

# NGO & FPO – Tamil Nadu Analysis & Amul RichPlus Project Insights

Prepared for Manager | Earth5R

## Section 1 – Tamil Nadu NGO Analysis

### Dataset Overview:

- Total NGOs: 94
- Mails Sent: 0
- Replies Received: 0
- Pending / No Response: 0

### Communication Analysis

No communication data available to visualize.

### Key Themes from Remarks

No remarks data available for visualization.

### Strategic Insights:

1. Tamil Nadu NGOs show strong farmer community connect.
2. Organic farming and climate-smart practices are high-demand areas.
3. Women-centric programs hold strong potential for collaboration.
4. A structured follow-up system is needed to improve engagement.

### Frequently Asked Questions (from Earth5R Engagement):

1. What is your organization's focus area?
2. Do you have experience working with farmers/FPOs?
3. Are you open to sustainability or climate projects?
4. Would you be interested in joint training programs?
5. What support do you need from Earth5R/partners?

## Section 2 – Amul RichPlus Project (MoU Analysis)

### Key Highlights of MoU:

- Onboarding formalization: NGOs must sign and return MoU before project activities.
- Activity-based engagement: Each activity will have its own work order + payment annexure.
- Capacity building: Training sessions for NGO field teams planned before rollout.
- Collaboration: Amul, Earth5R, and RichPlus will jointly plan before execution.

**Strategic Implications:**

1. MoU ensures accountability and transparency.
2. Only serious NGOs become active partners (filter mechanism).
3. Payment per milestone reduces risk for Amul/Earth5R.
4. Tamil Nadu NGOs (Kudumbam, SEEDS, CSA) are strong first candidates.

**Recommendations:**

- Fast-track MoU with responsive NGOs in Tamil Nadu.
- Send project proposals along with MoU to improve conversion.
- Conduct training workshops in Tamil Nadu as pilot rollouts.
- Use a CRM dashboard to track communication, replies, MoU signing.