



Programme Brochure

On-Location Training Programme on 'Rural Start Up Ecosystem'

(28 to 30 November 2024)

Venue: Madurai, Tamil Nadu

Website : <https://birdmangaluru.in>



Bankers Institute of Rural Development

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PROGRAMME SPONSORED
BY NABARD



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Introduction: Startup India is a flagship initiative of the Government of India, intended to catalyze startup culture and build a strong and inclusive ecosystem for innovation and entrepreneurship in India. Ministry of Agriculture in partnership with Startup India launched the Agriculture Grand Challenge on 15th December, 2017 creating opportunity for Agri-tech start-ups with a commercially viable solution to innovative challenges in the sector.

There are around 1500 Agri-Tech startups in India across the value chain, leveraging the use of technology and innovation in business models to impact the large Agriculture sector in India. Focus areas for Agri-Tech startups include Big Data, Farming-as-a-Service (FAAS), Market Linkage Models, ERP, Fintech and IoT for Farmer. Considering the potential thereunder, we propose to conduct a three days’ programme on ‘Rural Start Up Ecosystem’ for FPOs, Resource Agencies/Promoting Institutions of FPOs, Entrepreneurs, ACABCs, VCs and Fund Managers and Financial Institutions.

Programme Directors	Smt. Sheela M Bhandarkar, DGM/Faculty Member & Shri Yogesh S L, DGM/Faculty Member
Duration	3 days (28 to 30 November 2024) The programme will commence at 09:00 hours on 28 November 2024 and will conclude at 17:00 hours on 30 November 2024
Location of Programme	Madurai (Exact venue at Madurai will be conveyed to confirmed participants).
Target group	All Banks (CBs, RRBs, Coop. Banks, SFB), Community Based Organisations, NGOs, Agri- start up promoters / Entrepreneurs / NGOs/FPOs/ Start Up Entrepreneurs
Programme Objectives:	By the end of the programme, the participants will be able to :- <ul style="list-style-type: none">❖ Explain Agri-start up eco system in India❖ Describe the scope available for start-ups in the domain of agriculture❖ Identify opportunities for FPOs and famers collectives and link them with startups for mutual benefits❖ Explain the role of Agri/Rural Business Incubation Centres (ABIC/RBIC) and avail their benefits through associating with ABIC/RBIC.❖ Explain ways/scope for raising funds – Venture funds, Angel Funds and Alternate investment avenues❖ Explain various emerging technologies where start-ups play a role get benefited.❖ Appreciate future of Indian agriculture, agri-financing and technical advances
Methodology	Interactive lecture sessions, audio visual aids, case studies, Field visit to successful interventions, Computer aided presentations and Group Discussions.

Venue and Accommodation:

The programme is residential and will be conducted at **Madurai, Tamil Nadu**. **The exact venue at Madurai will be conveyed to confirmed participants**. The participants will be provided accommodation **on twin sharing basis** from the **evening of 27 November 2024 till the evening of 30 November 2024**. Concerned institutions may advise their nominated Officer/s to draw their travel plan accordingly, so as to reach the venue well in advance.

The participants shall report before the commencement of the programme on the first day and shall 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, shall be borne by the respective participants.

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.

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/MJ8tar1PaL>



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.

About MABIF

Madurai Agribusiness Incubation Forum (MABIF) is a collaborative initiative of NABARD & TNAU aimed at promoting Agribusiness in Southern Tamil Nadu. MABIF seeks to transform rural areas by creating administrative units with a 75 km radius, focused on agribusiness development. For more about MABIF, please watch the video <https://www.youtube.com/watch?v=CjyXbCWh6w&t=54s>

For further enquiries, please feel free to contact:

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