

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)

TABLE OF CONTENTS

1. Curriculum	01
2. Trainer Prerequisites	19
3. Annexure: Assessment Criteria	20

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. 	Training Kit (Presentations, Trainer Guide),

Sr. No.	Module	Key learning outcomes	Equipment Required
	(hh:mm) 10:00 Practical Duration (hh:mm) 20:00 Corresponding NOS Code AGR/N7828	<ul style="list-style-type: none"> • Describe the need and contents of a business plan. • 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. 	agricultural marketing tools, research tools.

Sr. No.	Module	Key learning outcomes	Equipment Required
4	<p>Setup of an Agri-clinic or Agri business centre</p> <p>Theory Duration (hh:mm) 10:00</p> <p>Practical Duration (hh:mm) 15:00</p> <p>Corresponding NOS Code AGR/N7828</p>	<ul style="list-style-type: none"> Describe various risk assessment methods. Identify various government schemes and loan facilities. Identify various sources for funding available and their terms and conditions. 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. 	<p>Training Kit (Presentations, Trainer Guide), infrastructure, technologies required.</p>
5	<p>Marketing process</p> <p>Theory Duration (hh:mm) 15:00</p> <p>Practical Duration (hh:mm) 15:00</p> <p>Corresponding NOS Code AGR/N7829</p>	<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. 	<p>Training Kit (Presentations, Trainer Guide), statistical and data evaluation software.</p>

Sr. No.	Module	Key learning outcomes	Equipment Required
		<ul style="list-style-type: none"> 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 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	<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. 	Training Kit (Presentations, Trainer Guide), workplace technology and equipment.

Sr. No.	Module	Key learning outcomes	Equipment Required
	AGR/N7829	<ul style="list-style-type: none"> 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. 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	Best farming practices Theory Duration (hh:mm) 20:00 Practical Duration (hh:mm) 25:00 Corresponding NOS Code AGR/N7830	<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. 	Training Kit (Presentations, Trainer Guide), weather forecasting software, soil testing equipment, organic farming equipment, seed testing, certification and treatment equipment, IT enabled agricultural extension advisory software.

Sr. No.	Module	Key learning outcomes	Equipment Required
		<ul style="list-style-type: none"> • 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 crops, their causes, symptoms and control measures. • 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	Agriculture extension services Theory Duration (hh:mm) 20:00 Practical Duration (hh:mm) 25:00	<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. 	Training Kit (Presentations, Trainer Guide).

Sr. No.	Module	Key learning outcomes	Equipment Required
	Corresponding NOS Code AGR/N7830	<ul style="list-style-type: none"> • 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 be considered for the demonstrations and trainings. • 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. 	

Sr. No.	Module	Key learning outcomes	Equipment Required
		<ul style="list-style-type: none"> • 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, farmers' cooperative society, village panchayat etc. • 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 	

Sr. No.	Module	Key learning outcomes	Equipment Required
		<p>and seeking technical support where required.</p> <ul style="list-style-type: none"> 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 farm mechanization. Describe nursery management processes. Describe the need for protected cultivation and the practices involved. Describe compost and vermi-compost development processes. 	
10	<p>Project definition</p> <p>Theory Duration (hh:mm) 03:00</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 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. 	Training Kit (Presentations, Trainer Guide).

Sr. No.	Module	Key learning outcomes	Equipment Required
		<ul style="list-style-type: none"> • 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 authority and approvals; quality assurance; human resources; budgets and finance; recordkeeping; reporting. • Identify limits of own responsibility and reporting requirements. • Determine and access available resources to undertake project. 	
11	<p>Development of project plan</p> <p>Theory Duration (hh:mm) 03:00</p> <p>Practical Duration (hh:mm) 05:00</p> <p>Corresponding NOS Code AGR/N9914</p>	<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 	<p>Training Kit (Presentations, Trainer Guide), project management tools.</p>

Sr. No.	Module	Key learning outcomes	Equipment Required
		<p>project and how to select appropriate tools and techniques.</p> <ul style="list-style-type: none"> 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 plan. 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 	<p>Training Kit (Presentations, Trainer Guide), recordkeeping systems.</p>

Sr. No.	Module	Key learning outcomes	Equipment Required
		<p>management tools and techniques to monitor, control and review progress.</p> <ul style="list-style-type: none"> • 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 can be put in place to manage potential risks and deal with contingencies. • 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)</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 	Training Kit (Presentations, Trainer Guide).

