

## The Role of RUDSETI in Empowering Women: A Case Study in Ujire Village, Belthangady Taluk, Dakshina Kannada District of Karnataka

**Mr. Nataraj H K**

Assistant Professor

Department of Political Science

Sri Dharmasthala Manjunatheshwara College (Autonomous) Ujire

Belthangady, Dakshina Kannada

Karnataka

### ABSTRACT

Rural people are currently witnessing significant advancements in their social and economic standing, liberating themselves from traditional constraints. Previously confined to domestic responsibilities and caring for agricultural land, they are now actively engaged in many professions, utilizing their skills and pursuing autonomy. They adeptly balance the demands of being accomplished professionals, dedicated caretakers, and valued members of their families and communities. Acknowledged as the cornerstone of nations, rural communities occupy a vital role in Indian culture. Their empowerment is now evident across all facets of society, particularly in the increasing entrepreneurial opportunities that are emerging. Both central and state governments have initiated various programs aimed at nurturing rural communities both men's and women's entrepreneurial ambitions, thereby enhancing their economic empowerment.

**KEYWORD: Women, Empowerment, Advocacy, Entrepreneurial, Human Resource**

### INTRODUCTION

The origins of RUDSETI can be traced back to Siddhavana, known as “Tapobhoomi,” where numerous esteemed institutions associated with Shree Kshethra Dharmasthala began their journey and have since become landmarks. Similarly, RUDSETI initiated its activities at the Siddhavana Gurukula campus in Ujire in 1982, under the guidance of Paramapoojya Dr. D. Veerendra Heggadeji, the Dharmadhikari of Shree Kshethra Dharmasthala. His dedication to supporting unemployed youth was instrumental in the establishment of this initiative in Ujire, Dakshina Kannada.

RUDSETI's philosophy underscores the significance of thoughts, words, actions, habits, and character. Its unique mission focuses on identifying, training, and motivating rural unemployed youth to pursue self-employment opportunities. Over the last four decades, the Institute has navigated a remarkable journey, consistently realizing success in its objectives. Presently, RUDSETI operates 27 branches across 17 states, positioning itself as a crucial entity in tackling the unemployment challenge in the nation.

### OBJECTIVE

1. To examine the development of women entrepreneurs in the Ujire, Belthangady Taluk of Karnataka.
2. To explore the role of RUDSETI in promoting men's and women's entrepreneurship.
3. To assess the importance of RUDSETI in providing training, monitoring, and fostering the growth of rural entrepreneurs.

4. To identify the various challenges faced by rural communities.

#### METHODOLOGY OF THE STUDY

This research utilizes both primary and secondary data sources. Primary data is gathered from the regional office of RUDSETI, along with insights obtained from the beneficiaries of RUDSETI training programs. Secondary data is sourced from a range of books and journals related to RUDSETI training in the Ujire. Additionally, current information is acquired from electronic resources associated with the RUDSETI website.

#### ROLE OF RUDSETI IN ENCOURAGING RURAL EMPOWERMENT

RUDSETI is a leader in promoting rural entrepreneurship, particularly empowering the community through various training programs aimed at enhancing self-sufficiency. It offers customized courses in Lady's Tailoring, Beauty Parlour, and Computer Training to help women pursue self-employment.

