

VAP HANDBOOK

For

MENTORS AND STUDENTS



VILLAGE ADOPTION PROGRAMME CELL
Department of Agriculture and Environmental Sciences
National Institute of Food Technology Entrepreneurship and Management
Kundli
2019

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***The content in this work book is compiled solely for educational purpose.
The contribution of authors of salient articles included is duly acknowledged.***

VAP cell, NIFTEM

2019



सत्यमेव जयते

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एक कदम स्वच्छता की ओर



**National Institute of Food Technology
Entrepreneurship and Management**
(Deemed to be University)

(UNDER MINISTRY OF FOOD PROCESSING INDUSTRIES,
GOVERNMENT OF INDIA)

Foreword

National Institute of Food Technology Entrepreneurship and Management (NIFTEM), a Deemed to be University (De-novo Category) & an Autonomous institution under Ministry of Food Processing Industries (MoFPI), Government of India, has been set up at Kundli, Haryana, on a 100 acres plot as a 'Centre of Excellence' and an apex world class Institute of global standards in Food Technology, Entrepreneurship, and Management.

NIFTEM, in its own humble and quiet way, has embarked upon a unique nation building initiative "Village Adoption Programme" which has been conceptualized for linking students (undergraduate and postgraduate), rural entrepreneurs, and farmers to the mainstream economy. The programme since its inception in October 2012 has evolved as flagship extension effort of NIFTEM and it is also in line with the theme phrase of NIFTEM *i.e.* Knowledge-Innovation-Outreach.

The aim is to help the Indian agriculture and food processing sector accomplish its objective of all-inclusive growth and to facilitate the process of integrating the underprivileged sections of our population to the main stream economy. The programme targets to raise awareness in farmers and local youths about food processing and its advantages, value addition, reduction of postharvest and food wastages, encourage them to start entrepreneurial ventures by forming self help groups (SHGs), producer's company and establish small food processing units. It also motivates villagers to take agriculture as sustainable business opportunity. The programme also focuses on components of the *Swachh Bharat Abhiyan, Make in India, Soil Health Card, Promotion of use of Renewable Energy and Sustainable Development*. The programme has received wide acceptance at villages and it also has been appreciated by the national and international field experts. This programme was also part of SMARTGRAM project of Rashtrapati Bhawan for promoting entrepreneurship in food processing sector.

Although, NIFTEM's village adoption programme is a small step but we feel proud about this and envisions it as our contribution in Nation Building.

I wish the team NIFTEM and the programme a great success.



C. Vasudevappa

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ABOUT NIFTEM

National Institute of Food Technology Entrepreneurship and Management (NIFTEM) has been set up by Ministry of Food Processing Industries (MoFPI), Government of India on persistent demand of the food industry to have an apex organization as a “One Stop Solution Provider” for the various problems of the sector. The institute has been established with an initial investment of USD 100 million and spread over an area of 100 acres. The institute acts as a 'Centre of Excellence' and an apex world class centre of global standards in the area of food technology and management. It caters to the needs of various stakeholders such as entrepreneurs, industries, exporters, policy makers, government and existing institutions. NIFTEM has been recognized as a Deemed to be University under De-novo Category by the University Grants Commission, Ministry of Human Resource Development.

Exemplary Achievements of NIFTEM

- Agriculture leadership award to NIFTEM's Village Adoption Programme
- 50th Rank in 3600 institutions in National Institutional Ranking Framework (NIRF) Framework ranked by MHRD
- 100% placement of its first batch of B.Tech. (2012-16) and third batch of M.Tech. (2014-16)
- Adopted 5 villages under 'Smart Gram Pilot Project' of Rashtrapati Bhavan
- NIFTEM has been awarded “PLATINUM RATING” under the Green Building Certification through IGBC (Indian Green Building Council) for existing infrastructure
- Installation of 1 MW Grid Connected Rooftop Solar Power Project with SECI

ACADEMIC PROGRAMMES

UNDERGRADUATE DEGREE PROGRAMME

The four year full time B.Tech. in Food Technology and Management (FTM) is a technical degree with blended elements of management leading to the development of 'Techno-Mangers' for food processing sector. The course aims to solve the scarcity of trained human resource for the food industry.

POSTGRADUATE DEGREE PROGRAMMES

- **M.TECH. PROGRAMME**

NIFTEM offers five postgraduate two years regular M.Tech. Degree programmes viz., Food Supply Chain Management, Food Safety and Quality Management, Food Process Engineering and Management, Food Plant Operations Management, Food Technology and Management.

- **MBA PROGRAMME**

NIFTEM also offers innovative two-year full-time MBA degree programme with dual specializations i.e. Food & Agri-Business Management (compulsory) and Marketing/ Finance/ International Business (as optional subjects). The programme is designed to fulfill the industry demand.

DOCTORATE DEGREE PROGRAMME

NIFTEM offers Ph.D. programme in following areas viz., Agriculture and Environmental Sciences, Basic and Applied Sciences, Food Engineering, Food Business Management, Food Science and Technology.

NIFTEM SPECIALIZED CENTRES

● **INTERNATIONAL GRAIN PROCESSING RESEARCH & TRAINING CENTRE (IGPRTC)**

India is the world's second largest producer of Rice, Wheat and other cereals and is base to various grain processing industries. IGPRTC focuses on providing assistance to grain based processing industries, grain exporters, skill and training development activities, novel process and product development, design and development of equipments and undertaking research and development activities.

● **INTERNATIONAL BAKERY RESEARCH AND TRAINING CENTRE (IBRTC)**

The centre facilitates experiential learning, teaching, research and technology transfer in the area of baking technology with regard to development of product and process protocols, new products and entrepreneurship. The issues of quality control, bakery machinery, product specification, product packaging, etc. are also addressed.

● **INTERNATIONAL CENTRE OF EXCELLENCE FOR FOOD SAFETY AND QUALITY (ICEFSQ)**

The Center encompasses a Food Analysis and Research Laboratory, a state- of- the- art facility, for undertaking physical, chemical and microbiological analysis including the analysis for the presence of various types of residues of different categories of toxicants and contaminants to ensure Safety and Quality of both raw and processed foods. Besides, the Center is also well equipped to undertake studies for development and validation of new analytical methods, process validation, harmonization of standards, characterization of packaging materials, shelf life, setting of MRL values, food fortification etc. The Center also imparts training programs related to different aspects of food analysis including use of various sophisticated analytical techniques, Food safety management systems and the Laboratory Management systems.

● **CENTRE FOR ENTREPRENEURSHIP DEVELOPMENT (CED)**

Centre for Entrepreneurship Development (CED) is created at NIFTEM for promoting specialized knowledge in entrepreneurship development with a focus to consolidate the existing entrepreneurial education landscape in India and assess their effectiveness and acts as an enabler for entrepreneurship education and entrepreneurship development in the area of agro-food processing sector.

● **NIFTEM PILOT PLANTS- CUM- INCUBATION CENTRE**

The planners of NIFTEM, since beginning, dreamt to create a big Pilot Plant Facility at NIFTEM. The total budgetary estimate for all six Pilot Plants was Rs 35.56 crores. Major objective of these Pilot Plant-cum-Business Incubation Centers was to create a state-of-the-art infrastructure which is aimed to serve as Business Incubation Centre for the existing food industries as well as the budding entrepreneurs from both large scale industries as well as medium, small and micro enterprises to incubate their ideas and also to facilitate in providing 'hands-on-training' to students, progressive farmers as well as the potential entrepreneurs and provide a vital source for food companies that are just starting up or evaluating new process or product lines. Currently four Pilot Plant facilities have

been commissioned i.e. RTE and Traditional Fruit, Fruit and Vegetable Processing, Milk and Dairy Processing, Meat and Poultry processing. The upcoming facilities include pilot scale processing facilities for cereals, millets and baked products.

- **NIFTEM-DANFOSS CENTRE ON COLD CHAIN**

This Centre of Excellence (CoE) has been set up in NIFTEM in collaboration with Danfoss Industries Private Limited Chennai India. It aims at spreading awareness to help in the reduction of India's food waste and food loss due to post-harvest management practices, thereby facilitating India's vision to become the food factory of the world by 2030. The Center will focus on showcasing innovation in cold chain for Indian Food and Food Processing sector; providing Danfoss E-learning tools on cold chain to support education; bridging the industry skill gap and capacity building; jointly developing and delivering certification programs for various stakeholders of cold chain industry value chain; new business models to support agriculture production centers to enable doubling Farmer's income. The training programmes in this Centre will be organized in collaboration with Danfoss Industries, NCCD, NHB and other associated stakeholders.

- **NIFTEM CENTRE FOR FOOD RESEARCH & ANALYSIS (NCFRA)**

NCFRA is a NABL certified state-of-the-art, Food Testing Laboratory in NIFTEM and forms a part of the International Centre of Excellence for Food Safety & Quality. The laboratory is equipped for conducting all kinds of analytical studies for different physical, chemical and microbiological parameters as well as for the presence of residues of different toxicants and contaminants in various raw and processed food products to ensure their safety and quality. The laboratory has been established with a funding of Rs 8.52 crore by the Ministry of Food Processing Industries, Govt. of India under their scheme of providing funds for setting-up and up-gradation of Food testing laboratories in India. The laboratory would not only serve as a Centre for certification of food products but would also serve as a centre for undertaking research projects for solving the problems of the food industry and providing support to the policy makers and the regulators. The laboratory has already started undertaking analysis of various types of samples for the above mentioned parameters.



GANDHIAN PERSPECTIVE OF VILLAGE DEVELOPMENT

Mahatma Gandhi Ji emphasized on “Be the Change you want to see”. In the quest of Indian independence his pillars of strength were “Swadeshi” i.e. self-reliance and “Non-violence” i.e. ahimsa. Post independence his efforts on economic development and governance translated in terms of “Swaraj” (Self Governing/ independent and “Su-raj” (Good Governance) and “Sarvodaya” (universal awakening). Gandhi ji in his persistent efforts attempted to bring harmony in social affections and truth which highlights the concept of “Orderly Society” i.e. absence of starvation. In the quest to achieve orderly society one of the important aspect he emphasized was to improve the economic condition of poor through redistribution of trusteeship (theory of class and distribution) and also suggested the use of indigenous methods suited to the conditions of India for economic development (Waghmore, 2004; Whitney, 2013).

Schumacher (1973) in his philosophical work entitled “Small is beautiful” considered Gandhi ji as one of the philosopher of “Alternative development” which imbibed the concept of self-sufficiency, self reliance, simplicity, voluntary participation at village level and strengthening the economy at grass root level by intensification of village level manufacturing as part of “Swadeshi movement”. The crux of swadeshi movement aimed at restoring the identity of largely impoverished Indian peasants within their own indigenous culture. The movement was designed to build up the nation from the very bottom upward, integrating the specific practices of craftsmen, food production and sustainable development (Ishii, 2001; Sanford, 2013).

The Gandhian model of economic development is based on reviving the village economy by vitalizing the village communities through ensuring decent livelihood opportunities for rural population, craft production, food production, employing indigenous, and simple technologies for creating job opportunities for youth (Baviskar, 1995; Singh, 1997). Gandhi ji believed in principal of equality and equal distribution of income in society and firmly believed that country will progress if village economy is strengthened (Pyarelal, 1997). On the similar lines, the efforts for cultural revitalization and strengthening village development through “Sarvodaya Shramadana Movement” was done in 3000 villages of Sri Lanka (Colletta et al., 1982).

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ABOUT NIFTEM VILLAGE ADOPTION PROGRAMME

On the similar lines of “Gramswaraj” NIFTEM conceptualized a “Village Adoption Programme” for its students and farmers. This is a two way learning process where while villagers gain scientific and technical knowledge through students who promote future possibilities of food processing among them, students obtain firsthand experience of Indian rural scenario and understand traditional processing technologies adopted by the villagers. The programme is also in line with the theme phrase of NIFTEM i.e. Knowledge-Innovation-Outreach. The aim is to help the Indian agriculture and food processing sector accomplish its objective of all-inclusive growth and to facilitate the process of integrating the underprivileged sections of our population to the main stream economy. The programme targets to raise awareness in farmers and local youths about food processing and its advantages, value addition, reduction of wastages, encourage them to start entrepreneurial ventures by forming self help groups, producer's company and establish small food processing units. It also motivates villagers to take agricultural as sustainable business opportunity.

