

Model Curriculum

Agri-Clinic & Agri-Business Centre Manager

SECTOR: Agriculture and Allied
SUB-SECTOR: Agriculture Industries
OCCUPATION: Agri Entrepreneurship & Rural Enterprises
REF ID: AGR/Q7807, v1.0
NSQF LEVEL: 7



Certificate

CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

AGRICULTURE SKILL COUNCIL OF INDIA

for the

MODEL CURRICULUM


Complying to National Occupational Standards of

Job Role/ Qualification Pack: **Agri-Clinic & Agri-Business Centre Manager** QP No. **AGR/Q7807 NSQF Level 7**

Date of Issuance: February 11th, 2019

Valid up to: March 31st, 2023

* Valid up to the next review date of the Qualification Pack



Authorised Signatory
(Agriculture Skill Council of India)

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Agri-Clinic & Agri-Business Centre Manager

CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of an “Agri-Clinic & Agri-Business Centre Manager”, in the “Agriculture & Allied” Sector/Industry and aims at building the following key competencies amongst the learners

Program Name	Agri-Clinic & Agri-Business Centre Manager		
Qualification Pack Name & Reference ID.	AGR/Q7807, v1.0		
Version No.	1.0	Version Update Date	11/02/2019
Pre-requisites to Training	Graduate in Agriculture & Allied/ Science. 1-year prior experience in Agri & Allied activities or in Agri-input, preferably.		
Training Outcomes	After completing this programme, participants will be able to: <ul style="list-style-type: none"> • Setup an agri-clinic and agri-business centre. • Manage an agri-clinic and agri-business centre. • Implement agriculture extension services for farmers. • Apply basic project management tools to enhance work effectiveness. • Adhere to health and safety guidelines at the workplace. • Prepare project report and presentations • Deliver presentations and share ideas effectively 		

This course encompasses 6 out of 6 NOS (National Occupational Standards) of “Agri-Clinic & Agri-Business Centre Manager” Qualification Pack issued by “Agriculture Skill Council of India”.

Sr. No.	Module	Key learning outcomes	Equipment Required
1	Introduction Theory Duration (hh:mm) 04:00 Practical Duration (hh:mm) 00:00 Corresponding NOS Code Bridge Module	<ul style="list-style-type: none"> State provisions of agri-clinic and agri-business centre (AC & ABC) scheme. Describe the role and responsibilities of an agri-clinic & agri-business centre manager. Explain concept and working of agri-clinic & agri-business centre. State various agriculture sub-sectors and the existing business opportunities in each. 	Training Kit (Presentations, Trainer Guide).
2	Identification of agri-business opportunities through market research Theory Duration (hh:mm) 16:00 Practical Duration (hh:mm) 15:00 Corresponding NOS Code AGR/N7828	<ul style="list-style-type: none"> Identify various types of agri-business ventures that can be taken up in the area. Explain methods of community engagement. Conduct primary and secondary research from a range of sources to gather information about agri-business potential. Apply the advice of experts and local stakeholders to select agri-business opportunities by locating existing market gaps. Investigate market size, market trends and developments to identify market needs relative to the business ideas selected. List skills, knowledge, technologies required to develop and operate the agri-business, to maximise the business opportunities. Describe environment scanning parameters. Explain the significance of strengths, weakness, opportunity and threats (SWOT) analysis. Compare personal skills and aspirations with the requirements of the agri-business opportunities. Select the agri-business opportunity that has market potential, is in line with personal skills and aspirations and is a viable business proposition. 	Training Kit (Presentations, Trainer Guide), agricultural marketing tools, research tools, environment scanning tools.
3	Preparation of project report Theory Duration	<ul style="list-style-type: none"> Describe meaning of detailed project report (DPR) and enlist contents of DPR. Describe the need and contents of a 	Training Kit (Presentations, Trainer Guide), agricultural

