Training Programme on

Building Profitable Markets: Marketing Strategies and Linkages for Farmer Producer Organisations

National Institute of Agricultural Extension Management (MANAGE)

(An Autonomous Organization of Ministry of Agriculture & Farmers Welfare, Govt. of India)

Rajendranagar, Hyderabad – 500 030, Telangana State, India

About MANAGE

National Institute of Agricultural Extension Management, known as MANAGE, formerly National Centre for Management of Agricultural Extension at Hyderabad, is an autonomous extension and agribusiness management institute located in Hyderabad, Telangana, India. The aim of the institute is to instill managerial and technical skills to Extension Officers, managers, scientists and administrators in the agricultural economy, to enable them to provide support and services to farmers and fishermen for practicing sustainable agriculture.

Based on the thematic areas of work, MANAGE operates through nine Centres, each focusing on a specific domain of agricultural management and capacity development. Among them, the Centre for Monitoring & Evaluation (M&E), the FPO Academy, and the Centre for Secondary Agriculture play a pivotal role in strengthening institutional and stakeholder capacities. This Centre designs and implement Training Programmes and Consultancy Projects aimed at building the competencies of public and private sector professionals in the areas of monitoring and evaluation, farmer producer organisations (FPOs), Secondary Agriculture and value chain development and market linkages. Their initiatives contribute to enhancing the efficiency, sustainability, and inclusiveness of agricultural systems across the country.

About Training Programmes of MANAGE

MANAGE, through its Centre for Monitoring & Evaluation, FPO Academy, and Centre for Secondary Agriculture, offers a wide range of capacity building courses designed to enhance the skills and knowledge of stakeholders in the agriculture and allied sectors. These courses focus on strengthening competencies in monitoring and evaluation systems, promotion and management of Farmer Producer Organisations (FPOs), and development of agri-value chains and market linkages. The programmes blend conceptual understanding with practical exposure, enabling participants to apply modern tools, techniques, and best practices in their respective fields. By equipping public and private sector professionals, extension functionaries, and FPO leaders with advanced managerial and analytical skills, MANAGE aims to foster evidence-based planning, efficient market integration, and sustainable agricultural development.

About the course

Over the past decade, the promotion of Farmer Producer Organisations (FPOs) has emerged as a vital strategy for enhancing the collective strength and market orientation of small and marginal farmers in India. FPOs serve as farmer-owned business entities that aggregate produce, facilitate access to inputs and credit, and create stronger bargaining power in the marketplace. Supported by government and development agencies such as SFAC, NABARD, and the Ministry of Agriculture & Farmers Welfare, FPOs are now recognized as key vehicles for rural transformation and inclusive agricultural growth.

Despite this momentum, many FPOs continue to face critical challenges in marketing and market linkage development. While they have achieved moderate success in aggregation and input supply, their capacity to negotiate with large buyers, brand their produce, access premium markets, or sustain profitable linkages remains limited. The absence of well-defined marketing strategies often leads to distress sales, low profit margins, and poor member participation.

In an increasingly competitive and consumer-driven agri-market landscape, it is essential for FPOs to move from production-centric to market-oriented operations. Building the managerial, entrepreneurial, and marketing competencies of FPO boards and managers is crucial to achieving this transition. Equipping them with practical knowledge in market assessment, strategy formulation, branding, negotiation, and digital marketing tools will enable FPOs to establish long-term buyer relationships and improve their overall business viability.

To address these needs, this Training Programme on "Building Profitable Markets: Marketing Strategies and Linkages for FPOs" is designed to enhance participants' understanding of market systems, develop their skills in strategic marketing, and strengthen their capacity to build sustainable partnerships with buyers, traders, and processors. The programme will combine conceptual learning with experiential activities, case studies, and exposure visits, ensuring a practical, hands-on approach suited to the realities of rural enterprises.

Objective of the Programme

The training aims to empower FPO leaders and staff to design and implement effective marketing plans, enabling their members to achieve better price realization, reduce transaction costs, and contribute to the broader goal of farmer income enhancement and agricultural sustainability.

Suggested Training Modules Day wise

Day 1: Foundations of Marketing Strategy

* Introduction to marketing concepts and trends
* Regulated marketing System in India
* Understanding markets, segmentation, and targeting
* Positioning and branding fundamentals

Practical Session:

Designing a unique value proposition (UVP)

Day 2: Consumer Behavior and Market Research

* Understanding consumer decision-making processes
* Tools for market research (surveys, focus groups, observation)
* Data analysis for strategic marketing
* Digital tools for customer insights

Activity:

Conducting a mini market survey and interpreting findings

Day 3: Developing Effective Marketing Strategies

* The 4 Ps (Product, Price, Place, Promotion) revisited
* Marketing in the digital age — social media, SEO, and content marketing
* Crafting a marketing plan and budget
* Brand storytelling and customer engagement

Workshop:

Drafting a marketing strategy for a chosen product/service

Day 4: Market Linkages and Partnerships

* Understanding value chains and market access
* Building linkages with buyers, suppliers, and distributors
* Networking and partnership strategies
* Role of cooperatives, clusters, and associations
* Alternative marketing channels for FPOs (Contract farming, Direct marketing, farmers market)

Day 5: Implementation and Evaluation

* Monitoring marketing performance (KPIs, ROI, analytics)
* Feedback mechanisms and continuous improvement
* Leveraging technology for long-term linkages
* Presentation of group marketing plans

Methodology

* Lectures and interactive discussions
* Hands-on exercises
* Group work and role-playing

Who can participate? –

Any stakeholder associated to FPOs (CEO, BoD and whoever works closely with FPO on Marketing front)

Duration and Schedule: 3 days

Tentative schedule of the program: 11/02/2026 – 13/02/2026

Expected Outcome

By the end of the programme, participants will:

* Understand key marketing strategy concepts
* Be able to develop and implement a tailored marketing plan
* Know how to build and sustain effective market linkages
* Gain confidence in promoting products/ services in competitive markets

Cost of the Training Program

* Rs 2500+GST per day per participant
* Total – 7500 + GST (18 %) = Rs 8850 (To be paid only after getting shortlisted for the program)

Includes:

* Training materials and resource kits
* Resource person honorarium
* Venue and logistics arrangements
* Boarding and lodging for participants
* Field visit expenses (if applicable)

Register in the following link - https://forms.gle/EHKQ56aSqpryuuab9

(or)

Scan the QR code for registration

Course Directors

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