

Report on the Capacity Building Programme on “EDP for FPOs” conducted by the DABD (TNAU) on 13.09.2022 to 15.09.2022

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 The Nilgiri Farmer Producer Organization from 13.09.2022 to 15.09.2022.

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 13.09.2022 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.

Dr.P.P.Murugan, Director, Directorate of Extension Education highlighted on the role of KVKs in organizing the training program for the FPOs to implement various business related activities.

Followed by, Dr.E.Somasundaram, Director, Directorate of 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: 13.09.2022

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 The Nilgiri 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: 13.09.2022

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: 14.09.2022

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: 14.09.2022

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: 14.09.2022

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 the Nilgiri District for fixing price.



Session :4

Date: 14.09.2022

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 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: 15.09.2022

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: 15.09.2022

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: 15.09.2022

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 The Nilgiri District



Session :4

Date: 15.09.2022

Time: 3.30PM- 5.00 PM

Title: Market Linkage of FPO's- Export

Dr.R.Balaji, Assistant Professor (HRM), DABD, TNAU 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 the Nilgiri District



**Report on the Capacity Building Programme on “Management of FPOs” conducted
by the DABD (TNAU) on 01.11.2022 to 03.11.2022**

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 field visit on “Management of FPOs” to 40 members of Farmer Producer Organization from 01.11.2022 to 04.11.2022.

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 01.11.2022 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.

Dr.P.P.Murugan, Director, Directorate of Extension Education 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.M.Shanthasheela, Professor (AEX), DABD, TNAU, gave away the vote of thanks.

Day 1

Date: 01.11.2022

Time: 10.00AM-11.30 AM

Session:1

Title : role of KVKs in promotion of FPOs

Dr.P.P.Murugan, Director, Directorate of Extension Education handled a training session on the role of KVKs in promotion of FPOs to implement various business related activities to the members of Farmer Producer Company in Ooty District



Session:2

Date: 01.11.2022

Time: 11.45AM-1.00 PM

Title: Concept of FPC's under Companies Act , Content of Memorandum of Association (MoA) & Articles of Association (AoA)

Mr. AC Saravanan, Practising company Secretary, Coimbatore handled a session on the Concept of FPC's under companies Act and content of Memorandum of Association (MoA) & Articles of Association (AoA) by covering stages of formation, detailed provisions of companies act, difference between co-operative, private, public and societies, share capital, shares allotment, annual general body, BoDs meeting, resolution and quorum act to the participants of this training program.



Session:3

Date: 01.11.2022

Time: 2.00 PM-3.15 PM

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

Mr.L.Venkatramanan from Venkatramanan & 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 Ooty District.



Session:4

Date: 01.11.2022

Time: 3.30 PM-5.00 PM

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 Ooty District.



Day 2

Date: 02.11.2022

Time: 10.00AM-11.30 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: 02.11.2022

Time: 11.45AM-1.00 PM

Title : New business opportunity identification

Dr.K.Uma, Professor & Head, Department of Agricultural and Rural Management, TNAU, Coimbatore handled a session on new business opportunity identification to the members of Farmer Producer Company in Coimbatore District



Session :3

Date: 02.11.2022

Time: 1.00PM-3.15 PM

Title: Financial Statement for FPCs

Dr.N.Deepa, Associate Professor, 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.



Session :4

Date: 02.11.2022

Time: 3.30PM-5.00 PM

Title: Team Building

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



Day 3

Date: 03.11.2022

Time: 10.00AM-11.30 AM

Session :1

Title : Opportunities and challenges in promotion of FPOs

Dr.M.Shanthasheela, Professor (AEX), 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.



Session :2

Date: 03.11.2022

Time: 11.45AM-1.00 PM

Title : Export potential for tea and vegetables

Dr.J.Auxilia, Professor (Horti.), DEE, TNAU, Coimbatore delivered a lecture on the export potential for tea and vegetables of Farmer Producer Organizations to the participants. She also explained various strategies available for promoting the export potential for tea and vegetables.



Session :3

Date: 03.11.2022

Time: 1.00 PM-3.15 PM

Title: Leadership Skill Development

Dr.S.Hemalatha, 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 Ooty District



Session :4

Date: 03.11.2022

Time: 3.30PM-5.00 PM

Title: Formation of organic FPOs

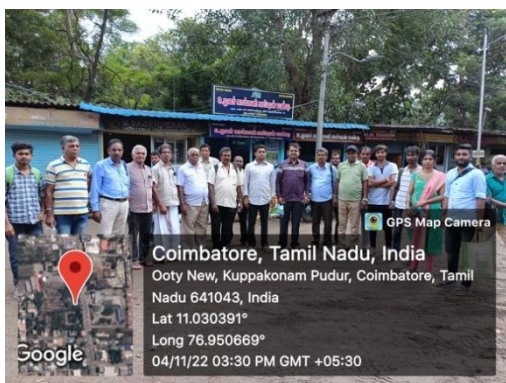
Dr.E.Somasundaram, Director (Agribusiness Development), handled a session on formation of organic FPOs to the members of Farmer Producer Company in Ooty District.



Exposure visit - Members of Farmer Producer Organisation (FPO) on 04.11.2022



- An exposure visit was arranged for the group of farmers from Nilgiris district to M/s Wales Exports Ltd, Pollachi on 04.11.2022.
- Mr. Gautam explained about the ecological systems, cropping pattern and export opportunities of Nilgiris district and its importance. He mentioned about the need for growing organic vegetables and fruits in Nilgiris district. Through a participative approach, the topic on management of FPOs and group performance were discussed.
- He motivated the members to avoid freebies and asked to produce value added products. Further, he explained about the export procedures, IE code and about the international markets.
- He insisted FPO members to collect the data on “availability of important vegetables and flowers” for export markets and made an offer to procure bulk organic products on behalf of M/s Himalaya Herbal products.
- It was decided to conduct the local meeting on export opportunities during last week of November, 2022 between M/s Wales exports and FPO members at Nilgiris district.



- Farmers visited MGR market at Saibaba colony, Coimbatore and enquired about the price details of carrot, potato, radish, cabbage and cauliflower.
- Handling of vegetables and demand details of different crops grown in Nilgiris district were observed during the visit.