

As envisaged in the MOU, the Monitoring Cell for RSETIs, inauguration of the office of the Monitoring Cell for RSETIs was held on 20-12-2011.

## 2. Inauguration of the office of the Monitoring Cell for RSETIs



RUDSETI on 29<sup>th</sup> July 2011.

Ministry of Rural Development and National Academy of Memorandum of Understanding was signed between the Movement with his visionary leadership. In this context, a request Dr. D. Veerendra Heggade to lead the entire the Directors of these RSETIs, the Government of India decided across the country and to provide training/capacity building of RSETIs for RUDSETI type institutes.

NAR has been conceived as an apex level training institute sponsored by SDME Trust, SyndicateBank and Canara Bank. National Academy of RUDSETI is registered as a Trust, jointly dedicated National Academy of RUDSETI (NAR) to the nation.

RUDSETI, in commemoration of its silver jubilee in 2008 performing RUDSETI.

ensure that all the RSETIs are brought on par with the best Directors/Faculties of RSETIs in a time bound manner to This would also involve a systematic capacity building of standards of training and settlement rates across the country, monitoring the activities of RSETIs in order to ensure uniform a need was felt to introduce an effective mechanism for of training and hence, the outcomes are also different. Thus already established in the country. Being promoted by RUDSETI type institutes, more than 500 RSETIs have been Sector Banks with lead bank responsibilities to set up as a result of MOU directions to Public Sector/Private

## 1. Signing of MOU between MORD and National Academy of RUDSETI

Name of the SPC	Photo	Command Area	E-mail	Ph/ Mobile
C.P. Gupta		Western/ Eastern/ Uttar Pradesh	cp Gupta45@gmail.com	09411404667
Murti Dhar		Rajasthan	mdharjan@yahoo.com	0141 / 3271806 / 09001355002
M. V. Sawanth		Maharashtra	mv.sawant1011@gmail.com	09689922359
Shridhar Jas		West Bengal and Tripura	sridhar.jas@gmail.com	9182202124

following SPCs have been engaged for different States. State Project Co-ordinators for each State. Accordingly, the of RSETIs in every State, MOU envisages appointment of In order to hand hold, mentor and monitor the functioning

## 4. Selection of State Project Co-ordinators

As per the advice of Dr. D. Veerendra Heggade, a format was devised for conducting the diagnostic study of each RSETI by collecting basic information on various important parameters. As on date, our office has received this information from 320 RSETIs across India and the same are being analyzed at our end. We are constantly following with other RSETIs for submitting the above information.

## 3. Exclusive web site for Monitoring Cell for RSETIs

In order to provide complete information on public domain about the activities undertaken by the office of the Monitoring Cell like arranging of Conclave of Directors of RSETIs by the sponsoring Banks, visits undertaken by the State Project Co-ordinators, the achievements of RSETIs etc., we have come

various Banks and Government Departments took part in SyndicateBank apart from a galaxy of top executives from Canara Bank and Sri Ravi Chatterjee, Executive Director, GOI, New Delhi, Sri S Raman, Chairman & Managing Director, Karnataka, Sri T Vijay Kumar IAS, Joint Secretary, MORD, Dr D Veerendra Heggade, inaugurated the Office wherein dignitaries like Sri K Jai Raj IAS, Additional Chief Secretary, various Banks and Government Departments took part in



are suggested to improve its functioning. functioning of the RSETI are identified and remedial measures sponsoring Bank. During the review, the gaps in the presence of officials from MORD and the Executives of the by the officials from MORD and the Executives of the Project Director from NIRD were the resource persons. The Monitoring Cell for RSETIs, DG and/or Director from NAR, Conclave, the officials from MORD, CPC and/or Director from NAR, arranged Conclave for their RSETI Directors. During the Directors sponsored by them. Thereafter many Banks of Baroda took the lead in convening a Conclave of RSETI Even before such directions were issued by MORD, Bank to organize a 2 - day Conclave of RSETI Directors as an Annual event.

On similar lines, at the advice of the Dr D Veerendra Heggade, MORD gave directions to all the participating Banks to organize a 2 - day Conclave of RSETI Directors as an Annual event.

Among the many best practices of RUDSETI model, their Capacity Building and review of performance is found to be very effective.

