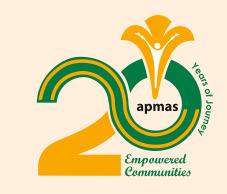
# FPOs - ROLES AND RESPONSIBILITIES OF MARKETING SUB-COMMITTEE

- FPOs must have marketing sub-committee of the Board of Directors.
- >> To develop necessary business rules for collective marketing of members produce.
- >> To negotiate with buyers, suppliers, processors, transporters, etc.
- >> To make decisions regarding procurement price, procurement quantity, sale price, storage, processing etc.
- >> To manage marketing operations of procurement, quality maintenance, processing, storage, transportation and sale.
- >> To ensure book keeping for marketing activities.
- To take up monitoring of different marketing activities.
- >> To Provide information & ensure total transparency to shareholders on marketing and to address member's grienvances and customer complaints.
- To be responsible for advertising & sales promotion for products of FPO.
- >> To maintain customer relations and retention.





### PRIMARY PROCESSING ACTIVITIES



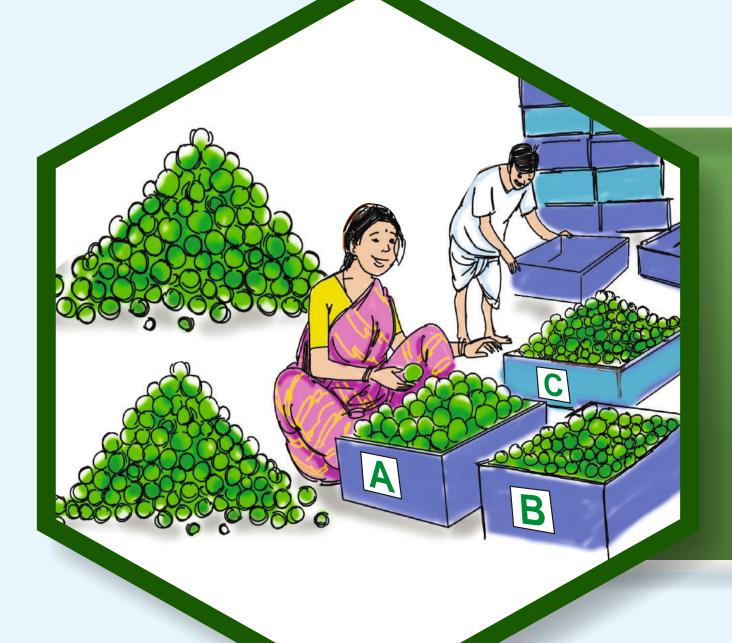
#### CLEANING

Washing, no foreign matter, stones / pebbles, seeds of other plants etc.

