

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 grievances and customer complaints.
- To be responsible for advertising & sales promotion for products of FPO.
- To maintain customer relations and retention.

PRIMARY PROCESSING ACTIVITIES

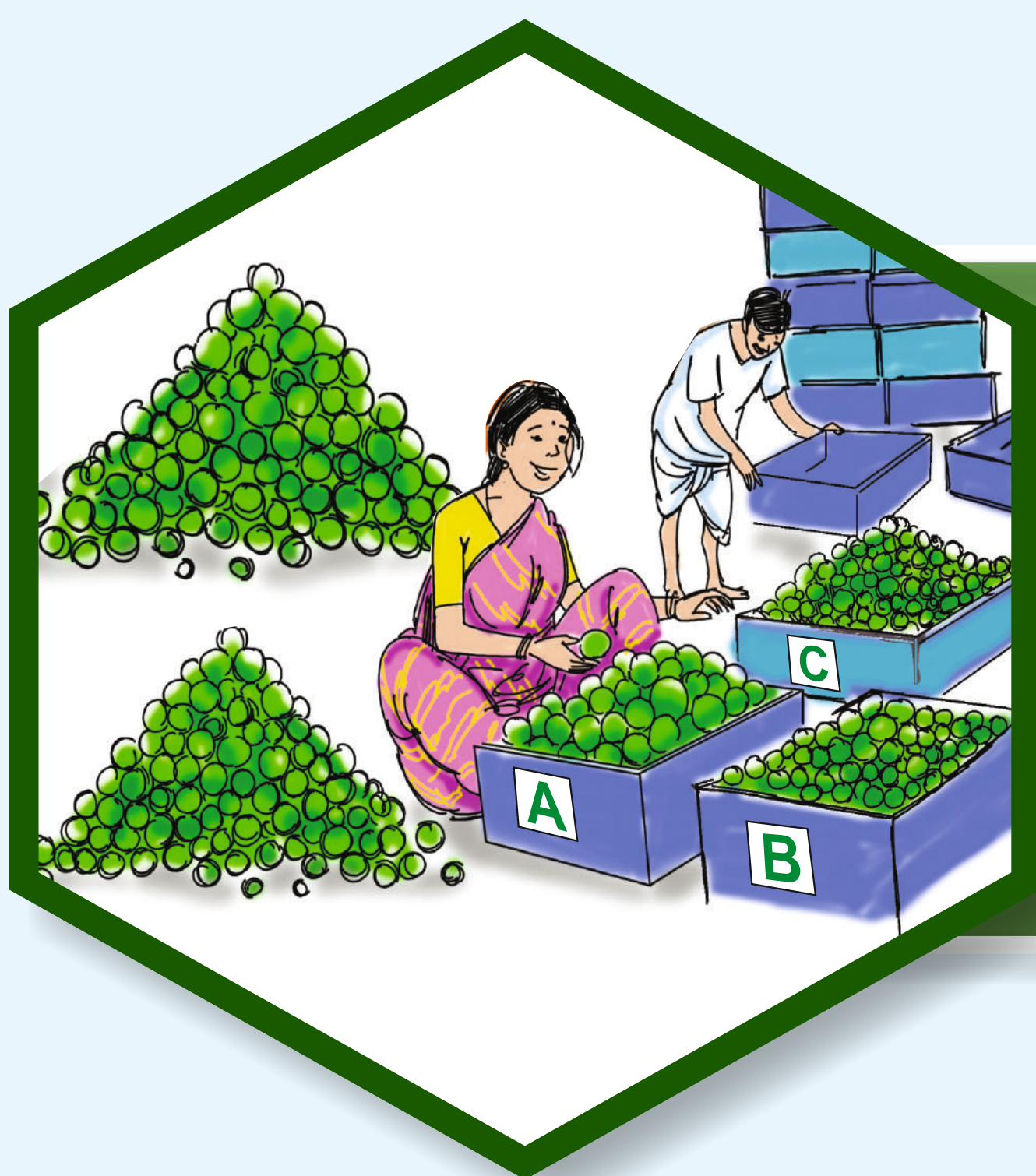
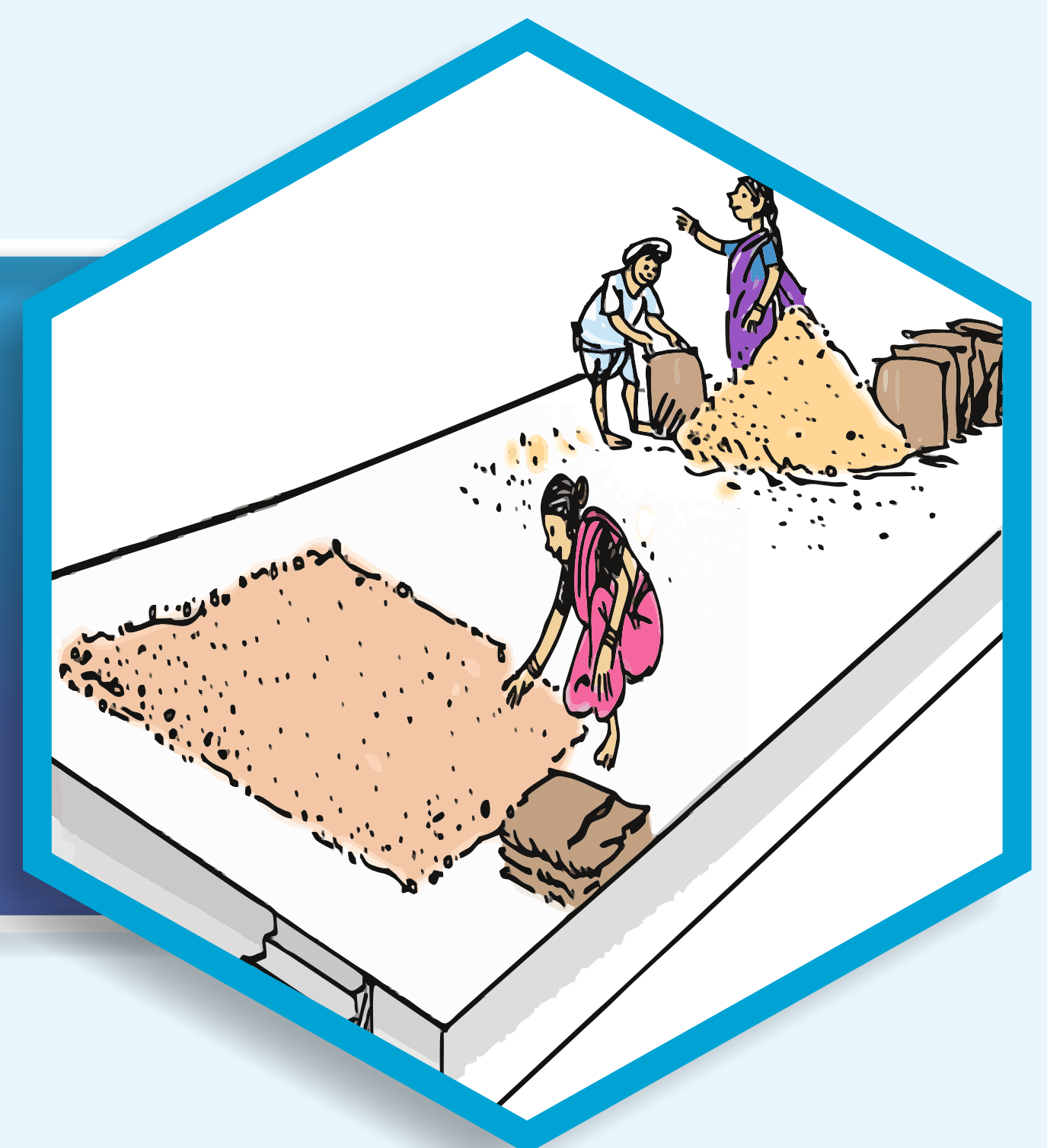