Sr. No.	Module	Key learning outcomes	Equipment Required
	(hh:mm) 10:00 Practical Duration (hh:mm) 20:00 Corresponding NOS Code AGR/N7828	business plan. <ul style="list-style-type: none"> • Explain small enterprise management principles and guidelines. • Classify contents of financial, marketing plan, operations plan, staffing/manpower plan. • Describe agricultural marketing tools and strategies. • Describe procurement, production and marketing process sections. • Identify and document business goals and objectives as a basis for measuring business performance. • Prepare financial plan including various financial planning parameters, such as 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. • Develop marketing strategies, to promote market exposure of the business. • Identify methods or means of production or operation from production or operations plan to conform with business goals and objectives. • Identify staffing requirements to effectively produce or deliver products and services. • Identify, assess and prioritise internal and external risks. • Develop strategies for minimising risks. • Prepare a detailed project report for the agri-business with the assistance of a chartered accountant or a funding consultant. • Interact professionally with various stakeholders. • Apply statutory and regulatory compliance procedures. 	marketing tools, research tools.
4	Setup of an Agri-clinic or Agri business centre Theory Duration	<ul style="list-style-type: none"> • Describe various risk assessment methods. • Identify various government schemes and loan facilities. • Identify various sources for funding 	Training Kit (Presentations, Trainer Guide), infrastructure, technologies

Sr. No.	Module	Key learning outcomes	Equipment Required
	(hh:mm) 10:00 Practical Duration (hh:mm) 15:00 Corresponding NOS Code AGR/N7828	available and their terms and conditions. <ul style="list-style-type: none"> • Select a suitable source for funding according to the type of business and funding requirements in consultation with a chartered accountant or funding consultant. • Apply for funding from identified source for capital expenditure as well as working capital as per business plan. • Organise infrastructure and technologies as per the operational plan. • Hire staff with relevant skill sets as per manpower plan. • Follow statutory and legal requirements to register agri-business. 	required.
5	Marketing process Theory Duration (hh:mm) 15:00 Practical Duration (hh:mm) 15:00 Corresponding NOS Code AGR/N7829	<ul style="list-style-type: none"> • Explain own/ relevant industry product and service knowledge. • Describe principles of marketing, strategic analysis and strategic management. • Identify and agree with roles, responsibilities and accountabilities of staff and contractors involved in all elements of marketing effort. • Develop communication strategy to ensure personnel responsible for each element in the marketing mix work together to meet organisation's marketing objectives. • Prepare marketing outcomes, strategic objectives and marketing metrics. • Align marketing, promotional and sales activities with strategic marketing objectives. • Monitor product, distribution, pricing and marketing communication policies according to market movements, marketing plan objectives and organisational requirements. • Use marketing metrics to monitor overall marketing progress against performance targets, ensuring activity, quality, cost and time requirements are met. • Apply statistical and data evaluation techniques to measure marketing performance. • Analyse successes and performance gaps considering cause and effect and use this to improve strategic performance. • Document review of marketing 	Training Kit (Presentations, Trainer Guide), statistical and data evaluation software.

Sr. No.	Module	Key learning outcomes	Equipment Required
		performance against key performance indicators in accordance with organisational requirements.	
6	Management of finances Theory Duration (hh:mm) 15:00 Practical Duration (hh:mm) 15:00 Corresponding NOS Code AGR/N7829	<ul style="list-style-type: none"> Describe account keeping procedure. Describe various book keeping practices. Analyse cash flow trends. Prepare budgets in accordance with organisational requirements and statutory requirements. Select and implement accounting software for financial management of the centre. Manage risks by checking there are no opportunities for misappropriation of funds and that systems are in place to properly record all financial transactions. Maintain audit trails to ensure accurate tracking and to identify discrepancies between agreed and actual allocations. Analyse financial data to determine past and current performance of the company and estimate future performance. Review profit and loss statements, cash flows and ageing summaries prepared by accountant. Review statutory requirements for compliance and liabilities for tax and ensure the same are adhered to in the centre. 	Training Kit (Presentations, Trainer Guide), accounting software.
7	Management of business operations Theory Duration (hh:mm) 10:00 Practical Duration (hh:mm) 20:00 Corresponding NOS Code AGR/N7829	<ul style="list-style-type: none"> Identify workplace technology and equipment. Assess risks periodically and take corrective actions. Evaluate the operational performance of the business on regular basis. Ensure there is adequate stock available to service the customers without shortfall. Maintain record of all service and/or product requests received and delivered. Measure performance and evaluate. Ensure services and/or products are provided to customers as per the agreed timelines and quality parameters. Monitor satisfaction of the customer with the service and/or product. Identify scope for improvement through feedback from the customers. 	Training Kit (Presentations, Trainer Guide), workplace technology and equipment.

