

SCHEDULE OF TRAINING PROGRAMME NUMBER 3044
DETAILS OF DAY TO DAY SESSION UNDER AGRI-CLINICS & AGRI-BUSINESS
CENTERS (AC&ABC) SCHEME
AT SHRI MAA GURU GRAMODHOYOG SANSTHAN (SMGGS), VARANASI

Date	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)
6.10.25	Registration - Inauguration - Video on Agripreneurs Mr.V.D. Shukla (PhD Rice Tungro Virus) Retired Senior Scientist of Plant Pathology. Exp- 45 yrs	Agro-ecological zone in India: - Introduction of Agro-ecological zone in India - Zone-wise group discussion on major crops and practices Mr.V.D. Shukla (PhD Rice Tungro Virus) Retired Senior Scientist of Plant Pathology. Exp- 45 yrs	Induction and Orientation - AC&ABC Scheme & Use of www.agriclinics.net - MANAGE activities, GoI Scheme Overview Mr..Chiranjeev Singh (Secretary/ Chairman SMGGS) BSc. International Business & Economics Exp. 15 yrs	ICT: - MS –WORD - Internet access Mr..Chiranjeev Singh (Secretary/ Chairman SMGGS) BSc. International Business & Economics Exp. 15 yrs
7.10.25	Interpersonal Relation - Introduction to Interpersonal Relations - Analysis Relations of different ego states - Analysis of Transactions, - Analysis of Life position Mr. Bharat Singh (Nodal Officer) MSc. Agriculture Exp- 45 yrs	Leadership: - Introduction to Leadership - Leadership Power - Leadership Styles - Leadership in Administration. Mr. Bharat Singh (Nodal Officer) MSc. Agriculture Exp- 45 yrs	Communication: - Introduction to Communication - Flow of Communication, Listening - Barriers of Communication & How to overcome barriers of communication. Mr..Chiranjeev Singh (Secretary/ Chairman SMGGS) BSc. International Business & Economics Exp. 15 yrs	ICT: - MS –WORD - Internet access Mr..Chiranjeev Singh (Secretary/ Chairman SMGGS) BSc. International Business & Economics Exp. 15 yrs
8.10.25	Stress Management: - Introduction to Stress - Causes of Stress - Impact & Management of Stress Mr. Bharat Singh (Nodal Officer) MSc. Agriculture Exp- 45 yrs	Group Dynamics: - Importance of groups in organization and Team Interactions in group - Team Building - Decision Taking - Interaction with the	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

		Team, How to build a good team? Mr. Bharat Singh (Nodal Officer) MSc. Agriculture Exp- 45 yrs	Mr..Chiranjeev Singh (Secretary/ Chairman SMGGS) BSc. International Business & Economics Exp. 15 yrs	Mr..Chiranjeev Singh (Secretary/ Chairman SMGGS) BSc. International Business & Economics Exp. 15 yrs
9.10.25	Small enterprise Management - Small Enterprise Management - SWOT Analysis Bookkeeping process Mr..Chiranjeev Singh (Secretary/ Chairman SMGGS) BSc. International Business & Economics Exp. 15 yrs	Personal value and Ethics Ethics in Business Mr..Chiranjeev Singh (Secretary/ Chairman SMGGS) BSc. International Business & Economics Exp. 15 yrs	Planning in Extension: Preparation and operationalization of Strategic Research Extension Plan (SREP) Dr. Jitendra Singh (PhD Extension Education) Professor of Agri Extension Commu. Privatization. Exp- 25 yrs	Writing Skills: - Writing, reading and Oral Communication Skill - News Papers / agriculture Magazines Dr. Jitendra Singh (PhD Extension Education) Professor of Agri Extension Commu. Privatization. Exp- 25 yrs
10.10.25	Interaction with successful agri-preneurs (at least 4) from different sectors – reflecting on their success			
11.10.25	Design strategy: Design thinking for business strategy and entrepreneurship Mr..Chiranjeev Singh (Secretary/ Chairman SMGGS) BSc. International Business & Economics Exp. 15 yrs	Challenges in business: Enterprise Development Challenges and mitigation strategies Mr..Chiranjeev Singh (Secretary/ Chairman SMGGS) BSc. International Business & Economics Exp. 15 yrs	Introduction of Entrepreneurship: Basics of Social /Inclusive Entrepreneurship (Case Studies) Mr. V.P. Maurya (M.Sc. Agricultural Chemistry Soil Science) Area Manager (Sakata Seed India (P) Ltd.). Exp- 15yrs	Introduction to rule/regulation: - Acts, Rules and Regulations related to Agricultural - GST, Income Tax Returns - Agriculture Land Revenue Records Mr. V.P. Maurya (M.Sc. Agricultural Chemistry Soil Science) Area Manager (Sakata Seed India (P) Ltd.). Exp- 15yrs
12.10.25	Sunday 1. – Homework, Assignments, Readings and Personal work			
13.10.25	Soils: - Soil types and their management - Soil sampling - Soil and water testing Advisory Dr.B.K.Pandey (PhD Agronomy) Professor of Bio-fertilizer and Soil Science. Exp- 18 yrs	Package of Practices: Major Crops (agriculture) of the area and Post-harvest Technology Dr.B.K.Pandey (PhD Agronomy) Professor of Bio-fertilizer and Soil Science. Exp- 18 yrs	Horticulture Package of practices of major Vegetables, Fruits, Flowers, Cash crops, Medicinal and Aromatic crops of the area Dr.Lalji Pathak (M.Sc. Horticulture) Retired Director Horticulture, U.P. Exp- 45 Years	Bi-product Value addition & Management: - Fruit - Spices - Dairy Mr. Ajay Singh (ACABC Shop) BSc. Agriculture. Exp- 10 yrs

