



APMAS Experience: Strengthening Farmers Collectives



VISION

**A Sustainable
Self-Help Movement in India**

MISSION

To promote self-reliant Women SHGs and their Federations, Farmer Producer Organizations and other People's Organisations to realize their full potential for achieving sustainable development and inclusive growth.

Core Values

- ❖ **Concern for Quality**
- ❖ **Gender Equality and Social Inclusion**
- ❖ **Self-Reliance**
- ❖ **Transparency and Accountability**
- ❖ **Promote Participation and Democracy**
- ❖ **Continuous Learning**



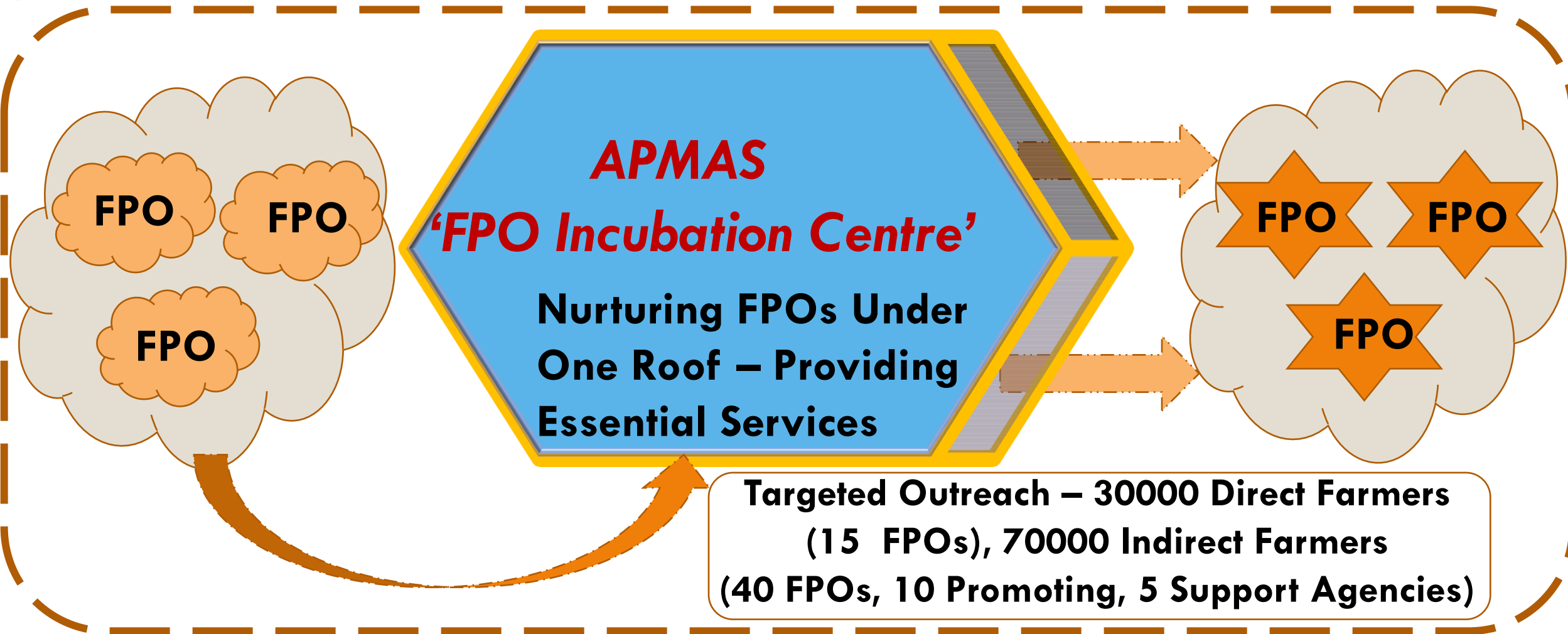


FPOS PROMOTED / SUPPORTED BY APMAS

#	Project	No. of FPOs	Operational Area	State
1	APDMP	12	Ananthapur & Chittoor districts	AP
2	AGEEWA	4	Yadadri districts	Telangana
3	DGRV	1	Kamareddy District	Telangana
4	G4	2	Ananthapur & Chittoor districts	AP
5	GIC	4	Chittoor district	AP
6	Aurobindo	2	Nellore & Sanga Reddy district	AP & Telangana
7	AF Ecology Centre	8	Ananthapur district	AP
8	Horticulture Dept.	12	Rayalaseema	AP
9	RSA of NABARD	29?	Rayalaseema	AP
	Total FPOs	74		AP & Telangana




FPO Incubation Centre




APMAS 'Resource Centre' – With State of the Art Infrastructure in a five storied building. Can simultaneously support two residential programs for 60 participants

