

**National Seminar**  
**on**  
**Comprehensive Extension Strategies for Sustainable**  
**Development of Farmer Producer Organization (FPOs):**  
**Challenges and Opportunities**  
**at**

**MANAGE, Rajendranagar, Hyderabad – 500 030**  
**28-30 January, 2022**



**National Institute of Agricultural Extension Management**  
**(MANAGE), Hyderabad, Telangana**

**Jointly organized**  
**by**



**International Society of Extension Education**  
**(INSEE), Nagpur, Maharashtra**

## The Seminar

Agriculture till today is one of the important component of Indian Economy contributing around 16 percent to the total GDP of the Nation. More than 50 percent population depends directly on agriculture and another 20 percent indirectly who are employed in Agro-based Industries. But the real challenge is the higher proportion of small and marginal land holdings who constitute more than 85 percent of total land holdings in the country. The size of operational holdings in India is continuously declining with every successive generations. This kind of a situation is a threat on survivability of these small holders and has an implications on food and livelihood security. On the other hand, the rapid increase in population coupled with substantive increase in income and purchasing power has led to increase in demand for quality food and agricultural products. This situation has necessitated the small holders to go for crop diversification in tune with the demand for high value agriculture produce. Being smallholders, these farmers suffer from some inherent problems such as absence of economies of scale, access to input, technology, credit and their inability to participate in the price discovery mechanism. The concern now is how to aggregate these smallholders and bring in economies of scale. It is equally important to link these smallholders to the markets (input and output).

Various institutional interventions in the past have tried to aggregate and link smallholders to the input and/or output markets. These interventions were started either by government, or by non-government organizations. These aggregation models include cooperatives, self-help groups, commodity interest groups, contract farming, direct marketing, farmer producer organizations, producer companies, etc. In the recent years collectivization of farmers into a new generation Farmer Producer Organizations is gaining momentum to find lasting solutions to the problems faced by the farmers.

The instrument of Farmer Producer Company (FPC), registered under Companies Act, is emerging as the most effective means of Farmer Producer Organization (FPO) to cater to the needs of farmers at the grass root level. FPCs offer a wide range of benefits compared to other formats of aggregation of the farmers. FPC members are able to leverage collective strength and bargaining power for better access to finance, inputs, technologies, domestic market, export and value addition and collectivization is leading to reduction in transaction costs. Members can also collectively tap high value markets and enter into partnerships with private entities on equitable terms. These FPOs also augur well for providing extension services in a holistic way with the advent of ICT in the recent past.

The promotion of new generation of FPOs in the country started in the year 2002 with the amendment to the Companies Act 1956. Though in the initial period, the promotion of FPOs was slow, but during the year 2014 Govt. of India has come up with a comprehensive policy by providing funds to NABARD and SFAC. During 2014-15, the Government had created PRODUCE Fund with a corpus of Rs 200 crore in NABARD for the promotion of 2,000 FPOs in the country. Against the target of 2,000 FPOs, NABARD has sanctioned 2,154 FPOs as on 31.10.2019. In the Union Budget 2019-20, the Honorable Prime Minister of India announced formation of 10,000 new Farmer Producer Organization (FPOs) to ensure economies of scale for farmers over the next five years with a total budgetary provision of Rs 4,496 crore for five years (2019-20 to 2023-24) with a further committed liability of Rs 2,369 crore for the period from 2024-25 to 2027-28 towards handholding of each FPO for five years from its aggregation and formation.





As on 01.03.2021, about 8,500 producer organizations were promoted covering over 4.3 million producers in India and this number is expected to be more than double over the next few years, bringing the total coverage to about 10% of all agricultural households. Over a period of time, it is found that the formation of FPOs across the country is not uniform. Moreover, the studies have indicated that only around 25% of the FPOs are running successfully in a sustainable manner. Several studies have revealed that around 50% of PCs are in just 4 states and 25% of PCs are in just 20 districts. The Pune district in Maharashtra alone has 185 PCs, the highest in India and 32 districts have more than 1 lakh farmers but no PCs. Nearly 79% of PCs are in formative stage and aged 3 years or less. Ironically only 14% of PCs have paid-up capital of ₹10 Lakh or more and 49% of PCs have paid-up capital of ₹1 lakh or less (Azim Premji University Report 2020).