NIFTEM initiated “Village Adoption Programme” in October, 2012, in which NIFTEM faculty members along with a group of 12-15 students of UG and PG programmes adopts a village and nurture it with the skills on food processing and value addition. It also makes farmers acquainted with advance knowledge on agricultural production technologies, value addition, food processing technologies, technical support services and integrated technologies on post harvest management, renewable energy etc. So far 13 such visits have been accomplished wherein interventions have been made in more than 90 villages across 22 states of the country.

During these visits, team NIFTEM has identified various opportunities in the villages, like youth and women entrepreneurship in food processing sector, post harvest management, value addition, cataloguing of traditional recipes, vocational trainings for uplifting livelihood resources, establishing marketing and financial linkages besides addressing social issues on sanitation and hygiene, education, utilisation and promotion of renewable energy, etc. So far, the programme has received wide recognition and acceptance at village level and has been appreciated by experts of the field at national and international platform.

Objectives of Village Adoption Programme

- Work for enhancement of Farmers' Income/Rural Household Income by creating awareness in farmers/rural population regarding food processing, value addition, preservation and reduction of wastage.
- To train progressive farmers and the rural youth to become entrepreneurs and establish micro-enterprise in food processing in rural areas.
- To connect farmers and the rural population to Food Processing Industry so as to provide a viable economic model to agriculture.
- To connect students to the grass root level (villages) and to make them aware of the rural India and work for its all round development of village and contribute to Nation's Development.
- To understand the inefficiencies in the supply chain for all commodities from the farmers' fields to the consumers plate so that students become more informed food technologists in future and are able to address the issues effectively.
- To have a two way exchange of knowledge between students and the rural population whereby

students transfer their scientific and technical knowledge and thinking process to the rural population and they also get educated about the traditional way of thinking and doing things and are exposed to the strong common sense (depending upon which the villagers survive).

- To work for all round development of the village on social issues (health, sanitation, girl child education, promotion of renewable energy, etc).

Awards and Honors

- The efforts of NIFTEM in village level were recognized and NIFTEM was awarded with Agricultural Leadership Award in the year 2015 by then Hon'ble Union Home Minister Sh. Rajnath Singh.
- 13th Standing committee of the Parliament on Agriculture and Food Processing appreciated the programme and guided to enlarge program by adopting more villages.
- NIFTEM got associated as partner Institution for skill development & entrepreneurship in the area of Food Processing with Rashtrapati Bhavan's SMARTGRAM Project (2016-17) initiated by the former Hon'ble President of India Sh. Pranab Mukherjee. NIFTEM adopted 5 villages in Haryana for promoting entrepreneurship in food processing.

The gamut of activities under VAP involves:

- Understanding the farming practices.
- Socio-economic and lifestyle surveys.
- Promoting first generation rural entrepreneurship in food sector.
- Assessment of extent of food processing interventions required.
- Sensitizing farmers to take up food processing and value addition initiatives leading to micro-enterprise creation.
- Documenting native food processing and preservation practices.
- Addressing social issues and supporting government initiatives on Swachh Bharat Abhiyan, Beti Bachhao Beti Padhao, etc.

Results under VAP

During the past visits in the respective villages, teams made interventions at farmer/villager level:

- *Based upon the surplus of crops/agricultural commodities produced in the village, extent of food processing interventions required through Postharvest management, primary processing, and establishment of small scale projects and*
- *By assessing the entrepreneurial interest of the farming community and willingness to start a venture through individual investment, formation of farmer producer company/ cooperative society/self help group, etc.*
 - i) Arranged training on Entrepreneurship in food processing sector (food grains/fruits/vegetables/Ready to Eat (RTE) food items.
 - ii) Encouraged farmers to form Self help groups.
 - iii) Arranged interactive session with Producer Company/ cooperative society/banks etc.
 - iv) Vocational trainings for uplifting livelihood resources
- Cataloguing of traditional food production practices/ food preservation/ traditional recipes of food

- Awareness and educational programmes for village people, hygiene and sanitation camps, health camps, interactive sessions, video shows, etc
- Utilization and promotion of renewable energy (solar energy projects, etc)
- Trainings on Post-harvest management of fruits and vegetables, primary and secondary process of agricultural produce, scope and avenues in food processing sector, rainwater harvesting and organic farming, etc.

Salient Achievements under VAP

- About 1300 programmes on promotion of Food Processing at village level including awareness campaigns, expert lectures, one day camps, product development trainings, video sessions, etc. to promote rural entrepreneurship in food sector.
- More than 230 Product Development Training Programmes organized at village level in different villages.
- More than 140 dedicated lectures on promotion on renewable energy and 130 awareness campaigns to raise awareness about use of renewable source of energy.
- Extended support to Self help groups for revival of activities and supported creation of SHG's to support food processing activities.
- Marketing surveys conducted to support the budding entrepreneurs and SHG's to strategize the reach of products to target consumers.
- Efforts targeted to support installation of solar street lights/ solar lamps in different adopted village locations under VAP.
- Lectures and campaigns under Swachh Bharat Abhiyan and encouraged construction of pukka toilets in the associated villages.

The efforts of NIFTEM are towards strengthening the rural economy by promoting entrepreneurial activities so that rural youth attain economic freedom and instead of job seeker he becomes a job giver. The efforts are also in line to train the students of NIFTEM to become trained Techno-Managerial workforce who is capable of visualizing the challenges of food processing sector at grass root level and contribute the scientific community as problem solver and solution provider. Although NIFTEM village adoption programme is a small step but NIFTEM Pariwar feel proud about this and envisions it as a contribution in Nation Building.



Table 1: List of villages where village adoption programme has been carried out

S.No.	State	Village (City)
1.	Andhra Pradesh	Kalavacharla (Rajahmundry); Narandera Puram (East Godavari); Karkambadi (Chittoor)
2.	Arunachal Pradesh	Dirang (Diran Circle)
3.	Bihar	Araji Kanchanapur (Vaishali); Hariharpur (Vaishali); Khairimal (East Champaran); Choti Ladha (Darbhanga); Alawalpur (Fatua, Patna); Kelhanpur (Bihata, Patna)
4.	Delhi	Mitraon (Najafgarh); Chhawla (Delhi)
5.	Gujarat	Koyli (Vadodra)
6.	Haryana	Haldari (Ambala); Alika (Fatehabad); Tajnagar, Harc hanpur, Alipur, Daulha, Shikhopur (Gurugram); Rawalwass Kalan, Gangwa (Hisar); Bastara, Amritpur Kalan, Garhi Birbal, Majra Rodan, Habitpur Khalsa, Chapra Khera, Chirao, Daha Jagir, Dabri, (Karnal); Bhorsaida, (Kurukshetra); Rajka Meo (Mewat); Patla (Rai); Sersha, Aterna, Manauli, Mandora, Mandori, Nahra, Jakhauli, Badkahlsa, Takoli (Sonipat)
7.	Himachal Pradesh	Tunna (Mandi), Nauni (Solan), Mhori (Shimla)
8.	Jammu	Rakhbaroi (Sambha)
9.	Jharkhand	Hocher, Plandu (Ranchi)
10.	Karnataka	Mangur (Belgaum)
11.	Kerala	Pullincunnu (Alappuzha); Manathavady (Wayanad)
12.	Madhya Pradesh	Bagroda (Bhopal), Simariya (Seoni)
13.	Maharashtra	Kurhe (Jalgaon), Pimpri Gawli (Amednagar), Yalgud (Kolahpur)
14.	Odisha	Lathore (Balangir), Dhansimulia (Balasore)
15.	Punjab	Behniwal (Sardulgarh); Bahadurgarh, Dera Mir Miran, Pir Jain (Fatehgarh Saheb); Variowal (Tarn Taran); Tarmala (Muktsar); Daroli Bhai (Moga); Mansakalan (Bathinda); Chak Fateh Singh Wala (Bathinda)
16.	Rajasthan	Junakheda (Jhalawar); Bhavi (Jodhpur); Aloda (Sikar); Sahanwali (Bharat Pur); Karmoda (Sawai Madhopur)
17.	Sikkim	Nandok (East Sikkim)
18.	Tamil Nadu	Kallupattai (Dindigul); Alanganallur (Madurai)
19.	Tripura	Shyama Prasad Colony (West Tripura)
20.	Uttar Pradesh	Lahara (Hathras); Arjunpur (Lucknow); Karkatpur (Badayun); Naglamohan (Mathura); Hussainpur (Balua); Parseda (Amoli); Bichpuri (Agra); Achheja (Greater Noida); Rahmapur (Meerut)
21.	Uttarakhand	Gulzarpur (Udham Singh Nagar); Dhanpau, Lakhwad, Rani Pokhri (Dehradun); Deghat (Almora)
22.	West Bengal	Dakshin Arjunda (Midnapore East); Chalkardhbon (Midnapore East); Khariddha (Burdwan); Dakshin Kalrayar Kuthi (Cooch Behar); Kamlapur (South 24 Parganas District); Uttar shibatara (Jalpaiguri)

GUIDELINES ON VILLAGE SELECTION

1. ***Location of the Village***
 - a. Not located in very remote area
 - b. Should have proximity to the city (5-10 km from district headquarters)
 - c. Proper connectivity with road and nearby railway station and other transportation services/ facilities
2. ***Interaction with ICAR-KVK, State government agriculture or horticultural department***
 - a. In association with ICAR-KVK
 - b. As recommendation of Senior Member from the Government of India, District Commissioner, etc. or
 - c. By Director, State Agriculture Department or
 - d. By Department of food processing industries or
 - e. By Regional Centers of premiere government organizations like NHB, NHM directorate or banks like NABARD, etc.
3. ***Resources in the village***
 - a. Established panchayat with active sarpanch
 - b. Strategic assessment of land resources available with farmers
 - c. Level of literacy
 - d. Basic amenities
 - i. Water, electricity, toilets
 - e. Brief assessment of socio-economic assessment of the village
 - f. Association with any KVK, Agro service centre's, etc
 - g. Close vicinity of KVK would be preferred
 - h. Part of any other governmental development project
 - i. Resource to make stay arrangement of mentor and mentee
 - j. Existing SHG in the village (registered/ not registered)
 - k. Access to banks/ other financial services
4. ***Production Potential crops for processing activity***
 - a. **Major food grain crops**
 - i. Production status and surplus availability
 - b. **Major fruits and vegetables**
 - i. Production status and surplus availability
 - c. **Major cropping cycle or crop sequence**

STEPS IN THE VILLAGE ADOPTION PROCESS AND ACTIVITY PLANNING

1. To identify a village and establish a work plan at the beginning of the VAP programme for 10-12 days to be accomplished at the village site.
2. The students will work in a group under the guidance of a mentor faculty and will develop village activity plan for the duration including identification of local resources and avenues for promoting entrepreneurship in food processing sector.
3. Sensitize and train the farmers and local youth about Food Processing and its advantages.
4. Encourage farmers and local youth to become Entrepreneurs and establish micro and small Food Processing Enterprises.
5. Provide access and training programs to farmers and rural youth.
6. Prepare a catalogue of traditional food production practices/ food preservation/ traditional recipes of food, etc.
7. Imparting trainings on basic processing and value addition techniques for enhancement of shelf life, etc.
8. Promote Good Agricultural Practices (GAP).
9. Conduct an extensive survey of the village and record demographics and prepare a data-base.
10. Organize resources by providing vital linkages, micro credits, Govt. Policies.
11. Prepare and present a post VAP report.
12. In addition, Professors and senior Officers of NIFTEM visit the groups when they are in the village to guide them and closely evaluate their progress.

