

# Engagement with Farmer Producer Organizations (FPOs) Under CII Business Support Unit for FPOs



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*Building Resilient Agri Value Chains*

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# Executive Summary

FPOs are emerging as the potential partners to build resilient agri value chains as well as unlock greater value for the farmers. FPOs focus on the entire supply chain, and this is what distinguishes them from other aggregation models. The multitude of benefits offered by the FPO model include improving farming practices through input market linkages and agri advisory; access to better direct marketing opportunities through output market linkages; value addition at the farmer level thereby reducing wastage of fresh produce, and diversifying income opportunities for the farmers; greater technology uptake by providing scale for technology deployment; awareness and adoption of food safety practices among the farmers; enablement of traceability and certification for niche products that improves business opportunities. In addition, from a broader socio-economic perspective, FPOs can promote women farmers and entrepreneurs that leads to greater economic, and social empowerment and is also an important grassroots organizations that can link livelihood, food, and nutrition security.

Identifying the opportunity, CII Food and Agriculture Centre of Excellence (CII-FACE) has been engaging with Farmer Producer Organizations (FPOs) through its Business Support Unit (BSU) under a strategic endeavour aimed at building resilient agricultural value chains.

Launched in November 2019, with a pilot initiative in Uttarakhand and spanning to its latest phase in Himachal Pradesh in March 2024, this program has been instrumental in enhancing FPO capabilities, strengthening market linkages, improving access to

advanced technologies, sensitization around government schemes, and digitalization to empower small farmers.

The program has centered its efforts on high value agricultural value chains, notably spices, honey, and apples. The interventions have been customised to cater to the unique requirements and challenges within each of these commodities as well are tailor made to individual FPOs requirements.

The program has made significant strides, impacting 16 FPOs across the country. The journey has emphasized the importance of continuous engagement with FPOs, recognizing the diverse needs of each organization and providing tailored solutions to address them effectively.

Looking ahead, while CII proposes to scale its engagement with FPOs some of the key policy enablers identified so far include

- FPO formation should be focussed on addressing challenges faced by the farmers that vary across geographies and value chains.
- Structured feasibility studies should be undertaken to assess the need for FPOs. Monitoring the progress of FPOs will be important in sharing experiences and lessons for strengthening the evolving ecosystem
- The current ecosystem needs to be strengthened through better management practices and business orientation of the FPOs
- There is a need for continuous engagement with FPOs, recognizing the diverse needs of each organization and providing tailored solutions to address them effectively.



## Aim

Enhancing FPO capabilities, strengthening market linkages, improving access to advanced technologies, familiarizing and aligning with government schemes to empower small farmers and build resilient agricultural value chains.

## Key Program Components



### Market Linkages

- Direct procurement by private buyers
- E-marketplace for input/output
- Linkage to private digital platforms
- Linkage to e-NAM and mandis



### FPO Capabilities

- FPO Management
- Good Agricultural Practices (GAP)
- Post-harvest management
- Primary processing & value addition
- Branding & marketing



### Policies & Govt. Schemes

- Familiarizing and aligning with government schemes
- Information about relevant schemes addressing issues and queries related to the schemes



### Technology Uptake

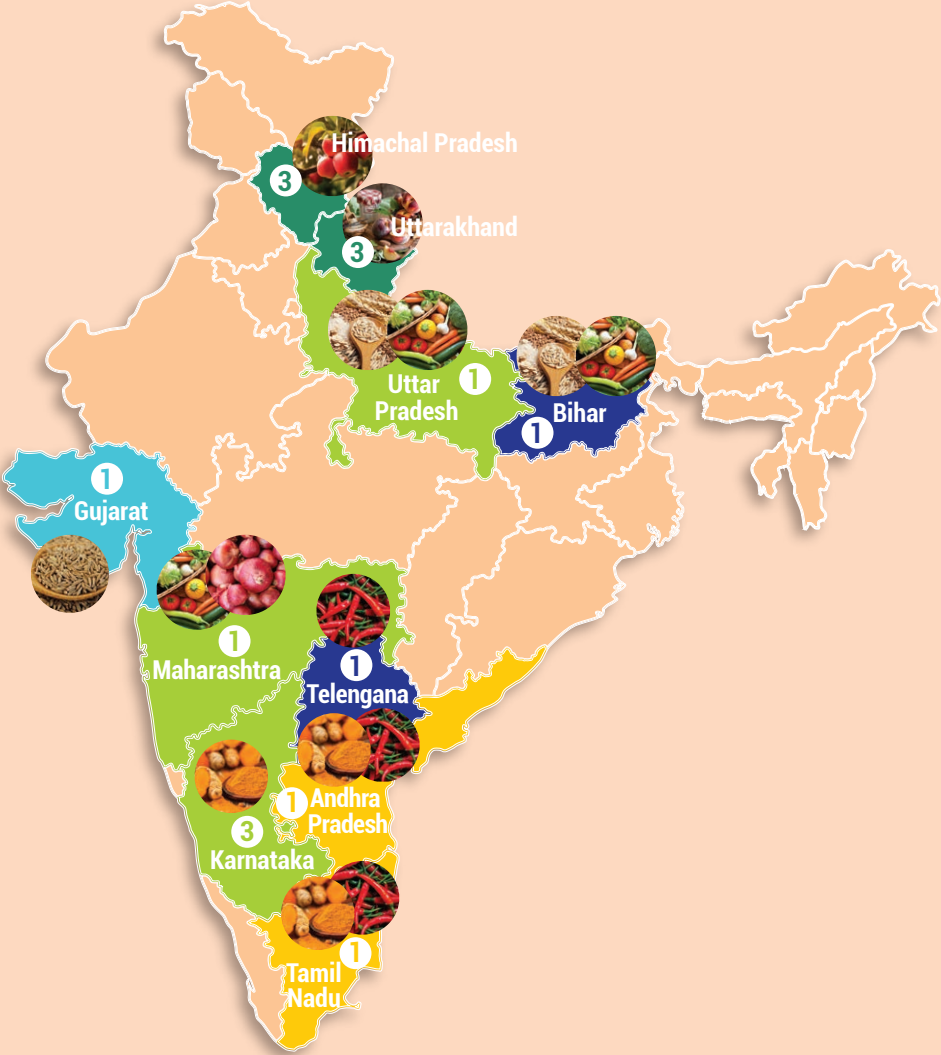
- Connect with agrifood tech startups
- Facilitate pilot interventions
- Promote technology uptake



