

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR AGRICULTURE AND ALLIED INDUSTRY

What are Occupational Standards(OS) ?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

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Introduction

Qualifications Pack- Agri-Clinic & Agri-Business Centre Manager

SECTOR/S: AGRICULTURE AND ALLIED

SUB-SECTOR: Agriculture Industries

OCCUPATION: Agri Entrepreneurship & Rural Enterprises

REFERENCE ID: AGR/Q7807

ALIGNED TO: NCO-2015/6116

Brief Job Description: The individual in this job role sets up and manages own agri-clinic and/or agri-business centre in order to provide support to farmers, introducing them to new technologies and offering professional extension services. It includes conducting demonstrations, trainings programs and providing support in raising funds for agriculture ventures.

Personal Attributes: The individual must be willing to work with the community and travel extensively. Punctuality, amenable behaviour, patience, building good interpersonal relationships, trustworthiness, integrity and critical thinking are important attributes required for this job.

Job Details	Qualifications Pack Code	AGR/Q7807		
	Job Role	Agri-Clinic & Agri-Business Centre Manager (Applicable for National Scenarios)		
	Credits	TBD	Version number	1.0
	Sector	Agriculture and Allied	Drafted on	11/02/2019
	Sub-sector	Agriculture Industries	Last reviewed on	11/02/2019
	Occupation	Agri Entrepreneurship & Rural Enterprises	Next review date	11/02/2023
	NSQC Clearance on	22/08/2019		

Job Role	Agri-Clinic & Agri-Business Centre Manager
Role Description	The individual in this job role sets up and manages own agri-clinic and/or agri-business centre and offer professional extension services to farmers.
NSQF level	7
Minimum Educational Qualifications	Graduate in Agriculture & Allied/ Science
Maximum Educational Qualifications	NA
Prerequisite License or Training	NA
Minimum Job Entry Age	25 Years
Experience	Minimum 1-year prior experience, preferably in Agri & allied activities or in Agri-input
Applicable National Occupational Standards (NOS)	Compulsory: <ol style="list-style-type: none"> 1. AGR/N7828 Setup an agri-clinic and agri-business centre 2. AGR/N7829 Manage an agri-clinic and agri-business centre 3. AGR/N7830 Provide agriculture extension services 4. AGR/N9914 Apply basic project management tools to enhance work effectiveness 5. AGR/N9911 Adhere to health and safety guidelines at the workplace 6. AGR/N9920 Present knowledge, information and ideas effectively
Performance Criteria	As described in the relevant OS units

Keywords /Terms	Description	
Definitions	Sector	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.	
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.	
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.	
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.	
Performance Criteria	Performance criteria are statements that together specify the standard of performance required when carrying out a task.	
National Occupational Standards (NOS)	NOS are occupational standards which apply uniquely in the Indian context.	
Qualifications Pack(QP)	QP comprises the set of OSs, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.	
Electives	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.	
Options	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.	
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'	
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.	
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.	
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.	
Knowledge and Understanding	Knowledge and understanding are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual need to perform to the required standard.	
Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.	

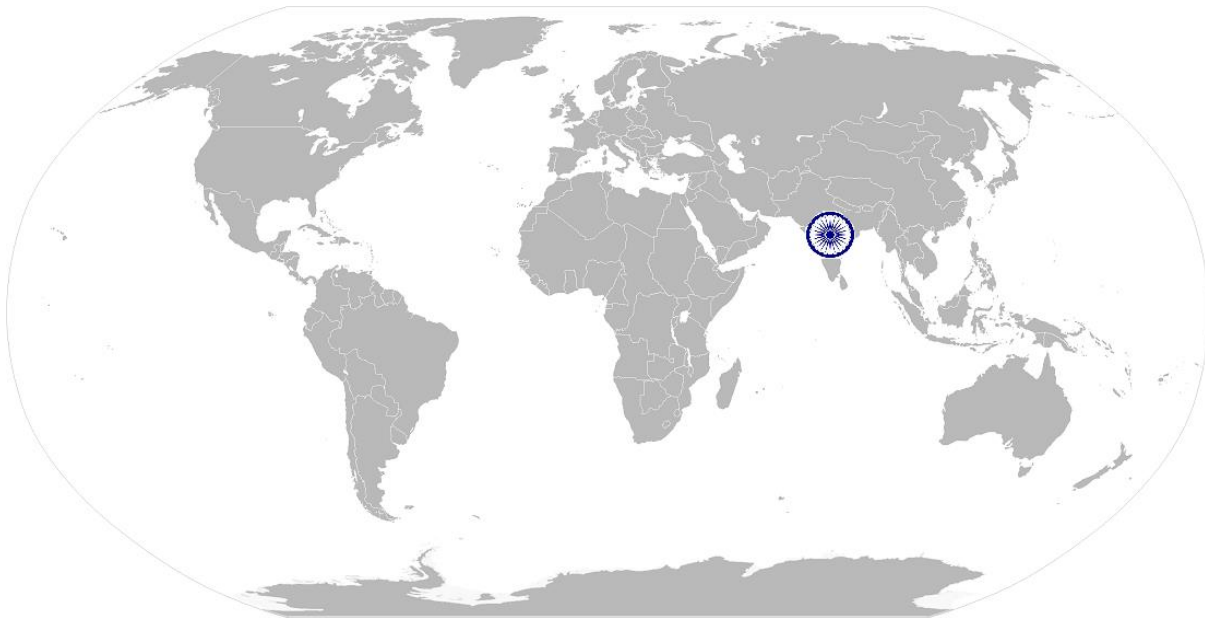
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/Generic Skills	Core skills or generic skills are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. In the context of the OS, these include communication related skills that are applicable to most job roles.

Acronyms	Keywords /Terms	Description
	NOS	National Occupational Standard(S)
	NVQF	National Vocational Qualifications Framework
	NSQF	National Skills Qualifications Framework
	NVEQF	National Vocational Education Qualifications Framework
	QP	Qualifications Pack

AGR/N7828

Setup an agri-clinic and agri-business centre

National Occupational Standard



Overview

This unit deals in detail with setting up of an agri-clinic and agri-business centre.

AGR/N7828
Setup an agri-clinic and agri-business centre

National Occupational Standard	Unit Code	AGR/N7828
	Unit Title (Task)	Setup an agri-clinic and agri-business centre
	Description	This unit deals in detail with setting up of an agri-clinic and agri-business centre.
	Scope	<p>This unit/ task covers the following:</p> <ul style="list-style-type: none"> • Conduct market research to identify agri-business opportunity or idea • Prepare a detailed project report • Fulfill statutory, funding related and operational requirements for setting up an agri-clinic and agri-business centre
	Performance Criteria(PC) w.r.t. the Scope	
	Element	Performance Criteria
	Conduct market research to identify agri-business opportunities or ideas	<p>To be competent, the user/ individual on the job must be able to:</p> <p>PC1. conduct primary and secondary research from a range of sources to gather information about agri-business potential</p> <p>PC2. identify existing market gaps and select agri-business opportunities by discussing the market research report with experts and local stakeholders</p> <p>PC3. compare personal skills and aspirations with the requirements of the agri-business opportunities</p> <p>PC4. investigate the market size, market trends and developments to identify market needs relative to the business ideas selected</p> <p>PC5. list the skills, knowledge, technologies required to develop and operate, to maximise the business opportunities</p> <p>PC6. select the agri-business opportunity that has market potential, is in-line with personal skills and aspirations and is a viable business proposition</p>
	Prepare a detailed project report	<p>To be competent, the user / individual on the job must be able to:</p> <p>PC7. identify and document business goals and objectives as a basis for measuring business performance</p> <p>PC8. prepare financial plan including various financial planning parameters Financial planning parameters: Costs associated with production and delivery; prices based on costs and profit margin; break-even sales point calculation; appropriate pricing strategies; projected profit statement with profit targets; working capital requirements necessary to attain profit projections; cash flow projections to enable business operation; capital investment requirements; start-up and ongoing financial requirements; sources and cost of finance; strategies to obtain finance</p> <p>PC9. develop marketing strategies, to promote market exposure of the business and minimise risks</p> <p>PC10. identify the methods and means of production/operations in line with the plan and the business objectives</p> <p>PC11. identify staffing requirements to effectively produce or deliver products and services</p> <p>PC12. identify, assess and prioritise internal and external risks</p>

AGR/N7828 Setup an agri-clinic and agri-business centre

	PC13. write the project report for the agri-business with the assistance of a chartered accountant or a funding consultant
Start an agri-clinic or agri business centre	To be competent, the user / individual on the job must be able to: PC14. follow statutory and legal requirements to register agri-business PC15. identify various sources available for funding and their terms and conditions PC16. select a suitable source for funding as per the type of business and funding requirements in consultation with a chartered accountant or funding consultant PC17. apply for funding from identified source for capital expenditure as well as working capital as per business plan PC18. obtain and organise infrastructure and technologies as per the operational plan PC19. hire staff with relevant skill sets as per manpower plan
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. guidelines of agri-clinic and agri-business centre (AC&ABC) scheme KA2. various types of agri-business ventures that can be taken up in the area
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. methods of community engagement KB2. environment scanning KB3. development of business plan KB4. agricultural marketing tools and strategies KB5. procurement, production/process and marketing sections KB6. statutory and regulatory compliance KB7. the significance of Strengths, Weakness, Opportunity and Threats (SWOT) analysis KB8. small enterprise management principles and guidelines KB9. risk assessment methods KB10. contents of financial, marketing plan, operations plan, staffing/manpower plan KB11. meaning of Detailed Project Report (DPR) KB12. contents of DPR KB13. various Government schemes and loan facilities KB14. how to interact with various stake holders
Skills (S)	
A. Core Skills/ Generic Skills	Writing Skills
	The user/ individual on the job needs to know and understand how to: SA1. write reports and prepare plans SA2. write letters to various local agencies and stakeholders and subject matter experts to request information on agri-business SA3. write a plan for setting up an agri-business SA4. complete registration of company formalities

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Setup an agri-clinic and agri-business centre

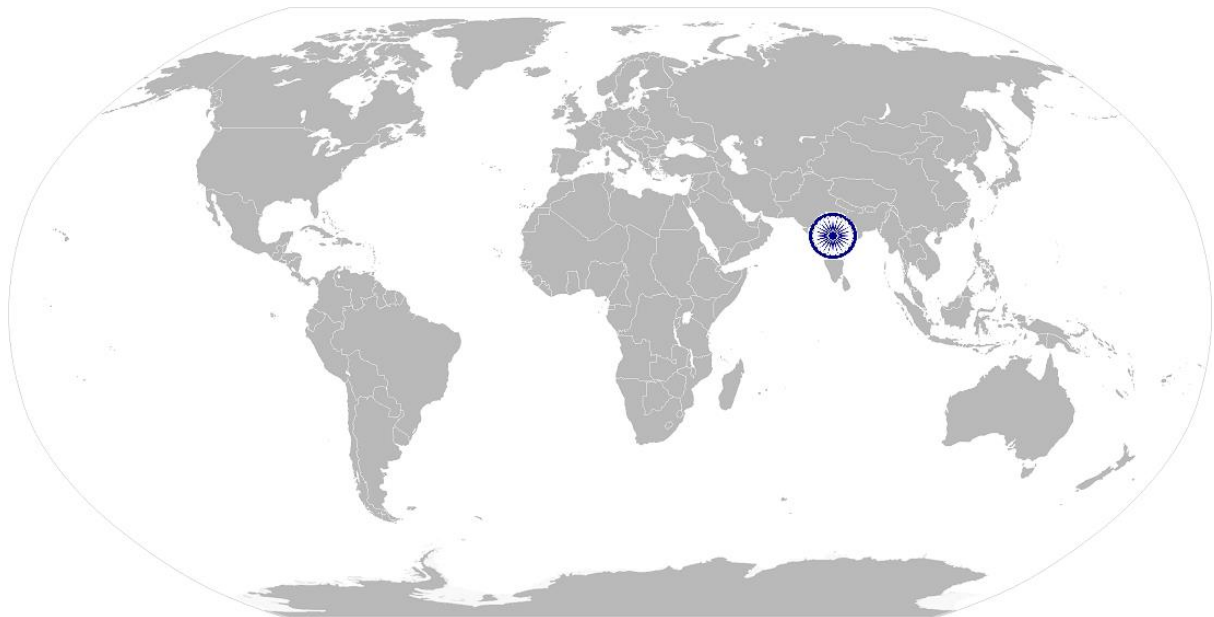
	Reading Skills
	The user/ individual on the job needs to know and understand how to: SA5. read journals and reports on agri-business SA6. read scheme documents and bank related documents
	Oral Communication (Listening and Speaking skills)
	The user/ individual on the job needs to know and understand how to: SA7. communicate effectively with the community institutions and external agencies SA8. listen attentively and comprehend the information SA9. discuss agri-business opportunities with community members, institutions and experts
B. Professional Skills	Decision Making
	The user/individual on the job needs to know and understand how to: SB1. evaluate adequacy of information available for sound decision making SB2. scope possible and plausible options for selecting area, nature and scale of intervention, given opportunity and constraints
	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB3. prepare financial plan, marketing strategies and business plan
	Customer Centricity
	The user/individual on the job needs to know and understand how to: SB4. identify the concerns and priorities of community SB5. identify array of solutions that address needs of the community
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB6. identify social and political undercurrents and issues within community institutions and work out solutions on these to resolve the issues
	Analytical Thinking
	The user/ individual on the job needs to know and understand how to: SB7. identify key needs of the community SB8. identify what business opportunity matches own skill set and interest SB9. identify best source of funding SB10. analyse various business opportunities SB11. analyse and identify financial plan and funding requirements
	Critical Thinking
	The user/ individual on the job needs to know and understand how to: SB12. use reasoning skills to detect any potential problems which could arise

