

**RUDSETI and RUDSETI Bazars:
Contributions and Constraints in Promoting
Sustainable Rural Entrepreneurship**

Jayakrishnan S.

Assistant Professor – Marketing, SDMIMD, Mysuru

jayakrishnan@sdmimd.ac.in



Shri Dharmasthala Manjunatheshwara
Center for Development Studies (SDM CDS)
SDM Institute for Management Development (SDMIMD)
Mysuru – 570 011

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Preface

SDM Center for Development Studies (SDM CDS), has been formed at SDMIMD to promote research in the fields of development studies, including issues in social development, social responsibility and

corporate social responsibility. The initiative has been taken to encourage the faculty and students to develop more awareness in issues relating to social development and the processes through research work. This is an important aspect at SDMIMD, since the institute derives its strength from the Dharmasthala Trust which has a tradition of philanthropic social activity at its core for uplifting the weaker sections of the society.

The faculty members and the students are being encouraged to take up research projects which would culminate in the form of publications documenting various aspects of the issues relating to the social development. These researches would help in documenting the meaningful work that is being done in the third sector by many organizations, thereby, sensitizing readers in the field of social and developmental issues.

After completion of the projects, based on the peer review, reports are published with an ISBN number, by the Institute. The projects help the faculty and the students, (who assist the faculty members for these projects), to gain practical knowledge, in the field of social and development issues concerning the various sections of the society who are many a time, in disadvantageous position, socially and economically.

The institute factors the time and resources required by the faculty members to carry out such projects, and, fully sponsors them to cover the various costs of the project work (for data collection, travel, etc).

From the academic viewpoint, these projects provide a unique opportunity to the faculty members and the students to get a first-hand experience, in investigating issues and concerns of targeted organizations or groups, through field work, thereby, helping in knowledge creation and its transfer.

Nilanjan Sengupta

Chairperson – SDM CDS

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Executive summary

Unemployment is one of the biggest challenges faced by emerging economies like India. The fourth annual employment- unemployment survey of 2013-2014 by Labour bureau estimated unemployment rate of 4.9 percent at all India level. Unemployment in the age group of 18-29 years is found to be 12.9 percent during 2013-14 (Annual employment and unemployment survey, 2015). ILO's (International Labour organization) World Employment and Social Outlook-Trends 2018 predicts that the country's unemployment rate will remain as 3.9 percent in 2019 which is the same as in the year 2018 and 2017. The number of people unemployed is projected to be 18.9 million in 2019. One of the means to address this challenge is creation of more jobs in the existing private and public sector or encouraging unemployed youth to take up entrepreneurship which can create more employment opportunities to others also. Karnataka is one of the states which has an unemployment rate below the national value (GOI, n.d).

Agriculture sector remains the key sector providing employment in the state. It's contribution to the state GDP is around 14.7% during 2016-17 (Karnataka State Department of Agriculture, 2017). The sector has the potential to enhance the employment in rural areas and contribute to the livelihood of people in rural Karnataka. Another means of generating employment is creation of Micro, Small and Medium Enterprises (MSMEs).

RUDSETI is an organization which has played a key role in the empowerment of people involved in agriculture and other sectors. The institute provides different kinds of training ranging from farming,

tailoring, photography, beautician training, and establishing other businesses etc. The present study is an effort to understand the support provided by RUDSETI for the rural people who are interested in starting their own ventures in agriculture or any other service-based undertaking. It attempts to understand the impact of the efforts taken by RUDSETI to generate self-employment and facilitating sustainable entrepreneurship among financially marginalized people.

The study adopted an explorative case-based approach to comprehend the contributions of RUDSETI and RUDSETI Bazars. The participant responses are collected from RUDSETI, Mysore and Bangalore. The participants belong to different places neighboring to Mysore and Bangalore. The specific comments received from senior faculty members and the Director of RUDSETI are also recorded.

RUDSETI Bazars and its role in enhancing self-employment is also explored as part of this effort. The concept was developed by the institute to give the participants an opportunity to expose their skills, products and gain market insights about the potential of their ventures. It's an exhibition where the participants get a good exposure in marketing their products and services. It's evident that participants have gained a lot of insights, experience with their association with RUDSETI which enabled them to take up self-employment and develop them into successful ventures.

