



हिमाचल प्रदेश केंद्रीय विश्वविद्यालय Central University of Himachal Pradesh

(Established under Central Universities Act 2009)

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NOTICE

It is for the **information** of **students** of the **University** that, the **Livelihoods Programme Services**, ALC India Ltd, AL Group have **launched** the **Transforming India Initiative – Reimagine Farmer Enterprises**, a **12 month FPO fellowship** programme to **young** and **motivated** individuals to **transform** the **lives** of the **farmers** by **increasing** their **income** through **business** and **technological solutions**.

On a pilot basis they are **hoping** to identify **100 TII - RFE Young Fellows**. These **100 fellows** will be **placed** with **100 FPOs** across **states** viz., Himachal Pradesh, Haryana, Rajasthan, Maharashtra, Karnataka, Uttar Pradesh, Odisha, Telangana, Andhra Pradesh, Madhya Pradesh and Tamil Nadu.

A **brochure** is **attached** herewith which will give further **details** about the **programme**. For more **information** through **video** please visit: <https://youtu.be/kK0aL-wlOfA>.


Prof. Pardeep Kumar,
Dean Students' Welfare

Copy to:

1. The System Analyst, Central University of Himachal Pradesh, Dharamshala for uploading the same on the university website for the information of the students.
2. The Chairman, Counselling and Placement Cell, Central University of Himachal Pradesh for information and necessary action.
3. All Deans/ Heads/Directors of the various Schools/ Departments/Centres for circulating among students of their respective Departments.
4. The Registrar, Central University of Himachal Pradesh, Camp Office Dharamshala for information.
5. PS to VC for kind information the Hon;ble Vice Chancellor, Central University of Himachal Pradesh, Camp Office Dharamshala.


Prof. Pardeep Kumar,
Dean Students' Welfare



Niti Aayog Supported Incubator



Transforming
India
Initiative



Experiential Learning



320+ hours of reflection workshops



Intrapreneurial Initiatives



Online Learning Modules



Interaction with leading entrepreneurs



Integrated Learning Activities

A program for young changemakers aspiring to bring a big difference in farmer's lives.

Reimagine Farmer Enterprises - 12-month fellowship to transform the lives of farmers.

APPLY NOW - PHASE DEADLINE - 15TH JUNE 2021

Transforming India Initiative

Reimagine Farmer Enterprises
Fellowship Program



Small and Marginal Farmers in India

87% of the Indian Farmers are small and marginal farmers having less than 3 acres of land and a family income of less than Rs. 6,500 per month.

58% of the rural households depend on agriculture as principal means of livelihood.

Farming on small plots of land is economically unviable for them. Low margins and unpredictable weather worsens the situation pushing them into vicious cycles of money lenders and crop failures.



Struggling Producer Organizations

Currently, there are more than **6000** FPOs in the country, however, only **14%** have a paid-up capital of **Rs. 10 Lakh** or more while **49%** have a paid-up capital of **Rs. 1 Lakh** or less.

Ministry of Corporate Affairs struck off **445** producer companies (PCs) due undercapitalisation in the PCs as well as their inability to do business activities.

A study done on FPOs promoted by SFAC showed that **74%** of the total FPOs didn't have access to finance from banks while **89%** didn't have access to warehouse facilities. **79%** didn't licenses to procure bulk input.

Undercapitilization

Lack of business accumen

Weak governance systems

Poor strategic management

Unable to fulfil legal compliances

Unavailability of skilled professionals

“

We need to reimagine the farmer producer organizations to make them financially viable and capable of serving their original purpose to the farmers.

”

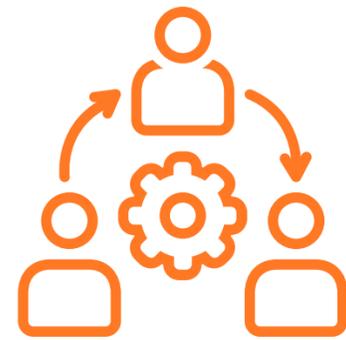
Transforming India Initiative - Reimagine Farmer Enterprises

A 12-month partnership program where young and skilled professionals will work with the FPOs to accelerate their growth and realize greater business for the organization and better income for the farmers.



VISION

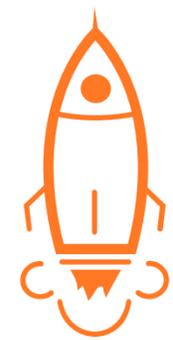
Reimagine Farmer Enterprises fellowship program aims to connect young individuals to the farmer producers organizations and provide them an opportunity to solve the fundamental issues that our farmers are facing.