### Digitalization

- Application based ERP Solution
- Digital Advisory

# Program Footprint 2019-2023



## Program Timeline



# Pilot I

## Interventions in Uttarakhand

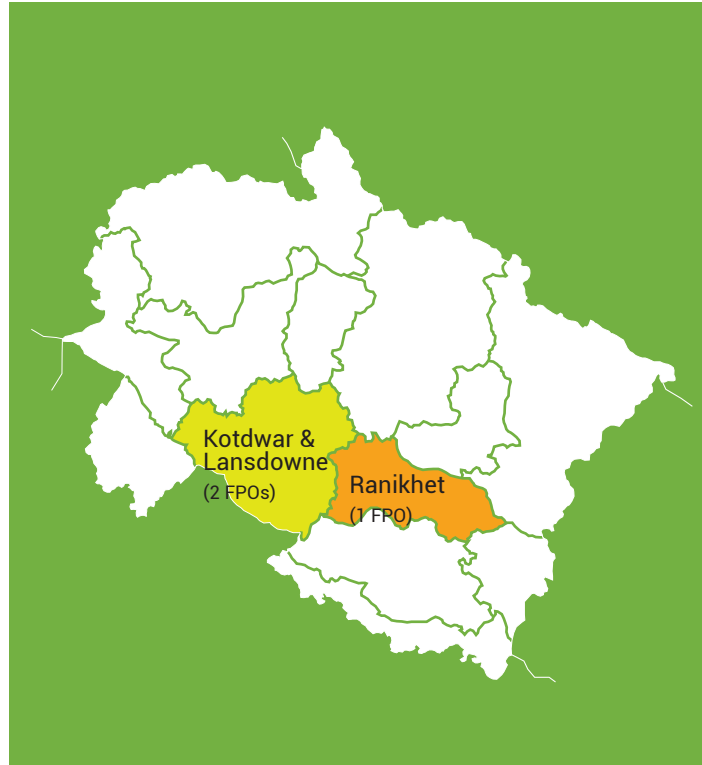
The interventions in Uttarakhand were with 3 women centric FPOs with the aim to

### To promote women-led agri enterprises

- Facilitate input and output market linkages
- Conduct training on agronomy, branding, sales and marketing

### Build markets for nutrition and enhance nutrition literacy

- Nutrition awareness and literacy for women, children and adolescent girls



## FPO Demographic

### UMANG Mahila Producers Company

- Ranikhet
- 2009
- 1500+ member
- Grassroots development foundation
- Jams, Jelly, Pickle, Honey, Millets, Spices, Tea & Walnuts

### Hariyali Krisak Swayat Sahakarita

- Lansdowne
- 2016
- 500+ member
- Appropriate Technology India
- Spices (Turmeric, Ginger, Garlic), Honey & local millets