CLEANING

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

DRYING

Moisture content up to specified limits only



GRADING & SORTING

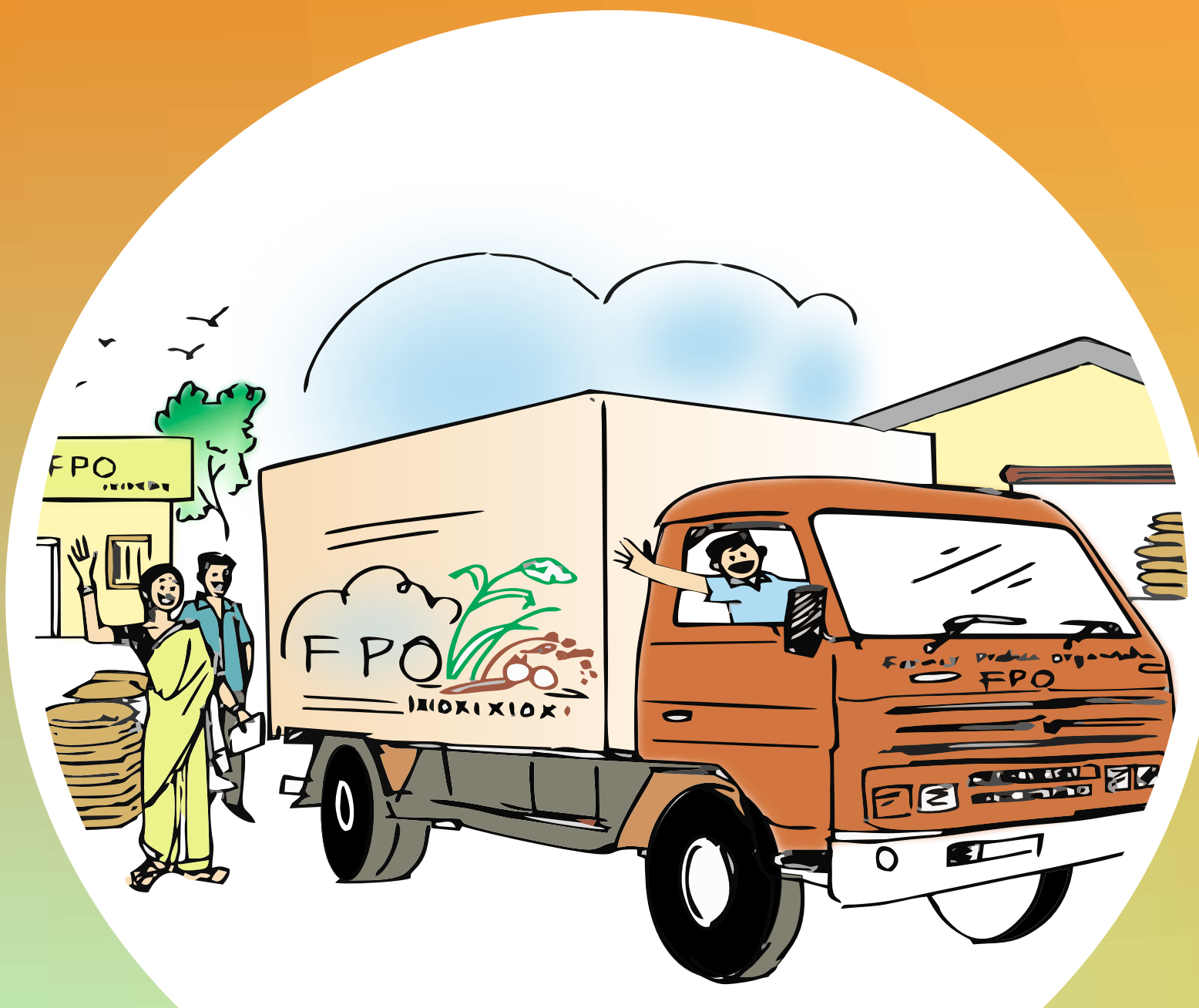
As per quality standards for each commodity