The Major activities in the VAP will include:

1. Induction programme at NIFTEM campus
2. Village stay
3. Post programme report compilation
4. Post programme presentations
5. Report and result submission

Broad activities to be accomplished while in the village:

1. Rural Life Orientation:

Activities to be taken up :

- Baseline and socio-economic survey, resource mapping
- Preparation of Status Paper
- Preparation of Village Development Plan

2. Food Processing:

Activities to be taken up:

- Collecting information about present level of Food Processing in the village
- Understanding the constraints (if any) villagers are facing in adopting Food

-
- Processing and value addition rather than fresh produce selling
 - Getting acquainted with the food processing and value addition techniques, villagers are adopting
 - 1 day awareness camp regarding new technologies in the field of Food Processing
 - Cataloguing of traditional knowledge

3. Food Storage and Preservation:

Activities to be taken up:

- Collection of traditional storage practices and traditional food recipes
- Awareness Camp regarding advanced storage and preservation techniques
- Cataloguing of traditional knowledge

4. Promoting Food Processing and value addition related Entrepreneurship :

Activities to be taken up:

- Identification of prospective ventures in food processing and value addition
- Preliminary assessment of interested entrepreneurs
- Identification of prospective entrepreneurs
- Initiating linkages with financial institutions, FSSAI
- Providing support in DPR preparation
- Assisting in getting linkages with DIC

5. Market Feasibility of proposed Processed and value added Products:

Activities to be taken up:

- Market feasibility and assessment for the value added food products developed by the villagers
- Market testing of value-added product
- Assisting in package and label designing, packaging and marketing
- Spreading awareness and supporting in getting FSSAI registration

6. Make in India initiatives through VAP

Activities to be taken up:

- Documenting Traditional procedures
- Collecting and cataloguing traditional food recipes in the form of recipe book

7. Soil Health and Climate Change Impact on Agriculture:

Activities to be taken up:

- Spreading awareness about Soil Health Card Scheme, including role of soil health in food quality and safety
- Supporting the farmers in getting soil health card

- Making the farmers aware of the Climate Change and Global Warming phenomena and strategies to cope up with their impacts on agriculture and rural entrepreneurship

8. Swatch Bharat Abhiyan:

Activities to be taken up:

- Conducting awareness Campaigns and promotion of Swatch Bharat Abhiyan
- Awareness drive and lectures on ODF (open defecation free)
- Making teams and supporting Sarpanch in morning time ODF activities
- Meeting with local authorities for establishment of basic sanitation and hygiene facilities at village
- Conducting workshops at school level, including school students

9. Attending to social Issues:

Activities to be taken up:

- Sensitization and linkages with Local and District Administration
- Conducting campaigns in Schools on topics like Health and Nutrition, Hygiene, Importance of education for girl child, future prospects, etc.

10. Food and Nutrition Security

Activities to be taken up:

- Conducting campaigns in Schools on topics like Green Agriculture Practices (GAP), Food Safety, Food Quality, Health and Nutrition, Food Security etc.

11. Open Defecation Free movement activities

Activities to be taken up:

- The efforts to be taken up to promote efforts on making villages open defecation free. Following activities to be taken up:
 - lectures, motivation talks, video shows, awareness camps
 - sharing information about district officers, sarpanch
 - supporting sarpanch in ODF activities
 - documenting the activities undertaken

12. Any Other related task/ Activities to be taken up:

- As found suitable by the group (like Opening of small NIFTEM gyan kendras (village library in school), Initiatives on promotion of Renewable energy, Infrastructure Development wherever possible may be taken up)

Note: The activities may be decided in consultation with KVK (associated KVK wherever applicable) for better execution.

Information may be collected in these three domains:

A	B	C
Get oriented to rural setting	Production system and support scheme	Processing and value addition activities
<ul style="list-style-type: none"> • Population mix • Rural institutions • Status of Rural women and youths • underprivileged groups 	<ul style="list-style-type: none"> • Agriculture • Horticulture • Animal husbandry and dairy • Poultry and fishing • Small ruminants 	<ul style="list-style-type: none"> • Case studies • Entrepreneurs • Potential in various sectors • Product mix • Market mix • Schemes and programmes

The details may be filled in the survey formats presented later in the document .



PROPOSED ACTIVITY SCHEDULE

The activities as mentioned in previous section may be divided on day wise basis. The students may be divided in small groups and be given responsibility to accomplish the activities during the specified time of village stay.

Day 1

- Arrival + Boarding lodging and food arrangements + Chetna yatra

Day 2-3

- Arrival + Chetna yatra
- Population Mix observations
- Meeting with local authorities for sharing purpose of VAP and team visit and appraising about activities to be undertaken
- Interaction with farmers
- sensitization about food processing awareness drive and training programmes

Day 4-5

- Initiation of surveys
- Cataloguing of traditional knowledge
- Collecting and cataloguing traditional food recipes in the form of recipe book
- Collecting information about present level of food processing in village
- Understanding the constraints villagers are facing in adopting food processing and value addition rather than fresh produce selling
- Video show 1
- Making the farmers aware of the climate change and global warming phenomena and strategies to cope up with their impacts on agriculture
- Initiation of product development training programme

Day 6-7

- Preparation of Village Development Plan through participatory approach
- Identification of prospective ventures in food processing and value addition
- Preliminary assessment of interested entrepreneurs
- Identification of prospective entrepreneurs
- Initiating linking with financial institutions, FSSAI
- Assisting in getting linkages with DIC
- Sensitization and linkages with local and district administration
- Video show- 2

Day 8-9

- Market feasibility and assessment with SHG's/ FPO's
- Assisting in packaging, labeling and marketing
- Awareness about FSSAI registration
- Awareness campaign about GAP
- Video show*
- Prepare DPR

Day 9-10

- organizing awareness event on food processing
- Awareness about Schemes and programmes
- Awareness about Soil Health Card Scheme, including role of soil health in food quality and safety
- Awareness about advanced Storage and Preservation Techniques
- Awareness about new technologies
- Video show*

Day 11-12

- Documentation of activities conducted during VAP
- Clearing of financial dues and making relevant payments

**suggested topics for video shows are food processing (technology development, process development etc.), sanitation and hygiene, social issues and success stories. This is proposed plan and may be modified as per the prevailing circumstances.*



GENERAL GUIDELINES AND INSTRUCTIONS FOR VAP

Guidelines for mentors

- Mentors to get in touch with village sarpanch and local/district administration for sharing the information about their visit. Mentors may undertake pre-visit to ensure arrangements for his team.
- Mentors to support and guide the team for organizing resources in the village and divide the work responsibility among the students and monitor the progress.
- Mentors shall distribute individual responsibilities to students for their effort evaluation and contribution to the group.
- Each mentor may nominate two team leaders (preferably one boy and one girl) and share the names with VAP cell along with contact numbers. The students will also act as link officers to prospective identified entrepreneurs and villagers and may make a brief profile of entrepreneur and his core interest to start venture.
- Invite successful/ first generation entrepreneurs during first five days of their visit for interactive lectures.
- The activities related to awareness drive, product development trainings, swachh bharat abhiyan, etc. may be taken up and monitored.
- Students during the VAP must be monitored with strict vigil and watch. Any act of indiscipline or disobedience by students shall be brought into the notice of authorities immediately.
- Absence of the student from the VAP location without due permission of mentor will be viewed seriously. Attendance will be governed as per notified UG/PG regulations of NIFTEM (Minimum of 75% mandatory).
- Daily reports for the activity undertaken to be compiled and shared with VAP cell.
- Mentors must not allow their students to go near to any water body like village lake/pond/canal/river site for activities like bathing/swimming, excursions on hilly tracts/ adventure trips and related risk involving leisure activities.
- Mentors may ensure that rules and procedures are thoroughly followed.
- Timely submission of Post VAP reports and surveys.

Instructions for Students

- Students must not leave the group without due and prior permission from the mentor. Special care to be taken especially when at village site.
- To maintain close coordination with their mentors.
- To diligently carry out the instructions as received from the mentor.
- Not to indulge in any act of indiscipline and activities against the team spirit with fellow team mates (arguments, bullying, fighting, etc.) or indecent conversation with village community.
- Students strictly must not indulge in activities like consuming alcohol, smoking, gambling, etc.
- Students should avoid driving personal vehicles of the villagers.

- Students are not allowed go near to any water body like village lake/pond/canal/river site for activities like bathing/swimming.
- Students must refrain undertaking any risk related activity during VAP especially trekking, adventure trips etc.
- Students must not handle themselves any open points of electricity for securing power supplies in their room or lodging site or using open heating coils for heating water in bucket.
- Students must not roam alone or in pairs (a boy and a girl) and should be as a group while performing assigned activities.
- Students must carry their NIFTEM ID-Card and maintain a decent dress code during village visit and avoid eye-catching dresses. Formals are preferred.
- Students are not allowed to stay or visit home during the VAP if they are close to their hometown or home location.
- Students should ensure informing their parents about the scheduled visit and their travel plans.

Financial Guidelines

NIFTEM will provide daily stipend to students to support boarding and lodging in the village as per norms. The Financial support to the mentors will also be given to meet out daily expenses as per norms. Mentors will also be provided with additional funds to manage the expenses involved in travelling (to and from NIFTEM) training, transportation, and VAP related activities in form of lump-sum advance. The details will be notified separately. Mentor will be the custodian of funds. Vouchers/ bills are to be collected for the expenses incurred and submitted later during bill settlement process.

Transportation Guidelines

Preferred mode of transportation will be use local transport system. For long distance transportation the travelling may be done as per entitlement either by rail or road. The details will be notified separately.

Guidelines for Supervisory Officers

The supervisory officers are to undertake the visit to monitor the progress of VAP team and observances of rules. Supervisory officers will submit a post visit report to vap cell in the format as provided.



GUIDELINES FOR VAP PRESENTATIONS

1. Presentations are to be completed within a time frame of 15-20 minutes.
2. Presentations must clearly spell about your efforts related to promoting entrepreneurship in food processing sector, awareness drive, training sessions, Swachh Bharat Abhiyan, etc. (duly supported by suitable photographs).
3. All presenting teams are to follow formal dress code.
4. The team leader of presenting team shall submit the presentation and other relevant material to be shown in soft copy during the presentations (viz. documents, DPR, excel sheet, survey, video clips, etc.) in a single folder in the pen drive 30 minutes prior to start of presentations to IT representative for uploading in the main computer. Use of personal laptops for presentations is not encouraged.
5. Respective teams are to be seated in the seminar hall at least 15 minutes prior to the start of presentation.
6. Presence of faculty members, mentors and associate mentors will be encouraging and they are requested to accompany their respective teams.
7. Representatives of IT team to extend support for AV arrangements in seminar hall or selected location prior to the beginning of presentations.
8. Representatives from General Administration to extend support for the preparedness of selected location for necessary arrangements to facilitate the presentations.
9. Use of mobile phones during the presentation is prohibited. In case you are carrying the mobile phone it shall be turned to switch off or silent mode.
10. A student or team representative may take lead to be as time keeper for the presentations.



SUGGESTED READINGS

List of Suggested Readings:

1. Village adoption programme and United Nations-sustainable development goals
2. Status of food processing sector in India
3. Financing options for the food processing
4. Doubling farmer's income
5. Categorization of farmers
6. NABARD producers organization development fund (PODF)
7. How to become an entrepreneur
8. Communication in extension education
9. Swachh Bharat Abhiyan
10. Cases on rural management



VILLAGE ADOPTION PROGRAMME AND UN-SUSTAINABLE DEVELOPMENT GOALS

UN-Sustainable Development Goals

The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030. The 17 SDGs are integrated—that is, they recognize that action in one area will affect outcomes in others, and that development must balance social, economic, and environmental sustainability.

Through the pledge to Leave No One Behind, countries have committed to fast-track progress for those furthest behind first. That is why the SDGs are designed to bring the world to several life-changing 'zeros', including zero poverty, hunger, AIDS, and discrimination against women and girls. Everyone is needed to reach these ambitious targets. The creativity, knowhow, technology, and financial resources from all of society is necessary to achieve the SDGs in every context.

The Sustainable Development Goals (SDGs) were born at the United Nations Conference on Sustainable Development in Rio de Janeiro in 2012. The objective was to produce a set of universal goals that meet the urgent environmental, political and economic challenges facing our world. The SDGs replace the Millennium Development Goals (MDGs), which started a global effort in 2000 to tackle the indignity of poverty. The MDGs established measurable, universally-agreed objectives for tackling extreme poverty and hunger, preventing deadly diseases, and expanding primary education to all children, among other development priorities.

For 15 years, the MDGs drove progress in several important areas: reducing income poverty, providing much needed access to water and sanitation, driving down child mortality and drastically improving maternal health. They also kick-started a global movement for free primary education, inspiring countries to invest in their future generations. Most significantly, the MDGs made huge strides in combating HIV/AIDS and other treatable diseases such as malaria and tuberculosis.

Key MDG achievements

- More than 1 billion people have been lifted out of extreme poverty (since 1990)
- Child mortality dropped by more than half (since 1990)
- The number of out of school children has dropped by more than half (since 1990)
- HIV/AIDS infections fell by almost 40 percent (since 2000)

The legacy and achievements of the MDGs provide us with valuable lessons and experience to begin work on the new goals. But for millions of people around the world the job remains unfinished. We need to go the last mile on ending hunger, achieving full gender equality, improving health services and getting every child into school beyond primary. The SDGs are also an urgent call to shift the world onto a more sustainable path.

