

The Organisation for the Development of People, Mysore

DETAILS OF DAY TO DAY SESSION UNDER AGRI-CLINICS AND AGRI-BUISINESS CENTERS((AC AND ABC) SCHEME

TP Number 3078

Course Consultant - Mr. Manthan Suresh Sawant

Training Period- 06/10/2025 to 21/11/2025

Day	Date	Session 1 (9.30 am to 11 am)	Session 2 (11.30 am to 1pm)	Session 3 (2 pm to 3.30 pm)	Session 4 (4 pm to 5.30 pm)
1	06/10/2025	Registration - Inauguration - Video Agripreneurs	Induction and orientation - AC &ABC scheme & use of www.agriclinics.net - MANAGE activities, GOI scheme overview	Agro-ecological zone in India: - Introduction of Agro-ecological zone in India - Zone-wise group discussion on major crops and practices	ICT : - MS –WORD - Internet access
Resource person		Jayaramu – Nodal Officer, DDM, DD DATC, LDM, Diretor – ODP, Melvin, ODP Mysore, Guest	Mr. Jayaram , B.sc in Forestry, 28 yrs	Dr. Keshvaiah, Prof, Department of Agronomy, UAS. Ph.D (Agri) in Agronomy, 25 yrs	Melvin Clements, MBA 15 yrs, System Admin, ODP Mysore
2	07/10/2025	Interpersonal Relation - Introduction to Interpersonal Relations - Analysis Relations of different ego states - Analysis of Transactions, - Analysis of Life position	Leadership: - Introduction to Leadership - Leadership Power - Leadership Styles - Leadership in Administration.	Communication: - Introduction to Communication - Flow of Communication, Listening - Barriers of Communication & How to overcome barriers of communication.	ICT : - MS –WORD - Internet access

Resource person		Dr .Chaitra Bharath B.Sc (agri) , MBA agri business management, Ph.D in agribusiness, AC&ABC Educator, 10 years exp.	Dr .Chaitra Bharath B.Sc (agri) , MBA agri business management, Ph.D in agribusiness, AC&ABC Educator, 10 years exp.	D.T. Ramanuja, Founder Focus Academy of Life Skills and Entrepreneurship, Mysuru Rtd. Syndicate Bank Manager 35 yrs Exp	Melvin Clements, MBA 15 yrs, System Admin, ODP Mysore
3	08/10/2025	Stress Management: • Introduction to • Causes of Stress • Impact & Management of Stress	Group Dynamics: • Importance of groups in organization and Team Interactions in group • Team Building • Decision Taking • Interaction with the Team, How to build a good team?	Marketing and Hazards/risk management : • Introduction to Risk &Conflict, Causes of Conflict in various enterprises, • Managing Risk &Conflict	Time Management: • Time as a Resource • Identify Important Time Wasters • Individual Time Management Styles • Techniques for better management
Resource person		Dr .Chaitra Bharath B.Sc (agri) , MBA agri business management, Ph.D in agribusiness, AC&ABC Educator, 10 years exp.	Dr .Chaitra Bharath B.Sc (agri) , MBA agri business management, Ph.D in agribusiness, AC&ABC Educator, 10 years exp.	Dr .Shashidhar Ph.D HOD MBA Agri Business, University of Mysore 10 yrs	Dr .Shashidhar Ph.D HOD MBA Agri Business, University of Mysore 10 yrs
4	09/10/2025	Small enterprise Management • Small Enterprise Management • SWOT Analysis Book keeping process	Personal value and Ethics • Ethics in Business	Planning in Extension: • Preparation and operationalization of Strategic Research Extension Plan (SREP)	Writing Skills: • Writing, reading and Oral communication Skill • News Papers / agriculture Magazines
Resource person		Dr. R H Pavithra , Assistant Professor, KSOU mysore 15 yrs exp. Women Studies, International Economics,	Dr. Chaitra Bharath B.Sc (agri) , MBA agri business management, Ph.D in agribusiness,	Dr. Shivram, Professor,Ph.d Extn, 30yrs UAS, Bangalore	Dr. Mamathalakshmi, N. Assist. Prof. of Agri. Extension, college of horticulture, Mysore 7 Yr Exp.