PACKING

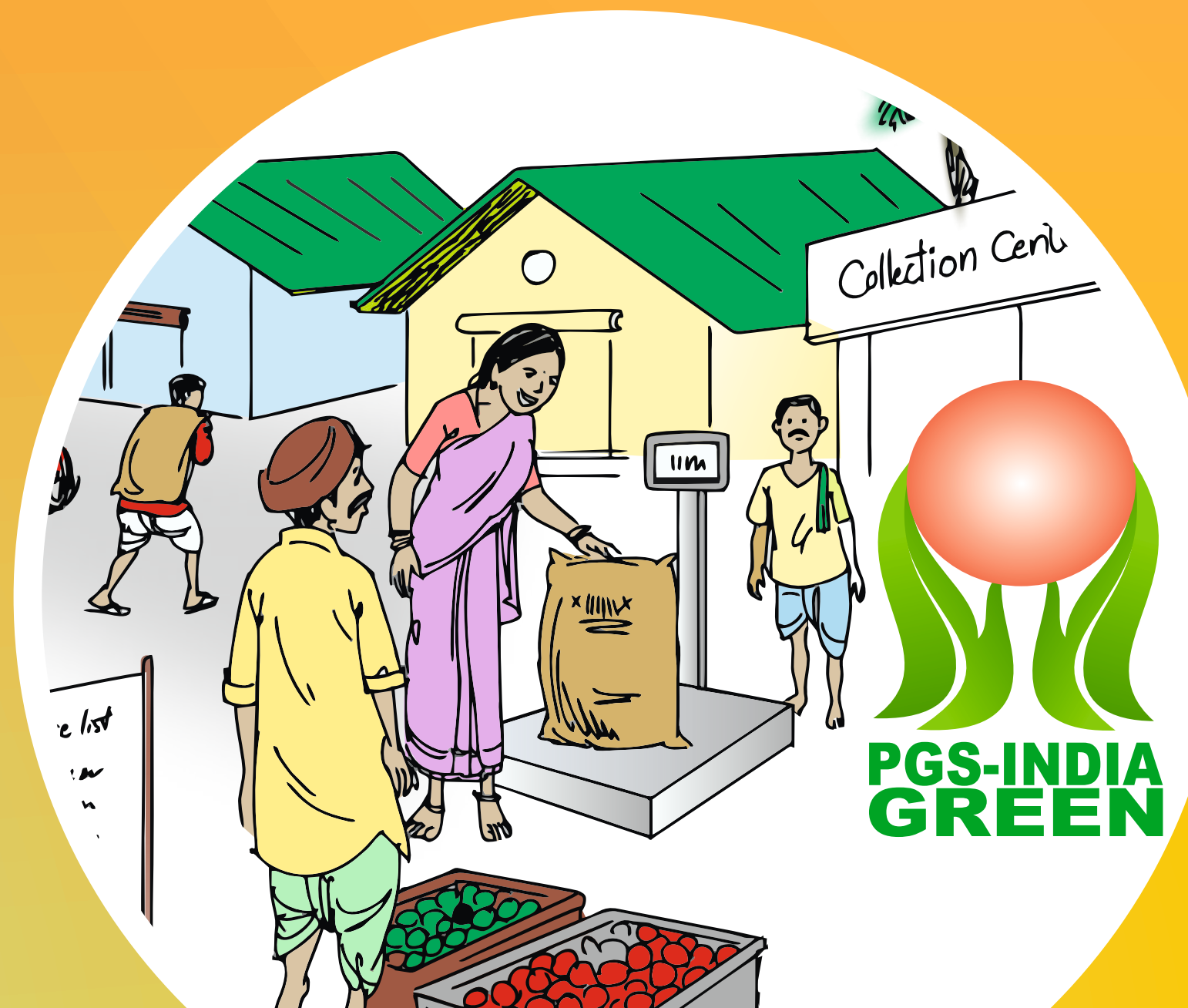
As per commodity



WAYS OF PRODUCT PROMOTION



BRANDING



