

Report on the Capacity Building Programme on “Management Development Training of FPOs” conducted by EDII PHBIF On 01.03.2024 to 03.03.2024

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 Development Training of FPOs” to 40 members of Farmer Producer Organization from 01.03.2024 to 03.03.2024

The training was aimed to train the farmer members of Sivaganga and Ramnad District Farmer Producer Organization on the various aspects of Management Entrepreneurship Development of Farmer Producer Company. The inaugural ceremony of the training was held on 01.03.2024 at the Conference Hall in Agri Marketing Office, Sivaganga

Mr.P.Dharmadhurai Deputy Manager of EDII PHBIF delivered the welcome address to the gathering.Dr. M. Daniel Jebaraj of Agri Amigos, Theni, delivered a captivating presidential address at the event, emphasizing the significance of their training program. He eloquently shared insights into the importance of agricultural training for local farmers, inspiring all attendees. Uzhavar Nanban FPO Director, Mr. M. Dharmaraj, followed with a special address, extending heartfelt wishes for the success of the program. Finally, Mr. Dharmadhurai concluded the session with a warm vote of thanks, expressing gratitude to all participants and organizers for their contributions.



DAY 1

DATE: 01.03.2024

TIME:10AM-11AM

SESSION 1

OVERVIEW OF FPC'S IN INDIA & TAMIL NADU



Dr. M. Daniel Jebaraj, from Agri Amigos in Theni, delivered an insightful session on the Overview of Farmer Producer Companies (FPCs) in India and Tamil Nadu. He elucidated the current scenario at both national and state levels, shedding light on the evolving landscape of FPCs and their role in the agricultural sector's development. Attendees gained valuable insights into the challenges and opportunities faced by FPCs in contributing to agricultural growth and rural empowerment.

DAY 1

DATE: 01.03.2024

TIME: 11.10AM- 1PM

SESSION 2

CONCEPT OF FPC'S UNDER MOA & AOA



Mr. K. Kamaraj of the Theni FPO Consortium led an insightful session on the Concept of FPCs under the Companies Act, focusing on the vital components of Memorandum of Association (MoA) and Articles of Association (AoA). Covering stages of formation, detailed provisions of the Companies Act, and distinctions among Co-operative, Private, Public, and Societies Acts, Mr. Kamaraj emphasized aspects such as share capital, shares allotment, and the significance of meetings including Board of Directors (BoD) and Annual General Body (AGM). .

DAY 1

DATE: 01.03.2024

TIME: 2PM-4.30PM

SESSION 3

BOOK KEEPING & RECORD MAINTENANCE STATUTORY COMPLIANCES OF FPC



The session covered crucial aspects including maintaining statutory registers, cash book management, account maintenance, annual RoC filing, penalty clauses, debentures, audit statements, and balance sheets. Participants gained valuable knowledge on ensuring compliance and efficient financial management within their FPC operations.

DAY 2

DATE: 02.03.2024

TIME: 10.30AM- 1PM

SESSION 1

LEADERSHIP AND DECISION MAKING



Dr. Rajesh Nallaiah, from RNR Agri Developers, delivered an impactful session on Leadership Skill Development, Team Building, and Collective Decision Making. Utilizing activity-based learning, he engaged FPO members and directors in enhancing their abilities for effective resource management, labor coordination, and people management. The session emphasized organizing skills crucial for successful board meetings and fostering a culture of collaborative decision-making within the organization.

DAY 2

DATE: 02.03.2024

TIME: 2PM-4.30PM

SESSION 2

GOVERNANCE OF FPC 'S



Dr. M. Daniel Jebaraj of Agri Amigos, Theni, delivered an insightful session on the governance of Farmer Producer Companies (FPCs). He elaborated on the pivotal role of Boards of Directors (BODs) in steering FPCs towards success, emphasizing their strategic decision-making role. Additionally, he underscored the crucial responsibilities entrusted to CEOs in ensuring efficient operations and fostering growth within FPCs. Furthermore, Dr. Jebaraj shed light on the diverse services offered by FPCs to empower farmers and enhance agricultural productivity. Lastly, he discussed the significance of committees within FPCs, elucidating their role in facilitating specialized functions and promoting transparency and accountability.

