



## Programme Brochure



### On-Location Training Programme on Sahakar Se Samridhi - PACS as MSC/M-PACS – Profit maximization Strategies

20-22 February 2025

Venue: Madurai, TamilNadu

Website : <https://birdmangaluru.in>



### Bankers Institute of Rural Development

Krishna Nagar Road, Bondel

Mangaluru – 575 008, Karnataka

Phone (O) - (0824) - 2888507, 2888506, 2888516, 2888517

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

PROGRAMME SPONSORED  
BY NABARD

# On-Location Training Programme on Sahakar Se Samridhi - PACS as MSC/M-PACS – Profit maximization Strategies

**20-22 February 2025**

## **Introduction:**

The “Sahakar Se Samridhi” initiative aims to transform Primary Agriculture Credit Societies (PACS) into Multi-Service Centers (MSC) or Multi-Purpose PACS (M-PACS) to maximize profitability and enhance rural development. By diversifying their activities, PACS can engage in various business operations, including retailing petrol and diesel, distributing LPG, and operating Jan Aushadhi Kendras for generic medicines. The computerization of PACS, with an outlay of ₹2,516 crore, enhances transparency and efficiency. Additionally, PACS are being integrated as Common Service Centers (CSCs) to provide e-services, boosting their viability and generating rural employment. These strategies not only improve the economic vibrancy of PACS but also ensure better access to essential services for rural communities, thereby driving sustainable growth and prosperity.

Programme Directors	Shri Baidya Nath Singh, FM/DGM Dr. Sandhya Nagesh, FM/DGM
Duration	<b>3 days</b>
Date(s)	<b>20-22 February 2025</b> <i>(The programme will commence at 09:30 hrs on 20 February 2025 and will conclude at 17:15 hrs on 22 February 2025)</i>
Location	<b>Maduari, Tamil Nadu</b>
Target group	Officials of State Coopertative Banks/ District Central Cooperative Banks/ Primary Agriculture Cooperative Society (PACS)/LAMPS/FSS
Programme Objectives:	By the end of the programme, the participants will be able to :- <ul style="list-style-type: none"><li>❖ Understand the need for and importance of Business Diversification in PACS/LAMPS/FSS</li><li>❖ Assess business potential and determine the scope for business diversification to enable PACS/LAMPS/FSS into become Multi Service Centres</li><li>❖ Identify various types of feasible Business Opportunities for PACS/LAMPS/FSS</li><li>❖ Prepare Detailed Project Report (DPR) – Assessment of block and working capital, etc.</li><li>❖ Understand salient features of Agriculture Infrastructure Fund (AIF) scheme and other government initiatives for strengthening of PACS and integrating the same under PACS as MSC Scheme</li><li>❖ Formulate a strategy for maximizing the profits of their PACS</li></ul>

Methodology	Interactive lecture sessions, audio video aids, Computer aided presentations, Group discussions and field visit to successful interventions.
-------------	--

**Venue and Accommodation:** The programme is residential and will be conducted at **Madurai, Tamil Nadu**. The venue of the programme in Madurai will be communicated along with confirmation of nomination. The participants are eligible to avail accommodation in the venue **on twin sharing basis** from the **evening of 19<sup>th</sup> February 2025 till the morning of 23<sup>rd</sup> February 2025**. Concerned institutions may advise the travel plan of the nominated Officer/s.

Participants may make their travel plans so 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 on the concluding day. 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.

**Notice:** It is advised to send the nominations at the earliest. Nominations will not be accepted after the close of business on **14<sup>th</sup> February 2025**.

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

<https://forms.office.com/r/8qmH8utHMA>



**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.

### **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:**

Shri Baidya Nath Singh, FM/DGM, BIRD, Mangaluru (0824-2888509)

Dr. Sandhya Nagesh, FM/DGM, BIRD, Mangaluru (0824-2888507)

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

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

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

Bankers Institute of Rural Development, Krishna Nagar Road, Bondel, Mangaluru – 575 008; Phone (O)-(0824) 2888517, 2888516

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

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