



Programme Brochure



**In Campus Training Programme on Applied
Entrepreneurial Skills – Planning, Marketing,
Branding & Packaging for Micro Entrepreneurs**

(17 to 19 June 2026)

Venue: BIRD, Mangaluru

Website: <https://birdmangaluru.in>



Bankers Institute of Rural Development

Krishna Nagar Road, Bondel

Mangaluru – 575 008, Karnataka

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

E-mail: birdmngnomination@nabard.org

**PROGRAMME SPONSORED
BY NABARD**



In Campus Training Programme on Applied Entrepreneurial Skills – Planning, Marketing, Branding & Packaging for Micro Entrepreneurs

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Introduction:

Entrepreneurship plays a vital role in driving inclusive economic growth, particularly at the grassroots level where micro enterprises contribute significantly to employment generation and local development. In today's competitive and dynamic market environment, micro entrepreneurs must go beyond traditional practices and adopt a structured, skill-oriented approach to business development. Recognizing this need, the In-Campus Training Programme on Applied Entrepreneurial Skills – Planning, Marketing, Branding & Packaging has been designed to equip aspiring and existing micro entrepreneurs with practical knowledge and hands-on competencies.

This programme aims to bridge the gap between entrepreneurial intent and successful enterprise management by focusing on the core functional areas that determine business sustainability. Effective planning helps entrepreneurs set clear goals, allocate resources wisely, and navigate uncertainties. Marketing skills enable them to understand customer needs, position their products effectively, and access wider markets. In addition, branding and packaging play a crucial role in enhancing product appeal, building trust, and differentiating offerings in increasingly crowded marketplaces.

The training adopts a participatory and application-oriented approach, combining conceptual inputs with real-life case studies, group exercises, and practical demonstrations. Participants will gain insights into market trends, consumer behaviour, product positioning, and cost-effective packaging solutions suitable for small-scale and micro enterprises. Special emphasis is placed on locally relevant opportunities and value addition, including locally available raw materials and resources, making the learning both context-specific and immediately applicable. The participants will also be guided on contemporary aspects like social media marketing, use of digital tools, etc. Additionally the programme will also empower the participants through soft skills for effective communication / presentation, that will greatly enrich and empower the articulate ideas, inspire teams and build trust.

Overall, this programme seeks to empower micro entrepreneurs with the necessary skills, confidence, and strategic thinking required to transform their enterprises into competitive and sustainable business ventures, thereby contributing to livelihood enhancement and regional economic development.

Objectives: At the end of the programme, the participants will be able to :

- ❖ Describe the importance of micro-enterprises especially in rural areas
- ❖ Describe entrepreneurial mindset
- ❖ Describe concept of fixed v/s variable costs
- ❖ Describe block and working capital requirements
- ❖ Describe essentials of Project Report
- ❖ Describe latest technologies for micro entrepreneurs
- ❖ Describe aspects relating to product quality, pricing, packaging, etc.
- ❖ Describe bank finance and government/NABARD support for micro entrepreneurship development
- ❖ Describe legal requirements for micro enterprises

Programme Directors	Shri. Satheesan Kartha, FM /DGM Shri. E Prathap, FM /DGM
Duration	3 days (In-House) (17 to 19 June 2026) The programme will commence at 09:30 hrs on 17 June 2026 and will conclude at 17:15 hrs on 19th June 2026
Participant Profile / Target group	Personnel of NGOs, CSR agencies engaged in promotion of Micro Enterprises
Methodology	Classroom lectures, Storytelling, role play, practical exercises, games, visual charts and demonstrations

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 16th June 2026 till the evening of 19th June 2026. Participants will have to make their own travel arrangements.** No cost in this regard will be borne by BIRD.

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 **15th June 2026**.

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 nominating institutions are requested to take note of the same and avoid deputing officials with critical ailments for attending the training programme.

Nominations: You are requested to provide the details of the nominated officers using the Microsoft Form link given below or by scanning the QR code. For nominations involving multiple officers, please submit individual responses for each nominee.

<https://forms.cloud.microsoft/r/ewmhh2YcK4>



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.

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. Dharmasthala, Kukke Subramanya, Kolluru, Udupi, Karkala, Venoor and Moodabidri are other places of interest nearby.