Snapshot of UN-SDGs



<https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>

STATUS OF FOOD PROCESSING SECTOR IN INDIA

Introduction

The Indian food industry is poised for huge growth, increasing its contribution to world food trade every year. In India, the food sector has emerged as a high-growth and high-profit sector due to its immense potential for value addition, particularly within the food processing industry.

Accounting for about 32 per cent of the country's total food market. The Government of India has been instrumental in the growth and development of the food processing industry. The government through the Ministry of Food Processing Industries (MoFPI) is making all efforts to encourage investments in the business. It has approved proposals for joint ventures (JV), foreign collaborations, industrial licenses, and 100 per cent export oriented units.

Market Size

The Indian food and grocery market is the world's sixth largest, with retail contributing 70 per cent of the sales. The Indian food processing industry accounts for 32 per cent of the country's total food market, one of the largest industries in India and is ranked fifth in terms of production, consumption, export, and expected growth. It contributes around 8.80 and 8.39 per cent of Gross Value Added (GVA) in Manufacturing and Agriculture respectively, 13 per cent of India's exports and six per cent of total industrial investment. The Indian gourmet food market is currently valued at US\$ 1.3 billion and is growing at a Compound Annual Growth Rate (CAGR) of 20 per cent. India's organic food market is expected to increase by three times by 2020.

The online food ordering business in India is in its nascent stage, but witnessing exponential growth. With online food delivery players like FoodPanda, Zomato, TinyOwl, and Swiggy building scale through partnerships, the organised food business has a huge potential and a promising future. The online food delivery industry grew at 150 per cent year-on-year with an estimated Gross Merchandise Value (GMV) of US\$ 300 million in 2016.

Investments

According to the data provided by the Department of Industrial Policies and Promotion (DIPP), the food processing sector in India has received around US\$ 7.54 billion worth of Foreign Direct Investment (FDI) during the period April 2000-March 2017. The Confederation of Indian Industry (CII) estimates that the food processing sectors have the potential to attract as much as US\$ 33 billion of investment over the next 10 years and also to generate employment of nine million person-days.

Some of the major investments in this sector in the recent past are:

- Global e-commerce giant, Amazon is planning to enter the Indian food retailing sector by investing US\$ 515 million in the next five years, as per Smt. Harsimrat Kaur Badal, Minister of Food Processing Industries, Government of India.

- Parle Agro Pvt. Ltd. is launching Frooti Fizz, a succession of the original Mango Frooti, which will be retailed across 1.2 million outlets in the country as it targets increasing its annual revenue from Rs 2800 crore (US\$ 0.42 billion) to Rs 5000 crore (US\$ 0.75 billion) by 2018.
- US-based food company Cargill Inc, aims to double its branded consumer business in India by 2020, by doubling its retail reach to about 800,000 outlets and increase market share to become national leader in the sunflower oil category which will help the company be among the top three leading brands in India.
- Mad Over Donuts (MoD), outlined plans of expanding its operations in India by opening nine new MOD stores by March 2017.
- Danone SA plans to focus on nutrition business in India, its fastest growing market in South Asia, by launching 10 new products in 2017, and aiming to double its revenue in India by 2020.
- Uber Technologies Inc plans to launch Uber EATS, its food delivery service to India, with investments made across multiple cities and regions.

Government Initiatives

Some of the major initiatives taken by the Government of India to improve the food processing sector in India are as follows:

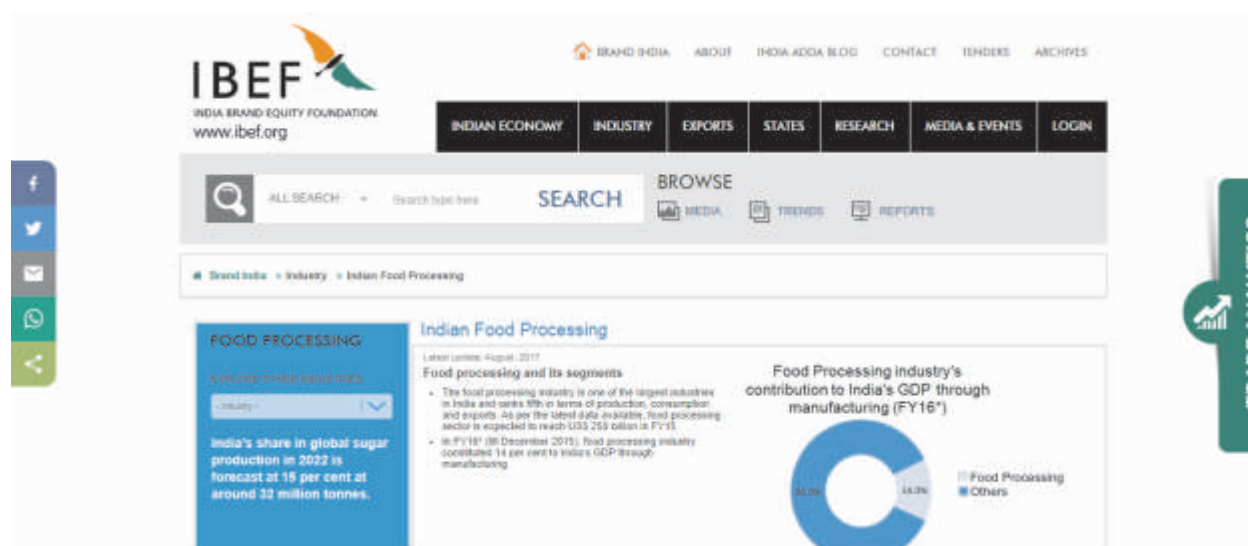
- The Government of India aims to boost growth in the food processing sector by leveraging reforms such as 100 per cent Foreign direct investment (FDI) in marketing of food products and various incentives at central and state government level along with a strong focus on supply chain infrastructure.
- In Union Budget 2017-18, the Government of India has set up a dairy processing infra fund worth Rs 8,000 crore (US\$ 1.2 billion).
- The Government of India has relaxed foreign direct investment (FDI) norms for the sector, allowing up to 100 per cent FDI in food product e-commerce through automatic route.
- The Food Safety and Standards Authority of India (FSSAI) plans to invest around Rs 482 crore (US\$ 72.3 million) to strengthen the food testing infrastructure in India, by upgrading 59 existing food testing laboratories and setting up 62 new mobile testing labs across the country.
- The Indian Council for Fertilizer and Nutrient Research (ICFNR) will adopt international best practices for research in fertilizer sector, which will enable farmers to get good quality fertilizers at affordable rates and thereby achieve food security for the common man.
- The Ministry of Food Processing Industries announced a scheme for Human Resource Development (HRD) in the food processing sector. The HRD scheme is being implemented through State Governments under the National Mission on Food Processing. The scheme has the following four components:
 - Creation of infrastructure facilities for degree/diploma courses in food processing sector
 - Entrepreneurship Development Programme (EDP)
 - Food Processing Training Centres (FPTC)
 - Training at recognized institutions at State/National level

Road Ahead

Going forward, the adoption of food safety and quality assurance mechanisms such as Total Quality Management (TQM) including ISO 9000, ISO 22000, Hazard Analysis and Critical Control Points (HACCP), Good Manufacturing Practices (GMP) and Good Hygienic Practices (GHP) by the food processing industry offers several benefits. It would enable adherence to stringent quality and hygiene norms and thereby protect consumer health, prepare the industry to face global competition, enhance product acceptance by overseas buyers and keep the industry technologically abreast of international best practices.

References:

Ministry of Food Processing Industries (MoFPI), Agricultural and Processed Food Products Export Development Authority (APEDA), Media reports and Press Releases, Department of Industrial Policy and Promotion (DIPP), Press Information Bureau (PIB), Confederation of Indian Industries (CII), Union Budget 2016-17, Union Budget 2017-18



Ref: IBEF 2017. <https://www.ibef.org/industry/indian-food-industry.aspx>

FINANCING OPTIONS FOR THE FOOD PROCESSING

India's food processing sector can be divided into (i) Primary Processing, and (ii) Secondary Processing by levels of processing (a term interchangeable with value added) and they have differing growth rates. The nature and quantum of their credit needs are also different. While primary processing sectors have been recipients of relatively easy banking lines, they also access national financial institutions and non-banking finance companies more routinely since their business models are well set for years (example-sugar). This is not replicated for secondary processing, which needs differentiated and more customized (or structured) products from lenders. Juxtaposed is the relative growth rates of primary and secondary sectors (5% for primary versus 11% for secondary processing between 2014 and 2016, but projected to grow at 6% and 15% in next 5 years) which will more developed product solutions for secondary processing sectors.

Based on Reserve Bank of India's classification, total Credit Limits from banks to food processing companies (including beverages) as on December 2016 were USD 53 billion (CAGR of 8.2% between 2014 and 2016) but utilization was USD 31 billion (CAGR of 3.1% between 2014-2016) only. The numbers for Primary Processing companies were USD 34.5 billion and USD 21.6 billion and for secondary food processing were USD 18.6 billion and USD 9.7 billion respectively. The growth rates for both Credit and Outstanding were higher for Secondary Processing. Assuming a growth rate of food processing sector at ~8% in next five years, (15% for Secondary Processing), the credit needs will move at least at the same rate on a linear basis i.e. an incremental need of USD 4 billion per year (USD 2.8 billion for Secondary Processing). This is going to be a challenge for banks especially since food processing is not comprehensively included in Priority Sector Lending (PSL). While the challenge faced by the sector is lack of structured products for addressing special risks and demands, the challenge faced by banks is the lack of focus (unlike agriculture).

On the strategic side, the companies often struggle to get external capital and need serious hand holding. Venture capital/private equity inflows to food processing are barely 2.5% of the total inflows. There are very few dedicated venture capital/private equity funds at present but with the resilience and sustained growth of food processing getting more apparent, these pools are bound to expand. Venture debt is another desirable source, which should be sought for the sector.

Disaggregated production creates problems for processors. The Government is proactively addressing it through National Bank for Agriculture and Rural Development (NABARD) and Small Farmers' Agribusiness Consortium (SFAC), which are developing Self Help Groups (SHGs) and Farmer Producer Companies (FPO). Additionally, Small Industries Development Bank of India (SIDBI) is available to address the all-important micro, small and medium enterprises, to improve credit penetration to Small and Medium Enterprise (SME) processors. The Government has also created pools of capital for specific initiatives. For example, a pool of INR 2000 crores for assistance to food parks is given to NABARD to manage. It also has a fund of INR 5000 crores (USD 735 million), to support creation of infrastructure for storage of agricultural commodities. SFAC helps farmer

producer companies get loans up to INR 1 crore (150,000 USD) without security and food processors can utilize the scheme to strengthen their supply chain. In addition to these institutional sources of credit and equity, the Ministry has an umbrella scheme the Pradhan Mantri Kisan Sampada Yojna (PMKSY) under which there are a range of subsidy schemes to promote food processing. Under the scheme, the Ministry is providing subsidy assistance to establishment of processing infrastructure, logistics and storage infrastructure, backward linkages and development of farmer producer organizations, test infrastructure, research and development and training and development. There are subsidies available primarily for storage and logistic infrastructure and some components of processing on a sector specific basis from other Government departments.

