

Travel

The to and fro traveling expenditure of the participants including local conveyance will be borne by the nominating authorities.

Venue

National Institute of Rural Development & Panchayati Raj, North Eastern Regional Centre (NIRDPR-NERC), Jawahar Nagar, Guwahati -781022
Phone No.: 0361-2304790/2307043 (O), 0361-2302570 (Fax), 9854050437 (M)

Nominations

Nominations in the prescribed format should reach the address given below on or before **November 13, 2024**.

Nomination forms duly filled in are to be returned to:

Dr. Ratna Bhuyan
Assistant Professor & Course Director
National Institute of Rural Development
North Eastern Regional Centre
Jawaharnagar, Khanapara
Guwahati-781022, Assam
9854050437 (M)

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NOMINATION FORMAT

Title of the Training Programme:

Training Programme on Market Promotion and Convergence Support for FPOs and FFPOs

Last date of receiving nominations: November 13, 2024

- Name of the Participant:**
- Designation & Present Assignment:**
- Department/Organization:**
- Address for Communication with telephone No. and proper codes:**

Tel: (O)

Tel: (R)

Fax:

- Age:**
- Educational Qualification:**

Date:

Place:

Signature of the sponsor with seal

Training Programme on

Market Promotion and Convergence Support for FPOs and FFPOs (November 18-20, 2024)

Venue: NIRD&PR, NERC, Guwahati

BROCHURE

Last date of receipt of nominations:

November 13, 2024



**NATIONAL INSTITUTE OF RURAL DEVELOPMENT AND PANCHAYATI RAJ
NORTH EASTERN REGIONAL CENTRE
NIRDPR LANE, NH-37
JAWAHARNAGAR, KHANAPARA
GUWAHATI-781022**

**TRAINING PROGRAMME
ON
MARKET PROMOTION AND
CONVERGENCE SUPPORT FOR FPOS AND
FFPOS**

The Farmer Producer Organisations (FPOs), which are of recent origin in India are deemed to be potent organisations formed to enhance production, productivity and profitability of the member farmers through collective and joint actions. Such programmes aim at improving the livelihoods of the poor not only by way of providing access to finance and creating market linkages along the value chains but also by way of upgrading the value chains by commercialising the practiced livelihoods and creating enterprises out of it.

Apart from the farm sector, the adoption of the Farmer Producer Organisation approach in the fishery sector also through Fish Farmers Producers Organisations (FFPOs) is yet another effort in commercialising the fishery sector through collectivisation in a more coherent manner. These FPOs and FFPOs which are being promoted are often found to face constraints and challenges at multiple levels and points from the farm to the market ensuring access to cheaper or better inputs, strengthening the delivery of business and financial services, enabling flow of market information, facilitating improved market access - increasing access to higher-value markets through value-added products. The FPOs and FFPOs are therefore, all about improving access to markets and ensuring a more efficient product flow with right convergence such that all involved in the chain benefit.

With many a challenge in market promotion and convergence support, it is always desirable to know and strategise the scope and opportunities for market promotion and available convergence support. It is in this context that the Training Programme on ‘Market Promotion and Convergence Support for FPOs and FFPOs’ is proposed for capacity building of the FPOs & FFPOs and their promoting institutions and organisations/ CBBOs, SRLMs, and other line departments.

Objectives

- i. To understand the challenges and prospects of market access and convergence for promoting FPO and FFPO products
- ii. To equip the participants with the ways and means for market promotion and convergence support for their products

Course Content

The course content would cover the following broad areas:

1. FPOs and FFPOs – Introduction and Rationale
2. Marketing Status and Challenges
3. Role and Scope of Support Institutions
4. Introduction to different Marketing Strategies
5. Building in Convergence Support

Participants’ Level

P&RD Department, Department of Agriculture, Horticulture, FPOs & FFPOs Promoting Institutions and Organisations/ CBBOs, SRLMs, other line departments and Development Professionals from the non-government sector/ organisations, institutes/ universities etc.

Methodology

Adult Learning Methodology would be followed in the Programme. The methodology shall include lectures, group discussions, group work, field visit etc. Audio visual aid and other TLMs would be extensively used in the programme to facilitate better understanding on the subject. Besides the Faculties from NIRD-NERC, subject experts from government and non-government organisations would take sessions in the programme.

Course Fee

There is no course fee.

Duration

Three Days (November 18-20, 2024)

Board & Lodging

Free board and lodging will be provided to all participants in the Institute’s Guest House.

Course Coordinator

Dr. Ratna Bhuyan