

NEW WAVE OF SOCIAL CHANGE

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ABSTRACT

Unemployment is one of the biggest challenges that India has been facing in the process of its development. Millions of unemployed youth particularly from rural and semi-urban background who could not access higher/professional education but are oriented towards white collar jobs are driven to despair for not finding a job. In these circumstances Rural Development & Self Employment Training Institute [RUDSETI] was established in the year 1982 jointly by Sri Dharmasthala Manjunatheshwara Educational Trust, Syndicate Bank and Canara Bank under the visionary leadership of Dr D Veerendra Heggade, Dharmadhikari of Dharmasthala. Encouraged by the success of RUDSET, Ministry of Rural Development GOVT India replicated RUDSETI model at all India level and advised all the Banks to establish one RUDSETI type institute in each of their Lead Districts by name Rural Self-Employment Training Institute (RSETI) for training the rural unemployed youth to take up self employment ventures during 2008-09. With the various initiatives taken by the sponsoring Banks and the continuous mentoring and monitoring of all the RSETIs, as at the end of March 2013, 3,37,290 unemployed youth were trained by 549 functional RSETIs across the country during the year 2012-13 out of which 68% of the candidates have been successful in establishing their own enterprises and earning on their own Present papers explains how RSETI has helped unemployed youth to start their own self employment ventures and thereby contributed for eradication of serious problems of unemployment, poverty, hunger and rural development.

Keywords: *unemployment, self employment, social change, RSETI*

BACKGROUND

Unemployment is one of the biggest challenges that India has been facing in the process of its development. Lakhs of youth are entering the job market every year after completing their school/collegiate education. On the rural side, the employment potential in agricultural economy reached a saturation level leading to large-scale migration of manpower from rural areas to urban areas adding woes and pressure to already overstrain civic infrastructure. Millions of unemployed youth particularly from rural and semi-urban background who could not access higher/professional education but are oriented towards white collar jobs are driven to despair for not finding a job. This under these circumstances **Rural Development & Self Employment Training Institute [RUDSETI]**, a unique initiative in mitigating the problem of unemployment was taken in the year 1982 jointly by Sri Dharmasthala Manjunatheshwara Educational Trust, Syndicate Bank and Canara Bank under the

visionary leadership of Dr D Veerendra Heggade, Dharmadhikari of Dharmasthala. The collective thinking gave concrete shape in providing an institutional framework in the form of Rural Development & Self Employment Training Institute in 1982 and the first RUDSET Institute started functioning from Ujire near Dharmasthala.

Encouraged by the success of Ujire experiment, RUDSETI has now established 27 units in 17 States. So far, RUDSETI has trained 3.22 lakh youth of which 2.33 lakh trainees have settled with their self employment ventures, thus constituting 73% to the settlement rate, which is really

Evolution of Rural Self Employment Training Institute (RSETI)

Ministry of Rural Development, Government of India, New Delhi studied the concept of RUDSETI during 2007-08 and was highly inspired by the successful RUDSETI model and accepted RUDSETI concept as a replicable model at all India level and advised all the Banks to establish one RUDSETI type institute in each of their Lead Districts by name Rural Self-Employment Training Institute (RSETI) for training the rural unemployed youth to take up self employment ventures during 2008-09.

The RSETIs have been entrusted with the task of training minimum of 750 youths of BPL family every year. during 2010-11, with the presence of 354 RSETIs functional across the country and more expected to follow, these RSETIs being promoted by different banks are following different norms of training and as a consequence, the outcomes are also different. While seeking to establish the RUDSETI type institutions, the MoRD is fully conscious of the uniqueness of the RUDSETIs with their distinctive set of values, ethos and culture and desired that the RSETIs that are going to be established under the present scheme shall conform to the values of the RUDSETI. Govt. of India also recognized that the principal reason behind the success of the RUDSETI model is the visionary leadership provided by Dr. D. Veerendra Heggade and the unflinching commitment and continued support extended by Syndicate Bank and Canara Bank to the cause of youth development and expect that the same shall continue in the RSETIs that are going to be established under the new scheme as well.

Management

Each Bank, through the Trust sponsored by them, monitors the functioning of their RSETIs.

- Chairman & Managing Director / Executive Director and the top executives of sponsor organizations in the ex-officio capacity evolve strategies and take policy decisions and monitor the progress of all the units and guide the institutes suitably.
- Each RSETI is managed by a deputed officer from the sponsoring Bank and duly assisted by faculties and other staff members. It is also assisted by "Local

Advisory Committee” (LAC) an advisory body with the representatives from Sponsors, Government officials and eminent personalities. At quarterly intervals, it reviews and monitors the progress of RSETI

With a view to effectively monitor the performance of each RSETI, MoRD rolled out a comprehensive MIS which will help in generating multiple reports such as number of trainees trained, number of training programmes conducted, settlement details etc., as per the requirements of MoRD, sponsor Banks and other stakeholders. It also helps in taking policy initiatives at the Ministry level. Following the directions of MoRD, majority of the Banks have procured the MIS and 519 RSETIs have already keyed in the required data with effect from 1.4.2012.

Distinctive features of RSETI

- Visionary leadership provided by Dr. D. Veerendra Heggade as Hon. Chairman of National Advisory Council for RSETIs
- Sponsored by a Nationalized Bank under the supervision of MoRD, GOI.
- Free training with free food and free accommodation.
- Campus approach with unique training methodology.
- Short term training with long term follow up / Escort services for a period of Two years.
- Practical orientation, rigorous training and extended hours of learning.
- Past trainees becoming trainers and imparting training.
- High settlement rate of 68% of trained youth.
- The youth who have started Micro Enterprises are earning in the range of Rs. 3,000/- to 30,000/- per month. In several cases, the earnings have crossed Rs. 50,000/- per month.
- Employment generation by settled trainees in the range of 1-50 persons. This is the best part of RSETI training which has got multiplier effect on the society and is the most significant contribution to the Nation in addressing unemployment problem in its own way.