14.10.25	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 Dr.Lalji Pathak (M.Sc. Horticulture) Retired Director Horticulture, U.P. Exp- 45 Years	Disease management: - Important diseases of Major Crops - Causes, Symptoms and Control measures - Integrated disease Management (IDM) - Methods of seed treatments and application of fungicides Dr.Lalji Pathak (M.Sc. Horticulture) Retired Director Horticulture, U.P. Exp- 45 Years	Weeds Management - Types of weeds - Identification and management of weeds (including chemical, biological and mechanical control) Mr. Praveen Srivastwa Success Agriprenuer (Vermi Compost, NADEP) MSc. Agriculture Exp- 19 yrs	License procedure and act: - Seed act - Insecticide act - Fertilizer Act. - Bio-Input certification Mr. Praveen Srivastwa Success Agriprenuer (Vermi Compost, NADEP) MSc. Agriculture Exp- 19 yrs
15.10.25	Seed: Seed Producing Companies- technical Head Mr. V.P. Maurya (M.Sc. Agricultural Chemistry Soil Science) Area Manager (Sakata Seed India (P) Ltd.). Exp- 15yrs	Bio-Input production and management Bio Agri Inputs Company - Technical Head Mr. V.P. Maurya (M.Sc. Agricultural Chemistry Soil Science) Area Manager (Sakata Seed India (P) Ltd.). Exp- 15yrs	Chemical Input Input Retail Stores – Coromandel (anyone) Mr. Ajay Singh (ACABC Shop) BSc. Agriculture. Exp- 10	Agri-Marketing - Millet Marketing - Organic produce marketing Mr. Ajay Singh (ACABC Shop) BSc. Agriculture. Exp- 10