The above mentioned facts revealed that there is a need for bringing sustainability in the promotion and implementation of FPOs in the country. Several seminars and conferences are also organized in the recent years across the country but are inadequate in providing comprehensive recommendations for the sustainable development of FPOs / FPCs. Therefore, the present National Seminar is expected to provide a comprehensive solutions with required policy backup regarding factors that can contribute for sustainable development of FPOs / FPCs. Against this backdrop, the present seminar is going to be organized by MANAGE in collaboration with INSEE.



## Themes

1. **Effective Extension Strategies for mobilization of farmers in the formation of FPOs including CIGs, FIGs, SHGs, JLGs, Co-Operatives and FPCs**
2. **ICT interventions, digitalization in terms of traceability, blockchain technology, weather forecasting, extension advisories etc. for FPOs**
3. **Challenges and Opportunities for inducing sustainability and factors responsible for success or failure of FPOs**
4. **Strategies for linking FPOs to market- domestic, export, e-NAM, Contract farming companies, retail chain linkages, futures market etc.**
5. **Management and operations of FPOs including, Human Resource Management, leadership, Do's and Don'ts, sustainability**
6. **Strengthening FPOs in terms of Capacity building, Institutional linkage and Linkages to access inputs, technology and services**
7. **Need for comprehensive regulatory framework, innovations and Government Initiatives and Policies for promotion of FPOs**

## National Institute of Agriculture Extension Management (MANAGE)

MANAGE is an autonomous institution established in 1987 working under the Ministry of Agriculture & Farmers Welfare, Government of India. MANAGE is mandated with Training, Consultancy, Research, Education and Policy Advocacy in the field of Extension Management. MANAGE has setup an FPO Academy to help the farmers and other stakeholders with focus on capacity building and the aim is to become one-stop solution for issues related to FPOs in the country.

**For more details please visit: <https://www.manage.gov.in>**



## International Society of Extension Education (INSEE)

INSEE is an International professional body started during the year 1994 and located in Nagpur, India. The major objective of establishment of INSEE was to share global experiences in extension for the benefit of fellow extension experts across the globe. Since its inception, the INSEE is actively involved in promoting Research in Extension Education and Rural Development by Organizing Conferences, Seminars, Workshops and Training Programmes and Publishing the Research Journal. Many recommendations emerged from these conferences / seminars are being implemented within India and other countries also. INSEE is also bringing out an annual Journal which is circulated widely and from this year, INSEE Newsletter is also being published. Currently there are more than 2000 members including 600 life members from USA, UK, Netherlands, Nigeria, South Korea, Philippines, Bangladesh, Pakistan and Iran.

For more details please visit: <https://www.inseeworld.com/index.php>

### Who can participate?

The seminar would be of great utility for researchers, academicians, policy planners, NGOs/ extension professionals, students and progressive farmers having interest in sustainable agricultural development along with entrepreneurs, FPOs and Start Ups engaged the promotion of FPOs. All these representatives can participate in the seminar by contributing research paper.

### Call for Paper

The delegates can participate in the MANAGE-INSEE National Seminar by contributing Working papers, Research papers, Review papers, Policy papers, Concept Papers, Case studies, Success stories related to seminar themes. Paper (2500 words) along with abstract (300 words) may be sent to organizers on or before **30.11.2021** by email [manageinseefposeminar@gmail.com](mailto:manageinseefposeminar@gmail.com)/[milindrathod73@gmail.com](mailto:milindrathod73@gmail.com). The papers should not exceeding 10 pages /2500 words. The title of the abstract / paper should be in bold letters with title case in 14 font size followed by authors name and address. The running text should be in Times New Roman, 12 font sizes justified, single space.

### Best Paper Award

**MANAGE & INSEE** will confer one best paper award in each theme. The papers will be evaluated based on clear objectives and findings with policy relevance. The recipients will be awarded with certificate.

