

FPOs - INDUSTRY PARTNERSHIP PROGRAM

20 Events, Involving 5000 FPOs, Connecting 5 Crore Farmers

Farm Services | Inputs | Technologies | Produce Sourcing
Contract Farming | Agri-Processing | Exports | Partnerships

08 September 2023 – 21 February 2024

Workshops | Exhibitions | Business Meets

Combined with

- Millets in Everyday Use
- State Agriculture Summit
- Release of Report on State's Agriculture
- Launch of ICFA State Agriculture Council

Agriculture in India continues to be a powerful engine for livelihood security, economic growth and social transformation. The current situation in Indian agriculture is characterized by two different scenarios. On the one hand we have problems of slow growth, poor economic returns from farming operations, widening urban rural income divide, inadequate oilseed stocks etc. And on the other hand, powered by policy initiatives, we see hectic pace of happenings in the market place with large corporate entering into agriculture to provide the missing links, agri graduates taking up new agribusiness models, newer kinds of farming models being perfected by innovative farmers, substantially enhanced role of banks and development institutions, and emergence of new village level institutions, **The Farmer Producer Organisations.**

The FPOs are the new age rural institutions, formed under the FPC Act, blending the beauty of commercial company, cooperative and not for profit entity. FPOs are emerging to play vibrant role in agribusiness development and connecting farmers with the markets. Government of India is handholding and supporting them massively, and so are the other key stakeholders, including corporate. While there is great potential for the FPOs to bring about transformational changes in agricultural economy of the country, but many FPOs are facing challenges, ranging from trained human resource to business modelling to finance and marketing. There is need to bring all key stakeholders on one platform so that they could support, partner and participate with FPOs.

Keeping this in view, ICFA is hosting the state level events of FPOs to understand their issues and facilitate them to partner with Industries and institutions for enhancing their operational and economic viability. Accordingly, ICFA is organising 20 states level events, comprised of workshops, expos and business meets, involving @250 FPOs and other stakeholders, including State Government officials, bankers, development institutions, experts, food industry and corporates. **The events aim to facilitate market linkages, inputs and technology deliveries, produce sourcing, financing, agro processing and export through farmer-industry-institutional partnerships.**



Millet in Everyday use

Millet, ancient grains packed with modern benefits, have swiftly gained traction in daily diets, and should be in daily diets. Their versatility is unmatched, from healthy morning porridge to crunchy evening snacks, millets adapt seamlessly. Offering a powerhouse of nutrients - fiber, protein, and an array of minerals - millets excel at nurturing health. Embracing millets isn't just a culinary choice, it's a sustainable step towards a more nourished and resilient future. As the UN has declared 2023 as International Year of Millets on the proposal of India, which accounts for 20% of the world's production, there are massive opportunities emerging. Fortunately, the Government, industry and institutions, FPOs, and importantly the Startups are working in tandem to realize this potential. ICFA is providing this platform for Millets players to participate, display and discuss their issues and opportunities and collaborate.

State Agriculture Summit

Agriculture is the state subject in India, and State Governments are making concerted efforts to develop it and empower the farmers. There is however need for convergence of efforts and actions among key stakeholders to best results. The State Agriculture Summit stands as a paramount platform where innovation, knowledge, and collaboration converge to shape the future of agriculture. This dynamic event serves as a common platform for farmers, researchers, policymakers, startups, FPOs and industry leaders, fostering insightful discussions on sustainable practices, technological advancements, and marketing. Through its concise format of two sessions, this State Agri Summits aim to bring diverse stakeholders on one platform to discuss the issues and opportunities, programs and initiatives, and facilitating partnerships to propelling the agriculture towards heightened efficiency, resilience, and growth.

Reports on State Agriculture

States have enormous potential for development of agriculture, including horticulture, animal husbandry and fisheries and forestry. The same needs to be documented and analyzed from the perspective of investments and technologies, and markets and agribusinesses so as to enable industry and investors, technology institutions, and startups to make decisions for partnering and participating in the state's agricultural growth journey. This comprehensive assessment reports to be released during the FPOs-Industry Partnership Program, would underscore the challenges and opportunities, and offering a roadmap for sustainable growth. With data-driven insights, these reports shall navigate through the sector's highs and lows, guiding policymakers and stakeholders towards innovative solutions. As a catalyst for change, the reports spark a collaborative effort to propel agriculture into resilient future.

