



CCS National Institute of Agricultural Marketing

(Ministry of Agriculture, Government of India)

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Report of the Program Conducted at CCS NIAM

“Training Program for Board of Directors, CEOs and Accountant of FPO on FPO Management”

Date

5th to 7th July, 2023

At CCS NIAM Campus, Jaipur

Submitted by

Course Coordinator

Dr. S.R. Singh, Dy. Director, CCS NIAM

**REPORT ON TRAINING PROGRAM CONDUCTED AT CCS NIAM,
JAIPUR FOR FPO OF UTTAR PRADESH**

Program Coordinator: Dr. S.R. Singh, Dy. Director, CCS NIAM, Jaipur

Collaborative Partner: Ayurved Research Foundation, Sonapat, Haryana.

Date of the program: 5th to 7th July, 2023.

Venue: CCS NIAM, Jaipur Campus.

Number of Participants: 24

Introduction: This is with reference to the discussion with Authority of Ayurved Research Foundation, Sonapat, Haryana and subsequent letter dated 18th May, 2023 and E File Approval No. 128102 accorded by the Competent Authority, NIAM, a training program on “**Training Program for Board of Directors, CEOs and Accountant of FPO on FPO Management**” was conducted successfully at CCS NIAM, Jaipur from 5th to 7th July, 2023. The program was conducted for the benefit of the farmers, FPO members and other stakeholders for creating awareness among the FPO about policies and procedure of FPO management for effective execution of FPO policies for development of agriculture. The program inaugurated by Dr. S. R. Singh, Dy. Director and Course Coordinator, CCS NIAM in the presence of Ayurved Officials.

Place of Program: The program was conducted at CCS NIAM, Convention Center, Jaipur.

Participants of the Program: The program was attended by the Board of Directors, Chief Executive Officers and Accountant of the FPOs working in the District of Baghpat and Aligarh, Uttar Pradesh nominated for the purpose from the nearby villages of these district. The program was attended by 24 Board of

Directors, CEOs and Accountant of the FPOs namely: Pilana Farmer Producer Company Ltd., Baghpat, Ayurved Research Foundation, Sonapat Haryana, Aligarh Potato Seed Producer Company Ltd, Gangiri Maize and Potato Producer Company Ltd. Aligarh, Antral Dairy Farmers Producer Company Ltd., Baghpat, Uttar Pradesh. FPOs were engaged in the activities like input selling, milk production, agriculture production and others. The FPOs were also growing various crops like sugarcane, maize, wheat, mango, vegetables etc. Category wise details of the participants are as under:

S. No.	Gender		Category of the participants				Total
	Males	Female	SC	ST	OBC	General	
1	22	2	-	-	8	16	24
Total	22	2	-	-	8	16	24

Objectives of the Training Program:

1. To sensitize the FPO members about the working of FPO for making it successful.
2. To upgrade the knowledge planning, execution, policies and registration process of FPOs and modern changes occur in the field of agricultural marketing through FPOs.
3. How mobilize new members of FPO for making it more vibrant entity.
4. Compliance and liabilities of FPOs and its members.
5. Linking FPOs to the market.
6. Record keeping, meetings and other compliance of FPO members and BoDs.
7. General aspects of agricultural marketing.
8. E-NAM and its operationalization.

List of Resource persons:

-Dr. S.R. Singh, Dy. Director and Course Coordinator, NIAM, Jaipur

-Sh. Kuldeep Singh Sawhney, Ex Officer from Bank and Finance.

-Sh. Sanjeev Luthra, Ex Financial Manager and Expert.

