

**Agro-Economic Research Centre (MoA&FW, GoI),  
Sardar Patel University, Vallabh Vidyanagar, Anand, Gujarat**

**Training Program - 3080**

**Training Period- 29/01/2026 to 14/03/2026**

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

Day	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)
1.	29/01/2026	<p><b>Induction and Orientation</b></p> <p>Induction and Orientation • AC&amp;ABC Scheme &amp; Use of www.agriclinics.net MANAGE activities, GoI Scheme Overview</p> <p>• <i>Dr. S.S. Kalamkar, Director &amp; Professor, Agro-Economic Research Centre, Sardar Patel University, Vallabh Vidyanagar, Edu.-M.Sc. Ph. D. (Agril. Economics) Exp. 25-year Research Experience</i></p>	<p><b>Inaugural</b></p>	<p><b>Agro-Ecological Zone in India</b></p> <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> <p>• <i>Dr. D. Dinesh Scientist Soil Science ICAR-Indian Institute of Soil and Water Conservation, Research Centre- Vasad, Anand, Gujarat. Edu.- Ph. D. (Soil Science) Exp. 16-year Research Experience</i></p>	<p><b>Communication:</b></p> <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> <p>• <i>Dr. Kinjal Ahir, Professor &amp;, Head Department of Economics, Sardar Patel University, Vallabh Vidyanagar Edu.- M.A. Ph. D. (Economics) Exp. 16-year Research Experience</i></p>
2.	30/01/2026	<p><b>Interpersonal Relation</b></p> <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> <p>• <i>Dr. Y.K. Lad, Assistant Professor International Agribusiness Management Institute, Anand Agricultural University, Anand Edu.- Ph. D. (Management) Exp. 16-year Research Experience</i></p>	<p><b>Stress Management</b></p> <ul style="list-style-type: none"> <li>• Introduction to Stress</li> <li>• Causes of Stress</li> <li>• Impact &amp; Management of Stress</li> </ul> <p>• <i>Dr. Y.K. Lad, Assistant Professor International Agribusiness Management Institute, Anand Agricultural University, Anand Edu.- Ph. D. (Management) Exp. 16-year Research Experience</i></p>	<p><b>ICT</b></p> <ul style="list-style-type: none"> <li>• MS –WORD</li> <li>• Internet access</li> </ul> <p>• <i>Dr. D. B. Choksi G. H. Patel Computer Centre, Sardar Patel University, Vallabh Vidyanagar Edu. -Ph. D. (Computer) Exp. 16-year Research Experience</i></p>	<p><b>ICT</b></p> <ul style="list-style-type: none"> <li>• MS –WORD</li> <li>• Internet access</li> </ul> <p>• <i>Dr. D. B. Choksi G. H. Patel Computer Centre, Sardar Patel University, Vallabh Vidyanagar Edu. -Ph. D. (Computer) Exp. 16-year Research Experience</i></p>

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)
3	<p><b>Small Enterprise Management</b></p> <ul style="list-style-type: none"> <li>• Small Enterprise Management</li> <li>• SWOT Analysis</li> <li>• Book keeping Process</li> </ul> <p>• <i>Shri Nikunj Soni</i> CEO, Incubation Center, Anand Agricultural University, Anand Edu- M.Sc. <i>Exp. 8 year Experience</i></p>	<p><b>Marketing and Hazards/risk management :</b></p> <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> <p>• <i>Dr. Y.K. Lad,</i> Assistant Professor International Agribusiness Management Institute, Anand Agricultural University, Anand Edu.- Ph. D. (Management) <i>Exp. 16-year Research Experience</i></p>	<p><b>Personal Value and Ethics</b></p> <ul style="list-style-type: none"> <li>• Ethics in Business</li> </ul> <p>• <i>Dr. Keyur Gardhariya</i> Dept. of Agri Edu, Anand Agricultural University, Anand Edu- Ph.D. (Agril Extension Edu.) <i>Exp. 10-year Experience</i></p>	<p><b>Planning in Extension</b></p> <ul style="list-style-type: none"> <li>• Preparation and operationalisation of Strategic Research Extension Plan</li> <li>• (SREP)</li> </ul> <p>• <i>Dr. Keyur Gardhariya</i> Dept. of Agri Edu, Anand Agricultural University, Anand Edu- Ph.D. (Agril Extension Edu.) <i>Exp. 10-year Experience</i></p>
4	<p>• <b>Sunday 1. – Homework, Assignments, Readings and Personal work</b></p>			
5.	<p><b>Writing Skills</b> Writing, reading and Oral communication Skill News Papers/Agriculture Magazines</p> <p>• <i>Dr. S.S. Kalamkar,</i> Director &amp; Professor, Agro-Economic Research Centre, Sardar Patel University, Vallabh Vidyanagar, Edu.-M.Sc. Ph. D. (Agril. Economics) <i>Exp. 25-year Research Experience</i></p>	<p><b>Leadership</b></p> <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> <p>• <i>Dr. Kinjal Ahir,</i> Professor &amp;, Head Department of Economics, Sardar Patel University, Vallabh Vidyanagar Edu.- M.A. Ph. D. (Economics) <i>Exp. 16-year Research Experience</i></p>	<p><b>Group Dynamics</b></p> <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> <p>• <i>Dr. Kinjal Ahir,</i> Professor &amp;, Head Department of Economics, Sardar Patel University, Vallabh Vidyanagar Edu.- M.A. Ph. D. (Economics) <i>Exp. 16-year Research Experience</i></p>	<p><b>Time Management</b></p> <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 mgt</li> </ul> <p>• <i>Dr. Kinjal Ahir,</i> Professor &amp;, Head Department of Economics, Sardar Patel University, Vallabh Vidyanagar Edu.- M.A. Ph. D. (Economics) <i>Exp. 16-year Research Experience</i></p>

