

**Report on the Capacity Building Programme on “Management for FPOs”  
conducted by the ICAR - KVK, Pudukkottai during 14.03.2023 to 16.03.2023.**

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, ICAR -KVK, Pudukkottai organized a three days training on “Management for FPOs” to 40 members of Farmer Producer Organization from 14.03.2023 to 16.03.2023.

The inaugural function of the training was held on 14.03.2023 at the ICAR - KVK, Pudukkottai. The day wise activities were as follows.

**Day 1**

**Date: 14.03.2023**

**Time: 10.30 AM - 11.30 PM**

**Inauguration**

**Dr.V.Vijayalakshmi**, Assistant Professor (SST), KVK, Pudukkottai, delivered the welcome address to the gathering.

**Dr.S.JesupriyaPoornakala**, Associate Professor (FSN) explained the aim and scope of this training programme and explained about the three days technical sessions to the participants.

**Dr.A.Yuvaraja**, Professor (PBG) and Programme Coordinator, KVK, Pudukkottai inaugurated the training Programme and elucidated the anticipated outcome of the training program from the participants.

Ms. S. Jansirani, AAO(Marketing), Thiruvarangulam block & CEO, Ms. D. Gomathi, CEO, Karambai FPO also participated in the programme and delivered special addresses.



## Technical Sessions:

### Session: 1

#### Title: Creation of awareness on Government Schemes on FPO's

**Dr.A.Yuvaraja**, Professor (PBG) and Head incharge and Programme Coordinator handled the technical session on “Creation of awareness on Government Schemes on FPO's”. He explained the gathering about the importance of FPO, how the FPOs are helping farmers in the way of input supply, procurement and packaging, marketing, custom hiring, insurance services, technical and networking etc., and government schemes and opportunities.



### Session: 2

Time: 11.30AM - 1.00 PM

#### Title: Governance of FPC'S and Team Building

**Mr.A.Athappan**, Director, Pudugai Organic FPO handled a technical session on Governance of FPC'S with specific to handling loans and grants in FPO. He covered various facilities available for obtaining loans from various funding sources and management strategies and team building to the participants of this training programme.



**Dr.V.Vijayalakshmi**, Assistant Professor (SST), KVK, Vamban, delivered a technical session on **“Financial Statement of FPO”**. She explained about financial statements, balance sheets, assets and liabilities, income statement, cashflow statement, financial health and earning potential to the members of FPO.



**Session : 4**

**Time: 3.30PM – 4.30 PM**

**Title : Concept of FPC's under Companies Act**

**Dr.T. Senthilkumar**, Assistant Professor (ANM), KVK, Vamban, handled a technical session on **“Concept of FPC's under Companies Act”**. He explained about FPC'S, how to register the FPC'S under Companies Act, benefits of FPC'S and democratic governance of FPC's and present status of FPC's.

**Day 2**

**Date:15.03.2023**

**Technical Session**

**Time: 10.30AM-1.00 PM**

**Title: Book keeping & Record Maintenance & Statutory Compliances of FPC**

Mr.S. Jayachandran, CEO, Erode Precision FPCL, handled the technical sessions on Book keeping & Record Maintenance & Statutory Compliances of FPC. He explained that Bookkeeping helps to interpret the accounting information for decision making ,he also emphasized recording the financial transactions, posting credits and debits, producing invoices, maintaining and balancing current account, ledgers maintenance.





## **Session 2: Content of Memorandum of Association (MoA) & Articles of Association (AoA).**

**Time: 2.00 PM -4.30 PM**

Mr. D.Athiyaman, Director, Keeranur FPO, handled the technical session on Content of Memorandum of Association (MOA) and Articles of Association (AOA).He explained about Five clauses : Name clause, registered office clause, object clause, liability clause and capital clause under (MOA), share capital details, director's qualification, appointments, powers, remuneration, duties, rules of company dividends and reserves.