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Setup an agri-clinic and agri-business centre

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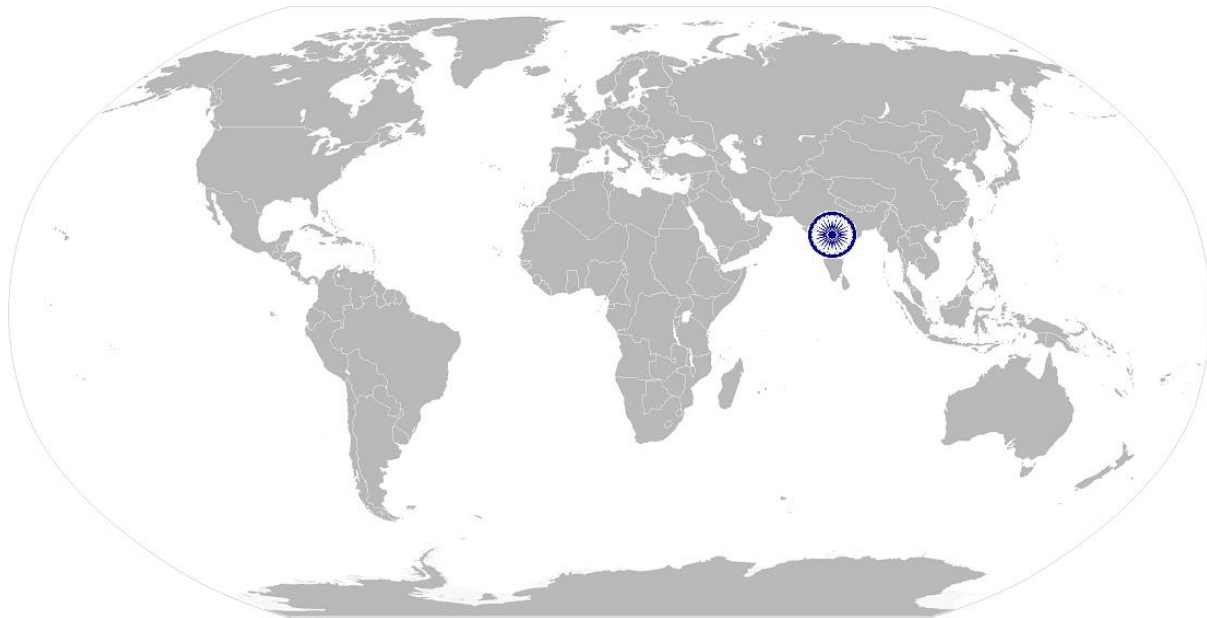
NOS Code	AGR/N7828		
Credits	TBD	Version number	1.0
Industry	Agriculture and Allied	Drafted on	11/02/2019
Industry Sub-sector	Agriculture Industries	Last reviewed on	11/02/2019
Occupation	Agri Entrepreneurship & Rural Enterprises	Next review date	11/02/2023



AGR/N7829

Manage an agri-clinic and agri-business centre

National Occupational Standard



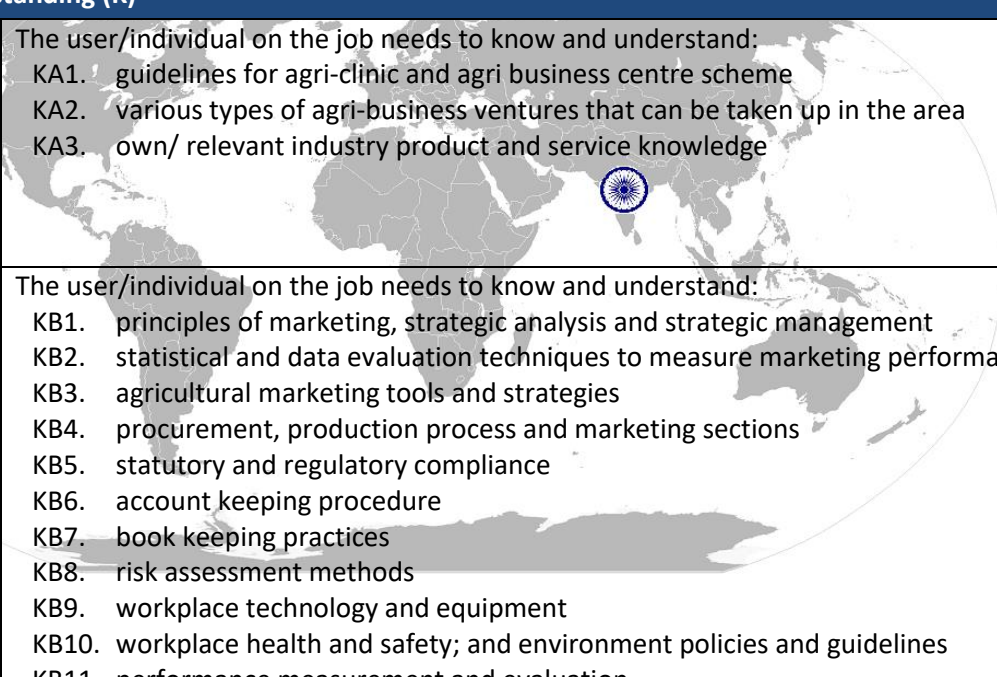
Overview

This unit deals in detail with managing an agri-clinic and an agri-business centre.

AGR/N7829
Manage an agri-clinic and agri-business centre

National Occupational Standard	Unit Code	AGR/N7829
	Unit Title (Task)	Manage an agri-clinic and agri-business centre
	Description	This unit deals in detail with managing an agri-clinic and an agri-business centre.
	Scope	This unit/ task covers the following: <ul style="list-style-type: none"> • Manage marketing process • Manage finances • Manage business operations
	Performance Criteria (PC) w.r.t. the Scope	
	Element	Performance Criteria
	Manage marketing process	To be competent, the user/ individual on the job must be able to: <ul style="list-style-type: none"> PC1. prepare marketing outcomes, strategic objectives and marketing metrics PC2. align marketing, promotional and sales activities with strategic marketing objectives PC3. monitor product, distribution, pricing and marketing communication policies according to market movements and marketing plan objectives PC4. use marketing metrics to track overall marketing progress against performance targets, ensuring activity, quality, cost and time requirements are met PC5. identify and agree with the roles, responsibilities and accountabilities of staff and contractors involved in all the elements of marketing effort PC6. develop communication strategy to ensure the staff responsible for each element of marketing coordinate with one another to meet marketing objectives PC7. analyse successes and performance gaps considering cause and effect, and use this to improve strategic performance PC8. review the documents pertaining to marketing performance against key performance indicators
	Manage finances	To be competent, the user / individual on the job must be able to: <ul style="list-style-type: none"> PC9. analyse cash flow trends PC10. review statutory requirements for compliance and liabilities for tax and ensure the same are adhered to in the centre PC11. select and implement accounting software for financial management of the centre PC12. review profit and loss statements, cash flows and ageing summaries prepared by accountant PC13. analyse the financial data to determine past and current performance of the company and estimate future performance PC14. prepare budgets in accordance with organisational requirements and statutory requirements PC15. manage risks by checking there are no opportunities for misappropriation of funds and that systems are in place to properly record all financial transactions PC16. maintain audit trails to ensure accurate tracking and to identify discrepancies

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Manage an agri-clinic and agri-business centre

	between agreed and actual allocations
Manage business operations	<p>To be competent, the user / individual on the job must be able to:</p> <p>PC17. ensure services and/or products are provided to customers as per the agreed timelines and quality parameters</p> <p>PC18. ensure that there is adequate stock available to service the customers without shortfall</p> <p>PC19. monitor satisfaction of the customer with the service and/or product</p> <p>PC20. seek feedback from the customer and identify scope for improvement</p> <p>PC21. maintain record of all service and/or product requests received and delivered</p> <p>PC22. ensure adherence to all safety, security and hygiene related guidelines in all business activities</p> <p>PC23. evaluate the operational performance of the business on a regular basis</p> <p>PC24. assess the risks periodically and take corrective actions</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. guidelines for agri-clinic and agri business centre scheme</p> <p>KA2. various types of agri-business ventures that can be taken up in the area</p> <p>KA3. own/ relevant industry product and service knowledge</p> 
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. principles of marketing, strategic analysis and strategic management</p> <p>KB2. statistical and data evaluation techniques to measure marketing performance</p> <p>KB3. agricultural marketing tools and strategies</p> <p>KB4. procurement, production process and marketing sections</p> <p>KB5. statutory and regulatory compliance</p> <p>KB6. account keeping procedure</p> <p>KB7. book keeping practices</p> <p>KB8. risk assessment methods</p> <p>KB9. workplace technology and equipment</p> <p>KB10. workplace health and safety; and environment policies and guidelines</p> <p>KB11. performance measurement and evaluation</p>
Skills (S)	
A. Core Skills/ Generic Skills	Writing Skills
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. write reports and prepare plans</p> <p>SA2. write letters to various local agencies and stakeholders and subject matter experts for information on agri-business</p> <p>SA3. chalk down the plan for setting up of an agri-business</p> <p>SA4. complete the formalities of company registration</p>
	Reading Skills

AGR/N7829

Manage an agri-clinic and agri-business centre

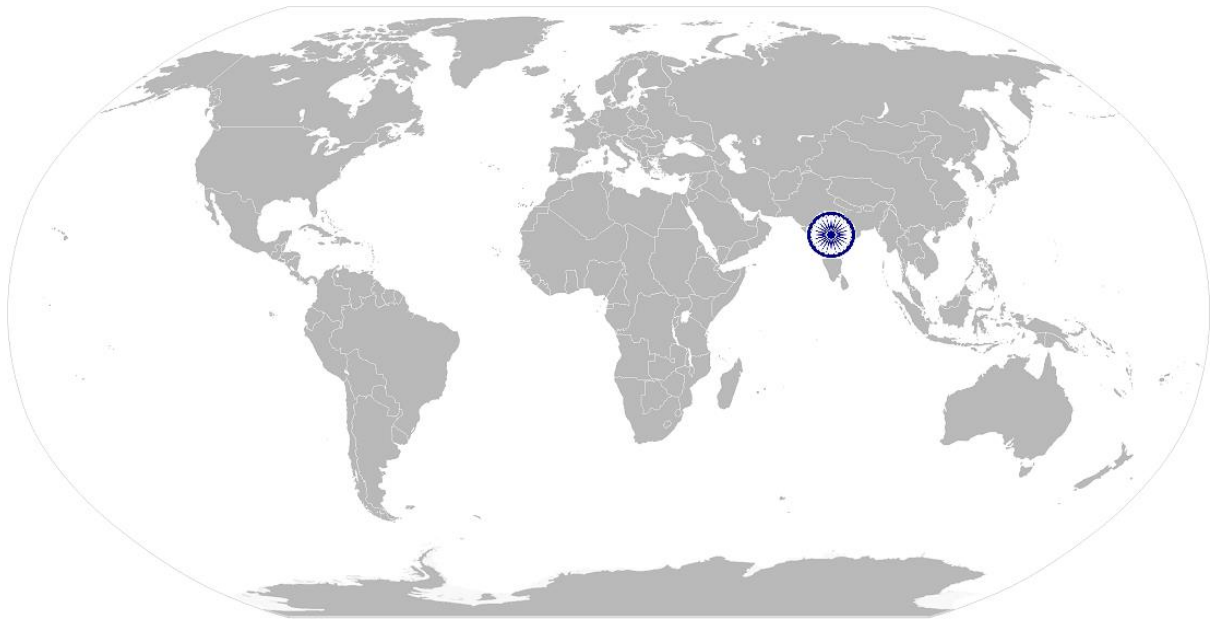
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA5. read journals and reports on agri-business</p> <p>SA6. read scheme and bank related documents</p>
	<p>Oral Communication (Listening and Speaking skills)</p>
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA7. communicate effectively with the community institutions and external agencies</p> <p>SA8. listen attentively and comprehend the information</p> <p>SA9. discuss agri-business opportunities with community members, institutions and experts</p>
B. Professional Skills	<p>Decision Making</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. evaluate adequacy of information available for sound decision making</p> <p>SB2. use data to evaluate areas of concern and need for intervention</p>
	<p>Plan and Organize</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. prepare operational plans covering various areas of activity</p>
	<p>Customer Centricity</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. identify the impact on customer experience by evaluating organisational policies and procedures</p> <p>SB5. adapt policies and procedures to balance positive customer experience with organisation needs and limitations</p>
	<p>Problem Solving</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. identify social and political undercurrents and issues within community institutions and work out solutions on these to resolve the issues</p>
	<p>Analytical Thinking</p>
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SB7. identify key needs of the community</p> <p>SB8. identify what business opportunity matches own skill set and interest</p> <p>SB9. identify best source of funding and analyse various business opportunities</p> <p>SB10. analyse and identify financial plan and funding requirements</p>
	<p>Critical Thinking</p>
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SB11. evaluate own and organisational practice to identify areas of improvement in relation to achievement of organisational purpose and objectives</p> <p>SB12. use reasoning skills, data analytics and feedback, to detect any potential problems which could arise</p>

