



## Programme Brochure

### On-Location Training Programme on Off-Farm Producer Organisations



**(26 to 28 September 2024)**

**Venue: Bhuj, Gujarat**

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



### **Bankers Institute of Rural Development**

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**PROGRAMME SPONSORED  
BY NABARD**



# On-Location Training Programme on Off-Farm Producer Organisations

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**Introduction:** NABARD has been supporting the formation and nurturing of Off Farm Producer Organizations (OFPOs) since 2016, with the policy for supporting OFPOs in existing clusters. Most of the OFPOs have come-up in the traditional MSME clusters. They also help in preserving the rich heritage of the country through their crafts. The OFPOs have proved to be an important tool to aggregate the artisans, weavers and other rural producers living in small clusters, for aggregation of their produce, expand their market reach and improve their income levels.

OFPOs can play a major role in providing gainful, productive, sustainable and inclusive employment opportunities to large rural populace. Promotion of OFPOs will enable participatory institution development, access to technology, credit and market linkages, provide opportunities for enhanced income, productivity and income generation. Considering the need to expand the available skill sets and capacity building of those involved in off-farm related areas or intend to support such activities, a training programme on Off-Farm Producer Organization is designed and being conducted by BIRD Mangaluru.

The programme is proposed through on-location training mode at Bhuj (Kachchh district), Gujarat-covering exposure visit to existing OFPOs.

Programme Directors	Shri Baidya Nath Singh, DGM/Faculty Member & Shri Shakti P Mohapatra, AGM/Faculty Member
Duration	<b>3 days (26 to 28 September 2024)</b> The programme will commence at 09:30 hrs on 26 September 2024 and will conclude at 17:15 hrs on 28 September 2024
Location of Programme	<b>Bhuj (Kachchh District), Gujarat</b>
Target group	Officers of Banks / NBFCs/Primary /Apex Handloom Weavers Society/NGOs functioning as POPIs and RSAs/Potential POPIs/ CEOs/BoDs of OFPOs
Programme Objectives:	By the end of the programme, the participants will be able to :- <ul style="list-style-type: none"><li>❖ Describe concept of Producers Organizations</li><li>❖ Narrate the importance of the off-farm sector, its contribution to the economy, challenges and opportunities for forming Producer Organizations (POs)</li><li>❖ Explain the legal framework for POs</li><li>❖ List out the formalities relating to formation and registration</li><li>❖ List the Survey techniques, data collection methods for business planning etc. during the formation and nurturing of OFPOs</li><li>❖ Describe the concept of Value Chain, Forward &amp; Backward Linkages, various marketing strategies &amp; e-commerce</li><li>❖ Describe the role of OFPOs in agro processing and value addition for agricultural produce</li></ul>

	<ul style="list-style-type: none"> <li>❖ Understand the concept of Social Stock Exchange and framework for SSE</li> <li>❖ Describe the opportunities and support available from NABARD/GoI to Off Farm Sector</li> <li>❖ Procedure for onboarding to e-commerce website like ONDC, Amazon, Flipkart etc.</li> </ul>
Methodology	Interactive lecture sessions, audio video aids, case studies, Computer aided presentations, Group discussions and field visit to successful interventions.

**Venue and Accommodation:** The programme is residential and will be conducted at **Bhuj, Gujarat**. The venue of the programme in Bhuj 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 25 September 2024 till the evening of 28 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.

***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.

**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.**

<https://forms.office.com/r/4dB3xxeh2E>



**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.

### **How to reach Bhuj**

#### **(i) By Air**

The Bhuj Airport, also known as the Rudra Mata Airport is the city's own airport. This domestic airport is situated about 5.5 to 9 km from the Bhuj city centre and can be covered by a 15 to 20-minute drive. The Bhuj Railway Station is just about 4 km from the city and can be reached through a 15-minute taxi ride.

#### **(ii) Train**

The Bhuj Railways Station hosts a couple of regular trains from various cities such as Ahmedabad, Vadodara, Bangalore, Bandra, Andheri, Madurai, Banjar, Adilabad, and Kharagpur.

Some of the prominent transit lines include the Jaipur Express, Bhuj BRC Express, JP BDTS Special, Kutch Express, Bareilly Express, Bhuj Dadar Express and the Ala Hazrat Express. Although most of these connecting trains, there are direct trains available between Bhuj and Ahmedabad

#### **(iii) Bus**

There are a few options of buses such as Luxury, Volvo and AC or non AC buses to Bhuj. Some of the convenient starting points for a bus trip to Bhuj are Ahmedabad, Bhachau, Adipur, Anjar and



Gandhidham. The drop locations in Bhuj include VD High School, RTO Circle, Mirzapur, Umanagar, ST Bus Stand and Vardhaman Nagar

**For further enquiries, please feel free to contact:**

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