DAY 3

DATE: 03.03.2024

TIME: 10.30AM- 1PM

SESSION 1

FINANCIAL MANAGEMENT FOR FPC'S



Dr. M. Daniel Jebaraj, from Agri Amigos, delivered an insightful session on Financial Management for FPCs at Theni. His expertise covered essential aspects including budgeting strategies and adept handling of grants and loans. Attendees gained valuable insights to streamline financial operations within their organizations, enhancing their sustainability and growth prospects.

DAY 3

DATE: 02.03.2024

TIME:2PM-4.30PM

SESSION 2

FPO SYSTEM CREATION



Mr. Pandeeshwaran delivered an insightful session on company system value creation, elucidating key concepts, methods, and their importance. Attendees gained a comprehensive understanding of how effective systems drive value within organizations, emphasizing strategic frameworks and operational efficiencies. Mr. Pandeeshwaran's expertise illuminated pathways for maximizing company performance and fostering sustainable growth through systematic approaches to value creation. Participants left equipped with actionable insights to enhance their company's competitive edge and long-term viability.

Report on the Capacity Building Programme on “Entrepreneurship Development Training of FPOs” conducted by EDII PHBIF On 04.03.2024 to 06.03.2024

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 04.03.2024 to 06.03.2024

The training was aimed to train the farmer members of Sivagangai and Ramnad District Farmer Producer Organization on the various aspects of Management Entrepreneurship Development of Farmer Producer Company. The inaugural ceremony of the training was held on 04.03.2024 at the Conference Hall in Agri Marketing Office, Sivaganga

Mr.P.Dharmadhurai Deputy Manager of EDII PHBIF delivered the welcome address to the gathering.

Followed by, Mrs.Kanimozhi, Agricultural Officer Sivaganga delivered the Presidential address to the participants. She emphasized on the scope and need of understanding the various management activities of FPOs to increase the revenue generation and sustainability of FPOs.

Mr.Danie Jebaraj gave vote of thanks



DAY 1

DATE: 04.03.2024

TIME:10.30AM-1 PM

SESSION 1

CREATION OF AWARENESS ON GOVERNMENT SCHEMES ON FPO'S



Dr. Daniel Jeberaj, representing Agri Amigos Pvt Ltd, delivered an insightful session to the Sivaganga and Ramnad Farmers Producer Organizations (FPOs) on March 4, 2024. The session focused on providing an overview of FPCs (Farmers Producer Companies) in India and specifically in Tamil Nadu. Dr. Jeberaj elaborated on the current national and state-level scenarios regarding FPCs, shedding light on their significance, challenges, and opportunities. His expertise offered valuable insights to empower the FPOs in navigating the dynamic agricultural landscape of the region.

DAY 1

DATE: 04.03.2024

TIME: 2PM- 4.30PM

SESSION 2

OPPORTUNITIES AND CHALLENGES IN PROMOTION OF FPO'S

Dr. Rajesh Nallaiah, the esteemed person behind RNR Agri Developers in Madurai, delivered an enlightening session focusing on the opportunities and challenges inherent in the promotion of Farmer Producer Organizations (FPOs). Delving into the intricacies of this sector, he highlighted key opportunities for fostering FPO growth, as well as the formidable challenges hindering their promotion.



