



## Programme Brochure

**In Campus Training Programme on ‘Sahakar Se Samridhhi- Production & Marketing Strategies for Cooperatives’**

**(09 to 11 July 2024)**

**Venue:  
BIRD, Mangaluru**

**Website :[www.birdmangaluru.in](http://www.birdmangaluru.in)**



**Bankers Institute of Rural Development,**

Krishna Nagar Road, Bondel,

Mangaluru – 575 008 Karnataka State

Phone (O) - (0824) – 2888505, 2888506, 2888517, 2888516.

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

**PROGRAMME SPONSORED  
BY NABARD**



# **In Campus Training Programme on ‘Sahakar Se Samridhhi- Production & Marketing Strategies for Cooperatives’**

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## **Introduction:**

The pace of Cooperative movement in India has been galvanized with various measures introduced by GoI in the recent past, beginning with formation of the Ministry of Cooperation. Strengthening the Co-operative institutions by enabling them to meet credit plus requirements of members by diversifying their business is the need of the hour. It is envisaged that Co-operatives can now play a major role in physical and financial supply chain of commodities by working as spokes to the rural agricultural markets. With adoption of appropriate production and marketing strategies, and investment in post-harvest infrastructure, farmers would be able to reduce post-harvest losses and increase value realization for their produce. In this context, BIRD, Mangaluru proposes to conduct the training programme on ‘Sahakar Se Samridhhi – Production & Marketing Strategies for Cooperatives’ to enable Co-operatives to function as viable profit centres.

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

- ❖ Explain the major initiatives of Ministry of Cooperation for strengthening Co-operatives
- ❖ Appreciate the role of PACS as an essential part of the Agricultural Value Chain
- ❖ Explain the new opportunities available to PACS to diversify their business portfolio
- ❖ Formulate a strategy to achieve its potential in production and marketing of agricultural products

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

**Duration:** 3 days (09 to 11 July 2024) - The programme will commence at 09:30 hrs on 09 July 2024 and will conclude at 17:00 hrs on 11 July 2024.

**Participant Profile / Target Group:** Officers of StCBs, DCCBs and PACS

**Methodology:** Classroom lectures, Interactive sessions, Group discussion and field visit.

**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.

**Venue and Accommodation:** The programme is residential and will be conducted at BIRD Campus, Krishna Nagar Road, Bondel, Mangaluru-575008. Participants are eligible to avail accommodation in the campus from the **evening of 08<sup>th</sup> July 2024 till the evening (9.00 PM) of 11<sup>th</sup> July 2024. Participants will have to make their own travel arrangements. No cost in this regard will be borne by BIRD.** 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 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.**

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

**Nomination and Inquiries:** The nominations may please be forwarded 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 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** to avoid loss of communication during transmission.

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 advise 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/bphthD7xfB>



### **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 42 years, nearly 71,000 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. Dhramsthala, Kukke Subramanya, Kolluru, Udupi, Karkala, Venoor and Moodabidri are other places of interest nearby.*

For further enquiries, please feel free to contact:

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

Smt. Sheela M Bhandarkar, DGM/FM, BIRD, Mangaluru (Tel: 0824-2888506)

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

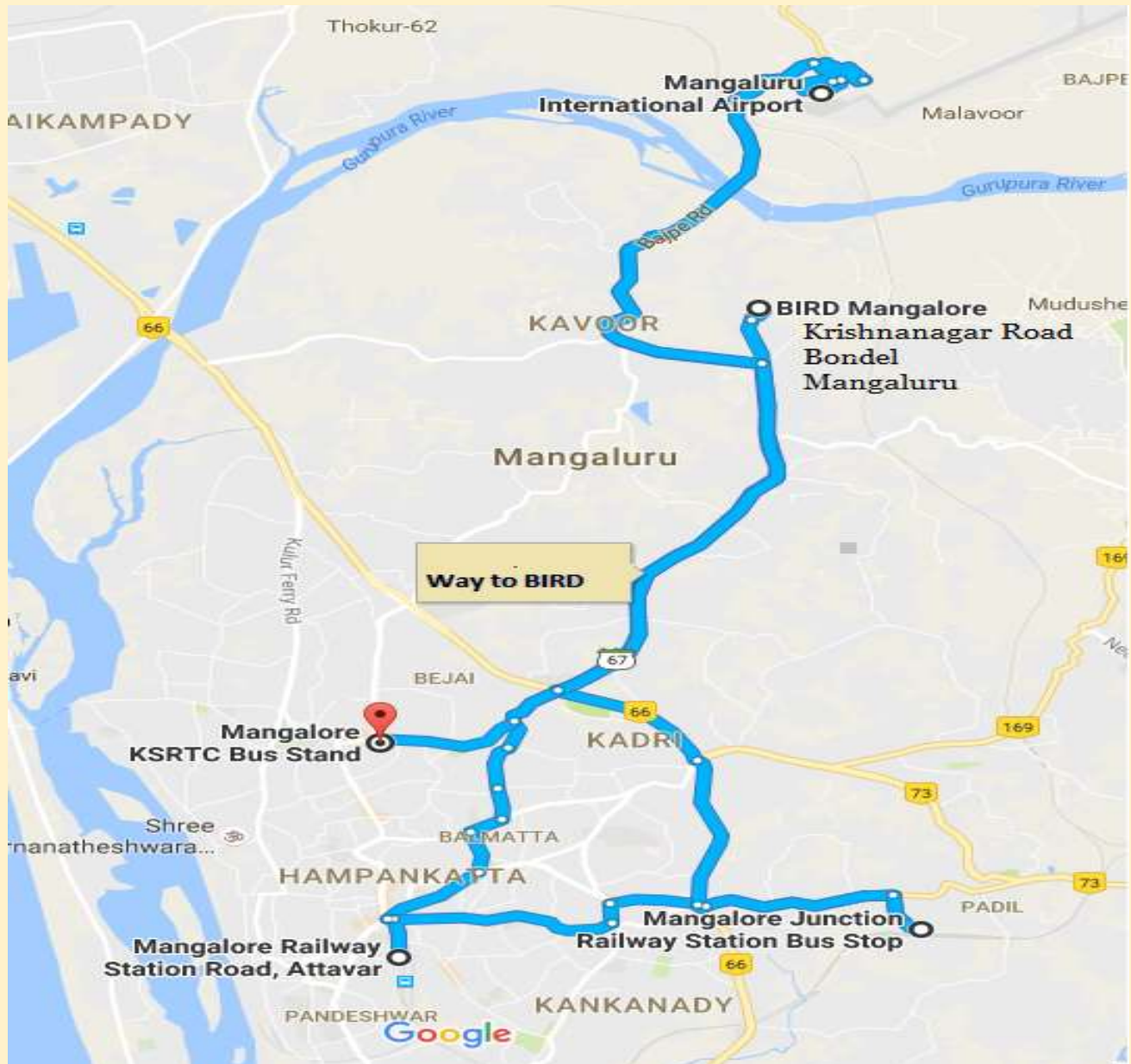
Phone (Reception) - (0824) - 2888532

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.