



STRATEGIC FPO MANAGEMENT PROGRAM

The Government of India has announced that 10,000 FPOs will be set up aimed at helping the farmers of the country achieve the goal of doubling their farm incomes in near future. They have also announced sweeping reforms pertaining to marketing of agricultural produce, reforms which offer a new vista of opportunities to enterprising farmers and their organisations. The announcement regarding FPO has been followed up with formulation of guidelines and provision of enabling budgets. It is expected that administrative measures for giving shape to the agricultural reforms too will be occurring in near future.

To take advantage of these new developments and to benefit millions of poor farmers, farmer producer organisations need to perform well in competitive markets and hence must be managed well. There are significant challenges, both theoretically and in practical terms in this task. Unlike private or public limited companies which aim to maximise shareholder values, FPOs are member oriented firms and this introduces fundamental differences in the management task. There also are significant challenges in terms of adequate capitalisation of FPO businesses, accomplishing and flexibility and yet a highly reliable, cohesive management strategy.

Possibly a critical factor in this regard would be the expected vesting of control of the FPOs in representatives of farmers themselves. While they would certainly be close to members and hence responsive to them, it is no secret that they would need much orientation and training in understanding complexities of finance, marketing and managing for guarding the long term interest of members. There also is a need for focused capacity building of management staff of FPO as well as a need to build perspectives among those who will promote the FPOs.

NATIONAL ASSOCIATION FOR FARMER PRODUCER ORGANISATION and VIKASANVESH FOUNDATION are pleased to announce a series of capacity building programs exclusively for FPOs. The program unpacks how to build a high-performance, highly effective producer organisation and scale sustainably.





Faculty for these programs comprises



Prof. Sanjiv Phansalkar; ex-IRMA and ex Program Director, Tata Trusts.



Prof. Ajit Kanitkar; ex Program Officer, Ford Foundation



Dr. Avinash Paranjape, Chair, National Small Poultry Development Trusts



Mr. Anish Kumar, Trustee, National Association for Farmer Producer Organisations

I. CONSIDERATIONS WHILE LAUNCHING A FARMER PRODUCER ORGANISATION FOR VALUE CHAIN ENGAGEMENT (PROPOSED DATE: AUG 25-26)

A 2 day program focusing on perspectives derived from lived-in experiences of FPOs and economic theories. This would be ideal for very senior officers of promoting agencies which are charged with promoting FPO.

II. STRUCTURING THE FPO FOR VIABILITY (TO BE ANNOUNCED)

A 4 day engagement meant for operating executives in FPO promoting agencies and donors. It will help them carefully appraise and reshape proposals for FPOs brought to them by potential groups.

III. MANAGEMENT IN FARMER PRODUCER ORGANISATIONS FOR VIABILITY AND GROWTH (TO BE ANNOUNCED)

A hands on training program for would be officers and management staff of FPOs. It helps them in thinking about concrete operating decisions they will need to take while running these entities.

Strategic FPO Management Program