**PRODUCT PACKING, LABELLING
AND CERTIFICATION**



**SALES
PROMOTION**

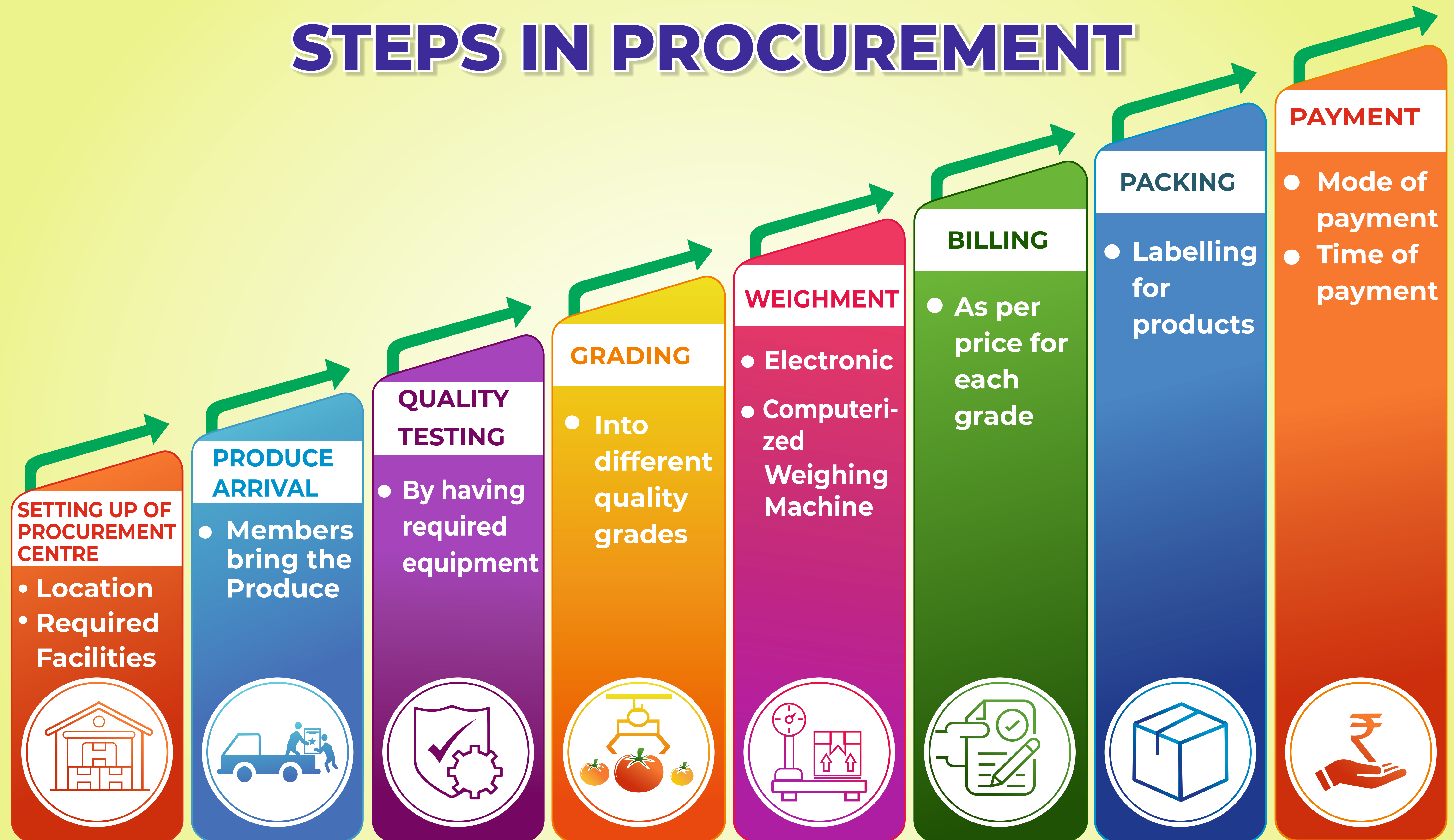