### Hilltrons Honey Producer Company

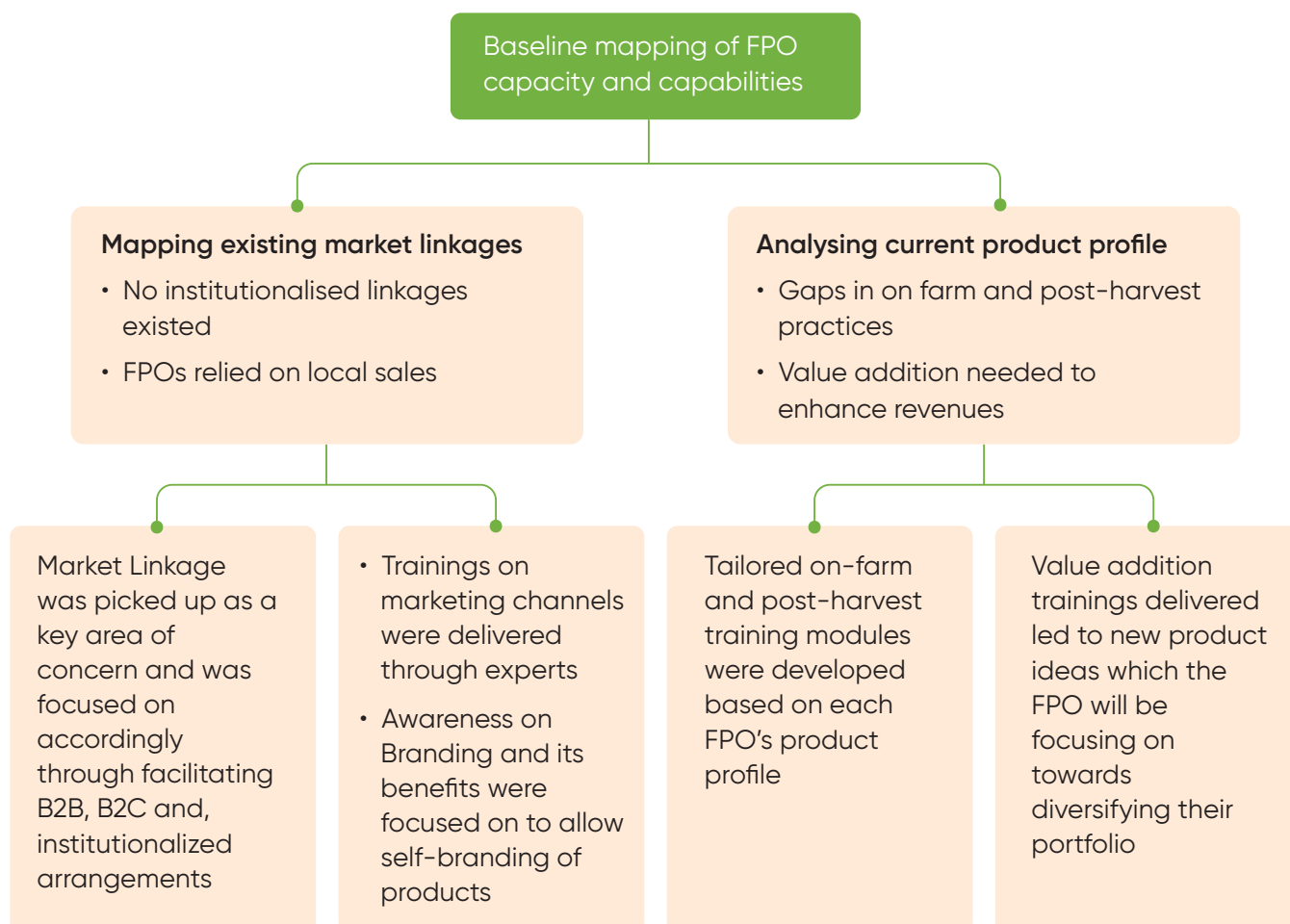
- Kotdwar
- 2016
- 1300+ member
- Sumati Foundation
- Honey and Honeybee material, Jaggery A Grade

Phase I

Phase II (focus on high value commodities)



## Methodology and planning project delivery



Nutrition awareness and literacy was a key focus area—specially given the focus on women and sustained engagement on the same has been initiated in line with FSSAI

## Interventions under Phase I

The interventions in Phase I were initiated with UMANG Mahila FPO involving a group of 1500+ social and entrepreneurial women.

### Building FPO capabilities

Based on the product profiles of UMANG, bilingual customised training modules were developed by FACE on,

- Post-Harvest Practices
- Value-Addition Opportunities
- Marketing

Between January 6-8, 2020, over 85 women members of UMANG Mahila FPO, including all board members were imparted interactive trainings on these three modules by FACE in house experts.



## Training on post-harvest management

The training module focused on awareness of post-harvest management operations, commodity-specific handling protocols, need for maturity indices, benefits of sorting/grading etc. Various post-harvest techniques such as pre-cooling, temperature management and packaging were also explained to the participants.



## Training on value addition

The training module on value addition, covered various methods of preservation including

- Pickling
- Salting
- Smoking
- Canning
- Bottling
- Pasteurization
- Refrigeration
- Sterilization
- Dehydration
- Chemical Additives

The module included an interactive exercise, wherein the women FPO members suggested new value-added products which could be developed by UMANG using the value-addition techniques explained. The key new product ideas included,

- Millet Cookies
- Mango, Plum, Apricot candies
- Apricot Peel Candies
- Sauerkraut
- Raddish Pickle

## Training on marketing concepts

The training module on marketing focused on strategies including– social marketing, product concepts, production concepts and selling concepts. Marketing channels including direct selling; selling through intermediaries; dual distribution; and reverse channels were explained in depth.

The training also covered the concept of Branding and how UMANG could expand its existing brands of Kumaoni and Himkhadya through either product-line extension or multi branding (by partnering with other brands).

*- All trainings were imparted in the local language (Hindi) with necessary translation to Kumaoni (as needed), for the better understanding of the women.*





## Linkages with buyers

Market linkage for UMANG was facilitated through Business to Business (B2B) meetings with national level retailers and processors.

UMANG was linked to 7 large industry players. These included



## Interventions under Phase II

The focus in phase II was on identifying women led FPOs dealing in high value commodities – honey and spices. The FPOs identified were Hariyali Krisak Swayat Sahakarita and Hilltrons Honey Producer Company.

### Building FPO capabilities

In March 2021, over 100 women farmers of both the FPOs, including the board members were given interactive trainings virtually given the COVID related travel restrictions.



### Training partners



### Training on Bee keeping

The training focused on

- Importance of beekeeping, particularly for women farmers
- Acquaintance with honey bees species prevailing in our country and species relevant for the hill farmers
- Beekeeping equipment and their uses
- Quality queen production
- Optimum time for bee keeping and seasonal management of apiary
- Behaviour of honey bees and bee handling practices
- Honey bee enemies, diseases and their management
- Bee pasturage and artificial feeding management in different seasons
- Basic hygiene practices

**Trainer:** Dr Poonam Srivastava Associate Director of Honey bee Research & Training Center, GBPUAT Pant Nagar.

### Training on honey production and postharvest handling of honey

The focussed session helped farmers understand good practices for honey production and postharvest handling.

