

F.No.1 (4)/2015-EM/56  
Government of India // Ministry of Agriculture & Farmers Welfare  
Deptt. of Agri., Coop. & Farmers Welfare  
Extension Division

Krishi Bhawan,  
New Delhi - 110001  
Dated : 5<sup>th</sup> August, 2019

To

Dr. Usha Rani,  
Director General, MANAGE,  
Rajendranagar,  
Hyderabad-500030 (Telangana)

**Sub : Agri-Clinics and Agri-Business Centres Scheme - Revision of Training Curriculum - Regarding**

Madam,

This has reference to the decision taken in a meeting dated 02/11/2018 held with Agripreneurs of AC&ABC Scheme under the Chairmanship of Secretary (AC&FW) wherein a decision to reduce the training duration from the existing 60 days to 45 days was taken.

2. In compliance to above, the Course Curriculum has been suitably revised on following major counts:-

- i. Duration is reduced from 60 days to 45 days.
- ii. Requisite focus is given to allied sector activities like Horticulture, Animal Husbandry, Dairying, Fisheries, Bee-Keeping etc;
- iii. Requisite weight-age is given to developing entrepreneurial & management skills with commencement of hands on experience/ internship now starting from 29<sup>th</sup> day of the training. A copy of the Revised Curriculum duly approved by competent authority is enclosed herewith.

3. In addition, the cost norms have also been proportionately revised and the Training cost per candidate is revised from Rs. 35,000/- to Rs. 31,250/- on account of reduction in daily expenditure on Fooding and Accommodation, from 60 days to 45 days. The item-wise expenditure as concurred by IFD is also enclosed herewith.

4. In view of above, it is to request you to kindly share both the revised curriculum as well as revised cost norms with all Nodal Training Institutes, so that the trainings commencing from August 2019 are organized, as per the revised curriculum and cost break-up.

This issues with concurrence of IFD.

Encl : As above

Yours faithfully



(Arun Kumar) 5.8.19

Director (Extension)  
Tele: 011-23382336

Email: arunkumar.72@gov.in

**ANNEXURE-I****Revised Cost Norms of AC&ABC Training**

S. No.	Items	Estimated expenditure per candidate	
		Existing Provision	As per Revision
1.	Food	Rs. 150 x 60 days= Rs.9000	Rs. 150 x45 days= Rs. 6750
2.	Accommodation	Rs. 100x 60 days= Rs.6000	Rs. 100x 45 days= Rs. 4500
3.	Honorarium for officers and staff of NTIs	Rs. 3000	Rs. 3000
4.	Training Expenditure	Rs. 6700	Rs. 6700
4. (a)	Pre-training activities like correspondence, advertisements, screening and publicity	Rs. 300	Rs. 300
4. (b)	Hands on job training	Rs. 2000	Rs. 2000
5.	Handholding based on expenditure + Rs. 2500 as incentive	Rs 5000	Rs 5000
6.	Coordination expenditure to MANAGE	Rs. 2000	Rs. 2000
7.	Service charges to MANAGE	Rs. 1000	Rs. 1000
	<b>Total</b>	<b>Rs. 35000</b>	<b>Rs. 31250</b>

