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# agriTALK

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February 2020



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AGRI ENTREPRENEUR  
MENTORS TRAINING  
PROGRAM



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AGRI ENTREPRENEUR  
BUSINESS PLAN SESSIONS



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FARMER PRODUCER  
ORGANIZATIONS (FPOs) IN  
SANGLI, MAHARASHTRA

# AGRI ENTREPRENEUR MENTORS TRAINING PROGRAM

Agri Entrepreneurs are managed by our in-house team of professionals known as Agri Entrepreneur Managers (AEMs). Our team of AEMs in Alwar and Kota manage the AE program.

While we conduct training program for the new AEs, it is imperative to train our internal team members as well. This month we conducted outbound trainings for them in collaboration with Syngenta Foundation India.

The AEMs travelled to Ahmednagar, Maharashtra and Ranchi, Jharkhand for a 7-day residential training program to understand the role of an AEM from their counterparts. They did extensive field visits and understood innovative businesses being done by AEs in these locations.

## GLIMPSES OF TRAINING PROGRAM & FIELD VISITS



# AGRI ENTREPRENEUR BUSINESS PLAN SESSIONS

The final step of the AE training program involves creation of a business plan. The objective is to help an AE identify the right opportunities and work towards making them a success. The plan creation also helps AEs analyse various aspects of setting up a new business, i.e. costs involved, expected sales, infrastructure requirements and profits.

Prior to this session, AEs were entrusted with the task of meeting all the farmers in their own villages. Based on the information collected by the AEs in farmer meetings, we conducted business-plan sessions. AEs have started working according to the business plans and are aiming to achieve their planned targets.

## GLIMPSES OF BUSINESS PLAN DISCUSSIONS



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# Farmer Producer Organizations (FPOs) In Sangli, Maharashtra

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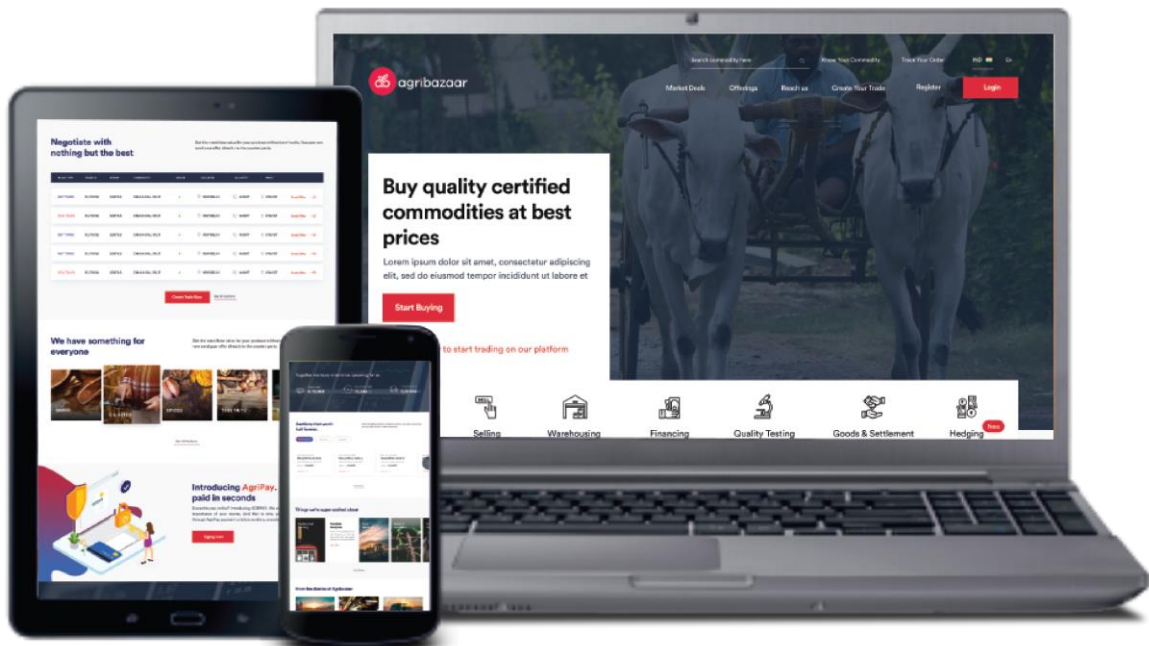
We conducted one-to-one meetings and group meetings with FPOs in Sangli region. They were briefed about features of [agribazaar](#) app and how they could benefit from it.

We are working with FPOs to help them find the right markets for their produce. On [agribazaar](#) platform, an FPO registers a trade under “Negotiable Trade” section. Buyers can see this trade online and, if interested, can place their bids. The fact that trade is negotiable, gives an opportunity to both the FPO and buyers to negotiate the price. Upon agreement between a buyer and seller, [agribazaar](#) helps execute the trade through its online process, ensuring smooth payment and settlement.

With additional registrations in the current month, cumulatively, we have registered 85 FPOs till date. These comprise around 1.2 Lakh farmers across various states.

## Glimpses of meeting with a group of FPOs





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