Launching of ICFA State Agriculture Councils

The launch of ICFA State Agriculture Councils marks a transformative stride in agricultural development. ICFA State Agriculture Councils bring all key stakeholders in the State on one platform to collectively contribute to the common vision of holistic development of the State by synergizing the expertise, efforts and actions. The SACs, thus, stand as beacons of progress, heralding a new dawn for agricultural prosperity and food security. These councils, a collaborative effort among various stakeholders, promise to reshape the agricultural landscape by paving the way for innovations, sustainable practices, and holistic growth. These councils would act as state level convergence platforms for all stakeholders to work on a common vision by knowledge exchange, unlocking the potential of trade and agribusinesses, facilitating backward and forward linkages and fostering adaptive solutions tailored to each state's unique challenges.

Objectives:

- To discuss the broad issues related to FPOs and CBBOs, and the scope and opportunities for institutional linkages
- To discuss the potential of linking FPOs with industry to achieve sustained growth through policy push and partnerships
- To discuss the issue of access of services, inputs, credit, insurance, trade and technology, and partnerships
- To discuss various governmental policies, programs and interventions and the role of FPOs in mobilising them to farmers
- To discuss the challenges in produce marketing, processing and logistics, value chain and supply chain development
- To facilitate partnerships with the industry for inputs and technologies, sourcing of produce, value addition and exports
- Analyzing gaps in the exports related infrastructure and services and to mobilize agencies to partner with FPOs to help them export
- To identify FPOs for needed training and capacity building to be effective partners with the industry for marketing linkages
- To create new breed of FPO exporters by providing them necessary training, and handholding to develop as agri export FPOs
- To bring at one place all export services agencies and facilitation for boosting agro processing and exports
- Facilitate FPOs to avail various programs and schemes of the Government to become financially viable and vibrant.

SCHEDULE:

Day Long Program

Inaugural Session	10:00 AM - 11:00 AM
TEA BREAK	11:00 AM - 11:15 AM
Session 1 : Leveraging the power of FPOs as credible sourcing partners for agro produce	11:15 AM - 12:15 PM
Session 2 : FPOs as effective channel partners for delivery of inputs and technologies	12:15 PM - 01:15 PM
LUNCH	01:15 PM - 02:00 PM
Session 3 : FPOs-Industry partnership in driving millets development	02:00 PM - 03:00 PM
Session 4 : Partnering with FPOs for boosting agro exports	03:00 PM - 04:00 PM
Session 5 : Role of FPOs in value addition and agro processing	04:00 PM - 05:00 PM
Concluding Session	05:00 PM - 05:30 PM
Concluding Tea	05:30 PM - 06:00 PM

FPO Events Schedule :

Lucknow = 08 Sep, 2023	Jammu = 03 Nov, 2023	Patna = 15 Dec, 2023
Ludhiana = 15 Sep, 2023	Dehradun = 08 Nov, 2023	Guwahati = 19 Jan, 2024
Karnal = 22 Sep, 2023	Ranchi = 21 Nov, 2023	Jaipur = 31 Jan, 2024
Raipur = 26 Sep, 2023	Bhubaneswar = 24 Nov, 2023	Bangalore = 08 Feb, 2024
Bhopal = 29 Sep, 2023	Kolkata = 29 Nov, 2023	Chennai = 13 Feb, 2024
Hyderabad = 10 Oct, 2023	Ahmedabad = 08 Dec, 2023	New Delhi = 21 Feb, 2024
Vijayawada = 12 Oct, 2023	Pune = 12 Dec, 2023	

Benefits of Participation

- Explore market and business opportunities with FPOs
- Linkages with FPOs and their member farmers network
- Institutional tie ups for supplies of inputs and technologies
- Partnering to source of quality agro produce on competitive prices
- Direct procurement, thus eliminating the role of mandi and brokers
- Enhancing branding and rural market presence by partnering with FPOs

Invitees :

FPOs as per the numbers indicated above for each location	State Government officials	Bank and Development Institutions	Industry and Exporters	Marketing and Services Agencies
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Sponsorship Packages

S.NO.	CATEGORY	COST*	LOCATIONS
1	Principal/Title Sponsor	100.0 Lakhs	All 20 Locations
2	Main Sponsors	40.0 Lakhs	All 20 Locations
3	Sponsors	30.0 Lakhs	All 20 Locations
		20.0 Lakhs	10 Locations
		12.50 Lakhs	5 Locations
		3.0 Lakhs	Per Location
4	Co-Sponsors	20.0 Lakhs	All 20 Locations
		15.0 Lakhs	10 Locations
		10.0 Lakhs	5 Locations
		2.50 Lakhs	Per Location
5	Panel Sponsors	10.0 Lakhs	All 20 Locations
		7.50 Lakhs	10 Locations
		5.0 Lakhs	5 Locations
		1.50 Lakhs	Per Location

