



Programme Brochure



In Campus Training Programme on Off-Farm Sector Initiatives

(06 to 08 August 2025)

Venue: BIRD, Mangaluru

Website : <https://birdmangaluru.in>



Bankers Institute of Rural Development

Krishna Nagar Road, Behind Govt. Women's Polytechnic, Bondel

Mangaluru – 575 008 KARNATAKA STATE

Phone (O) - (0824) - 2888513, 2888515, 2888523, 2888516

E-mail: birdmngnomination@nabard.org

**PROGRAMME SPONSORED
BY NABARD**



In Campus Training Programme on Off-Farm Sector Initiatives

(06 to 08 August 2025)

Introduction:

The non-farm sector assumes significance in the context of the pressing need for reducing rural India's dependence on agriculture income by encouraging alternate livelihood options. Development of this sector also helps in mitigating the migration of small and marginal farmers and agricultural labour to urban areas in search of livelihood opportunities in the other sectors.

MSMEs have consistently driven the nation's growth, providing employment to millions and fostering inclusive development. As India strives to position itself as a global economic powerhouse, the MSME sector undoubtedly plays a central role, fostering innovation, generating employment, and enhancing export competitiveness. The Government of India has implemented a robust array of initiatives aimed at bolstering the MSME sector, recognizing its pivotal role in the economy. These efforts range from financial support and procurement policies to capacity building and market integration. Key initiatives include the Udyam Registration Portal, PM Vishwakarma scheme, PMEGP, SFURTI, provision of credit guarantee and the Public Procurement Policy for MSEs, all aimed at fostering entrepreneurship, enhancing employment, providing access to credit and integrating informal sectors into the formal economy. To help businesses expand and improve efficiency, the investment and turnover limits for MSME classification have been raised with effect from 01 April 2025

NABARD also has always aligned itself with the emerging areas and designed several promotional schemes for the development of the non-farm and MSME sector. The focus has been on the programmes that enable development of skills, promote avenues for marketing, foster collectives of producers, GI promotion and encouraging development of the service sector to create sustainable livelihoods in the rural areas. In this direction, NABARD has been committed to foster enhanced income of people dependent on the small, cottage and village industries, handloom, handicrafts and other rural crafts.

Considering the importance of the sector and need to expand the available skill sets and capacity building of those involved in off-farm related areas, a training programme on Off-Farm Sector Initiatives is designed and being conducted by BIRD Mangaluru.

Programme Director	Smt. M S Suvarna, AGM/Faculty Member & Smt. Swati Bhallamudi, DGM/Faculty Member
Duration	3 days (06 to 08 August 2025) The programme will commence at 09:30 hrs on 06 th August 2025 and will conclude at 17:15 hrs on 08 th August 2025
Target group	Officers of All Banks, MSMEs, OFPOs, POPIs
Location of Programme	BIRD Campus, Krishna Nagar Road, Behind Women's Polytechnic, Bondel, Mangaluru-575008
Programme Objectives:	By the end of the programme, the participants will be able to:-

	<ul style="list-style-type: none"> ❖ Narrate the importance of the off-farm sector, its contribution to the economy, challenges and opportunities for forming Producer Organizations (POs) ❖ Describe the importance of MSME sector in the Indian economy, role of the government for development of MSME sector, schemes available for MSMEs ❖ Understand the Concept of Social Stock Exchange and the framework for SSE ❖ Describe the opportunities and support available from NABARD and GoI for the Off Farm Sector/ MSME ❖ Understand the importance of marketing and branding and new channels of offline and online marketing
Methodology	Classroom lectures, Interactive sessions, Group discussion and field visit .

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 August 2025 till the evening of 08th August 2025. 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 in such a manner 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 (5.30 PM) on the concluding day.**

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.

<https://forms.office.com/r/XEFPZddAfK>



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 benefitted through programmes conducted by the Institute. The Institute is also involved in conducting International Programmes.