Sr. No.	Module	Key learning outcomes	Equipment Required
		<ul style="list-style-type: none"> Ensure adherence to all safety, security and hygiene related guidelines in all business activities. Follow work health and safety and environment policies and guidelines. 	
8	<p>Best farming practices</p> <p>Theory Duration (hh:mm) 20:00</p> <p>Practical Duration (hh:mm) 25:00</p> <p>Corresponding NOS Code AGR/N7830</p>	<ul style="list-style-type: none"> Describe demographic profile of the local area. Describe correct practices for various agricultural activities relevant to local conditions including production of major crops; animal husbandry; sericulture; fisheries. Describe water management practices to protect and improve the quality of the water and other natural resources. State the importance of weather forecasting. Describe various irrigation techniques such as drips and sprinklers. Explain horticulture package of practices of major vegetables, fruits, flowers, Identify cash crops, medicinal and aromatic crops of the area. Describe various types of soil. Describe various soil testing methods. Explain deficiency, it's identification and corrective measures. State the importance of integrated nutrient management (INM). Describe fertilizers, manures, bio-fertilizers - types, recommended doses, time and methods of application. Identify different types of fertilizers, manures and bio-fertilizers. Describe the method of applying fertilizers, manures and bio-fertilizers. Identify soil related problems and apply remedial solutions. Describe advantages and disadvantages of rainfed farming. Explain advantages of organic farming. Suggest suitable practices to be adopted based on the type of soil. Describe agro-ecological situations and their relevance to the agricultural production systems. State the importance of seed certification. Describe different methods of seed testing. Describe the process of seed treatment. Identify useful and harmful insects. List important pests of major local 	<p>Training Kit (Presentations, Trainer Guide), weather forecasting software, soil testing equipment, organic farming equipment, seed testing, certification and treatment equipment, IT enabled agricultural advisory software.</p>

Sr. No.	Module	Key learning outcomes	Equipment Required
		<p>crops, their causes, symptoms and control measures.</p> <ul style="list-style-type: none"> • Interpret integrated rodent pest management. • Describe various types of pesticides. • List new general pesticides. • Explain significance of integrated pest management (IPM). • Describe precautionary measures in procurement, handling & application of chemicals and other inputs. • Describe different types of weeds. • Describe various chemical, biological and mechanical weed control measures. • Choose correct weed control measures. • Promote the use of IT enabled agricultural extension advisory services on realistic and potential success. • Describe latest farm implements and equipment. • Explain repair and maintenance of farm equipment. • Describe Good Agricultural Practices (GAP). • Describe the harmful effects of indiscriminate use of agricultural inputs. • Explain storage techniques and pest management. • Describe post-harvest technology. 	
9	<p>Agriculture extension services</p> <p>Theory Duration (hh:mm) 20:00</p> <p>Practical Duration (hh:mm) 25:00</p> <p>Corresponding NOS Code AGR/N7830</p>	<ul style="list-style-type: none"> • Identify various components of agriculture extension services. • Explain need for strategic planning. • Identify contents of strategic planning. • Explain approaches to develop strategic planning. • Interpret existing strategic research extension plan of the region. • Select the area for providing extension services after holding discussions with senior extension officers. • Assess the information from different sources on various training related inputs in the area of extension services chosen, such as media, internet, exhibitions, seminars, workshop, interaction with experts, interaction with senior extension officers; and training related input such as the type of training to be provided; type of technologies that would be appropriate for demonstration; tools and equipment that will be required; factors that should 	<p>Training Kit (Presentations, Trainer Guide).</p>

Sr. No.	Module	Key learning outcomes	Equipment Required
		<p>be considered for the demonstrations and trainings.</p> <ul style="list-style-type: none"> • Explain how to use radio/ community radio / TV/ mobile in agricultural extension. • Develop enhanced understanding of extension services by taking internal trainings from subject matter specialists. • Conduct field research by interacting with farmers and studying the socio-economic aspects and agro-climatic factors in the area chosen. • Prepare draft for various components of 'Comprehensive District Agriculture Plan' (CDAP) with the support of the respective authority, such as outlining 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. • Prepare a a cost-effective plan for extension services by applying budget guidelines. • Explain various training methodologies. • Prepare the training calendar to create awareness amongst the farmers. • Mobilize farmers as per the calendar. • Explain various mobilization tools and strategies. • Organise training programs to implement CDAP. • Organise demonstration sessions for farmers to brief them about best practices being deployed in various farm related activities, such as farm mechanization, seed production technology, macro and micro nutrient, problematic soil and their management, important pests of major crops, causes, symptoms and measures, quality assessment of microbial bio pesticides, package of practices of major crops, post-harvest technology. • Ensure information reinforcement, timely supply of inputs and / or on the-spot guidance to ensure that farmers don't revert to old practices. • Link the follow-up programme with the local institutions like farmer club, 	

