Krishi Vigyan Kendra, Sandhiyur, Salem

Report on the Capacity Building Programme on "Entrepreneurship Development programme (EDP)"at KVK, Salem from 13.03.2023 to 15.03.2023

The prime objective of the EDP was to transform the farmer members of FPOs to a business oriented agriprenuer. The transformation was initiated with hands on training on various agro based enterprises viz., apiary, mushroom production, seed production, production of bio inputs, and value addition. The three days EDP training was organized from 13.03.2023 to 15.03.2023 covering FPOs of Salem, **Namakkal** and Dharmapuri districts. Totally 120 participants attended the three days training. The training module and sessions were structured in such a manner that the trainees/ participants were able to get insight on the above mentioned agro based ventures. The three days training was formally initiated with the inaugural address chaired by Dr.V.Balasubramanian (Deputy Director, Agribusiness , Salem district).

Day Wise Technical Sessions

Day-1 (13.03.23 Session-I)	:	**Marketing Support and Avenues for FPO Products**
Resource Person	:	**Dr.V.Balasubramanian , DD (Agribusiness), Salem**
		Mrs.L.Deepa Priyadharshini, AO (Agribusiness), Salem

The DD (AB) while handling the session on "Marketing Support and Avenues for FPO Products", highlighted various initiatives, channels and marketing-oriented support extended by the State Govt. in promotion of FPO products. The AO (AB) A brief on various welfare schemes rolled-out by agribusiness department was shred to the participants through PPT presentations. Agricultural Officer, (AB), Salem handled a session on State and Central Government Schemes and Policies and created awareness in relation to FPOs establishment and proper maintenance of FPOs to BODs and CEOs

and members of FPOs. At the end of the session, an interaction forum was organized for having exchange of views and clarifications regarding marketing of FPO products.

Dr.V.Balasubramanian DD (ABM), Salem

Mrs.L.Deepa Priyadharshini AO, (ABM), Salem

Day-1 (13.03.23 Session-II) : **Quality Standards and Certification**

Resource Person : **Th.T.Gouthaman , ADA (Seed Certification), Salem**

Th.T.Gouthaman, Assistant Director (Seed Certification), Salem handled the session on Quality standards and briefed the various certification procedures and protocols for obtaining certification for FPO products . The technical session covered the following aspects viz., Participatory Gaurantee System (PGS), NCOP Standards for export and Import, APEDA, Quality Certifications viz., AGMARK, FSSAI, ISO and Export-Import Licences.

Th.T.Gouthaman, ADA (Seed Certification), Salem

Day-2 (14.03.23 Session-I) : **Entrepreneurship through seed production in Agricultural and Horticultural Crops**

Resource Person : **Dr.R.Jegathambal, Professor (SST) and Programme Coordinator, KVK, Salem**

Dr.R.Jegathambal, Professor (SST) explained the quality seed production technologies and seed farming in agricultural and horticultural crops. The technical session was more focused on ways and means to start seed production and processing as a business venture for the FPOs. The seed farm licensing, various class of seed production and economics of seed farming was detailed during the technical session.

Dr.R.Jegathambal, Professor (Seed Science & Technology, KVK, Salem

Day-2 (14.03.23 Session-II) : **Entrepreneurship through Organic Input Production**

Resource Person : **Dr.P.Kalaiselvi, Assoc. Professor (ENS), KVK, Salem**

Dr.P.Kalaiselvi, Associate Professor (Environmental Science), of KVK Salem handled the session on "Entrepreneurship through Organic Input Production" on the second day of the EDP training programme. The technical session was on production of organic inputs viz. 3-G extract, Pacnchagavya, 5-G Extract, Bio-decomposers & Bio pest repellents. The farmers had hands on training on production of the panchagavya and preparation of 3 & % G Extracts. In recent past the inclination towards natural farming is gaining momentum among the farmers, wherein the need for organic inputs will be inevitable, thus the participants were sensitized on starting organic input production enterprising in near future due to the forecasted demand for such organic inputs.

Dr.P.Kalaiselvi, Assoc. Professor (ENS), KVK, Salem

Day-2 (14.03.23 Session-III) : **Entrepreneurship through conversion of farm waste to wealth**

Resource Person : **Dr.N.Chandrasekaran, Professor (SS&AC), KVK, Salem**

Technical session on "Entrepreneurship through conversion of farm waste to wealth" was handled by Dr.N.Chandrasekaran, Professor (Soil Science & Agricultural Chemistry), KVK, Salem to sensitize the participants on production of degradable farm waste as a business venture for the FPOS. The session covered production of vermicompost, coir pith compost and enriched farm yard manures from farm waste and special emphasis was given on efficient farm waste recycling.