The session also apprised honey farmers on various Government support schemes available and how the benefits can be availed. Dabur has expressed interest to continue the engagement with the farmers under the CII program in the long run.

**Trainer:** Dr Pankaj Prasad Raturi, Honey Expert, Dabur India

**Trainer:** Dr Poonam Srivastava Associate Director of Honey bee Research & Training Center, GBPUAT Pant Nagar.



## Training on good agronomic practices for spices (ginger, turmeric, garlic)

The training module on the good agronomic practices focused on the various aspects of cultivation of these crops including –

- Soil and Irrigation management
- Planting methods & Seasonality
- Input requirement and management
- Mulching, Intercropping & Crop rotation
- Post-harvest Management
- Packaging & marketing

The training was conducted by FACE inhouse faculty and was followed by detailed round of questions and answers where all the relevant queries of the farmers were resolved.

All trainings were executed in the local language (Hindi) with necessary translation to *Kumaoni (as needed), for the better understanding of the farmers*

## Facilitating Market Linkages

Based on the interest of the FPOs, market linkage conversations were facilitated with national level retailers and processors.



## Enabling nutrition literacy

Given the COVID pandemic the nutrition related information was disseminated virtually leveraging the Food Safety and Standards Authority of India (FSSAI's) Eat Right Tool Kit. Their e-modules were disseminated through WhatsApp towards maximizing outreach. Focus areas



Nutrients & their role



Basic food safety



Role of exercise



Nutrition for adolescent girls



Balanced nutrition



Hygiene



Child nutrition



Nutrition for pregnant & lactating mothers

## Outcomes

Outreach

> **3000** Farmer Families

**15+** technical, capacity building and awareness creation training sessions conducted

Direct market linkage with organized buyers

- UMANG's conversation with Mother Dairy and Big basket reached advanced stages with interest to procure turmeric, garlic, apricot and plum at fair prices

Facilitating long term engagement

- Dabur indicated interested to look at long term hand holding of FPOs to create scale and explore procurement opportunity for honey and spices
- ITC and OLAM indicated procurement interests if the output is organic certified.

Nutrition literacy

- Enabled nutrition information dissemination to **1800+** women farmer families

Direct FPO consumer linkages

- CII FACE facilitated UMANG's participation at the Organic Food Festival, held in Delhi on February 21-23, 2020. The program had a special focus on women entrepreneurs.
- UMANG products were warmly accepted by consumers at the Festival, and the FPO managed to sell products worth over Rs 30,000. Over 50 units of Kumaoni Products and 40 units of Himkhadya products were sold.



# Pilot II

## Interventions in commodity specific value chains across states

Supported by industry partners, this pilot project focused largely on spices value chain (turmeric, cumin, and chilli), cereals value chain (paddy, maize, wheat) and horticulture value chain (tomato, onion, capsicum) chains. The CII FPO BSU engaged with 10 FPOs across 8 states.

## Key Pilot Interventions

### Knowledge creation

The training modules developed by CII FACE were reviewed by the relevant industry partners and the National Research Centres (NRCs)/Local Agri Universities/Krishi Vigyan Kendra's (KVKs).



**Cumin:** Reviewed by ICAR-National Research Centre on Seed Spices, Ajmer



**Turmeric:** Reviewed by Indian Institute of Horticulture Research, Bangalore



**Chilli:** Reviewed by the Spices Board India, Cochin

The modules were also customized into local languages.

### Building FPO capabilities

#### Training on agronomy

Focused on skilling farmers for adopting good agricultural practices to ensure that the output meets the desired quality standards and are cultivated/produced in an environmentally sustainable manner.

A series of brand agnostic agronomic training sessions focussed on the sustainable farming practices were conducted as per the cropping season of focus crops(spices) in various states. For the Kharif cropping season 2022-23, agronomy training for spices were initiated in May 2022 in partnership with experts from input industry and local KVK. The trainings were well received by the participants. Digital dissemination of the training content in vernacular languages was also done via whatsapp.




### Training on post-harvest management

The trainings on post-harvest management aimed towards reduction in post-harvest losses, quality enhancement and value addition. The trainings were conducted keeping the harvesting schedule in mind.


### Training on relevant Govt schemes

A series of trainings on schemes relevant to FPOs were held to help the FPOs understand the benefit of the different government schemes and identify schemes relevant to them.


## Illustrative list of schemes covered

-  Agriculture Infrastructure Fund, MoA&FW


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-  Scheme for Export Development & Trade Promotion of Spices, MoC&I


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-  Scheme for Construction/Expansion/Modernization of Cold Storage and Storages for Horticulture Produce, NHB


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-  Financing Facility under Agricultural Marketing Infrastructure, MoA&FW

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-  Incentives under Pradhan Mantri Kisan Sampada Yojana, MoFPI

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-  FPO specific Schemes of State Government

The training provided a detailed overview on the process of application for these process, key documents required and the process to prepare a detailed project report.

## Training Partners



## Strengthening market linkages

### Output market

Aggregation and direct marketing of produce by FPOs is identified as an effective step towards managing marketable surplus, eliminating intermediaries, increasing bargaining power of farmers, reducing marketing costs, and ensuring better and remunerative prices to farmers. Under the project, buy back arrangements for at least 60% of the produce was targeted.

A regular tracking of the FPO production estimates, inventory and prices was maintained and communicated to potential buyers.

For the Rabi 2021-22 season, the target could not be achieved due to crop damage due to heavy rainfall. The conversations with the potential buyers reiterated the need for enhanced focus on agronomy and post-harvest trainings towards improving the output quality.

