

**Report on the Capacity Building Programme on “Management of FPOs”
conducted by the KVK Cuddalore on 20.9.22.2022 to 22.9.2022**

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, KVK Cuddalore organized a three days training on “Management of FPOs” to 40 members of Farmer Producer Organization of **Cuddalore** District from 20.09.2022 to 22.09.2022.

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 20.9.2022 at the KVK Seminar Hall of Vridhachalam.

Dr.K. Natarajan, Associate Professor (SST), KVK Vridhachalam, delivered the welcome address to the gathering.

Dr. M. Pandiyan, Professor and Head, RRS, Vridhachalam gave special address to the FPO members for the successful running of FPOs.

Mr. R.Ravichandran, Joint Director of Agriculture, Cuddalore gave inaugural address and highlighted on the importance of the training program for the FPOs to implement various business related activities.

Mrs. S. Poongothai, Deputy Director (Agricultural Marketing and Agri Business) emphasized and explained the utilization of various Central and State government schemes for the benefit of FPO members.

Followed by, Dr.K. Subrahmaniyan, Director (TRRI), delivered the Presidential 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.

Mrs. R. Vijaya, Secretary, Agricultural Marketing, explained the strategies for marketing of products and time for marketing the various agricultural commodities in regulated market.



Dr.K. Bhaskaran, Associate Professor (AGR), KVK, Vridhachalam, gave the vote of thanks.

Day 1

Date: 20.09.2022

Time: 10.00AM-11.30 AM

Session:1

Title : Governance of FPCs

Dr. K. Natarajan, Associate Professor (SST), KVK, Vridhachalam 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 Cuddalore District



Session:2

Date: 20.09.2022

Time: 11.45AM-1.00 PM

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

Mrs. S. Poongothai, Deputy Director (Agricultural Marketing & Agri Business), Cuddalore 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: 20.09.2022

Time: 2.005PM-5.00 PM

Title : Team Building

Dr.R. Bhaskaran , Associate Professor (AGR), KVK, Vridhchalam, handled a activity based training session on the team building and its importance for managing and sustaining the Farmer Producer Companies.



Day 2

Date: 21.09.2022

Time: 10.00AM-11.15 AM

Session :1

Title : Concept of FPC's under Companies Act

Mr. K. Ilayaraja, Chartered Accountant, Thiruvannamalai 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: 21.09.2022

Time: 11.30AM-1.00 PM

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

Mr. K. Ilayaraja, Chartered Accountant, Thiruvannamalai 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 Cuddalore District

Session :3

Date: 21.09.2022

Time: 2.00 PM-3.15 PM

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

Mr. K. Ilayaraja, Chartered Accountant, Thiruvannamalai 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 Cuddalore District

Session :4

Date: 21.09.2022

Time: 3.30PM-5.00 PM

Title: Financial Statement for FPCs

Mr. K. Ilayaraja, Chartered Accountant, Thiruvannamalai 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: 22.09.2022

Time: 10.00AM-11.15 AM

Session :1

Title : Role of Incubation centre for promoting FPOs

Dr. G. Gayathry, Assistant Professor (AGM), KVK, Vridhachalam 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: 22.09.2022

Time: 11.30AM-1.00 PM

Title : Opportunities and challenges in promotion of FPOs

Dr.K. Bharathikumar, Associate Professor (PBG), KVK, Vridhachalam 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: 22.09.2022

Time: 2.00 PM-3.15 PM

Title: Leadership Skill Development

Dr.K. Sundariah, Assistant Professor (Hort), KVK, Vridhachalam handled a hands-on training session on the leadership skill development and activity based learning to the members of Farmer Producer Company in Cuddalore District



Session :4

Date: 22.09.2022

Time: 3.30PM-5.00 PM

Feedback and valedictory session



Paper news



Report on the Capacity Building Programme on “EDP for FPOs” conducted by the KVK Vridhachalam on 2.11.22 to 5.11.22

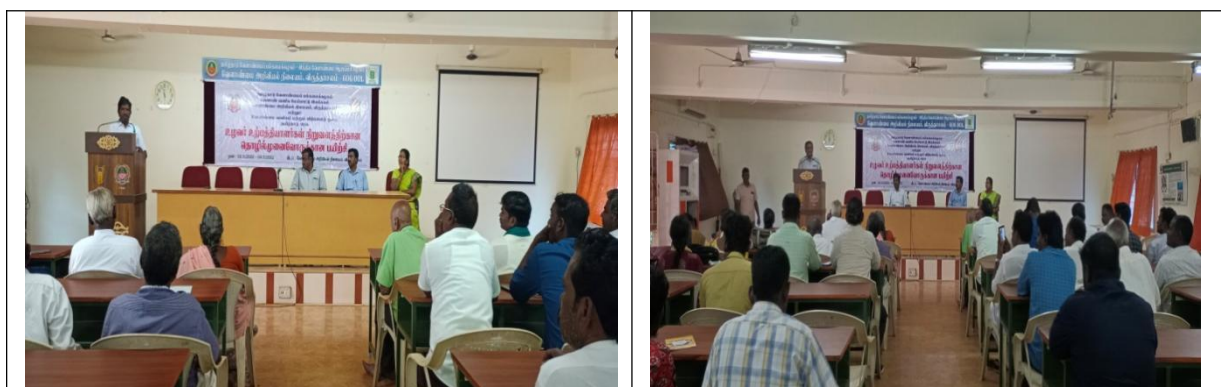
The Department of Agricultural Marketing and Agri Business, Chennai funded the project on the “Capacity Building Trainings to members of 318 Farmer Producer Organizations at a cost of Rs.2.00 Cr to transform them as Agri Entrepreneurs” to the Directorate of Agribusiness Development (DABD), Tamil Nadu Agricultural University, Coimbatore. In this regard, KVK, **Cuddalore** organized a three days training and one day outdoor visit on “EDP for FPOs” to 40 members of Farmer Producer Organization from 2.11.22 to 5.11.22.

