



To rejuvenate productive landscapes equitably and sustainably

India Foundation for Humanistic Development (IFHD),
#6, 2nd Cross, Vasanthnagar,
Bangalore – 560052, India

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India Foundation for Humanistic Development (IFHD) is organising a

ProCIF FPO CEO Connect Forum 2016

It's Possible

Date: 9 - 11 March 2016

Venue: Bangalore, Karnataka, INDIA

Producer Entrepreneurship Catalyst and Incubation Facility (ProCIF) is a social innovation programme, initiated by Hivos International and implemented by India Foundation for Humanistic Development (IFHD) and supported by TATA Trust. ProCIF seeks to incubate and transform asset-poor FPOs across India into self-reliant sustainable enterprises. ProCIF facilitates FPOs to access funds through grants, soft loans as well as market based finance, depending on the maturity and the readiness of the FPO coupled with a cross cutting Technical Assistance Facility to support FPOs through their stages of growth and evolution.

Positioning Farmer Producer Organizations (FPOs) as vehicle for sustainable business **for the farmers and by the farmers**, the objective of the Forum is to demonstrate the viability of FPO as a model of entrepreneurship to Government, Financial Institutions, investors, buyers, vendors and other stakeholders who are important enablers for the maturity of the ecosystem in which the FPOs operate.

The Forum will provide an opportunity to these key stakeholders to interact and network with the CEOs and Promoters of around 25 FPOs from across India, operating in different agro-climatic zones with multiple products, showcasing the diversity and strengths as well of ProCIF portfolio of FPOs.

Networking Event:

If you would like to attend the High Tea on 10th March between 5 to 6.30 pm., please email at info@ifhd.in



TATA TRUSTS





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Concept Note: ProCIF FPO CEO Connect Forum 2016

Background: Indian agriculture sector is dominated by smallholder producers, who face multiple challenges in order to increase their share in the agricultural value chain. Farmer Producer Organisations (FPOs) with their collective power are increasingly seen as a method for small holder agriculturalists to access finance and reach the market.

ProCIF Programme: Producer Entrepreneurship Catalyst and Incubation Facility (ProCIF) is a social innovation programme, initiated by Hivos International and implemented by India Foundation for Humanistic Development (IFHD) and supported by TATA Trust. ProCIF seeks to incubate and transform asset-poor FPOs across India into self-reliant sustainable enterprises. ProCIF facilitates FPOs to access funds through grants, soft loans as well as market based finance, depending on the maturity and the readiness of the FPO coupled with a cross cutting Technical Assistance Facility to support FPOs through their stages of growth and evolution.

ProCIF FPO CEO Forum: Within 2 years of implementation, ProCIF has been engaging with more than 40 FPOs reaching around 45,000 farmers across 9 states (Orissa, Gujarat, Rajasthan, Maharashtra, Madhya Pradesh, Andhra Pradesh, Karnataka, Tamil Nadu and Telangana). Recognising the nascent yet emerging ecosystem for FPOs, ProCIF feels the need for a space to be created for dialogues that inform the FPO as also the key stakeholders like Government, Financial Institutions, investors, buyers, vendors, CSOs and others.

ProCIF FPO CEO Forum 2016 is being organized by **India Foundation for Humanistic Foundation (IFHD)**, in response to this need for learning and networking space for ProCIF incubated FPOs to interact with these stakeholders in the eco-system, cross-learn and explore their partnership potential. Many of these stakeholders have limited exposure to the FPO universe, but have demonstrated high levels of interest in possibilities that a dynamic FPO ecosystem can offer. The Forum is expected to generate significant understanding of the FPOs and hence enable confidence building in the minds of the stakeholders.

IFHD is inviting CEOs and Promoters/BoD from around 25 FPOs currently being incubated in the ProCIF programme to a 3-day intensive workshop in Bangalore wherein the FPOs will gain a conceptual understanding of financial, sales and marketing as well as enterprise development, explore partnership possibilities and network with key stakeholders. IFHD and the ProCIF team will facilitate the learning and dialogues between these diverse group of ProCIF FPOs from across India, who operate in different agro-climatic zones, produce multiple products and speak different languages – *a feat not attempted before!* The Forum also includes a unique networking event over High Tea on **10th March 2016 at 5.00 p.m** at **SAIACS CEO Centre, SAIACS, Bangalore** with representatives from FPOs, Government, Financial Institutions, investors, buyers, vendors, CSOs and others as special invitees.

ProCIF FPO CEO CONNECT FORUM 2016

Date: 9 - 11 March 2016

Time: 9 am to 5 pm

Venue: SAIACS CEO Centre SAIACS, BOX 7747 Gubbi Cross Road, Kothanur Post Bangalore 560077
Karnataka, INDIA, Ph. No. 91-80-23681725-26-27 / 97314-85327

RSVP: Jacob John – jacob@ifhd.in (9739583531); Hemalatha D- hema@ifhd.in (9845362533)

TENTATIVE AGENDA

Time	Day 1 (March 9 th)	Day 2 (March 10 th)	Day 3 (March 11 th)
0800	Breakfast/ Registration	Breakfast	Breakfast
0900	Introduction to participants	Summary of from Day 1	Summary discussion of Day 1 & 2:
1000	Introduction to ProCIF	Experience Sharing and activities for sales and marketing for FPO's	Financial challenges for FPO's
1015	Outlining the FPO landscape		Financial products for FPO's (Caspian, FWWB, NABARD)
1100	CHAI BREAK	Coffee	Coffee
1115	Challenges facing FPOs (either a talk/ group discussion)	Creating a new marketing organisation	Statutory compliances for FPOs
1200	Developing Fine Performing Organisations		
1230	Sales and Marketing for FPO's- An introduction	Renewable Energy solutions for FPO's	Sustainable Production for FPO's: creating speciality markets
1315	Lunch	Lunch	Lunch
1400	Team building activities	Team building activities	Enterprise Development
1445	Sales and marketing for FPO's: Activity based learning	Developing the enterprise culture	
1545	Coffee	Coffee	Coffee
1600	Sales and Marketing for FPO's- introduction	Creating a new marketing organisation	Evaluation and Wind up
1700		Public Talk/ Lecture	
1730	Local trip to visit retail stores/ other interesting local stores	High Tea	
2000	Free time/ other local trips	Free time/ local trips	
2000	Free time/ other local trips	Free time/ local trips	