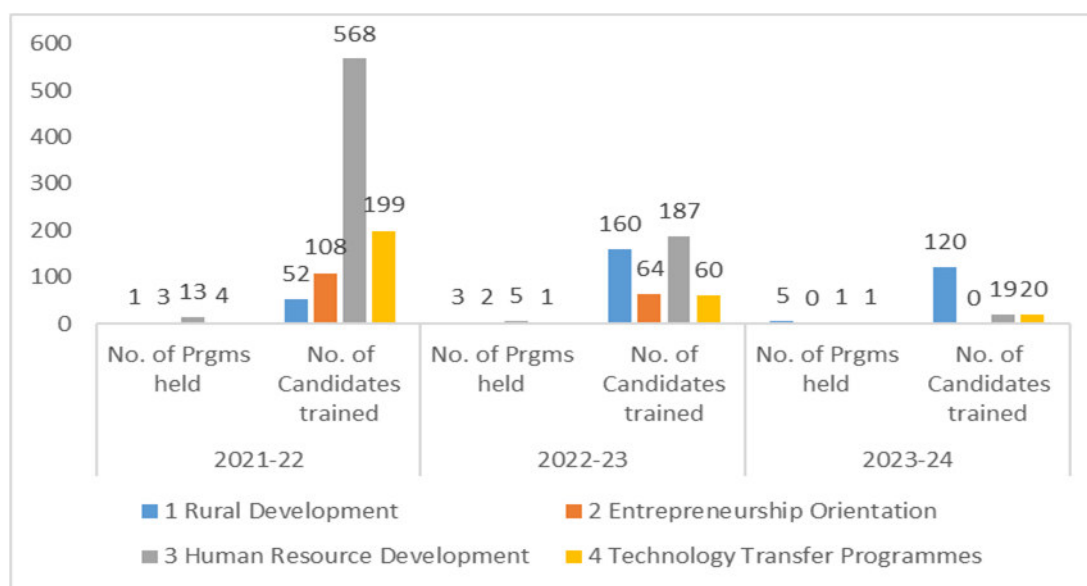
Dr. D. Veerendra Heggade, President of RUDSET Institutes, emphasizes the fulfilment of creating one's own story through self-employment rather than following someone else's narrative through wage work. RUDSET Institutes play a crucial role in promoting self-employment and contribute significantly to societal development. Their goals include encouraging rural entrepreneurship, creating job opportunities, raising self-employment awareness, instilling confidence in rural youth, and advancing the manufacturing and service sectors, with a strong focus on empowering women through dedicated training programs.

First-generation entrepreneurs are offered a variety of training programs. Women in need undergo various training sessions including Homemade Agarbathi making, Dairy farming, and Vermicompost making, Beauty Parlour Management, Vastra Chitra Kala Udyami (Embroidery and fabric painting), Papad, Pickle, and Masala Powder Entrepreneurship, Women's Tailoring, and Candle Making. Once they complete these programs, established entrepreneurs receive additional training. These skill-updating programs cover advanced topics such as beauty Parlor management, dress designing for women, photography, video editing, and more.

Table 1: Development Training Programmes Under RUDSETI

SI. No	Programmes	2021-22		2022-23		2023-24	
		No. of Programs held	No. of Candidates trained	No. of Programs held	No. of Candidates trained	No. of Programs held	No. of Candidates trained
1.	Rural Development	01	52	03	160	05	120
2.	Entrepreneurship Orientation	03	108	02	64	00	00

3.	<b>Human Resource Development</b>	13	568	05	187	01	19
4.	<b>Technology Transfer Programmes</b>	04	199	01	60	01	20



Source: Activities Report, 2023-24, RUDSET Institute, Ujire

**Rural Development:** A steady increase in the number of programs (1 in 2021-22 to 5 in 2023-24) and a corresponding rise in the number of candidates trained (52 in 2021-22 to 120 in 2023-24) indicate a growing emphasis on rural development initiatives.

**Entrepreneurship Orientation:** A decline in the number of programs (3 in 2021-22 to 0 in 2023-24) and a corresponding decrease in the number of candidates trained (108 in 2021-22 to 0 in 2023-24) suggest a shift in priorities or a need to revitalize entrepreneurship-oriented initiatives.

