Programme Brochure

On-Location Training Programme on – Krishi Mangal: Integration with Global Value Chains

(08 to 10 October 2026)

Venue: Bengaluru

Website : https://birdmangaluru.in

Bankers Institute of Rural Development
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PROGRAMME SPONSORED BY NABARD

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<u>Introduction:</u>

Agriculture is increasingly becoming integrated with national and global markets, creating new opportunities as well as challenges for farmers, agribusinesses, financial institutions, and policymakers. Participation in global value chains enables agricultural producers to access larger markets, adopt improved technologies, enhance product quality, and secure better price realization. However, successful integration requires a thorough understanding of value chain dynamics, quality standards, market linkages, traceability requirements, logistics, and the role of financial and institutional support systems.

Recognizing the growing importance of global value chains in enhancing agricultural competitiveness and farmers' incomes, BIRD-Mangaluru has designed a three-day training programme for Officers/Branch Managers of Banks, government officials, and other stakeholders. The programme aims to provide participants with insights into agricultural value chains, export opportunities, market integration strategies, and the role of financial institutions in facilitating farmer and agribusiness participation in domestic and international markets.

Programme Directors	Shri. Satheesan Kartha, FM/DGM Smt. Sheela M Bhandarkar, FM/DGM
Duration	3 days (08 to 10 October 2026) The programme will commence at 09:30 hrs on 08 October 2026 and will conclude at 17:15 hrs on 10 October 2026.
Target group	All Bankers, Government Officials, Farmers Collectives, CBBOs, NGOs, CSR Wings, FPOs, etc.
Programme Objectives:	By the end of the programme, the participants will be able to: - ❖ Understand the concept, structure, and significance of agricultural value chains in the context of global trade. ❖ Appreciate the opportunities and challenges associated with integrating Indian agriculture with global value chains. ❖ Examine the role of banks, financial institutions, government agencies, and producer organizations in strengthening value chains. ❖ Understand quality standards, certification requirements, traceability mechanisms, and export regulations relevant to agricultural products. ❖ Identify financing needs and suitable banking products for value chain development and agribusiness enterprises. ❖ Explore market linkage models, contract farming arrangements, and aggregation mechanisms such as FPOs/FPCs.

	❖ Analyze successful case studies of agricultural value chain integration and export-oriented agribusiness models. ❖ Develop strategies to support farmers and agribusinesses in improving competitiveness, value addition, and market access. ❖ Strengthen stakeholder capacity to facilitate sustainable and inclusive agricultural growth through value chain approaches. ❖ Promote convergence among financial institutions, government departments, and market actors for effective value chain development.
Methodology	Classroom sessions of interactive lectures supported by audio visual aids, case studies, experience sharing and group discussions

Venue and Accommodation:

The programme is residential and the exact venue will be informed separately. The participants are eligible to avail accommodation in the venue **on twin sharing basis** from the **evening of 07 October 2026 till the evening of 10 October 2026.** Concerned institutions may advise the nominated officer/s to draw the travel plan accordingly.

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

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.

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, concerned Bank may 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 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. CONFIRMATION WILL BE SENT BY E-MAIL ONLY** and the nominating institution is requested to furnish primary as well as alternate e-mail ids, so that any loss of communication during transmission is avoided.

https://forms.cloud.microsoft/r/z1PEYEnNyu

Notice: It is advised to send the nominations at the earliest. Nominations will not be accepted after the close of business on **30 October 2026.**

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

Medical Facilities:
In the unlikely event of hospitalization of any participant during the programme, BIRD would extend all necessary medical aid to the participants. However, the expenditure so incurred on medical treatment/hospitalization of the participant will have to be borne by the sponsoring Bank/Institution. The Banks are requested to take note and avoid deputing officials with critical ailments for attending the training programme.

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.

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 customized 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 benefited 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 with single occupancy, self-contained air-conditioned rooms.

For further enquiries, please feel free to contact:

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