**ANNEXURE-II****Revised Training Curriculum under Agri-Clinics and Agri-Business Centers (AC&ABC) Scheme**

S. No.	Particulars	Days	%
<b>1. Self- transformation Curriculum</b>			
	Registration, Induction and Orientation on AC&ABC Scheme, Interpersonal relationship, leadership, communication, Stress management, Group dynamics, Conflict management, Time management, Small enterprise management, SWOT, Ethics of Business, Interaction with established agripreneurs, business design strategic, challenges in business, introduction of social/inclusion enterprises, Startup & Incubation facilities, introduction of rules and regulation Tax/GST etc. ICT-MS-Word, Internet access. Writing, Reading and Oral communication Skill	6 days	13.33%
<b>2. Specific Domain Skills/Technical Skills</b>			
	Introduction of Agro-ecological zone in India, Zone-wise group discussion on major crops and practices, Soil, package of practices of major crops, Horticulture, Value addition, Pest Management, Disease management, Weeds management, License, act & regulation, Seeds, Bio-inputs, Chemical inputs, Agri-marketing, Animal health & Artificial Insemination, Livestock entrepreneurship, Poultry, Sericulture, Apiculture, farm mechanization, Micro-Irrigation, Plasticulture, Fishery & aquaculture, Agri-tourism, Warehouse management, Contract farming, Agri-journalism.	8 days	17.77%
<b>3. Entrepreneurial and Management Skills</b>			
	Project identification, tools & technique, market survey, preparation of business plan, cost estimation, account and finance, digital marketing & product development, Bank Volunteer, Grievances, Hands-on- experiences, Project analysis tools, translating business plan into DPR, Finalizing detailed project report (DPR), Forwarding DPR to MANAGE, Incorporation of feedback into DPR, Submission of DPR to respective bank.	25 days	55.55%
<b>4. Extension strategies for Agri-entrepreneurship</b>			
	Preparation and Operationalization of strategic research extension plan (SREP), Extension planning, writing skills in success stories, Introduction of Govt. Scheme, Flagship program of Animal Husbandry, Agriculture and Fishery, National Food Security Mission (NFSM), Work with line department ATMA, Credit & Subsidy scheme, IT enabled agricultural extension advisory services, Exposure visit to KCC, KVK, ICAR Institute, line department and private agri-companies etc.	6 days	13.33%
		45 days	100 %



**Details of Day to Day Session under Agri-Clinics & Agri-Business Centers (AC&ABC) Scheme**

Day	Session - I (9.30 am-11am)	Session – II (11.30 am-1 pm)	Session – III (2 pm-3.30 pm)	Session – IV (4 pm-5.30 pm)
1.	<ul style="list-style-type: none"> <li>• <b>Registration</b></li> <li>• Inauguration</li> <li>• Video on Agripreneurs</li> </ul>	<b>Induction and Orientation</b> <ul style="list-style-type: none"> <li>• AC&amp;ABC Scheme &amp; Use of www.agriclinics.net</li> <li>• MANAGE activities , GoI Scheme Overview</li> </ul>	<b>Agro-ecological zone in India:</b> <ul style="list-style-type: none"> <li>• Introduction of Agro-ecological zone in India</li> <li>• Zone-wise group discussion on major crops and practices</li> </ul>	<b>ICT :</b> <ul style="list-style-type: none"> <li>• MS –WORD</li> <li>• Internet access</li> </ul>
2.	<b>Interpersonal Relation</b> <ul style="list-style-type: none"> <li>• Introduction to Interpersonal Relations</li> <li>• Analysis Relations of different ego states</li> <li>• Analysis of Transactions,</li> <li>• Analysis of Life position</li> </ul>	<b>Leadership:</b> <ul style="list-style-type: none"> <li>• Introduction to Leadership</li> <li>• Leadership Power</li> <li>• Leadership Styles</li> <li>• Leadership in Administration.</li> </ul>	<b>Communication:</b> <ul style="list-style-type: none"> <li>• Introduction to Communication</li> <li>• Flow of Communication, Listening</li> <li>• Barriers of Communication &amp; How to overcome barriers of communication.</li> </ul>	<b>ICT :</b> <ul style="list-style-type: none"> <li>• MS –WORD</li> <li>• Internet access</li> </ul>
3.	<b>Stress Management:</b> <ul style="list-style-type: none"> <li>• Introduction to Stress</li> <li>• Causes of Stress</li> <li>• Impact &amp; Management of Stress</li> </ul>	<b>Group Dynamics:</b> <ul style="list-style-type: none"> <li>• Importance of groups in organization and Team Interactions in group</li> <li>• Team Building</li> <li>• Decision Taking</li> <li>• Interaction with the Team, How to build a good team?</li> </ul>	<b>Marketing and Hazards/risk management :</b> <ul style="list-style-type: none"> <li>• Introduction to Risk &amp; Conflict, Causes of Conflict in various enterprises,</li> <li>• Managing Risk &amp; Conflict</li> </ul>	<b>Time Management:</b> <ul style="list-style-type: none"> <li>• Time as a Resource</li> <li>• Identify Important Time Wasters</li> <li>• Individual Time Management Styles</li> <li>• Techniques for better management</li> </ul>
4.	<b>Small enterprise Management</b>	<b>Personal value and Ethics</b>	<b>Planning in Extension:</b>	<b>Writing Skills:</b> <ul style="list-style-type: none"> <li>• Writing, reading</li> </ul>

