



Annexure I

National Academy of RUDSETI- A brief note on the Objectives, Organisational Structure, Functions and initiative for Organisation Development

I. About National Academy of RUDSETI

Background:

National Academy of RUDSETI was established in April 2009 in response to an emerging need for capacity building and mentoring RUDSET Institute and Rural Self Employment Training Institutes being established by different Banks across the country.

Genesis

Emergence of Rural Self Employment Training Institutes (RSETIs) across the country by different Banks, called for a credible and capable Institution to support the scaling-up process. Hence, the original promoters of the RUDSET Institute, proactively decided to set up an apex resource organization to facilitate the growth of RSETIs across the country.

Vision

To usher in a wave of self-employment and entrepreneurship among the rural youth of the country through RUDSETI/RSETI model in a vibrant and continuously innovating organizational set up.

Mission

Build the capabilities of RSETIs and mentor these organizations to develop into vibrant Institutions of excellence and act as a catalyst for economic and social transformation of rural India.

Objectives

1. To work as National Level Resource Organization for RUDSETIs and RSETIs and other similar type of Institutes
2. To conduct research and development work in the field of Entrepreneurship Development
3. To design and conduct Training programmes and undertake project in Enterprise Promotion, Rural Development, Technology Transfer and imparting Human Resource Development (HRD) concepts.
4. To act as a advisory to policy makers relating to Enterprise Promotion and Rural Development (for Government /NGOs/ Other Organizations / Financial Institutions /Corporate Entities / Central Secretariat, RUDSETI)



5. To take up any other activities connected with Rural Development and Entrepreneurship Development and Rural Development.
6. To provide Consultancy and Counseling Services in the field of Entrepreneurship Development and Rural Development.
7. Any other activity aimed at Development of Entrepreneurship, Rural Development and serving the society at large.

Organizational Structure and Management

The National Academy of RUDSETI is a *Trust* registered under the *Indian Trusts Act*.

The Board of Trustees provides directions and policies for the organization.

The Board of Trustees consist six founder Trustees as under:

1. Dr. D. Veerendra Heggade, President, SDME Trust, Ujire (R) – Life Time President
2. Chairman & Managing Director of Canara Bank
3. Chairman & Managing Director of SyndicateBank
4. Executive Director of Canara Bank overseeing the Priority Credit Wing
5. Executive Director of SyndicateBank overseeing Priority Sector Credit Division
6. Secretary, SDME Trust, Ujire

The Executive Committee comprising of Executives from the sponsoring organizations and eminent personalities from Entrepreneurship Development, Social and Education Sector are monitoring the implementation of the policies / programmes and provide guidance to the organization.

The Executive Committee consist of the following members:

1. Dr. D. Veerendra Heggade, President, SDME Trust, Ujire (R) – Life time President
2. Executive Director of Canara Band Overseeing Priority Sector Credit Division or his nominee
3. Executive Director of SyndicateBank, overseeing Priority Sector Credit Division or his nominee
4. Secretary, SDME Trust, Ujire
5. General Manager of Canara Bank overseeing Priority Credit Wing
6. General Manager of SyndicateBank overseeing Priority Sector Credit Division
7. Director General National Academy of RUDSETI
8. Executive Director, RUDSETI, Ujire
9. National Director for RSETIs, NACER, Bengaluru
10. Dr. Harish Hande, Managing Director, Selco solar Pvt Ltd, Bengaluru
11. Prof. Gopal Naik, Chairperson & FPM, Indian Institute of Management, Bengaluru



The Director General, a deputed executive from one of the sponsor Banks, looks after the functioning of the organization and heads the team of trainers in the Academy.

The Director General is assisted by two Directors, who are deputed officers from the sponsor Banks.

General Manager of the Sponsor Bank from which the DG is deputed, oversees the administration of the Organisation .

The present Director General is a deputed executive from Canara Bank. He is assisted by two Directors and who deputed officers are from sponsor Banks having RUDSETI background.