Day		<b>Session - I (9.30 am-11am)</b>	<b>Session - II (11.30 am-1 pm)</b>	<b>Session -III (2 pm-3.30 pm)</b>	<b>Session - IV (4 pm-5.30 pm)</b>
<b>6.</b>	<b>03/02/2026</b>	<b>Design strategy</b> <ul style="list-style-type: none"> <li>• Design thinking for business strategy and entrepreneurship</li> </ul>	<b>Introduction of Entrepreneurship</b> <ul style="list-style-type: none"> <li>• Basics of Social/Inclusive Entrepreneurship ( Case Studies)</li> </ul>	<b>Challenges in business</b> <p>Enterprise Development Challenges and mitigation strategies</p>	<b>Soils</b> <ul style="list-style-type: none"> <li>• Soil types and their mgt</li> <li>• Soil Sampling</li> <li>• Soil and water testing Advisory</li> <li>•</li> </ul>
	•	<ul style="list-style-type: none"> <li>• <i>Dr. Shakti Ranjan Panigrahi, Assistant Professor International Agribusiness Management Institute, Anand Agricultural University, Anand Edu. Ph. D. (Management) Exp. 10 year Research Experience</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Dr. M.A Prajapati, Assistant Professor International Agribusiness Management Institute, Anand Agricultural University, Anand Edu. Ph. D. (Management) Exp. 10 year Research Experience</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Dr. M.A Prajapati, Assistant Professor International Agribusiness Management Institute, Anand Agricultural University, Anand Edu. Ph. D. (Management) Exp. 10 year Research Experience</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Dr. D. Denesh Scientist Soil Science ICAR-IISWCRC, Vasad, Anand, Gujarat. Edu. Ph. D. (Soil Science) Exp. 16-year Research Experience</i></li> </ul>
<b>7</b>	<i>04/02/26</i>	<ul style="list-style-type: none"> <li>• <b>Interaction with successful agri-preneurs (at least 4) from different sectors –reflecting on their success</b></li> </ul>			
<b>8</b>	<b>05/02/2026</b>	<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>Package of Practices</b> <ul style="list-style-type: none"> <li>• Major Crops (agriculture) of the area and Post- harvest Technology</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>	<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>
	•	<ul style="list-style-type: none"> <li>• <i>Dr. V. J. Patel Professor and Head I/c, Agronomy Anand Agricultural University, Anand Qualification: Ph.D. Exp. Experience: 15 Years</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Dr. V. J. Patel Professor and Head I/c Agronomy, Anand Agricultural University, Anand Qualification: Ph.D. Exp. Experience: 15 Years</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Dr. VishitaRajesh Khanna International Agribusiness Management Institute, Anand Agricultural University, Anand Exp.- Quality Management, Food Processing Technology, Human Resource Management, Exp. 7-year Research Experience</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Dr. Hemant Sharma Agro Economic Research Centre, Sardar Patel University Vallabh Vidyanagar</i></li> </ul>