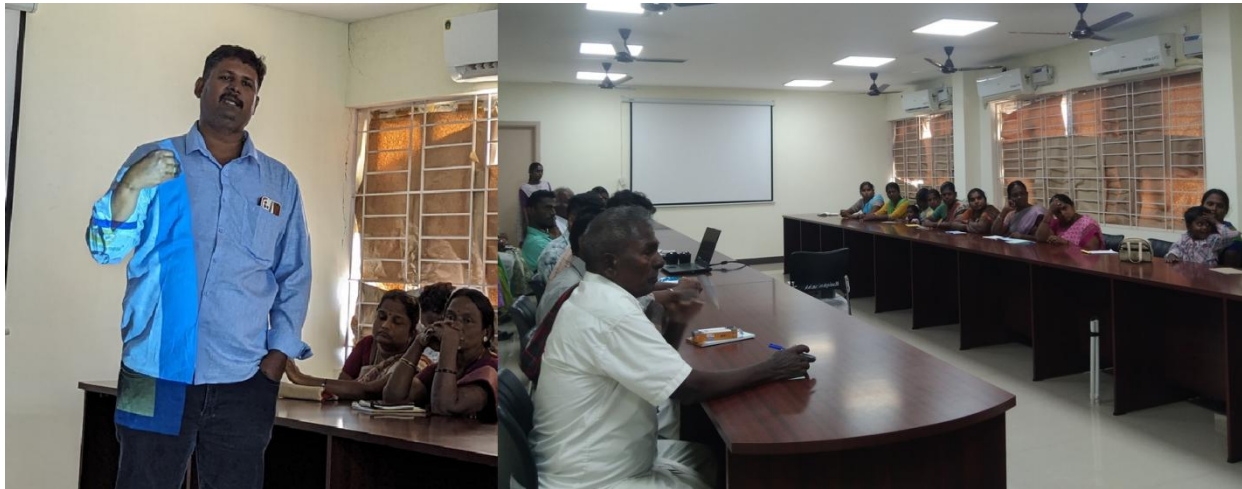
DAY 2

DATE: 05.03.2024

TIME: 10AM-11.30 PM

SESSION 1

CONCEPT NOTE ON ENTREPRENEURSHIP



Dr. V. Janahiraman of Nature Nest BioSolutions provided an insightful session on the Development of Entrepreneurship, highlighting its pivotal role in fostering innovation and economic growth. Emphasizing the benefits accessible through various schemes, Dr. Janahiraman underscored the significance of entrepreneurship in driving sustainable development and empowering individuals to realize their full potential.

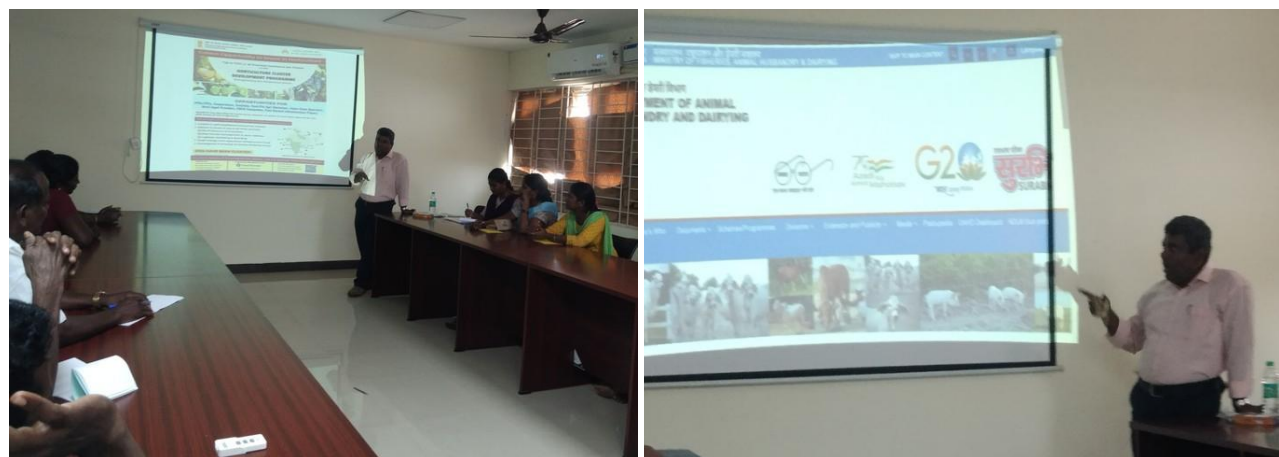
DAY 2

DATE: 05.03.2024

TIME: 11.30PM- 1PM

SESSION 2

OPPORTUNITIES AND CHALLENGES IN PROMOTION OF FPO'S



Dr. M. Daniel Jebaraj from Agri Amigos, Theni, conducted a comprehensive session on Business Plan Preparation for FPO members. The session covered crucial aspects such as financial planning, including sensitivity analysis, assessment of working capital needs, and exploring means of finance. Dr. Jebaraj emphasized the importance of preparing business plans during the session itself. Furthermore, FPO members actively participated by presenting their own meticulously crafted business plans, demonstrating a proactive approach towards their agricultural ventures.