#### DRYING

Moisture content up to specified limits only





### GRADING & SORTING

As per quality standards for each commodity

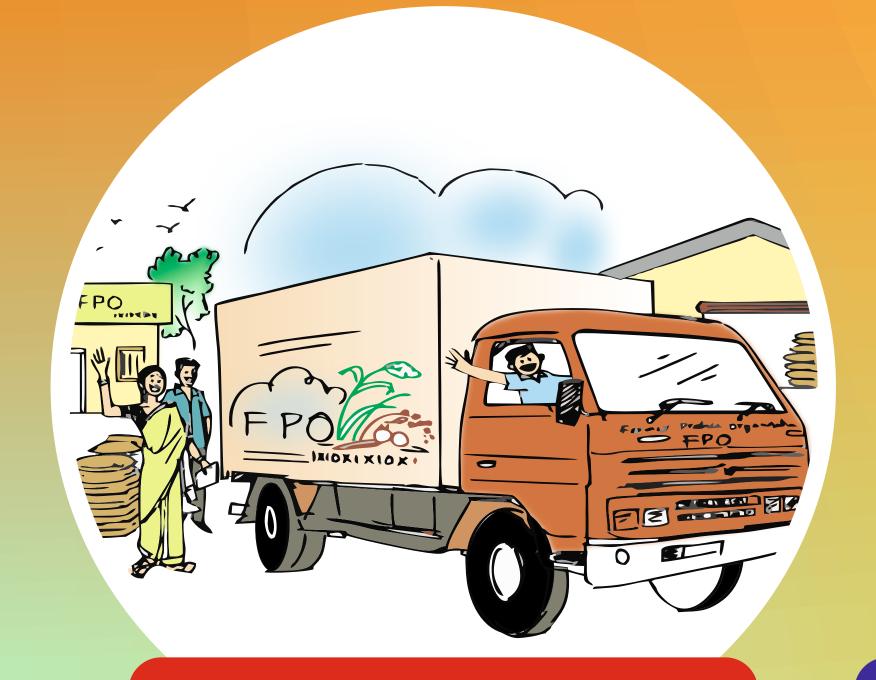
PACKING As per commodity



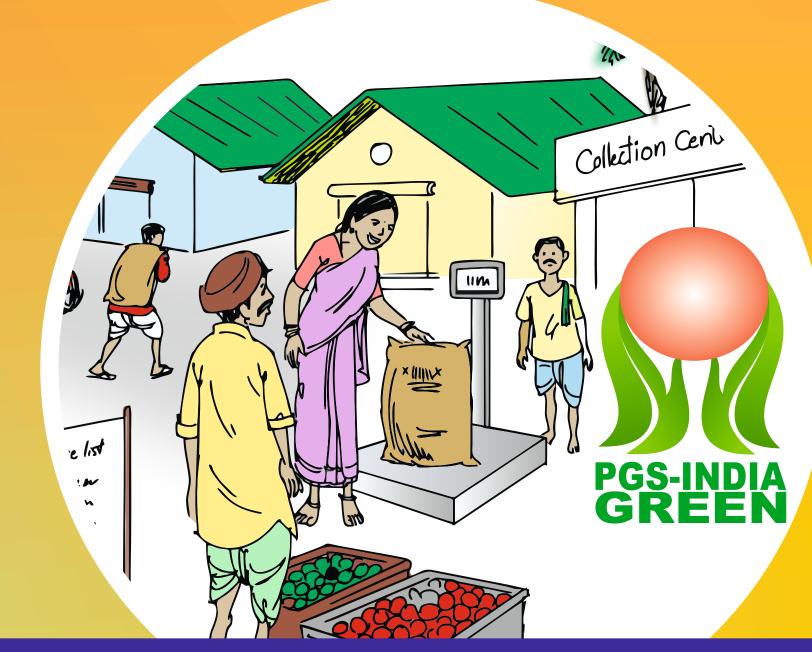




## WAYS OF PRODUCT PROMOTION



**BRANDING** 



PRODUCT PACKING, LABELLING AND CERTIFICATION



SALES PROMOTION



ADVERTISEMENT & PUBLIC RELATIONS



CUSTOMER RELATIONS
AND RETENTION





### STEPS IN PROCUREMENT





Mode of



Labelling for products

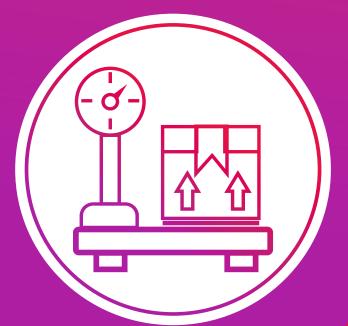
payment Time of payment



#### **GRADING**

Into different quality grades





#### Electronic

WEIGHMENT

price for each grade

As per

**BILLING** 



- Location
- Required **Facilities**





bring the Produce





**QUALITY** 

**TESTING** 

By having

required

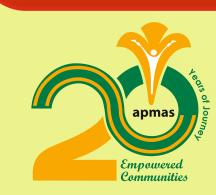
equipment











