

**Report on the Capacity Building Programme on “Management of FPOs”**  
**conducted by the TBI, DABD, TNAU from 31.05.2023 to 02.06.2023**

The ATMA, TNSFAC and Department of Agricultural Marketing and Agri Business, Chennai funded the “Capacity Building Trainings to members of 318 Farmer Producer Organizations at a cost of Rs.2.00 Cr to transform them as Agri Entrepreneurs”. In this regard, Agribusiness Incubation Society (ABIS) – Technology Business Incubator (TBI) in coordination with the Directorate of Agribusiness Development, TNAU, Coimbatore organized a three days training on “Management of FPOs” to 80 members of the Coimbatore and Erode district Farmer Producer Organization from 31.05.2023 to 02.06.2023.

The training was aimed to train the members of Farmer Producer Organizations on the various aspects of Management of Farmer Producer Company. The inaugural ceremony of the training was held on 31.05.2023 at the Training Hall, Directorate of Agribusiness Development, Tamil Nadu Agricultural University, Coimbatore.

Mr.A.V.Gnansambandam, Executive Director & CEO – ABIS welcomed the participants of the training and he highlighted the design of the training program and explained the expected outcome of the training program from the participants. Dr.E.Somasundaram, Director, ABD inaugurated the training and highlighted on the importance of the training program for the FPOs to implement various business-related activities. He emphasized on the scope and need of understanding the various management activities of FPOs to increase the revenue generation and sustainability of FPOs. The Director also added the importance of Business Incubation Forums operating in Tamil Nadu Agricultural University for providing various necessary services to promote the business activities of FPOs.



Dr.M.Malarkodi, Associate Professor (ARM), DABD, TNAU, gave away the vote of thanks.

**Day 1**

**Date: 31.05.2023**

**Time: 11.30AM-1.00 PM**

**Session: 2**

**Title : Concept and FPCs under companies Act, Statutory & Compliances of FPC**

Mr. AC Saravanan, Practising company Secretary, Coimbatore handled a session on the Concept of FPC's under companies Act by covering stages of formation, detailed provisions of companies act, difference between co-operative, private, public and societies act to the participants of this training program.



**Day 1**

**Date: 31.05.2023**

**Time: 2.00PM-3.15 PM**

**Session: 3**

**Title: Export potential for FPC products**

Dr.C.Muralidharan, Associate Professor (HRM), DABD, TNAU, Coimbatore, delivered a session on export and the procedures involved, as well as FPC product export specifics.



**Day 1**

**Date: 31.05.2023**

**Time: 3.30PM-5.00 PM**

**Session: 4**

**Title: Experience sharing by TBI Incubatees**

Mr. Aandha Jothi of M/s. Herbomill Neutralites, Mr.S.B.Senthilkumar of M/s. Bhairav Renderers and Ms.Jana Bharathi of M/s. JS Foods had shared his entrepreneurial journey with the trainees



**Day 2**

**Date: 01.06.2023**

**Time: 9.00 AM-11.15 AM**

**Session: 1**

**Title: Opportunities and Challenges in promotion of FPOs**

Dr.M.Shanthasheela, Professor (Agrl Extension), DABD, TNAU, Coimbatore delivered a lecture on the opportunities and challenges in promotion of Farmer Producer Organizations to the participants. She also explained various strategies available for promoting business.





**Day 2**

**Date: 01.06.2023**

**Time: 11.30 AM-1.00 PM**

**Session: 2**

**Title: TBI Activities and Funding opportunities for Agri startups/FPCs**

Mr. A.V.Gnanasambandam, Executive Director & Chief Executive Officer, Technology Business Incubator, Directorate of Agribusiness Development, TNAU, Coimbatore delivered a lecture on the role of Incubation centre for promoting FPOs to the participants.

In his speech, he briefed on the role of the Technology Business Incubator in nurturing and hand holding start-ups and FPOs.



**Title: Experience sharing Algae Producers Association & Agnicart**

Mr. Sasi Kumar of M/s. Agnicart and Ms. Sharmila of M/s. Algae Producers Association had shared their entrepreneurial journey with the trainees



**Day 2**

**Date: 01.06.2023**

**Time: 2.00 PM-3.15 PM**

**Session: 3**

**Title: Governance of FPCs**

Dr.M.Malarkodi, Associate Professor (HRM), DABD, TNAU, Coimbatore handled a hands-on training session on the Governance of FPCs by emphasizing role of BoDs, responsibilities of CEO's, services of FPCs, role of committees to the members of Farmer Producer Company in Coimbatore and Erode District.



