



## Programme Brochure

### In-Campus Training Programme on Promotion, Development & Appraisal of Micro Enterprises Projects

(12 to 14 August 2024)

Venue:  
BIRD, Mangaluru

Website : <https://birdmangaluru.in/>



**Bankers Institute of Rural Development,**  
Krishna Nagar Road, Behind Govt. Women's Polytechnic, Bondel,  
Mangaluru – 575 008 Karnataka State  
Phone (O) - (0824) – 2888505, 2888508, 2888517, 2888516.  
E-mail: [birdmngnomination@nabard.org](mailto:birdmngnomination@nabard.org)

PROGRAMME SPONSORED  
BY NABARD

# **In-Campus Training Programme on Promotion, Development & Appraisal of Micro Enterprise Projects**

**(12 to 14 August 2024)**

**Introduction:** MSME sector has emerged as a vibrant and dynamic sector of the Indian economy over the last five decades. MSMEs not only play a crucial role in providing large employment opportunities at comparatively lower capital cost than large industries but also help in industrialization of rural and backward areas, thereby, reducing regional imbalances, assuring more equitable distribution of national income and wealth. MSMEs are complementary to large industries as ancillary units and this sector contributes enormously to the socio-economic development of the country. Out of the MSME sector, Micro enterprise accounts to more than 90% of the unit and they play a major role in production, processing and employment generation.

Loans are provided to startups, small business entrepreneurs and women entrepreneurs for short-term and long term purposes. In the aftermath of COVID-19 pandemic, Government of India has announced special package under the Atmanirbhar Bharat Abhiyaan realizing the importance of the sector. Promoting and supporting micro-enterprises has not only been given substantial allocation but has also been accorded priority in implementation of various measures to revive the economy.

In this backdrop, recognizing the need for increasing credit flow to this sector, BIRD Mangaluru has announced this the in-campus training programme on Promotion, Development & Appraisal of Micro Enterprise Projects.

**Objectives:** By the end of the programme, the participants will be able to:-

- ❖ Explain the importance of promoting micro-enterprises especially in rural areas
- ❖ Explain the techniques for assessment of block capital and working capital
- ❖ Explain the documentation requirements
- ❖ Describe strategies for recovery management
- ❖ Explain the features of CGTMSE Scheme
- ❖ Explain the role of banks in supporting micro-enterprises

**Programme Director:** **Shri Satheesan Kartha, DGM/FM, BIRD, Mangaluru.**

**Duration:** 3 days (12-14 August 2024) - The programme will commence at 09:30 hours on 12 August 2024 and will conclude at 17:00 hours on 14 August 2024.

**Participants Profile/Target Group:** **Officers of Banks, Senior level Personnel of NGOs, CSR agencies, SHG Federations**

**Methodology:** Interactive lecture sessions, audio video aids, case studies, Field Visit to successful interventions, Computer aided presentations and Group Discussions.

**Venue and Accommodation:** The programme is residential and will be conducted at BIRD Campus, Krishna Nagar Road, Behind Women's Polytechnic, Bondel, Mangaluru-575008. Participants are eligible to avail accommodation in the campus from the **evening of 11<sup>th</sup> August 2024 till the evening of 14<sup>th</sup> August 2024. Participants will have to make their own travel arrangements. No cost in this regard will be borne by NABARD.** Participants may make their travel plans in such a manner as to reach the venue well in advance and report before the commencement of the programme on the first

day and also **leave only after completion of the programme (5.00 PM) on the concluding day.**

***It may please be noted that family member/s or guest/s of the participants will not be allowed to stay in the Hostel/Venue. The nominating institutions are strictly advised not to send any such participants. Prior permission may be obtained by the participants for overstay, in case of any unforeseen circumstances or emergencies only and in such cases, additional cost, if any, may be borne by the respective participant. Decision of BIRD-Mangaluru will be final and binding on all participants.***

***Participants may follow appropriate COVID-19 protocol as advised by Government of India and respective State Governments.***

**Fee & Mode of Payment:** The programme is sponsored by NABARD and hence **No Participation Fee** is collected from banks towards boarding, lodging and to impart training to the participants. However, Banks/ Institutions have to bear the to and fro travelling cost of the participants to attend the programme.