Keywords: *Agriculture, Agricultural Entrepreneurship Development Programme, Process Entrepreneurship Development Programme, RUDSETI, RUDSETI Bazars.*

Introduction

Unemployment is the critical challenge faced by Indian economy. Traditionally it has been thought of as a problem faced by developed societies but a limited concern for a low-income society like India. There is a steady increase in the unemployment rate which is estimated at 5 per cent in 2015 and youth unemployment being a very high at 16 per cent (Labour bureau, 2015). The high level of unemployment among the educated youth is a matter of concern (CSE, 2018). One of the means to address the unemployment problem is encouraging people to start their own ventures which makes them job providers than seekers. In this context, we require government, nongovernmental organizations and other stakeholders to work in synergy to address this problem. RUDSETI is an organization which has played a key role in the empowerment of people by training them to start agriculture or products, process-based ventures. The present study attempts to understand the impact of the efforts taken by RUDSETI to generate self-employment and facilitating sustainable entrepreneurship among financially marginalized people.

Rural Development and Self Employment Training Institute

Rural Development and Self Employment Training Institute (RUDSETI) started in the year 1982, in a small village Ujire near Sri Kshetra Dharmasthala under the visionary leadership of Padma Vibhushan Dr D Veerendra Heggade, Dharmadhikari of Sri Kshetra Dharmasthala. Currently 27 RUDSETIs are spread over 17 States working for the eradication of poverty and unemployment.

RUDSET Institute is jointly sponsored by Sri Dharmasthala Manjunatheshwara Educational (SDME) Trust, Syndicate Bank and Canara Bank. RUDSETI provides different skill training Programme to the unemployed youth who are in the age group of 18-45 years. RUDSETI provides training programmes for

educated unemployed youth in different skills. The duration of the training programme will range from ten days to forty-five days. All the training programmes are free of cost including boarding and lodging facilities. The philosophy of the RUDSETI is to channelize the youth power in wealth creation of our nation by taking-up a self-employment venture.

RUDSET Institute, Mysuru was started in the year 1992. This is the twenty-sixth successful year of the organization's existence in the field of rural entrepreneurship. They are having a command area of three districts of Kamataka viz Mysuru, Mandya and Chamarajanagar. The institute has very good network with different organizations, various government departments, non-government organizations, individuals from all the walks of life and general public at large.

Looking at the progress the organization has achieved this year, the organization conducted 32 self-employment training programmes as against the budgeted 31 programmes covering 757 candidates. Of these training programmes they have conducted 06 Agricultural EDPs (Entrepreneurship Development Programmes), 02 Product EDPs, 13 Process EDPs and 08 General EDPs and 03 programmes under Wage employment. Of the 757 trained candidates, 165 are trained under agri. EDPs, 40 are trained under product EDPs, 279 are trained under process EDP, 204 under general EDPs and 69 under wage employment.

Post training follow-up is the competency of RUDSETI training. During this year they had a good number of candidates settled under various ventures. About 466 candidates settled this year making our overall settlement rate to 62%. The institute has conducted 125 follow-up meetings to cover 1544 candidates. Of the 32-self-employment training programmes two are sponsored by NABARD and the other two programmes sponsored by SIDBI.

Rural development being their main motto, the institute could cover 545 candidates from rural area, 44 from semi-urban sector and 168 from urban sector.

Among 32 self-employment training programmes conducted during the year, 08 are under government sponsored schemes involving 204 candidates. Of the total trained 757 candidates, category wise break-up of candidates is as follows, SC (Scheduled caste) - 169 participants which is 22%, ST (Scheduled tribe) -116 forming 15%, OBC (Other backward class) - 427 which accounts for 56%, minorities -34 which is 4% of the total 757 candidates trained 499 belonged to BPL (Below Poverty Line) category forming 66% of the total trained candidates.