	<ul style="list-style-type: none"> <li>• Small Enterprise Management</li> <li>• SWOT Analysis</li> <li>Book keeping process</li> </ul>	<ul style="list-style-type: none"> <li>• Ethics in Business</li> </ul>	<ul style="list-style-type: none"> <li>• Preparation and operationalization of Strategic Research Extension Plan (SREP)</li> </ul>	<ul style="list-style-type: none"> <li>and Oral communication Skill</li> <li>• News Papers / agriculture Magazines</li> </ul>
5	<b>Interaction with successful agri-preneurs (at least 4) from different sectors – reflecting on their success</b>			
6.	<b>Design strategy:</b> <ul style="list-style-type: none"> <li>• Design thinking for business strategy and entrepreneurship</li> </ul>	<b>Challenges in business:</b> <ul style="list-style-type: none"> <li>• Enterprise Development Challenges and mitigation strategies</li> </ul>	<b>Introduction of Entrepreneurship:</b> <ul style="list-style-type: none"> <li>• Basics of Social /Inclusive Entrepreneurship ( Case Studies)</li> </ul>	<b>Introduction to rule/regulation:</b> <ul style="list-style-type: none"> <li>• Acts, Rules and Regulations related to Agricultural</li> <li>• GST, Income Tax Returns</li> <li>• Agriculture Land Revenue Records</li> </ul>
7.	<b>Sunday 1. – Homework, Assignments, Readings and Personal work</b>			
8.	<b>Soils:</b> <ul style="list-style-type: none"> <li>• Soil types and their management</li> <li>• Soil sampling</li> <li>• Soil and water testing Advisory</li> </ul>	<b>Package of Practices:</b> <ul style="list-style-type: none"> <li>• Major Crops (agriculture) of the area and Post-harvest Technology</li> </ul>	<b>Horticulture</b> <ul style="list-style-type: none"> <li>• Package of practices of major Vegetables, Fruits, Flowers, Cash crops, Medicinal and Aromatic crops of the area</li> </ul>	<b>Bi-product Value addition &amp; Management :</b> <ul style="list-style-type: none"> <li>• Fruit</li> <li>• Spices</li> <li>• Dairy</li> </ul>
9.	<b>Pest Management :</b> <ul style="list-style-type: none"> <li>• Important Pests of Major Crops - Causes, Symptoms and Control measures</li> <li>• Integrated Pest Management (IPM).</li> <li>• Methods of Pesticide application</li> <li>• Identification of useful and harmful insects</li> </ul>	<b>Disease management:</b> <ul style="list-style-type: none"> <li>• Important diseases of Major Crops - Causes, Symptoms and Control measures</li> <li>• Integrated disease Management (IDM)</li> <li>• Methods of seed treatments and application of fungicides</li> </ul>	<b>Weeds Management</b> <ul style="list-style-type: none"> <li>• Types of weeds</li> <li>• Identification and management of weeds (including chemical, biological and mechanical control)</li> </ul>	<b>License procedure and act:</b> <ul style="list-style-type: none"> <li>• Seed act</li> <li>• Insecticide act</li> <li>• Fertilizer Act.</li> <li>• Bio-Input certification</li> </ul>