Course Content: The course content and schedule followed during the program is as under:

10:00 AM to 1:00 PM	<ul style="list-style-type: none"> • Introduction of program and participants and Inaugural of the Program 	By Dr. S.R. Singh, Dy. Director, CCS NIAM
	<ul style="list-style-type: none"> • Overview of Indian Agriculture and FPO 	By Dr. S.R. Singh, Dy. Director
	<ul style="list-style-type: none"> • Current and future scenario of Indian Agriculture • Problems faced by Small and marginal Farmers and Benefit of aggregation for small and marginal farmers 	By Dr. S.R. Singh, Dy. Director, CCS NIAM
Lunch 1:00 PM to 2:00 PM		
2:00 PM to 5:00 PM	<ul style="list-style-type: none"> • Basic Concept of FPO 	By Dr. S.R. Singh, Dy. Director
	<ul style="list-style-type: none"> • Formation and function and benefits of FPO to small and marginal farmers 	By Dr. S.R. Singh, Dy. Director
10:00 AM to 1:00 PM	<ul style="list-style-type: none"> • Mapping of FPOs, Identification of Cluster and Identification of business opportunities, Baseline survey and feasibility study • Basics of finance-Budgeting, working capital, cash flow, raising funds, investment 	Dr. S.R. Singh, Dy. Director, CCS NIAM and Sh. Kuldeep Sawhney
	<ul style="list-style-type: none"> • FPOs registration, Business plan development, Registration of FPOs, Monitoring and Data submission 	Sh. Kuldeep Sawhney
	Lunch 1:00 PM to 2:00 PM	

	<ul style="list-style-type: none"> • Legal and compliance aspects of Businesses through FPO. • Importance of share capital. • Statutory Compliances under Companies Act 1956 and Companies Act 2013. • Statutory compliances – certification/ licenses for trading 	Mr. Sanjeev Luthra
2:00 PM to 5: 00 PM	<ul style="list-style-type: none"> • Understanding the current market practices- Buying and Selling of commodities. • Assessment of market demand and supply of various commodities. • Strategies for react for market price fluctuation • Direct marketing, digital marketing, other marketing linkages 	Mr. Sanjeev Luthra
Day-3: 7-7-2023	<ul style="list-style-type: none"> • Managing of FPOs- HR and Finance-Introduction to HR, staff role and responsibilities. 	Sh. Kuldeep Sawhaney
10:00 AM to 1:00 PM	<ul style="list-style-type: none"> • Recruitment process, planning of resources 	
	Lunch 1:00 PM to 2:00 PM	
2.00 PM to 4.00 PM	<ul style="list-style-type: none"> • How to build value chain for various commodities 	Sh. Snajeev Luthra and Dr. S. R. singh, Dy. Director, CCS NIAM
	<ul style="list-style-type: none"> • Opportunities and Challenges in export of commodities 	
	<ul style="list-style-type: none"> • Minimization of cost, better revenue, Direct marketing 	
4.00 PM onward valedictory function and certificates distribution		

Number of Sessions Executed: During the programs, only 14 sessions were executed in the program as well as question answer sessions were also moderated and answered the queries of the FPO members and Board of Directors. Two

sessions in a day were taken by the undersigned and the others were taken by the resource persons invited from outside.

Teaching Methodology: The lectures were delivered by the resource persons on different topics assigned to them and also shared their field experience with the FPO members and Board of Directors. Group discussion was also moderated among the participants of FPO and listen their problems and topics of interest. Question answer session was also executed during the program for one to one interaction with farmers. During the program farmers were also allowed to put up their queries before the scientist and got the instant solution from the scientist. Presentations were made through PPTs by the experts invited from outside.

Activities carried out by the FPOs: The FPO members were engaged in production, procurement of milk from the villages nearby and transport it to the nearby market for sale. In addition to the that some FPOs are in the process to take up the license of trading of agri-input. The FPO of Aligarh district is engaged in production of potato seed and selling it to the big companies.

Problems faced by the FPOs:

1. Difficult to get the license of trading of agri-input from the Government.
2. Chilling plant of milk is not available in the area for making procurement easy and safe for milk product.
3. Technical know for seed production is not easily available to the FPO members in the village.
4. Less cooperation from the state government officials.
5. Introduction of mechanization in horticulture is very important to boost up the knowledge and income of the farmers by producing of quality product

for export purpose. In this area there is also a need for set up of cool chain management for increasing the self-life of horticultural commodities.

6. Mechanical grading, packaging, warehouse facility and primary processing units are urgently required in this region for handholding to the farmers growing garlic, coriander and onion crops. For linking farmers to the national and international market of agricultural produce, training on export possibilities are required.

