

Report on the Capacity Building Programme on “Management of FPOs” conducted by the DABD (TNAU) on 05.07.2022 to 07.07.2022

The Department of Agricultural Marketing and Agri Business, Chennai funded the project on 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” to the Directorate of Agribusiness Development (DABD), Tamil Nadu Agricultural University, Coimbatore. In this regard, DABD organized a three days training on “Management of FPOs” to 40 members of Farmer Producer Organization from 05.07.2022 to 07.07.2022.

The training was aimed to train the farmer members of Farmer Producer Organization on the various aspects of Management of Farmer Producer Company. The inaugural ceremony of the training was held on 05.07.2022 at the Directorate of Agribusiness Development Training Hall, Tamil Nadu Agricultural University, Coimbatore.

Dr.M.Malarkodi, Associate Professor (HRM), DABD, TNAU, delivered the welcome address to the gathering.

Mr.K.Sundaravadivelu (Deputy Director, Agricultural Marketing) highlighted on the importance of the training program for the FPOs to implement various business related activities.

Followed by, Dr.E.Somasundaram, Director (Agribusiness Development), delivered the inaugural speech to the participants. 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.C.Muralidharan, Associate Professor (HRM), DABD, TNAU, gave away the vote of thanks.

Day 1

Date: 05.07.2022

Time: 10.00AM-11.30 AM

Session:1

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 District



Session:2

Date: 05.07.2022

Time: 11.45AM-1.00 PM

Title : Creation of Awareness on Government Schemes on FPO's

Mr. K. Sundaravadivelu, Deputy Director (Agricultural Marketing), Coimbatore handled a training session on the creation of awareness about Government Schemes for FPOs covering State & Central Schemes & Policies to the participants



Session:3

Date: 05.07.2022

Time: 2.005PM-5.00 PM

Title : Team Building

Dr.C.Muralidharan, Associate Professor (HRM), DABD, TNAU, Coimbatore handled a activity based training session on the team building and its importance for managing and sustaining the Farmer Producer Companies.



Day 2

Date: 06.07.2022

Time: 9.30AM-10.30 AM

Session :1

Title : Concept of FPC's under Companies Act

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.



Session :2

Date: 06.07.2022

Time: 10.45AM-11.30 AM

Title : Content of Memorandum of Association (MoA) & Articles of Association (AoA)

Mr. AC Saravanan, Practising company Secretary, Coimbatore handled a session on the content of Memorandum of Association (MoA) & Articles of Association (AoA) by covering share capital, shares allotment, annual general body, BoDs meeting, resolution and quorum to the members of Farmer Producer Company in Coimbatore District



Session :3

Date: 06.07.2022

Time: 11.30AM-1.30 PM

Title: Book Keeping & Record Maintenance and Statutory Compliances of FPC

Mr.Venkatram & Mr.Venkatram from Venkatram Associates, Auditor, Coimbatore handled a hands-on training session on the book keeping & record maintenance and statutory compliances 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 District



Session :4

Date: 06.07.2022

Time: 2.30PM-5.00 PM

Title: Financial Statement for FPCs

Dr.K.Uma, Professor & Head, Department of Agricultural and Rural Management, TNAU, Coimbatore 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: 07.07.2022

Time: 9.30AM-10.30 AM

Session :1

Title : Role of Incubation centre for promoting FPOs

Mr. A.V.Gnanasambandam, 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



Session :2

Date: 07.07.2022

Time: 10.45AM-11.45 AM

Title : Opportunities and challenges in promotion of FPOs

Dr.S.D.Sivakumar, TPO to the Vice-Chancellor, TNAU, Coimbatore delivered a lecture on the opportunities and challenges in promotion of Farmer Producer Organizations to the participants. He also explained various strategies available for promoting business.