II. MoU with MoRD for Capacity Building of RSETIs.

Ministry of Rural Development, Govt. of India, after realizing the impact of RUDSETI Training in creation of sustainable livelihood through self employment in Rural areas, took an initiative to replicate and upscale the model and advised all the Banks to establish RSETIs across the country on the model of RUDSET Institute. However, it was felt that the Training programmes and management of the RSETIs were also not up to the standard of RUDSET Institute and there was no uniformity in Training and administrative practices in RSETIs established by different Banks. As a result, the desired outcome and benefits of the initiative was not felt.

In the above backdrop, Ministry of Rural Development, Govt. of India, approached the President and Management of RUDSET Institute and sought assistance to strengthen the RSETIs and to establish them as model institutes functioning on the lines of RUDSET Institute. It was also desired that some special intervention is required to ensure uniformity in Training and standardized administration in all the RSETIs and also to imbibe the values, culture and ethos of RUDSETI. Hence, a comprehensive package was developed for capacity building and mentoring of RSETIs and an MOU was entered into between the Ministry and National Academy of RUDSETI on 29 July 2011.

The above MoU was renewed on 10.07.2014 with effect from 1.08.2014 for a period of one year to begin with and extendable by another two years subject to satisfactory performance.

Performance of National Academy of RUDSETI (upon implementation of MOU with MoRD, Government of India):

The interventions in terms of MOU between the Ministry and National Academy of RUDSETI for capacity building & Mentoring of RSETIs are implemented as under:



Capacity Building

- i)** Training the Directors and Faculty posted to all the RSETIs in a 2 weeks Trainers' Training programme on Entrepreneurship Development for effective induction and providing their role clarity, besides tools & Techniques of Entrepreneurship Development Training.
- ii)** Conducting Refresher Training Programmes for Capacity Building of RSETI Directors and Faculty on continuous basis in different areas of Training.
- iii)** Conducting RSETI Appreciation Workshop in Different States for sensitizing the Officials of DRDA and Bank Executives who are monitoring the RSETIs.
- iv)** To ensure uniformity in all the activities of RSETIs, NAR has developed and provided "*Manual of Standard Practices for RSETIs*", codifying all the activities of RSETIs based on RUDSETI practices, incorporating the guidelines of MORD for management of RSETIs.
- v)** NAR has developed and supplied to RSETIs a Study Material book on Entrepreneurship Development Training in English and Hindi languages which is extensively used by RSETIs for delivering the EDP inputs.
- vi)** To facilitate the RSETIs to conduct Entrepreneurship Development Trainings effectively, NAR is procuring and supplying the Training Materials to RSETIs, including *Achievement Motivation Training (AMT) Work Book* in 13 languages and *Training Games Kit*.
- vii)** Continuously guiding the RSETIs by designing and Developing Training Modules in new areas of Training to be conducted in RSETIs. Course modules for RSETI training are approved by RSETIs and uploaded in the website and MIS package and accessed by RSETIs.



Training Performance of NAR at a Glance (Since inception up to 31.03.2016):

Training Programme	Duration (days)	No. of Programmes	No. of Persons trained
Trainers' Training Programme on EDP to Directors & Faculty of RSETIs	12	63	2254
Refresher Training Programme to veteran Directors / Faculty of RSETIs	6	20	540
Appreciation Workshop on RSETIs to Nodal Bank Officers & PD, DRDAs.	3	16	847
Other Capacity Building Training Programme to Stake holders	2/3/6	54	1663
TOTAL		153	5304

Monitoring of RSETIs

As part of MoU dated 29.07.2011, a separate Monitoring Cell was established for monitoring the functions of RSETIs.

National Academy of RUDSETI, with the above initiatives, has proved its potential to function as a National Level Resource Organization for RSETIs.

III. NAR - Organisation Development Initiatives

Development of own Campus:

NAR has been functioning in a premises provided by Canara Bank (Rent free) at Malleshwaram, Bangalore since April 2009. As we do not have the own building to conduct the training programmes all our training programmes are conducted in Hotels having requisite facilities for training including boarding and lodging.

Government of Karnataka has allotted **3.20 acres of land** at Kumblagodu village, off Mysuru Road, in Bengaluru south Taluk for development of own campus.

NAR is planning to **develop a full fledged own campus** in this land allotted by Government, with necessary infrastructure facilities like building for training, Hostel, Office etc. The cost of the entire project of Campus Development is estimated at Rs 25 Crores (Campus building & Hostel with all facilities).