		placement officer, KSOU	AC&ABC Educator, 10 years exp		
5	10/10/2025	Interaction with successful agri-preneurs (at least 4) from different sectors – reflecting on their success Mr. Santhosh, Mrs. ChaithraBharath, Mr. Paramesh, Mr. Dilip, Mr. Sagarurs			
6	11/10/2025	Design strategy: Design thinking for business strategy and entrepreneurship)	Challenges in business: Enterprise Development Challenges and mitigation strategies	Introduction of Entrepreneurship: Basics of Social/Inclusive Entrepreneurship (Case Studies	Introduction to rule/regulation: - Acts, Rules and Regulations related to Agricultural - GST, Income Tax Returns - Agriculture Land Revenue Records
Resource person		D.T. Ramanuja, Founder of Focus Academy of Life Skills and Entrepreneurship, Mysuru Rtd. Syndicate Bank Manager 35 yrs Exp	D.T. Ramanuja, Founder of Focus Academy of Life Skills and Entrepreneurship, Rtd. Syndicate Bank Manager 35 yrs Exp	Dr. Mangala, K. P. Assoc. Prof. of Agril. Economics	Mr. Wilson, Auditor, 25 years
7	12/10/2025	Sunday 1. – Homework, Assignments, Readings and Personal work			
8	13/10/2025	Soils: - Soil types and their management - Soil sampling - Soil and water testing Advisory	Package of Practices: Major Crops (agriculture) of the area and Postharvest Technology	Horticulture Package of practices of major Vegetables, Fruits, Flowers, Cash crops, Medicinal and Aromatic crops of the area	Bi-product Value addition & Management : - Fruit - Spices - Dairy
Resource person		Dr. M. A. Ananth Kumar,	Dr. Janardhan G. Dean College of Horticulture	Dr. Rashmi H.B , Ph.D Assistant professor, College Of	Dr. Aravinda J. S. Assoc. Prof. of Vegetable Science 15 Yrs Exp

		<i>Assistant Professor (Soil Science), ZARS,. V. C. Farm, Mandya M.Sc AGRI, PH.D 15 years</i>	Yalachahalli Horticulture Farm Yelwala, Mysuru 25yrs Exp.	Horticulture, Mysuru Post harvest technology, 10 Yrs Exp	
9	14/10/2025	Pest Management : • Important Pests of Major Crops - Causes, Symptoms and Control measures • Integrated Pest Management (IPM). • Methods of Pesticide application • Identification of useful and harmful insects	Disease management: • Important diseases of Major Crops - Causes, Symptoms and Control measures • Integrated disease Management (IDM) • Methods of see treatments and application of fungicides	Weeds Management • Types of weeds • Identification and management of weeds (including chemical, biological and mechanical control)	License procedure and act: • Seed act • Insecticide act • Fertilizer Act. • Bio-Input certification
Resource person		Dr. Ramegowda, G. K. Asst. Prof. of Agril. Entomology, University of Horticultural Sciences. Mysore 20 Yrs Exp	Dr. Pampanagowda, Prof, Ph.D Plant Science 12 yrs	Dr. Janardhan G. Dean, 25yrs Exp College of Horticulture, Yalachahalli, Mysuru	Mrs. Mamatha B.Sc ADD, DATC, 20 yrs exp
10	15/10/2025	Seed: • Seed Producing Companies- technical Head	Bio-Input production and management • Bio Agri Inputs Company - Technical Head	Chemical Input • <i>Input Retail Stores – Coromandel (any one)</i>	Agri-Marketing • <i>Millet Marketing</i> • <i>Organic produce marketing</i>
Resource person		Dr. G A Nagana Gowda, Ph.D, 24 yrs, M.Sc Horticulture post harvesting technology , Working as Territory integrated business	Dr . Vikram Appanna Assist. Prof. of Agril. Microbiology College of Horticulture, Ph.D. in University of	Mruthunjaya, M.Sc Ag, Marketing Officer, coramandal company	Dr. Thanvir Ahmed Ph.D, Associate Professor of Agricultural Economics, College of Horticulture. 10 yrs Exp