Sr. No.	Module	Key learning outcomes	Equipment Required
		<p>farmers' cooperative society, village panchayat etc.</p> <ul style="list-style-type: none"> • Maintain an information card with basic information of the demonstration site and detailed information of the demonstration. • Maintain technical report containing information on cost-benefit ratio of the demonstration to help work out the economic returns. • Explain functioning of Agricultural Technology Management Agency (ATMA). • Liaise with Agriculture Technology Management Agency (ATMA) to organize farm schools. • Organize small scale events such as exhibitions, kisan melas and fruits & vegetable shows with the help of local support. • Appraise self with developments in the agriculture sector by reading national agriculture magazines. • Write and publish articles in newspaper and agriculture magazines relevant to the area of work to promote engagement with target audiences. • Organize interactions between farmers and experts. • Organize exposure visits of farmers for their learning and development. • Promote commodity internet groups of farmers using available technology and seeking technical support where required. • State acts, rules and regulations related to the agricultural inputs such as seed act, insecticide act, fertilizer act etc. • Describe various agriculture related government scheme and state where to obtain the scheme related documents. • Identify various programs in the area by Government of India. • Carry out counselling and support services to the farmers in applying for programmes of Ministry of Agriculture, Government of India. • Co-ordinate with rural credit agencies and farmers for obtaining rural credit and crop insurance. • Explain the principles of landscaping. • Describe how to take up landscaping as a business. • Describe the need and importance of 	

Sr. No.	Module	Key learning outcomes	Equipment Required
		farm mechanization. <ul style="list-style-type: none"> Describe nursery management processes. Describe the need for protected cultivation and the practices involved. Describe compost and vermi-compost development processes. 	
10	Project definition Theory Duration (hh:mm) 03:00 Practical Duration (hh:mm) 05:00 Corresponding NOS Code AGR/N9914	<ul style="list-style-type: none"> State the 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. Ensure the key objectives and project scope are inline with the project sponsors or delegating authority. List various types of documents and other sources of information commonly used in defining the parameters of a project. Explain the role and key responsibilities of a project manager. List key stages in the project life cycle. Define project stakeholders. State the name of project sponsors or delegating authority. Explain the importance of identifying and understanding how a project fits with the overall vision, objectives and plans of the organisation and other projects. Explain overall vision, objectives and plans of the organisation and any other relevant programmes of work or other projects being undertaken. Identify how the proposed project fits with the overall vision, objectives and plans of the organisation and stakeholders. Identify key stakeholders or the individuals/groups who have a significant interest in the success of the project and the organisation. Seek clarification from delegating authority on issues related to project and project parameters. Follow standards, policies, and procedures followed in the company relevant to own employment and performance conditions. Identify organization's departments, hierarchy, products and services. Identify the organisation's procedures and processes that are relevant to managing a project such as lines of 	Training Kit (Presentations, Trainer Guide).

Sr. No.	Module	Key learning outcomes	Equipment Required
		authority and approvals; quality assurance; human resources; budgets and finance; recordkeeping; reporting. <ul style="list-style-type: none"> Identify limits of own responsibility and reporting requirements. Determine and access available resources to undertake project. 	
11	Development of project plan Theory Duration (hh:mm) 03:00 Practical Duration (hh:mm) 05:00 Corresponding NOS Code AGR/N9914	<ul style="list-style-type: none"> Describe type of information needed for effective project planning. Develop industry/ sector specific knowledge and understanding. Explain consulting mechanisms for the development of the project plan and the views/thoughts received from relevant people in relation to proposals. List what should be included in a project plan, particularly activities, required resources and timescales. List agreed key objectives and scope of the proposed project and the available resources. Develop project plan in line with the project parameters. List project management tools and how they contribute to a project. Identify range of project management tools and techniques to monitor, control and review progress of the project and how to select appropriate tools and techniques. Identify and access appropriate project management tools. Describe legislative and regulatory context of the organisation in relation to project work, including work health and safety requirements. Formulate risk management plan for project, including Work Health and Safety (WHS). Identify processes in place for identifying and changing the project plan. Explain the importance of the relationship between the project manager and the project sponsors and any key stakeholders. Develop effective ways of communicating with project sponsors and any key stakeholders during a project. Prepare project plan in discussion with team to achieve project objectives with available resources and constraints. Develop projected budget as per the 	Training Kit (Presentations, Trainer Guide), project management tools.

