

Leadership Training Programme Report – Angadipuram, Perinthalmanna, Malappuram – 23-25 July 2012

The coconut farmers in the country are facing multifaceted problems like, low yielding, low price, scarcity of workers, non availability of coconut climbers, good fertilizer etc.. To help the desperate farmers Coconut Development Board is initiated “Coconut Producers Society” throughout the State. These societies will act as an institutional mechanism to address these issues. Coconut Development Board has therefore felt it necessary to equip the office bearers of the societies, on leadership quality as well as business acumen.

Entrepreneurship Development Institute of India has been assigned to impart training for the society members of Malappuram District. EDI has designed this programme keeping the following Objectives:

- Equip the participants to undertake leadership qualities
- Expose the Coconut Value Chain and Business Opportunities
- Help them develop mission, vision and action plan
- Equip them the intricacies of basic managerial skills
- To help them develop core competencies and strategic awareness leading to personal effectiveness

Accordingly course material has been prepared. The first programme was conducted at Angadipuram, Perinthalmanna during 23 -25 July 2012. 38 farmers from 16 societies have attended the programme. Following inputs were covered in the programme.

- Problems of Coconut Farmers and the need for collectiveness of coconut farmers
- Coconut producers society- the need
- SWOT analysis
- Administrative requirement of forming a charitable society and producer company
- Coconut based farming & good agricultural practice
- Trust building
- Qualities of a good Leader
- Developing a long term vision for CPS
- CPS- distinct business entity
- Product value chain in Coconut
- Competencies for effective Leadership
- Communication

Various methodologies such as lecture, group discussion, simulation game, brain storming, story telling etc. have been adopted during the training programme. The farmers could identify the major problems faced by them through group discussion and facilitation by the faculty. The group could identify the solutions for their problems. It was observed that, these problems could be addressed in a collective and holistic manner. Accordingly, an action plan has been framed by the participants.

To understand the impact of the training programme EDI have taken the entry level knowledge as well as the exit level knowledge in a structured questionnaire. It is evident from the Feed Back the participants gained considerably during this three day training programme.

Programme Photos



