



Certificate Course For
Chief Executive Officers (CEOs) of
Farmer Producer Organizations (FPOs)
(The Programme for prospective
and existing CEOs of FPOs)



ABOUT MANAGE FPO ACADEMY:

The focus of the government policies in the recent past has been on enhancing farmers' income through a flagship program of "Doubling of Farmers Income by 2022". One of the main strategies suggested in this document is aggregation of farmers into Farmer Producer Organizations. This tool of aggregation is a solution for most of the problems faced by small and marginal farmers. Since 2002, around 9,000 FPOs have been promoted by various agencies. Based on the success of this model in the country, Govt. of India has decided to promote 10,000 FPOs over next five years. It is estimated that during the promotion and implementation of 10,000 farmer-organisations would require capacity building of nearly 46 lakhs stakeholders covering Board of Directors, CEOs, Bankers, CBBOs, officers from agriculture and line departments, resources from NGO, Universities, Cooperative organizations, apex institutes dealing with agriculture and other institutes including stakeholders in the private sector. In order to address this huge challenge of aggregating farmers, MANAGE, Hyderabad launched an Academy called "MANAGE FPO Academy" in January 2021 with focus on capacity building of different FPO stakeholders and also to conduct need based customised training programme for FPO and other organisations, research studies, policy advocacy and other related aspects to help government achieve the ambitious target of creating 10000 farmer-organisations over next five years and make an effort to develop the FPO like a corporate entities for development of farming community.

CERTIFICATE COURSE FOR CEOS OF FPOS - 2022

BACKGROUND:

Collectivization of producers, especially small and marginal farmers, into producer organisations is established as one of the most effective pathways to address many constraints of agriculture but most importantly, improved access to finance, technology, inputs and markets.

Of late, there has been a spurt in Farmer Producer Organizations (FPOs) promotion in the country – close to 10,000 FPOs are formed in last one decade with the support of different agencies like SFAC, NABARD, different government departments and Development Organizations. In addition, in 2020, Ministry of Agriculture and Farmers Welfare, Government of India came up with the ambitious programme of promotion of 10,000 FPOs over next five years. Thus, the FPO ecosystem is scaling up so high necessitating different services for them.

Professional management is very key for success of FPOs. For FPOs to be viable business organizations, it requires an efficient and qualified human resource (Chief Executive Officer and staff) who need to manage the overall business of FPO. At the rate of one per FPO, it calls for a large army of trained CEOs for budding FPOs in the country. Training and development to have a cadre of quality human resource who can serve as CEOs of FPOs. Imparting skills to these people can lead to improved rural entrepreneurship and sustainability of FPOs and reduce dependency on external promoting agencies. Even though some training is happening to CEOs of FPO, these are being mostly taken up in a limited number by few institutions. Against this backdrop, MANAGE proposes to conduct a certificate course of 45 days duration. Various kinds of courses with specialized focus in core areas of promoting FPCs are available in India.

ABOUT COURSE:

MANAGE proposes to conduct a 45 days fully residential Certificate programme for CEOs of FPO. This will enable their capacity building in a systematic and comprehensive manner. Certificate brings the required authenticity to the programme by assuring the quality, recognition by different stakeholders like FPO support agencies, financial institutions and the participants also see lot of value in it and also the local youth will be imparted with business and institution development skills over a period of time. On completion of the programme, successful candidates are awarded completion certificate “Certificate Course for Chief Executive Officers (CEOs) of Farmer Producer Organizations (FPOs)”

The specific objectives of the course:

- To develop adequate conceptual base in the different management subject area relevance to management of FPOs
- To develop the problem solving and decision making skill among the participants
- To develop the application skills of management techniques appropriate in the unique context of Farmer Producer Organization
- To develop the values, ethics, and attitudes among the participants which makes responsible CEO of FPO and farming community

BENEFITS OF THE COURSE:

Candidate undergoing the Certificate Course for CEOs of FPCs will learn about Principles of General Management, management of FPCs, legal provisions of FPCs,

business Plan, project appraisal, accounts and finance. With knowledge and skills acquired from this course, a candidate can look for career opportunity in Farmer Producer Companies operating successfully across the country. The exposure to different dimensions of FPCs through this course will help in getting good avenues in this field. One can also pursue this course while working in the Farmer Producer Companies. This course will help in getting good avenues in this field. One can also pursue this course while working in the Farmer Producer Companies.

COURSE STRUCTURE:

The programme comprises 12 courses, and 2 projects. The programme is scheduled in the month of October 2022 and is divided into three terms. The programme content has been thoroughly revised to keep it updated as per the requirements of FPOs. The tentative list of courses and credits is as follows.

