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To  
The Editor,  
Sir,

Date: 14.06.2023

I request that the following message may kindly be published in your esteemed daily:

**TNAU hosts training on “Entrepreneurship Development Programme for FPOs”**

The Agribusiness Incubation Society (ABIS) – Technology Business Incubator (TBI) is conducting a three days training from 13<sup>th</sup> – 15<sup>th</sup> June 2023 on “**Entrepreneurship Development Programme for FPOs**” funded by ATMA, under Tamil Nadu Small Farmers’ Agribusiness Consortium (TNSFAC) and the Department of Agricultural Marketing and Agri Business (DAMAB). About 80 farmers from FPOS of Coimbatore, Tirupur and Erode districts are participating in the training programme.

Dr.E.Somasundaram, Director, ABD inaugurated the training. In his speech, the Director (ABD) insisted that FPOs should venture into value addition of quality novel food products with certification to meet the requirements of consumers inland and for export market. Digital Marketing and E commerce are game changers in marketing which are cost effective means of reaching to larger public. Mr.A.V.Gnansambandam, CEO – ABIS welcomed the participants of the training and Dr.M.Malarkodi, Associate Professor (ARM) & Training Coordinator proposed the vote of thanks.

The training is focussed in imparting knowledge on GoI – PMFME & AIF schemes for FPOs & Start-ups, Renewable energy Technologies, Investment Analysis and Budgeting for new business of FPOs, Marketing Integration of FPOs, Seed Production and sales through FPCs, Business Plan and Budgeting, Packaging and Branding, Organic farming, Mushroom cultivation and marketing for FPCs, Book Keeping and Record Maintenance, Bee Keeping for FPCs. The participants will be taken for a one day farm visit within the state and a 5 day visit outside the state after the training. This will help the start-up stage FPOs facing various challenges related to entrepreneurial capacity, business and marketing strategy, financial resources etc.

With the support of Director, ABD, TNAU, Coimbatore, TNSFAC is conducting similar trainings to members of 318 farmer Producer Organisations to transform them as agripreneurs. Earlier, a three days training on “FPO Management” was conducted at DABD, TNAU, Coimbatore on 31<sup>st</sup> May, 1<sup>st</sup> & 2<sup>nd</sup> June 2023.

**Public Relations Officer**