For further enquiries, please feel free to contact:

Shri. Satheesan Kartha, FM /DGM, BIRD, Mangaluru (0824-2888505)

Shri. E Prathap, FM /DGM, BIRD, Mangaluru

Shri Karthigeyan, AM, BIRD, Mangaluru (Mobile No: 8489336421)

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

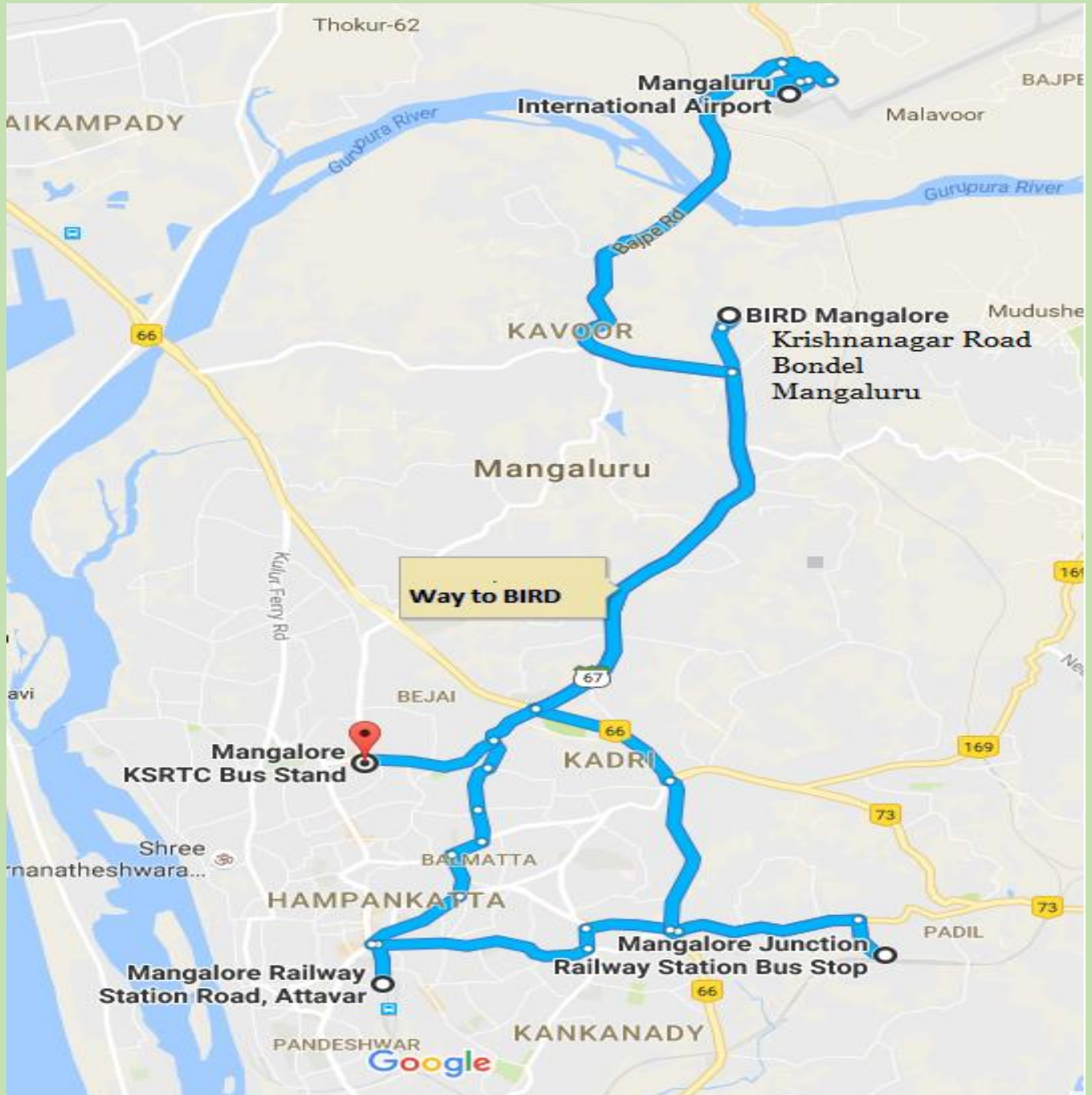
Shri. Praphul Dev D, AM, BIRD, Mangaluru (Tel. 0824-2888515)

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

E-mail: birdmngnomination@nabard.org

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

MAP: REACHING BIRD, MANGALURU



The Institute is in a 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.