

FPOs/FPCs, Farmers, Startups Immersion Programme (Linking FPOs/FPCs and Farmers with Startups)

17.11.2023

a-IDEA, Technology Business Incubator of ICAR-National Academy of Agricultural Research Management, Hyderabad and ICAR-CTRI jointly organised FPOs/ FPCs, Farmers, Startups Immersion Programme (Linking FPOs/ FPCs and Farmers with Startups) at ICAR - Central Tobacco Research Institute, Rajahmundry, Andhra Pradesh on 17th Nov 2023 with an objective to connect the FPOs/ FPCs and the farmers of Andhra Pradesh with the startups supported by a-IDEA, ICAR-NAARM.



About 18 startups, 50 FPOs and 30 farmers from different places across Andhra Pradesh attended the programme. Dr. S Senthil Vinayagam, Principal Scientist and Head (ESM) and CEO, a-IDEA, ICAR-NAARM, Hyderabad, Dr. Srihari Naidu, Head, Krishi Vigyan Kendra, Kalavacharla, East Godavari District; B Sujatha Kumari, District Horticulture Officer, East Godavari; Shri B V Ramana, District Horticultural Officer, Konaseema District; Mr. D V Prasad, LDM, Union Bank of India, East Godavari and other DLBC's; Mr. Pramod Mishra, DGM, SBI, Rajahmundry; Dr. Ravi Shankar, Principal Scientist, ICAR Central Tobacco Research Institute, Rajahmundry and Dr. M. Sheshu Madhav, Director, ICAR - Central Tobacco Research Institute, Rajahmundry, NGOs, CBBOs and officials from ICAR-NAARM and ICAR-CTRI and other reputed organizations graced the event.

Dr. S. Senthil Vinayagam, Principal Scientist and Head (ESM) and CEO, a-IDEA, ICAR-NAARM warmly welcomed the gathering and threw light on the success of the previous immersion programs held at North East, Lucknow, Madurai, Bangalore, Warangal, Kurnool, Vijayawada, Nalgonda and Hyderabad.

Dr. M. Sheshu Madhav, Director, ICAR - Central Tobacco Research Institute, Rajahmundry presided over the programme and expressed that at present, linking FPOs and farmers with startups is the need of the hour and through this programme, FPOs and farmers are being benefited greatly. The major advantage of the FPOs and startups immersion program

is that it provides an ideal platform for the farmers to sell their produce, and the strong interlinkage and networking keeps the flow of the produce continuous and builds as well as maintains a strong value chain across the agricultural activities.

Dr. Srihari Naidu, Head, Krishi Vigyan Kendra, Kalavacharla, East Godavari District emphasised the activities undertaken by NABARD for promoting FPOs in Andhra Pradesh and he stressed that linking FPOs and farmers with startups was a unique activity which would greatly benefit both FPOs and startups to run their



respective business ventures and cater to diverse and larger segment of the farming community.

B Sujatha Kumari, District Horticulture Officer, East Godavari stated that the Andhra Pradesh government is ready to help startups and encouraged the youth to come up with ideas that could lead to the establishment of startups in Rajahmundry. Through this immersion program, supply chain inefficiencies, gaps in market linkages, ensuring transparency and visibility in value chains could be addressed.

Shri B V Ramana, District Horticultural Officer, Konaseema District highlighted the advantage of this immersion program connecting FPO's and startups over others as it provides an ideal platform for the farmers to sell their produce, and the strong networking keeps the flow of the produce continuous and builds a strong value chain in agricultural commodities. He stressed the innovations to be undertaken by startups in areas having untapped potential like cold storage technology, post-harvest processing and value addition.

About 18 startups supported by a-IDEA, ICAR-NAARM from across agriculture and allied sectors presented their products, services and demonstrated their advantages in front of FPOs and farmers. The event acted as an ultimate platform for networking between farmers, FPOs/ FPCs & startups for successful business transactions and for further collaboration.

The program ended with a formal vote of thanks to the chair and the participants by Dr. Ravi Shankar, Principal Scientist, ICAR Central Tobacco Research Institute, Rajahmundry who also applauded the efforts of a-IDEA, ICAR-NAARM, Hyderabad in trying to bring both FPOs and startups on a single platform and asked both the start-ups and FPOs to make the most of this opportunity and use this platform for further advancement.