FPOs PROMOTION



Forward Linkages For Incremental Price


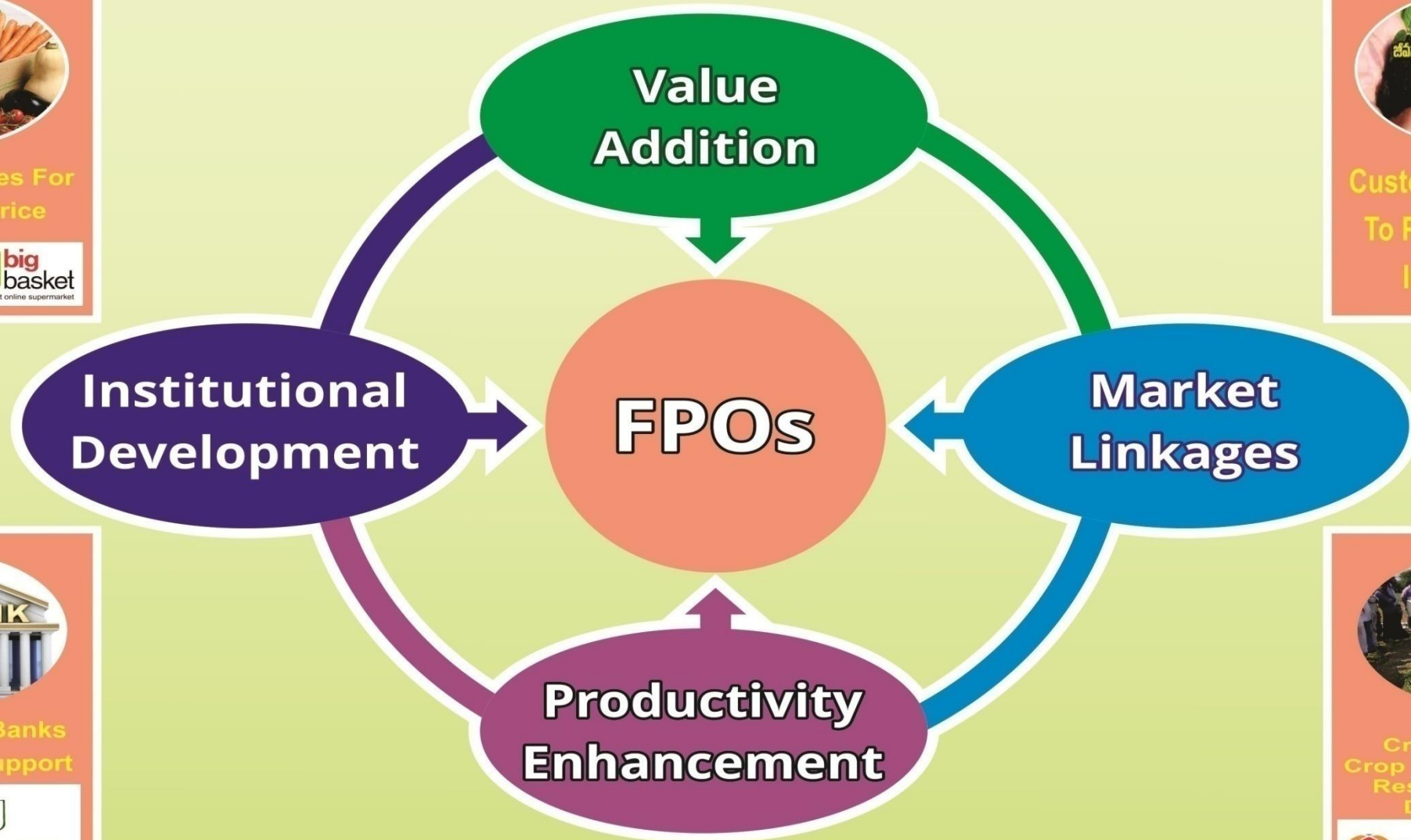


METRO **big basket**
India's largest online supermarket




ಕವನ ವಲಿವುಲು

Custom Hiring Centres To Provide Essential Input Services




₹ **BANK**


Linkages with Banks For Financial Support



NABARD



Training on Crop Planning & Crop Management and Resource Material Development



World Vegetable Center



FPO Led Innovations In Tomato Value Chain



Pre - Production

- Soil Testing
- Nursery Seedlings
- Crop Planning
- Land Preparation



Production

- Transplanting
- Irrigation Management
- Integrated Nutrient Management
- Pest and Disease Management
- Cultural Practices-Staking, Mulching, Weeding
- Harvesting



Post - Production

- Grading/Sorting
- Packing
- Procurement
- Transportation
- Marketing

Tomato Value-Chain Development Activities

FPO meeting at Madanapalle, Ramasamudram



IPM training



Collective marketing & FPO meeting at Nimmanapalle



Model Vegetable Nursery



Miniki

Palamaner

Demo farmer trial visit and discussion



CTM, Madanapalle

FPOS ACTIVITIES



APMAS CAPACITY BUILDING STRATEGY

- 1. Developing community resource pool**
- 2. Capacity building of elected representatives in Developing and Operationalising Business Plan, providing support in Monitoring and review of the activates**
- 3. Introducing self-financing concept – fee for services**
- 4. Staff are from the community or from FPO operational area**