AGR/N7829

Manage an agri-clinic and agri-business centre

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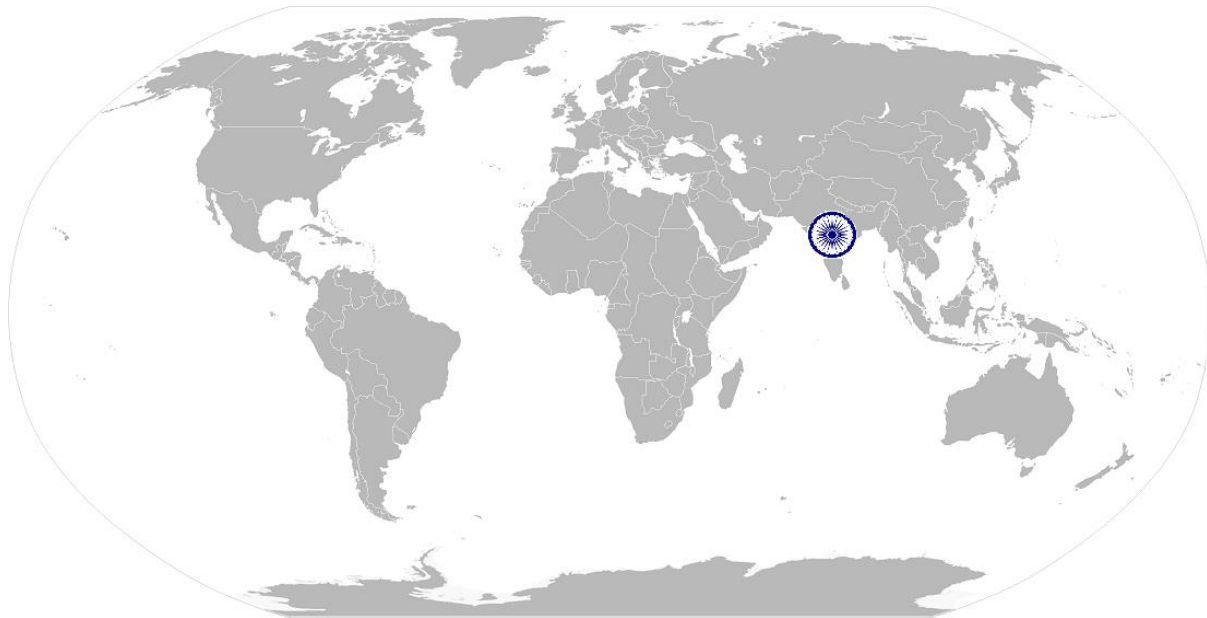
NOS Code	AGR/N7829		
Credits	TBD	Version number	1.0
Industry	Agriculture and Allied	Drafted on	11/02/2019
Industry Sub-sector	Agriculture Industries	Last reviewed on	11/02/2019
Occupation	Agri Entrepreneurship & Rural Enterprises	Next review date	11/02/2023



AGR/N7830

Provide agriculture extension services

National Occupational Standard



Overview

This OS unit is about facilitating agriculture extension services for farmers to promote agricultural productivity, increasing food security and improving rural livelihoods.

AGR/N7830
Provide agriculture extension services

National Occupational Standard

Unit Code	AGR/N7830
Unit Title (Task)	Provide agriculture extension services
Description	This OS unit is about facilitating agriculture extension services for farmers to promote agricultural productivity, increasing food security and improving rural livelihoods.
Scope	This unit/ task covers the following: <ul style="list-style-type: none"> • Plan for providing agriculture extension services • Organise training programs and demonstrations for farmers • Provide counselling to farmers on an individual basis • Organise events for the benefit of farmers • Facilitate the benefits of the extension programmes for the farmers
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Plan for providing agriculture extension services	To be competent, the user / individual on the job must be able to: <ul style="list-style-type: none"> PC1. interpret existing strategic research extension plan of the region PC2. gather information from various sources on various training related inputs and choose the area for providing extension services Various sources: media, internet, exhibitions, seminars, workshop, interaction with experts, interaction with the senior extension officers Training related inputs: what type of training to be provided; what technologies would be appropriate for demonstration; what tools and equipment will be required; what factors should be considered for the demonstrations and trainings PC3. obtain knowledge on how to prepare for providing extension services by taking internal trainings from subject matter experts PC4. conduct field research by interacting with farmers and studying the socio-economic aspects and agro-climatic factors in the area chosen PC5. prepare draft for various components of 'Comprehensive District Agriculture Plan' (CDAP) with the support of the respective authority Components: outline the action plan consisting of shortlisted technologies, tools and equipment, training methodologies, etc.; decide the date and time when the farmers need to be contacted; decide the timeframe of different elements of extension services, such as soil-testing, frontline demonstrations and trainings PC6. follow budget guidelines and prepare a cost-effective plan for extension services
Organise training programs and demonstrations for farmers	To be competent, the user / individual on the job must be able to: <ul style="list-style-type: none"> PC7. prepare the training calendar to create awareness amongst the farmers PC8. mobilize farmers as per the calendar PC9. organise training programs to implement CDAP and to brief farmers on the best practices being deployed in various farm related activities Farm related activities: farm mechanization, seed production technology, macro and micro nutrient, problematic soil and their management, important pests of major crops, their causes, symptoms and measures, quality

AGR/N7830
Provide agriculture extension services

	<p>assessment of microbial bio pesticides, package of practices of major crops, post-harvest technology</p> <p>PC10. link the follow-up programme with the local institutions like farmer club, farmer's cooperative society, village panchayat etc.</p> <p>PC11. maintain an information card with basic information of the demonstration site and detailed information of the demonstration</p> <p>PC12. maintain technical report containing information on cost-benefit ratio of the demonstrations to help calculate the economic returns</p>
Provide counselling to farmers on an individual basis	<p>To be competent, the user / individual on the job must be able to</p> <p>PC13. identify suitable practices to be adapted based on the specific soil type of client farmer</p> <p>PC14. identify soil related problems and provide their remedial solutions for client farmers</p> <p>PC15. identify different types of fertilizers, manures and bio-fertilizers for use on the specific type of soil</p> <p>PC16. demonstrate the method of applying fertilizers, manures and bio-fertilizers</p> <p>PC17. select the correct weed control measures</p> <p>PC18. identify and share correct practices for various agricultural activities relevant to local conditions including production of major crops; animal husbandry; sericulture; fisheries</p> <p>PC19. counsel and motivate farmers to use IT enabled agricultural extension advisory services using technical insights, solution focused conversations and elaborating on realistic and potential success</p>
Organise events for the benefit of farmers	<p>To be competent, the user/ individual on the job must be able to</p> <p>PC20. organize small scale events such as exhibitions, kisan mela; and fruits & vegetable shows with the help of local support</p> <p>PC21. write and publish articles in newspaper and agriculture magazines relevant to the area of work to promote engagement with target audiences</p> <p>PC22. organise interactions between farmers and experts</p> <p>PC23. liaise with Agriculture Technology Management Agency (ATMA) to organise farm schools</p> <p>PC24. organise exposure visits of farmers for their learning and development</p> <p>PC25. promote commodity internet groups of farmers using available technology and seeking technical support, where required</p>
Facilitate the benefits of extension programmes to the farmers	<p>To be competent, the user / individual on the job must be able to</p> <p>PC26. provide counselling and support services to the farmers in applying for programmes of Ministry of Agriculture, Government of India</p> <p>PC27. co-ordinate with rural credit agencies and farmers for obtaining rural credit and crop insurance</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company /organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. functioning of Agricultural Technology Management Agency (ATMA)</p> <p>KA2. acts, rules and regulations related to agricultural inputs such as seed act, insecticide act, fertilizer act</p> <p>KA3. various agriculture related govt scheme, including where and how to obtain their scheme related documents</p>

AGR/N7830
Provide agriculture extension services

	KA4. various Ministry of Agriculture & Farmers Welfare, Government of India implemented programs in the area
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> KB1. various components of agriculture extension services KB2. need for strategic planning KB3. contents of a strategic planning KB4. approaches to develop strategic planning KB5. various mobilization tools and strategies KB6. training methodologies KB7. demographic profile of the local area KB8. agro-ecological situations and their relevance to agricultural production systems KB9. importance of weather forecasting KB10. latest farm implements and equipment KB11. repair and maintenance of farm equipment KB12. various irrigation techniques - drips and sprinklers KB13. importance of seed certification KB14. types of seed testing KB15. various soil types KB16. seed treatment KB17. soil testing methods KB18. deficiency - Identification and Corrective measures KB19. fertilizers, manures, bio-fertilizers - types, recommended doses, time and methods of application KB20. importance of Integrated Nutrient Management (INM) KB21. advantages of organic farming KB22. advantages and disadvantages of rainfed farming KB23. principles of landscaping and landscaping as a business KB24. farm mechanization KB25. nursery management KB26. orchard management KB27. protected cultivation KB28. composting and vermi-composting KB29. water management practices to protect and improve the quality of the water and other natural resources KB30. important pests of major local crops – causes, symptoms and control measures KB31. important pests of major crops - causes, symptoms and control measures KB32. significance of Integrated Pest Management (IPM) KB33. classification of pesticides KB34. new general pesticides KB35. identification of useful and harmful insects KB36. storage techniques and pest management KB37. types of weeds KB38. chemical, biological and mechanical weed control measures KB39. precautionary measures in procurement, handling & application of chemicals

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Provide agriculture extension services

	and other inputs KB40. harmful effects of indiscriminate use of agricultural inputs KB41. post-harvest technology KB42. horticulture – package of practices of major vegetables, fruits, flowers, cash crops, medicinal and aromatic crops of the area KB43. Good Agricultural Practices (GAP) KB44. interpret integrated rodent pest management KB45. national agriculture magazines KB46. how to use radio/ community radio / TV in agri. extension KB47. how to use mobile in agricultural extension
Skills (S)	
A. Core Skills/ Generic Skills	Writing Skills
	The user/ individual on the job needs to know and understand how to: SA1. document the relevant findings in a clear and concise and is easy to understand manner SA2. report and document the results collected from the frontline field demonstrations SA3. write messages, articles, notices, etc. to correctly convey ideas and information, in a grammatically correct manner and in a logical flow
	Reading Skills
	The user/ individual on the job needs to know and understand how to: SA4. familiarise oneself with latest technologies by reading research articles, attending seminars, conferences etc. SA5. keep abreast with the latest knowledge by reading brochures, pamphlets, product information sheets etc. SA6. read relevant newspapers / booklets etc.
B. Professional Skills	Oral Communication (Listening and Speaking skills)
	The user/ individual on the job needs to know and understand how to: SA7. communicate clearly and effectively with various stakeholders SA8. seek advice from the senior people and experts using correct communication protocols including tone of voice and choice of words SA9. communicate in local language accurately and effectively SA10. educate and inform farmers about different issues using contextually appropriate language
	Decision Making
The user/individual on the job needs to know and understand how to: SB1. identify problems and need for solutions or interventions by using available data and feedback SB2. evaluate adequacy of information for sound decision making SB3. seek further information where required to establish a sound basis for decision making	
Plan and Organize	
The user/individual on the job needs to know and understand how to: SB4. develop a plan for organising small events including exhibitions, field demonstrations, fruit and vegetable shows, etc.	