Sr. No.	Module	Key learning outcomes	Equipment Required
		<p>plan.</p> <ul style="list-style-type: none"> Document project plan and projected budget in report and presentation format. Explain importance of discussing and agreeing on the project plan with the project sponsors and any key stakeholders. Ensure the project plan and budget is inline with the project sponsors and other key stakeholders 	
12	<p>Project implement and monitoring</p> <p>Theory Duration (hh:mm) 02:00</p> <p>Practical Duration (hh:mm) 05:00</p> <p>Corresponding NOS Code AGR/N9914</p>	<ul style="list-style-type: none"> State the importance of briefing the team members on the project plan, their roles and responsibilities and risks and precautions. Identify processes in place for communicating information on progress of the project. Explain methods used for briefing, supporting, encouraging and providing information to any project team members. Ensure project team members are clear about project requirements and their roles and responsibilities. Implement the project plan, selecting and applying effective project management tools and techniques to monitor, control and review progress. Identify ways of providing ongoing support, encouragement and information to any project team members. Support 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. Establish and maintain required recordkeeping systems throughout the project. Implement and monitor plans for managing project finances, resources and quality. Complete and forward project reports as required to stakeholders. Explain ways of identifying and managing potential risks in relation to the project. Identify types and nature of potential risks, and encountered contingencies. Interpret importance of contingency planning and how to do it effectively. Identify processes and resources that 	<p>Training Kit (Presentations, Trainer Guide), recordkeeping systems.</p>

Sr. No.	Module	Key learning outcomes	Equipment Required
		<p>can be put in place to manage potential risks and deal with contingencies.</p> <ul style="list-style-type: none"> • Employ processes and resources to manage potential risks arising from the project and deal with contingencies. • Communicate progress to the project sponsor, other key stakeholders and project team members on a regular basis. • Identify any required changes to the project plan and obtain approval from project sponsors and other key stakeholders where necessary. • Communicate changes to team and stakeholders immediately. • Deliver project objectives on time and within the planned budget. 	
13	<p>Finalising the project</p> <p>Theory Duration (hh:mm) 02:00</p> <p>Practical Duration (hh:mm) 05:00</p> <p>Corresponding NOS Code AGR/N9914</p>	<ul style="list-style-type: none"> • Complete financial recordkeeping associated with project and check for accuracy. • Review project outcomes and processes against the project scope and plan along with the team. • Explain importance of confirming satisfactory completion of the project with the project sponsors and any key stakeholders and how to do so effectively. • Follow processes for confirming satisfactory completion of the project with the project sponsors and any key stakeholders. • Confirm satisfactory completion of the project with the project sponsor and any key stakeholders. • Identify processes for evaluating the success of the project and any lessons which have been learned from undertaking the project. • Evaluate the success of the project, identifying what lessons can be learned and shared. • Document lessons learned from the project and report within the organisation. • State the importance of recognising the contributions of the project team members in the success of projects. • Identify the methods used for recognising the contributions of any project team members to successful projects. • Recognise the contributions of the project team members and share next 	Training Kit (Presentations, Trainer Guide).