APMAS CAPACITY BUILDING APPROACH



Best Performance Awards

Documenting best Practices & disseminating

Capacity Building Needs Assessment

Participate in planning & Review meetings and provide feedback

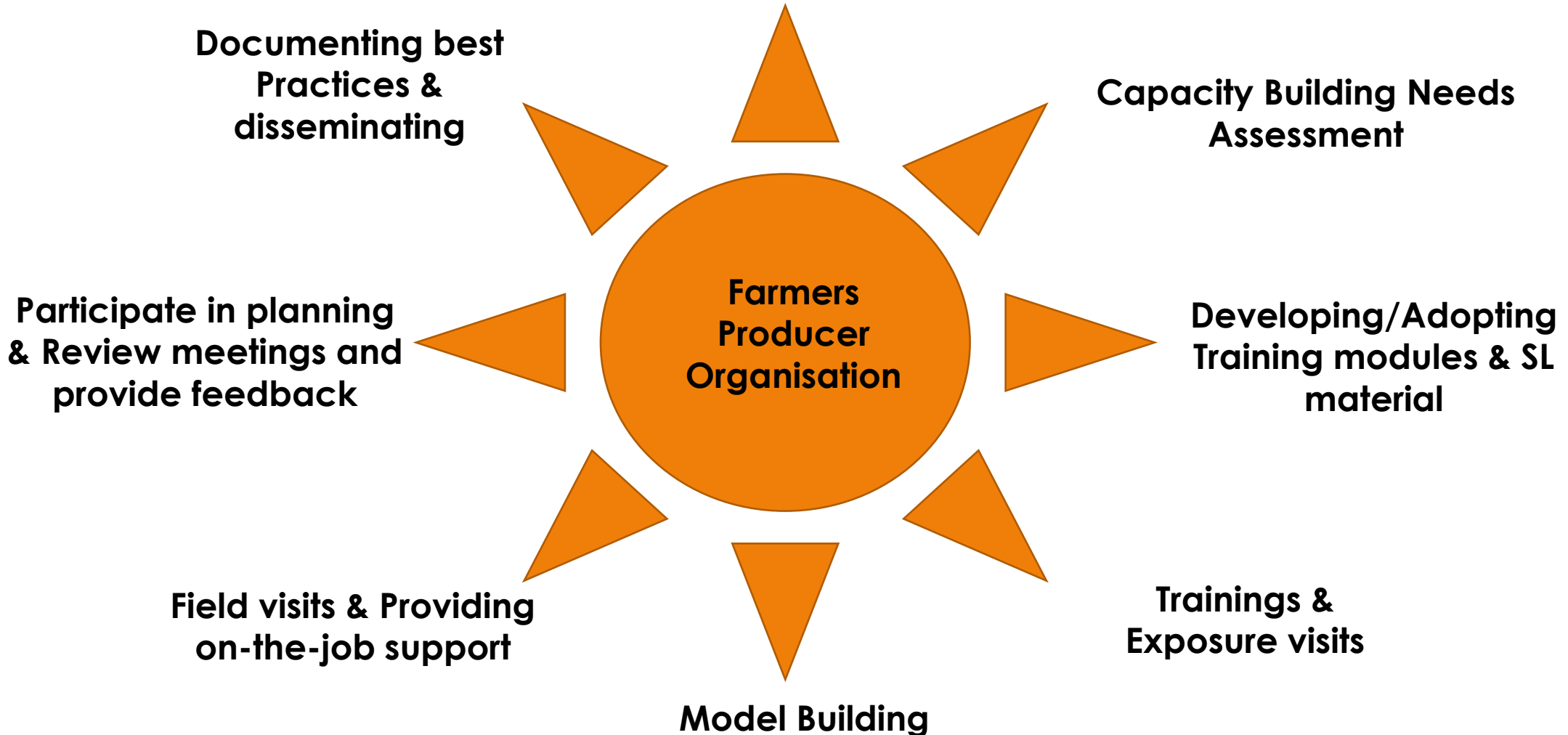
Farmers Producer Organisation

Developing/Adopting Training modules & SL material

Field visits & Providing on-the-job support

Trainings & Exposure visits

Model Building



TARGET GROUP



- 1. Building the capacities of elected representatives – Knowledge & Skill**
- 2. Staff capacity building**
- 3. Member education**
- 4. Community Professionals**
- 5. Building women leadership**

MATERIAL DEVELOPED



- 1. Developed Self Learning Modules on Governance & Management of FPO: Board members (Six booklets & Five Training manuals)**
- 2. Developing posters and palm plates on Governance are in progress**
- 3. 18 Self-learning booklets and 3 Technical Series on Self-Regulation for Board members & members published**
- 4. Posters on self-regulation are published**
- 5. Development of another Five self-learning modules for FPO Board members are in the process**

CHALLENGES FACING BY APMAS



- 1. Target Vs Process**
- 2. Availability of sufficient Capacity Building funds**
- 3. Business orientation of the Promoting institutions and community**
- 4. Availability of material for Capacity Building of the Board members & Members**

FUTURE PLANS



- 1. Developing thematic resource pool for supporting and nurturing FPOs**
- 2. Customising and piloting Self-Regulation system for FPOs**
- 3. Developing modules, posters and other self-learning material**
- 4. Building staff internal capacities on various aspects of FPOs**
- 5. Developing & offering certificate course for CEO of FPOs**
- 6. Facilitating National Network of Promoters for sharing and learning**

Thank you

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