Training programmes offered @ RSETI

RSETIs offer more than 60 types of EDPs (Entrepreneurship Development Programmes) in various avenues. All the programmes are of short duration intervention ranging from one to six weeks. The training programmes, mainly are classified into four categories as shown below:

For first generation entrepreneurs:

- Agricultural EDPs: Comprehensive Agriculture & Allied activities, Dairy farming, Poultry, Bee keeping, Comprehensive Horticulture, Plant Nursery etc
- Product EDPs: Dress Designing for Women/Men, Agarbathi making, Soft toys making, Food processing & Bakery products, Embroidery & Fabric painting etc.

- Process EDPs: Electric Motor rewinding & Pumpset maintenance, Beauty Parlour management, Basic Photography & Videography, Multi Phone servicing, Domestic Electrical Appliances Repair, Two Wheeler servicing, Computer DTP, Refrigeration & Airconditioning, Computer tally, Computer basics etc.
- General EDPs: Rural Entrepreneurship Development Programme (REDP), EDP for Women, PMEGP etc.

For the established entrepreneurs:

- Skill Upgradation: To improve the skills and enhance capability of the settled trainees.
- Growth Programmes: To aim and achieve high goals in life and business for the settled trainees

Selection of candidates 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 of cost.

Escort Services

The cutting edge of RSETI training is the post training follow up for sustained motivation among the trainees. The effort to make them rise to pinnacle includes:

- Two years' follow up - Through regular correspondences, individual contacts, Unit visit, Village / Taluk / District / Branch level meeting etc.
- Facilitating credit Linkage with the banks for setting up of micro enterprises

Training pedagogy

Through structured psychological exercises, the participants in an RSETI are stimulated to shed inhibitions and develop interest in learning. Besides Lecture sessions, behaviour simulation games, exercises, field visits, hands on experience, interface with supporting system, group discussions, Role play, case study etc. are effectively used in the training. Most important of all these is that all the training sessions are conducted in vernacular languages only.

Performance of RSETIs

With the various initiatives taken by the sponsoring Banks and the continuous mentoring and monitoring of all the RSETIs, as at the end of March 2013, 3,37,290 unemployed youth were trained by 549 functional RSETIs across the country during the year 2012-13 out of which 68% of the candidates have been successful in establishing their own enterprises and earning on their own. It is a matter of pride that as many as 1,17,948 trainees have been credit linked by various bank branches.

Impact on social change

Among 10 Lakh unemployed youths trained in the last 5 years, around 5.60 Lakhs had started own self employment ventures. The average income of these self employed persons is in the range of Rs. 6000/- to Rs. 8000/-PM and in few cases the income has crossed more than a lakh per month.

The most fascinating impact of self employment ventures created by trainee of RSETI is that he/she is able to take care of their family which normally consists of a spouse and two children. So, if one trainee settles down, RSETI contributes to wipe out tears from the faces of four people. This is the Multiplier effect of RSETI training. Therefore the impact of 5.60 lakh trainees who have created self employment venture are supporting four members of their family means to say that 22.4 Lakh people are leading a comfortable life with smiles on their faces.

Another important multiplier effect of RSETI training lies in the fact that in the journey of growth of the Entrepreneur, he / she could provide employment to minimum of one person and there are ample number of cases wherein the employment generation is in the range of 1:50. Even assuming the minimum employment that a successful trainee can provide to be only one, that means another 5.6 lakh unemployed youth are on the jobs and with the same above logic, another 22.4 lakh people are having smiles on their faces. This indicates that with the RSETI intervention in the last five years, 44.8 Lakh youth are able to lead a meaningful life and are grateful to the RSETI movement with which they have been able to be on thier own.

Another significant contribution of RSETI training is a win-win situation for the Bankers. While banks have to lend for the small and medium enterprises, RSETI provides a platform to the Bank branches in the command area for getting quality clients as they are trained in RSETIs. Out of 5.60 Lakhs trainees reporting settled, as many as three lakh plus entrepreneurs have been financed to the tune of Rupees 450 plus crores where the repayment is reported to be good.

Another sociological change that is observed among the trainees is that when they come out of the RSETI, their confidence level and the motivation will be so high that they will be ready to face any challenges in their new ventures. Further more the total outlook of the trainees will undergo metamorphical change in the sense that they will be highly obliging to the society at large by their changed attitude. This itself is a real transformation when the country is facing lot of Naxal related problems connected with unemployment and poverty. Further more, even where the trainees have not taken up any ventures, their changed attitude not to take law into their hands is really a boon to the society / Country at large which is bogged down with umpteen number of youth related problems. This is the only intervention lead by a banker and supported by Government of India which can address unemployment problem of our Nation .

CONCLUSION

The concept of RUDSETI which took birth in a small village Ujire near Dharmasthala in Karnataka under the visionary leadership of Dr. D. Veerendra Heggade, President of RUDSET Institutes and undisputed support and guidance from Syndicate Bank and Canara Bank has been accepted with open hands by none other than Government of India as a replicable model throughout the country and this is a highly satisfying and a motivating factor for the sponsors of RUDSETI.

With strong identity under the visionary leadership of Dr. D. Veerendra Heggade, Hon. Chairman, National Advisory Council for RSETIs, MoRD and undisputed support and guidance from sponsoring Banks and other Stakeholders, RSETI rededicate itself to the cause of the unemployment problem through undeterred confidence and motivation.