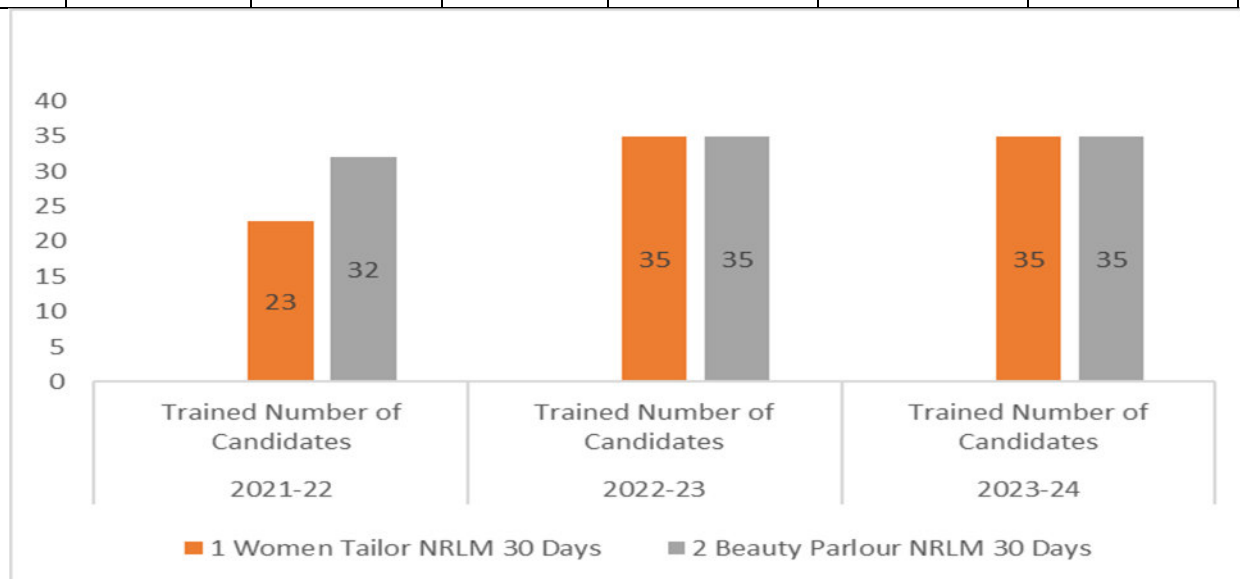
**Human Resource Development:** A significant decrease in the number of programs (13 in 2021-22 to 1 in 2023-24) and a corresponding decline in the number of candidates trained (568 in 2021-22 to 19 in 2023-24) indicate a need to reassess and revitalize human resource development initiatives.

**Technology Transfer Programmes:** A decline in the number of programs (4 in 2021-22 to 1 in 2023-24) and a corresponding decrease in the number of candidates trained (199 in 2021-22 to 20 in 2023-24) suggest a need to reinvigorate technology transfer initiatives.

Table 2: Women Oriented Training Programmes

SL No	Training Programs	Programs sponsored	Training period	2021-22 Trained Number of	2022-23 Trained Number of	2023-24 Trained Number of

				Candidates	Candidates	Candidates
01	<b>Women Tailor</b>	<b>NRLM</b>	<b>30 Days</b>	23	35	35
02	<b>Beauty Parlor</b>	<b>NRLM</b>	<b>30 Days</b>	32	35	35



Source: Activities Report, 2023-24, RUDSET Institute, Ujire

**Women Tailor Training Program, increasing Participation:** The number of trained candidates increased from 23 in 2021-22 to 35 in 2022-23 and remained consistent in 2023-24. This indicates growing interest and participation in the program. **Consistent Training Period:** The 30-day training period remained unchanged across the three years, suggesting a standardized training module.

**Beauty Parlour Training Program, Steady Growth:** The number of trained candidates increased from 32 in 2021-22 to 35 in 2022-23 and remained consistent in 2023-24, indicating steady growth and popularity of the program. **Standardized Training:** Similar to the Women Tailor program, the Beauty Parlour program also maintained a consistent 30-day training period across the three years.

\*NRLM- National Rural Livelihoods Mission

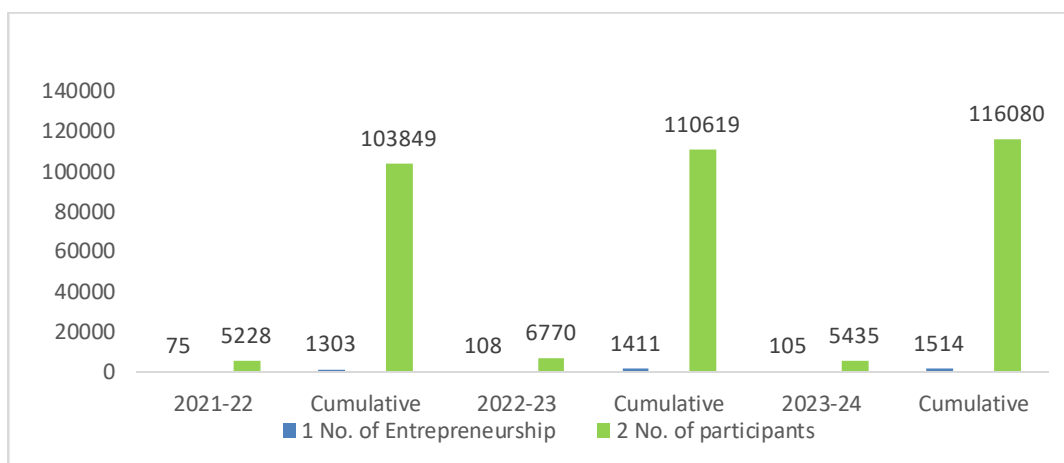
## ENTREPRENEURSHIP AWARENESS PROGRAMMES