## 6. Conclave of RSETI Directors

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Name of the SPC	Photo	Command Area	E-mail	Ph/ Mobile
N.C. Sharma		Western/ Eastern/ Uttar Pradesh	nsharma1951@gmail.com	09457837384 / 146@yahoo.com
R. Srivivasan		Tamil Nadu	rsr1954@gmail.com	09884416432
Lila Nand Jha		Bihar	lilanjha@gmail.com	09431689923
Indradeo Tiwari		Jharkhand	tiwari51@gmail.com	09431786336 / 09570028124

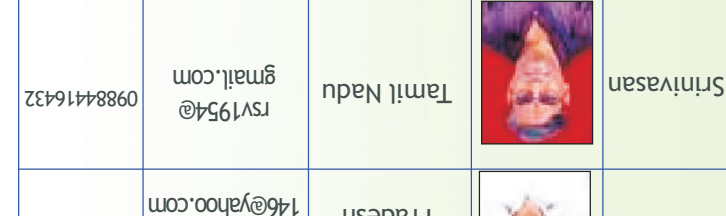
## 5. Collection of preliminary information from each RSETI

A detailed report on the observations made by the Monitoring Cell for RSETIs together with the remedial measures is placed before Dr. D. Veerendra Heggade. Based on his recommendations, MORD requests the CMDs of the concerned Banks to implement the suggestions so that the RSETIs can function on the lines of best performing RUDSETI

In view of the year end work, few banks have assured to convene the conclave in April/May 2012. Gist of the Conclaves organized by various Banks are as follows:

## 6.1 Conclave of RSETI Directors of United Bank of India

A Conclave for the Directors of RSETI sponsored by United Bank of India was organized from 25<sup>th</sup> to 26<sup>th</sup> November 2011 at Kolkata. The programme was inaugurated by His Holiness Swami Shivakaramanda of Ramakrishna Mission, Belur Mut, Kolkata in the presence of Smt Renuka Kumar, DS, MORD and other dignitaries. Sri Ambarish Nanda, General Manager delivered the key note address. Eleven RSETI Directors took part in the Conclave along with executives of the Bank.



## 6.2 Conclave of RSETI Directors of Dena Bank

A Conclave for the Directors of RSETI sponsored by Dena Bank was organized from 29<sup>th</sup> to 30<sup>th</sup> November 2011 at Mumbai. The programme was inaugurated by Smt Renuka Kumar, DS, MORD and the Executives of the Bank. During the review, the gaps in the presence of officials from MORD and the Executives of the by the officials from MORD and the Executives of the Project Director from NIRD were the resource persons. The Monitoring Cell for RSETIs, DG and/or Director from NAR, Conclave, the officials from MORD, CPC and/or Director from NAR, arranged Conclave for their RSETI Directors. During the Directors sponsored by them. Thereafter many Banks of Baroda took the lead in convening a Conclave of RSETI Even before such directions were issued by MORD, Bank to organize a 2 - day Conclave of RSETI Directors as an Annual event.

Kumar, Dy Secretary, MORD, GOI. Sri J R Prasad, Dy General Manager and Vice Principal, SBPT College, Mumbai delivered key note address. Sri R A Gupta, DGM and Sri S K Manchanda, AGM, Dena Bank along with Sri N Janardhana, Chief Project Co-ordinator from Monitoring Cell for RSETIs were present. Ten RSETI Directors took part in the Conclave along with executives of the Bank.

## 6.3 Conclave of RSETI Directors of Punjab National Bank



A 2-day Conclave of PNB RSETI Directors was held from 01.12.2011 to 02.12.2011 at Bank's Central Staff College, Delhi. The Conclave was inaugurated by Sri Rakesh Sethi, Executive Director of the Bank. Sri G. Banerjee, General Manager, Priority Sector Advances welcomed the gathering. Officials from MORD, Monitoring Cell for RSETIs and National Academy of RUDSETI were present during the Conclave. Twenty seven RSETI Directors took part in the Conclave along with executives of the Bank.

## 6.4 Conclave of RSETI Directors of Canara Bank



A 2-day Conclave of RSETI Directors of Canara Bank was held on 19<sup>th</sup> and 20<sup>th</sup> December 2011 at Bank's Head Office, Bangalore. Smt Archana S Bhargava, Executive Director

inaugurated the Conclave in the presence of Smt Renuka Kumar, Dy Secretary, MORD, New Delhi. Sri K.S. Prabhakar Rao, General Manager, Dr. M. Reddaiah, AGM & other officials were present on the occasion.

Second day of the Conclave was attended by Sri T Vijay Kumar, IAS, Jt Secretary, MORD, GOI and the programme concluded with a very inspiring Valedictory address by Dr D Veerendra Heggade, President, National Advisory Council for RSETIs and Sri S Raman, Chairman & Managing Director of Canara Bank. Twenty three RSETI Directors took part in the Conclave along with executives of the Bank.



## Appeal:

All the RSETI Directors are requested to send information regarding important events organized by them, success stories of Entrepreneurs trained by them, outstanding achievements, if any, with photographs to the following address for publishing the same in the forthcoming Quarterly Bulletin.