DAY 2

DATE: 05.03.2024

TIME: 2PM- 3PM

SESSION 3

BIO FERTILIZER PRODUCTION BUSINESS



Dr. V. Janahiraman of Nature Nest BioSolutions in Madurai delivered an insightful presentation, sharing his extensive experience in bio fertilizer production. He elaborated on various types of bio fertilizers, detailed production methods, recommended schemes for establishing bio fertilizer plants, outlined potential business models, and discussed profit potential and other related aspects. His expertise provided valuable insights for attendees interested in venturing into the bio fertilizer industry.

DAY 2

DATE: 05.03.2024

TIME: 3PM-4.30 PM

SESSION 4

CASE STUDY ON SUCCESSFUL BUSINESS PLAN OF FPC



Dr. M. Daniel Jebaraj of Agri Amigos in Theni delivered an insightful session on successful Farmer Producer Organizations (FPOs) in Tamil Nadu and across India. Highlighting case studies such as Sangamithri FPO in Kerala, Viruthai FPO, Araikkal FPO, and Namakkal FPO, he elucidated key strategies behind their success. Dr. Jebaraj emphasized the collaborative nature of these FPOs and elucidated on their operational methodologies. He concluded by shedding light on the secret to their success, underlining the importance of cohesion and strategic planning in fostering thriving agricultural communities.

DAY 3

DATE: 06.03.2024

TIME: 10.30AM- 11.30AM

SESSION 1

BANKABLE BUSINESS PLAN FOR FPC'S



Dr. M. Daniel Jebaraj from Agri Amigos in Theni recently conducted an insightful session on business opportunities and crafting bankable business plans for Farmer Producer Companies (FPCs). He emphasized key areas such as understanding the demand and supply gap, optimizing the agricultural value chain, ensuring efficient input supply mechanisms, and exploring trading and export avenues. His expertise shed light on crucial aspects essential for FPCs to thrive in the dynamic agricultural sector.

DAY 3

DATE: 06.03.2024

TIME: 11.30AM-1PM

SESSION 2

PRICE FIXATION AND BRANDING STRATEGIES FOR FPC'S PRODUCTS



Mr. P. Dharmadhurai delivered an insightful presentation on price fixation and branding strategies to members of the FPO. His discourse encompassed the nuanced secrets of price fixing, including fundamental concepts, psychological considerations, cost analysis, and negotiation tactics. Attendees gained valuable insights into the intricacies of determining optimal pricing strategies tailored to their products and markets. Mr. Dharmadhurai's expertise provided a comprehensive framework for members to enhance their competitive positioning and profitability in the marketplace.

DAY 3

DATE: 06.03.2024

TIME:2PM- 3PM

SESSION 3

CONCEPT OF PACKAGING AND ITS IMPORTANCE



Mr. P. Dharmadhurai delivered an insightful session on packaging concepts for food products produced by FPOs, emphasizing its importance, standards, grading, types, and application methods. His engaging approach facilitated an interactive session, enabling FPO members to grasp the significance of effective packaging in product branding and consumer appeal. Through practical guidance, attendees learned how to elevate their FPO products through strategic packaging solutions, enhancing market competitiveness and consumer trust.

DAY 3

DATE: 06.03.2024

TIME:3PM- 4.30 PM

SESSION 4

MARKET LINKAGE & WAY FORWARD FOR BUILDING SUSTAINABLE & VIBRANT FPC'S



Dr. M. Daniel Jebaraj of Agri Amigos, Theni, led an insightful session on Market Linkage of FPCs, addressing both forward and backward linkages, along with prevalent issues and challenges. With a focus on sustainability and vibrancy, Dr. Jebaraj outlined a strategic roadmap for building resilient FPCs, paving the way for a thriving agricultural ecosystem.



Report on the Capacity Building Programme on “FPO Field Visit” conducted by EDII PHBIF on 29.02.2024

The Department of Agricultural Marketing and Agri Business - Chennai, funded the project on “Capacity Building Trainings” to members of Farmer Producer Organizations (FPO's) to transform them as Agri Entrepreneurs under the Tamil Nadu Small Farmers Agri Business Consortium (TNSFAC) scheme. In this regard, EDII-Periyakulam Horti Business Incubation Forum (EDII-PHBIF) organized one day field visit on Tamil Nadu to 45 participants of Sivaganga and Ramnad districts FPO's on 29.02.2024

Mr. S.Vasanthan – CEO at EDII PHBIF welcomed the gathering and highlighted on the importance of the field visit to the members of FPO's about how to execute this business visit effectively and emerge as an Entrepreneur. He also gave an introduction about how an incubation center works and the activities that are carried out in EDII-PHBIF.