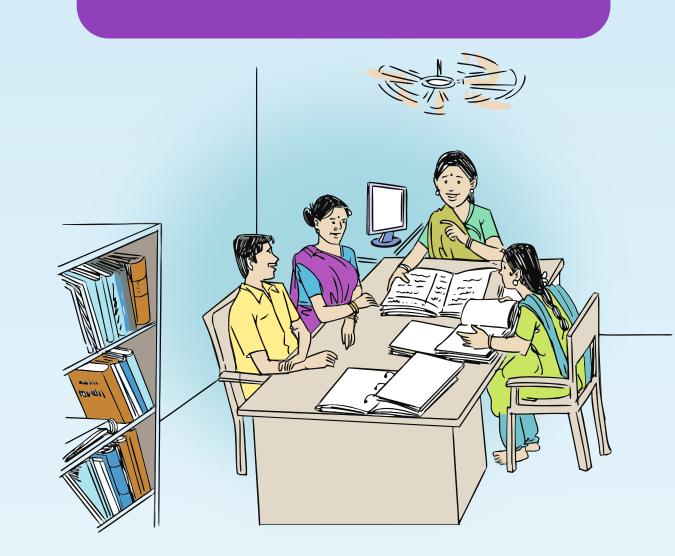


#### KEY FACTORS FOR SUCCESSFUL MARKETING BY FPOs

#### INSTITUTIONAL

## PREPARATORY ARRANGEMENTS

#### **OPERATIONAL**





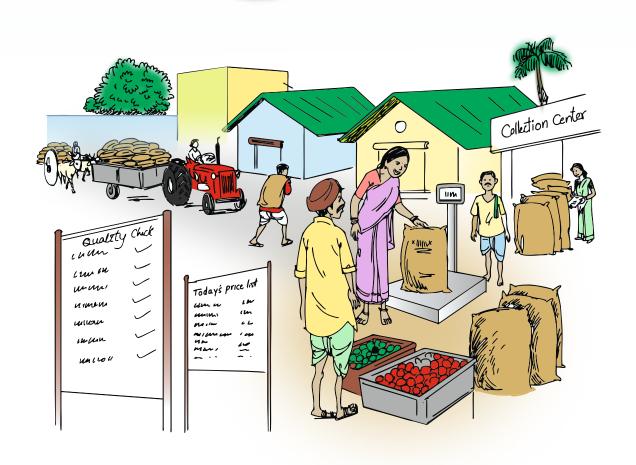














STAFF AND SUB-COMMITTEE

**MARKET INFORMATION** 

PRODUCT PROMOTION

LOGISTICS ARRANGEMENTS

QUALITY MAINTENANCE

**BUSINESS RULES** 

INFRASTRUCTURE

PRODUCT DISTRIBUTION

**VALUE ADDITION** 

TIMELY DECISION MAKING

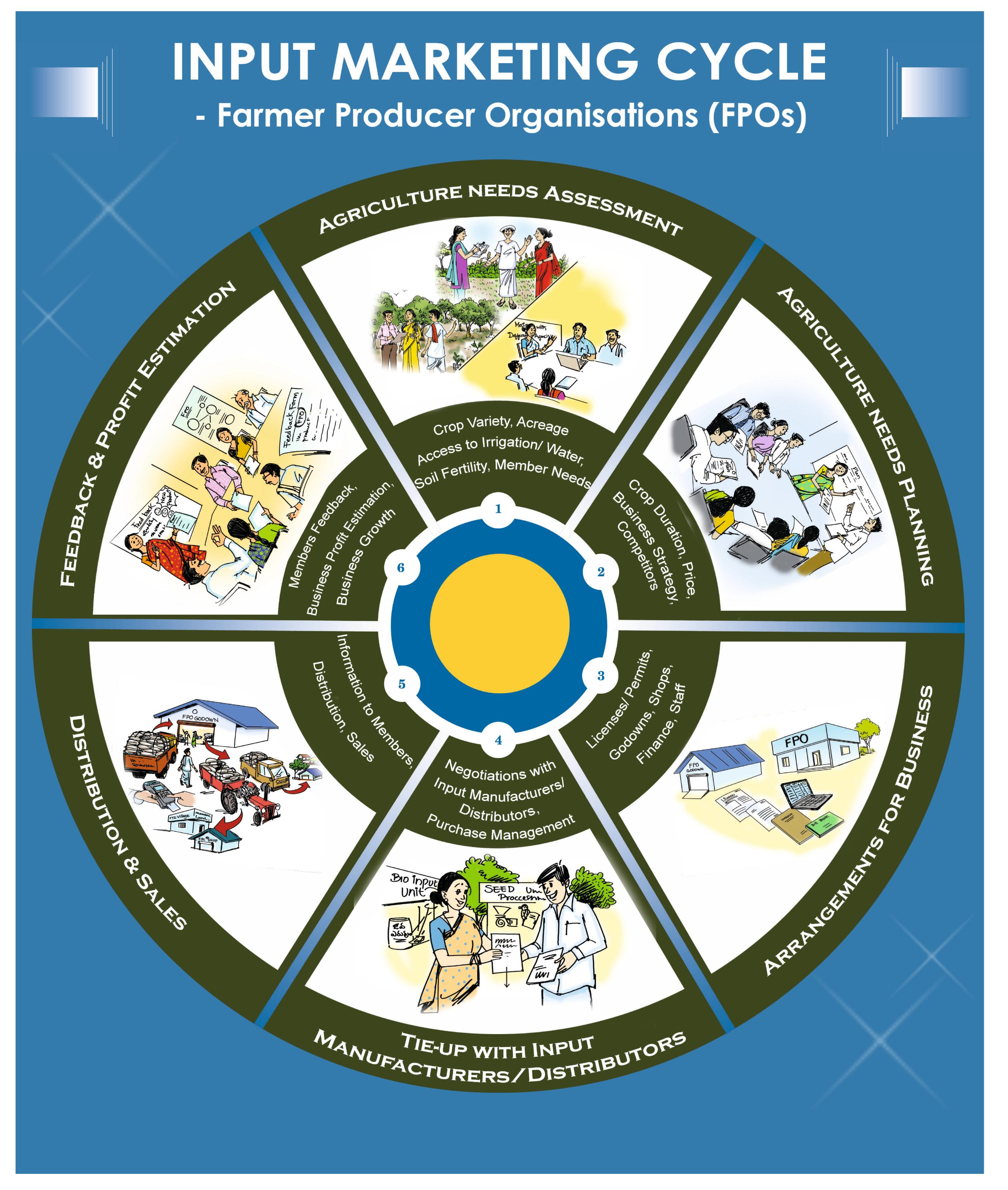
**WORKING CAPITAL** 

**CUSTOMER RELATIONS** 

TIE-UP WITH BUYERS











# OUTPUT MARKETING CYCLE - Farmer Producer Organisations (FPOs) Products, Member Needs, Prices, Place, Competitors Branding, Promotion, Collection Centre, Advertising, Finance, Staff **Customer Feedback** Negotiation Godown, Transport of Terms Quantity, Quality, Time, Cutting, Pulping, Cleaning, Grading, Milling, Packing Bagging/ Packing