## Day 2

Date: 01.06.2023

Time: 3.30 PM-5.00 PM

Session: 4

### Title: Projecting Cash Flows

Dr. D.Murugananthi, Assistant Professor (ARM), TNAU, Coimbatore handled a session on Projecting cash flows by covering the important criteria for taking investment decisions on various business ideas for FPOs. She also discussed about the working capital needs calculation for implementing day to day activities of FPOs to the participants of this training program.



## Day 3

Date: 02.06.2023

Time: 9.00 AM-11.15 AM

Session: 1

### Title: Price fixation strategies for FPC Products

Dr.A.Rohini, Professor (ARM), TNAU handled a hands-on training session on the Price fixation strategies for FPCs products by covering various components that has to be consider to fix the price for the products produced by FPO. She also emphasized different types of strategies available to the members of Farmer Producer Company in Coimbatore and Erode District for fixing price.





**Day 3**

**Date: 02.06.2023**

**Time: 11.30 AM-1.00 PM**

**Session: 2**

**Title: Financial Statement for FPCs**

Mr.V.Srinivasan, Consultant of M/s. Idea Guru Solutions handled a session on the financial statement for FPCs by covering the importance of financial statements and preparation of balance sheet, profit and loss account to the participants of this training program.



**Day 3**

**Date: 02.06.2023**

**Time: 2.00 PM-3.15 PM**

**Session: 3**

**Title: Leadership skill Development &Team Building**

Dr.S.Hemalatha, Associate Professor (ARM), TNAU, Coimbatore handled a hands-on training session on the leadership skill development and activity based learning to the members of Farmer Producer Company in Erode and Coimbatore District.



**Day 3**

**Date: 02.06.2023**

**Time: 3.30 PM-5.00 PM**

**Session: 4**

**Title: Value addition of Horticultural Crops**

Dr.S.Karthikeyan, Professor and Head (CPHT), TNAU, Coimbatore delivered a lecture on the Value Addition of horticultural crops to promote Farmer Producer Organizations products in the market.



**Session :5**

**Date: 02.06.2023**

**Time: 5.00 PM**

**Valedictory and Certificate distribution**





## **Report on the Capacity Building Programme on “EDP for FPOs” conducted by the TBI, DABD, TNAU on 13.06.2023 to 15.06.2023**

The ATMA, TNSFAC and Department of Agricultural Marketing and Agri Business, Chennai funded the “Capacity Building Trainings to members of 318 Farmer Producer Organizations at a cost of Rs.2.00 Cr to transform them as Agri Entrepreneurs”. In this regard, Agribusiness Incubation Society (ABIS) – Technology Business Incubator (TBI) in coordination with the Directorate of Agribusiness Development, TNAU, Coimbatore organized a three days training on “Management of FPOs” to 80 members of the Coimbatore and Erode district Farmer Producer Organization from 13.06.2023 to 15.06.2023.

The training was aimed to train the members of Farmer Producer Organization on the various aspects of Management of Farmer Producer Company. The inaugural ceremony of the training was held on 13.06.2023 at the Training Hall, Directorate of Agribusiness Development, Tamil Nadu Agricultural University, Coimbatore.

Mr.A.V.Gnansambandam, Executive Director & CEO – ABIS delivered the welcome address to the gathering. He highlighted the design of the training program and explained the expected outcome of the training program from the participants.

Dr.E.Somasundaram, Director, ABD inaugurated the training and highlighted on the importance of the training program for the FPOs to implement various business-related activities. He emphasized on the scope and need of understanding the various management activities of FPOs to increase the revenue generation and sustainability of FPOs. The Director also added the importance of Business Incubation Forums operating in Tamil Nadu Agricultural University for providing various necessary services to promote the business activities of FPOs.



Followed by Dr.M.Malarkodi, Associate Professor (ARM), DABD, TNAU, gave away the vote of thanks.

**Day 1**

**Date: 13.06.2023**

**Time: 9.30-11.15 AM**

**Session: 1**

**Title: GoI - PMFME & AIF schemes for FPOs & Startups**

Mr. V.Srinivasan, Founder of Ideaguru solutions handled a session on GoI - PMFME & AIF schemes for FPOs & Startups, with specific to handling loans and grants in FPO. He covered various facilities available for obtaining loans from various funding sources. He also emphasized about PMFME scheme in the role of district resource person in obtaining loans with government subsidy. He highlighted sum of the loan and grant management strategies to the participants of this training program.



