



Programme Brochure

**In Campus Training Programme on
Online, Offline and Digital Marketing
Technologies for Women Entrepreneurs**

(27 to 29 August 2026)

Venue: BIRD, Mangaluru

Website: www.birdmangaluru.in



Bankers Institute of Rural Development,

Krishna Nagar Road, Bondel,

Mangaluru – 575 008, Karnataka

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**PROGRAMME SPONSORED
BY NABARD**



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Introduction:

NABARD's programmes for development of micro enterprise seek to address skill gaps and helps convert SHG members into micro-entrepreneurs. However, with the growth in digital marketing & E-commerce related trade, there exists an excellent opportunity to improve forward linkages, enhance the demand side factor, open direct B2C and B2B channels and improve price discovery/incomes of SHGs/JLGs/POs/micro-entrepreneurs. Online sale platforms hold potential to provide them with an opportunity to manage businesses from home and bring the markets to them. Considering the above, BIRD Mangaluru is announcing the captioned training programme for the benefit of our various stakeholder to improve their marketing skills. The programme is designed with necessary class room sessions and demo sessions on various aspects of offline and online marketing, on-boarding of micro-enterprises to e-commerce platforms like, Open Network for Digital Commerce (ONDC), Flipkart, Amazon etc. and support available to micro enterprises for marketing of their products. Hands on training would also be provided on creation of content, flyers/ labels for business through social media platforms.

We invite matured SHGs, Entrepreneurs, Federations of SHGs, CEO/ BoDs of Producer Organisations (Farm as well as Off-Farm sector), officials of NGO promoting SHGs and POs and other stakeholders to take advantage of this and depute their officials to attend the captioned training programme.

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

- Explain the importance of Marketing and Sales for Entrepreneurs
- Explain the requirements of Rural Products for Consumers
- Explain the Market readiness of rural products
- Explain the Methods for Marketing of Rural Products – Traditional Vs Contemporary Methods
- Explain the Emerging sectors of Marketing, including Digital Marketing Technologies
- Explain the pre-requisites for onboarding to online methods of Marketing
- Explain the risks associated with online marketing ecosystem
- Explain various financing schemes of Banks and related requirements

Programme Director: Smt. Malini S Suvarna, AGM/FM, BIRD, Mangaluru & Smt. P R Thomas, DGM/FM, BIRD, Mangaluru

Duration: 3 days (27 to 29 August 2026) - The programme will commence at 09:30 hrs on 27th August 2026 and will conclude at 17:15 hrs on 29th August 2026.

Participant Profile / Target Group: Senior level personnel of NGOs & CSR Wings, CEO & Office Bearers of SHG Federation & Section 8 Companies, CEO & BoDs of FPOs & OFPOs, Micro Entrepreneurs.

Methodology: Interactive Lecture Sessions, Audio Video Aids, Computer aided Presentations, Group Discussions and Exposure Visits.

Nominated candidates are advised to carry a smartphone and also the products they are producing/ manufacturing (like handicraft items, candles, home décor, homemade pickles, papads, etc) for the hands on learning.

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 26th August 2026 till the evening of 29th August 2026.

Participants have to make their own travel arrangements. No cost in this regard will be borne by BIRD.

Family member/s or guest/s of participants will not be allowed to stay in the Hostel. Sponsoring institutions are advised not to send any such participants.

COVID-19 protocol: Participants must 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, hence **no participation fee** is collected towards boarding, lodging and to impart training. Banks / Institutions forwarding the nominations have to bear "to and fro" travelling cost of their participants attending 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 served***" basis and will be accepted for the first 30 candidates. The nominating institution is requested to furnish **primary as well as alternate email addresses** to avoid loss of communication during transmission. **The nominated people 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.**

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.