AGR/N7830

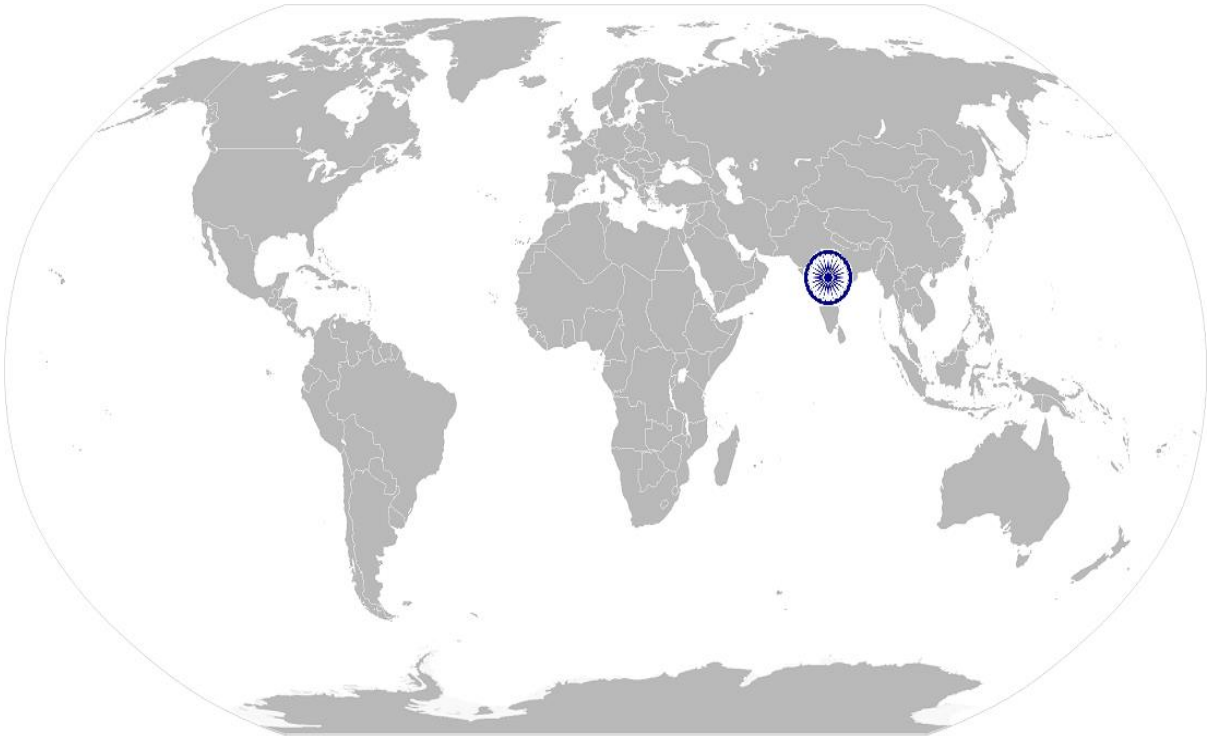
Provide agriculture extension services

	<p>SB5. develop a template for event organisation that can be used for planning of various events</p> <p>SB6. identify own and organisational capabilities to organise events and seek support where there are inadequate in-house capabilities from specialised organisations</p> <p>SB7. prepare checklists and to do lists for self and others while planning and organising tasks and events</p>
	<p>Customer Centricity</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB8. identify targeted beneficiary segments and their respective needs in line with organisational purpose and scope of activities</p> <p>SB9. create an engagement and out-reach plan for reaching targeted customer segments keeping in mind their needs, preferences and limitations</p> <p>SB10. identify format and support that will be required when planning events and interventions, bearing in mind practicality, sustainability, needs and limitations of the customer</p>
	<p>Problem Solving</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB11. identify beneficiary segment problems using reliable and holistic information from various data sources including published data, government records, data from farmer or Community Based Organisations (CBOs), direct observation and feedback</p> <p>SB12. find a range of viable solutions to these problems through various sources including own experience, published information, other’s experience and expertise, expert organisations, think tanks, etc.</p> <p>SB13. select solutions for implementation considering likely impact, limitations, contextual relevance and suitability, priorities and side-effects if any</p> <p>SB14. test solutions through low-risk activities such as limited roll-out, pilots, lab testing, etc. to establish suitability</p>
	<p>Analytical Thinking</p>
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SB15. analyse the problems faced by beneficiary segments and deconstruct into constituents</p> <p>SB16. segregate factors influencing the problem into controllable and uncontrollable categories</p> <p>SB17. outline the value chain of activities for various agri-related lines of work and align them into stages based on sequence</p>
	<p>Critical Thinking</p>
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SB18. evaluate possible solutions to identify suitable solution based on likelihood of desired impact, limitations, contextual relevance, possible risk, etc.</p> <p>SB19. make commitments and take on work based on evaluation of capabilities and other influencing contextual factors</p> <p>SB20. evaluate need for own and organisational professional capability development based on standard and nature of work to be undertaken to</p>

AGR/N7830

Provide agriculture extension services

	achieve desired results
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AGR/N7830
Provide agriculture extension services

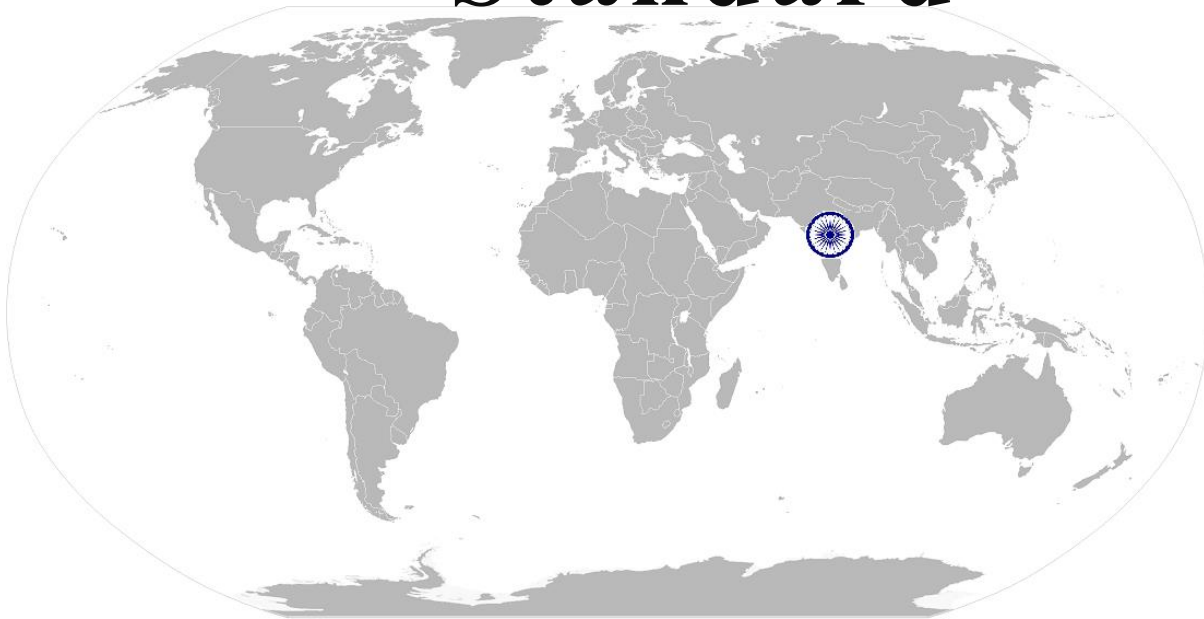
NOS Version Control

NOS Code	AGR/N7830		
Credits	TBD	Version number	1.0
Industry	Agriculture and Allied	Drafted on	11/02/2019
Industry Sub-sector	Agriculture Industries	Last reviewed on	11/02/2019
Occupation	Agri Entrepreneurship & Rural Enterprises	Next review date	11/02/2023



AGR/N9914 Apply basic project management tools to enhance work effectiveness

National Occupational Standard



Overview

This unit deals in detail with the application of basic project management tools to enhance work effectiveness.

AGR/N9914 Apply basic project management tools to enhance work effectiveness

National Occupational Standard	Unit Code	AGR/N9914
	Unit Title (Task)	Apply basic project management tools to enhance work effectiveness
	Description	This unit is about conducting demonstration of work skills on-the-job or in a simulated work environment.
	Scope	This unit/ task covers the following: <ul style="list-style-type: none"> • Define the project • Develop the project plan • Implement and monitor the project • Finalise the project
	Performance Criteria(PC) w.r.t. the Scope	
	Element	Performance Criteria
	Define the project	To be competent, the user/ individual on the job must be able to: <ul style="list-style-type: none"> PC1. discuss and agree the key objectives and project scope with the project sponsors or delegating authority PC2. define project stakeholders PC3. identify how the proposed project fits with the overall vision, objectives and plans of the organisation and stakeholders PC4. seek clarification from delegating authority on issues related to project and project parameters PC5. identify limits of own responsibility and reporting requirements PC6. determine and access available resources to undertake project
	Develop the project plan	To be competent, the user/ individual on the job must be able to: <ul style="list-style-type: none"> PC7. identify and access appropriate project management tools PC8. formulate risk management plan for project, including Work Health and Safety (WHS) PC9. develop the project plan in line with project parameters to achieve project objectives with available resources and constraints PC10. develop projected budget as per the plan PC11. document project plan and projected budget in report and presentation format PC12. discuss and agree on the project plan and budget with the project sponsors and other key stakeholders, making changes where necessary
	Implement and monitor the project	To be competent, the user/ individual on the job must be able to: <ul style="list-style-type: none"> PC13. ensure project team members understand the project requirements; and their roles and responsibilities PC14. implement the project plan, selecting and applying effective project management tools and techniques to monitor, control and review progress. PC15. provide support to project team members, especially with regard to specific needs, to ensure that the quality of the expected outcomes of the project and documented timelines are met PC16. establish and maintain required recordkeeping systems throughout the project

AGR/N9914 Apply basic project management tools to enhance work effectiveness

	<p>PC17. implement and monitor plans for managing project finances, resources and quality</p> <p>PC18. complete and forward project reports as required to the stakeholders</p> <p>PC19. put processes and resources in place to manage potential risks arising from the project and deal with contingencies</p> <p>PC20. communicate the progress to the project sponsor, other key stakeholders and project team members on a regular basis</p> <p>PC21. identify any changes required to the project plan and obtain approval from project sponsors and other key stakeholders, where necessary</p> <p>PC22. communicate changes to the team and stakeholders immediately</p> <p>PC23. deliver project objectives on time and within the planned budget</p>
Finalise the project	<p>To be competent, the user/ individual on the job must be able to:</p> <p>PC24. complete financial recordkeeping associated with project and check for accuracy</p> <p>PC25. review project outcomes and processes against the project scope and plan along with the team</p> <p>PC26. confirm satisfactory completion of the project with the project sponsor and any key stakeholders</p> <p>PC27. evaluate the success of the project, identifying what lessons can be learned and shared</p> <p>PC28. document lessons learned from the project and report within the organisation</p> <p>PC29. recognise the contributions of project team members and share next assignment</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company /organization and its processes)	<p>The individual on the job needs to know and understand:</p> <p>KA1. standards, policies, and procedures followed in the company relevant to own employment and performance conditions</p> <p>KA2. organization's departments, hierarchy, products, services</p> <p>KA3. organisation's procedures and processes that are relevant to managing a project</p> <p>KA4. procedures and processes: lines of authority and approvals; quality assurance; human resources; budgets and finance; recordkeeping; reporting</p> <p>KA5. project sponsors or delegating authority</p> <p>KA6. key stakeholders or the individuals/groups who have a significant interest in the success of the project and the organisation</p> <p>KA7. agreed key objectives and scope of the proposed project and the available resources</p> <p>KA8. overall vision, objectives and plans of the organisation and any other relevant programmes of work or other projects being undertaken</p> <p>KA9. legislative and regulatory context of the organisation in relation to project work, including work health and safety requirements.</p> <p>KA10. mechanisms for consulting on the development of the project plan and the views/thoughts received from relevant people in relation to proposals</p> <p>KA11. processes in place for communicating information on progress of the project</p> <p>KA12. processes in place for identifying and agreeing changes to the project plan</p> <p>KA13. industry/ sector specific knowledge and understanding</p>