The institute conducts regular Entrepreneurship Awareness Programmes (EAPs) to orient the youth towards self-employment as an alternate career. The Command area of the Institute now covers only Dakshina Kannada district. Directors and faculties conduct awareness camps in the command area and identify the target groups. The guidance provided in these camps inspires and promotes interest among the participating youth to go for self-employment. The motivated youth enroll in various training programs according to their areas of interest. Many colleges, voluntary organizations, Government bodies, SHG groups, Branches of the Sponsor Banks, and ASARE, Ujire are closely associating in the successful conduct of these programs.

This year we could conduct 108 such camps in and around our command area. These EAPs have benefited 6770 participants and helped in generating a large number of applications. Apart from the sponsor banks & ASARE, other voluntary organizations like Colleges, Rotary Clubs, SKDRDP and students of MSW from various colleges have extended support and helped in conducting such EAPs. Details of EAPs conducted during the year are presented here below.

Table 3: Entrepreneurship Training Programmes In RUDSETI

Sl. No.	Entrepreneurship Awareness Programmes	2021-22	Cumulative	2022-23	Cumulative	2023-24	Cumulative
1	No. of Entrepreneurship Awareness Programmes (EAPs)	75	1303	108	1411	105	1514
2	No. of participants	5228	103849	6770	110619	5435	116080



Source: Activities Report, 2023-24, RUDSET Institute, Ujire

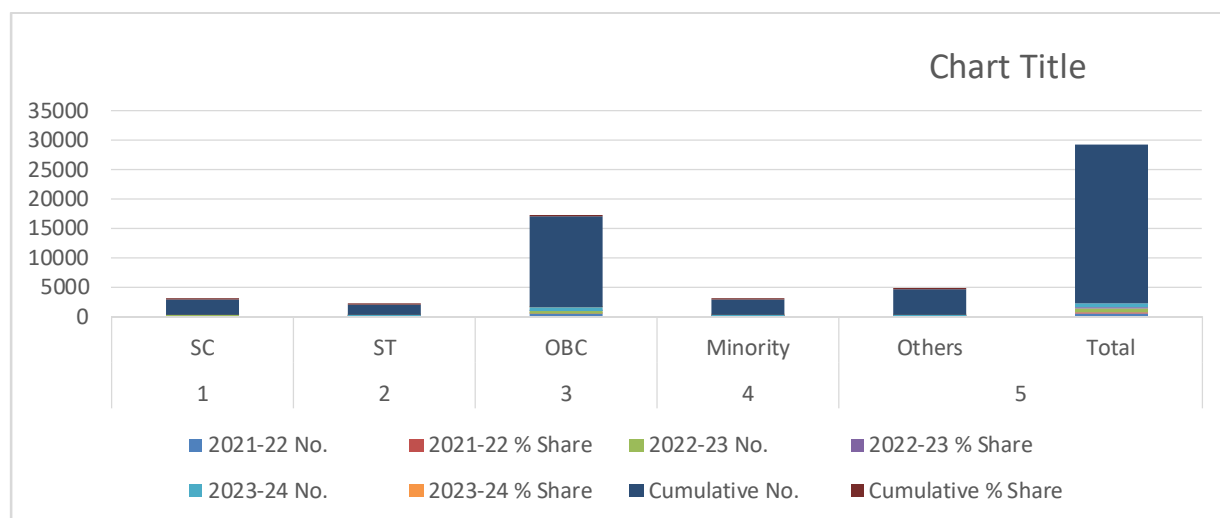
Number of Entrepreneurship Awareness Programmes (EAPs) Consistent Growth: The number of EAPs increased from 75 in 2021-22 to 108 in 2022-23 and then slightly decreased to 105 in 2023-24. This indicates a consistent effort to promote entrepreneurship awareness. Cumulative Growth: The cumulative number of EAPs increased from 1303 in 2021-22 to 1411 in 2022-23 and then to 1514 in 2023-24, demonstrating a steady program expansion. Number of Participants Increasing Participation: The number of participants increased from 5228 in 2021-22 to 6770 in 2022-23 and slightly decreased to 5435 in 2023-24. This indicates a growing interest in entrepreneurship awareness. Cumulative Participation: The cumulative number of participants increased from 103849 in 2021-22 to 110619 in 2022-23 and then to 116080 in 2023-24, demonstrating a steady increase in the program's reach.

