

Faculty:

In house faculty of National Academy of RUDSETI having expertise & practical experience of working as Directors/Executive Director of RUDSETI will be handling the sessions. The guest faculty includes professionals from the field of Entrepreneurship Development .

Course Co-ordinator : **N.R. SRINIVASAMURTHY**
Programme Date : 29 October 2012 to 10 November 2012
The Programme timings: 9-30 AM to 6-00 PM (including last day).

Venue: **Hotel Citadel**
Ananda Rao Circle, Bengaluru - 560 009
(Less than 1 km from Majestic bus stand and city Railway Station)
Ph No: 080-42402222 (Contact person: Sri BABU)

Transport facilities at Bengaluru :

Prepaid Taxi service as well as volvo bus service is available from Bengaluru international Airport (35 kms) which is convenient, comfortable and reasonably priced.

City Railway Station and Central (Majestic) Bus stand are around 600-800 Mtrs from the venue.


Accommodation: Air conditioned (A/C) Accommodation is arranged in the venue of the training itself (3 star Hotel) on twin sharing basis. The programme is residential and participants are provided with continental breakfast, lunch and dinner in the hotel.

Participation Fee: NIL

The training is **RESIDENTIAL** and sponsored by Ministry of Rural Development, Govt .of India, as part of their capacity building project for RSETIs. Hence the Training is **FREE** and all expenses towards Lodging, Boarding (3 Star Hotel) of the participants/trainees, Training Materials, Exposure/Field Visit etc., will be borne by the Academy.

Nomination and Enquiries:

Address your enquiries and nomination in the enclosed format to

 **The Director General**
National Academy of RUDSETI
2nd Floor, Chitrapur Bhavan, 8th Main, 15th Cross
Malleshwaram, Bengaluru - 560 055
Ph No: 080- 23462875, Fax: 23462876
E-mail: info@rudsetacademy.org | Website: www.rudsetacademy.org

Last date for receipt of Nomination: 22 October 2012

Participants may be advised to book the return tickets for 10 November 2012 night or next day morning i.e., 11 November 2012.



National Academy of RUDSETI

Sponsors: SDME Trust, Syndicate Bank & Canara Bank

Bengaluru

Trainer's Training Programme on Entrepreneurship Development

for

Directors and Faculty of
Rural Self Employment Training Institutes (RSETIs)

29 October 2012 to 10 November 2012
Bengaluru

Training Co-ordinator:
N.R. SRINIVASAMURTHY

Training Sponsored by



Ministry of Rural Development
Government of India

Trainer's Training Programme on Entrepreneurship Development

Background:

Rural Development & Self Employment Training Institutes (RUDSETI) are jointly sponsored by Sri.Dharmasthala Manjunatheshwara Educational Trust, Syndicate Bank and Canara Bank with Dr. D.Veerendra Heggade, Dharmadikari of Dharmasthala as the President of the organisation. Through continuous experimentation and innovation, RUDSETI has adopted a model of identifying, training and facilitating unemployed rural youth to take up self employment. This short duration intervention has been effective in motivating the trained persons to acquire skill & develop entrepreneurship.

RUDSETI has established 26 units across the country and cumulatively trained more than 2.9 lakh persons, out of which 71% have established micro enterprises. Further, these first generation entrepreneurs have been able to create more jobs for others. The approach of RUDSETI has enabled in developing entrepreneurship through motivation & training among the rural youth.

Recognizing the effectiveness of RUDSETI model, Government of India (GOI) Ministry of Rural Development have in a significant move advised all the Banks to establish one Rural Self Employment Training Institute (RSETI) on the model of RUDSETI in each District of the country. The Ministry is providing funding support for creation of infrastructure. State Governments, DRDAs, SIDBI, NABARD and other development organizations are also extending support to the training programmes of RSETIs.

RUDSETI/RSETIs are managed by Bank officials who are posted on deputation for a specific period as Directors. These Directors are assisted by other faculty members who are postgraduates in Social work/ Social sciences/ Management/Agriculture Sciences with an inclination to involve in Rural Development activities. The Directors and faculty have to play the role of Motivators, Trainers & Facilitators in promoting Entrepreneurship Development besides taking care of all the activities of the Institute.

A special training is designed to enable these professionals to equip themselves with knowledge, skills & attitude for playing their newly acquired role effectively. The Ministry of Rural Development, GOI has made it mandatory for all the newly inducted Director/Faculty to undergo this training. NAR is the only Organization recognized by MORD in the country for conducting this type of training.

Target Group:

Newly inducted Directors and Faculty of RUDSETI/RSETI's who have to assume the role of administrators and trainers of the institutes.

Training Objectives :

The programme is specifically designed to enable the newly inducted Directors & Faculty of RUDSETI/RESTIs to:

- ❑ Understand the concepts of Entrepreneurship Development and promote the RUDSETI model of Entrepreneurship Development.
- ❑ Experience and explore various approaches of motivating people in general and unemployed youth in particular.
- ❑ Acquire the skills of motivator, trainer and facilitator.
- ❑ Understand the role of a Director of RUDSETI/RSETI.
- ❑ Know various aspects of establishing and managing RSETI/RUDSETI.
- ❑ Acquire the skills of training on establishing and managing the micro enterprises

Programme contents:

- ❑ Ice breaking and preparation for adult learning.
- ❑ Achievement motivation and confidence building.
- ❑ Dynamics of Entrepreneurship Development.
- ❑ Entrepreneurial competencies- identification & development.
- ❑ RUDSETI model of Entrepreneurship Development.
- ❑ MORD guidelines for starting RSETIs.
- ❑ Identification of business opportunities and selection of business activity.
- ❑ Market survey and selection of enterprise.
- ❑ Business plan preparation.
- ❑ Establishment of an enterprise and launching formalities.
- ❑ Marketing and soft skills of an entrepreneur.
- ❑ Managing an enterprise- Accounting and concepts of costing, pricing and profitability.
- ❑ Problem solving, Risk taking and Goal setting by an Entrepreneur.
- ❑ Exposure visit to a model RUDSETI.
- ❑ Interaction with successful Entrepreneurs.
- ❑ Managing the institute - Accounts, other systems & procedures and monitoring Mechanism.
- ❑ Pre training identification and selection of potential entrepreneurs.
- ❑ Post training follow up-hand holding.

Methodology:

The topics are dealt effectively using adult learning techniques of group discussion, role play, behavioural simulation games, exercises, case studies, interaction with successful entrepreneurs, field visits and lecture sessions. The training approach is predominantly interactive & participative. Reinforcement of learnings are made through presentation of "Most Important Lessons Learnt Yesterday" (MILLY).