



Programme Brochure

In Campus Training Programme on Basic Business Management for Micro Entrepreneurs

(23 – 25 July 2025)

Venue:
BIRD, Mangaluru

Website : www.birdmangaluru.in



Bankers Institute of Rural Development,

Krishna Nagar Road, Behind Govt. Womens Polytechnic, Bondel,

Mangaluru – 575 008 KARNATAKA STATE

Phone (O) - (0824) – 2888507, 2888506, 2888517, 2888516.

E-mail: birdmngnomination@nabard.org

PROGRAMME SPONSORED
BY NABARD



In Campus Training Programme on Basic Business Management for Micro Entrepreneurs

(23 – 25 July 2025)

Introduction: Banks have been promoting and financing Self Help Groups (SHGs) and it has helped SHG members to meet their financial requirements. The ultimate aim of SHG movement has been to promote small business enterprises by the SHG members. The underlying belief is that SHG members have got tremendous entrepreneurial abilities and by unleashing this capability, small enterprises may come up in manufacturing various small value products and providing all kinds of services to meet the emerging requirements of the economy. These small businesses create job opportunities in the backward and under-developed areas, encouraging development in those regions and contributing to overall national development. This would result in creating of employment and self-sufficiency in rural areas and enable achieve the goal of Atma Nirbhar Bharat and Make in India Mission, a grand success.

Establishment of small enterprises requires honing the entrepreneurial skills, assessment of market conditions and enabling their risk taking ability. Further, the block capital and working capital requirements of micro businesses are not huge, but timely and adequate credit is very important for their success. Therefore, providing bank credit plays a major role in success of micro enterprises.

Keeping the above in mind, BIRD, Mangaluru has designed a 3 days' training programme covering various aspects of financing micro enterprises both from the perspective of entrepreneurs as well as from the bankers' point of view.

Objectives: By the end of the Programme, the participant will be able to:

- ❖ Explain the importance of micro-enterprises especially in rural areas
- ❖ Explain the techniques for assessment of block capital and working capital
- ❖ Explain the documentation requirements
- ❖ Describe strategies for recovery management
- ❖ Explain the features of CGTMSE Scheme
- ❖ Explain the role of banks in supporting micro-enterprises

Programme Director: Shri. K Satheesan, DGM/FM, BIRD, Mangaluru.

Duration: 3 days (23 to 25 July 2025) - The programme will commence at 09:30 hrs on 23 July 2025 and will conclude at 17:15 hrs on 25 July 2025.

Participant Profile / Target Group: Officers of Banks, Senior level Personnel of NGOs, CSR agencies engaged in promotion of Micro Enterprises

Methodology: Interactive lecture sessions, audio video aids, Computer aided presentations, Group discussions and field visits.

Fee & Mode of Payment: The programme is sponsored by NABARD, hence **no participation fee** is collected towards boarding, lodging and to impart training. Banks /

Institutions forwarding the nominations have to bear “to and fro” travelling cost of their participants attending the programme.

Venue and Accommodation: The programme is residential and will be conducted at BIRD Campus, Krishna Nagar Road, Behind Women’s’ Polytechnic, Bondel, Mangaluru-575008. Participants are eligible to avail accommodation in the campus from the **evening of 22nd July 2025 till the evening of 25th July 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 (5.15 PM) on the concluding day.**

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.

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

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.**

CONFIRMATIONS WILL BE SENT BY E-MAIL ONLY. Nominating institution is requested to furnish **primary as well as alternate email addresses** to avoid loss of communication during transmission.

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/eF1VkWZuqh>



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 42 years, nearly 71,000 officers of various client institutions have benefitted 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 single occupancy, self-contained air conditioned rooms.

About Mangaluru

Mangaluru is one of the most important tourist destinations in India with its scenic natural beauty. The place is dotted with coconut trees, areca palms, hills and streams. The city is enshrined in ancient temples and beautiful and pristine beaches. Mangaladevi temple, Kadri Manjunatha temple, Kateel Durga Parameshwari temple, St. Aloysius Chapel, Rosario Cathedral, Jama Masjid are the important pilgrimage sights in Mangaluru. It also boasts of an array of clean, serene and tranquil beaches, besides delicious seafood and Udupi-style dishes. Dharmsthala, Kukke Subramanya, Kolluru, Udupi, Karkala, Venoor and Moodabidri are other places of interest nearby.