Sr. No.	Module	Key learning outcomes	Equipment Required
	05:00 Corresponding NOS Code AGR/N9914	with the project sponsors and any key stakeholders and how to do so effectively. <ul style="list-style-type: none"> • 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 assignment. 	
14	Adherence to personal hygiene practices and cleanliness around workplace Theory Duration (hh:mm) 05:00 Practical Duration (hh:mm) 10:00 Corresponding NOS Code AGR/N9911	<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. 	Training Kit (Presentations, Trainer Guide).

Sr. No.	Module	Key learning outcomes	Equipment Required
		<ul style="list-style-type: none"> 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. 	
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 in accordance with workplace procedures. 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. 	Training Kit (Presentations, Trainer Guide), various types of fire extinguishers.
16	<p>Preparation and delivery of a presentation</p>	<ul style="list-style-type: none"> Plan the presentation approach and intended outcomes. Document the presentation approach and intended outcomes 	Training Kit (Presentations, Trainer Guide),

Sr. No.	Module	Key learning outcomes	Equipment Required
	<p>Theory Duration (hh:mm) 05:00</p> <p>Practical Duration (hh:mm) 10:00</p> <p>Corresponding NOS Code AGR/N9915</p>	<ul style="list-style-type: none"> • 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 understanding of key concepts and central ideas. • 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. 	<p>presentation aids and materials.</p>

Sr. No.	Module	Key learning outcomes	Equipment Required
		<ul style="list-style-type: none"> 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/N9915</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 valid and relevant to the requirements of the report. 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 	Training Kit (Presentations, Trainer Guide).

Sr. No.	Module	Key learning outcomes	Equipment Required
		structure using suitable business technology. <ul style="list-style-type: none"> • 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. 	
	Total Duration: 360 hrs Theory Duration (hh:mm) 150:00 Practical Duration (hh:mm) 210:00	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.	

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/Q0102</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.
7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

Compulsory NOS				Marks Allocation	
Total Marks: 1000				Theory	Skills Practical
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out of		
1. AGR/N1218 Manage farm finances and budgeting	PC1. analyse budget/ financial plans for the farm	100	6	3	3
	PC2. clarify budget/ financial plans with relevant personnel within the organisation to ensure that documented outcomes are achievable		6	3	3
	PC3. negotiate any changes required to be made to budget/ financial plans with the relevant personnel		6	3	3
	PC4. prepare a plan to deal with any contingencies		7	3	4
	PC5. share relevant details of the agreed budget/ financial plans with the concerned departments		6	3	3
	PC6. provide guidance and instructions to the team members to ensure they perform their financial responsibilities as required		7	3	4
	PC7. access the relevant systems to manage financial management processes		7	3	4
	PC8. collect and analyse data to gauge the effectiveness of financial management processes		7	3	4
	PC9. identify, document and evaluate existing financial processes for improvements		7	3	4
	PC10. implement and monitor agreed improvements in line with financial objectives of the team and organisation		7	3	4
	PC11. implement the processes to monitor actual expenditure and to control expenses across the farm operations		7	3	4
	PC12. calculate labour and other expenditure and compare with the budget		7	3	4
	PC13. calculate farm production costs and revenues for profit and loss		7	3	4
	PC14. implement, monitor and modify contingency plans as and when required		7	3	4
	PC15. report on budget and expenses to senior management in accordance with organisational protocols		6	3	3