Organize



Optimize



Accelerate

The objective is to provide expert and professional services to the farmer producer organizations through our knowledge and experience and make them capable of serving their purpose to the farmers.

Services and Value Addition for the FPOs



Accounting &
Finance



Legal
Compliances



Linking to govt.
schemes



Market
Linkages



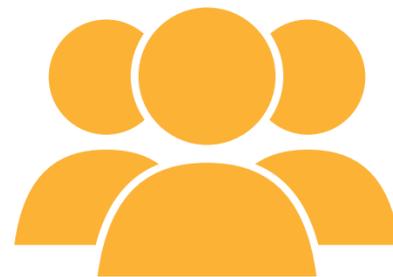
Networking and
Partnerships



Capacity Building &
Skill Enhancement



Institution
Building



Community
Mobilization

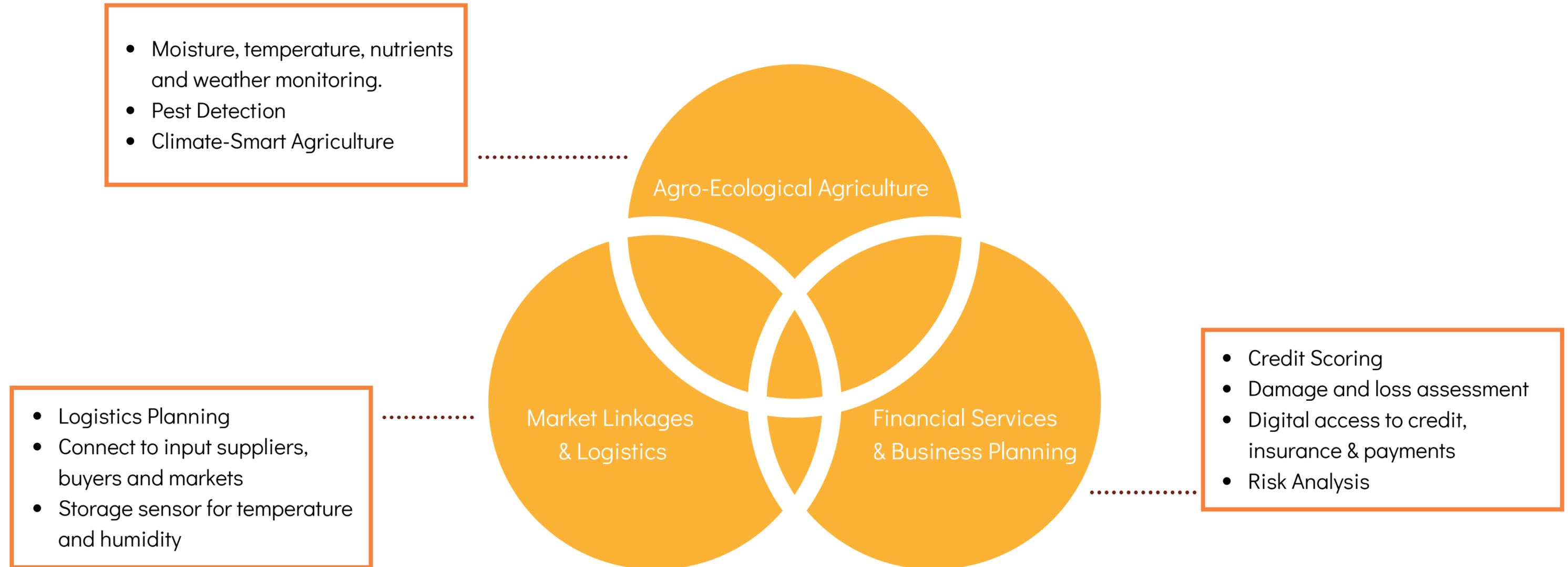


Sustainable
Agriculture Practices



Online Presence
& Marketing

Digital Technology to Transform Agriculture



Program Design



- Research and Analysis.
- Get familiar with the community.
- Learn how the market operates.
- Identify operational challenges.

- Mobilize people and resources
- Achieve operational efficiency
- Establish Market Linkages
- Generate finance for the organization

- Performance Evaluation
- Establish Governance systems
- Implement institutionalized systems
- Create a roadmap for the future

ASSIMILATION

ACCELERATION

SUSTENANCE

What our fellows will bring along?