AGR/N9914 Apply basic project management tools to enhance work effectiveness

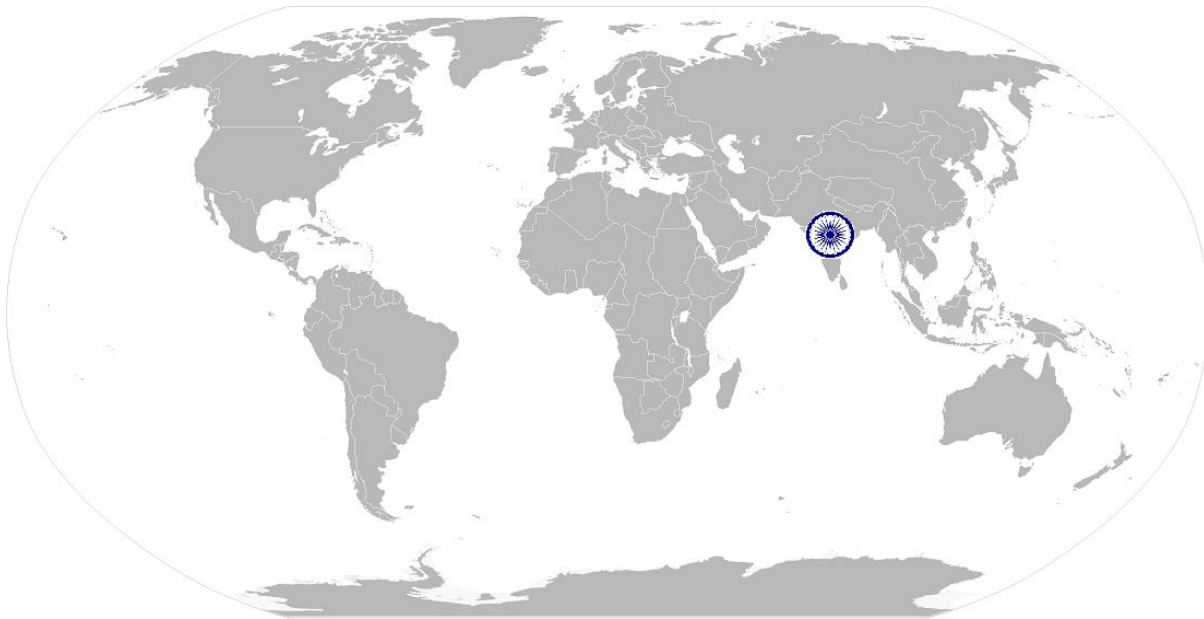
<p>B. Technical Knowledge</p>	<p>The individual on the job needs to know and understand:</p> <p>KB1. project management tools and how they contribute to a project</p> <p>KB2. types of documents and other sources of information commonly used in defining the parameters of a project</p> <p>KB3. the role and key responsibilities of a project manager</p> <p>KB4. key stages in the project life cycle</p> <p>KB5. importance of the relationship between the project manager and the project sponsors and any key stakeholders</p> <p>KB6. importance of agreeing on the key objectives and scope of a proposed project with the project sponsors and any key stakeholders before detailed planning commences</p> <p>KB7. type of information needed for effective project planning</p> <p>KB8. importance of identifying and understanding how a project fits with the overall vision, objectives and plans of the organisation and other projects</p> <p>KB9. what should be included in a project plan, particularly activities, required resources and timescales</p> <p>KB10. importance of discussing and agreeing on the project plan with the project sponsors and any key stakeholders</p> <p>KB11. importance of briefing the team members on the project plan, their roles and responsibilities and risks and precautions</p> <p>KB12. ways of providing ongoing support, encouragement and information to any project team members</p> <p>KB13. ways of identifying and managing potential risks in relation to the project</p> <p>KB14. importance of contingency planning and how to do it effectively</p> <p>KB15. range of project management tools and techniques to monitor, control and review progress of the project and how to select appropriate tools and techniques</p> <p>KB16. effective ways of communicating with project sponsors and any key stakeholders during a project</p> <p>KB17. processes and resources that can be put in place to manage potential risks and deal with contingencies</p> <p>KB18. type and nature of potential risks identified, and contingencies encountered</p> <p>KB19. project management tools and techniques used to monitor, control and review progress</p> <p>KB20. methods used for briefing, supporting, encouraging and providing information to any project team members</p> <p>KB21. processes for confirming satisfactory completion of the project with the project sponsors and any key stakeholders</p> <p>KB22. processes for evaluating the success of the project and any lessons which have been learned from undertaking the project</p> <p>KB23. importance of agreeing changes to the project plan with the project sponsors and any key stakeholders</p> <p>KB24. importance of confirming satisfactory completion of the project with the project sponsors and any key stakeholders and how to do so effectively</p> <p>KB25. importance of recognising the contributions of project team members to the success of projects</p> <p>KB26. methods used for recognising the contributions of any project team members</p>
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AGR/N9914 Apply basic project management tools to enhance work effectiveness

	to successful projects
Skills (S)	
A. Core Skills/ Generic Skills	Writing Skills
	The user/ individual on the job needs to know and understand how to: SA1. write correctly in English or local language SA2. write project reports and make PowerPoint presentations SA3. document and maintain the records as per the company's policy
	Reading Skills
	The user/ individual on the job needs to know and understand how to: SA4. read project reports and company policy documents SA5. read notes or comments from the supervisor or customer SA6. read and extract relevant information from visitor documentation including identity proofs, introductory letters, documents from or for the organisation, etc.
	Oral Communication (Listening and Speaking skills)
The user/ individual on the job needs to know and understand how to: SA7. present information clearly, concisely, accurately and in ways that promote understanding	
B. Professional Skills	Decision Making
	The user/individual on the job needs to know and understand how to: SB1. act within the limits of your own authority SB2. take personal responsibility for making things happen SB3. identify support required and seek support when necessary
	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB4. prioritise objectives and plan work to make the effective use of time and resources SB5. clearly agree what is expected of others and hold them to account SB6. monitor the quality of work and progress against plans and take appropriate corrective action, where necessary SB7. make effective use of available resources
	Customer Centricity
	The user/individual on the job needs to know and understand how to: SB8. identify the priorities of project sponsor and stakeholder and ensure their concerns are addressed SB9. suggest possible solutions to potential or expressed requirements SB10. create a sense of common purpose with stakeholders, team and self
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB11. apply problem solving skills that require negotiation to resolve problems of a difficult nature within organisation protocols
Analytical Thinking	
The user/ individual on the job needs to know and understand how to:	

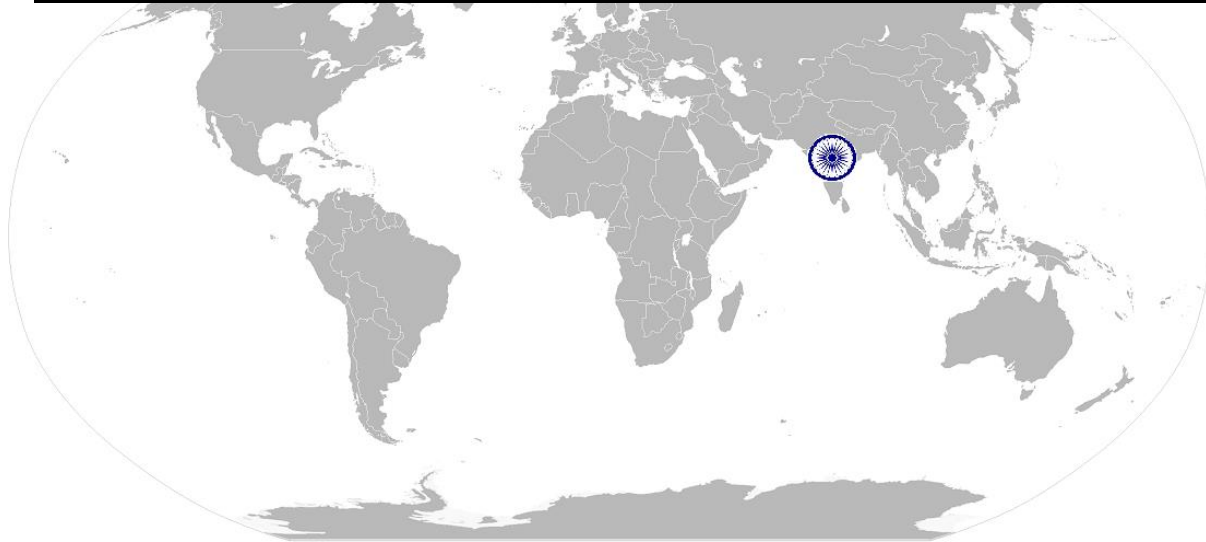
AGR/N9914 Apply basic project management tools to enhance work effectiveness

	SB12. identify the range of elements in a situation and how they relate to each other
	Critical Thinking
	The user/ individual on the job needs to know and understand how to: SB13. recognise changes in circumstances promptly and adjust plans and activities accordingly SB14. analyse operational activities to identify potential risks and hazards



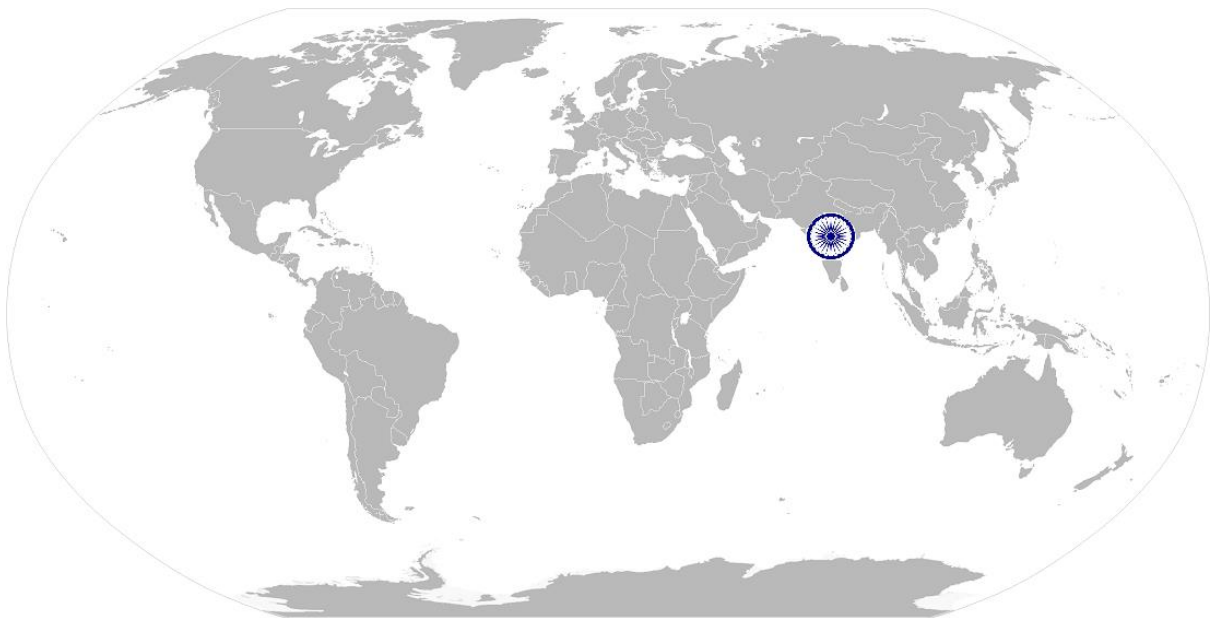
AGR/N9914 Apply basic project management tools to enhance work effectiveness
NOS Version Control

NOS Code	AGR/N9914		
Credits	TBD	Version number	1.0
Industry	Agriculture and Allied	Drafted on	11/02/2019
Industry Sub-sector	Agriculture Industries	Last reviewed on	11/02/2019
Occupation	Agri Entrepreneurship & Rural Enterprises	Next review date	11/02/2023



AGR/N9911 Adhere to health and safety guidelines at the workplace

National Occupational Standard



Overview

This OS unit is about adhering to workplace hygiene and safety practices and rendering appropriate emergency procedures as and when required.