**Nomination and Inquiries:** **The nominations may please be forwarded so as to reach us at the earliest.** The registration is on “**first come first serve**” basis and will be accepted for the first 30 candidates. **The nominated persons are requested to report for the training programme only on receipt of confirmation of their nominations by us.**

**CONFIRMATIONS WILL BE SENT BY E-MAIL ONLY.** Nominating institution is requested to furnish **primary as well as alternate email addresses** so that any loss of communication during transmission is avoided.

To avoid the seats falling vacant, we request you to ensure participation by the person nominated by you. In case the nominated official/s is/are unable to attend the programme due to any unavoidable situations, please ensure substituting such nomination with other suitable officials under advice to us or please advice us well in advance so that we shall allow such seats to other needy persons/ institutions.

**Nominations:** You are requested to enter the details of the officers whom you wish to nominate through the Microsoft Form link given below or scan the QR code. If you are going to nominate multiple officers, please submit individual responses.

<https://forms.office.com/r/NDn44mdnWE>



### **About BIRD**

Bankers Institute of Rural Development (BIRD), Mangaluru, an ISO 9001:2015 certified Institution (formerly known as Regional Training College, NABARD, Mangalore) is established by National Bank for Agriculture and Rural Development (NABARD) and is engaged in training and capacity building of the officials of the Rural Financial Institutions viz., Commercial Banks (CBs), Regional Rural Banks (RRBs), Cooperative Banks, Government and Non-Government organizations particularly in the States of Andhra Pradesh, Telangana, Goa, Karnataka, Kerala, Maharashtra, Gujarat and Tamil Nadu. The Institute organises in-house and on-location training programmes, besides customised programmes for banks, workshops/seminars and studies of current interest. During the last 41 years, nearly 68,000 officers of various client institutions have benefitted through programmes conducted by the Institute. The Institute is also involved in conducting International Programmes.

BIRD has very good ambience for academic pursuits, necessary infrastructure, learning aids including an excellent library and exclusive computer lab with internet facility. Participants are provided single occupancy, self-contained air conditioned rooms.

### **About Mangaluru**

*Mangaluru is one of the most important tourist destinations in India with its scenic natural beauty. The place is dotted with coconut trees, areca palms, hills and streams. The holiness and beauty of the city is enshrined in ancient temples and beautiful and pristine beaches. Mangaladevi temple, Kadri Manjunatha temple, Kateel Durga Parameshwari temple, St. Aloysius Chapel, Rosario Cathedral, Jama Masjid are the important pilgrimage sights in Mangaluru. It also boasts of an array of clean, serene and tranquil beaches like Someshwara, Panambur, Tannirbhavi beaches. It is also famous for seafood and Udupi-style dishes. Dhramsthala, Kukke Subramanya, Kolluru, Udupi, Karkala, Venoor and Moodabidri are the other nearby places of interest.*

### **For further enquiries, please feel free to contact:**

Shri. Satheesan Kartha, DGM/FM, BIRD Mangaluru (Tel: 0824-2888505)

Shri. Swati Bhallamudi, DGM/FM, BIRD, Mangaluru (Tel: 0824-2888508)

Shri. Karthigeyan, AM, BIRD, Mangaluru (Tel. 0824-2888520, Mob.8489336421)

Shri. Neela Mahender Babu, AM, BIRD, Mangaluru (Tel.0824-2888515, Mob. 9618577572)

Shri. Dhiraj Rajak, AM, BIRD, Mangaluru (Tel. 0824-2888518, Mob. 8898463639)

Bankers Institute of Rural Development, Krishna Nagar Road, Bondel, Mangaluru – 575 008.