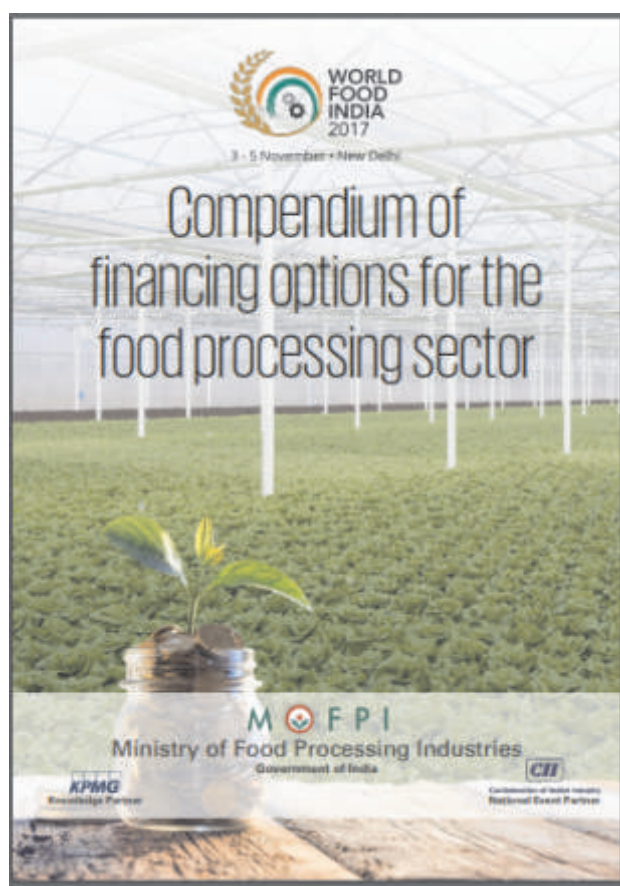


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Published for the Ministry of Food Processing Industries (MoFPI) by KPMG and Confederation

Government schemes being implemented by NABARD

DOUBLING FARMER'S INCOME

(Report of Committee on Doubling Farmers' Income headed by Shri Ashok Dalwai)

A Brief on Doubling Farmers' Income Report

The Report of the Inter-Ministerial Committee on Doubling Farmers' Income (DFI) is documented in fourteen volumes. The Committee focuses on seven major sources of growth, operating within (6) and outside (1) the agriculture sector. The priority assigned to each will vary depending on the status of agricultural development in States and Union Territories. These sources are:

Within the agriculture domain

- Improvement in crop productivity
- Improvement in livestock productivity
- Resource use efficiency or saving in cost of production
- Increase in cropping intensity
- Diversification towards high value crops
- Improvement in real prices received by farmers

Outside the agriculture domain

- Shift from farm to non-farm occupations

The DFI Committee addresses agriculture as a value led enterprise and suggests empowering farmers with “improved market linkages” and enabling “self-sustainable models” as the basis for continued productivity-production and income growth for farmers. This builds the basic strategy direction for five primary concerns:

1. Optimal monetisation of farmers' produce,
2. Sustainability of production,
3. Improved resource use efficiency,
4. Re-strengthening of extension and knowledge based services, and
5. Risk management

In Volume-I, the growth of agriculture in the last 70 years is analyzed with the current status. An appropriate context is set, with farmers' income as the basis of agriculture, in place of production as it has been, for a comprehensive understanding of the needed directional change.

In Volume-II, the DFI Committee tables the “growth targets” for doubling farmer's real income while improving the ratio between farm and non-farm income from 60:40 as of now, to 70:30 by 2022-23. It suggests the following strategy:

- a. Adopting a “demand-driven approach” for efficient monetisation of farm produce and to synchronise the production activities in Agriculture & Allied Sectors.
- b. Improving and optimizing input delivery mechanism and overall input efficiency [technologies, irrigation methods, mechanization, Integrated Pest Management (IPM), Integrated Nutrient Management (INM), farm extension services, adaptation to climate

-
- change, integrated agri-logistics systems, Integrated Farming Systems Approach, etc.].
 - c. Offering institutional credit support at the individual farmer and cluster levels.
 - d. Strengthening linkages with MSMEs (micro, small and medium enterprises), to accelerate growth in both farm as well as non-farm incomes along with employment creation.

Farmers' income is directly related to cost of agricultural production (including input costs) and profitable monetization of the agricultural produce, through effective market linkages.

In Volumes III–XIII, the DFI Committee deliberates upon specific economic activities and topics that have a durable impact on farmers' income. Some of these are categorized as follows:

- i. Demand Driven Agricultural Logistics System for post-production operations such as produce aggregation, transportation, warehousing, etc.
- ii. Developing Hub and Spoke System at back-end as well as front-end to facilitate and promote a new market architecture so that all kinds of farmers can avail services that empowers them to physically connect and supply to any market in the country of their choice.
- iii. Marketing Intelligence System to provide demand led decision making support system - forecasting system for agricultural produce demand and supply, and crop area estimation to aid price stabilization and risk management.
- iv. Agricultural Value System (AVS) as an integration of the supply chain and to drive market led value system – District level, State level and National Level Value-System Platforms to promote individual value chains to integrate into a sector-wide supply chain.
- v. Farmer-centric National Agricultural Marketing System by restructuring for a new market architecture, consisting of Primary Retail Agriculture Markets (PRAMs/GrAMs numbering 22,000) and Primary Wholesale Agricultural Markets (APMCs/APLMs-other markets numbering around 10,000), as also secondary & tertiary agricultural markets, all of which are networked by online platforms to facilitate a pan-India market access; as also integrating the domestic market with export market by considering the latter as a targeted market activity and not just an add-on.
- vi. Promoting Sustainable Agriculture – Climate Resilient Agriculture, Rainfed Agriculture, Conservation Agriculture, Ecology Farming, Watershed Management System, Integrated Farming System, Organic Farming, Agro-Climatic Regional Planning, Agricultural Resources Management and Micro-Level Planning, etc.

While the above alternate systems are to be adopted & scaled up, the modern agro-chemical based cultivation practices shall be promoted based on the principle of evidence based, minimal/integrated and efficiency targeting resource use (eg., Soil Health Card recommendations as the basis for soil nutrient management). It is essential that sustainable agriculture is not limited to certain geographies alone, but reaches larger cultivation practices and incorporates evidence based and good agricultural practices.

- vii. Effective Input Management achieving Resource-Use-Efficiency (RUE) and Total Factor Productivity (TFP) – Water, soil, fertilizers, seeds, labor-farm mechanization, credit and precision farming, so as to reduce farm losses, while ensuring sustainable and eco-friendly practices.
- viii. Enhancing Production through Productivity– to achieve & sustain higher production out of less and release land and water resources to diversify into higher value farming for enhanced income.
- ix. Farm Linked Activities to include secondary agriculture that utilizes local manpower and biological resource in the vicinity of farms. These can also comprise manufacturing and services activities of KVIC (Khadi and Village Industries Commission) and MSME (Micro, Small and Medium Enterprises) scale, for promoting near-farm and off-farm income generating opportunities as well as to facilitate more of the farm produce to capture more of the market value.
- x. Agricultural Risk Assessment and Management including drought management, demand & price forecast, weather forecast, management of biotic stress including vertebrate pests, access to credit among farmers for farming operations; providing long term credit, post-production finance to preventing distress sale by farmers, and crop & animal risk management through insurance.
- xi. Empowering Farmers through Agricultural Extension, Knowledge Diffusion, and Skill Development.
- xii. Research & Development and ICT designed to support the Doubling of Farmers' Income strategy in the short run, and help accelerate the pace of income enhancement on a sustainable basis in the long run.
- xiii. Structural and Governance Reforms in Agriculture, including building a database of farmers, facilitating farmer & produce mobilization, institutional mechanism at district, state & national levels for coordination & convergence, digital monitoring dashboard at district, state & national level for seamless & real-time monitoring of field delivery, utilizing Panchayat Raj Institutions, and farm income measurement as key delivery channels for transparent and inclusive development.

It also calls for paying special attention to non-timber forest produce (NTFP) to support tribal farming communities to capture higher value and non-farm incomes therefore.

Sustaining Income Growth – Five Pillars

The recommendations that emanate from the preceding 13 different volumes, under different themes, strive to align with one or more of the five pillars, that the DFI Committee identifies, as essential to doubling farmers' income, and sustaining a steady income growth in the long run. These include:

- i. Increasing productivity as a route to higher production
- ii. Reduced cost of production / cultivation
- iii. Optimal monetization of the produce

- iv. Sustainable production technology
- v. Risk negotiation all along the agricultural value chain

Layout of the Recommendations

The individual volumes of the Report of the Committee on Doubling of Farmers' Income, communicate about a specific subject, to first prepare the context and deliberate on the logic, before leading to the concluding recommendations for the selected subject.

The recommendations put forth in the first thirteen volumes, are both specific and generic, and will be germane to policy makers, implementing agencies, farmers and farmers' bodies, farmer-centric opinion makers, NGOs, public and private sector entrepreneurs and investors, subject matter experts and students, as also international bodies interested in Indian agriculture.

It is not possible to capture all the recommendations and lay them in relevant flow and framework, without adding to the bulk and being repetitive. There is also a fear of them being taken out of context and therefore out of step with the logic adopted in each of the volumes. Hence, in compiling the comprehensive recommendations in the final Volume XIV, certain thematic lines have been adopted, yet the readers would benefit more from referring the recommendations to the respective chapters and volumes as per their requirement.

In the last volume, the recommendations have been assigned a period, short term and/or long term. These indicate the opinion of the Committee on the time period required for initiation of action and when its outcome would be realized. Short term indicates a period of maximum of 3 years and long term refers to a period beyond that. While short term activities should be initiated at the earliest, the long term initiatives may take some more time, but should preferably be rolled out as early as feasible so that rise in farmers' income can be sustained even beyond 2022-23.

As regards the responsibilities for the initiatives, the name of the department(s) and/or ministry(ies) has/have been indicated at a generic level, to allow them to decide on the specific division/organization to own it up. The Committee is also conscious that there could be several other department(s) and/or ministry(ies) or even organizations in Public/Private/NGO sectors who may also find it useful to act upon the recommendations in their own way. This will bring in greater synergy and spread at the field level.

Conclusion

Committee has recommended to set up an Empowered Body, headed by an officer of appropriate seniority, to monitor the new set of activities, as they are operationalised. This Empowered Body or Authority, can also be mandated to develop guidelines, based on an implementation framework, and provide the needed support system to the principle stakeholders, namely DAC&FW, DAHDF, DARE, other Departments and Ministries.

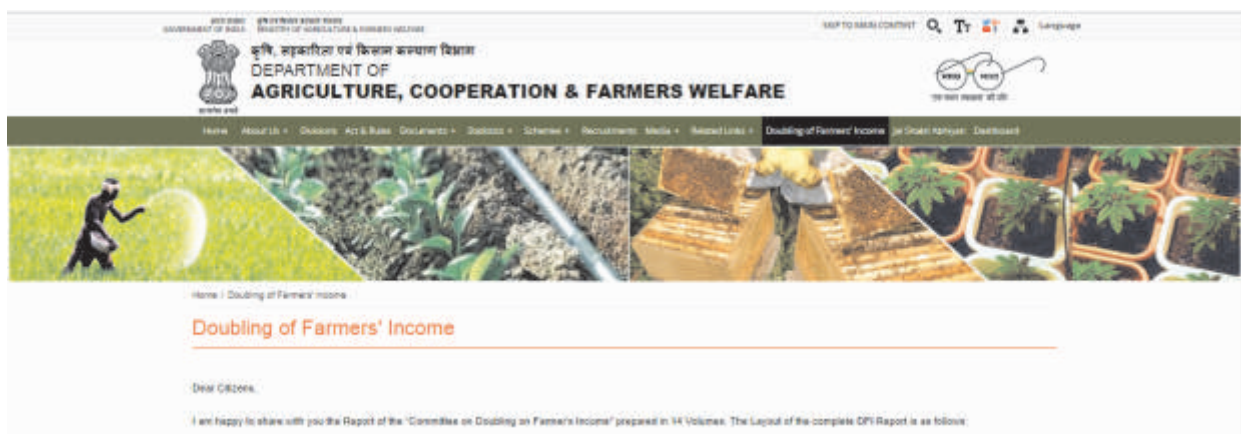
The DFI Committee was advised to make recommendation in parallel to developing a comprehensive report. In response the Committee not only made several recommendations but

also supported rolling out several of them. Over the last three years, various important recommendations that have been adopted and rolled out by the government and are also incorporated in the Union Budget from 2017-18 onwards. A full list of these is in Chapter 12 of Vol.-XIV.

The underlying theme of the DFI Report is to promote agriculture as an enterprise and farmer as an entrepreneur necessitating adoption of business principles for positive net returns. Further, agriculture sector as a profession will become wholesome, when transition happens from, food security to nutrition security for the consumers, extractive production system to sustainable production system for the ecology, and from a mere Green Revolution to move towards a Farmers' Income Revolution or Income Revolution for the farmers.