AGR/N9911 Adhere to health and safety guidelines at the workplace

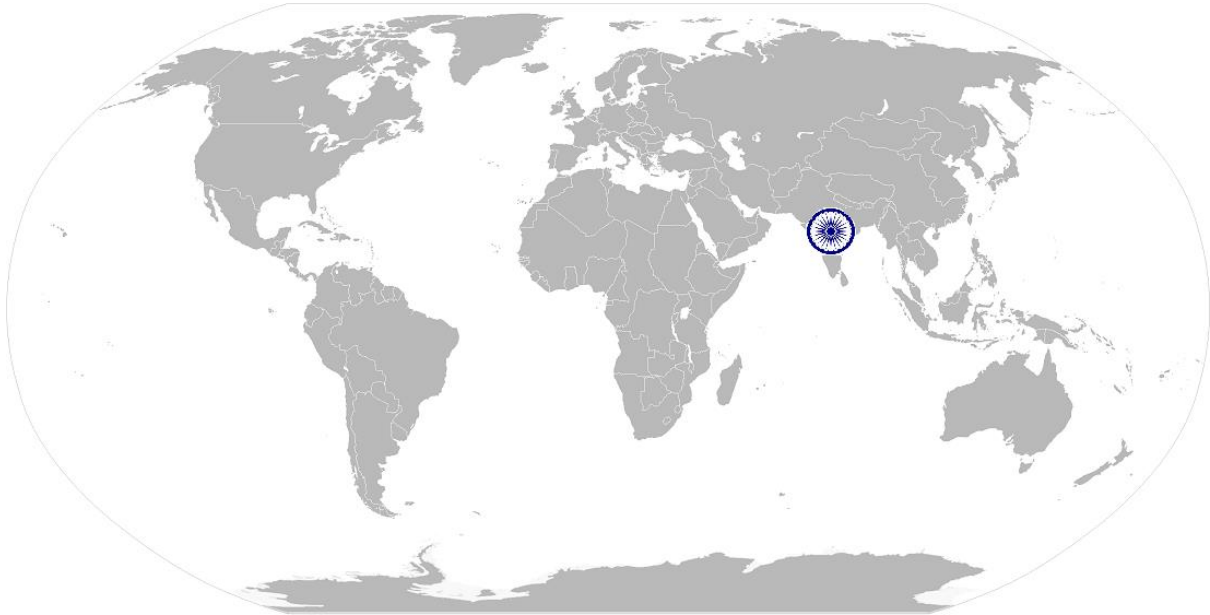
Unit Code	AGR/N9911
Unit Title (Task)	Adhere to health and safety guidelines at the workplace
Description	This OS unit is about adhering to workplace hygiene and safety practices and rendering appropriate emergency procedures as and when required.
Scope	<p>This unit /task covers the following:</p> <ul style="list-style-type: none"> Adhere to personal hygiene practices and ensure cleanliness around workplace Adhere to safety guidelines and render appropriate emergency procedures
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Adhere to personal hygiene practices and ensure cleanliness around workplace	<p>To be competent, the user/ individual on the job must be able to:</p> <p>PC1. comply with organization's health and hygiene policies and procedures</p> <p>PC2. adhere to garbage and trash disposal guidelines</p> <p>PC3. identify and report poor organizational practices with respect to hygiene and cleanliness</p> <p>PC4. ensure personal hygiene as well as grooming and adhere to the dress code of the organization</p> <p>PC5. ensure cleanliness of respective workstation at beginning and end of the day</p> <p>PC6. inform reporting manager on personal health issues related to injuries and infectious diseases</p> <p>PC7. share knowledge of health and hygiene related guidelines with team members</p>
Adhere to safety guidelines and render appropriate emergency procedures	<p>To be competent, the user / individual on the job must be able to:</p> <p>PC8. check various areas of the workplace and report leakages, water logging, pests, fire, etc.</p> <p>PC9. ensure prevention of accidents and damages at the workplace</p> <p>PC10. attend fire drills and other safety related workshops organized at the workplace</p> <p>PC11. use safety materials or equipments as applicable to the workplace</p> <p>PC12. follow procedures for dealing with accidents, fires and emergencies, including communicating location and directions for emergency evacuation</p> <p>PC13. follow emergency procedures to company standards/workplace requirements</p> <p>PC14. use emergency equipment in accordance with manufacturers' specifications and workplace requirements</p> <p>PC15. administer first aid, as and when required</p> <p>PC16. report details of first aid administered in accordance with the workplace procedures</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the	<p>The individual on the job needs to know and understand:</p> <p>KA1. general duties under the relevant health and safety legislation</p> <p>KA2. health and safety guidelines as laid down by the organization</p> <p>KA3. emergency evacuation and first aid procedures defined by the organization</p>

AGR/N9911 Adhere to health and safety guidelines at the workplace

company / organization and its processes)	KA4. different types of breaches in health, safety and security and how and when to report these
B. Technical Knowledge	<p>The individual on the job needs to know and understand:</p> <p>KB1. importance of good housekeeping in the workplace</p> <p>KB2. safe disposal methods for waste</p> <p>KB3. methods for minimizing environmental damage during work</p> <p>KB4. personal hygiene and fitness requirements</p> <p>KB5. evacuation procedures for workers and visitors</p> <p>KB6. how to summon medical assistance and the emergency services, where necessary</p> <p>KB7. how to use the health, safety and accident reporting procedures and the importance of these</p> <p>KB8. government agencies in the areas of safety, health and security and their norms and services</p>
Skills (S)	
A. Core Skills/ Generic Skills	<p>Writing Skills</p> <p>The individual on the job needs to know and understand how to:</p> <p>SA1. report problems to the appropriate personnel in a timely manner</p> <p>SA2. write descriptions and details about incidents in reports</p> <p>Reading Skills</p> <p>The individual on the job needs to know and understand how to:</p> <p>SA3. read equipment manuals and process documents to understand safety related guidelines</p> <p>SA4. read internal information documents sent by internal teams</p> <p>Oral Communication (Listening and Speaking skills)</p> <p>The individual on the job needs to know and understand how to:</p> <p>SA5. effectively communicate with co-workers</p> <p>SA6. comprehend information shared by experts and senior management</p>
B. Professional Skills	<p>Decision Making</p> <p>The individual on the job needs to know and understand how to:</p> <p>SB1. identify need of first aid and render it accordingly</p> <p>Plan and Organize</p> <p>The individual on the job needs to know and understand how to:</p> <p>SB2. plan and organize work to meet health and safety requirements</p> <p>Customer Centricity</p> <p>The individual on the job needs to know and understand how to:</p> <p>SB3. manage relationships with co-workers and managers may be stressed, frustrated, confused or angry</p> <p>Problem Solving</p> <p>The individual on the job needs to know and understand how to:</p> <p>SB4. apply problem solving techniques in different situations</p> <p>Analytical Thinking</p> <p>The individual on the job needs to know and understand how to:</p>

AGR/N9911 Adhere to health and safety guidelines at the workplace

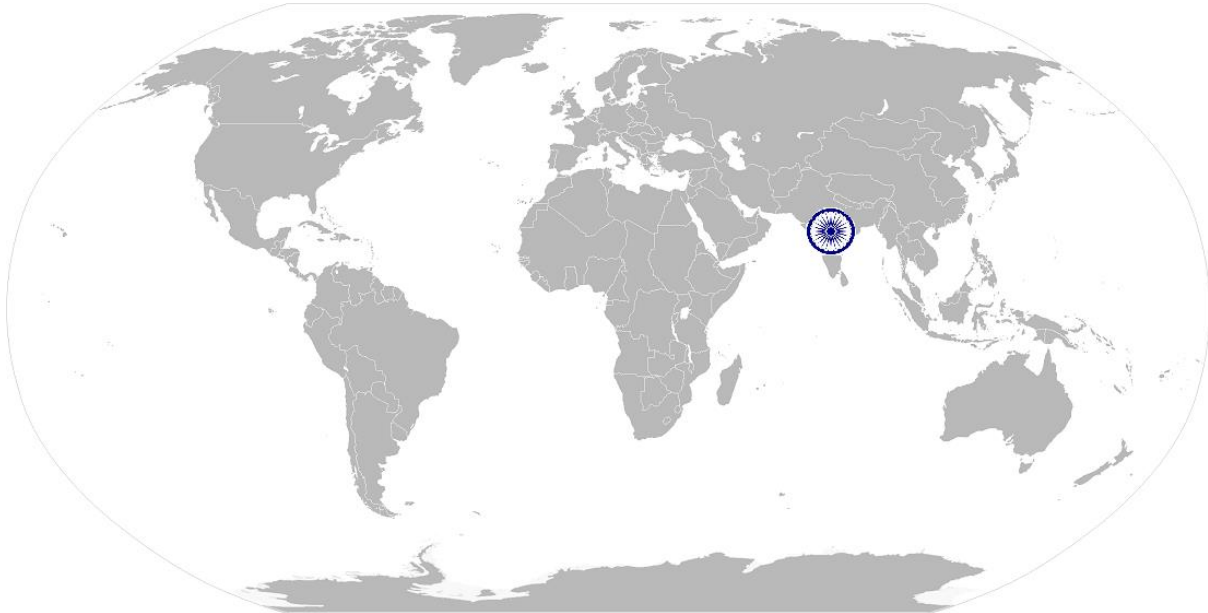
	SB5. assess situations and identify appropriate control measures
	Critical Thinking
	The individual on the job needs to know and understand how to: SB6. use common sense and make judgments on day to day basis SB7. use reasoning skills to identify and resolve basic problems



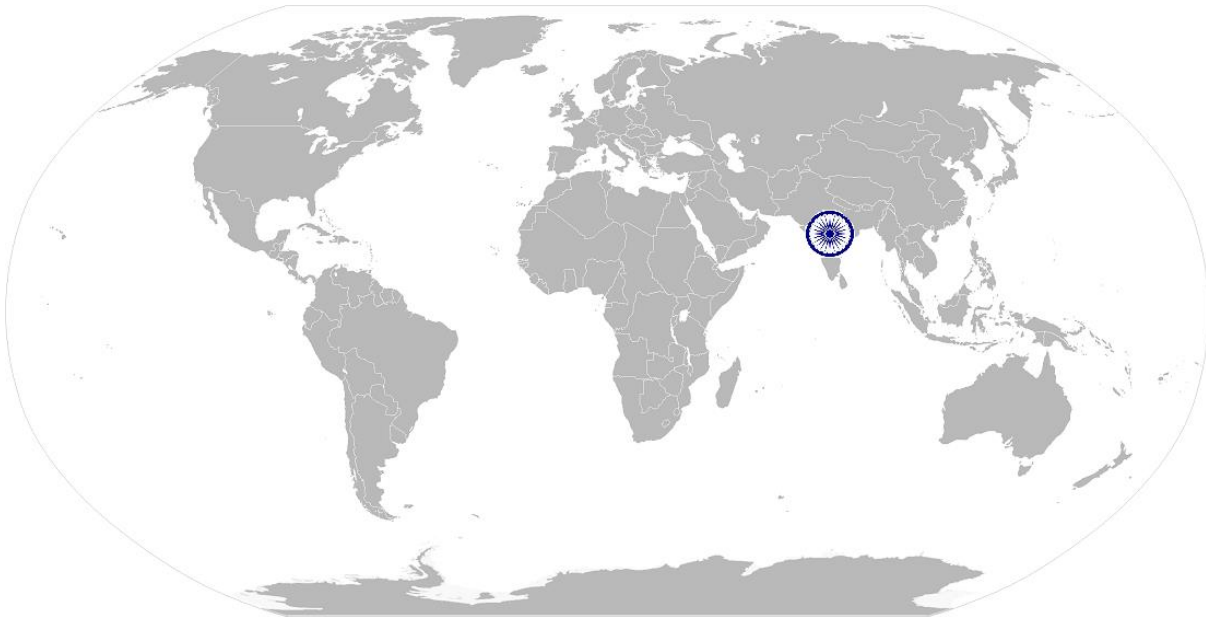
AGR/N9911 Adhere to health and safety guidelines at the workplace

NOS Version Control

NOS Code	AGR/N9911		
Credits	TBD	Version number	1.0
Industry	Agriculture and Allied	Drafted on	11/02/2019
Industry Sub-sector	Agriculture Industries	Last reviewed on	11/02/2019
Occupation	Agri Entrepreneurship & Rural Enterprises	Next review date	11/02/2023



National Occupational Standard



Overview

This unit deals in detail with presentation of knowledge, information and ideas effectively.

AGR/N9920
Present knowledge, information and ideas effectively
National Occupational Standard

Unit Code	AGR/N9920
Unit Title (Task)	Present knowledge, information and ideas effectively
Description	This unit deals in detail with presentation of knowledge, information and ideas effectively.
Scope	This unit/task covers the following: <ul style="list-style-type: none"> • Prepare and deliver a presentation • Present knowledge, information and ideas in a report format
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Prepare and deliver a presentation	To be competent, the user/ individual on the job must be able to: <ul style="list-style-type: none"> PC1. plan and document presentation approach and intended outcomes PC2. choose presentation strategies, format and delivery methods that match the characteristics of the target audience, location, resources and personnel needed PC3. select presentation aids, materials and techniques that suit the format and purpose of the presentation, which will enhance the audiences' understanding of key concepts and central ideas PC4. brief others involved in the presentation on their roles/responsibilities within the presentation PC5. select techniques to evaluate presentation effectiveness PC6. deliver a presentation on the selected topic PC7. explain and discuss desired outcomes of the presentation with the target audience PC8. use presentation aids, materials and examples to support target audience understanding of key concepts and central ideas PC9. monitor non-verbal and verbal communication of participants to promote attainment of presentation outcomes PC10. use persuasive communication techniques to secure audience interest PC11. provide opportunities for participants to seek clarification on central ideas and concepts, and adjust the presentation to meet participant needs and preferences PC12. summarise key concepts and ideas at strategic points to facilitate participant understanding PC13. implement techniques to review the effectiveness of the presentation PC14. seek and discuss reactions to the presentation from participants or from key personnel involved in the presentation PC15. utilise feedback from the audience or from key personnel involved in the presentation to make changes to central ideas presented
Present knowledge, information and ideas in a report format	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC16. gather and organise information in a format suitable in accordance with organisational requirements PC17. ensure that methods of collecting information are reliable and make efficient