## Volume transacted 2000 MT

### Output partners



### Input market

The program also aimed at fostering input linkages to ensure timely availability of quality inputs for the FPOs. on the engagement also focussed on improving FPOs exposure to technology and partnerships with agtech startups.

Facilitated timely access to inputs and facilitated solutions to pending payment related issues.

### Input partners



## Digitisation

An important development with this pilot initiative was the deployment of a digital tool in partnership with Samudra Network. 'Varuna Star' a digital app was deployed that offers FPOs a simple ERP solution for digitally recording of all transactions to get business level insights; E-market place for Agri input and Agri output businesses as well as easily accessible Knowledge repository.



## FPO training on app usage

To increase the usability of tool and make the farmers aware about various features of the App, intensive trainings in vernacular languages were conducted in various phases for the FPOs.

- **Phase 1:** setting up of the organization and farmers' information.
- **Phase 2:** about input and output business.
- **Phase 3:** about the marketplace which is also completed for Banas and Hunagunda

## Digital advisory

Through the app, digital advisory was also shared with the farmers over whatsapp. The advisory was curated based on the crop calendar and was disseminated in the vernacular language.

## Input Output marketplace

A digital market-place was also been developed under the digitization efforts to improve market access for inputs as well as outputs.

## Digitization partner



## Takeaway from the pilots

- It was clearly identified that a cluster-based commodity specific value chain approach will help create the desired impact and scale the program.
- A key learning from the pilot was to integrate the component of building FPO management capabilities with the program.
- The need to focus on farmer capability building on agronomy/post-harvest as well as was identified.



# Capacity Building Initiative for FPOs in Himachal Pradesh

## Project Background

Apple, the main cash crop of Himachal Pradesh, accounts for 81 percent of the value of output of fruits in the state. The apple economy in Himachal Pradesh supports the livelihoods and incomes of a larger farmer base and is an important source of revenue for the state.

In recent years, there have been notable fluctuations in apple production, mainly due to climate change. Factors like irregular rainfall, shifting snow patterns, and rising temperatures have impacted both the quantity and quality of apples. This has led to a decline in the production of high-quality apples, leaving farmers with lower-quality ones, often used for processing. Himachal Pradesh has promoted Farmer Producer Organizations (FPOs) under various development schemes to organize farmers into group to boost their access to agricultural markets, technology, value addition, and derive higher incomes. These FPOs have the potential to help farmers mitigate climate change -induced challenges and increase their incomes.

Understanding the role of FPOs in building climate resilient value chains, CII under its FPO Business Support Unit (BSU) program looked at leveraging the farmer aggregation model for creating resilient apple value chains in Himachal Pradesh.

### Some of the climate change induced challenges confronting the apple value chain in Himachal Pradesh

- Temperatures of 7° Celsius or less are ideal for meeting the chilling requirements of temperate fruits including apples. However, sufficient chilling hours are not being met given the reduction in snowfall and rainfall in the winter months. This results in erratic and delayed bud break that causes poor flowering and hence poor fruit set and low yields. Low chilling hours also adversely affect the color, size, and taste of apples.
- Given irrigation is already a challenge in the rainfed hilly region, erratic rainfall patterns result in drought like conditions and create moisture stress in the plants impacting yield levels and increase pest attacks.
- Inclement weather in the spring season results in frost injury damaging flowers and resulting in poor fruit set.
- Hailstorms have become a common phenomenon during flowering and fruiting stage impacting the quantity as well as quality of output.



Further, apple productivity faces challenges such as monoculture with old cultivars, limited availability of advanced varieties and rootstocks, inadequate extension services, and lack of awareness about modern farming techniques like high-density orchards, micro irrigation, and fertigation, among other things.

Identifying the potential, the CII Capacity Building initiative for FPOs in Himachal Pradesh aimed to pilot training and capacity building programs based on the needs of the FPOs. This was the first step towards building continuous engagement with the FPOs, create partnerships with relevant stakeholders in the state and generate evidence for larger policy advocacy concerning the sustainability of apple value chain in Himachal Pradesh.

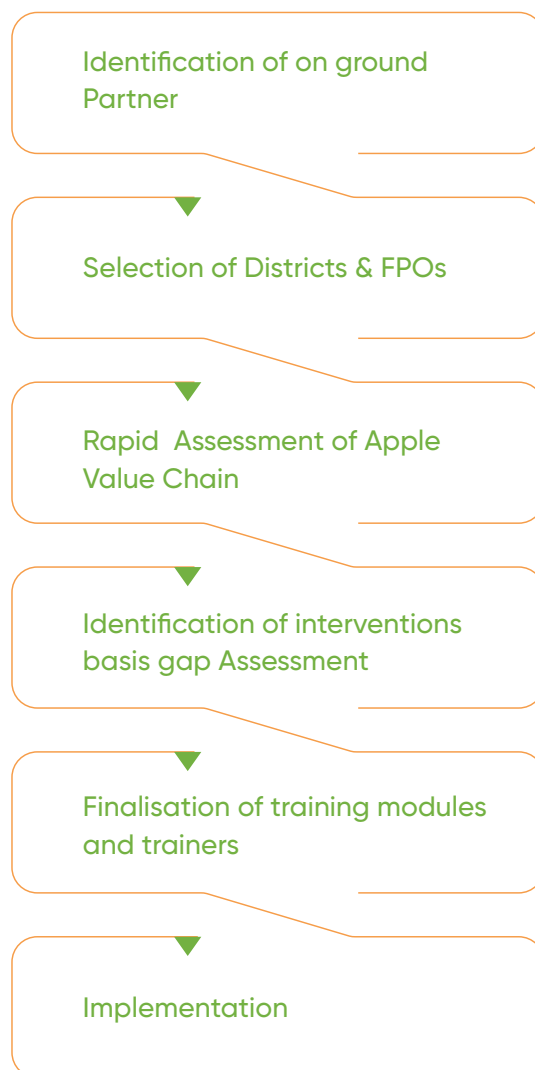
## Project Objective

The primary objective of the project was to strengthen selected FPOs in the apple value chains in Himachal Pradesh through:

- capacity building and training support on organizational management, value chain practices,
- share direct FPO-market linkage opportunities, scope for value addition, branding, packaging, and marketing of value-added products at the FPO level,
- leverage technology to cope-up with the challenges inflicted by climate change.

## Project Approach

Based on the primary objective of the project and identification of key result areas, the CII FACE team conceptualized the project approach in consultation with on-ground implementation partner, industry experts, and other partner organizations. The following are the details of the project approach.



People for Integrated Planning and Adaptable Living (PIPAL Foundation), a non-profit planning and research support organization, was the on-ground support partner.

### Selection of districts

The FPO ecosystem was mapped based on the district layout of apple farming and experience of Pipal Foundation in working with FPOs in the state. Three (3) districts of (Shimla, Kullu and Mandi) which are the leading apple producing districts in the state were prioritized for interventions. These three districts also offered the advantage of different topography so the project could cover apple production over the entire harvest cycle from July to October.

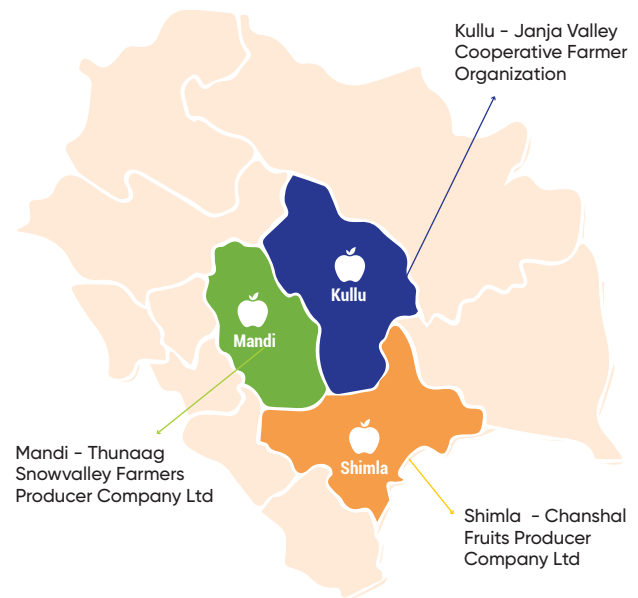


## Selection of FPOs

The selection of FPOs was based on a pre-defined criteria detailed below:

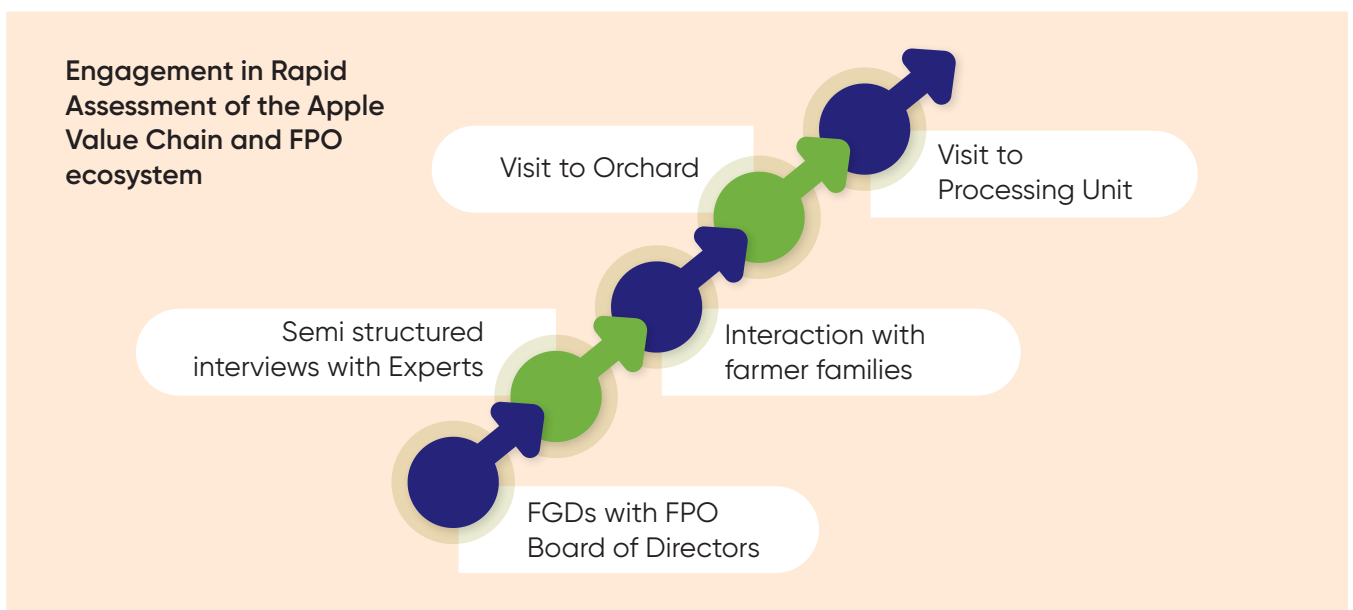
- FPO with a minimum base of 500 farmers was prioritized. This was later reduced to 100 farmers as it was observed that the farmer base of the FPOs was low and the membership was still evolving.
- Women led FPO (at least 60 percent women membership) was prioritized. This was later relaxed to (20-25) percent given lower registration of women members in FPOs.
- The FPO should be operational for a minimum of 2 years. The purpose of engaging with such FPOs was to support entities that were in the initial stages of development and enable these FPOs to grow successfully.