<https://pib.gov.in/PressNoteDetails.aspx?NotelD=150574&ModuleId=3>
(Jun 2019)





Doubling of Farmers' Income

Volumes	Subject	Download Link
Vol. I	March of Agriculture since Independence	Download
Vol. II	Status of Farmers' Income: Strategies for Accelerated Growth	Download
Vol. III	Post-production Interventions: Agri-logistics	Download
Vol. IV	Post-production Interventions: Agriculture Marketing	Download
Vol. V	Sustainability Concerns in Agriculture	Download
Vol. VI	Specific Strategies for Sustainability in Agriculture	Download
Vol. VII	Input Management– Resource Use Efficiency / Total Factor Productivity (TFP)	Download
Vol. VIII	Production Enhancement through Productivity Gains	Download 8A, 8B- 8C- 8D
Vol. IX	Farm Linked Activities and Secondary Agriculture	Download
Vol. X	Risk Management in Agriculture	Download
Vol. XI	Empowering the Farmers through Extension & Knowledge Dissemination	Download
Vol. XII	Science for Doubling Farmers' Income	Download
Vol. XIII	Structural Reforms and Governance Framework	Download
Vol. XIV	Comprehensive Policy Recommendations	Download

<http://agricoop.nic.in/doubling-farmers>

CATEGORIZATION OF FARMERS

In agriculture Census, the operational holdings are categorized in five size classes as follows:-

<i>Sl. No.</i>	<i>Category</i>	<i>Size-Class</i>
1.	Marginal	Below 1.00 hectare
2.	Small	1.00-2.00 hectare
3.	Semi- Medium	2.00-4.00 hectare
4.	Medium	4.00-10.00 hectare
5.	Large	10.00 hectare and above

The operational holdings are also classified in three social groups, viz., Scheduled Castes, Scheduled Tribes, and Others.

As per the results (provisional) of latest Agriculture Census 2015-16, the State-wise average size of operational holdings in the country is given below.

To improve production/productivity of various agricultural crops, the Government is promoting adoption of modern technologies and practices like multiple cropping, intercropping and integrated farming systems etc.

In the “India Rural Development Report 2012-13” prepared by the IDFC Rural Development Network, it has been observed that Small farms are more efficient, especially in cultivating labor-intensive crops or tending livestock, but land holdings are too small to generate sufficient household income.

With a view to improve the condition of Small and Marginal farmers and to double the income of farmers by 2022, Government is realigning its interventions from production-centric approach to farmers' income-centric initiatives, with focus on better and new technological solutions. These include implementation of schemes like, *Pradhan Mantri Krishi Sinchai Yojana (PMKSY)*, *Paramparagat Krishi Vikas Yojana (PKVY)*, *Soil Health Card*, *Neem Coated Urea*, *Rainfed Area Development under National Mission for Sustainable Agriculture (NMSA)*, *Pradhan Mantri Fasal Bima Yojana (PMFBY)*, *National Agriculture Market scheme (e-NAM)*, *National Food Security Mission (NFSM)*, *National Mission on Oilseeds & Oilpalm (NMOOP)*, *Mission for Integrated Development of Horticulture (MIDH)*, *Rashtriya Krishi Vikas Yojana (RKVY)*, *National Mission on Agriculture Extension & Technology (NMAET)* etc. In addition, farmers are provided information through *Focused Publicity Campaigns*, *Kisan Call Centres (KCCs)*, *Agri-Clinics and Agri-Business Centres (ACABC)* of entrepreneurs, *Agri Fairs and exhibitions*, *Kisan SMS Portal* etc.

*Press Information Bureau, Government of India, Ministry of Agriculture & Farmers Welfare,
05-February-2019 16:26 IST, <https://pib.gov.in/newsite/PrintRelease.aspx?relid=188051>*

Annexure

Annexure referred in reply to part (a) & (b) of Lok Sabha Unstarred Question No. 261 due for Answer on 5.02.2019

Statewise Average size of holdings for all Social Groups as per results of Agriculture Census 2015-16(Provisional)

S. No.	States/UTs	Average size of holdings(in Hectare)
1	A & N Islands	1.78
2	Andhra Pradesh	0.94
3	Arunachal Pradesh	3.35
4	Assam	1.09
5	Bihar	0.39
6	Chandigarh	1.21
7	Chhattisgarh	1.25
8	D & N Haveli	1.38
9	Daman & Diu	0.35
10	Delhi	1.39
11	Goa	0.81
12	Gujarat	1.88
13	Haryana	2.22
14	Himachal Pradesh	0.95
15	Jammu & Kashmir	0.59
16	Jharkhand	1.17
17	Karnataka	1.35
18	Kerala	0.18
19	Lakshadweep	0.26
20	Madhya Pradesh	1.57
21	Maharashtra	1.35
22	Manipur	1.14
23	Meghalaya	1.29
24	Mizoram	1.25
25	Nagaland	5.06
26	Odisha	0.95
27	Puducherry	0.62
28	Punjab	3.62
29	Rajasthan	2.73
30	Sikkim	1.13
31	Tamil Nadu	0.75
32	Telangana	1.00
33	Tripura	0.49
34	Uttar Pradesh	0.73
35	Uttarakhand	0.85
36	West Bengal	0.76
	All India	1.08

Press Information Bureau, Government of India, Ministry of Agriculture & Farmers Welfare,
05-February-2019 16:26 IST, <https://pib.gov.in/newsite/PrintRelease.aspx?relid=188051>

NABARD PRODUCERS ORGANIZATION DEVELOPMENT FUND (PODF)

Introduction

Indian farming is characterized by a large number of marginal and small holders (almost 85 per cent) who are exposed to multiple risks and vulnerability. The fragmented and dispersed nature of farm holding poses major problems for on-farm productivity and the resultant farm incomes, especially in the rain fed areas. The immediate recourse for the marginal and small farmers to tide over the state of vulnerability and deprivation is to scale up the operations and have improved access to technologies, credit and market through formation of Producer Collectives/ Organizations. Government of India has considered farm aggregations and collectivization of farm produce through organizing Producer Organizations as a means to boost the agricultural growth during the 12th plan period. NABARD has been extending financial assistance to Producer Organizations by creating "Producers Organization Development Fund (PODF) out of its surplus in the year 2011.

Salient features of NABARD Support scheme under PODF

Eligible Activities & Quantum of Grant support:

The need based grant support up to a maximum of 20% of loan amount in the case of POs and 10% in the case of PACS/PCARDBs, linked to availment of loan from the Subsidiaries of NABARD / banks will be considered for sanction, provided the activity considered for support, forms part of the project and its needs are clearly evaluated and justified in the loan sanction memorandum.

The following broad activities will be eligible for grant support out of PODF

- Support to Producer Organization
- Training/ Capacity Building
- Various types of capacity building initiatives are:
- Skill development in order to enable the members produce goods, both in farm and/ or off farm sector,
- Business planning
- Technological extension through classroom training,
- Exposure visits, agricultural university tie ups, expert meetings, etc.
- Tie-up with agribusiness incubators/ professional agencies for business facilitation/incubation services
- Any other capacity building initiative which directly benefits the P.O.

Grant support for specific activities not involving loan component, such as special studies, stakeholders' Meet/conference, Round Table, building the specialized capacities of existing POs, ICT interventions for improving marketing/ operational efficiency and such other critical interventions necessary for building sustainable POs.

Market Linkage Support

- Support for setting up of marketing infrastructure facilities for sale of produce
- Support could even be on the lines of rural haat and rural mart if the situation so desires or it could be structured differently based on the need
- NABARD will explore tie ups with buyers for Producers Organization's produce
- NABARD shall help form partnerships between Producers Organizations and local or large companies /retail chains, etc.
- Through existing schemes of various Ministries, Govt. Departments, Missions, etc., NABARD will promote creation of necessary infrastructure, wherever possible

Support for other purposes

- DPR Preparation: Support for preparation of DPR in case the project is to be sanctioned by the subsidiaries of NABARD. The grant amount would be within the overall cap of 20% of loan amount (max Rs. 1.0 lakh or 0.50% of project cost).

Administrative Cost to PO

The POs which directly avail credit facility from the lending institutions and without having support of any Promoting agency (or Promoting agency is not a corporate), may be given a maximum of 5% of the loan amount within the overall cap of 20%, as grant towards administrative costs. This facility is available to POs which are less than 5 years old. In case, PO is more than 5 years old, the amount would be restricted to a maximum of 2.5% of the loan amount, within the overall cap of 20%. Other conditions are:

- 20% of the grant amount under administrative support will be given as advance. An amount of 60% would be released in 3 equal half-yearly installments and the balance 20% will be given at the end of repayment period and paid on satisfactory repayment.
- Support towards administrative cost will be extended only if it is found that the PO is facing viability problem by having the administrative cost for the initial phase capitalized/ made a part of working capital.
- The need for grant support should be clearly justified in the sanction memorandum by the lending agency with proper financial analysis.
- Grant towards administrative cost would be released directly to the PO and in such case, separate incentive to promoting agency would not be available.

Incentive for the Promoting Agency

Need-based incentive can be given to the Promoting agency (other than corporates), purely on a case to case basis as per the following guidelines:

- A maximum of 5% of loan amount (for PO less than 5 years old) and a maximum of 2.5% (for PO more than 5 years old) within the overall cap of 20%, can be given as incentive to the Promoting agency. This support would be extended only if it is found that the PO is not able to compensate the Promoting agency for its efforts by having the administrative cost for the initial phase capitalized/ made a part of working capital.
- 10% of the incentive will be given as advance and 20% at the end of repayment period and

paid on satisfactory repayment. Balance 70% would be given in equal installments linked with each installment of loan repayment.

- The need for grant support should be clearly justified in the sanction memorandum by the lending agency with proper financial analysis.
- Wherever this facility is given to the promoting agency, grant support towards administrative costs, would not be available.

Credit Guarantee Facility

Contribution towards creation of risk fund / credit guarantee fund by NABARD for facilitating collateral free lending to POs by the Commercial banks, RRBs, Co-operative banks and the subsidiaries of NABARD. For this, separate guidelines will be framed by NABARD.

Any other promotional support

Any other promotional/ developmental activities which is felt necessary for enabling a Producer Organization function in a better and profitable manner subject to specific approval of DMD/ Chairman.

Grant Support to PACS/ PCARDBs as MSC:

With a view to facilitating PACS / PCARDBs to become a Multi Service Centre and extend a range of pre and post-harvest agro related services for the benefit of the farmer members, need based grant support not exceeding 10% of the loan amount, will be available to PACS/ PCARDBs which are availing credit facility from NABARD. However, the grant amount will not be utilized towards the capital cost of the project.

The following activities can be supported under the grant component:

- Knowledge dissemination center – cost of one PC (need based).
- Initial administrative cost to start new business activities i.e. reimbursing 50% of the salary of the additional staff engaged for the initial period up to 12 months.
- Activity specific training to farmers, if required. In case the loan is sanctioned to SCB/CCB, the concerned bank can factor Project Management Expenses up to 2% from the grant component within overall limit (10% of the loan amount).
- Other need based trainings to the farmers for adopting best Management Practices, technology transfer, crop diversification, etc., may be supported from the existing funds like FSPF or under other developmental/ promotional programmes.

Institutions Eligible for Grant Assistance

- Producer Companies/ Producers Organizations including PACS/PCARDB as MSC. Subsidiaries of NABARD, promoting/ facilitating agencies, agribusiness incubators and other professional organizations providing capacity building/ handholding support to POs/ PACS/PCARDBs.
- Any other institution/ organization as approved by NABARD, whose objectives/ activities are in conformity with the overall objectives of PODF.

Progress so far

The cumulative sanctions of grant assistance to the Producer organizations amounted to Rs. 13.59 crores and disbursements to the tune of Rs.4.37 crores as on 28 February 2018, benefiting a total of 221 POs in the country. Similarly, 2592 PACS have been assisted under NABARD scheme with cumulative sanctions of grant assistance to the tune of Rs. 32.01 crores and Rs. 6.88 crores has been disbursed up to the same period.

NABARD, <https://www.krishaksarathi.com/pdf.html>

Farmer Producers' Organizations (FPOs): Status, Issues and suggested policy reforms - Nabard
[https://www.nabard.org/2708183505Paper on FPOs - Status & Issues](https://www.nabard.org/2708183505Paper%20on%20FPOs%20-%20Status%20&%20Issues)

More details on FPO's may be accessed at <http://sfacindia.com/FPOS.aspx>



HOW TO BECOME AN ENTREPRENEUR



उद्यमी कैसे बनें?

