ADVANCE MODULE-01

FPOs are growth engine of Indian Agriculture

BANKERS INSTITUTE OF RURAL DEVELOPMENT, LUCKNOW

(Designated Nodal Training Institution at Central Level by GoI under CSS on Formation and Promotion of 10000 FPOs)

Training Program Design

Agri-Value Chain

under

Central Sector Scheme on Formation & Promotion of 10000 FPOs

NABARD

german cooperation
DEUTSCHE ZUSAMMENARBEIT

Implemented by

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Master Training Program Design

Advanced Module on Agri Value Chains

UNDER

Central Sector Scheme on Formation & Promotion of 10000 FPOs

Objective

FPOs understand the importance of participation in agriculture value chain, can state the increased business opportunities that participation affords; can state ways to overcome challenges in participation in the value chain through the collective approach.

Programme Duration	Programme Mode
3 days	Offline / Online

Broad Coverage of the Programme

- Introduction to Agri Value Chains
- Understanding value chain actors and their roles
- Detailed analysis of Agri Value Chains - Cereal crops - wheat, paddy, maize
- Detailed analysis of Agri Value Chains - horticulrure - banana and tomato
- Detailed analysis of Agri Value Chains - allied sectors - poultry and inland fisheries
- Introduction to prospective models of Value Chains

Program on Advanced Agri Value Chain	
Objective	FPOs understand the importance of participation in agriculture value chain, can state the increased business opportunities that participation affords; can state ways to overcome challenges in participation in the value chain through the collective approach.
Duration	3 Days
Course Highlights	▪ Dynamics of the agri value chain and its characteristics ▪ Role, functions and modus operandi of the value chain actors ▪ Value chain activities of major cereals crops (Wheat, paddy and Maize), horticulture crops (Banana) and agriculture allied sector (Poultry and Fishery) ▪ Prospective Models
Target Participants	Officials and members of CBBOs, BODs and CEOs of the FPOs
Methodology – A Note to Facilitators	The Sessions on Value Chain Analysis contain a lot of information – descriptive and numerical. The materials should be translated to the language of the participants so that they can easily read and take part in the learning activities. The Teaching Note which is part of this Module provides detailed methodology (suggested) to convert dry information into workable actions for FPOs and CBBOs. The Facilitators are encouraged to use up-to-date information from online or other sources– as material provided in the Reading Material can rapidly become obsolete. The use of selected (curated) short videos about the specific value chainsm in the participants own languages, will enhance the programme.

Day-to-Day Schedule		
Day	**Session**	**Topic**
I	I	Concept of Agriculture Value Chain and its characteristics
	II	Role, responsibility and functioning of value chain actors
	III	Agricultural Value Chain of Wheat Crop
	IV	Agricultural Value Chain of Paddy Crop
II	I	Agricultural Value Chain of Banana Crop
	II	Agricultural Value Chain of vegetable (Tomato)
	III	Agricultural Allied Value Chain of Poultry
	IV	Agricultural Allied Value Chain of Fishery
III	I	Agricultural Value Chain of Maize Crop
	II	Case Exercise : Value Chain Analysis of Cereal Crops
	III	Case Exercise : Value Chain Analysis of Horticulture Crops
	IV	Case Exercise : Value Chain Analysis of Agri-Allied Sector
	Closing	Feedback, Evaluation and Valediction

Session – I: Concept of Agriculture Value Chain and its characteristics
Objective: At the end of the Session, the participants will be able to – define value chains and describe key characteristics of agri value chains

Duration: 90 Minutes

Session Outline				
S.No.	**Session plan**	**Objective**	**Duration minutes**	**Methodology**
i	Ecosystem of the Agri Value Chain	Describing the basic concept of the Agri value Chain	20	Presentation
ii	Value chain activities	Highlighting various facets of the value chain activities and its inter dependence	15	Brief presentations, short videos, buzz group discussions and calculations
iii	Value Chain Actor	Role of the value chain actors and distribution of economic rent	15	
iv	Supporting Value Chain Actor	Highlighting the importance of supporting actors to create business environment	15	
v	Value Chain Approach	Importance and benefits of the value chain approach for FPOs	10	
	Discussion & Feedback		15	Discussion Mode
Relevant Chapters in the Reading Material: Chapter 1				

Session – II: Role, responsibility and functioning of value chain actors
Objective: At the end of the Session, the participants will be able to – list the various value chain actors and the role they play, and describe the opportunities for the FPO to participate in these value chain roles.
To understand business model and dynamics of the value chain actor
Duration: 90 Minutes