Session :3

Date: 07.07.2022

Time: 11.45AM-1.00 PM

Title: Leadership Skill Development

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 Coimbatore District



Session :4

Date: 07.07.2022

Time: 2.00PM-3.00 PM

Title: Visit to Exhibition hall

The members of Farmer Producer Company in Coimbatore District visited the Exhibition hall at DABD, TNAU, Coimbatore

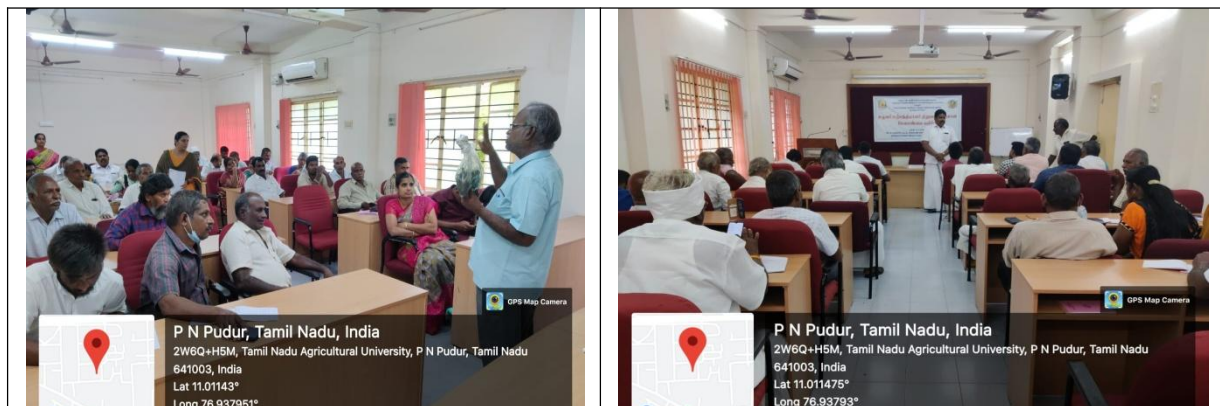


Session :5

Date: 07.07.2022

Time: 3.30PM-5.00 PM

Feedback and valedictory session



Report on the Capacity Building Programme on “EDP for FPOs” conducted by the DABD (TNAU) on 23.08.2022 to 26.08.2022

The Department of Agricultural Marketing and Agri Business, Chennai funded the project on 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” to the Directorate of Agribusiness Development (DABD), Tamil Nadu Agricultural University, Coimbatore. In this regard, DABD organized a three days training and one day outdoor visit on “EDP for FPOs” to 40 members of Farmer Producer Organization from 23.08.2022 to 26.08.2022.

The training was aimed to train the farmer members of Farmer Producer Organization on the various aspects of Management of Farmer Producer Company. The inaugural ceremony of the training was held on 23.08.2022 at the Directorate of Agribusiness Development Training Hall, Tamil Nadu Agricultural University, Coimbatore.

Dr.M.Malarkodi, Associate Professor (HRM), DABD, TNAU, delivered the welcome address to the gathering. She highlighted the design of the training program and explained the expected outcome of the training program from the participants.

Mr.K.Sundaravadivelu (Deputy Director, Agricultural Marketing) highlighted on the importance of the training program for the FPOs to implement various business related activities. He also highlighted some of the Government promote schemes which encouraging entrepreneurship in FPOs.

Followed by, Dr.E.Somasundaram, Director (Agribusiness Development), delivered the inaugural speech to the participants. He emphasized on the importance of entrepreneurship and related activities available for farmers and farmer producer companies. The Director also added the contribution of Business Incubation Forums and Tamil Nadu Agricultural University for providing various necessary services to promote the business activities of FPOs.



Dr.C.Muralidharan, Associate Professor (HRM), DABD, TNAU, gave away the vote of thanks to all the stakeholders of this capacity building programme.