**Day 3**

**Date:16.03.2023**

**Session: 1**

**Time: 10.30AM-12.00 PM**

**Title: Role of Incubation centers for promoting FPO'S**

Dr.K.R. Karunakaran, Professor & Head, Dept. of Social Sciences (AEC), AC & RI, Kudumiyanmalai, handled the technical session on Role of Incubation centers for promoting FPO'S. He explained the objectives, mission and vision of TNAU Agribusiness incubation centers, agribusiness startups, startup grants and opportunities.





## Session 2:

Time: 12.00 PM - 2.30 PM

### Title: Opportunities & challenges in promotion of FPO's

Dr. S. Selvam, Professor (AEC), ADAC & RI, Trichy, handled the technical session on Opportunities & challenges in promotion of FPO's. He explained about Opportunities and Key issues and challenges such as Mobilization of farmers, Skill set of board of Directors & Chief executive officers, problems related to financing. He also explained about the Business plan and scaling opportunities, Difficulties in marketing of the produce, Ownership and controls and Poor capitalization and funding scope.



### Title :Leadership skill development

Dr.S. Jesupriya Poornakala, Associate Professor (FSN) delivered the **Leadership skill development** to the farmer members of the FPO. She emphasized the qualities of a director; critical thinking, clear vision, innovation and creativity, decision making and delivered the formal vote of thanks for the three days capacity building programme. Th. T. Kandagirivasan, AO (Marketing), Aranthangi block participated and spoke about business leadership and management skills.

A total of 40 farmer members of three FPO'S such as Pudugai Oragnic FPO, Ambuliyaru FPO and Karambai FPO were participated and benefited from this training programme.



## **Report on the Capacity Building Programme on “EDP for FPOs” conducted by the ICAR, KVK, Pudukkottai on 18.03.2023, 20.03.2023 and 21.03.2023**

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, ICAR, KVK, Pudukkottai organized a three days training from 18.03.2023 to 21.03.2023 and one day exposure visit on “EDP for FPOs” to 40 members of Farmer Producer Organization on 1.03.2023. The inaugural function of the training was held on 18.03.2023 at the ICAR, KVK, Pudukkottai. The day wise activities were as follows.

### **Day 1**

**Date:18.03.2023**

**Time: 10.30AM - 11.30 PM**

### **Inauguration**

**Dr.V.Vijayalakshmi**, Assistant Professor (SST), KVK, Pudukkottai, delivered the welcome address to the gathering and explained the three days technical sessions to the participants.

**Dr.S. Jesupriya Poornakala**, Associate Professor (FSN) and Programme Coordinator (In-charge) inaugurated the training Programme. She explained the gathering about the EDP, how to improve the entrepreneurial skills, Government schemes and Opportunities. She highlighted the training modules and expected outcome of the training program from the participants.





## Technical Sessions:

### Session : 1

Time: 11.30AM - 1.00 PM

### Title :Business opportunities and bankable business plan for FPC's

Mr.R. Rajaratnam, Head of Business Acceleration Unit & Coordinator of Mukkani Solai FPO, Karambakudi Pasumai Agriculture Producer Company Ltd., & Ambuliaru FPO, Pudukkottai handled the session on the Business opportunities and Bankable Business Plan for FPC's by highlighting the Demand and Supply gap, agri value chain, input supply, Trading and Export BoDs to the members of Farmer Producer Company in Pudukkottai District.



### Session : 2

Time: 2.00AM - 4.00 PM

### Title :Business plan preparation- Budgeting

Dr.S.Jesupriya Poornakala, Associate Professor (FSN) handled a technical session on Business plan preparation. She explained that business plan is the foundation of any business, how to write a business plan quickly and efficiently. She highlighted the components - financial part of the business plan, Budgeting and Assessment of working capital. How to calculate NPV and BC ratio to see the viability and feasibility of the business ideas of the FPOs. Mr. B. Balamurali, SMS (Agromet ) explained the effective utilization of DAMINI, MAGDOOT mobile apps for weather based Agro advisories.



## Day 2

### Session : 1

**Time: 10.00PM – 11.30 PM**

**Title: Financial management for FPCs- Grants and Loans**

Ms. K.Dhineshwari, CEO, Karambakudi Pasumai Agriculture Producer Company Ltd., handled the session on Financial management for FPCs- Grants and Loans. She emphasized the funding sources and PMFME scheme in the role of district resource person in obtaining loans with government subsidy. She highlighted loan and grant management strategies to the participants.



