Programme Brochure

In Campus Training Programme On – Agri Value Chain and Climate Resilient Agriculture Financing and Marketing

(04 to 06 November 2026)

Venue: BIRD, Mangaluru

Website : https://birdmangaluru.in



Bankers Institute of Rural Development
Krishna Nagar Road, Bondel
Mangaluru – 575 008, Karnataka
Phone (O) - (0824) - 2888515, 2888513, 2888523, 2888516
E-mail: birdmngnomination@nabard.org

PROGRAMME SPONSORED BY NABARD

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Introduction:

Agricultural Value Chain Mapping encompasses identifying key stakeholders, processes, and bottlenecks at all stages of bringing a product from production to market, to enhance overall efficiency and productivity. Climate Change poses significant risks to agri-value chains and underscores the urgent need to integrate climate resilience into value chain interventions to achieve poverty reduction and food security goals. Climate Resilient Agriculture involves implementing sustainable farming practices such as efficient water management, soil conservation, and crop diversification to adapt to climate change. To build value chains that are climate resilient, each actor along the value chain must assess climate risks and manage the activities that make up the value chain adaptivity.

With a view to create awareness among various stakeholders regarding value chain vulnerability and climate resilience, BIRD-Mangaluru has designed a three-day basic training programme on the subject for the benefit of Officers / Branch Managers of Banks, Government officials.

Programme Directors	Shri. Shakti P Mohapatra, FM/AGM Smt. Preeti R Thomas, FM /DGM
Duration	3 days (04 to 06 November 2026) The programme will commence at 09:30 hrs on 04th November 2026 and will conclude at 17:15 hrs on 06th November 2026.
Target group	All Banks, NGOs, FPOs CSR Wings, Trusts, Societies & Govt. Depts.
Programme Objectives:	By the end of the programme, the participants will be able to: - ❖ Explain concept of climate science, factors leading to climate change and its impact on agriculture. ❖ Explain Climate Change adaptation and mitigation measures. ❖ Explain Sustainable Development Goals (SDGs) ❖ Explain Environment, Social & Governance (ESG) ❖ Explain climate resilient agriculture, including models like hydroponics, aeroponics, etc. ❖ Explain definition of Value Chain and role of value chain players ❖ Describe mapping of value chain, market linkages and factors enabling success of linkages. ❖ Explain mapping of value chain, market linkages and factors enabling success of linkages ❖ Explain value chain financing.

	❖ Explain marketing of agricultural produce including issues like quality, pricing, branding, geographical indicators, etc. ❖ Explain different market tools including online marketing. ❖ Explain mainstreaming gender and livelihood issues with value chain
Methodology	Classroom sessions of interactive lectures supported by audio visual aids, case studies, experience sharing and group discussions

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 of accommodation in the campus from the **evening of 03rd November 2026 till the evening of 06th November 2026. Participants 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.

https://forms.cloud.microsoft/r/ugpeBDeU0e

Notice: It is advised to send the nominations at the earliest. Nominations will not be accepted after the close of business on **02nd November 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 Banks are requested to take note and avoid deputing officials with critical ailments for attending the training programme.

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 for each nominee.

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.

For further enquiries, please feel free to contact:

Shri. Shakti P Mohapatra, FM/AGM, BIRD, Mangaluru (0824-2888509)

Smt. Preeti R Thomas, FM /DGM, BIRD, Mangaluru (0824-2888503)

Shri. Praphul Dev D, AM, BIRD, Mangaluru (Tel.9141073757)

Shri. Karthigeyan, AM, BIRD, Mangaluru (Tel. 0824-2888510)

Shri. Dhiraj GPR, Mgr, BIRD, Mangaluru (Tel. 0824-2888512)

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

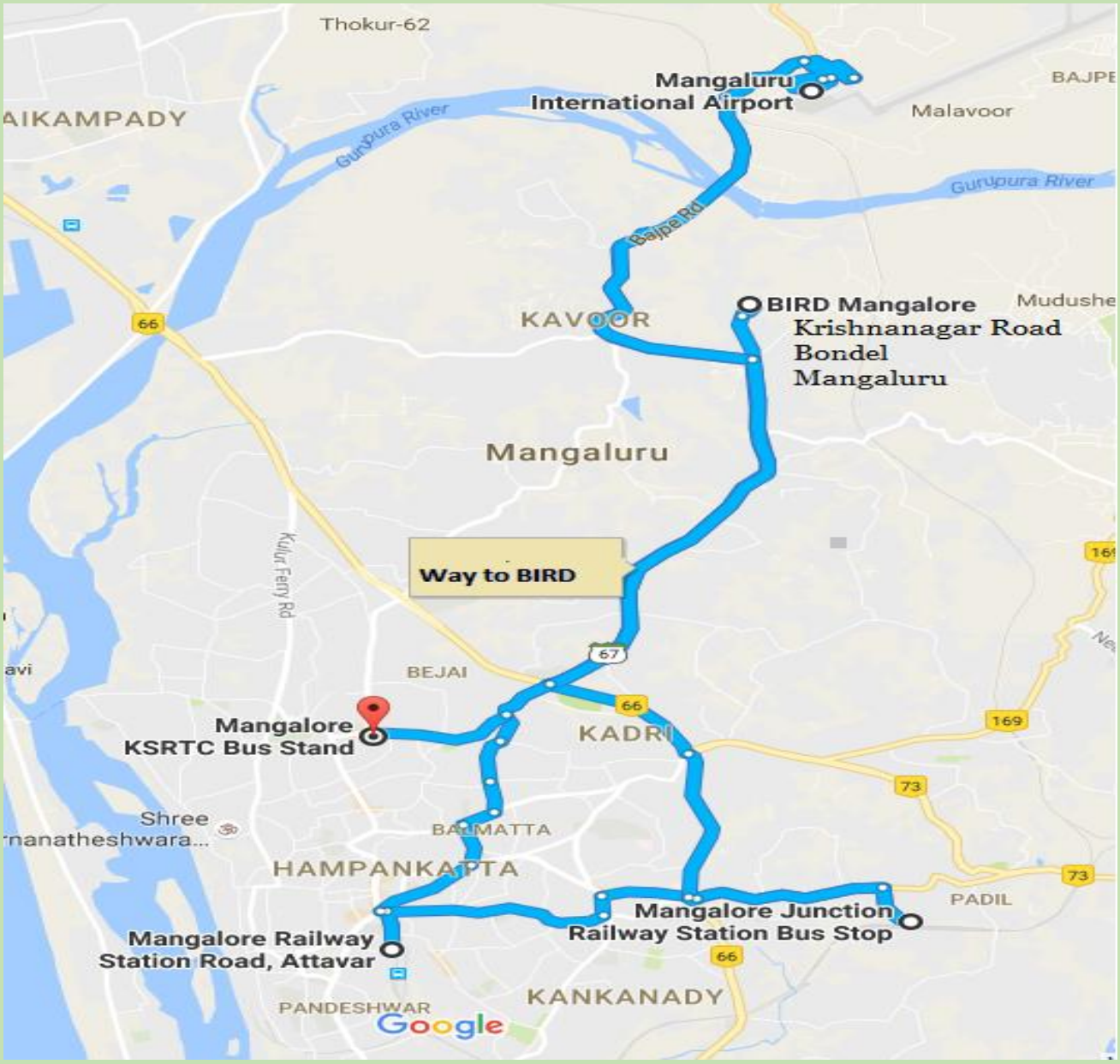
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MAP: REACHING BIRD, MANGALURU



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.