

**Centre: Periyakulam Horti Business Incubation Forum, Periyakulam**

**Report on the Capacity Building Programme on “management Development Training of FPOs” conducted by EDII PHBIF on 07.03.2024 to 09.03.2024**

**Venue: Virudhunagar , Regulated Market, Training Hall.**

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 07.03.2024 to 09.03.2024.

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 07.03.2024 at the Conference Hall in Agri Marketing Office, Virudhunagar

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. Ms. Pradeeba AO delivered a thought-provoking special address, highlighting key aspects for FPO directors. Following her, Mr. K. Kamaraj delivered an insightful special address, emphasizing strategic directions for FPO growth. Additionally, Mr. Palpandi extended his felicitations, commending the dedication of all directors. Their speeches contributed to a dynamic exchange of ideas and motivation among the FPO community.Mr. Dharmadhurai, with genuine gratitude, extended his heartfelt appreciation to all attendees for their active participation. Expressing sincere acknowledgment, he highlighted the invaluable contributions made by each individual towards the success of the event.

## Day 1

Date: 07.03.2024

Time: 10am- 11am

### Session 1 Financial Management for FPC's

Mr. Dharmadhurai captivated participants with an insightful session on Financial Management for FPCs in Theni. His expertise encompassed crucial topics such as budgeting strategies and proficient management of grants and loans. Attendees left with valuable insights to optimize their organizations' financial operations, fostering sustainability and bolstering growth prospects.



## Day 1

Date: 07.03.2024

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 Directors (BoD) and Annual General Body (AGM). .



## Day 1

Date: 07.03.2024

Time: 2pm-4.30pm

### Session 3 Book Keeping & Record Maintenance Statutory Compliances of FPC

Mr. K. Kamaraj, a representative of the Theni FPO Consortium, conducted an insightful session on Book Keeping & Record Maintenance along with 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: 07.03.2024

Time: 9.30am- 11am

### 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, The session emphasized organizing skills crucial for successful board meetings and fostering a culture of collaborative decision-making within the organization.



## Day 2

**Date: 07.03.2024**

**Time: 11am- 1pm**

### **Session 1 Human Resource management**

Dr. Palpandi delivered an engaging session on Human Resource Management techniques, captivating the audience with interactive discussions. Through insightful examples and practical strategies, attendees gained valuable insights into optimizing HR practices. Dr. Palpandi's expertise shone as he navigated through complex concepts with clarity, leaving participants equipped with actionable knowledge to enhance their HR endeavors. The session proved to be an enriching experience, fostering a deeper understanding of effective HR strategies among the audience.



## 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: 9.03.2024**

**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 3

Date: 02.03.2024

Time: 2pm-3.30pm

#### Session 2 FPO System creation

Mr. Satheesh, FPO Specialist, 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.



### Day 3

Date: 02.03.2024

Time: 3.30pm-4.30pm

#### Session 3 Entrepreneurship management system concepts

Mr. P.Dharmadhurai delivered an insightful session on entrepreneurship management system concepts. His comprehensive presentation delved into key strategies and frameworks essential for fostering entrepreneurial endeavors. Attendees gained valuable insights into effective management practices, empowering them to navigate the dynamic landscape of entrepreneurship with confidence.







**Report on the Capacity Building Programme on “Entrepreneurship Development Training of FPOs” conducted by EDII PHBIF on 10.03.2024 to 12.03.2024**

**Venue: Virudhunagar , Regulated Market, Training Hall.**

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 10.03.2024 to 12.03.2024.

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 10.03.2024 at the Conference Hall in Agri Marketing Office, Virudhunagar

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

Agricultural Officer madam She emphasized on the scope and need of understanding the various management activities of FPOs to increase the revenue generation and sustainability of FPOs.



**Day 1**

**Date: 10.03.2024**

**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 10, 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: 10.03.2024**

**Time: 2pm- 4.30pm**

## **Session 2 Opportunities and challenges in promotion of FPO's**

Mr. P. Dharmadhurai delivered a session on the opportunities and challenges surrounding Farmer Producer Organizations (FPOs). Delving deep into the intricacies of this sector, he underscored pivotal opportunities for nurturing FPO growth, alongside the formidable challenges obstructing their advancement. His insightful discourse provided invaluable insights for stakeholders navigating the landscape of agricultural cooperatives.



## Day 2

Date: 11.03.2024

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: 11.03.2024

Time: 11.30pm- 1pm

### Session 2 Business module canvass

Mr. P. Dharmadhurai delivered a session on the opportunities and challenges surrounding Farmer Producer Organizations (FPOs). Delving deep into the intricacies of this sector, he underscored pivotal opportunities for nurturing FPO growth, alongside the formidable challenges obstructing their advancement. His insightful discourse provided invaluable insights for stakeholders navigating the landscape of agricultural cooperatives.





**Day 2**

**Date: 11.03.2024**

**Time: 2pm-3.30pm**

### **Session 3 Business Opportunities and Bankable Business Plan**

Dr. Mareeswaran, Assistant Professor at Sri Venkateswara University, conducted an enlightening session on "Business opportunities and Bankable Business Plan for FPCs" focusing on crucial aspects such as demand and supply gap analysis, agri value chain enhancement, efficient input supply mechanisms, and strategies for trading and export. His expertise shed light on vital considerations for sustainable growth and prosperity within the agricultural sector.



