



## **BANKERS INSTITUTE OF RURAL DEVELOPMENT**

(A Society Registered under Societies Registration Act, 1860 and promoted by National Bank for Agriculture and Rural Development), Sect-H, LDA, Kanpur Road, Lucknow- 226012, UP, India, Fax-0522-2421176, 2421006 e-mail: [bird@sancharnet.in](mailto:bird@sancharnet.in), <http://www.birdindia.com>

BIRD/LKO/ /2011-12  
14 November 2011

Dear Sir

### **Exposure visit to the Netherlands on High Tech Agriculture, Floriculture, Agro-processing, Dairying and Philanthropic funding (25 Feb to 05 March 2012)**

The varied agro-climatic regions of our country make available to us unique opportunities to produce a large spectrum of diverse agricultural commodities in abundance. However, in large areas agricultural production activities are being carried out using traditional methods/practices. Adoption of modern techniques would lead to quantum jump in agricultural production. Empowerment of our agriculturists / farmers through innovations, technology infusion, value addition and processing will also have direct bearing on making our agriculture more competitive by bringing in quality and cost efficiency.

The opening up of the world markets under the WTO regime has created immense business opportunities especially in the field of agricultural exports. Learning from the experience and development strategy of successful countries will not only be helpful in achieving the targeted 4% growth rate in agriculture but also in increasing the acceptability and demand of our agricultural products in the international markets. Agriculture needs to be supported by establishing small units that add value to the produce and thereby make agriculture more remunerative to producers.

In view of the above and the fast changing scenarios in the economies across the globe, particularly in the banking sector & and to harness the increasing opportunities offered to Indian entrepreneurs in the field of Horticulture, agro-processing and dairy, etc., the **Bankers Institute of Rural Development (BIRD)** is organizing a Training cum Exposure visit to the Netherlands on High Tech Agriculture, Floriculture, Agro-processing, Dairying and Philanthropic funding. The programme will provide an opportunity to the participants to gain exposure to the modern production, processing and marketing technologies in agri-business and the methods adopted by banks for financing these activities and also on philanthropic funding to civil society organizations. Philanthropic foundations based in developed countries have made important contributions to development, particularly in agriculture, family planning and infectious diseases control in the developing countries. The donor agencies have also evolved innovative approaches to building democratic life in developing countries. The proposed exposure visit to Netherlands will provide an opportunity to civil society organizations from India for information exchange with official aid agencies and develops a long term relationship between them.

The visit of the team is also significant in the context of the great opportunities for agro-processing and agri-business in India and the possibilities that exist to develop sustainable business relations between India and countries like the Netherlands. The proposed study tour should inspire innovative business modules relevant to the contemporary knowledge base as well as progressive commercial & technology inputs. The Netherlands is renowned in the areas of Horticulture, Floriculture and Dairy the world over, with innovative business modules, cutting edge technology and successful business and cooperative

modules & export. Addressing needs of the local markets and supporting it with exports / imports, form the back bone of their successful trade.

**The exposure visit proposes to undertake study on the following aspects:**

- Cultivation, processing and marketing of horticultural crops –value addition.
- International trade practices in Flower markets (visit of Aalsmeer flower Auction, the world largest flower auction centre) and high tech floriculture cultivation practices.
- Visit to producer and importer of flowers and vegetables including packaging facilities
- Visit to Dairy farms, dairy processing and other agri-processing units
- Visit to Donor agencies engaged in Philanthropic funding to civil Society Institutions
- Visit to Triodos, the world’s leading sustainable bank and/ or other banks



## The Schedule

Commencement of the programme	- 25 February 2012 (Saturday) at BIRD, Lucknow
Leave Lucknow for Delhi	- 25 February 2012 (Saturday) at 18.00 HRS
Leave for Amsterdam via Vienna	- 26 February 2012 (Sunday) at 0200 HRS from Delhi
Reach Amsterdam	- 26 February 2012 (Sunday) at 10.00 HRS
Visit in Netherlands	- 26 February 2012 (Sunday) to 03 March (Sat) 2012
Leave Amsterdam	- 04 March 2012 (Sunday) at 10.25 HRS
Reach Delhi via Vienna	- 05 March 2012 (Mon) at 00.50 HRS at Delhi
Conclusion of programme	- 05 March 2012 at 00.50 HRS at Delhi Airport

The Participants will report on 25 February 2012 in the forenoon at BIRD, Lucknow. The above programme has been chalked out in consultation with the host agency in Netherlands and one travel agent in Lucknow. The attempt will be made to follow the above mentioned schedule to the extent possible. However, there may be some last moment adjustments in departure and arrival from/to Delhi to/ from Amsterdam depending upon the availability of tickets in the flights proposed in the programme which may also affect the length of total stay in the Netherlands. The participants will have to make their own arrangements to reach BIRD, Lucknow on 25 February 2012 and back to their place after conclusion of programme at New Delhi (at 00.50 HRS on 05 March 2012).

## Participants

The programme would be highly useful for senior and middle level executives of the Central Bank of country, public and private sector commercial banks, financial institutions, RRBs, Cooperative Banks, Government Institutions/ Departments, Microfinance Institutions, NGOs, Individuals/Progressive farmers.