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9	06/02/2026	<b>Agri-Marketing</b> <ul style="list-style-type: none"> <li>• Millet</li> <li>• Marketing Organic produce marketing</li> </ul>	<b>Bio-Input Production &amp; Management</b> <ul style="list-style-type: none"> <li>• Bio Agri Inputs Company - Technical Head</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>	<b>Project Identification:</b> <ul style="list-style-type: none"> <li>• Resources Analysis and Counselling</li> <li>• Project identification, profile preparation</li> <li>• Presentations and Counselling</li> <li>•</li> </ul>
		<ul style="list-style-type: none"> <li>• <i>Shri Nikunj Soni</i> CEO, Incubation Center, Anand Agricultural University, Anand Edu- M.Sc. Exp. 8 year Experience</li> </ul>	<p><i>Dr Raghunandan BL,</i> Associate Professor (Microbiology), Gujarat Natural Farming Science University, Halol, Gujarat 389350 Ph: 7573017254 email: <a href="mailto:raghunandan@gnfsu.edu.in">raghunandan@gnfsu.edu.in</a> Edu. Ph.D. Exp. 9 year Experience</p>	<p><b>Madam Japa Mistri</b> J. D. M. &amp; Co., Chartered Accountants 414, Vashishtha Vanijyam, Near Janta Railway Station, Vallabh Vidyanagar – 388120 Email: jdmco.info@gmail.com Mobile: 99790 41742</p>	<p><i>Dr. Hemant Sharma</i> Assistant Professor Agro Economic Research Centre, Sardar Patel University, Vallabh Vidyanagar</p>
10	07/02/2026	<b>Pest Management</b> <ul style="list-style-type: none"> <li>• Important Pests of Major Crops - Causes, Symptoms &amp; Control measures</li> <li>• Integrated Pest Management</li> <li>• Methods of Pesticide application</li> <li>• Identification of useful &amp; 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>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>	<b>Seed</b> <ul style="list-style-type: none"> <li>• Seed Producing Companies- Technical Head</li> </ul>
		<ul style="list-style-type: none"> <li>• <i>Dr. D.B. Sisodia</i> Professor &amp; Head Anand Agricultural University, Anand Edu- Ph.D. Plant Pathology Exp. 16-year Research Experience</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Dr. R. G. Parmar</i> Professor &amp; Head Ph.D. Plant Pathology Anand Agricultural University, Anand Exp. 16-year Research Experience</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Sh. SG Gadhiya,</i> District Agriculture Officer Department of Agriculture, Govt. of Gujarat, Anand Exp. Experience: 10 Years</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Dr. Anil Rawat</i> Associate Professor, Seed Technology AAU Edu- M.Sc (Agri) Exp. 5-year Experience</li> </ul>

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11	08/02/26	<b>Sunday 2. – Homework, Assignments, Readings and Personal work</b>			
12	09/02/2026	<p><b>Apiculture – Bee keeping</b></p> <ul style="list-style-type: none"> <li>• Complement package of practices on Apiculture</li> <li>• Introduction to Project proposal</li> <li>•</li> </ul> <p><i>• Dr. D.B. Sisodia Professor &amp; Head Anand Agricultural University, Anand Edu- Ph.D. Plant Pathology Exp. 16-year Research Experience</i></p>	<p><b>Plasticulture</b></p> <ul style="list-style-type: none"> <li>• Playhouse/shade net/tunnel net</li> <li>• Mulching /types of mulching</li> <li>• Water harvesting structures (Use of poly propylene material)</li> </ul> <p><b>Suresh Maheriya</b> <i>BTM, ATMA, Anand 9376443202</i></p>	<p><b>Project Identification</b></p> <ul style="list-style-type: none"> <li>• Resources Analysis and Counselling</li> <li>• Project identification, profile preparation</li> <li>• Presentations and Counselling</li> </ul> <p><i>Dr. Hemant Sharma Assistant Professor Agro Economic Research Centre, Sardar Patel University, Vallabh Vidyanagar</i></p>	<p><b>Poultry</b></p> <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> <p><i>• Dr. Raisbhai M Rajpura, Assistant Professor Dept. of Animal Science, Agricultural University, Anand, Gujarat M. V. Sc., Ph. D (Poultry Sci) Exp. 9 Year Experience</i></p>
13	10/02/2026	<p><b>Farm- Mechanization:</b></p> <ul style="list-style-type: none"> <li>• Farm Implements and Equipment's,</li> <li>• Repairing &amp; Maintenance of Farm Implements</li> <li>• Custom Hiring Centre</li> <li>• Solar-based agri-Entrepreneurship</li> </ul> <p><i>• Dr Bhavin Ram Assistant Professor, Anand Agricultural University, Anand Soil and Water Engineering, Irrigation Engineering Exp. 08 Years experience</i></p>	<p><b>Sericulture</b></p> <ul style="list-style-type: none"> <li>• Complement package of practices on Sericulture</li> <li>• Introduction to Project proposal</li> <li>•</li> </ul> <p><i>• Dr. D.B. Sisodia Professor &amp; Head Anand Agricultural University, Anand Edu- Ph.D. Plant Pathology Exp. 16-year Research Experience</i></p>	<p><b>Agri-Journalism</b></p> <ul style="list-style-type: none"> <li>• Printing, Digital, Social Media</li> <li>• Project proposal on Mushroom farming</li> </ul> <p>Shri Jagdish Dhanani Producer &amp; Director-Digital Agri Media605, Shalim Complex, Sector-11, Ghandhinagar-382011( Gujarat) Email.: contact@digitalagrimedia.com</p>	<p><b>Marketing &amp; product Development</b></p> <ul style="list-style-type: none"> <li>• Digital marketing</li> </ul> <p>Shri Jagdish Dhanani Producer &amp; Director-Digital Agri Media605, Shalim Complex, Sector-11, Ghandhinagar-382011( Gujarat) Email.: contact@digitalagrimedia.com</p>