In the year (2018-19), they have conducted 3 Rural Development Programme covering 102 candidates under the "Udyogini" scheme of Dept of Women & Child Development. During this period the institute could conduct 81 entrepreneurship awareness programme covering 4083 beneficiaries. They could conduct 13 sensitization programmes covering about 421 candidates. The institute conducted 12 Entrepreneurship Orientation Programme (EOP) to empower the unemployed women. During the year Syndicate Bank sponsored 09 candidates, Canara Bank 57 candidates, 18 from Kaveri Gramina Bank and 113 candidates were sponsored by other Banks in the command area. During this financial year (2018-19) banks have provided financial assistance to 222 trained candidates and among them Syndicate Bank has provided a loan for an amount of INR 57.56 lakhs to 8 candidates, Canara Bank has extended an amount of INR 270.46 lakhs to 35 candidates, Kaveri Gramina Bank has provided loans to 119 trainees with a value of INR 1067.56 lakhs. Other Banks have provided financial assistance to 60 trained candidates covering INR 95.98 lakhs. Looking into the gender wise training participation, of the total number of 757 trained candidates 281 are women candidates forming 37% and 469 are men with 62% and 07 were trans genders forming 1%.

The institute has conducted 4 Dist. Level Advisory Committee of RSETI's meetings during this financial year. During this year they could conduct one new training Programme for the beneficiaries of "Chetana"

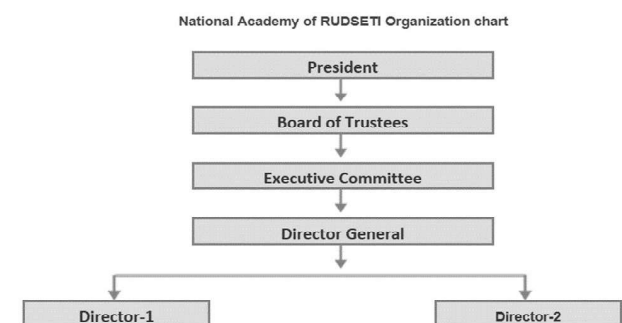
"Dhanshree" and "Lingatva Alpasankhyatha punarvasathi" schemes of Dept of Women & Child Development to rehabilitate them for earning a decent living.

Further, the organization is dedicated for the cause of empowering rural unemployed youth to make them to join the main stream of the society by earning a decent living. The concept of RUDSETI has spread at length and breadth of our nation reaching-out vulnerable sections of the society like female sex workers, physically challenged persons. trans genders and male sex workers. This will strengthen the living conditions of all the strata of the society at large.

Organizational structure of RUDSETI

Figure 1: Organizational structure of RUDSETI

Features



Eligibility criteria for training programmes

Any unemployed youth in the age group of 18-45 years, irrespective of caste, creed, religion, gender and economic status, having aptitude to take up self-employment or wage employment and having some basic knowledge in the related field can undergo training which is totally free.

Key aspects of RUDSETI

- Visionary leadership provided by Dr. D. Veerendra Heggade supported by two leading nationalized banks viz. Syndicate Bank & Canara Bank.
- Free training.
- Short term training with long term follow up for a period of 2 years.

- Campus approach with unique training methodology
- Excellent facilities for hands on training
- Variety of training programmes to suit the local needs
- Practical orientation, rigorous training and extended hours of learning
- Past trainees becoming trainers and imparting training.
- High settlement rate of 70 % of trained youths.

The youths who have started micro enterprises are earning in the range of INR 2500/- to 30000/- per month. In good number of cases, the earning has crossed INR 50,000 per month. Employment generation by settled trainees is in the range of 1 - 50 persons.

Training Methodology

- Identification and selection of right candidate for the right course.
- Campus and practical approach.
- Use of simulation exercises, group discussions, role plays during training period.
- Field visits & experience sharing with role models.
- Interactions with Bankers /Govt. Officials.

Organizational Infrastructure

Infrastructure

The institute has well-developed campus consisting of the administrative office, classrooms, work shed, dormitories to trainees and guesthouses to guest faculties and mess facilities. Library and recreational facilities are also available. The institutes are well equipped with audio-visual aids which facilitates quick learning.