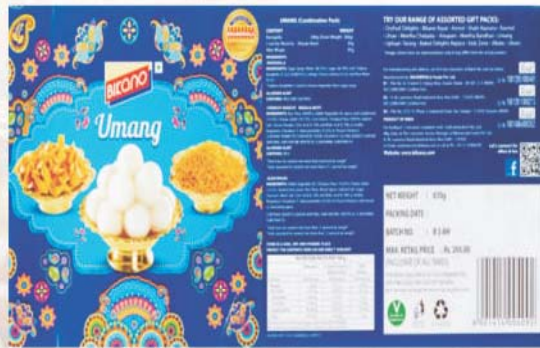
फूड प्रोसेसिंग उद्योग स्थापित करने के लिए शुरुआत निम्नवत करें:



- 1. उत्पाद का चयन:** किसान को खुद की या आस-पास की खेती से पैदा किए गए कच्चे माल की उपलब्धता, बाजार की जरूरत या किसी तकनीकी सलाहकार की राय के आधार पर, तैयार किये जाने वाले माल का चयन करना चाहिए।
- 2. बाजार का सर्वे करना:** तैयार माल को बेचने के लिए बाजार का सर्वे करना जरूरी है जिससे हमें माल बेचने में दिक्कत न हो। पास के बाजार में जाकर, वहाँ के दुकानदारों से, थोक व्यापारियों से इस सम्बन्ध में बात की जा सकती है। अगर आवश्यकता पड़े तो इस काम के लिए किसी तकनीकी सलाहकार या तकनीकी संस्थानों की मदद ली जा सकती है।
- 3. ट्रेनिंग लेना:** उद्योग को शुरू करने से पहले उस उत्पाद को बनाने के लिए उचित ट्रेनिंग लेना जरूरी है। इसके लिए किसी तकनीकी संस्थान, जैसे निफटेम, आईआईसीपीटी, कृषि विज्ञान केंद्र, कृषि विश्वविद्यालय, तथा अन्य किसी संस्थान से संपर्क किया जा सकता है।
- 4. उद्योग की रूपरेखा/प्रोजेक्ट रिपोर्ट तैयार करना:** उद्योग लगाने के लिए पर्याप्त पूँजी न होने की स्थिति में बैंक से लोन लेने के लिए एक प्रोजेक्ट रिपोर्ट की आवश्यकता होती है जिसमें उद्योग से सम्बंधित सारी जानकारी दी जाती है। ये रिपोर्ट किसी तकनीकी सलाहकार या तकनीकी संस्थानों, जैसे निफटेम और आईआईसीपीटी की सहायता से तैयार कराई जा सकती है।
- 5. उद्योग के लिए जगह का चयन:** छोटे स्तर के व्यवसाय के लिए किसान अपने घर पर ही काम शुरू कर सकते हैं। बड़े उद्योग के लिए किसान अपनी खुद की जमीन पर भवन निर्माण करा सकते हैं। यदि खुद की जमीन नहीं है तो आवश्यकता के अनुसार किसी औद्योगिक क्षेत्र में जमीन खरीदी या किराए पर ली जा सकती है।
- 6. रजिस्ट्रेशन और अनापति प्रमाणपत्र:** उद्योग को शुरू करने से पहले जिला उद्योग केंद्र में रजिस्ट्रेशन करवाना तथा आवश्यक अनापति प्रमाणपत्र लेना जरूरी है। सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार द्वारा एक "उद्योग आधार" भी शुरू किया गया है जिसकी मदद से DIC में रजिस्ट्रेशन आसानी से कराया जा सकता है। उद्योग आधार के लिए ऑनलाइन आवेदन किया जा सकता है। अधिक जानकारी के लिए दिए गए लिंक <http://udyogaadhaar.gov.in/UA/UdyogAadhar-New.aspx> का प्रयोग करें। साथ ही, किसी भी खाद्य पदार्थ से जुड़े व्यवसाय के लिए एफ.एस.एस.ए.आई. में रजिस्ट्रेशन करवाना भी जरूरी है।

उद्यमी कैसे बनें?

7. **पैसे की व्यवस्था:** उद्योग लगाने के लिए किसान खुद की पूँजी लगा सकते हैं। यदि पर्याप्त पूँजी उपलब्ध नहीं है तो प्रोजेक्ट रिपोर्ट के आधार पर बैंक से लोन लिया जा सकता है। सरकार द्वारा कई योजनाएँ हैं जिनके तहत पूँजी की व्यवस्था की जा सकती है।
8. **कारखाने का भवन निर्माण:** यदि छोटे स्तर पर व्यवसाय शुरू करना है तो अपने घर पर ही माल तैयार किया जा सकता है। बड़े स्तर के उद्योग ले लिए आवश्यक भवन का निर्माण किसी तकनीकी सलाहकार के दिशानिर्देश में कराया जाना चाहिए। कच्चे माल से लेकर उत्पाद तैयार होने के बीच के क्रमवार कार्यों के अनुसार ही भवन निर्माण होना चाहिए।
9. **मशीनों की खरीद:** सफल उद्योग के लिए सही मशीनों का चुनाव अति आवश्यक है। किसी तकनीकी सलाहकार के दिशानिर्देश में मशीनों की खरीददारी की जानी चाहिए।
10. **कारीगरों की भर्ती:** छोटे स्तर के व्यवसाय के लिए परिवार के सदस्यों या गाँवों के अन्य युवकों के साथ मिलकर काम शुरू किया जा सकता है। बड़े स्तर के उद्योग के लिए कुशल कारीगरों की भर्ती हेतु, यदि आवश्यक हो तो तकनीकी सलाहकार की मदद ली जा सकती है।
11. **बिजली का कनेक्शन, पानी तथा कच्चा माल:** यदि आप घर पर ही उद्योग शुरू कर रहे हैं तो अपने घरेलू बिजली कनेक्शन को व्यावसायिक कनेक्शन में बदलवा कर काम शुरू कर सकते हैं। आवश्यकतानुसार पानी के कनेक्शन के लिए जल बोर्ड से संपर्क किया जा सकता है। यदि आप अपने उत्पाद के लिए कच्चा माल खुद पैदा नहीं कर रहे हैं तो जरूरी है कि सप्लायर से बात की जाए ताकि कच्चा माल सही समय पर मिल सके।
12. **व्यावसायिक उत्पादन:** ऊपर दी हुई सारी जरूरतें अगर आपने पूरी कर ली हैं तो अब आप व्यावसायिक उत्पादन करने के लिए तैयार हैं। बाजार की जरूरत और मशीनों की उत्पादन क्षमता के आधार पर माल तैयार किया जा सकता है।
13. **तैयार माल को पैक करना:** तैयार किए गए माल को आकर्षक, सुरक्षित और माल के अनुरूप पैकेजिंग जैसे प्लास्टिक की थैली, काँच या प्लास्टिक की बोतलों तथा जार, गत्ता अथवा टिन कैन आदि में पैक किया जाना चाहिए। पैक किये गए माल के ऊपर FSSAI के दिशानिर्देशों के अनुरूप एक लेबल होना चाहिए जिस पर बनाए जाने की तारीख, कुल मात्रा, कीमत, बनने में प्रयोग की गई चीजों, FSSAI का रजिस्ट्रेशन या लाइसेंस नंबर आदि दिया गया हो, जैसा कि सामने दिए गए चित्र में दिखाया गया है।



14. **तैयार माल की जाँच:** तैयार माल की क्वालिटी जाँचने के लिए अपनी ट्रेनिंग के दौरान सीखे गए कुछ टैस्ट स्वयं किये जा सकते हैं। आवश्यकता के अनुसार किसी फूड ट्रेस्टिंग लेब या किसी तकनीकी संस्थान से क्वालिटी की जाँच कराई जा सकती है।
15. **तैयार माल बेचना:** तैयार माल को गाँवों की हाट में, निकट के बाजार में, गाँवों के युवकों द्वारा कमीशन के आधार पर और किसी होलसेल डीलर के माध्यम से बेचा जा सकता है।

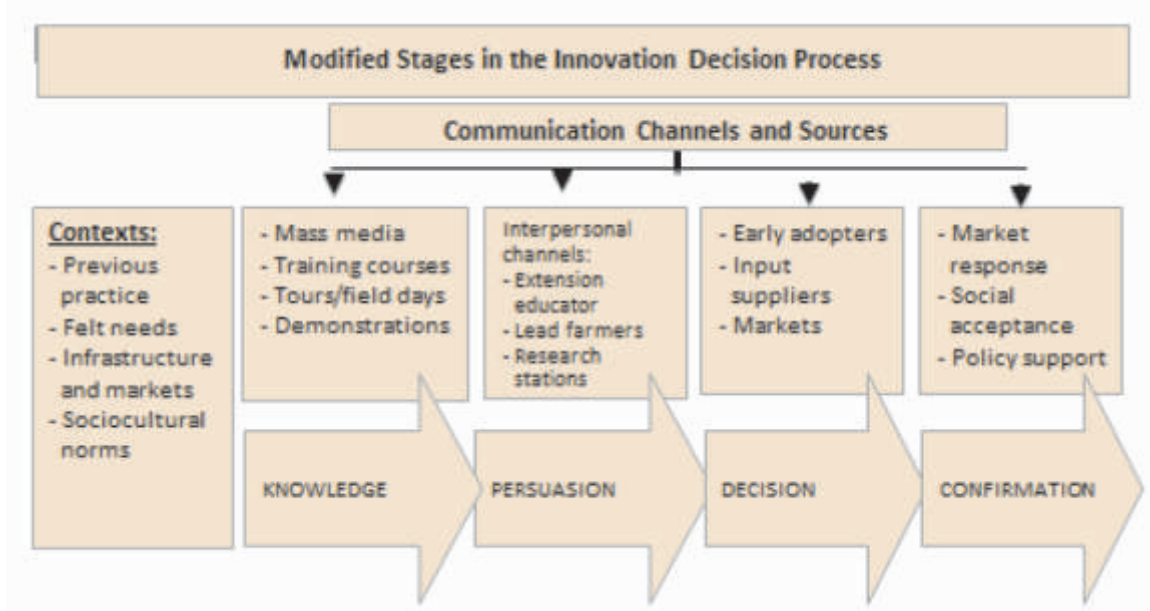
COMMUNICATION IN EXTENSION EDUCATION

Communication is the process by which we share information with one another to reach a mutual understanding. The communication process involves four key elements: a source or sender sends a message through some channels to a receiver (Maunder, 1972; Oakley and Garforth, 1997). As Axinn (1997) points out, the essential role of agricultural extension services is to promote innovations to farmers or end users through education. An innovation could be a new idea, a practice, an object or a technology, such as improved seed, chemical fertilizer, use of irrigation, or adoption of various postharvest technologies such as storage, processing, packaging, and marketing. Effective communication requires carefully examining the credible source of the information, identifying the right message and selecting the most appropriate information channel to reach the target audience -- farmers, in the case of agricultural extension. Communication research suggests that diffusion of innovation and its adoption vary depending on the socio-cultural context of the community, characteristics of the decision-making unit or the target audience, and perceived attributes of the innovation (Rogers, 2003). In general, most people hesitate to adopt a new idea or practice even if they are aware of it because of:

- Uncertainty about possible benefits or unwillingness to take risk.
- Inadequate knowledge about the new practice or innovation.
- Concern about the trustworthiness or credibility of the information source.
- Lack of resources to acquire the inputs required for adoption of the new idea or innovation.
- Lack of a market in which to sell new products.
- Social norms, values and beliefs that do not support adoption of the new idea or innovation.

To effectively promote an innovation to intended users, the extension educator must understand the theory of communication and the innovation decision process -- how an innovation or new product is spread within a social system, and how communication about it gains momentum. The innovation decision process involves several steps: an individual passes from first knowledge of an innovation to forming an attitude toward the innovation to a decision to adopt or reject it (Maunder, 1972; Rogers, 2003). If the decision is to accept it, the next step is implementation of the new idea, and then confirmation of this decision. An innovation decision process modified after Rogers (2003) This model consists of four main stages:

1. Knowledge:- a person (or decision-making unit) becomes aware of an innovation and gains some understanding of how it functions.
2. Persuasion:- a person (or decision-making unit) forms a favorable or unfavorable attitude toward the innovation.
3. Decision:- a person (or decision-making unit) chooses to adopt or reject the innovation.
4. Confirmation:- a person (or decision-making unit) evaluates the results of an innovation decision already made.



Model of innovation Decision Process (adapted after Rogers, 2003).

Socioeconomic characteristics, personality traits and communication behavior of the members of a social system may influence the knowledge of a new idea or innovation. Generally, those who are first to learn about a new idea or innovation are better educated; have traveled outside their communities; use mass media such as radio, TV or Internet for information; and have higher social status and wider social networks than those who hear about it later.

Persuasion is the second stage of the innovation decision process. After becoming aware of or knowledgeable about a new idea or innovation, people become psychologically involved with the innovation and seek additional information about its attributes, such as:

- Relative advantage: What are the cost and economic return of adopting the innovation, compared with current practice?
- Compatibility: Is the innovation compatible with existing practice or culture?
- Complexity: How complex is the innovation? Simple practices are adopted more quickly than complex ones.
- Trialability: Can the innovation or technology be tried out or experimented with or adopted on a limited basis before its full adoption?
- Observability: Can people observe the results or benefits of adopting the innovation? The degree to which the results can be visible is important for its adoption.