Dr.N.Chandrasekaran, Professor (SS&AC), KVK, Salem

Day-2 (14.03.203 Session-IV)	:	**Entrepreneurship through Value addition & Processing**
Resource Person	:	**Dr.G.Malathi, Assoc. Professor (Hort.), KVK, Salem**

Dr.G.Malathi, Associate Professor (Horticulture), KVK, Salem handled the technical session on "Entrepreneurship through Value addition & Processing" on the second day of three days EDP training. The session was covered the following topics viz., value addition, preparation of value added products from agricultural and horticultural crops, preparation of Ready to Serve (RTS). An exclusive hands on training session was organised for preparation of millets based cookies.

Dr.G.Malathi, Associate Professor (Horticulture), KVK, Salem

Day-3 (15.03.23 Session-I)	:	**Entrepreneurship through Agro Based Venturs- Mushroom, Apiary, Production of Bio Agents**
Resource Person	:	**Dr.M.Ravi, Assoc. Professor (Agrl. Ento.), KVK, Salem**

Dr.M.Ravi, Associate Professor (Agricultural Entomology), KVK, Salem handled the technical session on "Entrepreneurship through Agro Based Enterprising – Mushroom, Apiary, Production of Bio Agents" on third day of the three days EDP training. The session covered various agro based ventures viz, mushroom production,

beek keeping and honey extraction, production of pproduction of bio-control agents and predators.

Dr.M.Ravi, Assoc. Professor (Agricultural Entomology), KVK, Salem

Day-3 (15.03.23 Session-II) : **Branding, Packing and Price Fixation for FPO Products**

Resource Person : **Th.K.Illayaraja, Chartered Account & Auditor**

The session was handled by Th.K.Illayaraja, Chartered Account & Auditor. The topics covered during the session were Bankable Projects, Handling of grants & loans, Projecting cash flows Forward & Backward Linkages, Issues & challenges, Price fixation strategies for FPCs products, Export potential for FPOs products and Export procedure.

Th.K.Illayaraja, Chartered Account & Auditor, Thiruvanamalai

Day-3 (15.03.23 Session-III) : **Experience Sharing and Export Potential**

Resource Person : **Th.V.A.Subramaniyan, Managing Director, Mathur Foods & Chairman, Thottiyam Banana Farmers Association, Trichy**

Th.V.A.Subramaniyan, the Managing Director , Mathur Foods and Chairman, Thottiyam Banana Farmers Association, Thottiyam, Trichy shared the experiences of his FPO formation to product design and export of banana based value added products to various gulf countries. He also discussed how to evolve a successful business model for sustainability of FPO.

Th.V.A.Subramaiyan, MD, Mathur Foods & Chairman Thottiyam Banana FPO, Trichy

Day-3

15.03.2023 Session-IV, Time: 4.30PM-5.00 PM

Feedback and valedictory session

Finally vote of thanks was given by Dr.G.Anand, Associate Professor (Agricultural Extension) , KVK, Sale

Report on the Capacity Building Programme on "Management of FPOs" at KVK, Salem from 23.03.2023 To 25.03.2023

KVK, Salem organized a three days training on "Management of FPOs" to 120 members of Farmer Producer Organizations of Salem, Namakkal and Dharmapuri Districts from 23.03.2023 to 25.03.2023. The objective of the three days management training was to provide insight on various management related aspects for effective functioning of the FPO. The three days management training was formally started with inaugural session. Dr.R.Jegathambal, Programme Coordinator, KVK, Salem, delivered welcome address to the gathering and briefed the agenda of management training.

Dr.R.Jegathambal, Programme Coordinator, KVK, Salem

<u>Day Wise Technical Sessions</u>

Day-1 (23.03.23 Session-II) : **Marketing Support and Avenues for FPO Products**

Resource Person : **Tmt.Sivarani, CEO, Sri Veerapandi Kalanjium, Salem**

Tmt.B.Sivarani, CEO, Sri Veerapandi Kalanjiya Jeevidham Producer Company, Salem handled a session on Book keeping and record maintenance and statutory compliances of FPC in which Statutory registers, cash book, account maintenance,

annual ROC filing, share allotment, Penalty clause, debentures and audit statement etc., have

Tmt.B.Sivarani, CEO, Sri Veerapandi Kalanjiya Jeevidham Producer Company , Salem

Day-2 (24.03.23 Session-I & II) : **Leadership Development & Team Building**

Resource Person : **Mr.B.Maheswaran, Management Consultant, The Konsultanss, Coimbatore**

Mr.B.Maheswaran, Management Consultant, The Konsultanss, Coimbatore handled the session on "Leadership Development and Team Building". During the session, the consultant taught the management skills for effective team leadership and process for building the team spirit among FPO members. Management based activities was done by involving the participants. Topics like group pressure, stress management and effective decision making were briefed during the session.