Day 1

Date: 23.08.2022

Time: 10.30AM-1.00 PM

Session:1

Title : Business opportunities and Bankable Business Plan for FPC's

Dr.C.Muralidharan, Associate Professor (HRM), DABD, TNAU, Coimbatore handled a hands-on training session on the Business opportunities and Bankable Business Plan 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 in Coimbatore District. He also emphasized on explaining SWOT analysis for the ideas proposed by the concerned Farmer Producer Organization during the training program



Session:2

Date: 23.08.2022

Time: 2.00PM-4.30 PM

Title : Business plan preparation

Dr. M. Malarkodi, Associate Professor (HRM), DABD, TNAU handled a training session on 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 2

Date: 24.08.2022

Time: 10.00AM-11.15 AM

Session :1

Title : Handling loans and grants in FPO

Mr. V.Srinivasaan, Founder of Ideaguru solutions handled a session on Financial management for FPCs 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.



Session :2

Date: 24.08.2022

Time: 11.30AM-1.00 PM

Title : Marketing strategies for promoting products of FPO

Dr. P.Balaji, Associate Professor (ARM), TNAU handled a session on marketing strategies for promoting products of FPOs. He highlighted the importance of having the digital platforms like website, blog, social media utility, brand etc., for promoting the

marketing of FPO products. He also emphasized some of the aspects like how to identify the relation for setting up their retail shops for the FPOs.



Session :3

Date: 24.08.2022

Time: 2.00 PM-3.15 PM

Title: Price fixation strategies for FPCs 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 District for fixing price



Session :4

Date: 24.08.2022

Time: 3.30PM-5.00 PM

Title: Projecting cash flows

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



Day 3

Date: 25.08.2022-Outdoor visit



M/s Eden Nursery Garden Pvt. Ltd
Mr.Rajarathinam, Founder and MD, M/s Eden Nursery Garden Pvt. Ltd, Mettupalayam explained about the entrepreneurship, nursery development, leaf culture and management of private limited company.



M/s Aram Organic Farmers Producer Company Ltd
Mr.P.R.Rangaswami, Ex-software engineer, Director, M/s Aram organic farmers producer company Ltd, Therampalayam stressed the need and importance of organic farming and its market potential. Further, he explained about the rain water harvesting and cost reduction strategies for the benefit of FPO members



M/s Agnicart

Mr.Sasikumar, founder, M/s Agricart explained about his innovative products and shared his experiences. Further, he explained about the multipurpose bullock drawn cultivator (Design patent - 321583-001) and the need and importance of importance of farmers innovation.



M/s Keeraikadai.com

Members of Farmer Producer organisations visited M/s Keeraikadai.com Pvt Ltd and learnt about the innovative green (keerai) dip soup packets of different variants (moringa, balloon vine, vallarai, Ashwagandha and thoothuvalai).

Day 4

Date: 26.08.2022

Time: 10.00AM-11.15 AM

Session :1

Title : Standardisation of FPC Products

Dr.G.Gurumeenakshi, Professor (PHTC),TNAU, Coimbatore delivered a lecture on Standardisation of FPC Products to the participants. In her speech, she briefed on the export promotion and development of the APEDA, Quality Certifications viz., AGMARK, FSSAI, ISO, etc., and Export-Import Licences to the members of FPOs



Session :2

Date: 26.08.2022

Time: 11.30AM-1.00 PM

Title : Value Addition

Dr.V. Thirupathi, Professor (PHTC), TNAU, Coimbatore delivered a lecture on the Value Addition 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.



Session :3

Date: 26.08.2022

Time: 2.00PM-3.15 PM

Title: Market Linkage of FPC's

Dr.K.Divya, Associate Professor (ARM), TNAU, Coimbatore handled a session on Market Linkage of FPC'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 in Coimbatore District



Session :4

Date: 26.08.2022

Time: 3.30PM- 5.00 PM

Title: Market Linkage of FPO's- Export

Mrs. M.Jeevitha, CEO, KABIF handled a session on Export -Market Linkage of FPC's by covering Export procedure and Export potential for FPOs products to the members of Farmer Producer Company in Coimbatore District