		Total	100	45	55
2. AGR/N1219 Develop a whole farm plan	PC1. establish long-term business goals through identification and analysis of the values, expectations and personal goals of the people involved	100	3	2	1
	PC2. identify business and personal strengths, weaknesses, opportunities and threats (SWOT)		3	1	2
	PC3. develop strategies to address SWOT consistent with the business vision		2	1	1
	PC4. identify and record physical characteristics of the land and natural resources within it		2	1	1
	PC5. determine land suitability and capability for various commercial agricultural, horticultural or related activity		3	1	2
	PC6. identify the risks to various natural resources including soil, vegetation, animals, etc.		3	1	2
	PC7. identify the infrastructure to assist with planning and maintenance		3	1	2
	PC8. identify relevant acts and regulations as per the type of farm and crop		2	1	1
	PC9. ensure plans are in accordance with the recognised standards and meet current and emerging legislation and codes of practice		2	1	1
	PC10. address legal and compliance related requirements through management plans		2	1	1
	PC11. develop, cost and prioritise property improvement plans to assist natural resource management		3	1	2
	PC12. plan land utilisation based on various factors		3	1	2
	PC13. identify and respond to market requirements to maximise opportunities		3	1	2
	PC14. develop plans to address land degradation		3	1	2
	PC15. prepare strategies for management of various areas of farm operations		4	2	2
	PC16. develop plans to address fire risks		2	1	1
	PC17. review and revise plans to meet changing circumstances		2	1	1
	PC18. identify and evaluate potential contractors/suppliers		2	1	1
	PC19. analyse past trends and developments to determine market variability and associated risks		3	1	2

PC20. research and identify existing or new markets for existing or new products/ services using techniques to ensure reliable data	3	1	2
PC21. gather soil survey information from laboratory	4	2	2
PC22. identify water source, availability and quality of water	3	1	2
PC23. identify ground water quality, depth issues and suitability of soil for crops and plants	2	1	1
PC24. establish the suitability of soil and water quality for crops and plants	4	2	2
PC25. identify any special irrigation requirements for crops and plants	3	2	1
PC26. determine water quality and it's treatment requirements	2	1	1
PC27. determine water requirements for each crop, plant type, area, and soil type and the most suitable method of applying water	4	2	2
PC28. identify the strategies to minimise soil erosion, and physical and chemical soil deterioration	2	1	1
PC29. determine drainage requirements in relation to each soil, crop and plant type and type of irrigation system	2	1	1
PC30. assess performance data, audit reports, environmental and workplace health and safety data for existing systems	2	1	1
PC31. obtain information from irrigation specialists on all relevant aspects of irrigation design	3	1	1
PC32. assess and cost available irrigation system types and components and select the suitable system to be used or upgrades to existing system	3	1	2
PC33. assess infrastructure needs for business objectives, overall plan and production related requirements	3	1	2
PC34. plan the infrastructure required to achieve the production target and carry out other activities, following relevant considerations	3	2	1
PC35. identify work, health and safety hazards, assess risks and incorporate suitable controls into the planning process	2	1	1

	PC36. plan and budget for commissioning, repair and replacements, purchases and sale of machinery and vehicles in line with approved processes and legal/ regulatory requirements		2	1	1
	PC37. use details regarding infrastructure requirements as input to other organisational planning processes		2	1	1
	PC38. identify solutions to bridge the gaps between required and existing infrastructure		2	1	1
		Total	101	45	55
3. AGR/N1220 Gather market information and identify trends	PC1. identify the potential markets for purchase of farm inputs and selling produce	100	14	6	8
	PC2. perform comparative cost analysis of farm inputs available in market		15	6	9
	PC3. identify sources of cost-effective and good-quality farm inputs		14	6	8
	PC4. identify better selling and buying opportunities based on production volumes, market availability, and price trends		14	6	8
	PC5. select the appropriate buyers according to the farm produce		15	6	9
	PC6. check and prepare buying and selling documents		14	5	9
	PC7. arrange safe and cost-effective transportation of farm produce and raw materials		14	5	9
		Total	100	40	60
4. AGR/N1221 Manage infrastructure requirements as per plan	PC1. select a cost-effective solution for developing the required infrastructure	100	6	2	4
	PC2. undertake negotiations to obtain infrastructure at the best price for the organisation		6	2	4
	PC3. organise and undertake preparation work required for existing infrastructure		7	3	4
	PC4. make any alterations to infrastructure giving due consideration to environmental and waste management requirements		7	3	4
	PC5. determine infrastructure maintenance programs including scheduling and responsibilities		6	2	4