16.10.25	Livestock entrepreneurship - Animal health & Artificial Insemination - Package of practices of Animal Husbandry Enterprises Dairy, goat, sheep & piggery Dr.Ram Vinay Singh (PhD Animal Husbandry and Dairy Science) Retired Professor of Milk Production & Dairy Technology. Exp- 45 yr	Poultry: - Types of poultry - Management practices (inputs management) - Feed & Fodder - Medicine and vaccination Mr. Rishikeshwar Singh (M.Sc. Agricultural (Success Agripreneur). Exp- 10yrs	Sericulture: - Complement package of practices on Sericulture - Introduction to Project proposal Dr.Kuldeep Singh (PhD Zoology) Professor of Entomology & Bee Keeping. Exp- 24 yrs	Apiculture – Bee keeping - Complement package of practices on Apiculture - Introduction to Project proposal Dr.Ram Vinay Singh (PhD Animal Dr.Kuldeep Singh (PhD Zoology) Professor of Entomology & Bee Keeping. Exp- 24 yrs
17.10.25	Farm-Mechanization: - Farm Implements and Equipment's, - Repairing & Maintenance of Farm - Implements - Custom Hiring Centre - Solar-based agri-Entrepreneurship En, Vinod Singh (PhD Zero Tillage Energy) Retired Agriculture Officer, U.P. Exp- 40 yrs	Micro-Irrigation: - Types of irrigation in agriculture - Micro-Irrigation System in agriculture - Hydroponic En, Vinod Singh (PhD Zero Tillage Energy) Retired Agriculture Officer, U.P. Exp- 40 yrs	Plasticulture: - Playhouse/shade net/tunnel net - Mulching /types of mulching - Water harvesting structures (Use of poly propylene material) Mr. V. N. Singh (M.Sc. Zoology) Assistant Director in Fishery Department, Exp- 30 yrs	Fishery& Aquaculture: - Basics of fishery - Shrimp farming - Feeds &Medicine Mr. V. N. Singh (M.Sc. Zoology) Assistant Director in Fishery Department, Exp- 30 yrs
18.10.25	Agri-tourism & entrepreneurship - Agri-tourism - Eco-tourism Mr. Bans Gopal (MSc. Horticulture) Successful Agripreneur in Nursery and Agri-Tourism Ex- 20 years	Warehouses Management Warehouses functions and management En, Vinod Singh (PhD Zero Tillage Energy) Retired Agriculture Officer, U.P. Exp- 40 yrs	Contract Farming: Complete package of practices for contract farming Mr. Praveen Srivastwa Success Agripreneur (Vermi Compost, NADEP) MSc. Agriculture Exp- 19 yrs	Agri-Journalism - Printing, Digital, Social Media - Project proposal on Mushroom farming Mr. Praveen Srivastwa Success Agripreneur (Vermi Compost, NADEP) MSc. Agriculture Exp- 19 yrs
19.10.25	Sunday 2. – Homework, Assignments, Readings and Personal work			
20.10.25	Diwali Holidays			

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22.10.25	Diwali Holidays			
23.10.25	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)			
24.10.25	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)			
25.10.25	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)			
26.10.25	Sunday 3. – Homework, Assignments, Readings and Personal work			
27.10.25	Project Identification: - Resources Analysis and Counselling - Project identification, profile preparation Presentations and Counselling Mr. Chiranjeev Singh (Secretary/ Chairman SMGGS) BSc. International Business & Economics Exp. 15 yrs	Project Identification: - Resources Analysis and Counselling - Project identification, profile preparation Presentations and Counselling Mr. Chiranjeev Singh (Secretary/ Chairman SMGGS) BSc. International Business & Economics Exp. 15 yrs	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 Mr.Trilochan Pandey (Program Coordinator) BCom. Exp- 8 yrs	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 – Mr.Trilochan Pandey (Program Coordinator) BCom. Exp- 8 yrs
28.10.25	Exposure to DA& FW flagship scheme implemented at district level (Soil Health Card, Crop Insurance, RKVY, Seed bank and all etc.) with State Agriculture and Allied department			
29.10.25	Exposure to DA& FW flagship scheme implemented at district level (Soil Health Card, Crop Insurance, RKVY, Seed bank and all etc.) with State Agriculture and Allied department			
30.10.25	Account & Finance Ledger & bookkeeping Mr.Trilochan Pandey (Program Coordinator) BCom. Exp- 8 yrs	Marketing & product Development - Digital marketing - Method demonstration - Result Demonstration MANAGE Mr..Chiranjeev Singh (Secretary/ Chairman SMGGS) BSc. International Business & Economics Exp. 15 yrs	Bank Volunteer: Banking facilitators a “Business and Extension opportunity” for Agripreneur Mr.. Bharat Singh (Nodal Officer) MSc. Agriculture Exp- 45 yrs	Grievances redressal mechanism in Banks - RTI/Ombudsman etc. - En, Vinod Singh Mr.. Bharat Singh (Nodal Officer) MSc. Agriculture Exp- 45 yrs
31.10.25	Govt. Scheme: - National Horticulture Mission (NHM) - Dr.Lalji Pathak (M.Sc. Horticulture) Retired Director Horticulture, U.P.	Flagship programs of Dept. of Animal Husbandry, GoI and of respective State Dr.Ram Vinay Singh (PhD Animal Husbandry	Flagship programs of Dept. of Fisheries, GoI and of respective	National Food Security Mission (NFSM) Dr.Ram Vinay Singh (PhD Animal Husbandry