For further enquiries, please feel free to contact:

Smt. M S Suvarna, AGM/Faculty Member, BIRD, Mangaluru (0824-2888507)

Smt. Swati Bhallamudi, DGM/Faculty Member, BIRD, Mangaluru (0824-2888508)

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

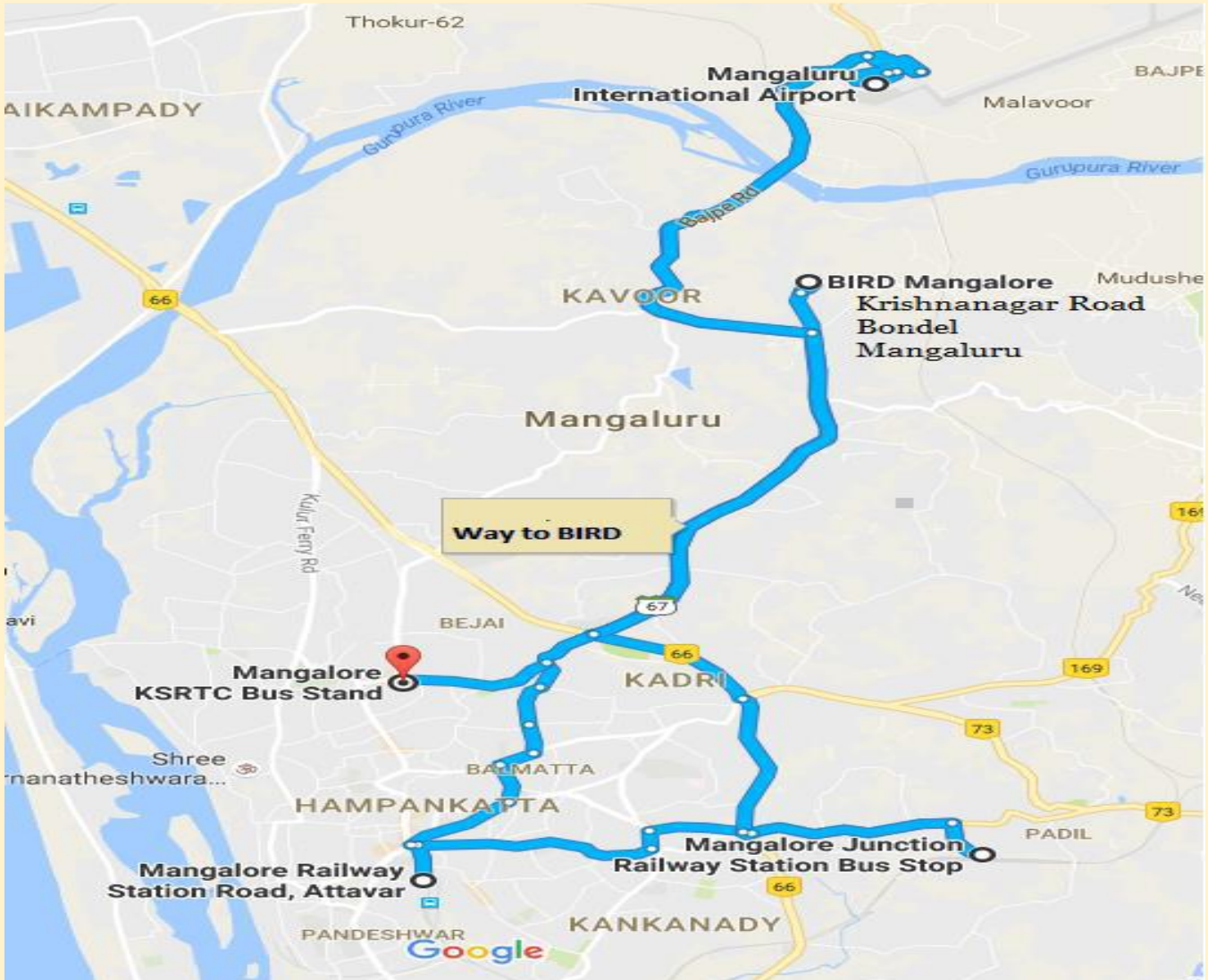
Shri Karthigeyan, AM, BIRD, Mangaluru (Tel. 0824-2888520,)

Shri Dhiraj GPR, AM, BIRD, Mangaluru (Tel. 0824-2888518,)

Bankers Institute of Rural Development, Krishna Nagar Road, Behind Govt. Women's Polytechnic, Mangaluru – 575 008; Phone (O)-(0824) 2888517, 2888516

E-mail : birdmngnomination@nabard.org

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



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.