

No: SFAC/43/Parl.Qus/2023-24  
Small Farmers Agribusiness Consortium  
5th Floor, NCUI Auditorium Building,  
August Kranti Marg, Hauz Khas, New Delhi - 110016

Dated 07.12.2023

To,

Marketing Officer Group-1,  
Directorate of Marketing and Inspection,  
Department of Agriculture & Farmer Welfare,  
Ministry of Agriculture & Farmer Welfare  
HO, Faridabad.

**Sub: Riava Sabha Starred/unstarred Diary NO. U2469-regarding – Challenges in Management of Farmer Producer Organization (FPOs) due for answer on 15.12.2023-reg.**

Sir,

Please refer to your mail letter dated 07.12.2023 on the above subject. In this regard, point wise reply is furnished as below:

S. No	Query	Reply
a)	The measures taken by the Government to tackle the constraints of poor professional management that is faced by the FPOs.	FPO requires some professionally equipped Manager/CEO to administer its activities and day to day business with a sole objective to make FPO economically sustainable and farmers' benefiting agri-enterprise. The CEO/Manager is to be appointed by the executive body of the FPO who should be either graduate in agriculture / agriculture marketing / agribusiness management or BBA or equivalent. Locally available professionals with 10+2 and preferably diploma in agriculture / agriculture marketing / agribusiness management or in such other related areas may be preferable. The accountant should have educational qualification of 10+2 with Mathematics as a compulsory subject or alternatively with Commerce or Accountancy background. Under the scheme, financial support towards salary of CEO/Manager up to @ Rs. 25,000/- per month and of Accountant up to @ Rs.10,000/- per month with annual increment up to 5% is to be provided from the earmarked financial support for first 3 years.  Implementing Agencies will set up Cluster- Based Business Organizations (CBBOs) at the State/Cluster level to form and promote FPOs as per their requirements; however, targets for produce clusters, full or part of the State or region will be allocated by Project Management Advisory and Fund Sanctioning Committee (N-PMAFSC). The Implementing Agencies will apply due diligence to ensure that professionally competent CBBOs are transparently engaged & have experience in promotion and professional supports to FPOs. a. In a State, based on geography, produce clusters, cropping pattern, etc., there may be one or more than one CBBO. Even one CBBO may serve more than one State as per
b)	If so, the details thereof; and	
c)	If not, the reasons thereof?	


requirement. However, CBBOs should be given work according to available human resources with them, their past turnover and work experience etc.

- b. The CBBOs should be going concern with professional experience and exposure in formation of FPOs in agriculture and allied sector and providing handholding support to them.
- c. The CBBOs should be supported with five categories of specialists from the domain of (i) Crop husbandry; (ii) Agri. marketing / Value addition and processing; (iii) Social mobilization; (iv) Law & Accounts; and (v) IT/MIS in agriculture & agriculture marketing. The CBBOs with requisite number of other technical and supporting staff to be housed/operated from their own offices in respective States or from offices of respective Implementing Agencies, which have selected them.

To further strengthen the management of FPOs, a Learning Management System (LMS) for 10,000 FPOs (Farmer Producer Organizations) has been developed in the scheme in April 2023. As on date, 736 courses are uploaded, and 21,234 users are registered on the LMS portal. Content from various national and state level institutes relevant to the FPOs has been uploaded on the portal. As on date, these modules are available in 8 languages (Hindi, English, Telugu, Oriya, Punjabi, Bengali, Marathi and Kannada). The team is working on translating the content to other regional languages and get more content in regional languages on the LMS portal. The link for the LMS is <https://10kfpo.lms.gov.in/>

There is budgetary provision of Rs. 3.0 crore each year by DAC&FW for four years for training through specialized institutions and NABARD will be contributing on matching basis for the capacity building to be undertaken by BIRD (in consultation with N-PMAFSC) partnering with other National and regional level institutions.

Yours faithfully



(Dr. Sumathi S)  
Dy. Director (Admn)