- Essence of Entrepreneurship Development.
- Interaction with RSETI trained first generation entrepreneurs.
- Pre-training activities for awareness creation and mobilization of candidates for RSETI training.
- Post-training facilitation of trained persons.
- Pitfalls in enterprise creation and role of support institutions.
- Standard Practices in RSETI's administration.
- Role and responsibilities of RSETI Directors.
- Expectations of MORD from RSETI's

- Monitoring of RSETI's.
- Presentation by RSETI's on their Performance and present status.
- Review and feedback on the performance of independent RSETI's.
- Action plan preparation by independent RSETI's.

### Methodology

The topics in the work shop are effectively dealt using adult learning techniques of group discussion, behavioral simulation games, lecturettes, case studies, presentations and interaction with successful Entrepreneurs . The training approach is predominantly interactive and participative.

The Workshop duration is 3 days (including field visit )

### Target group:

The participants for the work shop are the nodal officers of the Banks, and Project Director of DRDA/Link officers of Govt. Departments. These are the people responsible for monitoring the functioning of RSETI's at the controlling offices of the banks and involved in implementation of poverty alleviation schemes at the Govt. level respectively. They also have role and responsibility of co-ordinating with RSETI's for identification and training the beneficiaries.

### Course Co-ordinator- Sri N.R.Srinivasa Murthy

**Workshop date:** 30 January - 01 February 2012

**Workshop Timings:** 10.00 AM to 6.00 PM.

**Venue:** UCO BANK Central Staff Training College, (Near KARUNAMAYEE)  
GE-8, Sec-III, Salt Lake, Kolkata-700 106, (Ph:033-23341992)

**Accommodation:-** The workshop is residential and the accommodation to the participants is arranged at the venue of the programme. The participants may check in at the venue from the evening of 29 January 2012. However, they have to check out within 72 hours from the time of check in.

**Participation Fee:** Since the programme is sponsored by MORD, GOI, no participation fee is being charged.

### Nominations and Enquires:

**Mr. Sridhar Jas**

**State Co-ordinator for RSETIs**

**Monitoring Cell of National Academy of RUDSETI**

**B-8, Vidyasagar Nikethan, Sector-I, Salt Lake City, Kolkata - 700064**

**Phone No:** 918420 200124, **E-mail:** [sridharjas@gmail.com](mailto:sridharjas@gmail.com)

### National Academy of RUDSETI

2nd Floor, Chitrapur Bhavan,

8th Main, 15th Cross, Malleshwaram,

Bangalore - 560 055.

**Phone No:** 080-23462875, **Fax:** 23462876

**E-mail:** [info@rudsetacademy.org](mailto:info@rudsetacademy.org), **Website:** [www.rudsetacademy.org](http://www.rudsetacademy.org)



## National Academy of RUDSETI

Sponsors: SDME Trust, Syndicate Bank & Canara Bank

Bangalore, India

## Appreciation Workshop on RSETI's for Nodal Officers of Banks and Link Officers of Govt Departments

**Date :** 30 January - 01 February 2012

**Place :** Kolkata

**Training Co-ordinator:** N.R.Srinivasa Murthy

**Workshop Sponsored by:**  
**Ministry of Rural Development, Government of India.**