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14	<b>Warehouses Management</b> <ul style="list-style-type: none"> <li>Warehouse functions and management</li> </ul> <p>• <i>Dr. Savan P. Padaliya</i> Assistant Professor International Agribusiness Management Institute, Anand Agricultural University, Anand Edu. Ph. D. (Management) Exp. 11-year Experience</p>	<b>Contract Farming</b> <ul style="list-style-type: none"> <li>Complete package of practices for contract farming</li> </ul> <p>• <i>Dr. Savan P. Padaliya</i> Assistant Professor International Agribusiness Management Institute, Anand Agricultural University, Anand Edu. Ph. D. (Management) Exp. 11-year Experience</p>	<b>Agri-tourism &amp; entrepreneurship</b> <ul style="list-style-type: none"> <li>Agri-tourism</li> <li>Eco-tourism</li> </ul> <p>• <i>Dr. Shakti Ranjan Panigrahi,</i> Assistant Professor International Agribusiness Management Institute, Anand Agricultural University, Anand Edu. Ph. D. (Management) Exp. 10-year Experience</p>	<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> <p>• <i>Dr. Ashish B. Mahera</i> Assistant Professor International Agribusiness Management Institute, Anand Agricultural University, Anand Edu. Ph. D. (Management) Exp. 11-year Experience</p>
15	<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> <p>• <i>Dr. Baldev Singh Parmar,</i> Former Joint Director Horticulture, Government of Gujrat Anand, Gujarat Edu- M. Sc. Horticulture, Exp. 25 Year Experience</p>	<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> <p>• <i>Dr. Baldev Singh Parmar,</i> Former Joint Director Horticulture, Government of Gujrat Anand, Gujarat Edu- M. Sc. Horticulture, Exp. 25 Year Experience</p>	<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> <li>Dos and Don'ts during hands-on-Experience</li> </ul> <p><b>Dr. Raju M. Rathod</b> <b>Professor</b> <b>P.G. Department of Business Management</b> <b>Sardar Patel University</b> <b>Vallabh Vidyanagar-388120</b> <b>Mob. No. 9825271352</b> <a href="mailto:rm_rathod@spuvv.edu">rm_rathod@spuvv.edu</a> <a href="mailto:rajumrathod@rediffmail.com">rajumrathod@rediffmail.com</a></p>	<ul style="list-style-type: none"> <li><b>Efficient Feed and Fodder Management Practices in Animal Husbandry</b></li> </ul> <p>Dr. Rajesh Sharma National Dairy Development Board Anand, Gujarat Mobile- 9413841578,9409523262 Mail Id.: <a href="mailto:rsharma@nddb.coop">rsharma@nddb.coop</a> <a href="mailto:appatel@nddb.coop">appatel@nddb.coop</a></p>
16	<ul style="list-style-type: none"> <li>Exposure to DAC&amp; FW flagship scheme implemented at the district level (Soil Health Card, Crop Insurance, RKVY, Seed bank and all etc.) with the State Agriculture and Allied department</li> </ul>			