Session Outline				
S.No.	**Session plan**	**Objective**	**Duration minutes**	**Methodology**
i	Functions of Value Chain actors	Describing the dynamics of the intermediaries to perform value chain activities	15	Presentation, videos
ii	Eco-System of Value Chain Actor	Describing the concept of Marketing Cost and Marketing Margin	15	Brief presentations, short videos, buzz group discussions and calculations and Role Play
iii	Working of market intermediaries	Describing the business model of input and output value chain actor	30	
iv	FPO as a Value Chain Actor	understanding the opportunities of business participation in the agriculture value chain by FPOs	15	
v	Discussion & Feedback		15	Discussion Mode
Relevant Chapters in the Reading Material: Chapter 2				

Session – III toIX: Value Chain activities of major crops and AH sector
Objective: At the end of these sessions, the participants will be able to – list the value chain stages, role of value chain actors, economic rent and risks and rewards of the FPO directly participating in various stages of specific agri value chains
Duration:90 Minutes

<table>
<tr><th colspan="5">Session Outline</th></tr>
<tr><th rowspan="2">S.No.</th><th rowspan="2">Session plan</th><th rowspan="2">Objective</th><th>Duration</th><th>Methodology</th></tr>
<tr><th>minutes</th><th></th></tr>
<tr><td>i</td><td>Assessment of input business</td><td>Crop and input wise assessment of various inputs and opportunities for reduction of cost by business participation as an input supplier</td><td>20</td><td>Presentation with discussion</td></tr>
<tr><td>ii</td><td>Assessment of procurement business</td><td>Crop and produce wise assessment of opportunities for enhancing economic rent by business participation as an aggregator</td><td>10</td><td rowspan="4">Brief presentations, short videos, buzz group discussions and calculations – refer the Teaching Notes</td></tr>
<tr><td>iii</td><td>Assessment of processing business</td><td>Crop and produce wise assessment of opportunities for enhancing economic rent by business participation as an processor</td><td>20</td></tr>
<tr><td>iv</td><td>Assessment of trading business</td><td>Crop and produce wise assessment of opportunities for enhancing economic rent by business participation as a trader</td><td>15</td></tr>
<tr><td>v</td><td>Assessment of the multiple business activities</td><td>Assessment of the business participation potential through different combinations of the value chain actors</td><td>15</td></tr>
<tr><td></td><td colspan="2">Discussion & Feedback</td><td>10</td><td>Discussion Mode</td></tr>
<tr><td colspan="5">Relevant Chapters in the Reading Material: Chapter 3 to 9 and Additional Case Studies chosen by facilitators but not included in the Reading Material</td></tr>
</table>

Final Session: Action Plan, Feedback and Valediction

Objective: Upon completing the session, participants would have

1. written their feedback for the programme in the format provided
2. given oral feedback
3. received their participation certificates

Duration: 90 Minutes

Session Outline				
S.No.	**Session plan**	**Objective**	**Time minutes**	**Methodology**
i	Preparation of Action Plan for Value Chain Activities by FPOs	To prepare an agency-wise plan for increasing their activities in the Agri Value Chains of interest	50	Sub Group activity and presentation
ii	Feedback on the programme	To collect written feedback for the training organisations use and oral feedback from all participants	20	Written feedback in given format, oral feedback in plenary
iii	Valediction	Formal event	20	Formal event
Relevant pages in Teaching Notes: SESSION 13: ACTION PLAN, FEEDBACK, AND VALEDICTION				

Note: Use the Organisation's standard format for collecting feedback and a well-designed format for action planning

Bankers Institute of Rural Development (BIRD), Lucknow is an autonomous institute promoted by National Bank for Agriculture and Rural Development, the Development Bank of the country. It is a premier institute for providing training research and consultancy services in the field of agriculture and rural development banking in India and abroad. The Institute was established in 1983, for addressing the capacity building needs of stakeholders. BIRD, Lucknow is an ISO 9001: 2015 certified training Institute.

Clients

All Banks, Government agencies, MFIs, NBFCs, Financial Sector, NGOS and Civil Societies.

Coverage (Training, Consultancy, Research)

Project Lending-Agriculture and MSME, Climate Finance, Rural Banking, Farmer Producer Organization, Micro Finance, Human Resource, Financial Inclusion, Training of Trainers, Executive Development, Management Development Programme, IT based Banking, Green Finance, Responsible CSR, Group approach to Development, Women Empowerment, Organizational Development, Investment & Treasury Management, Risk Management.

Faculty

Faculty are drawn from NABARD, banks and scholars of respective fields and have pan-India level field experience. The faculty have specialization in Banking Finance, Financial Inclusion, Agriculture & Allied sector, Fisheries, Forestry and Human Resources, etc.

Infrastructure

43 acre green campus has world class infrastructure in terms of class rooms, simulation and AV Rooms, Board Room, Conference Hall, Auditorium, Library, Gym, Air-conditioned Hostel Rooms, Local and International cuisine.