Human Resources

The Directors of the Institute, the officer deputed from sponsor banks, possess rich experience in rural

development. The officers are supported by in-house faculty who will handle EDP inputs such as behavioral inputs, managerial inputs, banking, launching formalities etc. Besides this, the expert practitioners or guest faculties in the respective field, who provide their services out of social concern also impart skill training. Most of these experts and guest faculties are RUDSETI trained entrepreneurs.

Course Modules

The course modules structured out of practical experience, research and experiment facilitate development of the necessary skills in a systematic manner in a short period. The training modules of RUDSETI have been accepted as standard modules by SIDBI, NABARD, Department of Industries and Commerce, KSWDC etc. RUDSETI reviews these course modules on an ongoing basis and revise and update them.

Training Methodology

The widely acclaimed effectiveness of RUDSET Institute's training is attributed to its unique training methodology . The participants are stimulated to shed inhibitions and develop interest in learning through structured psychological exercises. Besides lecture sessions, behavior simulation games, exercises, field visits, hands on experience, interface with supporting system, group discussions, case study etc. are effectively used in the training. Most importantly all the training sessions are conducted in vernacular languages only.

Committed staff and training atmosphere

The committed workforce of the institute successfully maintains a conducive atmosphere for learning. Cordial trainer-trainee relationship, discipline, guidance for personality development and socialization with fellow trainees offers excellent scope for effective learning.

Training Programmes

RUDSETI offers more than 60 types of Entrepreneurship Development Programmes in various avenues. All the programmes are of short duration intervention ranging from one to six weeks. The Entrepreneurship Development Programme (EDP) for First Generation Entrepreneurs are classified in to four categories as shown below:

- Agricultural EDPs
- Product EDPs
- Process EDPs
- General EDPs

Recognitions

- Received FICCI award for Rural Development for the year 1998-99.
- Awarded National level SIDBI Award for the distinguished service to the MSME Sector for the year 2010-11.
- Bestowed Suvarna Karnataka Rajyotsava award for Social Service for the year 2006-07.
- Recognizing the efforts of RUDSETI in Rural Entrepreneurship Development, Ministry of Rural Development has taken Executive Director, RUDSETI as member in Central Level Coordination Committee meeting on SGSY (CLOC), National Council for Strengthening of Self-Help Group Movement, Committee on Credit related Issues under SGSY and other national level committees.
- RUDSETI trained women entrepreneurs have excelled by winning "National Awards" instituted by IMM - NABARD consistently.
- Sri K. C. Amin, past trainee of our RUDSETI Brahmavar and Smt Doretta Cristabela, past trainee of our RUDSETI Bangalore received Citi Bank Best Entrepreneur award for the years 2007-08 and 2008-09 respectively.
- Sri Prakash Dasanur, past trainee of RUDSETI, Dharwad has bagged prestigious Bharti Entrepreneur of the Year Award - 2008 instituted by EDII, Ahmedabad.
- RUDSETI's specialty and Association with Ministry of Rural Development (MORD)

Other aspects

- Bank led model with blending of Banking experience with service motto thus contributing for a very high settlement rate of trained candidates and supported by MoRD, GOI.
- Focus on skill development with EDP inputs.
- Short term intervention with long term follow up support.
- Active facilitation by RSETIs for credit linkage with banks including guidance for project preparation to needy trainees.
- Peer effect and extended hours of learning.
- Multiplier effect in employment generation.
- Inculcating discipline with best practices like Yoga, Shramadan, Prayer, Group learning, health and hygiene, such as Swach & Swasth Bharat etc.
- Training methodology involves developing Self-confidence, systematic planning and goal orientation, vigorous training with simulation exercises.
- Over 250 types of training programmes to suit the local needs. The training mainly covers Agriculture, Process, Product, Service and General EDPs.
- High settlement rate of trained candidates with sustainable income levels.
- Trainee becoming a trainer over a period of time at RSETIs.