### Registration Information:

Category	Registration Fee
<b>For physical participation in the seminar</b>	
Members of INSEE / MANAGE	Rs. 4,000/-
Non-Members / Faculty / Academicians (National Delegates)	Rs. 5,000/-
Student/ Research Fellows / Delegates (National Delegates)	Rs. 3,000/-
Cooperatives / FPOs / Corporates / Farmers	Rs. 3,000/-
Foreign Student/ Research Fellows / Delegates (International)	\$ 100/-
Retired Extension Professionals	Rs. 1,000/-
<b>For online participation</b>	
Online participants (national / international)	Rs. 500/-
Students / Research scholars	Rs. 300/-

**Note:** Fee for physical participation includes Registration charges, study material, lunch and refreshment.





## Fee payment details:

**Account Name:** Secretary, International Society of Extension Education

**Account No :** 11072618342

**Bank Name :** State Bank of India

**Branch :** Ramdaspath, Nagpur

**Branch Code :** 1633

**IFSC :** SBIN0001633

**MICR Code :** 440002003

Participants who will register online shall send the payment receipt to TREASURER, INSEE at editor. injee@gmail.com with a copy to organizing secretary manageinseefposeminar@gmail.com

## Accommodation

Limited accommodation is available for about 50 delegates at MANAGE campus on a first come first served basis on payment basis. Those who wish to stay outside the campus will have to make their own arrangements and bear the cost themselves. The delegates are requested to follow appropriate COVID-19 behavior during the seminar. **No family member/accompanying person will be allowed in view of COVID- 19 protocol.**

## National Organizing Committee

### Chairman:

**Dr. P. Chandra Shekara**, Director General, MANAGE, Hyderabad

**Dr. K. Narayana Gowda**, President, Former Vice-Chancellor of UAS-Bengaluru

### Co-Chairman:

**Dr. R. R. Sinha**, Founder INSEE, and Vice-President INSEE

**Dr. V. V. Sadamate**, Vice – President, INSEE and Former Adviser Agriculture, Planning Commission, GOI.

**DR. Y. K. Karki**, Vice President, INSEE

**Dr. Capt. Laxmikant Kalantri**, Secretary General, INSEE

## Organizing committee:

### Organizing Secretary:

**Dr. K. C. Gummagolmath**, Director (M&E), MANAGE, Hyderabad,

email: manageinseefposeminar@gmail.com, Mob: 9666000724

**DR. M. K. Rathod**, Treasurer, INSEE and Professor of Extension Education, College of Agriculture, Nagpur, Maharashtra, India, email: milindrathod73@gmail.com, Mob: 8275039522

## Joint-Organizing Secretary:

**Dr. Ashwini Darekar**, Chief Consultant, M&E, MANAGE, Hyderabad,

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**Dr. Sathyendra Kumar**, Agribusiness Expert, M&E, MANAGE, Hyderabad,

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**Dr. Ramya Lakshmi**, Consultant, M&E, MANAGE, Hyderabad, email: ramya.manage@gmail.com,

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## Coordinators:

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## REGISTRATION FORM

**National Seminar**  
**on**  
**“A Comprehensive Extension Strategies for Sustainable Development of Farmer Producer Organization (FPOs): Challenges and Opportunities”**  
**at MANAGE, Hyderabad**  
**28 – 30 January, 2022**

Name of Delegate	
Designation	
Nationality	
Organization	
Mailing Address	
Mobile No.	
Email	
Title of Paper	
Registration Fee	INR/NRs/USD :
Details of Payment	Cheque No. / DD : Date :
Online Payment Details	IMPS/NEFT/RTGS                      Bank :  Transaction No. : (Enclose the receipt of transaction)                      Date :

### Bank Details

Account Name : Secretary, International Society of Extension Education  
Account No : 11072618342  
Bank Name : State Bank of India  
Branch : Ramdaspath, Nagpur  
Branch Code : 1633  
IFSC : SBIN0001633  
MICR Code : 440002003

Registration form should be sent to [csame.manage@gmail.com](mailto:csame.manage@gmail.com)

**Date:**

**Signature**



### ★ About Hyderabad ★

Hyderabad is the capital of southern India's Telangana state. A major center for the technology industry, it's home to many upscale restaurants and shops. Its historic sites include Golconda Fort, a former diamond-trading center that was once the Qutb Shahi dynastic capital. The Charminar, a 16th-century mosque whose 4 arches support towering minarets, is an old city landmark near the long-standing Laad Bazaar.



### ★ How to reach Hyderabad ★

Hyderabad is well connected with rail, road and air transport from major cities of India. MANAGE is located in the campus of Professor Jaya Shankar Telangana Agricultural University (PJTS AU). The campus is on the airport road on the way to city of Hyderabad in Rajendranagar. The neighbouring campuses include NAARM and NIRD&PR.