### SHARE OF WEAKER SECTIONS

One of the primary objectives of the institute is the welfare of the weaker sections and downtrodden people of the society. The selection of the candidates is done with due consideration of the above objective. The institute has conducted women-specific programs this year also. During the course of training, special emphasis was given to the welfare schemes of the State and Central Government and various other departments. The details are furnished in the table.

Sl. No	Category	2021-22		2022-23		2023-24		Cumulative	
		No.	% Share	No.	% Share	No.	% Share	No.	% Share
1	SC	67	11.86	84	11.19	93	12.20	2625	9.70
2	ST	37	06.54	74	09.86	58	7.61	1834	6.78
3	OBC	369	65.31	489	65.11	497	65.22	15503	57.31
4	Minority	59	10.44	46	06.12	66	8.66	2687	9.93
5	Others	33	05.85	58	07.72	48	6.30	4403	16.28
	<b>Total</b>	<b>565</b>	<b>100</b>	<b>751</b>	<b>100</b>	<b>762</b>	<b>-</b>	<b>27052</b>	<b>-</b>
	<b>Of which</b>								
1	<b>Women</b>	243	43.00	327	43.00	298	39.11	7964	29.44
2	<b>Physically handicapped</b>	00	0.00	05	0.66	00	0.00	142	0.52

Table 4: Share Of Weaker Sections In RUDSETI:



Source: Activities Report, 2023-24, RUDSET Institute, Ujire

SC (Scheduled Caste): The number of beneficiaries increased from 67 in 2021-22 to 93 in 2023-24, with a cumulative total of 2625. The percentage share remained relatively stable, ranging from 11.86% to 12.20%. ST (Scheduled Tribe): The number of beneficiaries increased from 37 in 2021-22 to 58 in 2023-24, with a cumulative total of 1834. The percentage share fluctuated, ranging from 6.54% to 9.86%. OBC (Other Backward Classes): The number of beneficiaries increased from 369 in 2021-22 to 497 in 2023-24, with a cumulative total of 15503. The percentage share remained relatively stable, ranging from 65.31% to 65.22%. Minority: The number of beneficiaries decreased from 59 in 2021-22 to 46 in 2022-23, but increased to 66 in 2023-24, with a cumulative total of 2687. The percentage share fluctuated, ranging from 10.44% to 6.12%. Others: The number of beneficiaries increased from 33 in 2021-22 to 58 in 2022-23, but decreased to 48 in 2023-24, with a cumulative total of 4403. The percentage share fluctuated, ranging from 5.85% to 7.72%.

### Special Focus Groups

Women: The number of women beneficiaries increased from 243 in 2021-22 to 327 in 2022-23, but decreased to 298 in 2023-24, with a cumulative total of 7964. Women accounted for approximately 40% of total beneficiaries. Physically Handicapped: The number of physically handicapped beneficiaries remained relatively low, with only 5 beneficiaries in 2022-23 and none in 2021-22 and 2023-24. The cumulative total was 142.

### SIGNIFICANCE OF RUDSETI IN INCULCATING EMPOWERING WOMEN

Non-Governmental Organizations (NGOs) are crucial in promoting women's empowerment globally. They operate at the community level to address women's specific needs and challenges. A key focus is on providing education and skill development, enabling women to achieve financial independence through vocational training, literacy courses, and entrepreneurship workshops. NGOs also advocate for women's rights and gender equality, working to eliminate discriminatory practices and societal barriers. They create an environment that fosters women's growth through awareness campaigns, legal support, and community engagement. Additionally, NGOs offer vital support networks, including shelters and counseling services for women escaping abuse, violence, and exploitation, helping them rebuild their lives.