10	<b>Seed:</b> <ul style="list-style-type: none"> <li>Seed Producing Companies-technical Head</li> </ul>	<b>Bio-Input production and management</b> <ul style="list-style-type: none"> <li>Bio Agri Inputs Company - Technical Head</li> </ul>	<b>Chemical Input</b> <ul style="list-style-type: none"> <li>Input Retail Stores – Coromandel (any one)</li> </ul>	<b>Agri-Marketing</b> <ul style="list-style-type: none"> <li>Millet Marketing</li> <li>Organic produce marketing</li> </ul>
11	<b>Livestock entrepreneurship</b> <ul style="list-style-type: none"> <li>Animal health &amp; Artificial Insemination</li> <li>Package of practices of Animal Husbandry Enterprises Dairy, goat, sheep &amp; piggery</li> </ul>	<b>Poultry:</b> <ul style="list-style-type: none"> <li>Types of poultry</li> <li>Management practices (inputs management)</li> <li>Feed &amp; Fodder</li> <li>Medicine and vaccination</li> </ul>	<b>Sericulture:</b> <ul style="list-style-type: none"> <li>Complement package of practices on Sericulture</li> <li>Introduction to Project proposal</li> </ul>	<b>Apiculture – Bee keeping</b> <ul style="list-style-type: none"> <li>Complement package of practices on Apiculture</li> <li>Introduction to Project proposal</li> </ul>
12	<b>Farm-Mechanization:</b> <ul style="list-style-type: none"> <li>Farm Implements and Equipment's,</li> <li>Repairing &amp; Maintenance of Farm</li> <li>Implements</li> <li>Custom Hiring Center</li> <li>Solar-based agri-entrepreneurship</li> </ul>	<b>Micro-Irrigation:</b> <ul style="list-style-type: none"> <li>Types of irrigation in agriculture</li> <li>Micro-Irrigation System in agriculture</li> <li>Hydroponic</li> </ul>	<b>Plasticulture:</b> <ul style="list-style-type: none"> <li>Polyhouse/shade net/tunnel net</li> <li>Mulching /types of mulching</li> <li>Water harvesting structures (Use of poly propylene material)</li> </ul>	<b>Fishery&amp; Aquaculture:</b> <ul style="list-style-type: none"> <li>Basics of fishery</li> <li>Shrimp farming</li> <li>Feeds &amp;Medicine</li> </ul>
13	<b>Agri-tourism &amp; entrepreneurship</b> <ul style="list-style-type: none"> <li>Agri-tourism</li> <li>Eco-tourism</li> </ul>	<b>Warehouses Management</b> <ul style="list-style-type: none"> <li>Warehouses functions and management</li> </ul>	<b>Contract Farming:</b> <ul style="list-style-type: none"> <li>Complete package of practices for contract farming</li> </ul>	<b>Agri-Journalism</b> <ul style="list-style-type: none"> <li>Printing, Digital, Social Media</li> <li>Project proposal on Mushroom farming</li> </ul>
14	<b>Sunday 2. – Homework, Assignments, Readings and Personal work</b>			
15	<b>Project Identification:</b> <ul style="list-style-type: none"> <li>Resources Analysis and Counseling</li> <li>Project identification, profile preparation</li> <li>Presentations and Counseling</li> </ul>	<b>Project Identification:</b> <ul style="list-style-type: none"> <li>Resources Analysis and Counseling</li> <li>Project identification, profile preparation</li> </ul>	<b>Tools &amp; Technique:</b> <ul style="list-style-type: none"> <li>Briefing on tools and techniques of market survey</li> <li>Briefing on Check list for data collection</li> </ul>	<b>Tools &amp; Technique:</b> <ul style="list-style-type: none"> <li>Briefing on tools and techniques of market survey</li> <li>Briefing on Check list for data collection</li> </ul>



