

SCHEDULE OF PROGRAMME NUMBER 3168(23.1.2026 to 12.3.2026)
DETAILS OF DAY TO DAY SESSION UNDER AGRI-CLINICS &AGRI-BUSINESS CENTERS (AC&ABC) SCHEME
AT SHRI MAA GURU GRAMODHOYOG SANSTHAN (SMGGS), VARANASI

Date	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)
23.01.26	1	Registration <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> MS –WORD Internet access Mr..Chiranjeev Singh (Secretary/ Chairman SMGGS) BSc. International Business & Economics Exp. 15 yrs
24.01.26	2	Interpersonal Relation <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> Introduction to Leadership Leadership Power Leadership Styles Leadership in Administration. Mr. Bharat Singh (Nodal Officer) MSc. Agriculture Exp- 45 yrs 	Communication: <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> MS –WORD Internet access Mr..Chiranjeev Singh (Secretary/ Chairman SMGGS) BSc. International Business & Economics Exp. 15 yrs
25.01.26	3	Sunday 1. – Homework, Assignments, Readings and Personal work			

26.01.26	4	Stress Management: <ul style="list-style-type: none"> • Introduction to Stress • Causes of Stress • Impact & Management of Stress Mr. Bharat Singh (Nodal Officer) MSc. Agriculture Exp- 45 yrs 	Group Dynamics: <ul style="list-style-type: none"> • Importance of groups in organization and Team Interactions in group • Team Building • Decision Taking • Interaction with the Team, How to build a good team? Mr. Bharat Singh (Nodal Officer) MSc. Agriculture Exp- 45 yrs	Marketing and Hazards/risk management: <ul style="list-style-type: none"> • Introduction to Risk & Conflict, Causes of Conflict in various enterprises, • Managing Risk & Conflict Mr..Chiranjeev Singh (Secretary/ Chairman SMGGS) BSc. International Business & Economics Exp. 15 yrs 	Time Management: <ul style="list-style-type: none"> • Time as a Resource • Identify Important Time Wasters • Individual Time Management Styles • Techniques for better management Mr..Chiranjeev Singh (Secretary/ Chairman SMGGS) BSc. International Business & Economics Exp. 15 yrs
27.01.26	5	Small enterprise Management <ul style="list-style-type: none"> • Small Enterprise Management • SWOT Analysis Bookkeeping process Mr..Chiranjeev Singh (Secretary/ Chairman SMGGS) BSc. International Business & Economics Exp. 15 yrs	Personal value and Ethics <ul style="list-style-type: none"> • Ethics in Business Mr..Chiranjeev Singh (Secretary/ Chairman SMGGS) BSc. International Business & Economics Exp. 15 yrs	Planning in Extension: <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • 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
28.01.26	6	Interaction with successful agri-preneurs (at least 4) from different sectors – reflecting on their success			
29.01.26	7	Design strategy: <ul style="list-style-type: none"> • Design thinking for business strategy and entrepreneurship Mr..Chiranjeev Singh (Secretary/ Chairman SMGGS) BSc. International Business & Economics Exp. 15 yrs 	Challenges in business: <ul style="list-style-type: none"> • Enterprise Development Challenges and mitigation strategies Mr..Chiranjeev Singh (Secretary/ Chairman SMGGS) BSc. International Business & Economics Exp. 15 yrs	Introduction of Entrepreneurship: <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • 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

30.01.26	8	Soils: <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • Fruit • Spices • Dairy Mr. Ajay Singh (ACABC Shop) BSc. Agriculture. Exp- 10 yrs
31.01.26	9	Pest Management: <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Types of weeds • Identification and management of weeds (including chemical, biological and mechanical control) Mr. Praveen Srivastwa Success Agripreneur (Vermi Compost, NADEP) MSc. Agriculture Exp- 19 yrs	License procedure and act: <ul style="list-style-type: none"> • Seed act • Insecticide act • Fertilizer Act. • Bio-Input certification Mr. Praveen Srivastwa Success Agripreneur (Vermi Compost, NADEP) MSc. Agriculture Exp- 19 yrs
1.02.26	10	Sunday 2. – Homework, Assignments, Readings and Personal work			
2.02.26	11	Seed: <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Input Retail Stores – Coromandel (anyone) Mr. Ajay Singh (ACABC Shop) BSc. Agriculture. Exp- 10	Agri-Marketing <ul style="list-style-type: none"> • Millet Marketing • Organic produce marketing Mr. Ajay Singh (ACABC Shop) BSc. Agriculture. Exp- 10

3.02.26	12	Livestock entrepreneurship <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> Types of poultry Management practices (inputs management) Feed & Fodder Medicine and vaccination Mr. Rishikeshwar Singh (M.Sc. Agricultural (Success Agripreneur). Exp- 10yrs	Sericulture: <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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
4.02.26	13	Farm-Mechanization: <ul style="list-style-type: none"> 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 Officier, U.P. Exp- 40 yrs	Micro-Irrigation: <ul style="list-style-type: none"> Types of irrigation in agriculture Micro-Irrigation System in agriculture Hydroponic En, Vinod Singh (PhD Zero Tillage Energy) Retired Agriculture Officier, U.P. Exp- 40 yrs	Plasticulture: <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> Basics of fishery Shrimp farming Feeds & Medicine Mr. V. N. Singh (M.Sc. Zoology) Assistant Director in Fishery Department, Exp- 30 yrs
5.02.26	14	Agri-tourism & entrepreneurship <ul style="list-style-type: none"> Agri-tourism Eco-tourism Mr. Bans Gopal (MSc. Horticulture) Successful Agripreneur in Nursery and Agri- Tourism Ex- 20 years	Warehouses Management <ul style="list-style-type: none"> Warehouses functions and management En, Vinod Singh (PhD Zero Tillage Energy) Retired Agriculture Officier, U.P. Exp- 40 yrs	Contract Farming: <ul style="list-style-type: none"> Complete package of practices for contract farming Mr. Praveen Srivastwa Success Agripreneur (Vermi Compost, NADEP) MSc. Agriculture Exp- 19 yrs	Agri-Journalism <ul style="list-style-type: none"> Printing, Digital, Social Media Project proposal on Mushroom farming Mr. Praveen Srivastwa Success Agripreneur (Vermi Compost, NADEP) MSc. Agriculture Exp- 19 yrs
6.02.26	15	Project Identification: <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> Briefing on tools and techniques of market survey Briefing on Check list for data collection Mr..Chiranjeev Singh (Secretary/ Chairman SMGGS) BSc. International Business & Economics Exp. 15 yrs	Tools & Technique: <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> 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