Based on the above selection criteria and several screening calls conducted by CII FACE team with Pipal Foundation and FPOs, three (3) FPOs were shortlisted in the three (3) identified districts of Himachal Pradesh for customized interventions under the CII FPO Business Support Unit



## Rapid Assessment of Apple Value Chain

To begin with, a rapid assessment of the apple value chain and FPO ecosystem in the selected districts of Rohru (Shimla), Anni (Kullu), and Thunag (Mandi) was conducted by CII FACE. The rapid assessment was conducted between 21st to 26th January 2024 through an on-site visit to the FPOs, focus group discussions with the BoD of the FPOs as well interaction with member farmers and horticulture experts in Himachal Pradesh. The aim was to validate selected FPOs and understand their challenges, expectations, and required support.





The rapid assessment brought to light some important insights regarding the potential role of Farmer Producer Organizations (FPOs) in facilitating the transition to climate-resilient Apple Value Chains in Himachal Pradesh. The focused group discussions with the FPO representatives and farmer leaders also helped identify key areas of intervention.

Some of the key findings from the Rapid Assessment are as follows:

**Strengthening the FPO ecosystem-** To organize FPOs as viable entities providing them assistance in company structuring, activity planning, financial management, and regulatory compliance and raise awareness among farmers about potential benefits of participating in FPOs.

**Climate resilience-** FPCs can enable greater uptake of innovative practices such as High-Density Planting (HDP), micro irrigation, natural farming, among others.

**Post harvest & value addition-** FPOs require solarized or single-phase Controlled Atmosphere (CA) storage facilities. highlighting the need for supporting infrastructure to be provided.

**Market linkages-** There is a need to establish organized farm-to-market linkages for both fresh produce and value-added products. This would enable farmers to achieve better returns for their produce.

**Environmental concern-** An alarming rise in cases of burning of orchard residues after apple tree pruning is being witnessed which is damaging both soil and air in the region and leading to larger forest fires in many cases.

### Interventions planned

Finalizing the training sessions  
Based on the FPO requirements the following training sessions were proposed

### Snapshots from Rapid Assessment



FGD with FPO BoDs, Rohru, Shimla



Orchard Visit, Anni, Kullu



1. Training & capacity building on Farm training on Apple Orchard Management

2. Training & capacity building on FPO management

A validation with FPOs CEO was done to explain the relevance and seek interest in participation. Based on consensus the training date was finalized.

## Interventions

### Training & capacity building on Farm training on Apple Orchard Management

One day on farm interactive training program on Apple Orchard Management was organized at Kungash Village in Anni Tehsil of Kullu District in Himachal Pradesh for the Janja Valley Cooperative Farmer Organization on 27th February 2024.

During the training session, CII-FACE facilitated an interactive session for farmers, with experts on crop nutrition, crop protection and water management.

- The crop management training emphasized fertilizer schedules, disease, pest, and weed control, focusing on both chemical and biological methods, along with utilizing manures and recycling farm waste. Fertigation's importance for fertilizer efficiency was highlighted.
- The training session on marketing and value addition exposed the farmers to possible alternate market channels and how they can leverage these for better returns.
- Water management discussions showcased micro-irrigation's potential in high-density orchards, emphasizing drip irrigation's efficacy in fertigation.
- An interaction with Ms Chand Kumari, Horticulture Development Officer, Govt of Himachal Pradesh on the various Government schemes.

- A visit to a high-density plantation orchard to illustrate the benefits of HDP and transition towards the same.

The engaging sessions were conducted in Hindi where more than 110 farmers actively participated including 30 Women Farmers.

## Training Outcomes



Better understanding of the importance of soil health management



Learnings on strategies for managing diseases and pests



Understanding of significance of weed control, mulching, and proper irrigation schedules

## Snapshots from On Farm Training on Orchard Management



Mr Jagmohan Nalwa, Area Agronomist, Yara Fertilizers discussing crop nutrition and disease and pest management with the FPO members



Mr. Ashish Nagar, Manager, Jain Irrigation Systems Pvt Ltd Discussing about irrigation management in Apple orchard





Ms Chand Kumari, Horticulture Development Officer, Govt of Himachal Pradesh provided an Update on FPO related schemes in Himachal Pradesh



Visit to High Density Plantation Apple Orchard



Encouraging participation of women farmers in the training

## Training on FPO Management

### Objective

A two-day Basic Program on FPO Management was conducted in Shimla on 29th Feb and 1st March 2024. The training was led by two (2) expert faculty from the Bankers Institute of Rural Development (BIRD), Lucknow.

The attendees included Chairmen, Board of Directors, and CEOs of eight FPOs from Shimla,

Mandi, and Kullu districts. 25 Participants from 6 FPOs in Himachal Pradesh participated in the two-day training. Three of these FPOs were from our program and the other 3 joined as there was keen interest in the training.

