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From Fields to Firms: Building Resilient Ecosystem for Farmer Producer Organization

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Synopsis

In this case, Srinivas (the protagonist), the Senior Consultant, faced a strategic quandary within The Tri-Farm Project, tasked with devising growth strategies for three Farmer Producer Organizations (FPOs). The case delved into the origins and significance of FPOs, emphasizing their inception, differentiation from cooperatives, perceived advantages, and evolutionary trajectory, all within the context of government policies shaping the FPO ecosystem. Stakeholder analysis played a pivotal role, meticulously scrutinizing the diverse actors influencing and influenced by FPO operations.

The outlining of FPO life stages served as a comprehensive framework, elucidating their organizational evolution. To enhance comprehension, the case presented three illustrative scenarios drawn from secondary research, each encapsulating a distinct stage in the FPO life cycle. The narrative closed by highlighting the imperative of analysing the stories of the designated FPOs and crafting a growth strategy tailored to navigate the challenges unique to each.

Srinivas' challenges showcased the intricate nature of strategic decision-making in the realm of FPOs, where considerations of organizational life stages, stakeholder dynamics, and policy

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frameworks played pivotal roles. The case featured the need for a nuanced and tailored approach in formulating growth strategies that align with the distinct challenges and opportunities encountered by FPOs at different stages of their evolution.

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