Special organizational attributes of RUDSETI

- Focus on development and transformation of unemployed rural youth as successful entrepreneurs.
- Intensive & continuous tracking of RUDSETI/ RSETI (Rural Self Employment Training Institutes) trained persons for a period of two years.
- RSETI trained candidates are better quality borrowers and recovery rate of Bank loans is very high and encourage Banks to lend more.
- Increased sustainability of enterprises because of guidance/ support through RSETIs in choosing the right activity having potential.
- Building self-confidence, development of entrepreneurship skills and leadership qualities and trainees develop into trainers themselves at RSETIs.

- Opportunities made available to a large number of unemployed rural youth to take the benefit of RSETI training by intensive awareness and mobilization efforts by RSETIs.
- Availability of ready forum to exchange ideas and learn from the best practices of others and exposure to marketing.
- Sense of belongingness and camaraderie with RSETI staff and fellow trainees.

About RUDSETI Bazaars

RSETI Bazaars give a ready forum to the RSETI trained entrepreneurs to have a first-hand experience in marketing the products produced by them. National Centre for Excellence of RSETIs (NACER) has always been supportive of the efforts made by the RSETIs in organizing RSETI Bazaars to help the past trainees to not only understand the dynamics involved in the marketing process but also to sell their goods in these bazaars. This initiative has helped the trainees to develop contacts with potential customers for their future growth. RUDSET Bazaars are organized to provide marketing support to the RUDSETI trained entrepreneurs. This facilitates the participants to get an insight about market trends and customer behaviour. Each unit organizes at least one bazaar every year during melas, exhibitions, special occasions in their command area.

Sectoral Analysis

Agriculture Scenario in Karnataka State

Karnataka's economy is an agrarian economy. Agriculture sector remains the largest sector providing means of livelihood in the state. Average land holding size in the state is 1.55 hectare. The 2011 census found that agriculture supports 13.74 million workers, of which 23.61 per cent are cultivators and 25.67 per cent agricultural workers (Bhende, 2013). It remains the primary activity and main source of livelihood for the rural population in the state. The efforts are taken by government to raise agricultural productivity and make farming remunerative.

Overview of Karnataka's Agriculture

Table 1: Statistics of Agriculture of Karnataka

Revenue generated in total is ₹14.08 lakh crore (2017-18)	
GDP by sector	Agriculture 13%, Industry 24% Services 63% (2015-16)
Labor force	55.5% of total population (2015-16)

state 2017-18

Source: Annual Report of the Karnataka Agriculture sector, Department of Agriculture, Government of Karnataka - 2018.

Micro, Small and Medium scale Enterprises

Micro, Small and Medium Enterprises occupies a place of prominence in the Karnataka economy in view of its massive potential for employment, growth and exports. MSME sector is a vibrant and vital sector of the state economy in terms of employment generation and share of production. There are nearly 4.81 lakh registered MSMEs in Karnataka as on 2014 providing employment to over 28 lakh persons with a total investment of around INR18,635 crore (MSME Development institute, 2016). These enterprises occupy a place of prominence in the Karnataka economy in view of its massive potential for employment, growth and exports.

Objectives of the project

- To understand the operational model of RUDSETI Bazars.
- To identify the key contributions of these bazars in facilitating sustainable entrepreneurship.
- To get insights about the constraints faced by the RUDSETI trained entrepreneurs in their respective ventures.

Methodology

Case based approach

Exploratory case method is adopted for the present study. Case study research refers to an in-depth, detailed study of an individual or a small group of individuals (Arizona Centre for innovation in research and teaching, n.d). These studies are typically qualitative in nature which results in a narrative description of

behavior or experience. This method is not used to determine cause and effect. The emphasis in case study research is placed on exploration and description of a phenomenon. The important characteristics is its narrow focus and the high level of detail and the ability to combine both objective and subjective data to achieve an in-depth understanding. The different types of case study approach include :-

- 1) **Illustrative** - This method is used to "illustrate" or describe an event or situation in such a way that people can become more familiar with the topic in question and perhaps become acquainted with the terminology associated with the topic.
- 2) **Exploratory** - It's condensed case study and the objective is to gather basic, initial data that could be used to identify a particular question for a larger study. The purpose of this approach is to produce detailed data from which conclusions can be drawn.
- 3) **Cumulative** - This method is designed to pull together information for several events/situations and aggregate it in such a way that it allows for greater generalization. This method saves time and money by not creating new and repetitive studies.
- 4) **Critical Instance** - Critical instance are used to examine situations of unique interest or to challenge a universal or generalized belief. This approach is not to create new generalizations. In this approach the situations or events may be examined to raise questions or challenge previously held claims.