Notice: It is advised to send the nominations at the earliest. Nominations will not be accepted after the close of business on **24th August 2026**

<https://forms.office.com/r/AXCg43TUV8>

Please note that we are not receiving nominations through any other means



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, etc. 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 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, besides delicious seafood and Udupi-style dishes. Dharmasthala, Kukke Subramanya, Kolluru, Udupi, Karkala, Venoor and Moodabidri are other places of interest nearby.*

For further enquiries, please feel free to contact:

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Shri. Karthigeyan M G, AM, BIRD, Mangaluru (Tel. 0824-2888510)

Shri. Dhiraj Rajak, Mgr, BIRD, Mangaluru (Tel. 0824-2888512)

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

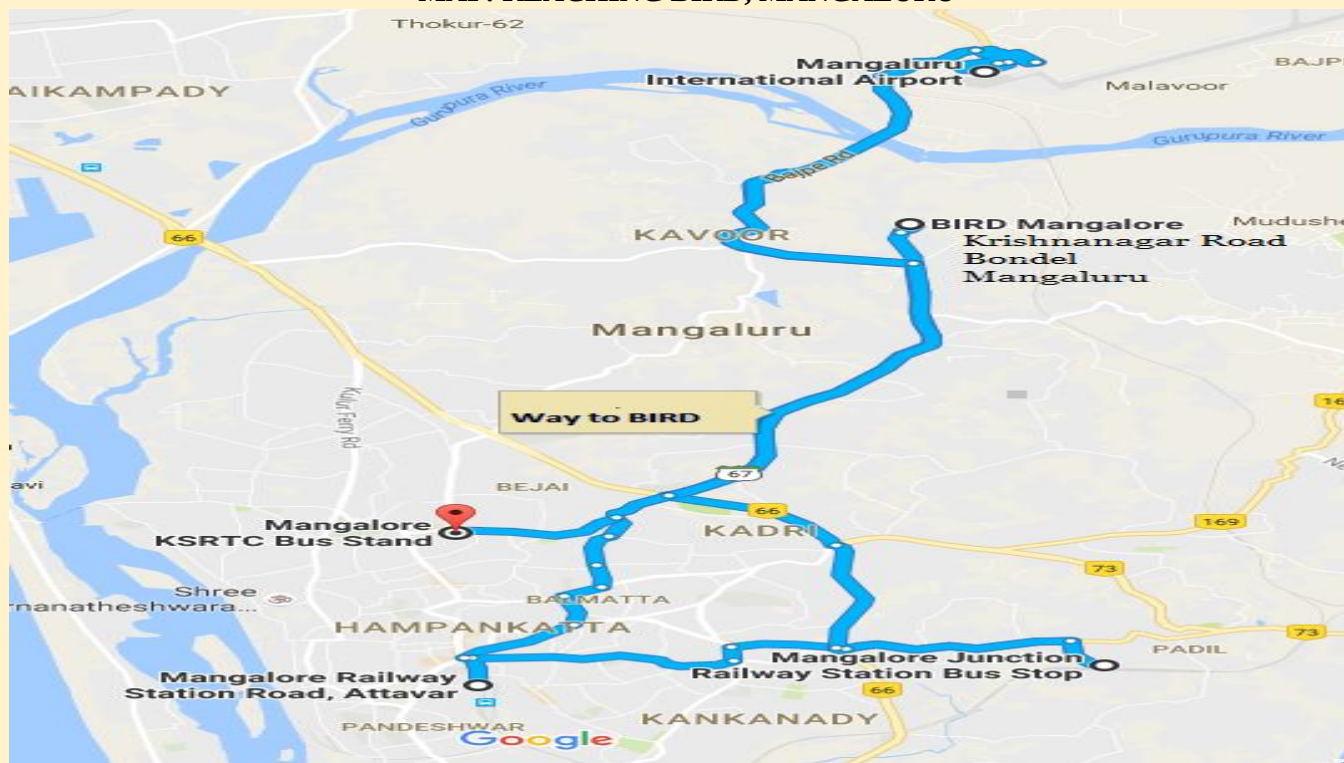
Phone (BIRD Security) - (0824) –2888537

Phone (Reception) - (0824) - 2888532

E-mail: birdmngnomination@nabard.org

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.