RUDSET Institutes empower women through specialized training programs that enhance their roles in families and communities, boosting their participation in decision-making and self-employment. Each unit is supported by a Local Advisory Committee (LAC) of community representatives who help assess and develop the institute. Experienced officers from development banks guide post-training follow-ups to support emerging entrepreneurs. RUDSETI collaborates with various agencies to create self-employment ventures, backed by substantial bank financing. They also offer continuous business counseling, project consultancy, and networking opportunities, along with informational modules on entrepreneurship to raise awareness and build trainees' confidence.

## **SUGGESTIONS**

Based on the study,

- It is recommended that policy priorities be realigned, with an increased emphasis on rural development initiatives to promote more balanced economic growth and address regional disparities.
- "There is a pressing need to critically reassess and revitalize initiatives focused on entrepreneurship development, human resource enhancement, and technology transfer, in order to foster sustainable economic growth and innovation."
- To improve the effectiveness of these programs, it is suggested that impact assessments be conducted, participant feedback be gathered, and opportunities for scaling up and replicating these initiatives in other regions be explored.
- It is recommended to introduce digital literacy programs aimed at empowering women with essential computer skills and internet usage knowledge, thereby enabling them to access information, markets, and government schemes.
- It is suggested to promote the use of mobile phones as a means to access healthcare information, agricultural advisories, and financial services.
- It is recommended to increase outreach and improve accessibility to better serve the physically handicapped beneficiaries, as the current numbers are low.
- It is suggested to provide safe and accessible public spaces for women, such as community centers or marketplaces, to encourage their participation in social and economic activities.
- While the significant number of women beneficiaries reflects a positive trend, it is suggested that efforts continue to further promote women's empowerment and participation.
- It is suggested that future initiatives focus on addressing regional and categorical imbalances in the distribution of benefits, ensuring more equitable development.

Adopting a comprehensive approach that tackles these different aspects of empowerment could result in lasting improvements in the lives of rural women in Karnataka.

## **CONCLUSION**



The training programs provided by RUDSETI have had a profound and transformative impact on rural communities economic, social, and psychological well-being. By fostering economic independence, these programs have significantly increased rural people's participation in a wide range of activities, exposing them to diverse environments that enhance their self-awareness and deepen their understanding of societal dynamics. This process of empowerment has not only cultivated a positive self-image among rural groups but has also contributed to the development of more constructive attitudes towards society at large.

The empowerment of women through entrepreneurship is, therefore, not merely an economic gain; it is a critical factor in combating poverty and driving national economic growth. Women who are educated from RUDSETI demonstrate a marked increase in confidence and motivation, both of which are indispensable assets in navigating the complexities of their entrepreneurial ventures. The skills and knowledge acquired through these programs equip them with the tools needed to effectively confront and overcome the challenges inherent in establishing and managing businesses.

In essence, the RUDSETI training model does not just foster entrepreneurship, but it also creates a ripple effect, catalyzing long-term societal change by empowering rural people to become agents of economic progress, contributing to both their personal development and the broader economy.

## REFERENCE

- Annual Activity Report – 2022-23, RUDSET Institute, Ujire
- Dr H.H.Gadawale (2018): 'Women Empowerment in Karnataka- an Analysis', International Journal for Research in Engineering Application & Management (IJREAM), Vol-04, Issue-06,
- Dr.RashmiRani Agnihotri H.R, Prof. Dr. K.S.Malipatil, Mr.Mahesh Urukundappa (2017): 'A Study on Women Empowerment Programmes in Karnataka State- A Theoretical Overview', International Journal of Scientific and Research Publications, Volume 7, Issue 1.
- Mrs. Shrigowri K. (2021): 'Role of RUDSETI in the Development of Women Entrepreneurship in Dakshina Kannada District of Karnataka', International Journal of Management and Development Studies, Vol. 10, No.5, pp. 1-6
- Rajasekhar D (2004): 'Microfinance, Poverty, and Empowerment of Women: A Case Study of two NGOs from Andhra Pradesh and Karnataka', ISEC Publications, Bangalore.
- Shetty Mahesh Kumar H. and Shetty Harish. (July 2023): 'Transforming Rural India through Women Empowerment: A Study on the Empowerment Initiatives of SKDRDP', Shodha Biannual Bilingual Research Periodical, Issue. July 2023, pp. 155-162
- Venkatarao P (2009): 'Role of SHGs in the Empowerment of Women' SEDME, Vol. 35, No.1, pp 29-45.