For further enquiries, please feel free to contact:

Shri. K Satheesan, DGM/FM, BIRD, Mangaluru (Tel: 0824-2888505)

Smt Malini S Suvarna, AGM/FM, BIRD, Mangaluru (Tel: 0824-2888507)

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

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

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

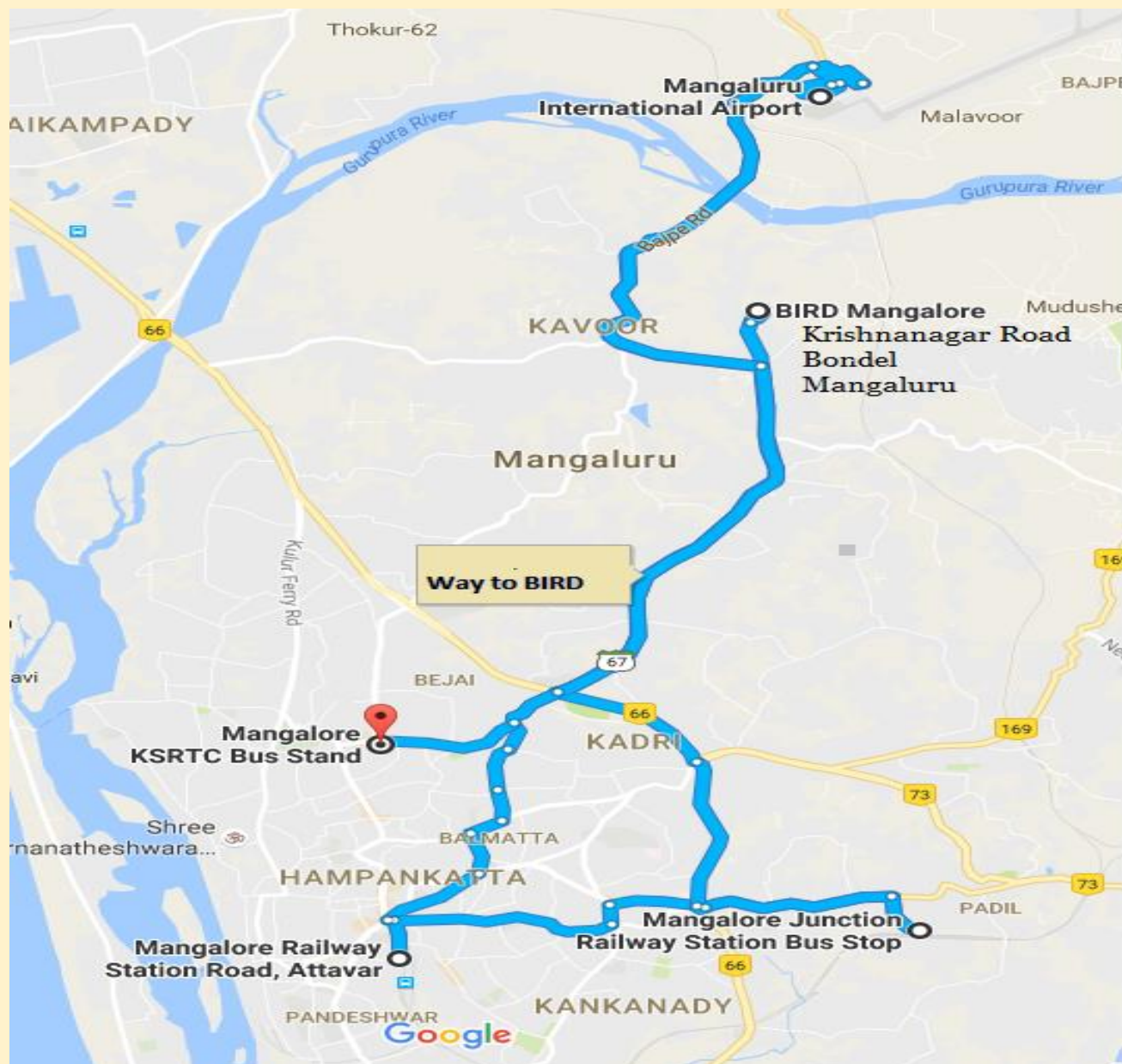
Bankers Institute of Rural Development, Krishna Nagar Road, Behind Govt. Women's Polytechnic, Bondel, Mangaluru – 575 008.

Phone (BIRD Security) - (0824) –2888537

Phone (Reception) - (0824) - 2888532

E-mail: birdmngnomination@nabard.org

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

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.