



IIPM 

भारतीय बागान प्रबन्ध संस्थान बेंगलुरु

INDIAN INSTITUTE OF PLANTATION MANAGEMENT BENGALURU

(An Autonomous Organization of the Ministry of Commerce & Industry - Govt. of India)



Capacity Building Program

for the BoDs and CEOs of FPOS

31 Jan and 1 Feb 2023

Rationale and Program Intent:

The Government of India has been promoting farmer collectives to address the issues faced by small and marginal farmers. With an increasing number of FPOs, the capacity building of these emerging farmer institutions is the need of the moment. Realizing this, the Indian Institute of Plantation Management (IIPM) in association with India Foundation for Humanistic Development (IFHD) is organising this program to strengthen the capacity of the Board of Directors (BoD) and managerial staff of FPOs.

Broad Contents of the Program

- Overview on the FPO landscape in the country
- FPO Shareholder Management and Board of Directors' Role
- Managing regulatory statutory compliance
- Vision and Mission Building
- Promoting FPOs: Market Linkage Support
- Marketing-understanding scope of competitive advantage and strategic positioning of a FPO
- Developing Business Plan

Program Outcomes:

- Understand the FPO's shareholder management and roles & responsibilities of the directors, CEO, Staff
- Framework & type of compliances, Regulatory frameworks under various acts pertaining to performing businesses of a FPO, Management of Accounts, Bookkeeping
- SWOT Analysis
- Understanding the process involved in business planning of an FPO; Preparation of Activity plan and assigning responsibility within the BoDs
- Budgeting, Working Capital, Cash flow; Raising funds; Managing share capital
- Proper utilization of working capital in Business implementation
- How to gain competitive advantages - Price advantage, differentiation advantage
Customer segmentation - estimation of demand & supply – present players – competition level - alternate marketing channels
- Working out a marketing strategy - Product, price, place, and promotion









Registration of BoDs from FPOs



BoDs of FPOs





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