



asci
Leadership through Learning

ADMINISTRATIVE STAFF COLLEGE OF INDIA

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Ms. Srilekha Ravvarapu

Programme Director

August 9, 2019

Programme on

“Dynamics of Lending Agriculture & Allied Businesses”

November 18-22, 2019

Dear Sir/ Madam,

Administrative Staff College of India (ASCI) is glad to bring to your notice that a customized five (5) day training programme on “Dynamics of lending agriculture and allied businesses for bankers” is scheduled to be held at one of its residential campuses in Hyderabad between November 18, 2019 and November 22, 2019.

As can be agreed, “Agribusiness” has emerged as one of promising segments in lending and offers enormous potential for Bankers to partake. Being the face of the organizations in rural areas, the branch managers play a greater role in marketing your products, gaining customer connect, processing of advances and undertaking recovery. Such a multidisciplinary role mandates that these officers undergo a systematic, well planned and periodical capacity building programs on the sector’s performance on a whole along with various managerial aspects of handling agricultural and rural advances. Similarly, the Specialist officers in Agribusiness need to be abreast of the sector’s developments, helping them align their thoughts to the recent trends and accordingly strategize new product development.

It is with this thought that ASCI has designed a tailor-made five(5) day training programme on “Dynamics of lending agriculture and allied businesses for Bankers”, targeted at Branch/ Senior Branch/ Specialist officers with 5- 12 years of experience.

Enclosed is the programme brochure providing a comprehensive overview on the offering from ASCI. For any additional details on the programme, please contact the Programme Director; Srilekha Ravvarapu, Assistant Professor (Agriculture area), Centre for Poverty Studies and Rural Development, ASCI at srilekha@asci.org.in. Also enclosed is a copy of the nomination form that could be used for sending us the details of the sponsored participants from your organization.

We look forward to your favourable and early response on nominations.

Sincerely

Srilekha Ravvarapu

Encl: Programme Brochure along with Nomination form

Programme on

Dynamics of Lending Agriculture and Allied Businesses for Bankers

November 18 – 22, 2019



Administrative Staff College of India

PROGRAMME OVERVIEW

Comprehending the business trends in primary yet distinctive sector such as Agriculture is a precursor to lending. Though the sector seems familiar, the dynamics are highly specific to agro climatic zones, crops grown, markets and wide variety of stakeholders one has to deal with. Through the five (5) day course on “Dynamics of lending agriculture and allied businesses”, ASCI offers to decipher the sector’s unique features, the world of unleashed lending opportunities it offers alongside interweaving with the functional basics for officials from Banks / Non-Banking Financial Companies (NBFCs). The programme is a blended one with focus on conventional aspects of lending such as marketing of agriculture and allied loan products, credit appraisal, due diligence and recovery management in addition to recent developments in the sector that could translate into sizeable business opportunities for banking professionals in the sector.

One such fast growing segments in agribusiness is “Agri Tech” with focus on Farming -as -a -Service (FAAS) offering enough space for the Bankers to explore tailor made lending products. It is also evident that such start up organizations are benefitting the farming community while reaping profits through process innovations, parallelly emerging as better alternatives to the conventional input supply and produce marketing channels in the sector. Furthermore, the Government of India has been encouraging agri tech start-ups by establishing Livelihood Business Incubators and Technology Business Incubators thus creating a robust network of mentors.

Inspired from the above ground-breaking changes in the sector, the programme aims to kindle reflections among the participants and re-align their perception on agricultural credit from the age-old approach of disbursing crop loans merely to an ocean of lucrative business opportunities.

PROGRAMME OBJECTIVES

- ◆ To re-orient the participants’ perception on agriculture and allied lending from a mere “PSL mandate” to a “Potential income generating avenue”.
- ◆ To make the participants aware of the recent developments in the sector enabling them to cater to a new set of value chain players such as Producer Companies, Farmer Producer Organizations, Start-ups etc.

- ◆ To equip the participants with changing priorities and policies of the Government, enabling them to design new offerings to the stakeholders in the sectors
- ◆ To impart know how on the nitty-gritties of appraising retail, investment and commercial lending in agriculture & allied sectors with the help of case studies
- ◆ To provide an overview and tactics for effective recovery management
- ◆ To enable the participants in comprehending the risk aspects of lending agriculture and allied sectors

PROGRAMME CONTENT

- ◆ Agricultural credit market in India, unexplored terrains
- ◆ The “typical” nature of the sector and its features
- ◆ Market potential assessment for financing varied set of stakeholders in the sector
- ◆ Understanding Agricultural Value Chains and explore opportunities for Value Chain Finance inspired by success cases
- ◆ Customer Relationship Management in Agribusiness Banking
- ◆ New Developments and Opportunities in Agribusiness Banking
- ◆ Credit Analysis/ Appraisal with classroom exercises and group project assignments
- ◆ Presentation of appraisal reports – basics
- ◆ Risk Assessment and Mitigation
- ◆ Credit Monitoring
- ◆ Basics of Recovery Management

PEDAGOGY

The pedagogy shall include a well-knit methodology comprising of interactive sessions, classroom exercises, case studies, a field visit, group project work and presentations.

PARTICIPANT PROFILE

The programme is suitable for mid-career banking sector professionals with 5-12 years of experience working with Public & Private Sector Banks and Non-Banking Financial Companies (NBFCs).

