



Programme Brochure

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

(24 to 26 July 2025)



Venue: Hotel Germanus, Madurai, Tamil Nadu

Website : <https://birdmangaluru.in>



Bankers Institute of Rural Development

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**PROGRAMME SPONSORED
BY NABARD**



On-Location Training Programme on ‘Rural Start Up Ecosystem’ (24 to 26 July 2025)

Introduction: Startups are a beacon for rural India, not only providing innovative solutions to problems but also creating employment and livelihood opportunities. Rural start-ups range from agri-tech and e-commerce platforms to healthcare and education services, specifically catering to the demand of rural communities. The rural agri-start up ecosystem, fueled by Government initiatives, acts as a catalyst in building a strong and inclusive platform for innovation and entrepreneurship.

There are over 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, BIRD, Mangaluru is conducting a three days’ training programme on ‘Rural Start Up Ecosystem’ for Banks, NGOs, Resource Agencies/Promoting Institutions of FPOs, Entrepreneurs, Agri Rural Start-ups, ACABCs, VCs and Fund Managers.

Programme Directors	Smt Swati Bhallamudi, DGM/Faculty Member Smt. Sheela M Bhandarkar, DGM/Faculty Member
Duration	3 days (24 to 26 July 2025) The programme will commence at 09:00 hours on 24 July 2025 and will conclude at 17:00 hours on 26 July 2025
Location of Programme	Hotel Germanus, Madurai, Tamil Nadu
Target group	All Banks/ NGOs/FPOs/ Entrepreneurs/ Start-ups/ OFPOs/ Agri Rural Start-ups/ Incubatees/ Incubation Centres /Supporting Institutions such as Agricultural Universities
Programme Objectives:	By the end of the programme, the participants will be able to :- <ul style="list-style-type: none">❖ Explain Start-up Ecosystem in India❖ Know about support available for start-ups from Govt. of India/ NABARD/Banks❖ Describe the scope available for start-ups in the domain of agriculture and rural development❖ 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, Alternate investment avenues, Blended capital support, Acceleration Fund of GoI❖ Appreciate future of Indian agriculture, agri-financing and technical advances

Methodology	Interactive lecture sessions, audio visual aids, field visit to successful interventions, Computer aided presentations and Group Discussions.
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Venue and Accommodation:

The programme is residential and will be conducted at **Hotel Germanus Madurai, Tamil Nadu**. The participants will be provided accommodation **on twin sharing basis** from the **evening of 23 July 2025(06.00 pm) till the evening of 26 July 2025 (09.00 pm)**. 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/EvgqrYYSmb>



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 Germanus Hotels, 28, Bypass Road, Opposite Big Bazaar, Kalavasal, Madurai, Tamil Nadu, India – 625010

Madurai

A. By Road

Madurai District is well connected with the National Highways NH 7, NH 45B, NH 208 and NH 49 passing through Madurai. The state highways passing through the city are SH-33, SH-72, SH-72A, SH-73 and SH-73A which connect various parts of Madurai district.

B. By Rail

Madurai Junction is the major railway station serving the District. Being the headquarters of the Madurai division of the Southern Railway, there are direct trains connecting Madurai with other major cities and towns across India including New Delhi, Mumbai, Calcutta and Chennai.

C. By Air

Madurai Airport was established in 1957 and is located at Avaniyapuram, about 12 kilometres (7.5 mi) from the city. It offers domestic flights to some cities in India. The airport was declared a customs airport in 2012 allowing limited number of international flights and international services to Colombo, Dubai and Singapore. The carriers operating from the airport are Air India, Air India Express, Jet Airways, SpiceJet, Indigo and Srilankan Airlines.

For further enquiries, please feel free to contact:

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