**ADVERTISEMENT &
PUBLIC RELATIONS**



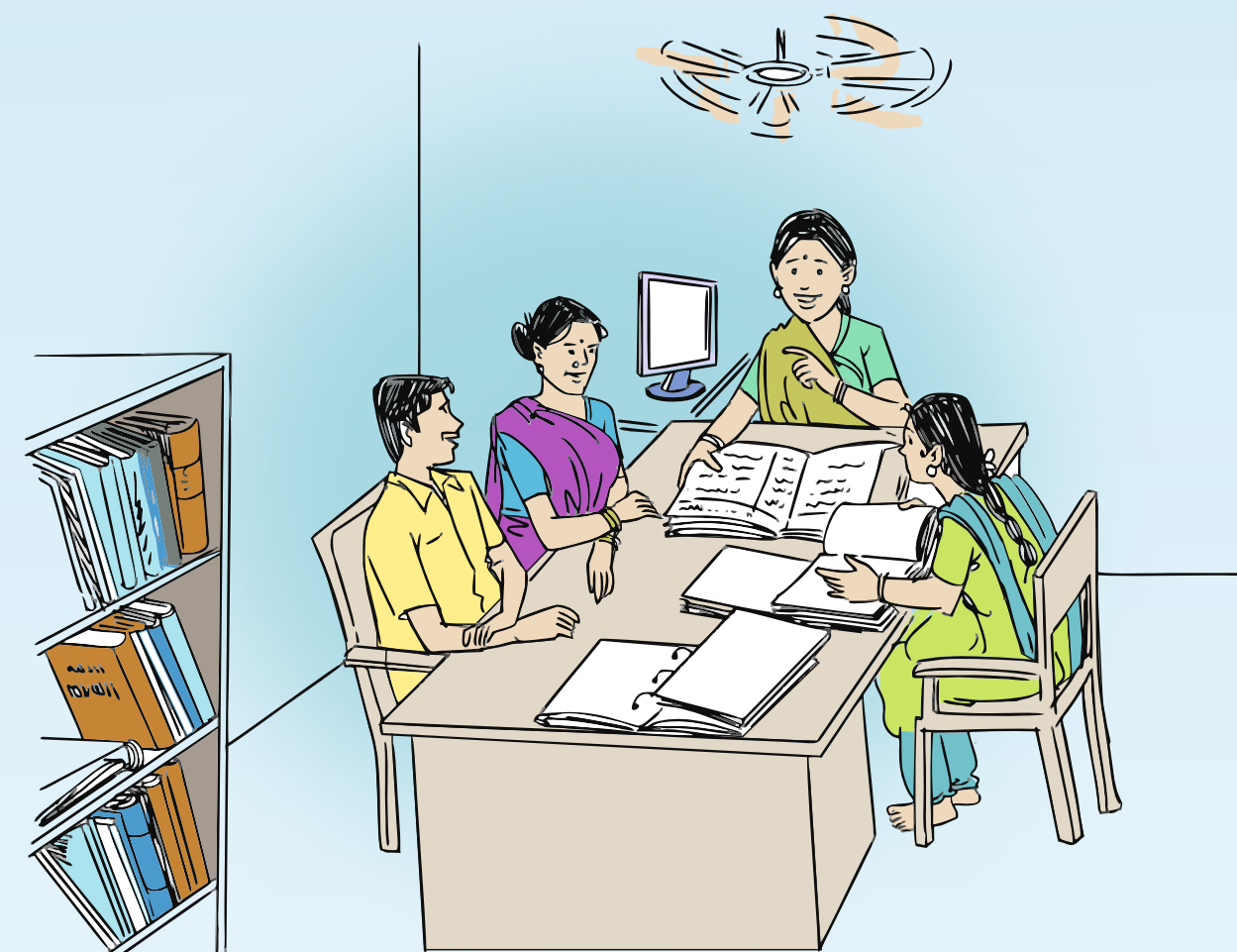
**CUSTOMER RELATIONS
AND RETENTION**

