

Periyakulam Horti- Business Incubation Forum (PHBIF), Periyakulam

Report on the Capacity Building Programme on “Management of FPOs” conducted by EDII PHBIF On 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, EDII PHBIF organized a three days training on “Management of FPOs” to 40 members of Farmer Producer Organization from **Theni** on 14.03.2023 to 16.03.2023.

The inaugural ceremony of the training was held on 14.03.2023 at the Conference Hall in EDII PHBIF, Horticultural College and Research Institute, Periyakulam. Mr.S.Vasanthan CEO of EDII PHBIF delivered the welcome address to the gathering. Mr.N.J.Paulraj (Deputy Director, Agricultural Marketing) highlighted on the importance of the training program for the FPOs to implement various business related activities. Followed by, Dr.J.Rajangam Dean , Horticultural College and Research Institute, Periyakulam delivered the Presidential address 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. Mr. P.Dharmadhurai Deputy Manager EDII PHBIF, gave away the vote of thanks.



Day 1

Session:1

Date: 14.03.2023 Time: 11AM- 1PM

Title: Company management system creation

Mr.P.Dharmadhurai Deputy Manager of EDII PHBIF handled a training session on Methodology of organization management, organization management, human resource management and technology management, financial management and diversified resource management were conducted in an understandable manner along with discussions with farmers.



Date: 14.03.2023

Time: 2PM-4.30PM

Session: 2

Title: Governance of FPCs

Mr.Kamraj founder of Vidiyal NGO handled a session on Creation of Awareness on Government Schemes on FPO's State & Central Schemes & Policies. Experience Sharing by Successful FPC's Governance aspects. Opportunities and challenges in promotion of FPO's



Day 2

Session :1

Date: 15.03.2023

Time: 10.00AM- 1PM

Title: FPC Accounts management

Mr.Sureshbabu from Samunati team delivers his interactive speech to the FPC farmers on FPC business system creation and he gave live demo on Accounts maintaining software, data analytics. Many farmers cleared their doubts with enjoyment, because his lecture was attractive to all the farmers.



Date: 15.03.2023

Time: 2PM-4.30PM

Session: 2

Title: Overview of FPC's in India & Tamil Nadu

Mr.Vasanthan CEO EDII Periyakulam Horti Business Incubation Forum to farmers including members and directors of Dindigul and Theni District Farmer Producer Organizations on how to regularize business enterprises.

He imparted his training to the agriculturists and gave a ceremonial presentation on management development for FPC and marketing the product of FPC.



Day 3

Session :1

Date: 16.03.2023

Time: 10.00AM-1PM

Title: Team building and Leadership management

Mr. Satheeshkumar Founder, Agam HR Academy delivered a lecture to the participants in Leadership skill development and Team building skill development. In this skill development training, he conducts a game regarding leadership skill development. Farmers are participated this game in happy manner and accept the importance of leadership in the business carrier.



Date: 16.03.2023

Time: 2PM-4.30 PM

Session :1

Title : FPC Business Registrations.

Mr.Vasanthakumar from Vakil search team delivered his presentations on a). Concept of FPC's under Companies Act

1. Stages of formation. 2. Detailed provisions of Companies act.3. Difference between Co-operative, Private, b) Content of Memorandum of Association (MoA) & Articles of Association (AoA)c) Book Keeping & Record Maintenance. In this session many farmers interact him regarding this registrations company rules shareholders responsibility and capacity.





Report on the Capacity Building Programme on “Entrepreneurship Development Training of FPOs” conducted by EDII PHBIF On 26.04.2023 to 28.04.2023

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, EDII PHBIF organized a three days training on **“Entrepreneurship Development Training of FPOs”** to 40 members of Farmer Producer Organization from **26.04.2023 to 28.04.2023**.

The training was aimed to train the farmer members of **THENI** Farmer Producer Organization on the various aspects of Management **Entrepreneurship Development** of Farmer Producer Company. The inaugural ceremony of the training was held on **26.04.2023** at the Conference Hall in EDII PHBIF, Horticultural College and Research Institute, Periyakulam.