Agility

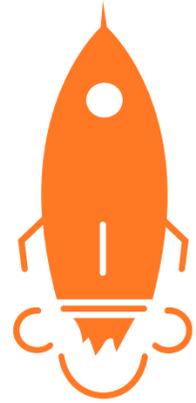
Young fellows will be proactive, agile and multi-tasking to make the most out of the available time and will get things done through perseverance.



Innovation

Young fellows will bring along fresh perspectives as well as innovative solutions to solve the functional challenges of the FPOs.

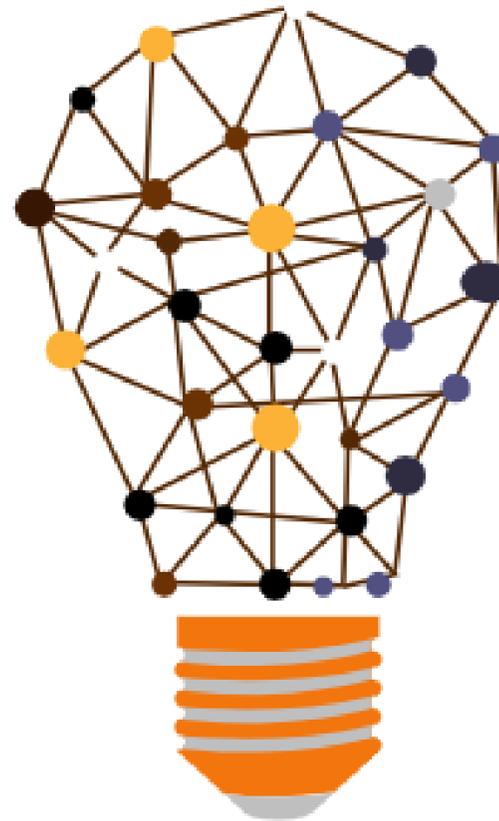
Why Partner with us?



Business Acceleration



Young and Skilled
Professionals



Vast Experience of working
with FPOs



Expert Consulting
Services

How the partnership will work?



Business Acceleration
of the organisation

Peer Mentor

Our Fellow

AL Advisory
Group

External
Industry Experts

Resource Person from
the FPO



Impact Envisioned for the FPOs



Linkage to government schemes, quality inputs and fair price markets providing more and better opportunities to the farmers.



Compliance with all regulations and legal requirements leading to zero penalties.



Greater brand value and online presence leading to increased sales and turnover.



Better governance and operations management leading to reduction in losses and increase in profit margins.



Greater access to funds through loans and grants ensuring capital for business development and value addition.



Higher profits for the FPOs | Greater income for the farmers

Commitment from the Producer Organization



Monthly Stipend of Rs. 15,000 to the fellow.
Deferred payment of Rs. 5,000 per month.