	PC6. undertake replacements, purchases and sales of infrastructure according to plans made		7	3	4
	PC7. reallocate any land with the planning and consultation required by the organisation and within all relevant guidelines and regulations		7	2	5
	PC8. manage situations that require unplanned maintenance within organisation's guidelines and policies		6	2	4
	PC9. undertake regular checks to ensure that program specifications are adhered to and amendments are made where necessary		6	2	4
	PC10. undertake regular checks to ensure that all work health and safety requirements are adhered to including the appropriate use of PPE (personal protective equipment)		6	2	4
	PC11. minimise or eliminate potential negative environmental impacts through regular checks		6	2	4
	PC12. analyse data, observations and documentation recorded during the production cycle against the plan		6	2	4
	PC13. prepare recommendations for future plans based on the analysis of data		6	2	4
	PC14. prepare a report that documents the implementation of plan		6	2	4
	PC15. create, maintain and keep records and documentation as required by the organisation and regulatory requirements		6	2	4
	PC16. complete records and documentation clearly and accurately throughout production in the organisation		6	2	4
	PC17. generate records which are easily accessible, accurate and useful		6	2	4
		Total	100	35	65
5. AGR/N1222 Plan and manage production for the whole land/ farm business	PC1. survey the land to identify natural resources, soil characteristics and water resources on the farm	100	3	1	2
	PC2. determine land use capacities from land condition tests and history of yield		4	2	2
	PC3. determine land use for individual paddocks based on land use capacities, produce, and the organisation's goals and vision		4	2	2

PC4. develop a production plan to improve the management and use of land as per agreed business objectives and requirements	5	2	3
PC5. obtain production information for product under consideration	5	2	3
PC6. obtain recent and historical data from organisational records for input to production planning	5	2	3
PC7. collect and use information about organisational planning processes and potential for improvements or innovations	5	2	3
PC8. identify production processes required to achieve the targeted production and compare with those that exist currently	5	2	3
PC9. use production planning information as input to other organisational planning processes	5	2	3
PC10. establish targets for each production constituent as per the organisational management and strategic plans	5	2	3
PC11. schedule production taking varying organisational factors into consideration	5	2	3
PC12. identify and include environmental sustainability controls in the production plan	5	2	3
PC13. identify monitoring points and performance indicators based on target, environmental management and scheduling information	5	2	3
PC14. develop and use risk management strategies for relevant risks	5	2	3
PC15. monitor and evaluate the effectiveness of production processes	5	2	3
PC16. evaluate the effectiveness of the production processes against targets and make amendments to the processes, where necessary	5	2	3
PC17. identify and assess environmental impacts and workplace health and safety hazards throughout the production cycle	5	2	3
PC18. modify the production process by shifting priorities as per requirement	5	2	3

