



### 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. They all possess the required skills for playing the role of trainers and facilitators. The guest faculty includes professionals in the field of Entrepreneurship Development.

Course Co-ordinator : **H.S. KRISHNA MURTHY (M) 097397 77630**  
Programme Date : 2 to 14 February 2015  
The Programme timings : 9-30 AM to 6-00 PM

### Venue: Hotel Citadel

Ananda Rao Circle, Bengaluru – 560 009

Ph No: 080-42402222 (Contact person: **Sri Elangovan (M) 090084 44597**)

### Distance to Venue (Hotel Citadel)

Bangalore City Railway Station : **1 km** ; Central (Majestic) Bus Stand : **< 1 km**  
Yeshwantpur Railway Station : **7 km** ; B'lore International Airport : **35 km**

### Transport Facilities At Bengaluru :

Authorized Taxis ( which are metered & charge at prescribed rates): **MERU (080-4422 4422)**, Mega Cab (080-4477 4477) & **KSTDC Cab (080-4155 3333)**. **BMTC** Bus service and Auto Rickshaws are also available for local transport.

**Accommodation:** Air conditioned (A/C) Accommodation is arranged at the venue of the training itself (a 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, Training including Exposure/Field Visit etc., will be borne by the Academy.

### Nomination and Enquiries:

The Director General



**National Academy of RUDSETI**

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

### Last date for receipt of Nomination: 2014 10 January 2015

(Nominations will be accepted / confirmed on FIRST COME; FIRST SERVE basis)

Participants may be advised to book **return tickets** for 14 February 2015 **night** or **next day morning** i.e., 15 February 2015.

## Trainers' Training Programme (TTP) on Entrepreneurship Development for FACULTY of Rural Self Employment Training Institutes (RSETIs)



Training Co-ordinator:

**H.S. KRISHNA MURTHY (M) 097397 77630**



Training Sponsored by

**Ministry of Rural Development**

Government of India

## Trainers' 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 organization. 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 27 units across the country and cumulatively trained more than 3.2 lakh persons, out of which 73% have established micro enterprises as of 31.03.2013. 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 as result we have 570 RSETIs. 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 / Faculty of RSETIs who have to assume the role of trainers / facilitators of the Institutes.

### Training Objectives :

The programme is specifically designed to enable the newly inducted Directors / Faculty of RSETIs 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 Directors / Faculty 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.
- ❑ Promotion of Entrepreneurship & Support Net work available
- ❑ 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 model RUDSETIs.
- ❑ 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, and 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).