STEPS IN PROCUREMENT

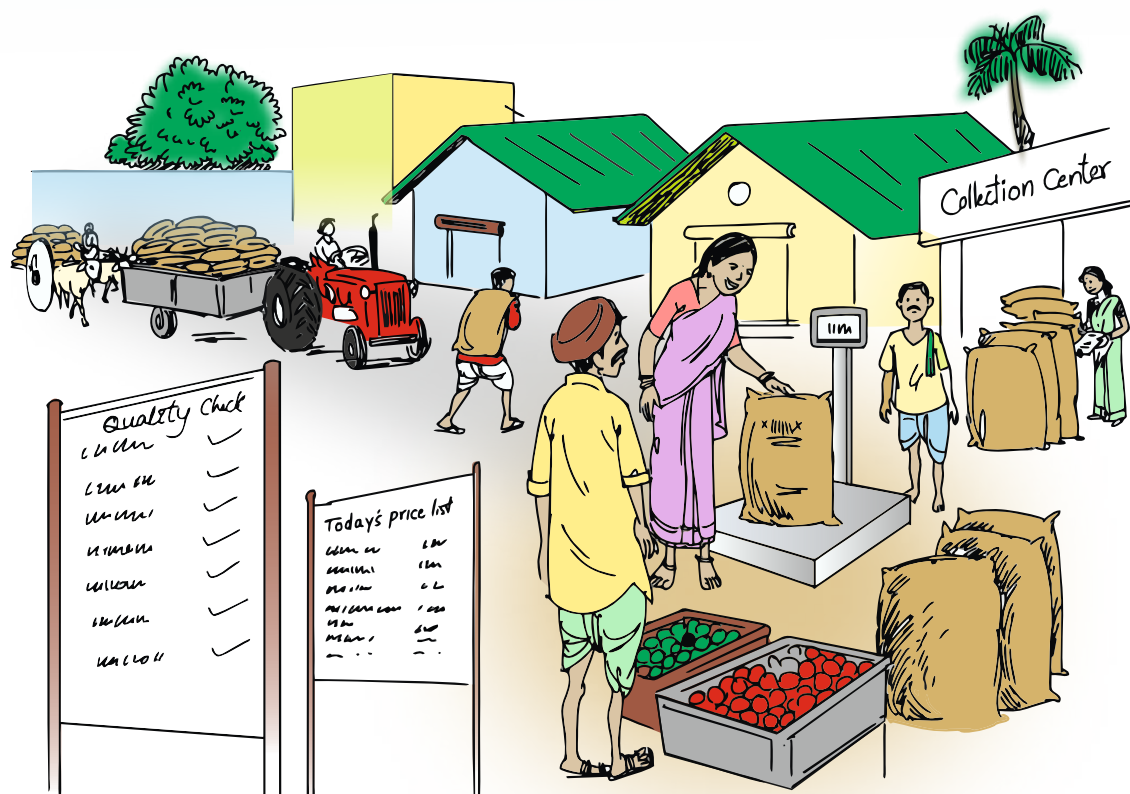
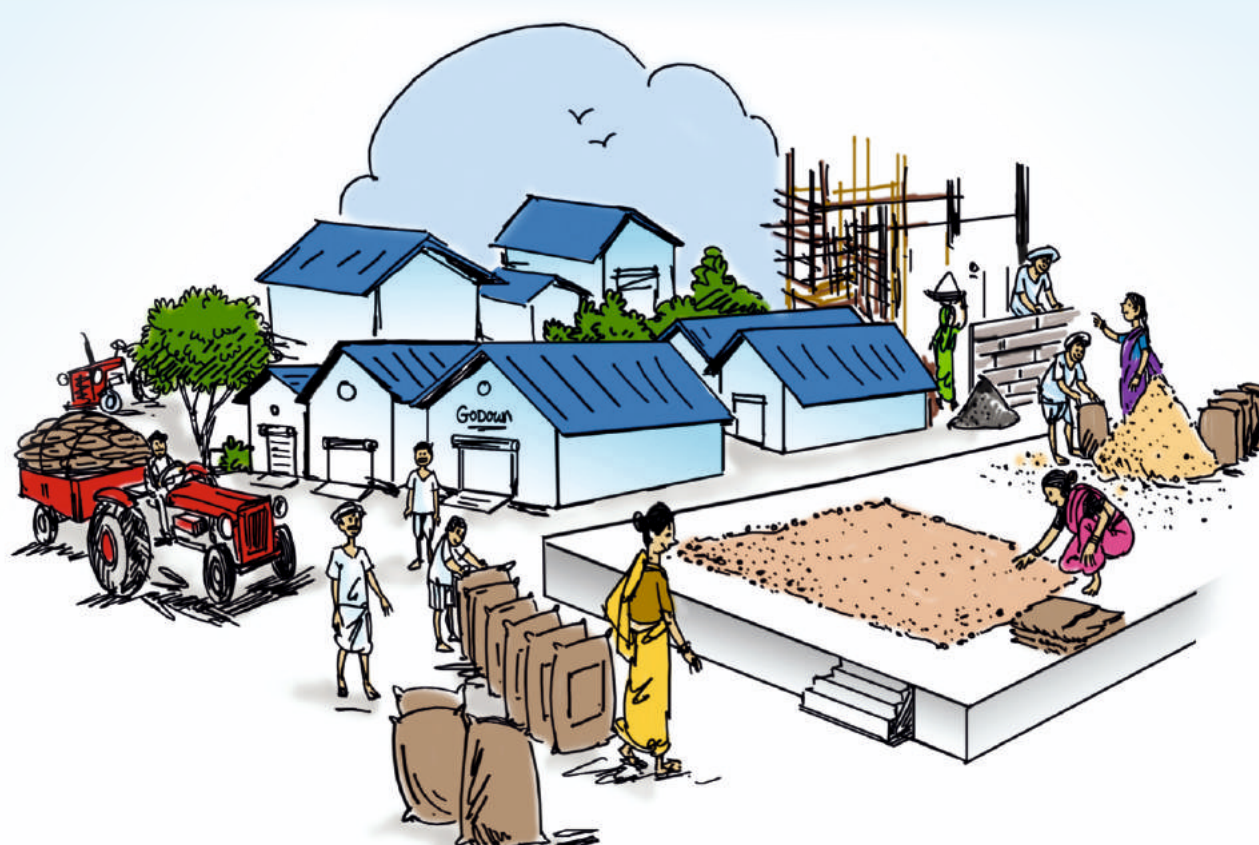