Mr.S.Vasanthan CEO of EDII PHBIF delivered the welcome address to the gathering. Followed by, Dr.J.Rajangam Dean , Horticultural College and Research Institute, Periyakulam delivered the Presidential address 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.



Mr.Dharmadhurai Deputy manager EDII PHBIF, gave away the vote of thanks.

Day 1

Date: 26.04..2023

Time: 11AM-1 PM

Session:1

Title : Business plan preparation

Mr. Srinivasan gave a clear presentation to the farmers on how Farmer Producer companies should set up their business plans.

His explanatory speech impressed all the farmers. He also provided information to the farmers about the various types of assistance schemes that the government can provide to the agricultural producers



Session:2

Date: 26.04..2023

Time: 2PM- 4PM

Title : Coconut Sugar business

He gave a business demonstration on how to make coconut sugar from coconut trees. He also explained the importance of this coconut sugar and market opportunities to the farmers. He explained the business opportunities in the production of value-added products from coconut due to the high cultivation of coconut in theni districts.

He also explained the assistance provided by the Coconut Board for the production of coconut based product



Day 2

Date: 27.04.2023

Time: 11AM-12PM

Session: 1

Title: Business Module Canvass

Mr.Vasanthan CEO EDII Periyakulam Horti Business Incubation Forum to farmers including members and directors of Dindigul and Theni District Farmer Producer Organizations on how to create business module canvass and its importance in business journey.



Session :2

Date: 27.04.2023

Time: 12PM- 1.30PM

Title : Pricing Strategies

Mr. Vasanthan CEO of EDII PHBIF gave an explanatory speech on how Farmer Producer Organizations determine their produce

He also explained the elements of pricing a product and the techniques to look out for, what to know and how to use them.

He briefed the farmers on the importance of pricing a commodity the right way and the benefits that can be derived from it



Session :3

Date: 27.04.2023

Time: 2PM- 3PM

Title :Way farward for FPO

. Mr. Dharmadurai Deputy Manager EDII PHBIF has discussed with the farmers which steps should be taken into consideration by the FPO for the development of Farmer Producer Organizations and take them into practice and take their opinion and give them the right direction.



Session :4

Date: 27.04.2023

Time: 3PM- 3.30PM

Title :FPO Stabilty

Mr.Murugan Chairman Agamalai Spices Farmer Producers Company shared his experience on how their company works in several groups including cardamom and pepper.

He also provided insights on which activities fpo should focus on and which would contribute the most to increasing their revenue.



Session :5

Date: 27.04.2023

Time: 3.30PM- 4.30PM

Title :Successful FPO Case Study

Mr.Dharmadurai shared a case study of the top five farmers' producers in India with the farmers participating in the event and discussed the intricacies of its development.

He explained to the farmers the strategies that the best FPO companies can employ and the processes that they avoid.



Day 3

Date: 28.04.2023

Time: 11AM-1PM

Session: 1

Title: Business Opportunities for FPO

Mr. Daniel explained to the farmers what the business opportunities are for FPOs and how to do it properly and also the short ways to get loans from banks. He described each step of career opportunities for FPO

Here are the types of industries he described: Vehicle Rental Centre, Infrastructure Manufacturing Centre, and Agricultural Commodity Value Addition Marketing, Agri input shop Agri training Centre etc.



Session :2

Date: 28.04.2023

Time: 2PM- 4PM

Title :Marketing Strategy

Mr. Sathiskumar explained how FPO companies can market their products. He explained to the farmers the ceremonial path of how a commodity goes from the producer to the consumer

He made the farmers aware of the importance of marketing a commodity and the consequences if it is not marketed correctly.

As an example of marketing, he gave farmers an example of how products were marketed in several leading companies.



Mr. Suriya Balaji, CEO of Theni Kamathenu FPO, shared his experiences with the farmers on how their FPO is operating, the risks they have taken and how they have overcome the hurdles and how their produce has been marketed.



