

**REVISED TRAINING CURRICULUM UNDER AGRI-CLINICS AND AGRI-BUSINESS  
CENTERS (AC&ABC) SCHEME**

S. No.	Particulars	Days	Percentage
<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, Start-up & Incubation facilities, introduction of rules and regulation Tax/GST etc. ICT-MS– Word, Internet access. Writing, Reading and Oral communication Skill	<b>6 days</b>	<b>13.33%</b>
<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.	<b>8 days</b>	<b>17.77%</b>
<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.	<b>25 days</b>	<b>55.55%</b>
<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.	<b>6 days</b>	<b>13.33%</b>
		<b>45 days</b>	<b>100 %</b>

**DETAILS OF DAY TO DAY SESSION UNDER AGRI-CLINICS &AGRI-BUSINESS  
CENTERS (AC&ABC) SCHEME**

<b>Day</b>	<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>1.</b>	<b>Registration</b> <ul style="list-style-type: none"> <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>
<b>2.</b>	<b>Interpersonal Relation</b> <ul style="list-style-type: none"> <li>• Introduction to Interpersonal Relations</li> <li>• Analysis of 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>
<b>3.</b>	<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>
<b>4.</b>	<b>Small enterprise Management</b> <ul style="list-style-type: none"> <li>• Small Enterprise Management</li> </ul>	<b>Personal value and Ethics</b> <ul style="list-style-type: none"> <li>• Ethics in Business</li> </ul>	<b>Planning in Extension:</b> <ul style="list-style-type: none"> <li>• Preparation and operationalization</li> </ul>	<b>Writing Skills:</b> <ul style="list-style-type: none"> <li>• Writing, reading and Oral communication</li> </ul>

	<ul style="list-style-type: none"> <li>• SWOT Analysis</li> <li>Book keeping process</li> </ul>		<ul style="list-style-type: none"> <li>n of Strategic Research Extension Plan (SREP)</li> </ul>	<ul style="list-style-type: none"> <li>Skill</li> <li>• News Papers / agriculture Magazines</li> </ul>
<b>5</b>	<b>Interaction with successful agri-preneurs (at least 4) from different sectors – reflecting on their success</b>			
<b>6.</b>	<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>
<b>7.</b>	<b>Sunday 1. – Homework, Assignments, Readings and Personal work</b>			
<b>8.</b>	<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>
<b>9.</b>	<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>
<b>10</b>	<b>Seed:</b> <ul style="list-style-type: none"> <li>• Seed Producing Companies-</li> </ul>	<b>Bio-Input production and management</b>	<b>Chemical Input</b> <ul style="list-style-type: none"> <li>• Input Retail Stores –</li> </ul>	<b>Agri-Marketing</b> <ul style="list-style-type: none"> <li>• Millet Marketing</li> </ul>

	technical Head	<ul style="list-style-type: none"> <li>Bio Agri Inputs Company - Technical Head</li> </ul>	Coromandel (any one)	<ul style="list-style-type: none"> <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 Centre</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>Playhouse/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 Counselling</li> <li>Project identification, profile preparation</li> <li>Presentations and Counselling</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> </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> <li>Dos and Don'ts during hands-on-experience</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> <li>Dos and Don'ts during hands-</li> </ul>

				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			
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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			
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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 – Bankers/ NABARD	<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)
25	Exposure visit to KCC		Exposure Visit to Radio station/Television Centre	
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	

<b>28</b>	<b>Sunday-4: Homework, Assignments, Readings and Personal work</b>
<b>29</b>	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
<b>30</b>	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
<b>31</b>	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
<b>32</b>	Preparation of business plan based on the data / information collected during Market Survey/Internship
<b>33</b>	Project outline and financial analysis tools – lecture cum case study / case exercises
<b>34</b>	Translating Business Plan in to Detailed Project Report (DPRs)
<b>35</b>	<b>Sunday-5: Homework, Assignments, Readings and Personal work</b>
<b>36</b>	Finalizing Detailed Project Reports (DPRs)
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<b>38</b>	Finalizing Detailed Project Reports (DPRs)
<b>39</b>	Finalizing Detailed Project Reports (DPRs)
<b>40</b>	Finalizing Detailed Project Reports (DPRs)
<b>41</b>	Finalizing Detailed Project Reports (DPRs) and forwarding to MANAGE
<b>42</b>	<b>Sunday-6: Homework, Assignments, Readings and Personal work</b>
<b>43</b>	Finalizing Detailed Project Reports (DPRs) and gets Feedback from MANAGE
<b>44</b>	Presentation of DPR and submission to respective bankers
<b>45</b>	Valedictory program and distribution of Certificate

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