AGR/N9920
Present knowledge, information and ideas effectively

	<p>use of resources in accordance with organisational requirements</p> <p>PC18. update, modify, maintain and store information, in accordance with organisational requirements</p> <p>PC19. clearly define objectives of the report ensuring consistency with organisational requirements</p> <p>PC20. ensure that knowledge, information is valid and relevant to the requirements of the report</p> <p>PC21. prepare framework and format of report to required scope, target audience and guidelines</p> <p>PC22. write the report from collated information using correct language</p> <p>PC23. ensure that ideas, assumptions and conclusions presented in the report are clear, justified, supported by evidence and consistent with research and business objectives</p> <p>PC24. present recommendations and issues in an appropriate format, style and structure using suitable business technology</p> <p>PC25. structure and format reports in a clear manner that conforms to organisational requirements</p> <p>PC26. share the report to authorised personnel only adhering to IPR and confidentiality requirements</p> <p>PC27. obtain feedback and comments on suitability and sufficiency of findings in accordance with organisational requirements</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. relevant legislation, standards, policies, and procedures related to the produce</p> <p>KA2. own job role and responsibilities and sources for information</p> <p>KA3. who to approach for support in obtaining related information and clarifications</p> <p>KA4. importance of following health, hygiene, safety and quality standards and the impact of not following the standards on consumers and the business</p> <p>KA5. relevant people authorized to receive information</p> <p>KA6. escalation matrix and procedures for reporting regulatory issues</p> <p>KA7. documentation and related procedures applicable in the context of work</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. effective presentation strategies and communication principles</p> <p>KB2. aids and materials to support the presentation</p> <p>KB3. information collection methods that will support review and feedback of presentations</p> <p>KB4. regulatory and organisational obligations and requirements relevant to presentations</p> <p>KB5. range of presentation aids and materials available to support presentations</p> <p>KB6. key sections in a report template</p> <p>KB7. explain organisational systems for recordkeeping/filing, including security procedures</p> <p>KB8. identify organisational policies and procedures and legal and ethical obligations relating to workplace information</p> <p>KB9. explain concepts related to research and analysis including reliability and</p>

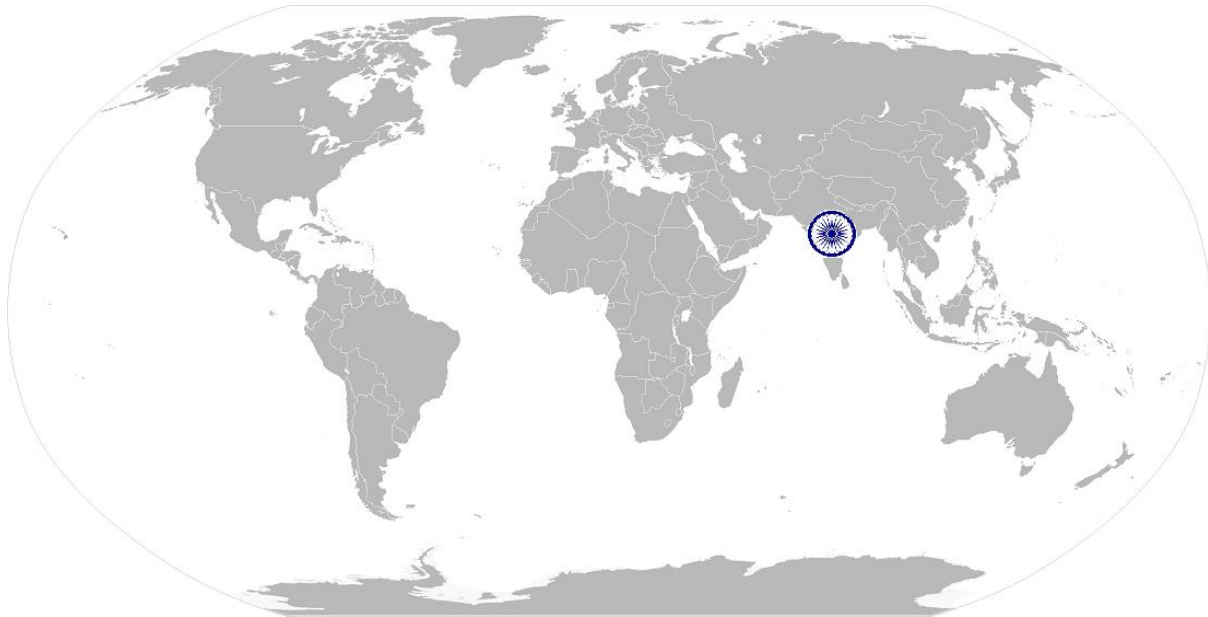
AGR/N9920 Present knowledge, information and ideas effectively

	validity KB10. give examples of techniques for data analysis and how they are applied KB11. Importance of reviewing the report KB12. importance of adhering to IPR and confidentiality requirements
Skills (S)	
A. Core Skills/ Generic Skills	Writing Skills
	The user/ individual on the job needs to know and understand how to: SA1. use white board/flipcharts to explain key points in a language/symbols understandable to audience SA2. make minor corrections/updates on presentation slides, handouts, etc
	Reading Skills
	The user/ individual on the job needs to know and understand how to: SA3. read presentation slides and handbooks regarding the subject at hand
	Oral Communication (Listening and Speaking skills)
	The user/ individual on the job needs to know and understand how to: SA4. explain and describe related concepts and facts to target audience in a simple language that is understandable SA5. use effective listening and probing /questioning skills to understand listeners and their queries SA6. provide clear instructions to listeners during the course of the presentation SA7. work effectively as a team member to cultivate collaborative and participative work relationships SA8. use assertive communication techniques and participative discussion techniques to handle group discussions SA9. use collaborative methods to handle conflict without losing calm
	B. Professional Skills
	Decision Making
	The user/individual on the job needs to know and understand how to: SB1. handle disruptions during presentations in a solution seeking and calm manner SB2. identify which problems are to be dealt on their own and which must be reported and handled in consultation with seniors
Plan and Organize	
The user/individual on the job needs to know and understand how to: SB3. deliver presentation smoothly, on time while meeting the session objectives SB4. ensure that all tools, materials, equipment are available at the appropriate time and place, when and where they are needed	
Customer Centricity	
The user/individual on the job needs to know and understand how to: SB5. identify and meet client needs SB6. display courteous and polite behaviour towards clients	
Problem Solving	
The user/individual on the job needs to know and understand how to: SB7. apply problem solving skills that require negotiation to resolve problems of a	

AGR/N9920

Present knowledge, information and ideas effectively

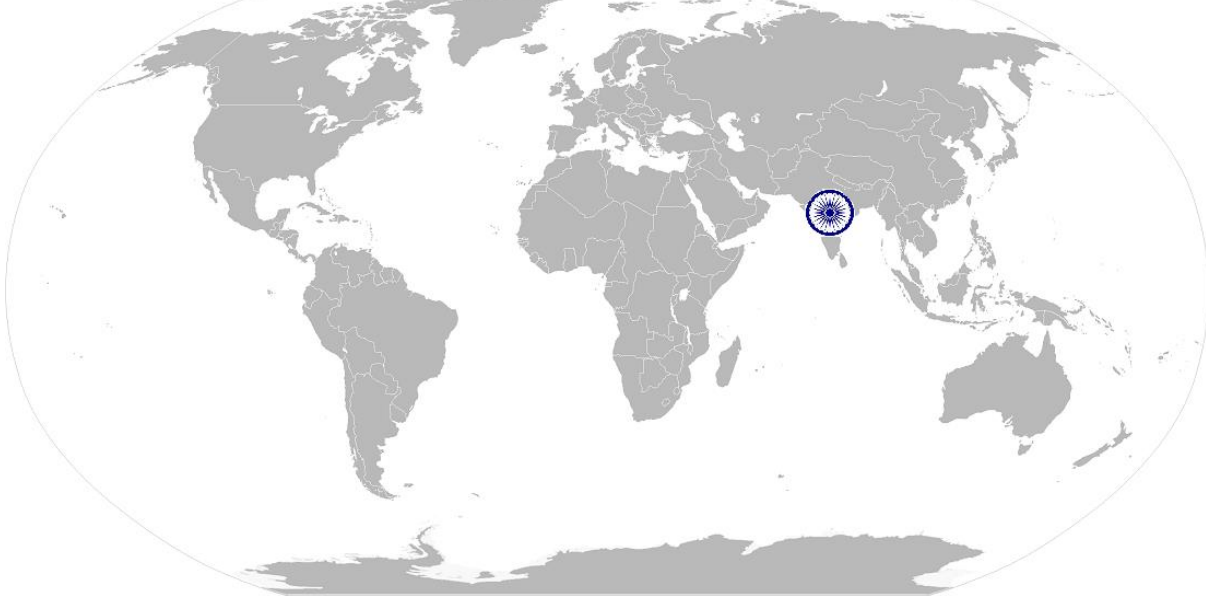
	difficult nature within organisation protocols
	Analytical Thinking
	The user/ individual on the job needs to know and understand how to: SB8. breakdown relevant work process into its constituent activities for ease of analysis
	Critical Thinking
	The user/ individual on the job needs to know and understand how to: SB9. spot potential disruptions and delays and what can be done to prevent the same as well as handle the same if it occurs SB10. spot potential hazards at the workplace or simulated work place



AGR/N9920 Present knowledge, information and ideas effectively

NOS Version Control

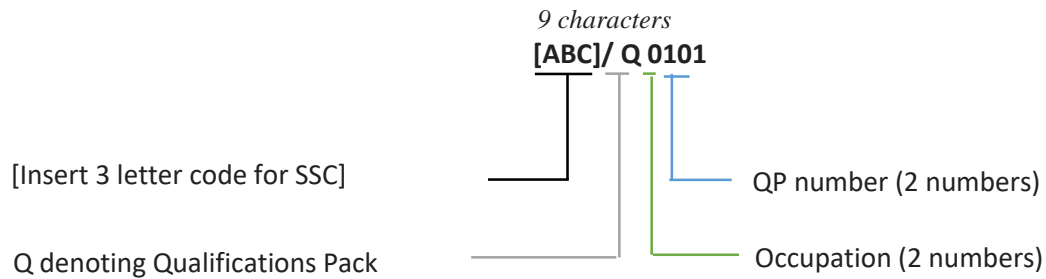
NOS Code	AGR/N9920		
Credits	TBD	Version number	1.0
Industry	Agriculture and Allied	Drafted on	11/02/2019
Industry Sub-sector	Agriculture Industries	Last reviewed on	11/02/2019
Occupation	Agri Entrepreneurship & Rural Enterprises	Next review date	11/02/2023



Annexure

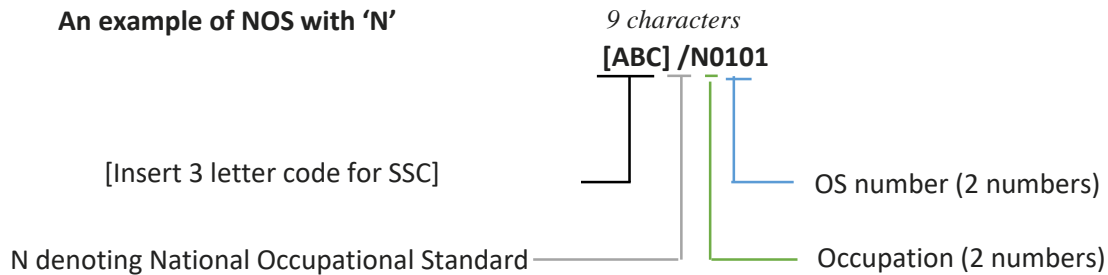
Nomenclature for QP and NOS

Qualifications Pack



Occupational Standard

An example of NOS with 'N'



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The following acronyms/codes have been used in the nomenclature above:

Sub-sector	Range of Occupation numbers
Agriculture Crop Production	01 – 40
Dairying	41 – 42
Poultry	43 – 44
Animal Husbandry	45 – 48
Fisheries	49 – 51
Agriculture Allied Activities	52 – 60
Forestry, Environment and Renewable Energy Management	61 - 70
Agriculture Industries	71 – 90
Generic Occupations	96 - 99

Sequence	Description	Example
Three letters	Industry name	AGR
Slash	/	/
Next letter	Whether QP or NOS	Q
Next two numbers	Occupation code	01
Next two numbers	OS number	01

Criteria For Assessment Of Trainees

Job Role: Agri-Clinic & Agri-Business Centre Manager

Qualification Pack: AGR/Q7807

Sector Skill Council: Agriculture Skill Council of India

Guidelines for Assessment:

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criterion.
6. To pass the Qualification Pack, every trainee should score a minimum of 70% of aggregate marks to successfully clear the assessment.
7. In case of *unsuccessful completion*, the trainee may seek reassessment on the Qualification Pack.

