

Report on the Capacity Building Programme on “EDP for FPOs” conducted by the DABD (TNAU) on 08.08.2023 to 10.08.2023

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 “EDP for FPOs” to 40 members of Farmer Producer Organization of Erode district from 08.08.2023 to 10.08.2023.

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 08.08.2023 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.

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: 08.08.2023

Time: 10.30AM-12.00 PM

Session:1

Title : Business opportunities and Project formulations for FPC's

Dr.K.Uma , Professor and Head (ARM) 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



Date: 08.08.2023

Time: 12.00PM-1.15 PM

Session :2

Title: Organic agriculture through FPCs

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



Date: 08.08.2023

Time: 2.00PM-5.00 PM

Session :3 &4

Title: Digital marketing for FPOs

Mr.S. Karthikeyan , CEO of Mist solutions Coimbatore, Explained about the digital marketing for FPOs. He explained in detailed with how to do the marketing through e technologies for promoting the products, import and export it. And also briefed about the the opportunities available in the e marketing for promoting the FPOs products.



Day 2

Date: 09.08.2023

Time: 10.00AM-11.15 AM

Session :1

Title: Market integration of FPOs

Dr.M.Shanthasheela, Professor (AEX), DABD, TNAU, Coimbatore delivered a lecture on the market integration of FPOs to the participants. She also explained various strategies available for promoting business through integrating the markets in Erode District.



Date: 09.08.2023

Time: 11.30AM-1.00 PM

Session :2

Title: Seed production and sales through FPCs

Dr.S.Sundareswaran, Professor (Seed Technology), DABD, TNAU, Coimbatore delivered a lecture on the Seed production and sales through FPCs. He also explained the various seed production techniques for different types of seeds and marketing in Erode District.



Date: 09.08.2023

Time: 2.00 PM-3.15 PM

Session :3

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.



Date: 09.08.2023

Time: 3.30 PM-5.00 PM

Session :4

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 Erode District for fixing price.



Day 3.

Date: 10.08.2023

Time: 10.00 AM-11.15 AM

Session :1

Title: Financial management for FPCs - Grants and loans

Mr. V.Srinivasan, 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.



Date: 10.08.2023

Time: 11.30 AM-12.45 PM

Session :2

Title: Supply chain management for FPCs

Dr.K.Divya, Associate Professor (ARM), TNAU, Coimbatore handled a session on Supply chain management for FPCs covering Forward & Backward Linkages in promoting the products. She also emphasized how to tackle the issues and challenges prevailing in the supply chain market to the members of Farmer Producer Company in Erode District



Date: 10.08.2023

Time: 2.00 PM-3.15 PM

Session :3

Title: Export opportunities for FPCs

Dr.C.Muralidharan, Associate Professor (HRM), DABD, TNAU, Coimbatore handled an session on **Export opportunities for FPCs and its importance** for managing and sustaining the Farmer Producer Companies.



Date: 10.08.2023

Time: 3.30 PM-4.45 PM

Session :4

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.



Report on the Capacity Building Programme on “Management of FPOs” conducted by the DABD (TNAU) on 22.08.2023 to 24.08.2023

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 of erode district from 22.08.2023 to 24.08.2023.

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 22.08.2023 at the Directorate of Agribusiness Development Training Hall, Tamil Nadu Agricultural University, Coimbatore.

Dr.D. Muruganandhi, Assistant Professor (ARM), DABD, TNAU delivered the welcome address to the gathering.

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: 22.08.2023

Time: 10.00AM-11.15 AM

Session:1

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 erode District.



Date: 22.08.2023

Time: 11.30AM-1.00 PM

Session:2

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.



Date: 22.08.2023

Time: 2.00 PM-3.15 PM

Session:3

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 erode District.



Date: 22.08.2023

Time: 3.30 PM-5.00 PM

Session:4

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 erode District



Day 2

Date: 23.08.2023

Time: 9.30AM-11.15 AM

Session :1

Title : Product value chain and market linkages of FPOs

Dr. K.Divya, Associate professor (ARM) delivered a lecture on the product value chain and market linkages of FPOs to the participant. In her speech, she briefed on the importance of product value chain and how its was related with markets linkages of FPOs.



Date: 23.08.2023

Time: 11.30AM-1.00 PM

Session :2

Title : Financial analysis of FPOs

Dr. D. Muruganandhi, Assistant professor (ARM) delivered a lecture on the financial analysis of FPOs to the participant. In her speech, she briefed on the importance of analyzing the finance for starting a new business to manage it.



Session :3

Date: 23.08.2023

Time: 2.00PM-3.15 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 erode District



Session :4

Date: 23.08.2023

Time: 3.30PM-5.00 PM

Title: Financial Statement for FPCs

Dr. N. Deepa, Professor (ARM), 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: 24.08.2023

Time: 9.30AM-11.15 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.



Date: 24.08.2023

Time: 11.30AM-1.00 PM

Session : 2

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 :3

Date: 24.08.2023

Time: 2.00 PM-3.15 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.



Session :4

Date: 24.08.2023

Time: 3.30PM-5.00 PM

Title : Governance of FPCs

Dr.M.Malarkodi, Professor (HRM)& Head, Department of Economics, AC&RI, Vazhavachanur, TNAU 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 erode District.



25.08.2024

Exposure visit - Visit to TBI Exhibition hall.

The FPOs members were taken to TBI exhibition hall and expose them into various incubatees products and interact with them for their self sustainability. The CEO of Technology incubation forum was explained about the activities of TBI and various incubates products and their role in FPOs promotions.