## Programme fee

The programme fee is Rs 2,70,000 (Rupees Two Lakh Seventy Thousand Only). It includes the cost of training and exposure visit along with lodging and boarding (i.e. Breakfast, Working Lunch and Dinner only) in Netherlands, all transfers (from Lucknow to Amsterdam & Amsterdam to Delhi), airfare (Lucknow-Delhi-Vienna-Amsterdam-Vienna-Delhi). The fee **DOES NOT** include the Visa Charges and dinner on the last day in Netherlands (03 March 2012). The Demand draft favouring 'Bankers Institute of Rural Development' payable at Lucknow should be sent to us alongwith the nomination form. The participants will be required to submit their Visa application through R.J. Trade Wings, Lucknow as per details given on the next page. However, they will be required to make personal appearance to the Netherlands Embassy for getting the Visa.

## Last Date for Receiving Nomination

Last date for receiving nomination at BIRD along with xerox copy passport (attested) and duly completed nomination form alongwith Programme Fee of Rs. 2,70,000/- is **31 December 2011**. Nominations would be accepted up to 15 January 2012, along with extra charges of Rs 27,000/- towards meeting the increased airfare, compensation to the host agency in Netherlands, etc. However, confirmation to the agency nominating participants after 31 Dec 2011 would be made after ascertaining the availability of tickets and clearance from the host agency.

You are requested to send nomination forms in the enclosed form (photocopies may be used) as early as possible to enable us to make the necessary arrangements in time.

## Visa Requirements

As advised by our travel agent, the visa requirements are as under:

- \* Passport having minimum validity of 9 months.
- \* Visa form (to be download through [www.vfs-nl-in.com](http://www.vfs-nl-in.com)) with copy of check list
- \* Invitation letter in Host' letter head (to be provided by BIRD, Lucknow)
- \* Letter from employer (with name designation) stating current Designation, period of employment and current salary statement indicating break up of gross salary.
- \* Hotel confirmation (To be communicated by Host Agency)
- \* Ticket (Xerox Copy/ e-mail to be sent by our travel agent)
- \* Medical Insurance
- \* Bank statement last 6 months signed by bank Manager (no copy of passbook)
- \* Income tax return last 3 years
- \* Visa Fees Rs 5800/- approx + Service charge 900/- (please re-confirm from our travel agent)

On behalf of BIRD, R.J. Trade Wings, Lucknow arranges visa and other overseas travel formalities like mediclaim insurance policy, etc. It is advised that participants should route their visa application through RJ Trade Wings > They may approach Shri S.Banerjee, Manager, R J Trade Wings Pvt Ltd, 110 , Shalimar Square, ( First Floor ), B N Road, Lalbagh, Lucknow, 226001, Tel / Fax: 0522 4042985, Mob: 9335911433. Filled in Visa form (to be printed back to back) in capital letters only (information provided in visa form, including spellings, should be exactly as appearing in the passport), Original bank authenticated statement of personal account for the last six months, last 3 years' Income tax return's copy, ECNR stamping on passport, 3 photographs (35mm x 45 mm strictly in white background and without border), letter from the employer alongwith Visa Fee may be sent to Mr. Banerjee as soon as possible. For other details of Visa formalities, participants are requested to visit [www.vfs-nl-in.com](http://www.vfs-nl-in.com) and also contact Mr. Banerjee.

Should you need any clarification, please contact the programme Co-ordinator, Dr. Gyanendra Mani, Faculty Member at 0522-2421182 (O), 09451897073 (M) or Academic Section of BIRD at 0522-2421187 / 2421154.

### About BIRD:

Bankers Institute of Rural Development (BIRD) established in 1983 by National Bank for Agriculture and Rural Development (NABARD), is a premier training, research and consulting organization in India in the field of agriculture, rural development, microfinance and development banking. The Institute conducts region-focused, issue-specific and research-based training courses and seminars, as well as feasibility, diagnostic studies, exposure visits etc. It has undertaken consultancy assignments for many international bodies like South Asian Association for Regional Co-operation (SAARC), International Fund for Agriculture Development (IFAD), World Bank, United Nations Development Programme (UNDP), Department for International Development (DFID), ILO etc., besides Planning Commission of India. It has been regularly conducting training programmes on microfinance and rural development for Banks, Government Departments/Corporations, Development Organizations and NGOs. BIRD has also been regularly conducting National level seminars/workshops/consultation-meets on microfinance.

**Yours faithfully**

**Dr. Gyanendra Mani**  
**Faculty Member & Programme Coordinator**

**NOMINATION FORM**

**Exposure visit to the Netherlands on High Tech Agriculture,  
Floriculture, Agro-processing, Dairying and Philanthropic funding**

**(25 Feb to 05 March 2012)**

\*Full Name (Capital Letters) .....

Educational / Professional Qualifications .....

Employer & Office Address-----  
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Present designation:.....

Address for correspondence-----  
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Telephone No: Office..... Residence..... Mobile.....

Office Fax No..... e-mail .....

Nationality .....

Date of birth – Date   Month   Year

Sex: Male  Female

Passport Details: Passport No:.....

Place of issue:.....Date of Issue.....

Valid up to:.....

Whether the passport has ECNR endorsement: Yes  No

Recent Passport size (35 mm x 45 mm colour photo on mat paper)

Participant's Signatures

Signature/seal of Head of Sponsoring Organization or Head of Dept.

Particulars of Course fee:

Demand Draft No. ....

Date..... Amount Rs.....

Name of the Issuing Bank/Branch.....

The duly signed Nomination Form must reach to us by 31 Dec 2011 (with extra charges 15 January 2012). Please e-mail your nomination form to [bird@sancharnet.in](mailto:bird@sancharnet.in) and [gyanendramani@yahoo.co.in](mailto:gyanendramani@yahoo.co.in) (please mail to both the addresses) for advance information to us.

\*Strictly as appears in the Passport.