Sr. No.	Module	Key learning outcomes	Equipment Required
		assignment.	
14	<p>Adherence to personal hygiene practices and cleanliness around workplace</p> <p>Theory Duration (hh:mm) 05:00</p> <p>Practical Duration (hh:mm) 10:00</p> <p>Corresponding NOS Code AGR/N9911</p>	<ul style="list-style-type: none"> Comply with organization's health and hygiene policies and procedures. Identify safe disposal methods for waste. Adhere to garbage and trash disposal guidelines. Explain general duties under the relevant health and safety legislation. Follow health and safety guidelines as laid down by the organization. Identify and report poor organizational practices with respect to hygiene and cleanliness. Identify personal hygiene and fitness requirements. Ensure personal hygiene as well as grooming and adhere to the dress code of the organization. State the importance of good housekeeping in the workplace. Ensure cleanliness of respective workstation at beginning and end of day. Identify different types of breaches in health, safety and security and how and when to report these. Inform reporting manager on personal health issues related to injuries and infectious diseases. 	Training Kit (Presentations, Trainer Guide).
15	<p>Adherence to safety guidelines and rendering emergency procedures</p> <p>Theory Duration (hh:mm) 05:00</p> <p>Practical Duration (hh:mm) 10:00</p> <p>Corresponding NOS Code AGR/N9911</p>	<ul style="list-style-type: none"> Explain methods for minimizing environmental damage during work. Check various areas of the workplace and report leakages, water logging, pests, fire, etc. Ensure prevention of accidents and damages at the workplace. Attend fire drills and other safety related workshops organized at the workplace. Use safety materials or equipments as applicable to the workplace. Identify government agencies in the areas of safety, health and security and their norms and services. Explain how to use the health, safety and accident reporting procedures and the importance of these. Follow procedures for dealing with accidents, fires and emergencies, including communicating location and directions for emergency evacuation. Report details of first aid administered 	Training Kit (Presentations, Trainer Guide), various types of fire extinguishers.

Sr. No.	Module	Key learning outcomes	Equipment Required
		in accordance with workplace procedures. <ul style="list-style-type: none"> • Identify emergency evacuation and first aid procedures defined by the organization. • Administer first aid as and when required. • Follow emergency procedures to company standard / workplace requirements. • Use emergency equipment in accordance with manufacturers' specifications and workplace requirements. • Identify how to summon medical assistance and the emergency services, where necessary. • Describe evacuation procedures for workers and visitors. 	
16	Preparation and delivery of a presentation Theory Duration (hh:mm) 05:00 Practical Duration (hh:mm) 10:00 Corresponding NOS Code AGR/N9920	<ul style="list-style-type: none"> • Plan the presentation approach and intended outcomes. • Document the presentation approach and intended outcomes • Identify effective presentation strategies and communication principles. • Choose presentation strategies, format and delivery methods that match the characteristics of the target audience, location, resources and personnel needed. • Identify range of presentation aids and materials available to support presentations. • 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. • Describe regulatory and organisational obligations and requirements relevant to the presentations. • State relevant legislation, standards, policies, and procedures related to the produce. • Delegate roles/responsibilities within the team for the presentation. • Select techniques to evaluate presentation effectiveness. • Deliver a presentation. • Explain desired outcomes of the presentation with the target audience. • Use presentation aids, materials and examples to support target audience 	Training Kit (Presentations, Trainer Guide), presentation aids and materials.

Sr. No.	Module	Key learning outcomes	Equipment Required
		<p>understanding of key concepts and central ideas.</p> <ul style="list-style-type: none"> • Monitor non-verbal and verbal communication of participants to promote attainment of presentation outcomes. • Use persuasive communication techniques to secure audience interest. • Clarify queries raised by the participants • Summarise key concepts and ideas at strategic points to facilitate participant understanding. • Implement techniques to review the effectiveness of the presentation. • Seek reactions to the presentation from participants or from key personnel involved in the presentation. • Identify information collection methods that will support review and feedback of presentations. • Utilise feedback from the audience or from key personnel involved in the presentation to make changes to central ideas presented. 	
17	<p>Presentation of knowledge, information and ideas in a report format</p> <p>Theory Duration (hh:mm) 05:00</p> <p>Practical Duration (hh:mm) 10:00</p> <p>Corresponding NOS Code AGR/N9920</p>	<ul style="list-style-type: none"> • Maintain documentation and related procedures applicable in the context of work • Identify organisational policies and procedures and legal and ethical obligations relating to workplace information. • Identify techniques for data analysis and how they are applied. • Organise information in a suitable format in accordance with the organisational requirements. • Explain the concepts related to research and analysis including reliability and validity. • Ensure that the methods of collecting information are reliable and efficient. • Explain organisational systems for recordkeeping/filing, including security procedures. • Use resources in accordance with organisational requirements. • Update, modify, maintain and store information, in accordance with the organisational requirements. • Define objectives of the report ensuring consistency with the organisational requirements. • Ensure that knowledge, information is 	Training Kit (Presentations, Trainer Guide).