Office of the MONITORING CELL for RSETIs  
(Under the aegis of MORD, Govt. of India)  
NATIONAL ACADEMY OF RUDSETI  
No.13, 1<sup>st</sup> Floor, 1<sup>st</sup> Main 2<sup>nd</sup> Stage,  
B Krishnappa Layout  
Vijayanagar Club Road  
BANGALORE - 560 040

## Announcement :

Following the opening of the Office of the Monitoring Cell for RSETIs as per the MOU, the MIS Format I & II hitherto sent by all RSETIs to NIRD, Hyderabad shall henceforth be sent to the Office of the Monitoring Cell for RSETIs to the following email address: [cpcnar@gmail.com](mailto:cpcnar@gmail.com) and [mcnarnrbg@gmail.com](mailto:mcnarnrbg@gmail.com)



A Newsletter of Monitoring Cell for RSETIs, Under the aegis of MORD, GOI, National Academy of RUDSETI

Sponsors: SDME Trust, SyndicateBank & Canara Bank

## MESSAGE FROM THE PRESIDENT

The idea of enabling the unemployed youth to take up self employment through a short duration training programme was conceived during a casual discussion on the gravity of unemployment problem in India. The thinking took a concrete shape as an institutional frame work in the form of Rural Development and Self Employment Training Institute (RUDSETI) sponsored jointly by SDME Trust, SyndicateBank and Canara Bank. The first RUDSET Institute was started in 1982 in a humble way in a small village called Ujire near Dharmasthala. Given the gravity of the problem, the effort was akin to that of the epic squirrel rolling down on the sand and trying to help Sri Rama build the bridge to Lanka.

In spite of apprehensions, the programme proved effective in promoting self employment and entrepreneurship. The success of Ujire experiment was motivating and reassuring. Now-a-days, Entrepreneurship Development has become a buzzword, a panacea not only for tackling the growing unemployment problem but also for successful implementation of socio-economic development schemes of the government and rightly so. It is a matter of great satisfaction that RUDSETI has caught the attention of planners and policy makers as a replicable model and nearly 500 RSETIs have been set up across the country so far by different banks. RSETIs have an immense potential to promote rural enterprises which create employment, empower the weaker sections and provide social justice.

National Academy of RUDSETI was set up in the year 2008 as an apex level organization for capacity building of the Directors/faculties of RSETIs and for conducting research and development in the field of Entrepreneurship Development. With a view to ensure uniform standards of training and professional administration in all the RSETIs, MORD, GOI thought it fit to entrust the responsibility of mentoring and monitoring all the RSETIs to National Academy of RUDSETI. Accordingly, in August 2011, a separate Monitoring Cell has been set up in the National Academy of RUDSETI under the aegis of MORD, GOI. It is a huge responsibility and a challenging task. I am sure the monitoring cell would prove equal to the herculean task ahead.

I hope KUSHALATHA, the quarterly news letter of the monitoring cell shall help accelerate the spread of entrepreneurial culture in the country.

D. Veerendra Heggade

## MESSAGE FROM THE JOINT SECRETARY, MORD

The primary objective of all governmental endeavors is the welfare of its people. Government of India has designed various policies and programmes aimed at ensuring growth and development of rural areas and alleviation of poverty.

Based on the recommendations of the Committee on Credit Related Issues under SGSY, Ministry of Rural Development GOI formulated National Rural Livelihoods Mission (NRLM) to provide a greater focus and momentum to poverty reduction. Among the four streams of livelihood promotion under NRLM, self-employment is one stream that aims to promote entrepreneurship among the unemployed youth, particularly those below the poverty line. It is the ambition of MORD to ensure that 50 - 60 lakh micro enterprises are established through this stream by 2022.

In this endeavour MORD has chosen to replicate the RUDSETI model and has taken steps for establishment of one RUDSETI type institute (RSETI) in each district of the country to tap the BPL youth from the rural hinterland. RSETIs are bank led institutions, sponsored and managed by Public Sector/Private Sector banks with active cooperation from State Governments.

While the Banks have been positive in opening the RSETIs, the quality of training has been a matter of concern for MORD. A need was felt to introduce an effective mechanism for mentoring and monitoring the activities of RSETIs. Therefore, the Ministry decided to partner with National Academy of RUDSETI through a Memorandum of Understanding that was signed during July 2011. This MOU envisages standardization in quality of training by all RSETIs and monitoring them to ensure that all these RSETIs are brought on par with the best performing RUDSETI. It is envisaged that all the RSETIs would achieve a minimum settlement rate of 50% in the first year which would gradually increase to 70% by the third year.

As per the MOU, the Monitoring Cell for RSETIs has set up its Office at Bangalore. I am happy that they are coming out with a Quarterly Bulletin highlighting the steps initiated by them to motivate the sponsoring Banks and the RSETI Directors to achieve the expected results. While the Ministry assures to extend all support to the office of the Monitoring Cell for RSETIs, we look forward to the Monitoring Cell for RSETIs to deliver quality results.

I take this opportunity to wish the office of the Monitoring Cell for RSETIs all the success in their endeavours.

T. Vijay Kumar