		Presentations and Counseling	• Dos and Don'ts during hands-on-experience	• Dos and Don'ts during hands-on-experience –
16	Exposure to DAC& FW flagship scheme implemented at district level ( Soil Health Card, Crop Insurance, RKVY, Seed bank and all etc.) with State Agriculture and Allied department			
17	Exposure to DAC& FW flagship scheme implemented at district level ( Soil Health Card, Crop Insurance, RKVY, Seed bank and all etc.) with State Agriculture and Allied department			
18	Market Survey – Business / Activity Overview (Collecting data from secondary sources of information to find out scope for the proposed Business Activity and essential information for preparation Business plan			
19	Market Survey – Business / Activity Overview (Collecting data from secondary sources of information to find out scope for the proposed Business Activity and essential information for preparation Business plan			
20	Market Survey – Business / Activity Overview (Collecting data from secondary sources of information to find out scope for the proposed Business Activity and essential information for preparation Business plan			
21	<b>Sunday 3. – Homework, Assignments, Readings and Personal work</b>			
22	<b>Account &amp; Finance</b> • Ledger & book keeping	<b>Marketing &amp; product Development</b> • Digital marketing • Method demonstration • Result Demonstration	<b>Bank Volunteer:</b> • Banking facilitators a “Business and Extension opportunity” for Agripreneur	<b>Grievances redressal mechanism in Banks</b> • RTI /Ombudsman etc.
23	<b>Govt. Scheme :</b> National Horticulture Mission (NHM)	<b>Flagship programs</b> of Dept. of Animal Husbandry, GoI and of respective State	<b>Flagship programs</b> of Dept. of Fisheries, GoI and of respective State	National Food Security Mission (NFSM)
24	<b>Work with Line department:</b> • How to work effectively with ATMA and to organize Farm Schools- PD ATMA	<b>Source of Credit &amp; Subsidy:</b> • Rural Credit/funds • Crop Insurance Access of subsidies scheme –	<b>IT Enabled Agricultural Extension Advisory Services</b> • Visit to KCC	<b>IT Enabled Agricultural Extension Advisory Services</b> • Introduction of Mobile App/e-tablet)

	Bankers/NABARD	
25	Exposure visit to KCC	Exposure Visit to Radio station/Television Center
26	Exposure Visit to KVK	Exposure Visit to ICAR Institute (nearby if any)
27	Exposure Visit to State Department of Agriculture	Exposure Visit to Department of Animal Husbandry & Fishery
28	<b>Sunday-4: Homework, Assignments, Readings and Personal work</b>	
29	Hands-on-experience/ Internship with respective Agri-business companies & established agri-preneur / – Interaction with the promoter and understanding each process thoroughly and record the observations – seek clarifications – amend the business plan accordingly	
30	Hands-on-experience/ Internship with respective Agri-business companies/established agri-preneur – Interaction with the promoter and understanding each process thoroughly and record the observations – seek clarifications – amend the business plan accordingly	
31	Hands-on-experience/ Internship with respective Agri-business companies/established agri-preneur – Interaction with the promoter and understanding each process thoroughly and record the observations – seek clarifications – amend the business plan accordingly	
32	Preparation of business plan based on the data / information collected during Market Survey/Internship	
33	Project outline and financial analysis tools – lecture cum case study / case exercises	
34	Translating Business Plan in to Detailed Project Report (DPRs)	
35	<b>Sunday-5: Homework, Assignments, Readings and Personal work</b>	
36	Finalizing Detailed Project Reports (DPRs)	
37	Finalizing Detailed Project Reports (DPRs)	
38	Finalizing Detailed Project Reports (DPRs)	
39	Finalizing Detailed Project Reports (DPRs)	
40	Finalizing Detailed Project Reports (DPRs)	
41	Finalizing Detailed Project Reports (DPRs) and forwarding to MANAGE	
42	<b>Sunday-6: Homework, Assignments, Readings and Personal work</b>	
43	Finalizing Detailed Project Reports (DPRs) and gets Feedback from MANAGE	
44	Presentation of DPR and submission to respective bankers	
45	Valedictory program and distribution of Certificate	