**Day 1**

**Date: 13.06.2023**

**Time: 11.30-1.00 PM**

**Session: 2**

**Title: Renewable energy Technologies**

Dr.R.Mahendiran, Professor (Bioenergy) AEC&RI, TNAU, Coimbatore handled a session on Renewable energy Technologies and also briefly explained the use of renewable energy in farming systems and can mean several different things.



**Day 1**

**Date: 13.06.2023**

**Time: 2.00-3.15 PM**

**Session: 3**

**Title: Investment Analysis and Budgeting for new business of FPOs**

Dr.M.Malarkodi, Associate Professor (HRM), DABD, TNAU handled a training session on investment analysis and budgeting for new business of FPOs, the creation of awareness about financial planning-means of finance to the various business-related activities to the FPOs. She also highlighted the components - financial part of the business plan. Under that, she explained how to calculate NPV and BC ratio to see the viability and feasibility of the business ideas of the FPOs.



**Day 1**

**Date: 13.06.2023**

**Time: 3.30-5.00 PM**

**Session: 4**

**Title: Marketing Integration of FPOs**

Dr.M.Shanthasheela, Professor (Agrl Extension), DABD, TNAU, Coimbatore handled a session on Market Integration of FPO's by covering Forward & Backward Linkages in promoting the products. She also emphasized how to tackle the issues and challenges prevailing in the market to the members of Farmer Producer Company.





**Day 2**

**Date: 14.06.2023**

**Time: 9.30-11.15 AM**

**Session: 1**

**Title: Seed Production and sales through FPCs**

Dr.S.Sundareswaran, Professor, DABD, TNAU, Coimbatore handled a session on Seed Production and sales through FPCs and explained the significance, varieties, quality and production of seeds.



**Day 2**

**Date: 14.06.2023**

**Time: 11.30-1.00 PM**

**Session: 2**

**Title: Business Plan and Budgeting**

Dr.C.Muralidharan, Associate Professor (HRM), DABD, TNAU, Coimbatore handled a hands-on training session on the Business Plan and Budgeting for FPC's by emphasizing role of Demand and Supply gap, agri value chain, input supply, Trading and Export BoDs to the members of Farmer Producer Company. He also emphasized on explaining SWOT analysis for the ideas proposed by the concerned Farmer Producer Organization during the training program



**Day 2**

**Date: 14.06.2023**

**Time: 2.00-3.15 PM**

**Session: 3**

**Title: Packaging and Branding**

Dr.V. Thirupathi, Professor (PHTC), TNAU, Coimbatore delivered a lecture on the Packaging and Branding to promote Farmer Producer Organizations products in the market. He also explained about the importance of branding and packaging of various products to the participants.



**Day 2**

**Date: 14.06.2023**

**Time: 3.30-5.00 PM**

**Session: 4**

**Title: Organic farming**

Dr.R.Krishnan, Professor and Head, Dept of SOA, TNAU handled a session on Organic farming to FPOs and the members of Farmer Producer Company.



**Day 3**

**Date: 15.06.2023**

**Time: 9.30-11.15 AM**

**Session: 1**

**Title: Mushroom cultivation and marketing for FPCs**

Dr.T.Anand, Assistant Professor, Dept. of Pathology, TNAU delivered a session on Mushroom cultivation and marketing for FPCs. He also detailed regarding mushroom cultivation, how essential mushrooms are nowadays, mushroom cultivation marketing behavior, mushroom demand and mushroom cultivation training offered in TNAU.



**Day 3**

**Date: 15.06.2023**

**Time: 11.30-1.00 PM**

**Session: 2**

**Title: Book keeping and Record maintenance**

Mr. AC Saravanan, Practising company Secretary, Coimbatore handled a session on the Book keeping and Record maintenance of of FPC by covering statutory registers, cash book, account maintenance, annual RoC Filing, share



allotment, penalty clause, debentures, audit statement to the members of Farmer Producer Company in Coimbatore and Erode District



**Day 3**

**Date: 15.06.2023**

**Time: 2.00 - 3.15 PM**

**Session: 3**

**Title: Bee keeping for FPCs**

Dr.M.R.Srinivasan, Professor, Dept.of Entomology, TNAU has handled a session on Bee keeping for FPCs. He discussed various aspects of honey bee, including the role of bees in agriculture and human activities.



**Title: Experience sharing Farm Again**

Mr. Benjamin Raja of M/s. Farm Again had shared his entrepreneurial journey with the trainees



**Day 3**

**Date: 15.06.2023**

**Time: 3.30 - 5.00 PM**

**Session: 4**

**Title: Valediction & Certificate Distribution**