		manager at Corteva agri science	Agricultural Sciences, 12 Yrs Exp		
11	16/10/2025	Livestock entrepreneurship - Animal health & Artificial Insemination - Package of practices of Animal Husbandry Enterprises Dairy, goat, sheep & piggery	Poultry: - Types of poultry Management practices (inputs management) - Feed & Fodder - Medicine and vaccination	Sericulture: - Complement package of practices on Sericulture - Introduction to Project proposal	Apiculture – Bee keeping - Complement package of practices on Apiculture - Introduction to Project proposal
Resource person		Dr. Rudrappa, Ph.D, Govt .VET Dept 15 yrs exp	Dr. Rudrappa, Ph.D, Govt .VET Dept 15 yrs exp	Dr. Sannappa, HOD, University of Mysore 20 yrs Exp	Dr. Kenchareddy, Ph.D Professor & Head, Dept. of Forest Biology 15 yrs
12	17/10/2025	Farm Mechanization: - Farm Implements and Equipment's, - Repairing & Maintenance of Farm - Implements - Custom Hiring Centre - Solar-based agri-entrepreneurship	Micro-Irrigation: - Types of irrigation in agriculture - Micro-Irrigation System in agriculture - Hydroponic	Plasticulture: - Playhouse/shade net/tunnel net - Mulching /types of mulching - Water harvesting structures (Use of poly propylene material)	Fishery& Aquaculture: - Basics of fishery - Shrimp farming - Feeds &Medicine
Resource person					
13	18/10/2025	Agri-tourism & Entrepreneurship - Agri-tourism - Eco-tourism	Warehouses Management Warehouses functions and management	Contract Farming: Complete package of practices for contract farming	Agri-Journalism - Printing, Digital, Social Media - Project proposal on Mushroom farming

Resource person		Dr. Praveen, Ph.D, Asst Prof, GKVK, 20 yrs University of Agricultural & Horticultural sciences, Mandya	Dr. Ananthkumar, M A M.Sc.(Agri.) Ph.d, ZARS, VC Farm, Mandya, 15yrs Exp: Soil Science	Dr. Janardhan G. Dean College of Horticulture Yelwala, Mysuru 25yrs Exp	Kirankumar Kudagalli, bannuru Entrepreneur
14	19/10/2025	Sunday 2. – Homework, Assignments, Readings and Personal work			
15	20/10/2025	Project Identification: - Resources Analysis and Counseling - Project identification, profile preparation - Presentations and Counseling	Project Identification: - Resources Analysis and Counseling - Project identification, profile preparation - Presentations and Counseling	Tools & Technique: - Briefing on tools and techniques of market survey - Briefing on Check list for data collection - Dos and Don'ts during hands-on experience	Tools & Technique: - Briefing on tools and techniques of market survey - Briefing on Check list for data collection - Dos and Don'ts during hands-on experience –
Resource person		Dr. Vishakantha Gowda Rtd Addl Director, 25 yrs/ Dr. Ramaprakasha N, MBA ,Assistant Professor Dept. of MBA GSSSIETW, Mysuru 14 Yrs Exp	1.Dr. Vishakantha Gowda Rtd Addl Director, 25 yrs 2..Dr. Ramaprakasha N, MBA ,Assistant Professor Dept. of MBA GSSSIETW, Mysuru 14 Yrs Exp	Ravindra Kathi Rtd Asst Director, 25 yrs	Ravindra Kathi Rtd Asst Director, 25 yrs
16	21/10/2025	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	22/10/2025	Holiday – Deepavali			