Specialist Agribusiness Officers/ Managers, Senior Branch Managers, Branch Managers, Relationship Managers engaged in Agriculture & allied lending and Credit Officers / Analysts in regions where agri-lending is a major portfolio can immensely benefit

from this programme. Aspirants who wish to serve agribusiness banking in the near term can also attend the programme.

Organisational sponsorship is essential

FACULTY

The programme shall create an enabling learning platform with experienced faculty drawn from highly skilled resources of ASCI, domain specialists and practitioners.

VENUE

The Programme is fully residential and the participants will be accommodated in air-conditioned single occupancy rooms. However, the College does not provide accommodation for the family. Transport between Airport /Railway Station and venue will be arranged by the College. The College is Wi-Fi enabled in a comprehensive way.

DURATION

The Programme duration is from **November 18-22, 2019**. The participants are expected to arrive a day before the commencement and may leave after the conclusion of the programme.

PROGRAMME FEE

Residential Fee: Rs. 59,500/- (US \$1110 for foreigners) plus GST as applicable, presently 18% per participant. The fee covers tuition, board and lodging, courseware (in electronic form) and other facilities of the College including internet usage.

Non-Residential Fee: Rs.49,500/- plus GST as applicable, presently 18% per participant. The fee covers tuition, course ware (in electronic form) working lunch and other facilities of the College including internet usage.

A discount of 10% on the programme fee for three or more participants from the same organisation will be given, provided the payment is made in to our Bank account before **November 15, 2019**.

Note: Kindly forward us the details of Bank/Wire transfer of fee payment indicating the Programme Code (Prg./19 - 20/1/75) to e-mail: poffice@asci.org.in for confirmation.

Bank details are given below:

For Indian Participants :

Bank Account Number	62090698675
Beneficiary Name	Administrative Staff College of India
IFSC Code	SBIN0020063
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Raj Bhavan Road, Somajiguda, Hyderabad - 500 082

For Foreign Participants:

Bank Account Number	62090698960
Beneficiary Name	Administrative Staff College of India
Swift Code	SBININBBH04
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Rajbhavan Road, Somajiguda, Hyderabad - 500 082.
Nostro Account (Optional)	6550992180

MEDICAL INSURANCE

The nominees are requested to carry with them the proof of Medical Insurance. The sponsoring agency is required to endorse the nominee's medical coverage in the event of hospitalisation.

LAST DATE FOR NOMINATION

Please use the prescribed/attached form. Last date for receiving nomination form is **November 12, 2019**. Kindly contact Programmes Officer for further information (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

November 13, 2019. Any withdrawals after this date will entail forfeiture of fee paid, if any.

ASCI ALUMNI ASSOCIATION

Participants of College Programmes will automatically become members of ASCI Alumni Association.

CERTIFICATE OF PARTICIPATION

The College issues a Certificate of Participation on conclusion of the Programme.

Programme Director

Ms. Srilekha Ravvarapu

E-mail: srilekha@asci.org.in



ABOUT ASCI

ASCI is the first management development institution set up in the country at the instance of the Government of India and industry in 1956 to impart state-of-the-art management education for practicing managers, a legacy that we proudly take forward each year with a strong alumni of over 1,40,000. We are proud of our alumni which includes the leaders of Indian industry and senior Civil Servants in the government, public sector undertakings to be a part of this unique organisation. We are thankful to you all for the support extended in the past and look forward to your continuing patronage in 2019-20.

Also, ASCI conducts customized programmes for Government of India, State Governments, Public Sector, Private Sector and various international organisations. Our experienced faculty bring to the table a wealth of academic credentials, rich industry exposure and act as a catalyst in the classroom discussions, case study analyses and tutorials. Our faculty also conduct international programmes which provide an exposure to the global best practices. In addition to this, faculty at ASCI also carry out large number of management research activities (typically about 100 each year) which helps them provide the much needed value addition in the training programmes. In addition, we conduct non-residential programmes at our New Delhi Centre as well as off-campus programmes at the venue of the client's choice.



Administrative Staff College of India

Bella Vista, Raj Bhavan Road, Khairatabad,
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Delhi Campus

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www.asci.org.in

Nomination Form

Programme on

“Dynamics of Lending Agriculture & Allied Businesses”

November 18-22, 2019

Nominee’s Contact Information :

Name (Mr/Ms) :	_____	Date of Birth :	_____
Designation :	_____	Qualification :	_____
Organisation :	_____		
Address :	_____		
Phone(s) :	(Off) : _____	(Mobile) :	_____
		Home :	_____
e-mail :	_____	Fax :	_____

Sponsor’s Details

Name of the Sponsoring Authority _____	Designation _____
Organisation :	_____
GSTIN :	_____
Address :	_____
	Pincode : _____
Phone(s) :	(Off) : _____ (Mobile) : _____
e-mail :	_____ Fax : _____

Fee Particulars

Amount Payable :	Mode of Payment (DD/Chq/NEFT) :
Name of the Bank :	Date of Instrument/Transfer :
Instrument Number :	UTR Number for NEFT :

Medical Insurance

Name of the Insurance Agency	Policy Number	Validity upto

Note : Coverage should be available in Hyderabad, India

Signature and Official Seal of the Sponsoring Authority :

NOTE : Forward nomination form to : **Mr. G. Srinivas Yadav, Programmes Officer**, Administrative Staff College of India, Bella Vista, Hyderabad-500 082. Phone : 0091-40-66534247, 66533000, Mobile: 9246203535, Fax : 0091-40-66534356, e-mail: poffice@asci.org.in