Positive environment for the fellow to work in
the organization

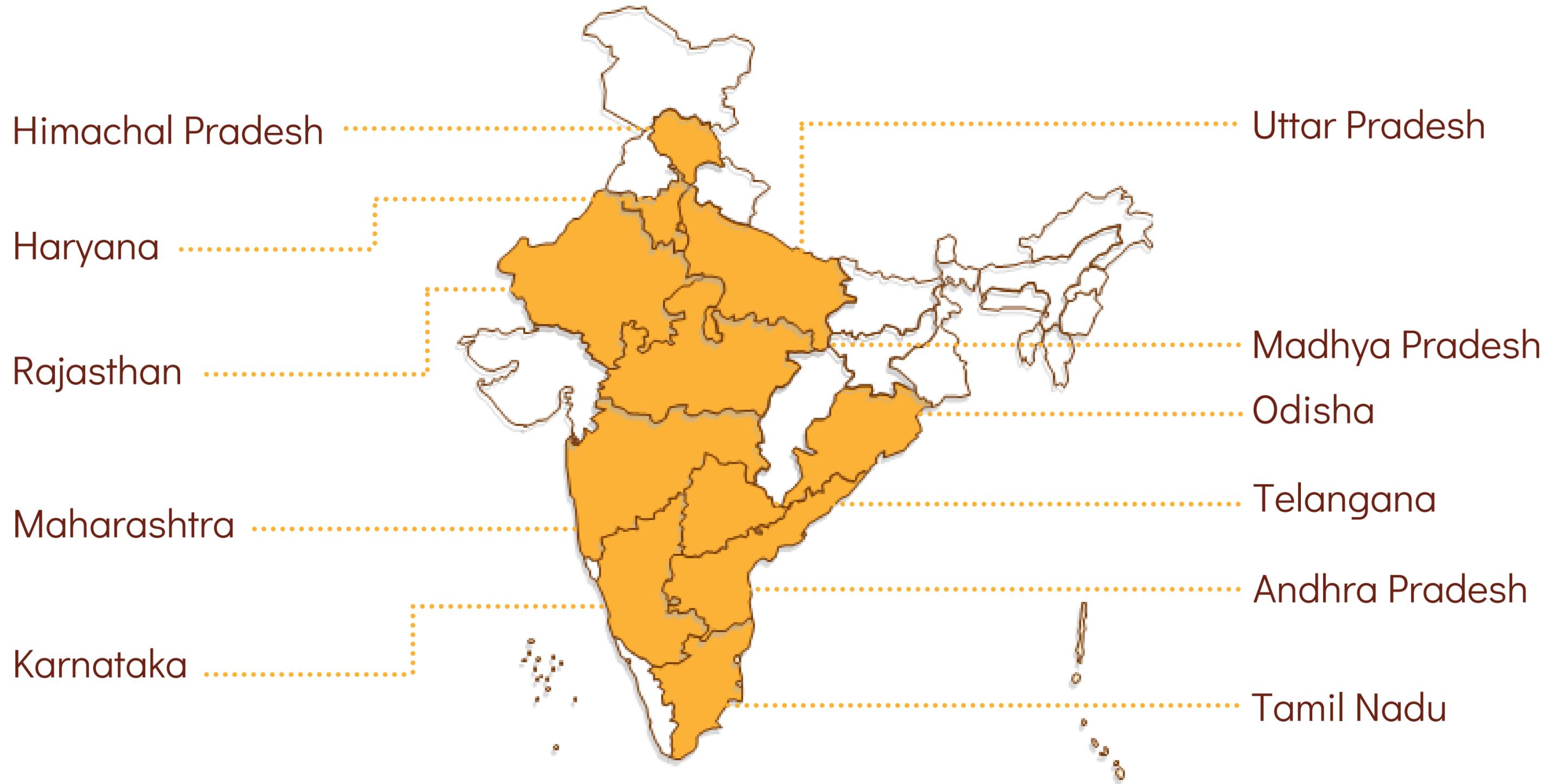


Coordination with AL regarding work and
other deliverables of the fellow.



Allocation of at least two resource persons
from the organisation to support the fellow.

Scale



Access Livelihoods Group

Access Livelihoods is a Hyderabad based social enterprise established in 2005 to work with economically marginalised communities who battle great odds to eke out fragile livelihoods.



65000+ marginal producers
54 producer companies



8180+ producers provided skill development training



52 professionals from premier institutes like IRMA, TISS, IIM, XLRI, XIMB, Columbia University and others.



Rs. 45.17 Crore marketing support to producers from FY 2013-14 to FY 2018-19.



Access Livelihoods Group

1

Access Livelihoods Consulting India

Provides consulting services to a range of partners in designing and implementing livelihood solutions and shared services to all group entities.

2

Access Livelihoods Development Finance

Provides livelihoods debt finance at much lower rate than the market.

3

Access Livelihoods Learning Foundation

Provides entrepreneurial and managerial skills training to women producers and youth.

4

Access Livelihoods Foundation

Incubates women producer owned enterprises and mobilizes philanthropic grants for the enterprises.

5

Access Livelihoods Services

Provides enterprise support services to all PCs - IT, Infra, Legal, and Financial.

6

Access Livelihoods Marketing Services

Provides marketing support to PCs and responsible for brand development and creating direct P2C linkages

Our Senior Team



GV Krishnagopal

CEO, AL Group, PGDRM - IRMA
22+ years of experience in rural development and livelihood promotion.



GV Sarat

CEO, ALF, PGDRM - IRMA
18+ years of experience in rural development and livelihoods promotion.



Sruthi Kunnel

CEO, ALLF, MA - Univ of Missouri
13+ years of experience in skill development, training, and project management.



Dr. K Surekha

CEO, ALC India, PGDRM - XLRI
13+ years of experience in business planning, HR, and operations management.



Sunil Bhat

CEO, ALMS, PGDRM - IRMA
12+ years of experience in sales and marketing.



A Sitaramaiah

CEO, ALDF, B.Sc Agri
37+ years of experience in banking and Agri sector.



G Vijaya Switha

CEO, ALS, PGDRM - IRMA
16+ years of experience in enterprise management in the handloom sector.

Key Partnerships

