

Workshop-cum-Training Programme on “Business Development in Farmer Producer Organization” Organized

(Ranchi, 8th August, 2021)

ICAR-RCER, Farming System Research Centre for Hill & Plateau Region, Ranchi organized a workshop-cum-training programme on “**Business development in FPO**” at Panchayat Bhavan, Kurgee, Itki, Ranchi on 08.08.2021. The purpose of the programme was to make different stakeholder aware about the importance & effective functioning of FPO and business planning.

During the event, Dr Ujjwal Kumar, Director, ICAR- RCER, Patna accentuated the cluster and group approach for marketing of the agricultural produce. He also highlighted about the marketing strategies for agricultural produce for reaping the maximum return of an investment.



Earlier, Dr S Kumar, Director, Drishtant Consultancy Service

explained about the FPO Guidelines 2020 and the requirement of bankable projects and importance of business plan for the FPOs.

Production for high value crops, mushroom spawn, business development and sustainability of FPO and assistant from credit institutions were also discussed during the programme.



Dr. Anirban Mukherjee, PI of the ICAR-NASF project discussed the business plan of FPO during the interactive session. Dr. Sudarshan Maurya, Pr Scientist, ICAR-IIVR, Varanasi shared experiences of business based on establishment of mushroom spawn production unit, cultivation and value addition of mushroom. Dr. Mahesh Dhakar elaborated business based on rootstock development of fruit plants and nursery raising. Dr. Kaushik Pradhan narrated success stories of FPOs. Sri Debanjan Ghatak discussed about sustainable development of the FPO.

A field visit was also organized to see the activities undertaken by the FPO members under ICAR- National Agricultural Science Fund project- “Development and Validation of Need based Technology Delivery Model through FPO in Eastern India”



One hundred ten farmers (64 women and 46 men); expert scientists from four states of India (Bihar, Jharkhand, West Bengal and



Uttar Pradesh) and representatives from supporting institutions, NABARD, bank and NGO participated in the programme.

.(ICAR-RCER, Farming System Research Centre for Hill & Plateau Region, Ranchi)