



Programme Brochure

On-Location Training Programme on Climate Resilient Agriculture, Agricultural Value Chain mapping and marketing with focus on Millets

(23 to 25 September 2024)

Venue: Hyderabad

Website : <https://birdmangaluru.in>



Bankers Institute of Rural Development

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**PROGRAMME SPONSORED
BY NABARD**

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Introduction:

Climate Resilient Agriculture involves implementing sustainable farming practices such as efficient water management, soil conservation, and crop diversification to adapt to climate change. Agricultural Value Chain Mapping is crucial for identifying key stakeholders, processes, and bottlenecks from production to market, enhancing overall efficiency and productivity. Focusing on millets, which are both nutritious and climate-resilient, marketing strategies include thorough market analysis, effective branding, and targeted promotional campaigns. These efforts aim to raise consumer awareness about the benefits of millets, thereby increasing demand and supporting farmers. By integrating climate resilience into value chain analysis and marketing, this approach ensures a sustainable, adaptive, and market-oriented agricultural system that can better withstand environmental challenges while promoting the consumption of healthy, eco-friendly crops like millets.

Programme Directors	Dr. Sandhya Nagesh, FM/DGM Smt. Swati Bhallamudi, FM/DGM
Duration	3 days (23 to 25 September 2024) The programme will commence at 09:30 hrs on 23 September 2024 and will conclude at 17:15 hrs on 25 September 2024
Target group	NGOs/FPOs/CSR wings/Trusts/Societies & Govt. Departments
Programme Objectives:	By the end of the programme, the participants will be able to :- <ul style="list-style-type: none">❖ Explain concept of climate science, factors leading to climate change and its impact on agriculture.❖ Explain Climate Change adaptation and mitigation measures.❖ Explain definition of Value Chain and role of value chain players❖ Explain differences between supply chain and value chain.❖ Explain mapping of value chain, market linkages and factors enabling success of linkages❖ Explain standards and certifications in agricultural commodities.❖ Explain potential available for millet value chain and government support.❖ Explain marketing of agricultural produce including issues like quality, pricing, branding, geographical indicators, etc.❖ Explain mainstreaming gender and livelihood issues with value chain

Methodology	Interactive lecture sessions, audio video aids, Computer aided presentations, Group discussions and field visit to successful interventions.
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Venue and Accommodation: The programme is residential and will be conducted at **Hyderabad, Telangana**. The venue of the programme in **Hyderabad** 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 22 September 2024 till the evening of 25 September 2024**. 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 **19 September 2024, Thursday**.

Participants may kindly follow appropriate COVID-19 protocol as advised by Government of India and respective State Governments.

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/qbfizpf6WG>

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



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.

For further enquiries, please feel free to contact:

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