17	14/02/26	<ul style="list-style-type: none"> <li>Exposure to DAC&amp; FW flagship scheme implemented at district level (Soil Health Card, Crop Insurance, RKVY, Seed bank and all etc.) with State Agriculture and Allied department</li> </ul>			
18	15/02/26	<ul style="list-style-type: none"> <li><b>Sunday 3. – Homework, Assignments, Readings and Personal work</b></li> </ul>			
19	16/02/26	<ul style="list-style-type: none"> <li>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</li> </ul>			
20	17/02/26	<ul style="list-style-type: none"> <li>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</li> </ul>			
21	18/02/26	<ul style="list-style-type: none"> <li>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</li> </ul>			
Day		<b>Session - I</b> <b>(9.30 am-11am)</b>	<b>Session – II</b> <b>(11.30 am-1 pm)</b>	<b>Session –III</b> <b>(2 pm-3.30 pm)</b>	<b>Session – IV</b> <b>(4 pm-5.30 pm)</b>
22	19/02/26	<b>Govt. Scheme</b> <ul style="list-style-type: none"> <li>National Horticulture Mission (NHM)</li> </ul>	<b>Account &amp; Finance</b> <ul style="list-style-type: none"> <li>Ledger &amp; book keeping</li> <li></li> </ul>	<b>Bank Volunteer</b> <ul style="list-style-type: none"> <li>Banking facilitators a “Business and Extension opportunity” for Agripren eur</li> </ul>	<b>Grievances redressal mechanism in Banks</b> <ul style="list-style-type: none"> <li>RTI/Ombudsman etc.</li> </ul>

		<p><i>Dr. S. S. Pillai</i> Deputy Director of Horticulture, Anand Office of the Deputy Director of Horticulture, Jilla SevaSadan, Room No.427-429, Fourth Floor, Nr. Borsad Cross Road, Anand. 9213000466 <a href="mailto:ddhanandhorti@gmail.com">ddhanandhorti@gmail.com</a></p>	<ul style="list-style-type: none"> <li>• <i>Dr. Mahesh R. Prajapati</i> Asso Prof &amp; Head (Fin Management) International Agribusiness Management Institute, Anand Agricultural University, Anand Edu.-M.Com., Ph.D. (Com) <b>Exp.</b> 6 years (Teaching &amp; Research)</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Shri Divyan Patel</i> Bank Manager Union Bank of India, SPU Branch Vallabh Vidyanagar Edu.- MA <b>Exp.</b> 12 year experience</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Shri Divyan Patel</i> Bank Manager Union Bank of India, SPU Branch Vallabh Vidyanagar Edu.- MA <b>Exp.</b> 12 year experience</li> </ul>
23	20/02/26	<p><b>Marketing &amp; product Development</b></p> <ul style="list-style-type: none"> <li>• Digital marketing</li> <li>• Method demonstration</li> <li>Result Demonstration</li> </ul> <p>• <i>Dr. S.S. Kalamkar,</i> Director &amp; Professor, Agro-Economic Research Centre, Sardar Patel University, Vallabh Vidyanagar, Edu.-M.Sc. Ph. D. (Agril. Economics) <b>Exp. 25-year Research Experience</b></p>	<p><b>Flagship programs of</b></p> <ul style="list-style-type: none"> <li>• Dept. of Animal Husbandry, GoI and of respective State</li> </ul> <p><i>Dr. Mehul J. Patel</i> I/C Dy. Director (A.H.) 401-402, Animal Husbandry, Sardar Vallabhbhai Patel District Panchayat Bhavan, Borsad Chokadi, Amul Dairy Road, Anand 02692-258136, 258136 Mobile no.9427029319 <a href="mailto:dahoanand@gmail.com">dahoanand@gmail.com</a></p>	<p><b>Flagship programs of</b></p> <ul style="list-style-type: none"> <li>• Dept. of Fisheries,</li> <li>• GoI and of respective State</li> </ul> <p><i>Smt. B. P. Thakkar (I/C)</i> Assistant Director of Fisheries, Opp. Central Ware House, Borsad Chokdi, Anand 02692-260116 99 988 13153 <a href="mailto:ad-fish-anand@gujarat.gov.in">ad-fish-anand@gujarat.gov.in</a></p>	<ul style="list-style-type: none"> <li>• National Food Security Mission (NFSM)</li> <li>• <i>Dr. Kalpana Kapadia,</i> Research Associate Agro-Economic Research Centre, Sardar Patel University, Vallabh Vidyanagar, Edu. Ph. D. (Economics) <b>Exp.</b> 15-year Experience</li> </ul>
24	21/02/2026	<p><b>Work with the Line department:</b></p> <ul style="list-style-type: none"> <li>• How to work effectively with ATMA and to organize Farm</li> <li>• Schools- PD ATMA</li> </ul> <p>• <i>Sh. G.C. Bhalodi</i> Project Director, Agricultural Technology Management Agency (ATMA), Anand Edu- M.Sc.(Agri) <b>Exp.</b> 10 year field experience</p>	<p><b>Source of Credit &amp; Subsidy:</b></p> <ul style="list-style-type: none"> <li>• Rural Credit / funds</li> <li>• Crop Insurance Access of subsidies scheme – Bankers/ NABARD</li> </ul> <p>• <i>Shri Rahul Jelugadekar</i> District Development Manager-Anand, NABARD Gujarat Regional Office, Anand Edu- MBA, <b>Exp.</b> 6 Year Experience</p>	<p><b>IT-Enabled Agricultural Extension Advisory Services</b></p> <ul style="list-style-type: none"> <li>• Visit to KCC (Kisan Call Center)</li> </ul> <p>• <i>Dr. T. B. Parihar</i> Research Associate Agro-Economic Research Centre, Sardar Patel University, Vallabh Vidyanagar, Edu. Ph. D. (Ag. Economics) <b>Exp.</b> 15-year Experience in research</p>	<p><b>IT-Enabled Agricultural Extension Advisory Services</b></p> <ul style="list-style-type: none"> <li>• Introduction of Mobile App/e-tablet)</li> </ul> <p>• <i>Dr. R. S. Parmar</i> Director - Information Technology (I/c) ITC, Anand Agricultural University, Anand 388 110 Edu- Ph.D. <b>Exp.</b> 16-year Research Experience</p>

