



Programme Brochure

In Campus Training Programme on Write-shop for formulation of Business Development Plan for FPOs

(06 to 08 May 2024)

**Venue:
BIRD, Mangaluru**

Website :www.birdmangaluru.in



Bankers Institute of Rural Development,

Krishna Nagar Road, Bondel,

Mangaluru – 575 008 Karnataka State

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

E-mail: birdmngnomination@nabard.org

**PROGRAMME SPONSORED
BY NABARD**



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Introduction: Formation of farmer producers' collectives/organizations is an important intervention for addressing the problems of backward/forward linkage, aggregation, marketing, etc., resulting in low income to farm dependent families. Recognizing the role of FPOs, as an effective institutional mechanism, in enhancing farmers' income by taking advantage of economies of scale in enabling improved access to quality inputs, markets, efficient technologies and a range of services to farmers, the Dept. of Agriculture, Cooperation and Farmers Welfare, Govt. of India announced a new scheme in 2019-20 for promotion of 10,000 FPOs by 2023-24. As a part of capacity building and strengthening of FPOs and to enable FPOs to understand the process of preparation of business plan, NABARD - BIRD Mangaluru has introduced a training programme on formulation of Business Development Plan for FPOs.

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

- ❖ Explain the need for and importance of business planning by FPOs
- ❖ List out the steps involved in business planning
- ❖ Describe the concept of agricultural value chain
- ❖ Map all possible activities involved and delineate the agri value chain of specific agricultural produce.
- ❖ Conceptualise the business potential in their area of operation.
- ❖ Do scoping and identify potential activities for FPO's business
- ❖ Undertake feasibility analysis of the identified activities.
- ❖ State specific business objectives
- ❖ Plan the products and services that can be offered by the FPO
- ❖ Understand fund requirements for various businesses
- ❖ Formulate business plan with physical and financial aspects

Programme Director: Dr. Sandhya Nagesh, DGM/FM, BIRD, Mangaluru.

Duration: 3 days (06 to 08 May 2024) - The programme will commence at 09:30 hrs on 06 May 2024 and will conclude at 17:00 hrs on 08 May 2024.

Participant Profile / Target Group: CEOs / Accountants of FPOs, Officials of Institutions acting as CBBOs/POPIs for promoting FPOs.

Methodology: Class room lectures, Interactive sessions, Group discussions and use of computer labs

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 05th May 2024 till the evening (9.00 pm) of 08th May 2024**. **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 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.

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/VYLntg2f36>



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.

BIRD has a 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:

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

Smt. Sheela M Bhandarkar, DGM/FM, BIRD, Mangaluru (Tel: 0824-2888506)

Shri. Neela Mahender Babu, AM, BIRD, Mangaluru (Tel.0824-2888515, Mob. 9618577572)

Shri. Dhiraj Rajak, AM, BIRD, Mangaluru (Tel. 0824-2888518, Mob. 8898463639)

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

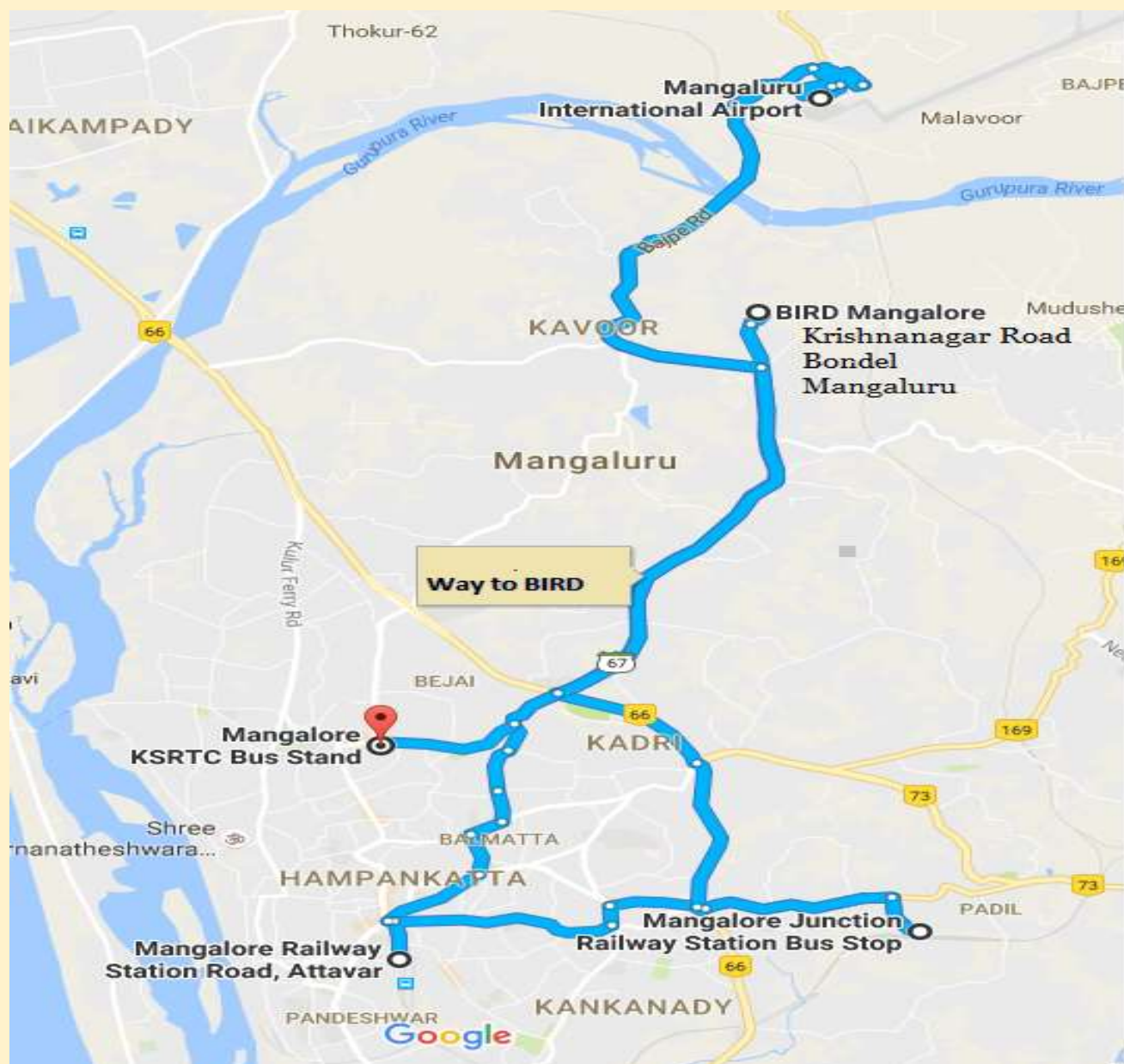
Phone (BIRD Security) - (0824) –2888537

Phone (Reception) - (0824) - 2888532

E-mail: 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.