### Structure

The training session over the 2 days covered the following modules



Day 1	<b>Concept of aggregation</b>	<b>Business planning</b>	<b>Management functions</b>
	Mobilization, Baseline Survey, feasibility study, Shortlisting and Prioritization of business opportunities in the cluster area	Formulation of perspective business plan of FPOs –Essentials of Business planning Management	Role & Responsibilities of BoDs, CEO and Members
Day 2	<b>Compliances</b>	<b>Governance</b>	<b>Management Monitoring &amp; Control System assessment</b>
	Mobilization, Baseline Survey, feasibility study, Shortlisting and Prioritization of business opportunities in the cluster area	Formulation of perspective business plan of FPOs –Essentials of Business planning Management	Role & Responsibilities of BoDs, CEO and Members

Through group activities, team-building exercises, and role-plays, participants gained a deeper understanding of concepts. A mock Board Meeting illustrated meeting structures and participant roles, aiding practical application of learning to daily operations. Additionally, an interactive session with a Chartered Accountant addressed specific issues requested by FPOs, further enriching the training experience.

**Training Outcome**

Enhanced understanding and application of key concepts such as aggregation, business planning, and management functions among the FPO leaders.





Mock Board meeting in progress, with detailed agenda as well as observers to give feedback



Learning through engagement activity



Participants of the 2-day FPO management training at Shimla

### Training on digital soil testing solution

CII FACE brought together AgTech solution provider and FPOs on a digital platform to explore the scope of digital soil testing services. The training was joined by Proximal SoilSens, a startup from Pune, a pioneering cutting-edge Soil Testing Technology provider and Farmer Producer Organisations (FPOs) engaged in apple value chains in Himachal Pradesh.

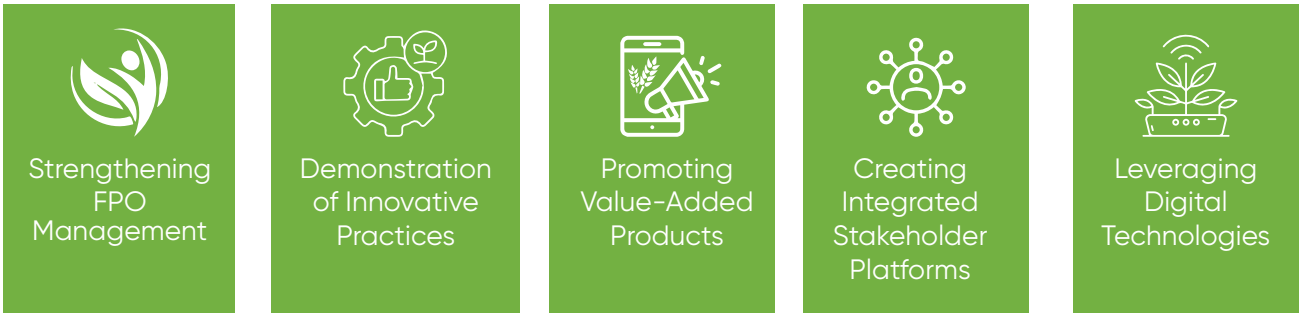
Engaging with participants from 7 FPOs in lively discussions, it was evident that there's a growing enthusiasm for integrating advanced soil testing solutions into farming practices.

### Training related outcomes summary

No of FPOs under the program	<b>3</b> (membership base of around 700 farmers)
No of Farmers trained on orchard management	<b>108</b> (around 30 women farmers)
No of FPOs trained under FPO management trainings	<b>6</b> (25 CEOs and BoDs)
No of FPOs trained on digital soil testing solution	<b>7</b>

## Proposed Next Steps

Going forward, CII proposes to continue scaling engagement with interventions in the following areas:



## Himachal Project Partnerships

SUPPORTED BY



GROUND SUPPORT PARTNER



TRAINING PARTNERS



**SOILSENS**



**DeHaat**  
Seeds To Market

**JAIN**  
Jain Irrigation Systems Ltd.









## Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering Industry, Government and civil society, through advisory and consultative processes.

For more than 125 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development. CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

In the journey of India's economic resurgence, CII facilitates the multifaceted contributions of the Indian

Industry, charting a path towards a prosperous and sustainable future. With this backdrop, CII has identified "Globally Competitive India: Partnerships for Sustainable and Inclusive Growth" as its Theme for 2024-25, prioritizing 5 key pillars. During this year, it would align its policy recommendations, initiatives, and activities with this overarching framework to facilitate strategic actions for driving India's global competitiveness and growth through a robust and resilient Indian Industry.

With 70 offices, including 12 Centres of Excellence, in India, and 8 overseas offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with about 300 counterpart organizations in almost 100 countries, CII serves as a reference point for Indian industry and the international business community.



FACE is CII's Centre of Excellence dedicated to building efficiencies across the agricultural value chain from farm to fork.

FACE is charged with the mission of improving competitiveness of India's agriculture and food sector by catalyzing innovation, building capacity and enhancing productivity across the value chain. FACE works with farmers, companies, development institutions and the government to

- Improve on and off-farm productivity through the dissemination of best practices and technological innovation
- Invest in capacity building initiatives and skill development for supply chain participants across the value chain
- Strengthen linkages across the value chain through market access initiatives, thereby reducing losses and increasing farmer incomes

FACE's service portfolio comprises commodity specific value chain assessments and supply chain advisory services for food and agri businesses, training and consulting services in the area of food safety, and sectoral research across different market segments. FACE also works on projects in PPP mode, to develop business models that are scalable and replicable across geographies.

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