The field visit encompassed two distinct agricultural setups: Farmer's Uncle Multi-Specialty Drying Unit and VAAHAA Natural Eco-Friendly Integrated Farm with Oil and Cosmetic Factory. Farmer's Uncle impressed with its innovative drying techniques, showcasing efficiency in preserving produce. VAAHAA Natural stood out for its holistic approach, integrating sustainable farming practices with value-added production, demonstrating a model for eco-conscious agriculture. Both visits provided valuable insights into diverse agricultural operations and opportunities for sustainable development.

Date : 29.02.2024

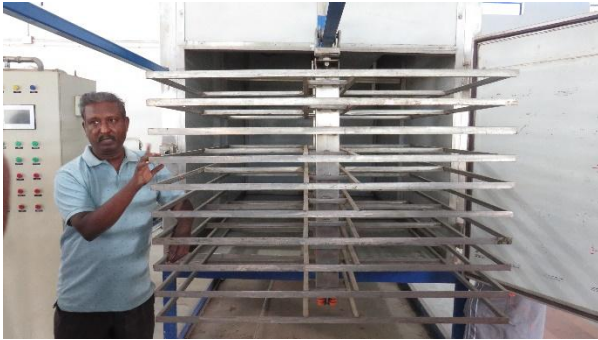
Field Visit 1 – Farmers uncle (Multi Specialty Drying Unit)- Pallapatti -SIPCOT

Our first visit was at Farmer's Uncle, a multi-specialty drying unit boasting a daily capacity of 1 tonne. Situated in Pallapati SIPCOT, Near Nilakottai, Madurai District, it is spearheaded by Mr. Isac, renowned for his patience in addressing food and farm produce losses caused by the absence of drying facilities..



At Farmer's Uncle drying unit, we observed four types of dryers: Freeze Dryer, Heat Pump Dryer, Vacuum Dryer, and Spray Dryer. Each dryer serves a distinct purpose,

tailored to meet the specific requirements and quality standards of various fruits and vegetables. This diversified approach ensures optimal drying results and preserves the integrity of different commodities



During our visit to the unit, we began with the Freeze Drying unit, which encompasses three essential processes: pre-cooling, cooling, and freeze drying. This unit efficiently dries a variety of products, including bananas, apples, vegetables, and even chutney and sambar. The meticulous process ensures the preservation of flavor and nutritional value, catering to diverse consumer demands.

Banana fruits are drying to export to gulf countries



The freeze dryer process initiates with pre-cooling, swiftly dropping the temperature to induce solidification. This crucial step sets the foundation for efficient sublimation, ensuring optimal preservation of product quality. Further elucidation on subsequent stages awaits our discussion.



Mr. Isac were briefed on the vegetable peeler cum washer and its operational process. This multifunctional equipment streamlines food preparation by simultaneously peeling and washing vegetables, enhancing efficiency in commercial kitchens. Further insights into its intricate workings and benefits await your perusal in the attached report.



Vegetable like ginger, garlic peeler machine



Apples and bananas were successfully freeze-dried for export, preserving their freshness and extending shelf life for international markets. This drying process ensures the fruits retain their flavor and nutrients while minimizing weight and volume for efficient transportation

Field visit 2 Vaahaa Natural Integrated Farm- Dindigul



In the afternoon, we visited Vaaha Natural, an integrated farm located on the Palani to Dindigul main road, near Dindigul. This one-stop destination offers a variety of agricultural products, including a marachecku oil mill, health mixes, herbal cosmetics, and a farm itself.



Vaaha Natural: Farm to Store in Style

On the Palani to Dindigul road near Palani, Vaaha Natural's farm boasts a unique store. Unlike a typical supermarket, this store seamlessly integrates with the farm, showcasing their handcrafted products in a beautiful setting. Imagine fresh produce transformed into health mixes, oils, and cosmetics, all displayed alongside the crops they come from. The warm, inviting store reflects their dedication to quality and aesthetics, creating an immersive farm-to-product experience.