### Session :2

**Time: 11.30PM – 01.30 PM**

**Title :“Market linkages for FPC’S”**

Dr.V. Vijayalakshmi, Assistant Professor (SST), KVK, Pudukkottai, delivered the session on “Market linkages for FPC’S”. She explained the strategies used by farmers and small firms in the agribusiness sector to access markets and become competitive in the market. Emphasis was made on the use of vertical linkage and horizontal linkage. She also explained the importance of digital platforms like social media utilityfor promoting the marketing of FPO products. She also elaborated seed production as an entrepreneurial venture.





**Session :3**

**Time: 2.30PM – 3.30 PM**

**Title :Price fixation strategies for FPCs products**

**Dr. K.R. Karunakaran**, Professor & Head, Dept. of Social Sciences (AEC), AC & RI, Kudumiyanmalai, handled the technical sessions on **Price fixation strategies for FPCs products**. He explained various components that have to be considered to fix the price for the products produced by FPO. He also emphasized different types of strategies available to the members of Farmer Producer Company in Pudukkottai District for fixing price.



**Session :4**

**Time: 3.30PM – 4.30 PM**

**Title :Projecting cash flows**

**Dr. A. Yuvaraja**, Programme Coordinator handled the session on '**Projecting cash flows**', he covered the important criteria's for taking investment decisions on various business ideas for FPOs. He emphasized the expected cash inflows and outflows for an upcoming period, working capital calculation for implementing day to day activities of FPOs and marketing strategies.



## Day 3

**Session : 1**

**Time: 10.00PM - 11.30 PM**

### **Title :Standardisation of FPC Products**

**Dr. M.P. Kavitha**, Associate Professor (AGR), handled the session on Standardisation of FPC Products to the participants. She explained about the APEDA, Quality Certifications viz., AGMARK, FSSAI, ISO, etc., and Export-Import Licenses to the members of FPOs. She also narrated entrepreneurship development in organic farming.



**Session : 2**

**Time: 11.30AM - 1.30 PM**

### **Title :Value Addition**

**Dr. S. Jesupriya Poornakala**, Associate Professor (FSN) delivered a lecture on the Value Addition to promote Farmer Producer Organizations products in the market. She covered the Value addition techniques in Millets, Groundnut, Coconut, Cashew, Jackfruit to the participants. She also emphasized the packaging and labelling, FSSAI licence for the products.





**Session :3**

**Time: 2.30 PM – 4.30 PM**

**Title: Market Linkage of FPC's for Export**

**Dr.V.P. Santhi**, Associate professor (Hort.) handled the technical session on Market Linkage of FPC'S for export. She covered the topics about how to connect the farmers to market, Export potential for FPOs products and Export procedures. She emphasized the quality assurance of the FPO Products by obtaining various Certificates and licences for exporting the products. She also described about entrepreneurial opportunities in horticulture.

A total of 40 farmer members of Dryland Organic Farm Society FPO, Kunnandarkovil block and Pudugai Organic FPO were participated and benefitted from this training programme.



Demonstration on Green gram VBN6 harvesting by using combined harvester conduct by **Dr. A. Yuvaraja**, Programme Coordinator, KVK, Vamban



## **Report on the Capacity Building Programme on “Exposure visit within state” – Thanjavur district.**

An exposure visit has been organized to Senathipathi Organic farms and IFS, Unit, Kayavur, Thiruvonam block, Thanjavur on 17.03.2023. Mr.M. Rajendran, Progressive organic farmer shared his experiences with FPO farmers. In addition, the farmers were taken to Thirunadu Collective Farming Producer Company LTD, Orathanadu, Thanjavur district. Mrs.R. Jothi, CEO, Thirunadu Collective Farming Producer Company LTD explained about black gram processing and marketing, value addition in coconut, paddy and groundnut seed production. A total of 80 FPO members of Pudugai Organic FPO, Ambuliyaru FPO, Karambai FPO, Dryland Organic Farm Society belonging to all the 13 blocks of Pudukkottai district benefited through these programmes.