SL. No	Course	No. of Sessions
Term -1		
1	Business Communication and Presentation & Soft Skills for FPOs	07
2	Organization and Business Fundamentals for FPOs	15
3	Agricultural Marketing Management for FPO	07
4	Principles & Practices of Management of FPOs	15
Term - 2		
5	Accounting for Managing the FPOs	15
6	Basic Agricultural Financial Management for FPOs	15
7	Fundamentals of Agribusiness Management for FPOs	07
8	Agricultural Input Marketing for FPOs	07
9	Marketing Strategies and Marketing information System	15
10	Agribusiness Law & Ethics for FPOs	07
Term - 3		
11	Economics for Managers of FPOs	05
12	Understanding the Consumer Behaviour for Marketing of Agricultural Commodities	05
13	FPOs Work Experience (FWP) - (Internship)	10 days
14	Study Tour/Field Visit Programme / Assignments	5 days
Total Sessions		120

- Total teaching sessions = 120
- Total teaching hours = 180 hrs.
- No. of days= 30 days
- Assignment / project work / Field visits = 5 days
- FPO work experience = 10 days
- Total duration of the course = 45 days

All the courses in the Programme are compulsory courses. The sessions are excluded for FPOs Work Experience (Internship) and Study Tour. One session is defined by 90 minutes each. Under special circumstances, some courses with workload implications may also be offered.

FPOS WORK EXPERIENCE (FEW) (INTERNSHIP):

FPOs Work Experience (internship) is part of the course curriculum and is undertaken after completion of technical sessions of the programme. Candidates are required to work in with identified model FPOs within the country for at least ten days during the programme. The internship work are offered by the identified FPOs, wherein the opportunity to the candidate are given to apply their knowledge and skills in field.

TEACHING PEDAGOGY:

Learning model for 45 days CEO certificate course has faculty drawn from reputed organisation and companies across the country complemented by industry experts from agri-business sector. The certificate course encompasses management games, industry interaction and seminars by the corporate leaders and eminent scholars of FPOs across the country, to help participants to blend theoretical understanding with practical applications.

COLLABORATION WITH REPUTED SUCCESSFUL PARTNERS:

MANAGE has partnership with reputed successful partners who have expertise in the field of FPOs to work in the areas of capacity building, FPOs strengthening, action research etc. MANAGE has already launched the “FPO Academy” under which capacity building programs of CEO of FPO is a core competency. MANAGE has empanelled knowledge partners for FPO academy. These partners include APMASS, Sahyadri Farms, MAHAFFPO federation, Centre for Sustainable Agriculture, Centre of Excellence for FPOs etc. This brings in lot of synergy between partner institutes and MANAGE to work in a collaborative manner.

MANAGE and partner institutes will take up design, resource material development, and campaign and quality assurance for the CEOs of FPOs Certificate programme in consultation with different stakeholders. The programme will also be offered in partnership with many agencies at regional levels in local language.

ELIGIBILITY:

Eligibility for admission to Certificate Course		
Education	Age	Work Experience
The candidate must be hold a bachelor's degree in any discipline with at least 50% marks from the recognised universities or institutes is essential. Preference will be given to Graduates in Agriculture, Science, Engineering, Commerce, B. Tech (Agriculture), and Veterinary.	There is no age limit for admission to the course	Preference will be given to CEOs of the FPCs who are already working, however, Prospective CEOs of FPOs/ interested candidate will also be encouraged.

COURSE FEE:

SL . No	Particulars	Amount (Rs.)
1	Tuition Fee	35,000
2	Boarding per day per person @ 250 per day per person (35 days)	8,750
3	Lodging fee @ 250 per day per person (35 days)	8,750
4	Study material	5,000
5	Field visits	15000
6	Miscellaneous	2,500
7	Sub total	75,000
	GST@ 18%	13,500
8	Institutional Charges	7500
Total		96,000

ACCOMMODATION AND BOARDING:

The programme is fully residential and participants are required to stay in the Campus Accommodation is provided on twin sharing basis. Permission to stay outside the campus is not usually granted; only under very exceptional circumstances, participants be allowed to stay outside. Participants will dine at the students' mess.

APPLICATION PROCEDURE:

Candidates must fill the application Online only, to fill out the application visit website <https://www.manage.gov.in/> or use the application link given below any other mode of application is not considered for admission.

For apply the course click: <https://forms.gle/LdVoakhZjHEe6rsF6>



Please Scan me for application

SELECTION CONSIDERATIONS:

Participants should have graduate certificate from any recognise university/institute. Preference will be given to participants having experience in FPO/agriculture field. Since the medium of communication is English, participants are expected to be fluent in written and spoken English language in exceptional cases regional language will also be used. The FPO Academy committee at MANAGE will review applications and may conduct telephonic discussion where required to decide suitability for admission of candidates applying for the programme.

Course Director:

Dr. K.C. Gummagolmath

Director (M&E) and Head FPO Academy

Office: 040 – 24594 545

E-mail: kcgum@manage.gov.in

For any queries, Please contact:

Email: managefpoacademy@gmail.com

Telephone: 040-24016701



National Institute of Agricultural Extension Management (MANAGE)
(An Autonomous Organization under the Ministry of Agriculture and Farmers Welfare, Govt. of India)
Rajendranagar, Hyderabad 500 030, Telangana, India
www.manage.gov.in