Mr.B.Maheswaran, Management Consultant, The Konsultanss, Coimbatore

Day-2 (24.03.23 Session-III & IV)	:	**Business Model and Strategies for future FPOs**
Resource Person	:	**Mr.M.Prem, Director, Velliyangiri FPO, Covai**

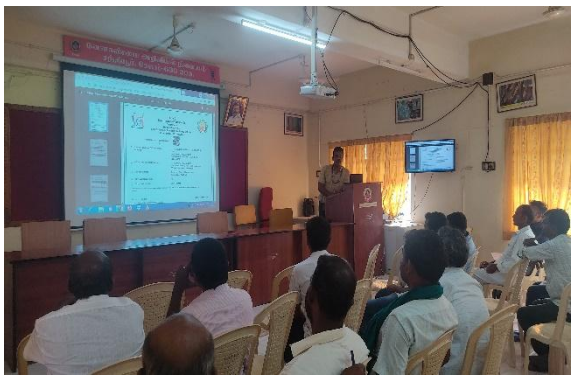
Mr.M.Prem, one of the Board of Directors, Velliyangiri FPO, Coimbatore handled the session on "Business Model and Strategies for future FPOs" on the second day afternoon session. Mr.M.Prem explained various successful business models adopted by velliyangiri FPO and other successful FPOs functioning in the country. During his deliberation, he highlighted the futures strategies to be adopted for matching the future requirements of the end consumers. He also shared the experiences of Velliyangiri FPO and role Isha Foundation in formulating the business model in consultation with management consultants.

Mr.M.Prem, Director, Velliyangiri FPO, Coimbatore

Day-3 (25.03.23 Session-I) : **Food Safety and Food Quality Standards**

Resource Person : **Mr.P.Arokiya Prabhu, Food Safety Officer, Salem**

Mr.P.Arokiya Prabhu, Food Safety Officer, Salem handled the session on "Food Safety and Quality Standards " on the last day of the three days management training. He briefed various food safety standards and certification procedures for FPO products. The contents like FSSAI, AGMARK, NABL and procedures for enrolling the products for quality certification. A virtual demonstration on registration in the website was showed by the food safety officer during the training session.



Mr.P.Arokiyaprabhu, Food Safety Officer, Salem

Day-3 (25.03.23 Session-II) : **Book Keeping and Company Accounts & Laws**

Resource Person : **Mr.K.Illayaraja, Charted Account & Auditor**

Mr.K.Illayaraja, Chartered Accountant and Auditor handled the session on "Book Keeping and Company Accounts & Laws". The session covered the following aspects viz., Book keeping, Memorandum of Association (MoA), Articles of Association (AoA), Resolution and quorum, Concept of FPC's under companies Act. He also explained the fixing price methods for different FPO commodities and explained projecting cash flows by covering the important parameters for handling investment decisions on various business ideas by the FPOs.

Mr.K.Illayaraja, Charted Account & Auditor

Day-3 (25.03.23 Session-III) : **Experience Sharing and Product Management**

Resource Person : **Th.G.Karikalan, Managing Director,**
Nachalur Farmers Producer Company Ltd., Karur

Th.G.Karikalan, Managing Director, Nachalur Farmers Producer Company Ltd., Karur during his virtual session shared the experiences about FPO formation and members role responsibilities for effective functioning of FPOs. During the session, he also explained briefly about the management of FPO products based on season based preference among the end consumers. The points like single product branding and focusing on prime activity was also briefed during the session.

Th.G.Karikalan, MD, Nachalur Farmers Producer Company Ltd., Karur

Day-3 (25.03.23 Session-IV) : **Business Incubation and Linkage**

Resource Person : **Mr.V.V.Subash, CEO, Business Incubation Centre Periyar University, Salem**

Mr.V.V.Subash, CEO, Business Incubation Centre, Periyar University, Salem during the session briefed the various incubates and new agriculture based product incubation support extended by the Incubation centre at Periyar University.

Mr.V.V.Subash, CEO, Business Incubation Centre, Periyar University, Salem

Day-3

25.03.2023, **Time: 4.30PM-5.00 PM,**

Feedback and valedictory session

Finally vote of thanks was given by Dr.G.Anand, Associate Professor (Agricultural Extension) , KVK, Salem.

Exposure Visit under CPD for CEOs and BDs of FPOs

In-order to have a practical exposure on various product development, business models, product branding, packing, value addition and supply chain, the participants were taken to business incubation centre functioning at Periyar University.

Miss.P.Monisha, Research Scholar, Incubation Centre, Periyar University, Salem

Mr.R.Santhosh, Product Manager, Incubation Centre, Periyar University, Salem

Mr.V.V.Subash, CEO, Business Incubation Centre, Periyar University, Salem

Exposure Visit Photo in front of Vehicle with Flex

Group Photo in front of KVK Training Hall