25	22/02 /26	<b>Sunday-4: Homework, Assignments, Readings and Personal work</b>	
26	23/02/ 26	<ul style="list-style-type: none"> <li>Exposure visit to KCC - Anand</li> </ul>	<ul style="list-style-type: none"> <li>Exposure Visit to Radio station/Television Centre (<b>FM Band 90.4 Mega Hertz</b>)</li> </ul>
27	24/02 /26	<ul style="list-style-type: none"> <li>Exposure Visit to KVK (<b>Dethali, Kheda/Devataj. Sojita, Anand</b>)</li> </ul>	<ul style="list-style-type: none"> <li>Exposure Visit to ICAR Institute- <b>ICAR Directorate of Medical and Aromatic Plant Research, Boriavi, Anand</b></li> </ul>
28	25/02 /26	<ul style="list-style-type: none"> <li>Exposure Visit to State Department of Agriculture-<b>Gandhinagar</b></li> </ul>	<ul style="list-style-type: none"> <li>Exposure Visit to Department of Animal Husbandry &amp; Fishery-<b>Gandhinagar</b></li> </ul>
29	26/0 2/26	<ul style="list-style-type: none"> <li>Hands-on-experience/Internship with respective Agri-business companies &amp; established agri-preneur/–Interaction with the promoter and understanding each process thoroughly and record the observations–seek clarifications–amend the business plan accordingly</li> </ul>	
30	27/02 /26	<ul style="list-style-type: none"> <li>Hands-on-experience/Internship with respective Agri-business companies/established agripreneur– Interaction with the promoter and understanding each process thoroughly and record the observations–seek clarifications – amend the business plan accordingly</li> </ul>	
31	28/02 /26	<ul style="list-style-type: none"> <li>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</li> </ul>	
32	01/03 /26	<b>Sunday-5: Homework, Assignments, Readings and Personal work</b>	
33	02/03/26	<ul style="list-style-type: none"> <li>Preparation of business plan based on the data/information collected during Market Survey/Internship</li> <li><i>Shri Nikunj Soni</i> <i>CEO, Incubation Center,</i> <i>Anand Agricultural University,</i> <i>Anand</i> <i>Edu- M.Sc.</i></li> <li><i>Exp. 8 year Experience</i></li> </ul>	