18	23/10/2025	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			
19	24/10/2025	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	25/10/2025	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	26/10/2025	Sunday 3. – Homework, Assignments, Readings and Personal work			
22	27/10/2025	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			
23	28/10/2025	Account & Finance Ledger & book keeping	Marketing & product Development - Digital marketing - Method - Demonstration - Result Demonstration	Bank Volunteer: Banking facilitators a “Business and Extension opportunity” for Agripreneur	Grievances redressal mechanism in Banks RTI /Ombudsman etc.
Resource person		Mrs. Mini Johnson, M.com , 32 Yrs Exp as a accountant ODP Mysore	Dr. Chaitra Bharath , B.Sc (agri) , MBA agri business management, Ph.D in agribusiness, AC&ABC Educator, 10 years exp	Priyadarshini, Branch Manger Agri Bank, Mysore 10 yrs exp	Priyadarshini, Branch Manger Agri Bank, Mysore 10 yrs exp
24	29/10/2025	Govt. Scheme : National Horticulture Mission (NHM)	Flagship programs of Dept. of Animal Husbandry, GoI and of respective State	Flagship programs of Dept. of Fisheries, GoI and of respective State	National Food Security Mission (NFSM)
Resource person		Dr. Rashmi H.B.	Dr. Rudrappa, Ph.D, Govt .VET Dept	G K Manjuanth, DD, fisheries dept	Dr . Yogesh G.H

		Ph.D , Assist. Prof. of PHM College of Horticulture Mysore.	15 yrs exp		Deputy Director , DATC, Naganahalli
25	30/10/2025	Work with Line department: How to work effectively with ATMA and to organize Farm Schools- PD ATMA	Source of Credit & Subsidy: - Rural Credit/funds - Crop Insurance Access of subsidies scheme – Bankers/ NABARD	IT Enabled Agricultural Extension Advisory Services Visit to KCC	IT Enabled Agricultural Extension Advisory Services Introduction of Mobile App/etabket)
Resource person		Mr. Hemanth, Consultant Agri Dept, 6 yrs exp, Mysore	Mr. Shantaveer, DDM –NABARD	Mrs. Mamatha, Professor Agri–Extension	Mrs. Mamatha, Professor Agri -Extension
26	31/10/2025	Exposure visit to KCC		Exposure Visit to Radio station/Television Centre	
27	01/11/2025	Holiday – Karnataka Rajostava			
28	02/11/2025	Sunday-4: Homework, Assignments, Readings and Personal work			
29	03/11/2025	Exposure Visit to KVK		Exposure Visit to ICAR Institute (nearby if any)	
30	04/11/2025	Exposure Visit to State Department of Agriculture		Exposure Visit to Department of Animal Husbandry & Fishery	
31	05/11/2025	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	06/11/2025	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			
33	07/11/2025	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			
34	08/11/2025	Preparation of business plan based on the data / information collected during Market Survey/Internship			

		KrishnaMurthy, Rtd Bank Manager
35	09/11/2025	Sunday-5: Homework, Assignments, Readings and Personal work
36	10/11/2025	Project outline and financial analysis tools – lecture cum case study / case exercises - KrishnaMurthy, Rtd Bank Manager
37	11/11/2025	Translating Business Plan in to Detailed Project Report (DPRs) KrishnaMurthy, Rtd Bank Manager
38	12/11/2025	Finalizing Detailed Project Reports (DPRs) - KrishnaMurthy, Rtd Bank Manager
39	13/11/2025	Finalizing Detailed Project Reports (DPRs) - Chethan S, CA. 10 yrs exp
40	14/11/2025	Finalizing Detailed Project Reports (DPRs) - Venkatesh, CA. 17 yrs exp
41	15/11/2025	Finalizing Detailed Project Reports (DPRs) - KrishnaMurthy, Rtd Bank Manager
42	16/11/2025	Sunday-6: Homework, Assignments, Readings and Personal work
43	17/11/2025	Finalizing Detailed Project Reports (DPRs) - KrishnaMurthy, Rtd Bank Manager
44	18/11/2025	Finalizing Detailed Project Reports (DPRs) and forwarding to MANAGE - KrishnaMurthy, Rtd Bank Manager & Jayaramu Nodal Officer
45	19/11/2025	Finalizing Detailed Project Reports (DPRs) and gets Feedback from MANAGE - KrishnaMurthy, Rtd Bank Manager & Jayaramu Nodal Officer
46	20/11/2025	Presentation of DPR and submission to respective bankers - Jayaramu Nodal Officer
47	21/11/2025	Valedictory program and distribution of Certificate - Jayaramu Nodal Officer, Guest, DDM, LDM, Director – ODP

Sunday – 6

Holidays - 2