

Duties and Responsibilities of the Social Mobilisation expert

1. Community Mobilisation and Institutional Building

- Mobilise farmers at village and mandal level for strengthening of FPOs.
- Identify and organise farmers into commodity-based and area-based producer groups.
- Ensure inclusion of **active farmers, women farmers**

2. Awareness on FPO Concept and Cooperative Values

- Create awareness on FPO principles, member ownership, collective decision-making and democratic governance.
- Educate farmers on benefits of aggregation, collective marketing, and value addition.
- Promote **cooperative culture and mutual trust**, aligned with Telangana's cooperative ecosystem.

3. Village-Level Engagement and Field Activities

- Organise village meetings, mandal-level interactions.
- Coordinate field demonstrations, exposure visits, and best-practice sharing.
- Use local language (Telugu) and context-specific communication methods for effective outreach.

4. Support in FPO Membership enrollement:

- Guide in enrolment of members, share capital mobilisation, and preparation of member registers.
- Support constitution of General Body, Board of Directors, and statutory committees.

5. Leadership Development and Capacity Building

- Identify and nurture local farmer leaders and potential Board members.
- Support training of BoDs, CEOs, Accountants and members on governance, roles, and responsibilities.
- Promote participation of **women leaders and youth** in FPO management.
- Ensure regular conduct of General Body Meetings and Board Meetings.
- Promote transparency, accountability, and member-centric decision-making.

7. Convergence with Telangana State Institutions

- Coordinate with **Agriculture & Allied Departments, and local bodies**.
- Facilitate convergence with state and central schemes relevant to farmers and FPOs.
- Strengthen linkages with cooperative and SHG institutions operating in Telangana.

8. Conflict Resolution and Social Cohesion

- Identify and address conflicts among members, leaders, or villages at an early stage.
- Promote dialogue, consensus building, and grievance redressal mechanisms.
- Strengthen trust and long-term cohesion among FPO members.

9. Handholding and Sustainability Support

- Provide continuous handholding support during the initial years of FPO formation.
- Encourage savings, regular share capital contribution, and member loyalty.
- Support transition of FPOs from project-driven to **self-managed and sustainable institutions**.

10. Monitoring, MIS Support and Reporting

- Maintain detailed records of mobilisation, meetings, trainings, and participation.
- Support MIS data entry and documentation as required under the 10K FPO Scheme.
- Submit periodic progress reports highlighting achievements, challenges, and field feedback to the CBBO.

11. In addition to the duties and responsibilities specifically mentioned above, the expert shall also perform any other duties, tasks, or responsibilities that may be entrusted by the CBBO from time to time, as and when required, in the interest of administrative efficiency and smooth functioning. Such duties shall be carried out with due diligence, obedience to lawful instructions, and in accordance with the rules in force.