34	03/03/26	<ul style="list-style-type: none"> <li>Project outline and financial analysis tools – lecture cum case study/case exercises</li> <li><i>Shri Rahul Jelugadekar</i> <i>District Development Manager-Anand, NABARD Gujarat Regional Office, Anand</i> <i>Edu- MBA,</i></li> <li><i>Exp. 6 Year Experience</i></li> </ul>
35	04/03/26	<ul style="list-style-type: none"> <li>Translating Business Plan in to Detailed Project Report (DPRs)</li> <li><i>Shri Viresh M S</i> <i>Agriculture officer and Manager, PNB</i></li> <li><i>Exp. 10 Year Experience</i></li> </ul>
36	05/03/26	<ul style="list-style-type: none"> <li>Finalizing Detailed Project Reports (DPRs)</li> <li><i>Shri Nikunj Soni</i> <i>CEO, Incubation Center,</i> <i>Anand Agricultural University,</i> <i>Anand</i> <i>Edu- M.Sc.</i></li> <li><i>Exp. 8 year Experience</i></li> </ul>
37	06/03/26	<ul style="list-style-type: none"> <li>Finalizing Detailed Project Reports (DPRs)</li> <li><i>Dr G K Bamania</i> <i>Founder and Director Xcell Breeding &amp; Livestock Services Pvt. Ltd</i></li> <li><i>Exp. 10 Year Experience</i></li> </ul>
38	07/03/26	<ul style="list-style-type: none"> <li>Finalizing Detailed Project Reports (DPRs)</li> <li><i>Dr G K Bamania</i> <i>Founder and Director Xcell Breeding &amp; Livestock Services Pvt. Ltd</i></li> <li><i>Exp. 10 Year Experience</i></li> </ul>
39	08/03/26	<ul style="list-style-type: none"> <li><b>SSunday-6: Homework, Assignments, Readings and Personal work</b></li> </ul>
40	09/03/26	<ul style="list-style-type: none"> <li>Finalizing Detailed Project Reports (DPRs)</li> <li><i>Shri Viresh M S</i> <i>Agriculture officer and Manager, PNB</i></li> <li><i>Exp. 10 Year Experience</i></li> </ul>
41	10/03/26	<ul style="list-style-type: none"> <li>Finalizing Detailed Project Reports (DPRs)</li> <li><i>Shri Rahul Jelugadekar</i> <i>District Development Manager-Anand, NABARD Gujarat Regional Office, Anand</i> <i>Edu- MBA,</i></li> <li><i>Exp. 6 Year Experience</i></li> </ul>

42	11/03/26	<ul style="list-style-type: none"> <li>• Finalizing Detailed Project Reports (DPRs) and forwarding to MANAGE                             <ul style="list-style-type: none"> <li>• Dr.Kuldeep Shivjiram Choudhary* B.Sc. (Agri.); MBA(Agribusiness); Ph.D. (Agribusiness Management)</li> <li>• Agribusiness Management Division, ICAR-National Academy of Agricultural Research Management, Rajendranagar, Hyderabad-500 030</li> <li>• <i>Exp. 15 Year Experience</i></li> </ul> </li> </ul>
43	12/03/26	<ul style="list-style-type: none"> <li>• Finalizing Detailed Project Reports (DPRs) and gets Feedback from MANAGE                             <ul style="list-style-type: none"> <li>• Dr.Kuldeep Shivjiram Choudhary* B.Sc. (Agri.); MBA(Agribusiness); Ph.D. (Agribusiness Management)</li> <li>• Agribusiness Management Division, ICAR-National Academy of Agricultural Research Management, Rajendranagar, Hyderabad-500 030</li> <li>• <i>Exp. 15 Year Experience</i></li> </ul> </li> </ul>
44	13/03/26	<ul style="list-style-type: none"> <li>• Presentation of DPR and submission to respective bankers</li> </ul>
45	14/03/26	<ul style="list-style-type: none"> <li>• Valedictory program and distribution of Certificate</li> </ul>

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

Sr. No.	Sessions/Breaks	Time
1	Session - I	09.30 am to 11.00 am
2	Tea Break	11.00 am to 11.30 am
3	Session - II	11.30 am to 01.00 pm
4	Lunch Break	01.00 pm to 02.00 pm
5	Session -III	02.00 pm to 03.30 pm
6	Tea Break	03.30 pm to 04.00 pm
7	Session - IV	04.00 pm to 05.30 pm