



## Programme Brochure

**On-Location Training Programme on Climate Resilient Agriculture, Agricultural Value Chain mapping and Marketing with focus on Millets**

**(17 to 19 February 2025)**

**Venue: Madurai, Tamil Nadu**

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



### **Bankers Institute of Rural Development**

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**PROGRAMME SPONSORED  
BY NABARD**



# **On-Location Training Programme on Climate Resilient Agriculture, Agricultural Value Chain mapping and Marketing with focus on Millets (17 to 19 February 2025)**

## **Introduction:**

Climate Resilient Agriculture involves implementing sustainable farming practices such as efficient water management, soil conservation, and crop diversification to adapt to climate change. Agricultural Value Chain Mapping is crucial for identifying key stakeholders, processes, and bottlenecks from production to market, enhancing overall efficiency and productivity. Focusing on millets, which are both nutritious and climate-resilient, marketing strategies include thorough market analysis, effective branding, and targeted promotional campaigns. These efforts aim to raise consumer awareness about the benefits of millets, thereby increasing demand and supporting farmers. By integrating climate resilience into value chain analysis and marketing, this approach ensures a sustainable, adaptive, and market-oriented agricultural system that can better withstand environmental challenges while promoting the consumption of healthy, eco-friendly crops like millets.

Programme Director	Dr. Sandhya Nagesh, DGM/Faculty Member Shri Baidya Nath Singh, DGM/Faculty Member
Duration	<b>3 days (17 to 19 February 2025)</b>
Target group	NGOs, FPOs CSR Wings, Trusts, Societies & Govt Departments
Programme Objectives:	<p>By the end of the programme, the participants will be able to :-</p> <ul style="list-style-type: none"> <li>❖ Explain concept of climate science, factors leading to climate change and its impact on agriculture.</li> <li>❖ Explain Climate Change adaptation and mitigation measures.</li> <li>❖ Explain definition of Value Chain and role of value chain players</li> <li>❖ Explain differences between supply chain and value chain.</li> <li>❖ Explain mapping of value chain, market linkages and factors enabling success of linkages</li> <li>❖ Explain standards and certifications in agricultural commodities.</li> <li>❖ Explain potential available for millet value chain and government support.</li> <li>❖ Explain value chain financing.</li> <li>❖ Explain marketing of agricultural produce including issues like quality, pricing, branding, geographical indicators, etc.</li> <li>❖ Explain different market tools including online marketing.</li> <li>❖ Explain mainstreaming gender and livelihood issues with value chain</li> </ul>
Methodology	Interactive lecture sessions, Computer aided presentations, Group discussions and field visits

**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.

**Venue and Accommodation:** The programme is residential and will be conducted at **Madurai, Tamil Nadu. The exact venue will be intimated at a later date.** The participants are eligible to avail accommodation in the venue **on twin sharing basis** from the **evening of 16<sup>th</sup> February 2025 till the evening (9.00 PM) of 19<sup>th</sup> February 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 (5.00 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.**

**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.

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.

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

**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/omr8FmpEUb>



**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.

## **How to Reach Madurai**

### **A. By Road**

Madurai District is well connected with the National Highways NH 7, NH 45B, NH 208 and NH 49 passing through Madurai. The state highways passing through the city are SH-33, SH-72, SH-72A, SH-73 and SH-73A which connect various parts of Madurai district.

### **B. By Rail**

Madurai Junction is the major railway station serving the District. Being the headquarters of the Madurai division of the Southern Railway, there are direct trains connecting Madurai with other major cities and towns across India including New Delhi, Mumbai, Calcutta and Chennai.

### **C. By Air**

Madurai Airport was established in 1957 and is located at Avaniyapuram, about 12 kilometres (7.5 mi) from the city. It offers domestic flights to some cities in India. The airport was declared a customs airport in 2012 allowing limited number of international flights and international services to Colombo, Dubai and Singapore. The carriers operating from the airport are Air India, Air India Express, Jet Airways, SpiceJet, Indigo and Srilankan Airlines.

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

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