Observations of Course Coordinator: The program was inaugurated by NIAM officials in the presence of Ayurved Officials. Overall, the participants of the program were very much satisfied regarding the course coverage, lecture delivery and the organizing of the program. The participants were very interactive with the speakers and they had deep discussion about the new innovations going in the field of agricultural marketing and FPO modalities and process. The program also covered by the print media of the area for publicity. The state like Uttar Pradesh and Haryana, there is a need to conduct such programs intensively to make FPO members aware about the marketing activities happening in the country and also the FPO activities. The program was very well appreciated by the Authorities of Ayurved.

Media coverage of the program: The photographs showing the view of program and Banner and other photographs are attached herewith for ready reference.



एफ.पी.ओ.के निदेशक मंडल एवं सी.ई.ओ.के लिए एफ.पी.ओ प्रबंधन पर प्रशिक्षण कार्यक्रम दिनांक:-5-7 जुलाई, 2023

चौ. चरण सिंह राष्ट्रीय कृषि विपणन संस्थान
(कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार का संगठन)
कोटा रोड़, बम्बाला, प्रताप नगर, जयपुर-302033 (राज.)

(Banner of the Program)





चौधरी चरण सिंह राष्ट्रीय कृषि विपणन संस्थान, जयपुर



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(Addressing participants)

📣 नगरी BREAKING



सीसीएस नियाम में एफपीओ प्रबंधन पर प्रशिक्षण कार्यक्रम

चौधरी चरण सिंह राष्ट्रीय कृषि विपणन संस्थान, जयपुर में एफपीओ प्रबंधन पर तीन दिवसीय प्रशिक्षण कार्यक्रम का आयोजन किया गया, कार्यक्रम का संचालन संस्थान के उप निदेशक डॉ एसआर सिंह द्वारा किया गया, कार्यक्रम में उत्तर प्रदेश के बागपत एवं अलीगढ़ से आए 28 प्रतिभागियों ने भाग लिया, डॉ सिंह ने बताया कि भारत सरकार ने 10 हजार एफपीओ बनाने का लक्ष्य रखा है, एफपीओ के माध्यम से किसानों को संगठित करने का प्रयास किया जा रहा है, जिससे किसानों की मोल भाव क्षमता बढ़ाई जा सके। संगठित किसान अपनी कृषि उपज को अच्छी तरह से बाजार में बेच सकता है

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सीसीएस • जयपुर की ख़बरें
 चौधरी चरण सिंह राष्ट्रीय कृषि विपणन संस्थान, जयपुर में एफपीओ प्रबंधन पर तीन दिवसीय प्रशिक्षण कार्यक्रम का आयोजन किया गया। कार्यक्रम का संचालन संस्थान के उप निदेशक डॉ एसआर सिंह द्वारा किया गया। इस कार्यक्रम में उत्तर प्रदेश के बागपत एवं अलीगढ़ से आए 28 प्रतिभागियों ने भाग लिया। डॉ सिंह ने बताया कि भारत सरकार ने 10,000 एफपीओ बनाने का लक्ष्य रखा है।

एफपीओ की व्यवस्था से किसानों को बेहतर मूल्य का प्रदाय किया जा सके। किसानों को संगठित करने का प्रयास किया जा रहा है। संगठित किसान अपनी कृषि उपज को अच्छी तरह से बाजार में बेच सकता है। कार्यक्रम में बागपत एवं अलीगढ़ से आए 28 प्रतिभागियों ने भाग लिया। डॉ सिंह ने बताया कि भारत सरकार ने 10,000 एफपीओ बनाने का लक्ष्य रखा है।

संगठित किसानों को बेहतर मूल्य का प्रदाय किया जा सके। किसानों को संगठित करने का प्रयास किया जा रहा है। संगठित किसान अपनी कृषि उपज को अच्छी तरह से बाजार में बेच सकता है। कार्यक्रम में बागपत एवं अलीगढ़ से आए 28 प्रतिभागियों ने भाग लिया। डॉ सिंह ने बताया कि भारत सरकार ने 10,000 एफपीओ बनाने का लक्ष्य रखा है।

(Dr. S.R. Singh)
 Dy. Director &
 Program Coordinator
 Dated: 10th July, 2023