KEY FACTORS FOR SUCCESSFUL MARKETING BY FPOs

INSTITUTIONAL



PREPARATORY ARRANGEMENTS



OPERATIONAL



STAFF AND
SUB-COMMITTEE

BUSINESS RULES

TIMELY DECISION MAKING

MARKET INFORMATION

LOGISTICS ARRANGEMENTS

INFRASTRUCTURE

WORKING CAPITAL

PRODUCT PROMOTION

QUALITY MAINTENANCE

VALUE ADDITION

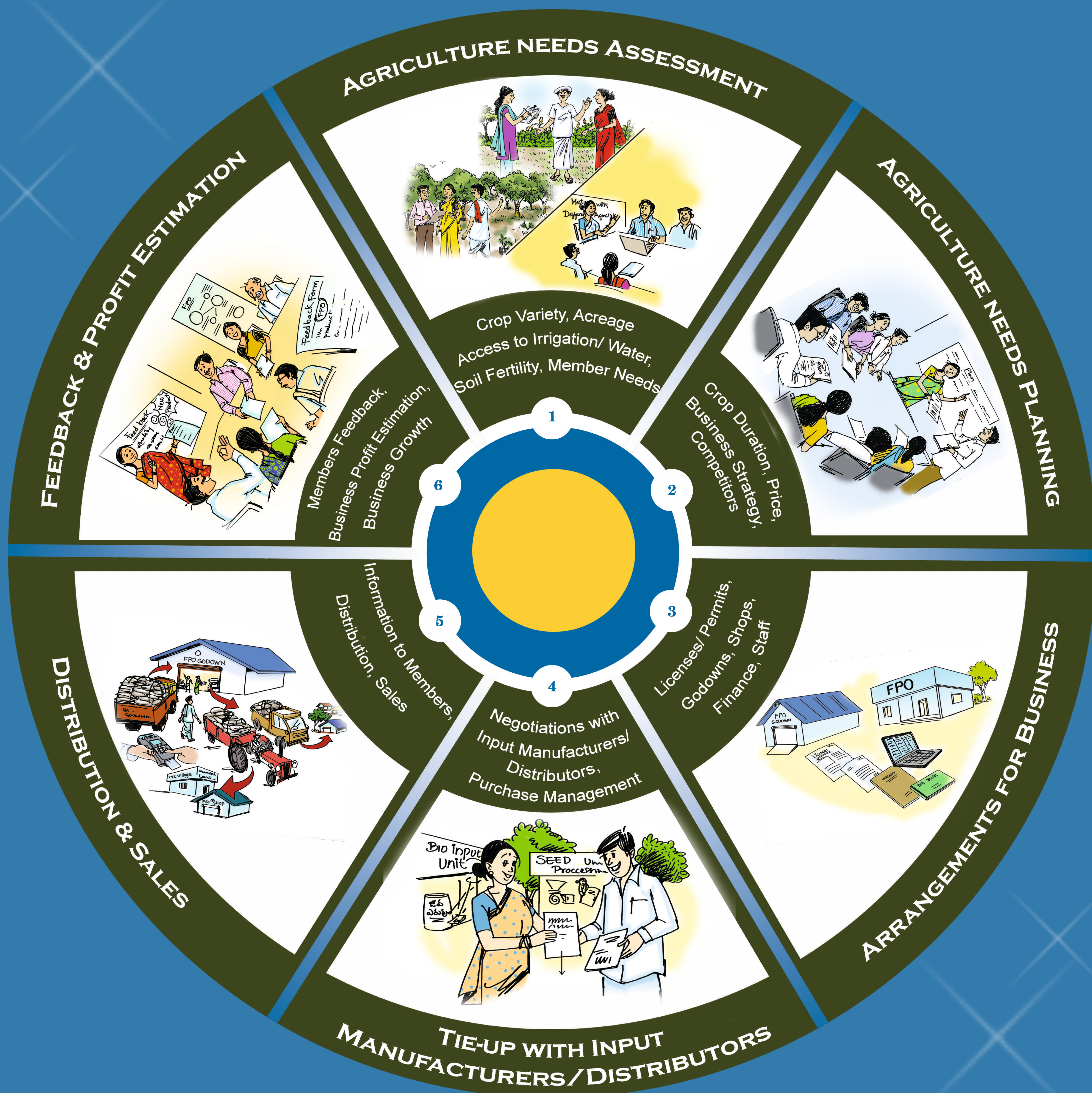
PRODUCT DISTRIBUTION

CUSTOMER RELATIONS

TIE-UP WITH BUYERS

INPUT MARKETING CYCLE

- Farmer Producer Organisations (FPOs)



OUTPUT MARKETING CYCLE

- Farmer Producer Organisations (FPOs)