The researcher can use a variety of approaches and methods to collect information. The common methods adopted include interviews, field studies, protocol or transcript analysis, direct participant observations, a review of documents and archived records, and an exploration of artifacts. The researchers typically interpret their data either holistically or through coding procedures.

Participant's Experiences

Participant's case- Agricultural Entrepreneurship Development Programme

Mr. Ramappa

Venture: Animal Husbandry

M. Ramappa came to Bangalore from Holenarasipura and did petty jobs to earn a living. He had a desire to rear cattle and get into diary business. He got to know about the institute through a Kannada daily. RUDSETI gave him a chance to realize his dream. So, he got into animal husbandry and diary only after getting trained at the RUDSETI.

In a city like Bangalore finding place was a big issue for him initially. Later, he made some space near his house to initially start the business with limited cattle. He had no idea initially as to how to run his business. This one of the biggest challenges faced by him. There is intense competition for him from his immediate neighbors as they are into the same business. The institute gave him insights about how to procure cattle, the source of fodder and other important information related to animal husbandry. He also added that he got a clear picture about the diary business only after the training.

The training module focused on scientific information about how to maintain cattle and also gave perspectives about animal sciences. The training provided the exposure by allowing him to interact with experienced people in this business and veterinary specialist. Initially the training was focused on core animal husbandry aspects and later on the module also included how diary business should be operated.

Mr. Ramappa was willing to do the business independently without partnering with any one. Mr. Ramappa felt that RUDSETI can also have extended help services such as helping its trainees after they pass out of the training session. He expected some sort of constant assistance from the institute.

Mr. Suresh

Venture -Agriculture [Coconut mandi]

Mr. Suresh was a small-time owner of a convenience store where he sold petty things like chocolates, cigarettes and limited groceries. He had never thought

he would get into coconut business. The information about RUDSETI was provided by his friend and the subsequent training he attended gave him the vision about the agriculture products business. He said he could not have thought of starting the coconut business if he had not attended the agricultural EDP at the RUDSETI.

The training session initially included topics that educated the participants about the present scenario in the agriculture and its nuances. The training was divided into modules and each module taught us about different things ranging from different agricultural practices to the techniques related to selling the agri products. Business practices were taught in detail. The program gave him different perspectives. The increasing prices of coconuts lured him to start this business. This business looked lucrative to him. The biggest constraint was to procure inventory at a low cost which he had no idea about it.

There was an overview of how business needs to be done with a special focus on maintaining costs, handling inventory, the perishability factors of the products and other such related practices. The focus was more on the agricultural produce and the nature of the product. He felt he had obtained everything he had expected from RUDSETI. He said that such programs can be increased to help larger set of people who are skilled but lack opportunities.

Participant's Experiences

Participant's case – Process Entrepreneurship Development Programme

Mrs. Savitha Chandrashekar

Venture: Beauty parlor

Mrs. Savitha Chandrashekar is an independent beautician and costume designer working in Bangalore had received beautician training at the RUDSETI, Bangalore. The training duration was over two weeks. She had undergone a brief beautician training and had a great learning experience at the RUDSETI. The short time training gave her an opportunity to learn the work quickly.

She got to know about RUDSETI from one of her friends who was also trained at the centre. When asked about the actual training modules, methods of training and the quality of instructors, she said RUDSETI follows a practical approach rather than imparting theoretical knowledge in its training programs. She said that the instructors are very friendly and always willing to help. The best part is that the instructors are accessible through phone calls for further guidance and also help in business when approached.