**Day 2**

**Date: 11.03.2024**

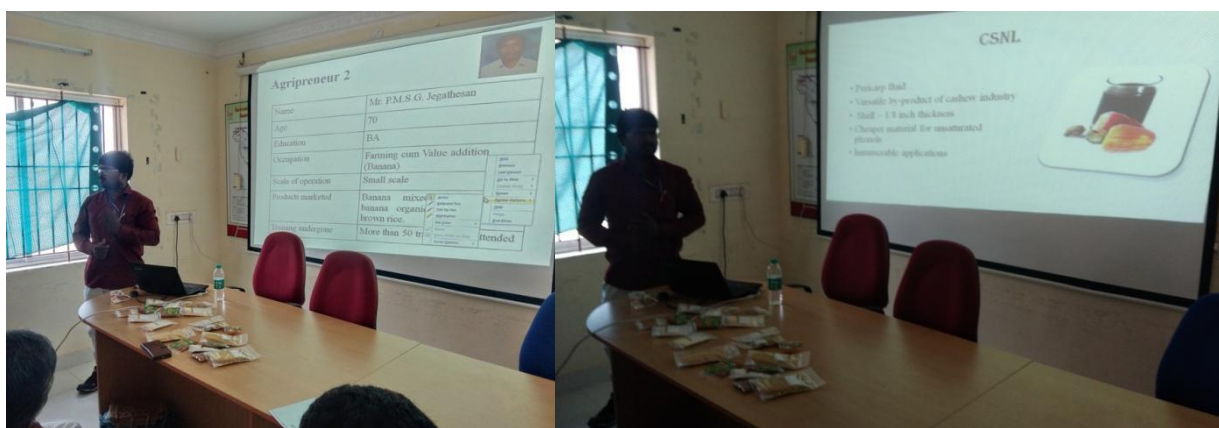
**Time: 3.30pm- 4.3pm**

### **Session 4 Case Study on Successful Business Plan of FPC's**

Dr.Mareeshwaran expertise shed light on the intricate details of formulating effective strategies for sustainable growth. Attendees gained valuable insights into the key factors contributing to the success of FPCs, fostering a deeper understanding of



business planning methodologies. Dr. Mareeswaran's presentation proved instrumental in equipping participants with practical knowledge essential for navigating the complexities of contemporary business environments.



**Day 3**

**Date: 12.03.2024**

**Time: 10am-11am**

### **Session 1 Price Fixation and Branding Strategies for FPC's products**

Mr. Jayakumar captivated members of the FPO with his enlightening presentation on price fixation and branding strategies. Delving into the intricacies of price determination, his discourse covered fundamental principles, psychological factors, cost evaluation, and negotiation techniques. Attendees left with a deeper understanding of crafting tailored pricing strategies for their products and markets. Mr. Dharmadhurai's expertise equipped members with a holistic framework to bolster their competitive edge and drive profitability in the dynamic marketplace.



**Day 3**

**Date: 12.03.2024**

**Time:11am-1pm**

**Session 2 concept of Packaging and its importance**

Mr. Jayakumar delivered an engaging session on the concept of packing, covering methods, types, designs, and their importance. His insightful discussion highlighted the values of effective packaging in product promotion and its role in increasing sales. Attendees left equipped with a deeper understanding of how strategic packaging can drive business success.



**Day 3**

**Date: 12.03.2024**

**Time: 3pm- 4.30pm**

**Session 4 Way forward for Building Sustainable & Vibrant FPC's**

Dr. Palpandi, esteemed Professor at Madurai Christian College, delivered an inspiring session on leadership management, business ethics, and the innovative strategy of farming to business conversion. His insightful discourse also delved into the essential attitudes of an entrepreneur. Attendees were captivated by his depth of knowledge and practical wisdom, leaving enriched and motivated to apply these valuable lessons in their endeavors





## **Report on the Capacity Building Programme on “FPO Field Visit” conducted by EDII PHBIF on 19.03.2024**

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 Virudhunagr districts FPO's on 19.03.2024

Mr. P.Dharmadhurai - Deputy Manager 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 in Madurai provided valuable insights into both agricultural production and product marketing. The first visit was the Madurai Agri Business Incubation Forum, where a meeting with Mr. Ashwin, founder of Shapers Studio, focused on packaging and branding strategies for FPO (Farmer Producer Organization) products. This discussion shed light on how to effectively present these products to consumers.

Following the meeting, the visit shifted to a prominent supermarket in Madurai. Here, the focus turned to analyzing the packaging techniques used by major MNCs (Multinational Corporations) for their products. This observation provided a practical understanding of how packaging can be leveraged not only to sell products but also to enhance brand image and marketing efforts.



**Date : 19.03.2024**

### **Field Visit 1 - Exposure visit for Packaging and Branding**

In our recent field visit, we aimed to equip FPO farmers with a clear understanding of packaging and branding, key factors for market success and efficient product sales. We started by visiting the Madurai Agri Business Incubation Forum. There, we had an interaction meeting with packaging expert Mr. Ashwin. He provided a detailed explanation on packaging, marketing, and branding specifically tailored to FPO products. This session equipped the farmers with valuable knowledge to elevate their offerings and compete effectively in the marketplace.



Packaging expert Mr. Ashwin conducted an interactive session with FPO shareholders and board members on marketing, branding, and packaging strategies specifically for FPO products, which can range from agricultural commodities to processed food items.





Mr. Ashwin shed light on MNC brands' packaging techniques, emphasizing how they use visuals and clear branding to drive sales. He explained how packaging showcases the product name prominently, lists ingredients transparently, and adheres to essential criteria like durability and functionality. He also stressed the importance of including essential information like use-by dates and storage instructions.