Compulsory NOS				Marks Allocation	
Total Marks: 600					
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out of	Theory	Skills Practical
AGR/N7828 Setup an agri-clinic and agri-business centre	PC1. conduct primary and secondary research from a range of sources to gather information about agri-business potential	100	5	2	3
	PC2. identify existing market gaps and select agri-business opportunities by discussing the market research report with experts and local stakeholders		5	2	3
	PC3. compare personal skills and aspirations with the requirements of the agri-business opportunities		5	2	3
	PC4. investigate the market size, market trends and developments to identify market needs relative to the business ideas selected		5	2	3
	PC5. list the skills, knowledge, technologies required to develop and operate, to maximise the business opportunities		5	2	3

	PC6. select the agri-business opportunity that has market potential, is in line with personal skills and aspirations and is a viable business proposition		7	3	4
	PC7. identify and document business goals and objectives as a basis for measuring business performance		5	2	3
	PC8. prepare financial plan including various financial planning parameters		5	2	3
	PC9. develop marketing strategies, to promote market exposure of the business and minimise risks		7	3	4
	PC10. identify the methods and means of production/operations in line with the plan and the business objectives		5	2	3
	PC11. identify staffing requirements to effectively produce or deliver products and services		5	2	3
	PC12. identify, assess and prioritise internal and external risks		5	2	3
	PC13. write the project report for the agri-business with the assistance of a chartered accountant or a funding consultant		6	2	4
	PC14. follow statutory and legal requirements to register agri-business		5	2	3
	PC15. identify various sources available for funding and their terms and conditions		5	2	3
	PC16. select a suitable source for funding as per the type of business and funding requirements in consultation with a chartered accountant or funding consultant		5	2	3
	PC17. apply for funding from identified source for capital expenditure as well as working capital as per business plan		5	2	3
	PC18. obtain and organise infrastructure and technologies as per the operational plan		5	2	3
	PC19. hire staff with relevant skill sets as per manpower plan		5	2	3
		Total	100	40	60
AGR/N7829 Manage an agri-clinic and/or agri-	PC1. prepare marketing outcomes, strategic objectives and marketing metrics	100	6	3	3

business centre	PC2. align marketing, promotional and sales activities with strategic marketing objectives	5	2	3
	PC3. monitor product, distribution, pricing and marketing communication policies according to market movements and marketing plan objectives	6	3	3
	PC4. use marketing metrics to track overall marketing progress against performance targets, ensuring activity, quality, cost and time requirements are met	5	2	3
	PC5. identify and agree with the roles, responsibilities and accountabilities of staff and contractors involved in all the elements of marketing effort	4	2	2
	PC6. develop communication strategy to ensure the staff responsible for each element of marketing coordinate with one another to meet marketing objectives	5	3	2
	PC7. analyse successes and performance gaps considering cause and effect, and use this to improve strategic performance	4	2	2
	PC8. review the documents pertaining to marketing performance against key performance indicators	4	2	2
	PC9. analyse cash flow trends	3	1	2
	PC10. review statutory requirements for compliance and liabilities for tax and ensure the same are adhered to in the centre	5	2	3
	PC11. select and implement accounting software for financial management of the centre	4	2	2
	PC12. review profit and loss statements, cash flows and ageing summaries prepared by accountant	4	1	3
	PC13. analyse the financial data to determine past and current performance of the company and estimate future performance	4	2	2

	PC14. prepare budgets in accordance with organisational requirements and statutory requirements		3	1	2
	PC15. manage risks by checking there are no opportunities for misappropriation of funds and that systems are in place to properly record all financial transactions		5	2	3
	PC16. maintain audit trails to ensure accurate tracking and to identify discrepancies between agreed and actual allocations		4	2	2
	PC17. ensure services and/or products are provided to customers as per the agreed timelines and quality parameters		5	3	2
	PC18. ensure that there is adequate stock available to service the customers without shortfall		4	1	3
	PC19. monitor satisfaction of the customer with the service and/or product		4	1	3
	PC20. seek feedback from the customer and identify scope for improvement		3	1	2
	PC21. maintain record of all service and/or product requests received and delivered		4	2	2
	PC22. ensure adherence to all safety, security and hygiene related guidelines in all business activities		3	1	2
	PC23. evaluate the operational performance of the business on a regular basis		3	1	2
	PC24. assess the risks periodically and take corrective actions		3	1	2
		Total	100	43	57
AGR/N7830 Provide agriculture extension services	PC1. interpret existing strategic research extension plan of the region	100	4	2	2
	PC2. gather information from various sources on various training related inputs and choose the area for providing extension services		4	2	2
	PC3. obtain knowledge on how to prepare for providing extension		4	1	3

services by taking internal trainings from subject matter experts			
PC4. conduct field research by interacting with farmers and studying the socio-economic aspects and agro-climatic factors in the area chosen	4	2	2
PC5. prepare draft for various components of 'Comprehensive District Agriculture Plan' (CDAP) with the support of the respective authority	4	2	2
PC6. follow budget guidelines and prepare a cost-effective plan for extension services	3	1	2
PC7. prepare the training calendar to create awareness amongst the farmers	2	1	1
PC8. mobilize farmers as per the calendar	4	1	3
PC9. organise training programs to implement CDAP and to brief farmers on the best practices being deployed in various farm related activities	4	1	3
PC10. link the follow-up programme with the local institutions like farmer club, farmer's cooperative society, village panchayat etc.	4	1	3
PC11. maintain an information card with basic information of the demonstration site and detailed information of the demonstration	4	1	3
PC12. maintain technical report containing information on cost-benefit ratio of the demonstrations to help calculate the economic returns	4	1	3
PC13. identify suitable practices to be adapted based on the specific soil type of client farmer	4	2	2
PC14. identify soil related problems and provide their remedial solutions for client farmers	4	2	2
PC15. identify different types of fertilizers, manures and bio-fertilizers for use on the specific type of soil	4	2	2
PC16. demonstrate the method of applying fertilizers, manures and bio-fertilizers	4	1	3
PC17. select the correct weed control	4	2	2

	measures				
	PC18. identify and share correct practices for various agricultural activities relevant to local conditions including production of major crops; animal husbandry; sericulture; fisheries	4	2	2	
	PC19. counsel and motivate farmers to use IT enabled agricultural extension advisory services using technical insights, solution focused conversations and elaborating on realistic and potential success	4	2	2	
	PC20. organise small scale events such as exhibitions, kisan mela; and fruits & vegetable shows with the help of local support	4	2	2	
	PC21. write and publish articles in newspaper and agriculture magazines relevant to the area of work to promote engagement with target audiences	4	2	2	
	PC22. organise interactions between farmers and experts	3	1	2	
	PC23. liaise with Agriculture Technology Management Agency (ATMA) to organise farm schools	3	1	2	
	PC24. organise exposure visits of farmers for their learning and development	3	1	2	
	PC25. promote commodity internet groups of farmers using available technology and seeking technical support, where required	3	1	2	
	PC26. provide counselling and support services to the farmers in applying for programmes of Ministry of Agriculture, Government of India	4	2	2	
	PC27. co-ordinate with rural credit agencies and farmers for obtaining rural credit and crop insurance	3	1	2	
	Total	100	40	60	
AGR/N9914 Apply basic project management tools to enhance work effectiveness	PC1. discuss and agree the key objectives and project scope with the project sponsors or delegating authority	100	4	2	2
	PC2. define project stakeholders		3	1	2
	PC3. identify how the proposed		4	2	2

project fits with the overall vision, objectives and plans of the organisation and stakeholders			
PC4. seek clarification from delegating authority on issues related to project and project parameters	4	1	3
PC5. identify limits of own responsibility and reporting requirements	3	1	2
PC6. determine and access available resources to undertake project	4	2	2
PC7. identify and access appropriate project management tools	4	2	2
PC8. formulate risk management plan for project, including Work Health and Safety (WHS)	4	2	2
PC9. develop the project plan in line with project parameters to achieve project objectives with available resources and constraints	3	1	2
PC10. develop projected budget as per the plan	4	2	2
PC11. document project plan and projected budget in report and presentation format	3	1	2
PC12. discuss and agree on the project plan and budget with the project sponsors and other key stakeholders, making changes where necessary	3	1	2
PC13. ensure project team members understand the project requirements; and their roles and responsibilities	3	1	2
PC14. implement the project plan, selecting and applying effective project management tools and techniques to monitor, control and review progress.	5	2	3
PC15. provide support to project team members, especially with regard to specific needs, to ensure that the quality of the expected outcomes of the project and documented timelines are met	4	2	2
PC16. establish and maintain required recordkeeping systems throughout the project	3	1	2
PC17. implement and monitor plans for managing project finances,	4	2	2

	resources and quality				
	PC18. complete and forward project reports as required to the stakeholders	3	1	2	
	PC19. put processes and resources in place to manage potential risks arising from the project and deal with contingencies	4	2	2	
	PC20. communicate the progress to the project sponsor, other key stakeholders and project team members on a regular basis	3	1	2	
	PC21. identify any changes required to the project plan and obtain approval from project sponsors and other key stakeholders, where necessary	4	2	2	
	PC22. communicate changes to the team and stakeholders immediately	3	1	2	
	PC23. deliver project objectives on time and within the planned budget	3	1	2	
	PC24. complete financial recordkeeping associated with project and check for accuracy	3	1	2	
	PC25. review project outcomes and processes against the project scope and plan along with the team	3	1	2	
	PC26. confirm satisfactory completion of the project with the project sponsor and any key stakeholders	3	1	2	
	PC27. evaluate the success of the project, identifying what lessons can be learned and shared	3	1	2	
	PC28. document lessons learned from the project and report within the organisation	3	1	2	
	PC29. recognise the contributions of project team members and share next assignment	3	1	2	
		Total	100	40	60
AGR/N9911 Adhere to health and safety guidelines at the workplace	PC1. comply with organization's health and hygiene policies and procedures	100	6	2	4
	PC2. adhere to garbage and trash disposal guidelines		6	1	5
	PC3. identify and report poor organizational practices with respect to hygiene and cleanliness		7	2	5

	PC4. ensure personal hygiene as well as grooming and adhere to the dress code of the organization	6	2	4
	PC5. ensure cleanliness of respective workstation at beginning and end of day	6	2	4
	PC6. inform reporting manager on personal health issues related to injuries and infectious diseases	7	2	5
	PC7. share knowledge of health and hygiene related guidelines with team members	6	2	4
	PC8. check various areas of the workplace and report leakages, water logging, pests, fire, etc.	6	2	4
	PC9. ensure prevention of accidents and damages at the workplace	6	2	4
	PC10. attend fire drills and other safety related workshops organized at the workplace	6	1	5
	PC11. use safety materials or equipments as applicable to the workplace	6	2	4
	PC12. follow procedures for dealing with accidents, fires and emergencies, including communicating location and directions for emergency evacuation	7	2	5
	PC13. follow emergency procedures to company standard / workplace requirements	6	2	4
	PC14. use emergency equipment in accordance with manufacturers' specifications and workplace requirements	7	2	5
	PC15. administer first aid as and when required	6	2	4
	PC16. report details of first aid administered in accordance with workplace procedures	6	2	4
	Total	100	30	70
AGR/N9920 Present knowledge,	PC1. plan and document presentation approach and intended outcomes	100	4	2

information and ideas effectively	PC2. choose presentation strategies, format and delivery methods that match the characteristics of the target audience, location, resources and personnel needed	5	2	3
	PC3. select presentation aids, materials and techniques that suit the format and purpose of the presentation, and will enhance audience understanding of key concepts and central ideas	5	2	3
	PC4. brief others involved in the presentation on their roles/responsibilities within the presentation	3	1	2
	PC5. select techniques to evaluate presentation effectiveness	4	2	2
	PC6. deliver a presentation	4	2	2
	PC7. explain and discuss desired outcomes of the presentation with the target audience	3	1	2
	PC8. use presentation aids, materials and examples to support target audience understanding of key concepts and central ideas	4	2	2
	PC9. monitor non-verbal and verbal communication of participants to promote attainment of presentation outcomes	4	2	2
	PC10. use persuasive communication techniques to secure audience interest	4	2	2
	PC11. provide opportunities for participants to seek clarification on central ideas and concepts, and adjust the presentation to meet participant needs and preferences	3	1	2
	PC12. summarise key concepts and ideas at strategic points to facilitate participant understanding	3	1	2
	PC13. implement techniques to review the effectiveness of the presentation	4	2	2

PC14. seek and discuss reactions to the presentation from participants or from key personnel involved in the presentation	3	1	2
PC15. utilise feedback from the audience or from key personnel involved in the presentation to make changes to central ideas presented	3	1	2
PC16. gather and organise information in a format suitable in accordance with organisational requirements	4	2	2
PC17. ensure that methods of collecting information are reliable and make efficient use of resources in accordance with organisational requirements	4	2	2
PC18. update, modify, maintain and store information, in accordance with organisational requirements	4	2	2
PC19. clearly define objectives of the report ensuring consistency with organisational requirements	4	2	2
PC20. ensure that knowledge, information is valid and relevant to the requirements of the report	3	1	2
PC21. prepare framework and format of report to required scope, target audience and guidelines	4	2	2
PC22. write the report from collated information using correct language	4	2	2
PC23. ensure that ideas, assumptions and conclusions presented in the report are clear, justified, supported by evidence and consistent with research and business objectives	4	2	2
PC24. present recommendations and issues in an appropriate format, style and structure using suitable business technology	4	2	2
PC25. structure and format reports in a clear manner that conforms to organisational requirements	3	1	2
PC26. share the report to authorised personnel only adhering to IPR and confidentiality requirements	3	1	2

	PC27. obtain feedback and comments on suitability and sufficiency of findings in accordance with organisational requirements		3	1	2
		Total	100	44	56