Now she is a part time beautician and also engages herself in costume designing. Very recently she has started a new venture that serves authentic south Indian spices and condiments. She shared her thoughts on how talented women can actually make use of their free time at home to earn a living. According to her, RUDSETI should be empowered by the government to conduct more events and equip people to make the best use of their time and talent. Mrs. Savitha regrets wasting her time before she was trained at RUDSETI. She lamented that she had wasted close to fifteen years of her life after marriage without doing anything that would help her earn a living.

With the business acumen that Mrs. Savitha has acquired, she is able to diversify her business into several areas. All this was possible only after attending the program at RUDSETI which confirms the value added to the participants. Recently she has started a

home-made condiments business in which she spends a major chunk of her time for preparing those products and selling them from her home.

Ms. Bhavya B.V

Venture: Beauty parlor

Bhavya B.V a beauty parlor owner which is located at Hebbal, Mysuru has done beauty parlor management and advance beauty parlor courses in RUDSETI. Currently she is being working has an instructor in RUDSETI and owns a salon. Before taking up the course she was working in a parlor. In order to obtain a certificate and start her own parlor she joined beauty parlor management course at RUDSETI. Training experience according to her was great and useful. It added more value to her business. She was able to obtain certificate as well as different techniques which was useful for her business. After 2 years , she did an advance beauty parlor course for 10 days at RUDSETI.

Currently she is planning to expand her business. She is very grateful towards the institute because of which she is able to earn her living and live with dignity.

Contribution of RUDSETI Bazars

RUDSETI Bazars are a platform that the institute provides to its participants to exhibit their products. This is a method by which the participants are taught to market their products. The participants get an exposure to the marketplace. Mr. Ramappa had a brief stint with one of the bazars where he got to know about the business practices related to agriculture products. This event facilitates the participants to get an insight about market trends and customer behavior. Each unit organizes at least one bazaar every year during melas, exhibitions, special occasions in their command area. Mr. Ramappa reckons that he got a firsthand experience by attending one of the bazars. He understood the techniques that become vital in selling his products. Bazars basically gave him an idea about the trends in the marketplace. The bazars provided the platform for the participants to sell their products.

Ms. Bhavya also attended the RUDSETI Bazar organized in Dasara exhibition. It enabled her to promote the parlor. It was a great platform to reach more number of people and was very useful to expand her business.

Constraints faced by participants in their business

- 1) The biggest challenge RUDSETI trained agriculture entrepreneurs face in their business is fierce competition because of the highly unorganized markets they are catering to .
- 2) Fluctuating prices of raw materials and maintenance costs is one of the challenges faced by Mr. Ramappa in his dairy business.
- 3) For the participant Mr. Suresh the perishability of the product-coconut is a major challenge. There is also a fluctuating demand for coconuts in the market.
- 4) Running small time business majority of the participants find it difficult to cope up with the competition and changing needs of the customers.
- 5) Some of the participants stated that lack of awareness about the recent market trends.

Limitations of the study

- Limited participants who is willing to share their experiences
- Time constraints
- Availability of trainees to elicit responses.
- Some of the participants was not very lucid in their responses.

Conclusion

RUDSETI has served the purpose of its establishment by efficiently serving the people who are semi-skilled in different fields. The different training modules designed specially to fit the requirements of different professions is phenomenal. The modules are carefully designed and implemented in a very scientific manner. The institute has transformed over the years to add more scientific ways of implementing training to the people. RUDSETI can get in touch with many other NGOs and financial institutions that have similar goals, to serve even larger set of people. The institute can

invest some more time in feedbacks and post training development and support. It's obvious that RUDSETI as an organization has served a social cause by improving the livelihood of urban, rural unskilled and semi-skilled people.

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Annexures

Questionnaire

Purpose:

This questionnaire is aimed at people who have undergone agriculture or process-based Entrepreneurship Development Programme at RUDSETI. The study is to understand the different contributions by RUDSETI and its effect on participant's business ventures. The information will be used for academic purpose only.

