

SEMESTER-V

COURSE 15 A: FARMER PRODUCER ORGANISATIONS

Theory	Credits: 4	4 hrs/week
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Course Objective: This course aims to equip the students with the knowledge and understanding on Concepts/theories of FPOs in Indian context and skills needed to promote and manage FPOs in rural agricultural arena.

Course Learning Outcomes:

Upon completion of this course, the students shall be able to achieve the following outcomes:

CO1: Explain the concept and organization of FPO and its economic activities

CO2: Identify and analyse the opportunities related to FPO in local rural area

CO3: Apply the concepts to the identified FPO related opportunities available in the local area and formulate business ideas.

CO4: Demonstrate practical skills that will enable them to identify finance sources and strategies for marketing

CO5: Evaluate the performance of local case studies by understanding the role of various supporting institutions under the existing regulation

Unit 1: Concept of FPOs and Importance

- FPO: Concept, importance and Types
- Organizational structure and Functions of FPO; Ecosystem required for FPO
- Role of FPOs in present Indian Agricultural Development
- Factors, Problems and Challenges of FPOs in India.

Unit 2: Establishing FPOs and Collaborations

- Situation Analysis and Mobilizing Farmer Producers for FPO
- Rules and Regulation related to FPOs, Procedures to start FPO, Infrastructure required for FPO
- Collaboration with Other Organizations
- Training and Capacity Building to Persons in FPO; Managing Financial Accounts of FPO

Unit 3: Economic Activities and Business Planning of FPOs

- Economic Activities undertaken by FPO: Input Purchase, Custom Hiring Machines
- Output Business: Procuring, Processing, Storage, Logistics, Marketing, Exporting etc.,
- Product Identification and Value Chain Analysis for FPO
- Business Planning for FPO; Viable Business Models of FPO: Multi-product and Value Added.

Unit 4: Financing and Marketing of FPOs

- Financial Planning in FPO
- Mobilization of Capital from Members, Promoters, Banks and other Funding Agencies
- Marketing of FPO Products: Market Survey, Demand Forecasting, Marketing Strategies, Branding, Planning and Promotion
- Digital and Social Media Marketing

Unit 5: Institutional Support and Case Studies of FPOs

- Institutional Support and Resource Supporting Agencies for FPOs
- Special Roles of NABARD and SFAC
- Government Programmes and Schemes for promotion of FPOs
- Discussion of two important Case Studies related to FPOs with different product or process types of local relevance.

References:

1. NABARD: *Farmer Producer Organisations*, FAQs. Mumbai, 2015.<https://www.nabard.org/demo/auth/writereaddata/File/FARMER%20PRODUCER%20ORGANISATIONS.pdf>
2. NABARD: *FPO e-Learning Module*. https://www.nabard.org/FPO/story_html5.html
3. SFAC: *Formation and Promotion of 10, 000 Farmer Producer Organisations: Operational Guidelines*, New Delhi, 2020.
<http://sfacindia.com/UploadFile/Statistics/Formation%20&%20Promotion%20of%2010,000%20FPOs%20Scheme%20Operational%20Guidelines%20in%20English.pdf>
4. FAO: *Course on Agribusiness Management for Producers' Associations*, 2009.
<http://www.fao.org/3/i0499e/i0499e00.htm>
5. RichaGovil, Annapurna Neti and Madhushree R. Rao: *Farmer Producer Organisations: Past, Present and Future*, AzimPremji University, Bengaluru, 2020
<http://publications.azimpremjifoundation.org/2268/>

Co-Curricular Activities:

a) Mandatory (*Training of students in the related skills by the teacher for a total 10 Hours*)

1) For Teacher: Training of students by teacher in the classroom and in the field for a total of not less than 10 hours on skills and hands on experience like preparing business model, value chain analysis of any product, application for the support of NABARD, SFAC and any similar supporting organization, financial planning, capacity building form staff and members etc. pertaining to FPO of local relevance and make a field visit to any one such unit. The expertise of practicing FPO persons can be utilized for this purposes.

2) For Student: Students shall visit and understand the functioning of FPO in their local area. They shall write their individual observations in the given format, not exceeding 10 pages, and submit to the teacher, as Fieldwork Report

3) Suggested Fieldwork Format (*Report shall not exceed 10 pages*):

Title Page, Student Details, Acknowledgments, Index page, Objectives, Step-wise process, Findings, Conclusion & References.

4) Max Marks for Fieldwork Report: 05

5) Unit Tests/Internal Examinations.

Suggested Activities:

Unit-1: Group discussion on role of FPOs in agriculture development

Unit-2: Seminars on case studies of successful FPOs

Unit-3: Exercise on Identifying 3 areas of opportunity for FPOs

Unit-4: Field Visit to local FPO and report submission

Unit-5: Quiz on concepts and institutional support for FPO