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 2.11.22 at the KVK Training Hall, Vridhachalam.

Dr.K. Natarajan, Associate Professor (SST), KVK, Vridhachalam, 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.

Mrs.S. Poongothai (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. N. Thavaprakash, Programme Coordinator, KVK, Vridhachalam delivered the inaugural speech to the participants. He emphasized on the importance of entrepreneurship and related activities available for farmers and farmer producer companies.



Dr.G. Gayathry, Associate Professor (AGM), gave the vote of thanks to all the stakeholders of this capacity building programme.

Day 1

Date: 2.11.22

Time: 10.30AM-1.00 PM

Session:1

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

Dr.N. Thavaprakaash, Programme Coordinator, KVK, Vridhachalam 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, agrivalue chain, input supply, Trading and Export BoD to the members of Farmer Producer Company in Cuddalore 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: 2.11.22

Time: 2.00PM-4.30 PM

Title :Business plan preparation

Mr. K. Elayaraja, Chartered Accountant, Thiruvannamalai 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: 3.11.22

Time: 10.00AM-11.15 AM

Session :1

Title :Handling loans and grants in FPO

Mr. K. Elayaraja, Chartered Accountant, Thiruvannamalai 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: 3.11.22

Time: 11.30AM-1.00 PM

Title :Marketing strategies for promoting products of FPO

Mrs. S. Poongathai, Deputy Director (Agricultural Marketing and Agri business), Cuddalore 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: 3.11.22

Time: 2.00 PM-3.15 PM

Title:Price fixation strategies for FPCs products

Mr. K. Elayaraja, Chartered Accountant, Thiruvannamalai 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 Cuddalore District for fixing price



Session :4

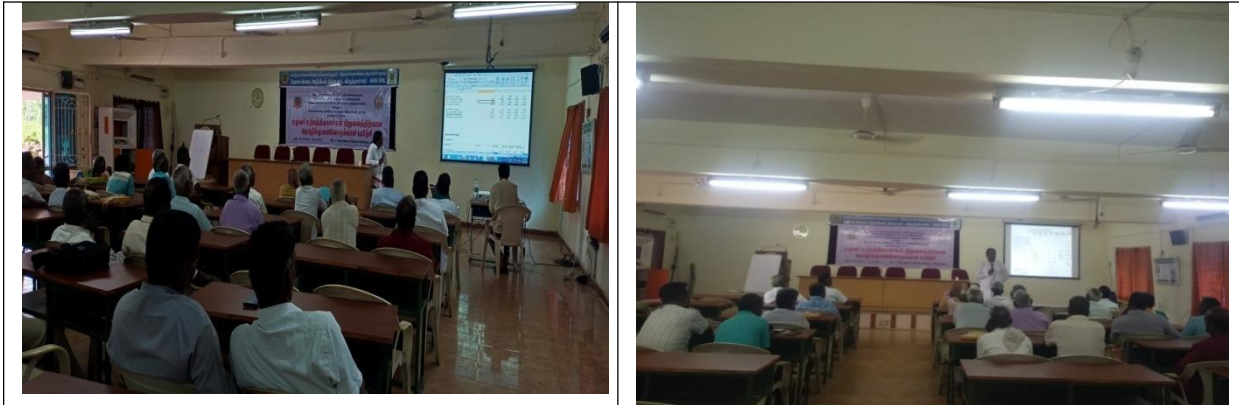
Date: 3.11.22

Time: 3.30PM-5.00 PM

Title: Projecting cash flows

Mr. K. Elayaraja, Chartered Accountant, Thiruvannamalai 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 calculation for implementing day to day activities of FPOs to the participants of this training program.



Day 3

Date: 4.11.22

Time: 10.00AM-11.15 AM

Session :1

Title :Standardisation of FPC Products

Dr.K. Senguttuvan, Assistant Professor (AEN),kvk, Vridhachalam 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: 4.11.22

Time: 11.30AM-1.00 PM

Title :Value Addition

Dr.S. Kannan, Professor (FSN), KVK, Vridhachalam 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: 4.11.22

Time: 2.00PM-3.15 PM

Title: Market Linkage of FPC's

Mr. P. Manimozhi, FPO member of VFPCCL, Vridhachalam handled a session on Market Linkage of FPC's by covering Forward & Backward Linkages in promoting the products. He also emphasized how to tackle the issues and challenges prevailing in the market to the members of Farmer Producer Company in Cuddalore District



Session :4

Date: 4.11.22

Time: 3.30PM-5.00PM

Title: Market Linkage of FPO's- Export

Dr. G. Gayathry, Assistant Professor (AGM) kvk, Vridhachalam 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 Cuddalore District



Day 4

Date: 5.11.22-Outdoor visit

M/s Cuddalore District Mangalore Millets Farmer Producer Company limited, Keelakalpoondi

- ❖ Mr.Ravichandran, Founder and MD, of CDMMFPO explained the activities of FPO, market linkage and entrepreneur ship development of FPOs
- ❖ Demonstrated the machine operating procedure of maize pellets to the FPO members
- ❖ Mr. Suresh, Manager of NABKISAN explained the 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.