- 1) How did you get to know about RUDSETI?
- 2) What are the methods you used in your business before getting in touch with RUDSETI?
- 3) Explain the business scenario in agriculture/product business.
- 4) Mention the benefits of the guidance rendered by RUDSETI towards your business?
- 5) What are the methods/processes used by the organization to guide you in your business?
- 6) What are the activities that took place in the bazars?
- 7) Did you receive personalized support for your business in the bazars. Explain.
- 8) Was the support only oriented towards business or had something to do with the actual business practices? Explain if any.
- 9) Suggest aspects in business/training modules that can be considered by RUDSETI.
- 10) What are the key constraints faced by you in your business in recent times?

Agricultural EDPs Training Program and Duration

Sl.No.	Name of the Programme	Duration (in Days)
1	Comprehensive Agriculture & Allied Activities	14
2	Comprehensive Horticulture	13
3	Sericulture	08
4	Dairy Farming	06
5	Poultry	06
6	Piggery	06
7	Mushroom Cultivation	06
8	Sheep Rearing	06
9	Cultivation of Medicinal & Aromatic Plants	06
10	Bee Keeping	06
11	Dairying & Vermi composting	10
12	Rubber Tapping	10
13	Pisciculture (Inland Fisheries)	06
14	Plant Nursery Management	06
15	Commercial Floriculture	06
16	Advanced Dairy Management	21

Product EDPs Training Program and Duration

Sl. No.	Name of the Programme	Duration (in Days)
1	Electric Motor Rewinding & Pumpset Maintenance	30
2	Servicing of TV/DVD and other Digital Electronics	30
3	Tractor Servicing, Maintenance and Repairs	30
4	Plumbing & Sanitary Works	30
5	Refrigeration and Air-conditioning Course (RAC)	30
6	Multi Phones Service Training Programme	30
7	Computer – Tally	30
8	Computer Basics	30
9	Computerized Financial Accounting (Wage Employment)	30
10	Computer – Data Entry Operation (Wage Employment)	30
11	Two-wheeler servicing	30
12	Beauty Parlour Management	30
13	Men's Parlor Management	30
14	Digital Designing & publication (DTP)	45
15	Computer Hardware (A+) & Networking (N+)	45
16	Basic Photography & Videography	21
17	Inverter & UPS Manufacturing and Servicing	21
18	Domestic Electrical Appliance Repair	30
19	Sewing Machine Servicing & Repair	15
20	Light Motor Vehicle (LMV) Driving	15
21	Aluminum Fabrication	21

Product EDPs Training Program and Duration

Sl. No.	Name of the Programme	Duration (in Days)
1	Gems & Artificial Jewellery	30
2	Handicrafts Manufacturing	30
3	Hand Embroidery	15
4	Food Processing & Bakery Products	15
5	Dress Designing for Men	21
6	Dress Designing for Women	21
7	Jardosi and Maggam Work	21
8	Stained Glass Etching & Painting	15
9	Lambani Kasuti & Karnatak Kasuti	15
10	Agarabathi Making	15
11	Jute Products Manufacturing	15
12	Soft Toys Making	15
13	Preparation of Domestic Products	15
14	Manufacture of Utility Items from Waste	15
15	Flexi Board & Lamination	10
16	Embroidery & Fabric Painting	15
17	Paper Cover, Bag, Envelop & File Making	10
18	Apparel Designing Course	30

General EDPs Training Program and Duration

Sl. No.	Name of the Programme	Duration (in Days)
1	Rural Entrepreneurship Development Programme (REDP)	12
2	Prime Minister's Employment Generation Programme (PMEGP)	11

Skill Up gradation Programmes & Growth Programmes

Sl. No.	Name of the Programme	Duration (in Days)
1	Advanced Digital Photography	10
2	Digital Film Making	10
3	Servicing of Digital Television & Digital Electronics	10
4	Maintenance of Domestic Equipments	15
5	Computerized Sticker Cutting	07
6	Exclusive Designer Wear	10
7	Export Oriented Jewellery	10
8	Original Stain Glass Painting	10
9	Laptop Maintenance and Servicing	10
10	Advanced Mobile Servicing	10
11	Advanced Beauty Parlor	10

