



Bankers Institute of Rural Development (BIRD)

(A Premier Learning Center of NABARD)

Lucknow, Uttar Pradesh, India

Brief Course Design

01. Farmers Collectives and linking them to Market

Agriculture is back bone of majority of countries in the world. It has performed well over the last 50 years, not only keeping pace with rapid population growth, but also has surplus of production. However, many small and marginal farmers continue to live below the poverty line and subjected to unacceptable working conditions. Achieving sustainability in the production of agricultural commodities is necessary to ensure food security, a healthy natural resource base and human well-being. To meet the challenge of these sustainability issues, the concept of Producer Collectives owned by the people is gaining importance.

Government of India has taken up various initiatives for promotion of Farmers Collectives through organizing the farmers into Producer Organisation (PO) to link them with the market. The development agencies like National Bank for Agriculture and Rural Development (NABARD), Small Farmers Agri-Business Consortium (SFAC) and different CRS fund have supported Farmer Producer Company. Large number of FPOs are working well by linking them with the corporates. The model of Producer Organisation (PO) is worth replicating in countries where farm holding is very small and disintegrated to enable them to link with distant markets so as to increase their income.

Aims & Objectives:

At the end of the program, the participants would be in a position to understand and appreciate-

- Explain the process of formation of Farmer Collectives and various Legal & Statutory requirements.
- Describe various activities of Farmer Producer Organisation (FPO).
- Explain the process of developing a good business plan.
- Explain the Financial Management and profitability and Sources of Funds for FPOs
- Describe Marketing plan & concepts
- Describe the role of CEO, Team building and Conflict resolution

- Understand the Governance, Organization and management of a FPO
- MIS and Maintenance of books and record
- Describe the Networking and Convergence with other Agencies
- Describe various channels to link them with agri-market

Course Content:

The program will broadly deal with the following –

- Agricultural Scenario- Opportunities in Agriculture - Issues and Challenges
- Mainstreaming of SF/MF through promotion of FPOs
- Overview of FPOs & current status in India
- Formation and Registration of FPOs and Legal and statutory requirements.
- Role and responsibilities of CEO
- Team building and Conflict resolution
- Governance of FPO - Coordination among CEO, BOD, Interest group leaders / Members
- Challenges for FPO - Organization and management of a Producer Organization/ company
- Networking and Convergence with other Agencies
- Marketing plan & various channels to link them with agri-market

Duration

Two weeks (residential) at Bankers Institute of Rural Development (BIRD), Lucknow (18 November 2024 to 29 November 2024) including relevant field visits.

Participants

The program participants will be middle/senior Officers from ITEC member countries working in government, universities, banks, NGOs, MFIs and other institutions concerned with communities in the areas of Micro Finance, Banking and Rural development with around 3 years' work experience