7.02.26	16	Interaction with successful agri-preneurs (at least 4) from different sectors – reflecting on their success			
8.02.26	17	Sunday 3. – Homework, Assignments, Readings and Personal work			
9.02.26	18	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			
10.02.26	19	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			
11.02.26	20	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			
12.02.26	21	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			
13.02.26	22	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			
14.02.26	23	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			
15.02.26	24	Sunday 3. – Homework, Assignments, Readings and Personal work			
16.02.26	25	Account & Finance <ul style="list-style-type: none"> Ledger & bookkeeping Mr. Trilochan Pandey (Program Coordinator) BCom. Exp- 8 yrs 	Marketing & product Development <ul style="list-style-type: none"> Digital marketing Method demonstration Result Demonstration MANAGE Mr..Chiranjeev Singh (Secretary/Chairman SMGGS) BSc. International Business & Economics Exp. 15 yrs 	Bank Volunteer: <ul style="list-style-type: none"> Banking facilitators a “Business and Extension opportunity” for Agripreneur Mr.. Bharat Singh (Nodal Officer) MSc. Agriculture Exp- 45 yrs 	Grievances redressal mechanism in Banks <ul style="list-style-type: none"> RTI /Ombudsman etc. En, Vinod Singh Mr.. Bharat Singh (Nodal Officer) MSc. Agriculture Exp- 45 yrs
17.02.26	26	Govt. Scheme: <ul style="list-style-type: none"> National Horticulture Mission (NHM) Dr.Lalji Pathak(M.Sc. Horticulture) Retired Director Horticulture, U.P. Exp- 45 Years 	Flagship programs of Dept. of Animal Husbandry, GOI and of respective State <p>Dr. Ram Vinay Singh (PhD Animal Husbandry nad Dairy Science) Retired Professor of Milk Production & Dairy Technology, Exp- 45 yrs</p>	Flagship programs of Dept. of Fisheries, GOI and of respective State <p>Mr. V. N.Singh (M.Sc. Zoology) Assistant Director in Fishery Department, Exp- 30 yrs</p>	<ul style="list-style-type: none"> • National Food Security Mission (NFSM) Dr. Ram Vinay Singh (PhD Animal Husbandry nad Dairy Science) Retired Professor of Milk Production & Dairy Technology, Exp- 45 yrs

18.02.26	27	Work with Line department: <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> Introduction of Mobile App/e-tablet) Mr.Trilochan Pandey (Program Coordinator) BCom. Exp- 8 yrs
19.02.26	28	Work with Line department: <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> Introduction of Mobile App/e-tablet) Mr.Trilochan Pandey (Program Coordinator) BCom. Exp- 8 yrs
20.02.26	29	Exposure Visit to State Department of Agriculture		Exposure Visit to Department of Animal Husbandry & Fishery	
21.02.26	30	Exposure visit to KCC		Exposure Visit to Radio station/Television Centre	
22.02.26	31	Sunday 5. – Homework, Assignments, Readings and Personal work			
23.02.26	32	Exposure visit to KCC		Exposure Visit to Radio station/Television Centre	
24.02.26	33	Preparation of business plan based on the data / information collected during Market Survey/Internship Mr.Trilochan Pandey (Program Coordinator) BCom. Exp- 8 yrs			
25.02.26	34	Project outline and financial analysis tools – lecture cum case study / case exercises Internship Mr.Trilochan Pandey (Program Coordinator) BCom. Exp- 8 yrs			
26.02.26	35	Translating Business Plan in to Detailed Project Report (DPRs) Mr.Trilochan Pandey (Program Coordinator) BCom. Exp- 8 yrs			
27.02.26	36	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			
28.02.26	37	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			
1.03.26	38	Sunday 6. – Homework, Assignments, Readings and Personal work			

2.03.26	39	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
3.03.26		Holi Holidays
4.03.26		Holi Holidays
5.03.26		Holi Holidays
6.03.26		Holi Holidays
7.03.26	40	Finalizing Detailed Project Reports (DPRs) Mr.Trilochan Pandey (Program Coordinator) BCom. Exp- 8 yrs
8.03.26	41	Sunday 6. – Homework, Assignments, Readings and Personal work
9.03.26	42	Finalizing Detailed Project Reports (DPRs) Mr.Trilochan Pandey (Program Coordinator) BCom. Exp- 8 yrs
10.03.26	43	Finalizing Detailed Project Reports (DPRs) and forwarding to MANAGE Mr.Trilochan Pandey (Program Coordinator) BCom. Exp- 8 yrs
11.03.26	44	Finalizing Detailed Project Reports (DPRs) and forwarding to MANAGE Mr.Trilochan Pandey (Program Coordinator) BCom. Exp- 8 yrs
12.03.26	45	Valedictory program and distribution of Certificate