	PC19. analyse data, observations and documentation from the production process against the plan		5	2	3
	PC20. prepare a report that documents the plan's implementation and makes recommendations for future, based on the analysis of production data		3	1	2
	PC21. create, maintain and keep records and documentation as described in the production plan, the work health and safety requirements, and machinery and equipment management programs		3	1	2
	PC22. ensure that required information is available, accessible, meaningful and useful to the concerned departments and individuals		3	1	2
		Total	100	40	60
6. AGR/N1223 Implement and manage water supply and irrigation	PC1. install a new or modify the existing irrigation and drainage system as per plan	100	6	2	4
	PC2. determine and acquire materials and equipment for setting up the irrigation system		6	2	4
	PC3. install irrigation system as per advice from irrigation specialists		7	3	4
	PC4. check that irrigation and drainage systems are supervised to ensure there are no leaks or blockages		6	2	4
	PC5. confirm that water is being evenly distributed and that the drainage is effective and irrigation system is in good working order		6	2	4
	PC6. evaluate irrigation system's performance		7	3	4
	PC7. determine and value plant growth and yield increase from irrigation		7	3	4
	PC8. determine the cost benefit of irrigation and compare with alternative systems and methods		6	2	4
	PC9. develop monthly and annual water budget for each crop and plant program		7	2	5
	PC10. identify current yields and compare with benchmark crop yields		6	2	4
	PC11. establish targets with consideration for any factors which would limit optimum production		6	2	4
	PC12. define intended crop rotations		6	2	4
	PC13. develop scheduling procedures		6	2	4

	PC14. define drainage management performance including environmental authority compliance requirements		6	2	4
	PC15. identify areas of improvement in system management and structure		6	2	4
	PC16. summarise performance requirements for distribution, treatment and drainage systems		6	2	4
		Total	100	35	65
7. AGR/N9917 Manage staff at the farm	PC1. identify the number and type of staff required for various farm tasks	100	4	1	3
	PC2. create job descriptions for all farm level positions for which hiring needs to be done		5	2	3
	PC3. identify and employ suitable hiring channels and methods for communicating the job offers and finding suitable candidates for job positions		5	2	3
	PC4. conduct candidate evaluation against criteria for selection using various methods		5	2	3
	PC5. complete recruitment and selection linked documentation accurately with the required level of detail for future references		5	2	3
	PC6. communicate offer and work address, work arrangements, and related information to candidates accurately and effectively		5	2	3
	PC7. provide feedback and communicate the results of the selection process, to rejected candidates in a positive and constructive manner		5	2	3
	PC8. identify employment related documentation to be completed and offer to the selected candidates		4	2	2
	PC9. develop induction program for selected candidates, consistent with organisational requirements		5	2	3
	PC10. clarify and establish terms of engagement for consultants and contractors		5	2	3
	PC11. conduct induction program for new joinee and establish appropriate records		5	2	3
	PC12. communicate details of new joinee to the relevant departments for initiating staff related administrative work		4	2	2
	PC13. introduce staff to relevant internal and external stakeholders for work co-ordination and related responsibilities		3	1	2

	PC14. develop and implement strategies for communication with workers, performance management, resolution of disputes and conflicts		5	2	3
	PC15. identify and follow relevant policies for non-performing staff		5	2	3
	PC16. develop and communicate safe work practices to the staff		5	2	3
	PC17. involve all members of staff in identification of hazards, risk assessment and minimising them		3	1	2
	PC18. develop strategies to identify and address skill and knowledge gaps		5	2	3
	PC19. provide on-the-job training to optimise worker performance and ensure safety and fairness in the workplace		5	2	3
	PC20. identify off-job training requirements, and source and support training		4	2	2
	PC21. implement procedures for the maintenance of staff records		4	2	2
	PC22. implement administrative procedures to meet organisational and regulatory requirements		4	1	3
		Total	100	40	60
8. AGR/N1224 Manage procurement and sales processes	PC1. identify different categories of purchases made by the organisation at the farm level		3	2	1
	PC2. record detailed, and accurate information of products/ services required		3	1	2
	PC3. identify various payment methods and arrangements that can be used for procurement purposes		3	2	1
	PC4. identify correctly the quantity of products/ service to be procured and the frequency of procurement		3	2	1
	PC5. identify potential emergency purchase requirements		2	1	1
	PC6. design procurement processes to ensure procurement of cost competitive quality products/ services in a timely manner		4	1	3
	PC7. develop robust supplier/ contractor selection process		4	1	3
	PC8. identify frequency of ordering goods/ services		3	1	2
	PC9. identify the purpose and specifications of required goods/ services		3	1	2
	PC10. ask for formal quotations from suppliers/ contractors of requested goods/		3	1	2