Phone (BIRD Security) - (0824) –2888537

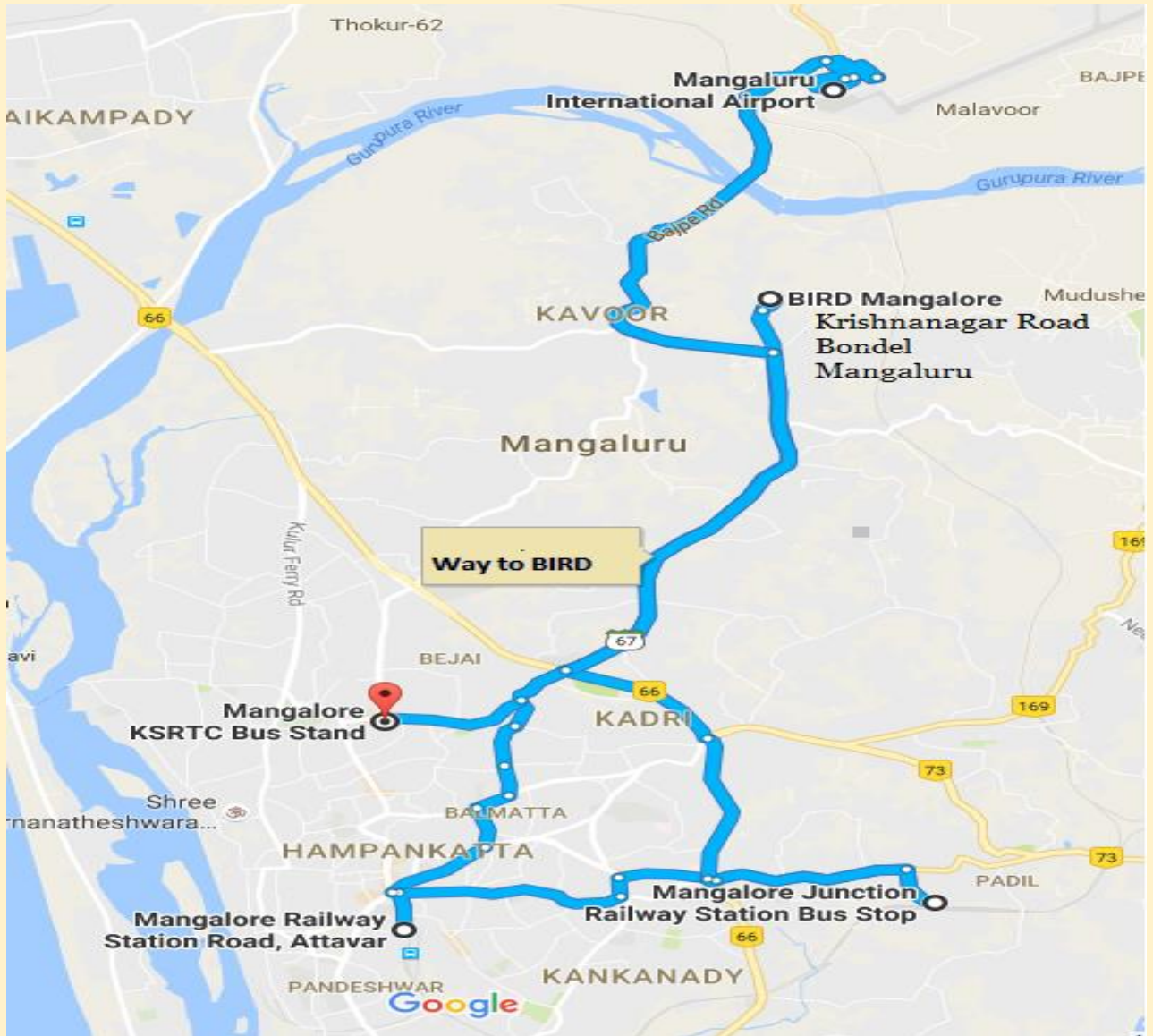
Phone (Reception) - (0824) - 2888532

E-mail: [birdmngnomination@nabard.org](mailto:birdmngnomination@nabard.org)

Website : <https://birdmangaluru.in/>



## MAP: REACHING BIRD, MANGALURU



The Institute is located in a newly built campus located at a distance of:

- 7 km from Mangaluru Airport;
- 11 km from the Mangaluru Central Railway Station;
- 13 KM from Mangaluru Junction;
- 6 KM from the KSRTC Bus Stand.
- Bus No. 19 from KSRTC Bus Stand / Mangaluru Central Station. Alight at the last stop, i.e. Bondel. BIRD is within a km from Bondel Junction.