* GST @ 18% Extra

Sponsorship Deliverables

PRINCIPAL/TITLE SPONSOR

- Official Status of Principal/Title Sponsor of the Events
- Name and logo to appear along with the organizers in all the promotional materials, program banners, event souvenir, presentations and onsite publicity.
- Free furnished space of 24 sq. mt. at most prominent location.
- One person to share inaugural and concluding dais.
- Name and logo to appear prominently in all advertisements in national and regional newspapers, magazines, websites, hoardings etc.
- 15 mins slot for Corporate Presentation
- Organizations corporate video to run during session breaks at all activities.
- Special acknowledgement during inaugural and concluding functions.
- 04 Standees/Banners can be placed at the venue.
- Data of all FPOs will be shared post event.
- 2 Company brochures/pamphlets can be inserted in kit bag

MAIN SPONSORS

- Official Status of Main Sponsor of the Event and prominent logo placement
- Names and logos to appear in the main promotional material, program banner, event souvenir presentation and onsite publicity.
- Free furnished space of 12 sq. mt. at prominent locations
- Organizations corporate video to run during session breaks at all activities.
- Acknowledgment during inaugural and concluding ceremony.
- 10 mins Slot for Corporate Presentation
- 02 Standees/Banners can be placed at the venue.
- Data of all FPOs will be shared post event.
- 1 Company brochures/pamphlets can be inserted in kit bag

SPONSORS

- Official status of Sponsor of the event.
- Names and logos to appear in the main promotional brochure, event souvenir, presentations and onsite publicity.
- Free furnished space of 9 sq. mt. at prime location
- Acknowledgment during inaugural and concluding ceremony.
- 05 mins Slot for Corporate presentation
- 01 Standee can be placed at the venue

CO-SPONSORS

- Official status of Co-Sponsor of the event
- Names and logos to appear in the main promotional brochure, event souvenir, presentations and onsite publicity.
- Free furnished space of 06 sq. mt. in relevant location
- Acknowledgment during inaugural and concluding ceremony

PANEL SPONSORS

- Official status of Panel Sponsor of the event
- Names and logos to appear in the event souvenir, and onsite publicity.
- 02 Standees can be put at the venue.
- Acknowledgment during inaugural and concluding ceremony.

STALL BOOKING

Limited number of stalls are available for booking @ Rs. 50,000 Per Stall, Per Location of 6sq.mt each (*GST extra). One organisation can book maximum of 3 stalls only. Priority will be given to the sponsors.

WHY ICFA AS ORGANIZER :

ICFA has extensive experience in organizing a large number of national and international events on different topics related to agriculture.

1. The only organization in the country, which possess extensive experience and expertise in hosting national and international events.
2. Having a team of professionals for agro events.
3. Wide ranging contacts in agri-inputs industry and thus always achieves good participation of agri-input organizations.
4. All its past events organized jointly with Governments and Trade Chambers.
5. Successfully organized national agro events, and co-hosted many international events like India International Agro Trade Fair 2018, AgroWorld 2019 and Uttar Pradesh AgriVision 2021, AgroWorld 2022 and now going to organize FoodWorld 2023 and AgroWorld 2024 in coming months.
6. Organising Agriculture Leadership Summits since 2016.
7. ICFA founded Alliance of Indian Farmers Associations in 2015 with 40 top bodies
8. ICFA has been hosting All India Farmers Conventions in Delhi and State levels
9. The only organization in the country, having done series of policy and trade events on each sub-sector of agriculture
10. ICFA has got extensive industry support through its various working groups, technology councils and professional bodies.

MEDIA COVERAGE :

The collage displays media coverage for the FPOs - Industry Partnership Program. It includes newspaper clippings from 'The Economic Times' and 'Business Standard', and promotional posters for the program. The posters feature logos of partner organizations like G20, ICRISAT, and SFAC, and list the program schedule across various Indian states from September to February 2024.

ABOUT ICFA :

Indian Chamber of Food and Agriculture (ICFA) is the apex chamber focussed on growing farmers' incomes through trade facilitation and agribusiness linkages with strong national and global presence through industry working groups, professional councils and institutional partnerships, proposes is organising these events. ICFA has got requisite expertise in organising large number of such events at the national and regional levels. Partnering with SFAC, the nodal agency for FPOs, substantially enhances the success and effectiveness of these events.

The council boasts of a strong network of farmers bodies with an unparalleled outreach to grass root level farmers through All India Farmers Alliance (AIFA) and District Agriculture Councils (DAC). ICFA has been hosting various conventions and meetings at district and state level bringing farmers and agri exporters to the forefront. ICFA acts as the national platform for interfacing concerned stakeholders, institutions, and public and private sectors involved in creating, standardizing and disseminating agricultural knowledge to forge synergistic alliances and to promote policy support leading to a vibrant agrarian economy and national prosperity.

ICFA PARTNERS



ICFA MEMBERS



CONNECT WITH US TO BE PART OF AGRI REVOLUTION

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