

STRENGTHENING FARMER PRODUCER ORGANIZATIONS FOR SUSTAINABLE GROWTH



ATPBR

3-DAY ONLINE WORKSHOP

JULY 29, 30, 31, 2025 **Mode: Online via Google Meet**

Language: English

Organized by : Foundation for Advanced Training in Plant Breeding (ATPBR)

The Foundation for Advanced Training in Plant Breeding (ATPBR) is a non-governmental, not-for-profit organization focused on strengthening plant breeding research-for-development (R4D) capacity in India. ATPBR brings together experts, research institutions, and industry leaders to facilitate capacity-building programs, joint research projects, and technology-driven innovations.

Why ATPBR Focuses on FPOs

FPOs empower smallholder farmers through collective bargaining and market access but face challenges in governance, funding, branding, and technology adoption. ATPBR aims to drive impactful change by equipping agricultural stakeholders with expert-led training, strategic solutions, and advanced digital tools. By addressing key barriers, ATPBR helps FPOs enhance operational efficiency, financial sustainability, and market competitiveness, ensuring long-term success.

Expert-Led Sessions & Timings

Day 1 – Governance & Funding

- Dr. Divakar R: FPO Leadership
- Dr. Arifa Sultana: Financial Management

Day 2 – Branding & Value Addition

- Prof. T.N. Venkata Reddy: Market Strategy
- Dr. Purushotham Rudraraju (ICRISAT): Processing
- Mr. Vinruth Reddy (Benishan FPO): Certification

Day 3 – Scaling & Tech Adoption

- Mr. Babu Rao: FPO Success Cases
- Dr. K. C. Gummagolmath—Business Expansion
- Mr. Prasad Udanda Rao (VIDAY Foundation): Digital Tools



Workshop Registration

Early Bird (till 15th July):

- ₹750 (Individual) | ₹590 (Group of 5)

Regular (after 15th July):

- ₹1,500 (Individual) | ₹1,000 (Group of 5)

 **Certificate of Completion included**

Registration Details

 Limited seats available – Register now!
Registration: www.atpbr.com/registration

Join this expert-led workshop and strengthen your FPO's success!

Target Audience

FPO Leaders and Members
Individual Farmers
Agricultural Workers and Professionals
Government and NGO Representatives
Academic and Research Institutions

 **Email: admin@atpbr.com**

 **Phone: +91 8793988121**

 **Website: www.atpbr.com**

Scan QR Code to Register



Register now!