

**a-IDEA, ICAR-NAARM organized FPOs, Farmers, Start-ups “Immersion Program” in
Collaboration with Samunnati**

Date: 16 July 2022, Hyderabad

a-IDEA, ICAR-NAARM, Hyderabad organized “FPOs/FPCs, Farmers and Startups Immersion Program” on July 16, 2022 at ICAR-NAARM in collaboration with Samunnati, Hyderabad with an objective to bring both the Farmer Producer Organizations/Companies of Telangana state and the start-ups associated with a-IDEA on a common platform.

Mr. Somasundaram, DGM, NABARD, who was the chief guest during the program interacted with the FPOs to understand their problems and helped resolve their issues pertaining to financial support, market linkages and better solution for farmers in preparing a business plan. He also threw light on the FPO’s role in supporting innovative ideas of start-ups.

Dr. Ranjit Kumar, Head, ABM, ICAR-NAARM while delivering his speech highlighted the importance of FPOs in scaling up the business of startups. He also stressed the need for reducing the cost of inputs with improved operational efficiency and market linkages for profit maximization. He also discussed about digitalization for providing customized services according to the needs of FPOs/FPCs.

Mr. Rajesh Savarala, Head, Farmer Network (AP & Telangana) explained about the evolution of Samunnati since 2014 in bringing overall development of the farming community in general and Telangana farmers in particular. He expressed that Samunnati working in 22states covering with more than 3500 FPOs as aggregators for better byproduct disposal.

Dr. Vijay Avinashilingam, Additional CEO, a-IDEA, ICAR-NAARM coordinated and highlighted the objectives of the start-up FPOs/FPCs Immersion program and stressed the importance, need and scope for bringing FPOs and startups together for a win-win situation.

During the technical session, Mr. Siva Kumar, Manager, SBI briefed about the various schemes of SBI focusing on the FPOs and Startups. Mr. Venkateshwarlu, PD, ATMA also present on the occasion emphasized the importance of farm mechanization, IFS and the state government schemes targeted towards the farmers and FPOS.

Mr. Ramachandraiah, President, Mithra Foundation & Mr. Sudheer, Director of Vyapana, FPCs also exhibited their innovations before the audiences.

The event was attended by 15 startups incubated under a-IDEA and pitched before the 50 FPOs of the state of Telangana. This program not only helped the startups to network with FPOs but also help in refining their products through the feedback given by the FPOs.

The programme was attended by more than 125 participants.