	materials/ services by providing product/ service specifications			
	PC11. obtain comparative costings for goods/ materials/ services and evaluate the same, along with factoring in other selection criteria in accordance with workplace and regulatory procedures	3	1	2
	PC12. assess contractor/ supplier's ability to provide a consistent level of performance on repeat orders/ jobs and a cost competitive quality product and service	3	1	2
	PC13. document supplier/contractor selection process outcomes	3	1	2
	PC14. develop processes for sales of farm produce or other assets	4	2	2
	PC15. negotiate and fix prices based on market information	4	2	2
	PC16. collect relevant price information for farm produce from relevant markets	4	2	2
	PC17. assess transport requirements, options, costs associated with the sales of farm produce	4	2	2
	PC18. identify various payment options and risks related with these for farm produce sales	3	1	2
	PC19. identify buyers and sales channels that can be used to reach them	3	1	2
	PC20. identify sales related documentation, their purpose and record keeping requirements for farm produce sales	3	1	2
	PC21. develop gross margin budget to account for market variability	3	1	2
	PC22. identify and evaluate competing products to determine strengths and weaknesses of own products	3	1	2
	PC23. identify product specifications that suit market requirements and price advantage at the time	3	1	2
	PC24. present clear and concise information to the enterprise management team	4	2	2
	PC25. select selling strategies to ensure required prices are achieved	3	1	2
	PC26. prepare quotations and bid documents for sales	3	1	2
	PC27. input product specifications including packaging details	3	1	2
	PC28. ensure payment risks are covered through planned terms and conditions specified on sales quotations	3	1	2

	PC29. ensure transportation is organised and inspected as per product requirement and buyer /organisation specifications		4	2	2
	PC30. ensure product is sorted, graded and packed as per buyer or approved specifications		3	1	2
	PC31. ensure sales and dispatch documentation is complete as per organisational and regulatory requirements		3	1	2
		Total	100	40	60
9. AGR/N1225 Manage operational activities at the farm	PC1. identify various types of operations carried out on the farm	100	7	3	4
	PC2. create schedules for inspection and monitoring of farm activities		7	3	4
	PC3. identify quality requirements of various operational processes and products at different stages of production		7	3	4
	PC4. identify the risks associated with various operational activities		6	2	4
	PC5. identify various records to be maintained for respective operational requirements		6	2	4
	PC6. monitor compliance against farm quality assurance standards, statutory requirements and codes of practice		6	2	4
	PC7. test procedures and protocols against quality assurance standards and statutory requirements and codes of practice, modify as necessary and evaluate the physical/ financial impact of change		7	3	4
	PC8. monitor usage of resources and ensure there is no undue wastage		6	2	4
	PC9. monitor production to ensure that quality and quantity targets are met		6	2	4
	PC10. carry out benchmarking/ comparative analysis and varietal evaluation		7	3	4
	PC11. create back-up and contingency plans for emergencies		7	3	4
	PC12. identify potential problems and risks for each area of operational activity		7	3	4
	PC13. identify causes of operational problems accurately		7	3	4
	PC14. resolve operational problems within the limits of authority and as per organisational policy		7	3	4
	PC15. re-adjust the plan as per changing aspects of market, operational changes, etc. and communicate the changes and resultant		7	3	4

	impact to the relevant people in a timely manner				
		Total	100	40	60
10.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 organizational practices with respect to hygiene and cleanliness that need to be changed		7	2	5
	PC4. ensure personal hygiene as well as grooming, and adhere to the dress code of the organisation		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 infections		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. prevent accidents and damages at the workplace through regular monitoring		6	2	4
	PC10. attend fire drills and other safety related workshops organized at the workplace		6	1	5
	PC11. use safety materials or equipment 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 as per 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