

## KVK, Vridhachalam, Cuddalore

### **Report on the Capacity Building Programme on “Management of FPOs” conducted by the KVK Cuddalore on 18.12.23 to 20.12.23**

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 Nagapattinam District from 18.12.23 to 20.12.23.

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 18.12.23 at the KVK Seminar Hall of Vridhachalam.

Dr.K. Natarajan, Programme Coordinator & Associate Professor (SST), KVK Vridhachalam, delivered the welcome address to the gathering and gave special address to the FPO members for the successful running of FPOs.



Dr.P. Veeramani, Assistant Professor (AGR), KVK, Vridhachalam, gave the vote of thanks.

**Day 1**

**Date: 18.12.23**

**Time: 10.00AM-11.30 AM**

**Session:1**

**Title : Governance of FPCs**

Mr. Joe David, Manager, SBI, 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 Nagapattinam District.



**Session:2**

**Date: 18.12.23**

**Time: 11.45AM-1.00 PM**

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

Dr. K. Natarajan, Programme Coordinator, KVK, Vridhachalam 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: 18.12.23**

**Time: 2.00 PM-5.00 PM**

**Title : Team Building**

Dr.Noorjehan, AKA, Associate Professor (AEX), 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: 19.12.23**

**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: 19.12.23****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 Nagapattinam District

**Session :3****Date: 19.12.23****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 Nagapattinam District

**Session :4****Date: 19.12.23****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: 20.12.23**

**Time: 10.00AM-11.15 AM**

**Session :1**

**Title : Role of Incubation centre for promoting FPOs**

Dr. G. Gayathri, 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: 20.12.23**

**Time: 11.30AM-1.00 PM**

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

Dr.J. Jayakumar, Associate Professor (NEM), 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: 20.12.23**

**Time: 2.00 PM-3.15 PM**

**Title: Leadership Skill Development**

Dr. P.Veeramani , Assistant Professor (AGR), 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 Nagapattinam District



## **Report on the Capacity Building Programme on “EDP for FPOs” conducted by the KVK Vridhachalam on 21.12.23 to 23.12.23**

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 21.12.23 to 23.12.23.

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 21.12.23 at the KVK Training Hall, Vridhachalam.

Dr.K. Natarajan, Programme Coordinator, 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. He also highlighted some of the Government promote schemes which encouraging entrepreneurship in FPOs. He emphasized on the importance of entrepreneurship and related activities available for farmers and farmer producer companies.



**Day 1**

**Date: 21.12.23**

**Time: 10.30AM-1.00 PM**

**Session:1**

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

Mr. Joe David, Manager, State Bank of India, 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 BoDs to the members of Farmer Producer Company in Mayiladuthurai 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: 21.12.23

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. He 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: 22.12.23

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: 22.12.23****Time: 11.30AM-1.00 PM****Title :Marketing strategies for promoting products of FPO**

Mr. Anbarasan, Uzavalayam FPO Director, 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: 22.12.23****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 Nagapattinam District for fixing price

**Session :4****Date: 22.12.23****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: 23.12.23**

**Time: 10.00AM-11.15 AM**

**Session :1**

**Title :Standardisation of FPC Products**

Mrs. Keerthana, APEDA, Chennai 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 Licenses to the members of FPOs



**Session :2**

**Date: 23.12.23**

**Time: 11.30AM-1.00 PM**

**Title :Value Addition**

Dr. S. Kannan, Professor (FSN), KVK, Vridhachalam, Mr. Elayaraja (Entrepreneur in Paddy ) and Mr, Gowsik, (Mushroom entrepreneur) delivered a lecture and also hands on training on the Jack value addition, Mushroom cultivation and value addition and also spawn production to become an successful entrepreneur of Farmer Producer Organization.

Mr. S. Sudandiraselvan, member of FPO delivered a lecture and also hands on training on the Value Addition of Honey Bees rearing and honey 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.





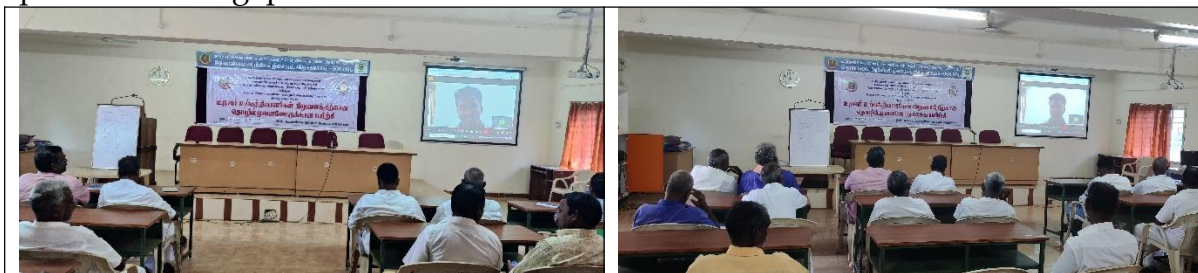
### **Session :3**

**Date: 23.12.23**

**Time: 2.00PM-3.15 PM**

#### **Title: Market Linkage of FPC's**

Dr.K. Senguttuvan, Assistant Professor (AEN),KVK, 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 Nagapattinam District and also told there is more scope for Horticultural products in Nagapattinam district.



### **Session :4**

**Date: 23.12.23**

**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 Nagapattinam District.





**Date: July 8 & 9 -Outdoor visit to Chennai Trade Fair at Nanthapakkam**

M/s Farmer Producer Organization of Chengalapattu District FPOs visited the Chennai Trade fair at Nanthapalkkam, Chennai on July 8 & 9, 2023

