



**Programme Brochure**

**In Campus Training on Management  
Development Programme for Cooperative Banks**

**(11 to 13 August 2025)**

**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

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**PROGRAMME SPONSORED  
BY NABARD**



# **In Campus Training on Management Development Programme for Cooperative Banks**

**(11 to 13 August 2025)**

**Introduction:** In the competitive environment, banks face several challenges and one of the major challenges is to equip their managers adequately with necessary soft skills so as to be effective in their roles to the benefit of their organisations. Managing change, dealing with customers, working in team, managing other personnel besides managing themselves are the most important skills the bank officers, more particularly that the bank managers need in the changing scenario. Keeping this in view, BIRD Mangaluru has designed a three days' training programme which will focus on all relevant areas related to management development. It is expected that the programme will help the personnel particularly the middle level officials in the controlling offices and the branch managers to handle the situations efficiently and help the banks in improving the business and increase profitability.

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

- ❖ Describe the changing banking scenario.
- ❖ Explain the trends of change and ways of managing change.
- ❖ Explain the concepts and importance of time management, effective communication and presentation skills.
- ❖ Explain need, rationale and importance of networking for business purposes.
- ❖ List out the leadership qualities and explain essence of motivation.
- ❖ Describe importance of interpersonal relations and knowing self
- ❖ Explain need for diversified portfolio for optimization of returns.
- ❖ Describe conflict resolution and working in teams.
- ❖ Explain how to manage stress and emotions.
- ❖ Assessment of potential for Branch and prepare a plan for improving the profitability of Bank.

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

**Duration:** 3 days (11 to 13 August 2025) - The programme will commence at 09:30 hrs on 11 August 2025 and will conclude at 17:00 hrs on 13 August 2025.

**Participant Profile / Target Group:** Branch Managers & Officers of StCB/ DCCBs

**Methodology:** Classroom sessions include interactive lectures, supported by audio visual aids including computer aided presentations, games, role play, sharing of best practices and case studies discussions.

**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 10<sup>th</sup> August 2025 till the**

**evening (9.00 PM) of 13<sup>th</sup> August 2025. 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 (5.15 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 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.**

**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/rH4gWWeeZz>



## About BIRD

Bankers Institute of Rural Development (BIRD), Mangaluru, an ISO 9001:2015 certified Institution 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 Training 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:

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Smt. M S Suvarna, AGM/FM, BIRD, Mangaluru (Tel: 0824-2888507)

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

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

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

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

Phone (BIRD Security) - (0824) –2888537

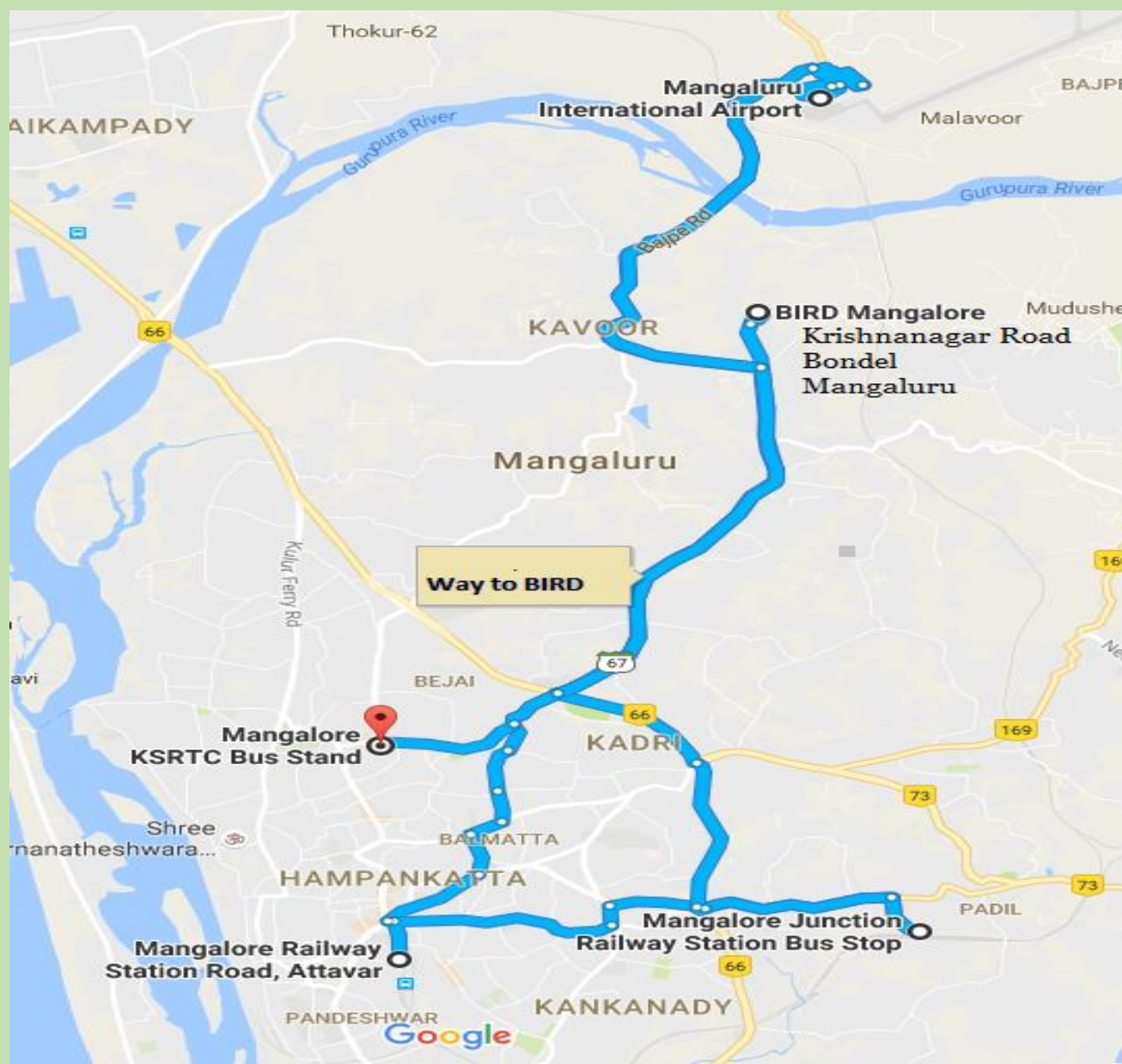
Phone (Reception) - (0824) - 2888532

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.