	Exp- 45 Years (Sakata Seed India (P) Ltd.). Exp- 15yrs	and Dairy Science) Retired Professor of Milk Production & Dairy Technology. Exp- 45 yr	State Dr.Ram Vinay Singh (PhD Animal Husbandry and Dairy Science) Retired Professor of Milk Production & Dairy Technology. Exp- 45 yr	and Dairy Science) Retired Professor of Milk Production & Dairy Technology. Exp- 45 yr
1.11.25	Work with Line department: How to work effectively with ATMA and to organize Farm Schools- PD ATMA Mr. V.P. Maurya (M.Sc. Agricultural Chemistry Soil Science) Area Manager (Sakata Seed India (P) Ltd.). Exp- 15yrs	Source of Credit & Subsidy: - Rural Credit/funds - Crop Insurance Access of subsidies scheme – Bankers/ NABARD MANAGE Mr..Chiranjeev Singh (Secretary/ Chairman SMGGS) BSc. International Business & Economics Exp. 15 yrs	IT Enabled Agricultural Extension Advisory Services Visit to KCC Mr. V.P. Maurya (M.Sc. Agricultural Chemistry Soil Science) Area Manager (Sakata Seed India (P) Ltd.). Exp- 15yrs	IT Enabled Agricultural Extension Advisory Services Introduction of Mobile App/e-tablet Mr.Trilochan Pandey (Program Coordinator) BCom. Exp- 8 yrs
2.11.25	Sunday 3. – Homework, Assignments, Readings and Personal work			
3.11.25	Exposure visit to KCC		Exposure Visit to Radio station/Television Centre	
4.11.25	Exposure Visit to KVK		Exposure Visit to ICAR Institute (nearby if any)	
5.11.25	Exposure Visit to State Department of Agriculture		Exposure Visit to Department of Animal Husbandry & Fishery	
6.11.25	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			
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8.11.25	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			
9.11.25	Sunday-6: Homework, Assignments, Readings and Personal work			
10.11.25	Preparation of business plan based on the data / information collected during Market Survey/Internship Mr.Trilochan Pandey (Program Coordinator) BCom. Exp- 8 yrs			
11.11.25	Project outline and financial analysis tools – lecture cum case study / case exercises Internship Mr.Trilochan Pandey (Program Coordinator) BCom. Exp- 8 yrs			
12.11.25	Translating Business Plan in to Detailed Project Report (DPRs) Mr.Trilochan Pandey (Program Coordinator) BCom. Exp- 8 yrs			
13.11.25	Finalizing Detailed Project Reports (DPRs) Mr. Chiranjeev Singh (Secretary/ Chairman SMGGS) BSc. International Business & Economics Exp. 15 yrs			
14.11.25	Finalizing Detailed Project Reports (DPRs) Mr.Trilochan Pandey (Program Coordinator) BCom. Exp- 8 yrs			
15.11.25	Finalizing Detailed Project Reports (DPRs) Mr.Trilochan Pandey (Program Coordinator) BCom. Exp- 8 yrs			
16.11.25	Sunday-6: Homework, Assignments, Readings and Personal work			
17.11.25	Finalizing Detailed Project Reports (DPRs) Mr. Chiranjeev Singh (Secretary/ Chairman SMGGS) BSc. International Business & Economics Exp. 15 yrs			
18.11.25	Finalizing Detailed Project Reports (DPRs) Mr..Chiranjeev Singh (Secretary/ Chairman SMGGS) BSc. International Business & Economics Exp. 15 yrs			

19.11.25	Finalizing Detailed Project Reports (DPRs) and forwarding to MANAGE Mr.Trilochan Pandey (Program Coordinator) BCom. Exp- 8 yrs
20.11.25	Finalizing Detailed Project Reports (DPRs) and gets Feedback from MANAGE Mr..Chiranjeev Singh (Secretary/ Chairman SMGGS) BSc. International Business & Economics Exp. 15 yrs
21.11.25	Presentation of DPR and submission to respective bankers Mr. Bharat Singh (Nodal Officer) MSc. Agriculture Exp- 45 yrs
22.11.25	Valedictory program and distribution of Certificate