Sr. No.	Module	Key learning outcomes	Equipment Required
		<p>valid and relevant to the requirements of the report.</p> <ul style="list-style-type: none"> • Identify key sections in a report template. • Prepare framework and format of report according to the required scope, target audience and guidelines. • Write the report from collated information using correct language. • Ensure that ideas, assumptions and conclusions presented in the report are clear, justified, supported by evidence and consistent with research and business objectives. • Present recommendations and issues in an appropriate format, style and structure using suitable business technology. • Structure reports in a clear manner that conforms to the organisational formats. • Identify relevant people authorized to receive information. • Follow escalation matrix and procedures for reporting regulatory issues. • State the importance of adhering to IPR and confidentiality requirements. • Ensure that the report is shared with the authorised personnel only, adhering to IPR and confidentiality requirements. • State the importance of reviewing the report. • Evaluate feedback and comments on suitability and sufficiency of findings in accordance with the organisational requirements. 	
	<p>Total Duration: 360 hrs</p> <p>Theory Duration (hh:mm) 150:00</p> <p>Practical Duration (hh:mm) 210:00</p>	<p>Unique equipment required: Training kit (presentations, trainer guide), agricultural marketing tools, research tools, environment scanning tools, infrastructure, technologies required, statistical and data evaluation software, accounting software, workplace technology and equipment, weather forecasting software, soil testing equipment, organic farming equipment, seed testing, certification and treatment equipment, it enabled agricultural extension advisory software, project management tools, recordkeeping systems, various types of fire extinguishers, presentation aids and materials.</p>	

Grand Total Course Duration: 360 Hours, 0 Minutes

(This syllabus/ curriculum has been approved by [Agriculture Skill Council of India](#))

Trainer Prerequisites for Job role: “ Agri-Clinic & Agri-Business Centre Manager” mapped to Qualification Pack: “ AGR/Q7807 v1.0”

Sr. No.	Area	Details
1	Description	Trainer is responsible for educating the trainees – set up and manage own agri-clinic and/or agri-business centre and offer professional extension services to farmers.
2	Personal Attributes	Trainer should be a Subject Matter Expert. He/ she should have good communication, leadership, observation and practical oriented skills.
3	Minimum Educational Qualifications	Graduates degree holder in Science / Agriculture / Horticulture /Botany/Agriculture Engineering/Dairy/Veterinary/Animal Sciences
4a	Domain Certification	Certified for Job Role: “ <u>Agri-Clinic & Agri-Business Centre Manager</u> ” mapped to QP: “ <u>AGR/Q7807, v1.0</u> ”. Minimum accepted score is 80%
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: “ <u>Trainer</u> ”, mapped to the Qualification Pack: “ <u>MEP/Q2601</u> ”. Minimum accepted as per respective SSC guidelines is 80%.
5	Experience	<ul style="list-style-type: none"> • B. Sc with total experience of 5 years and 2 years of relevant experience • Graduates degree holder in Agriculture / Horticulture /Botany/Agriculture Engineering/Dairy/Veterinary/Animal Sciences with total experience of 3 years and 2 years of relevant experience • Post graduate degree holder in (Agriculture / Horticulture / Botany) with total and relevant experience of 1 year each • Post Graduate Diploma /MBA degree holder in -Agribusiness Management [After B. Sc (Agriculture)] with total and relevant experience of 1 year each

Annexure: Assessment Criteria

Job Role: Agri-Clinic & Agri-Business Centre Manager
Qualification Pack: AGR/Q7807, v1.0
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.

Compulsory NOS				Marks Allocation	
Total Marks: 600					
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out of	Theory	Skills Practical
1. 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		7	3	4

	that has market potential, is in line with personal skills and aspirations and is a viable business proposition				
	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
2. AGR/N7829 Manage an agri-clinic and/or agri-business centre	PC1. prepare marketing outcomes, strategic objectives and marketing metrics	100	6	3	3
	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
3. 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 services by taking internal trainings from subject matter experts		4	1	3
	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 measures	4	2	2
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	4	2	2

	support				
	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
4. 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 project fits with the overall vision, objectives and plans of the organisation and stakeholders		4	2	2
	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, resources and quality	4	2	2
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	3	1	2

	project and report within the organisation				
	PC29. recognise the contributions of project team members and share next assignment		3	1	2
		Total	100	40	60
5. 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
6. AGR/N9920 Present knowledge, information and ideas effectively	PC1. plan and document presentation approach and intended outcomes	100	4	2	2
	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