The third stage is the decision stage, when, on the basis of personal assessment of the various attributes of the new idea or innovation, a person decides whether to adopt or reject the innovation or new technology.

The last stage in the innovation decision process is confirmation. If the new idea or innovation is adopted and felt to be beneficial, adoption could be continued. Otherwise, it could be discontinued. Similarly, if the decision was not to adopt the new idea or innovation the first time, the person may adopt it at a later time after observing results at a neighbor's farm, or s/he could continue to reject it.

Extension workers should recognize that adoption of new ideas and technologies happens in stages. Some people adopt the new idea or technology early, some adopt late, and others do not adopt it at all. In general, a few people will try the innovation at first, then if it seems to have benefits a larger number will try it, though a few may never accept the new idea.

Depending on when (how early/late) people adopt a new technology, diffusion and adoption scholars such as Maunder (1972) and Rogers (2003) have classified adopters into five categories:

1. Innovators: Those who are first to try out a new technology are called innovators. They are the risk takers and adventurous, eager to try new ideas and, therefore, the first to adopt an innovation. Innovators represent about 2.5 percent of a total population.
2. Early adopters: The next to adopt a new technology are called early adopters. They are considered the opinion leaders and those who have earned great respect within the community. They represent the next 10 percent to 15 percent of the population.
3. Early majority: These people adopt new ideas only after intense thought and deliberation. They represent about one third of the total population, and they take the overall adoption rate up to around 50 percent.
4. Late majority: Skeptical in nature, they adopt new ideas on the basis of either economic necessity or social pressure. They represent about another third of the total population. They bring the overall adoption rate to around 85 percent.
5. Laggards: Those who join last are called laggards. They are the traditionalists, rooted in the old practices, and they base their decisions on what was done previously. They are always suspicious of new ideas, innovators and change agents. Laggards make up about 15 percent of the population.

In general, innovators and earlier adopters have more formal education, higher social status (larger farms, higher income), greater exposure to mass media, greater exposure to interpersonal channels of communication, greater extension agent contact, greater social participation (e.g., community leader, farmer association leader) and contact with persons outside their community than later adopters.

It should be noted that an adoption process is situated within a social system, so social factors such as culture, taboos, norms and values influence the adoption rate. Innovations that are complex and require significant investment for adoption tend to be adopted slowly. The presence of innovative opinion leaders whom others look to for direction also affects the adoption rate. So, for an extension worker, working with opinion leaders in a village enhances the possible scope of adoption. Each adopter category possesses unique characteristics and requires different strategies

to influence. It is important that extension workers recognize individuals in each of these adopter categories to achieve successful adoption of innovations.

Communication channels play an important role in the innovation decision process. Channels are interpersonal, group or mass media. Interpersonal channels (e.g., face-to-face meetings, telephone conversations) require a long time or many staff members to reach a large audience. Group channels such as farmers' training classes, study tours and farmer field schools can reach more people more quickly, but they may not reach all the members of the social system. Mass media channels -- radio, television, newspapers – can reach a large audience with the same message in a relatively short time period.

Note that certain communication channels are effective at different stages of the innovation decision process. Mass media are useful in creating awareness about an innovation (knowledge stage). Interpersonal channels are relatively more important at the persuasion or decision stage of the innovation decision process (Rogers, 2003).

Many extension services and development projects use the rate of adoption -- i.e., the speed at which target beneficiaries adopt an innovation -- as a criterion for evaluating the effectiveness of agricultural extension. It should be noted, however, that the rate of adoption varies with the attributes of the innovation or technology being disseminated. Achieving 100 percent adoption may not be a realistic goal. Our experience suggests that 30 percent to 40 percent adoption signals that it's time to move out of a village or move on to the next innovation/technology because the new idea or innovation will then spread itself through peer pressure or social networks.

Lessons for extension workers

When you work with an extension program for technology transfer:

- Use mass media for raising awareness of the innovation or new technology.
- During the persuasion stage, interpersonal channels are effective, so maintain as personal contact with farmers as possible.
- Find out if your district or village has innovator farmers (early adopters, opinion leaders) and work with them to disseminate the innovation or new technology.
- Set up method and result demonstrations of new practices at innovators' and early adopters' farms.
- Meet with early adopters on a regular basis.
- Hold meetings with farmers' groups, women's groups and youths.
- Work with local organizations (e.g., farmer associations, mothers' groups, etc.).
- Always be professional – tell the truth, demonstrate what you want the farmers to do, document what changes are taking place and report what you accomplish.

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SWACHH BHARAT ABHIYAN

To accelerate the efforts to achieve universal sanitation coverage and to put focus on sanitation, the Prime Minister of India, Shri Narendra Modi, launched the Swachh Bharat Mission on 2nd October, 2014. The Mission Coordinator shall be Secretary, Department of Drinking Water and Sanitation (DDWS), Ministry of Jalshakti with two Sub-Missions – the Swachh Bharat Mission (Gramin) and the Swachh Bharat Mission (Urban). The Mission aims to achieve a Swachh Bharat by 2019, as a fitting tribute to Mahatma Gandhi on his 150th birth anniversary.



<https://swachhbharatmission.gov.in/sbmcms/index.htm>



<https://sbm.gov.in/sbmdashboard/ODF.aspx>

CASES ON RURAL MANAGEMENT

<http://www.mgncre.org/pdf/publication/caselets%20on%20rural%20management.pdf>

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4. Hiware Bazar: A Success Story, Ms. Neha Gupta, Learning and Development Consultant, Hyderabad.
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7. Changing Attitudes in Rural India-A Grassroots Worker's Struggle for Clean Water and Toilets in Rural India, Dr KN Rekha, Academic Consultant, MGNCRE.
8. Where There's Will, There's a Way, Ms. Neha Gupta, Learning and Development Consultant, Hyderabad.
9. Fostering A Culture Of Trust, Ms. Neha Gupta, Learning and Development Consultant, Hyderabad.
10. Regaining its Lost Glory -State Bank of India (SBI), Ms. Neha Gupta, Learning and Development Consultant, Hyderabad.
11. The Tale of a Model Village, Dr. Gowri Pisolkar, Associate Professor, Aurora's PG College, Hyderabad.
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15. Planned Changes Yield Planned Consequences, Ms. Neha Gupta, Learning and Development Consultant, Hyderabad.
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17. A Smart Dream for Punsari Model, Dr Sumathi G N, Associate Professor, VIT Business School, VIT University, Vellore.

18. Challenges of Marketing Of Agro Products, Dr. Nilam Panchal, Associate Prof., BK School of Professional & Mgmt. Studies, Gujarat University and Prof. W. C. Singh, Manipur Institute of Management Studies, Manipur University.
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22. Effect of Drought On Grapes Farming & Water Management In Rural Area In Nashik, Dr. Bhalchandra Balkrishna Bite, AISSMS IOM, Pune.
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SANSAD ADARSH GRAM YOJNA

Hon'ble Prime Minister Shri Narendra Modi launched the Saansad Adarsh Gram Yojana (SAGY) on 11th October, 2014 on the birth anniversary of Lok Nayak Jai Prakash Narayan at Vigyan Bhawan, New Delhi.

The goal was to develop three Adarsh Grams by March 2019, of which one was to be achieved by 2016. Thereafter, five such Adarsh Grams (one per year) will be selected and developed by 2024.

Inspired by the principles and values of Mahatma Gandhi, the Scheme places equal stress on nurturing values of national pride, patriotism, community spirit, self-confidence and on developing infrastructure. The SAGY will keep the soul of rural India alive while providing its people with quality access to basic amenities and opportunities to enable them to shape their own destiny.

The Scheme is unique and transformative as it has a holistic approach towards development. It envisages integrated development of the selected village across multiple areas such as agriculture, health, education, sanitation, environment, livelihoods, etc. Far beyond mere infrastructure development, SAGY aims at instilling certain values, such as people's participation, Antyodaya, gender equality, dignity of women, social justice, spirit of community service, cleanliness, eco-friendliness, maintaining ecological balance, peace and harmony, mutual cooperation, self-reliance, local self-government, transparency and accountability in public life, etc. in the villages and their people so that they get transformed into models for others.

Gram Panchayat would be the basic unit for development. It will have a population of 3000-5000 in plain areas and 1000-3000 in hilly, tribal and difficult areas. In districts where this unit size is not available, Gram Panchayats approximating the desirable population size may be chosen. Lok Sabha MP has to choose a Gram Panchayat from within his/her constituency and Rajya Sabha MP a Gram Panchayat from the rural area of a district of his/her choice in the State from which he/she is elected. Nominated MPs may choose a Gram Panchayat from the rural area of any district in the country. In the case of urban constituencies (where there are no Gram Panchayats), the MP will identify a Gram Panchayat from a nearby rural constituency. Primarily, the goal was to develop three Adarsh Grams by March 2019, of which one was to be achieved by 2016. Thereafter, five such Adarsh Grams (one per year) will be selected and developed by 2024.

The MPs will engage with the community, facilitate the Village Development Plan and mobilise the necessary resources. The Development Plan will place a special emphasis on enabling every poor household to come out of poverty. Prior to the plan formulation, there will be a systematic environment creation and social mobilisation, which will be led and guided by the MP himself/herself. The planning process in each village will be a participatory exercise coordinated by the District Collector. The MP will play an active facilitating role in this exercise.

The MPs will also directly support activities at village level like health camps, organising grievance redressal camps, community mobilisation etc. They will give a direction to holistic development

and our ingenuous villagers will pave their own path through their hard work and entrepreneurial skills. Some of the crucial features of the SAGY are highlighted below.

SAGY gives focus to community participation. Social mobilization of village community can trigger a chain of other development activities in the village. For instance, reducing risk behaviours like alcoholism, smoking, substance abuse (drugs/tobacco/gutka etc) among all age groups of population.

Strengthening of local democracy through strong and transparent Gram Panchayats and active Gram Sabhas and facilitating good governance is also an important objective of SAGY. Women participation in the decision-making process will be encouraged. In fact the Scheme envisages holding Mahila Sabhas and Bal Sabhas to discuss women and children specific issues and concerns. E-governance will also be given a push.

Ensuring universal access to education facilities, adult literacy, e-literacy are also important goals of SAGY. In addition to this the Scheme also pays attention to providing infrastructure in schools like toilets, libraries, and supporting smart schools. It is important for our young generation to inculcate a sense of confidence and values such as respect for women, martyrs and elders, good hygiene, respect for the environment, good reading habits etc. Apart from education, these villages will have quality health care. The outcomes will result in saturation of parameters like immunization, institutional delivery, IMR, MMR, reduction in malnutrition among children etc.

To create vibrant and harmonious society within the village activities like honouring village elders, folk art festivals, having a village song etc. will be promoted. Personal development through sports, regular physical exercise, balanced nutrition, personal hygiene is another unique aspect of the Scheme. Adoption and adaptation of technology and introduction of innovations are critical to this programme. This will include use of space application and remote sensing for planning, mobile based technology for monitoring, agriculture technology for increasing productivity etc.

Since the SAGY has activities cutting across different spheres, in order to implement the Scheme successfully close coordination and convergence will be required across different Ministries, departments, Schemes of the Government of India, MPLADS, State Government and the private sector. Tied and untied funds for e.g. untied resources of the Gram Panchayats like own revenue, Central and State Finance Commission grants etc must be used to optimise implementation. Ministry of Rural Development will be nodal Ministry coordinating and monitoring the Scheme closely to ensure its efficient implementation. In order to operationalize the strategies the central sector and centrally sponsored schemes along with the state schemes will have to be implemented in a convergent and integrated manner to generate maximum synergy. The Ministries/Departments concerned will take appropriate action to make suitable changes in the Guidelines to enable priority to be given to the Adarsh Gram.

The Guidelines of the Scheme are a blueprint for implementation and provide a broad strategy and expected outcomes. At the state level there will be an Empowered Committee headed by the Chief Secretary consisting of the relevant Departments and including experts, as required with at least

two Civil Society representatives. The Secretary of the Rural Development Department of the state will be the member convenor. The district Collector will be the nodal officer for implementing the SAGY. He will conduct a monthly review meeting with representatives of the participating Line Departments. The Members of Parliament concerned will chair the review meetings.

Welcome to Saanjhi

The vision of our Hon'ble Prime Minister Shri Narendra Modi is "If we have to build the nation we have to start from the villages" and he believes that "If every MP transforms villages in his/her constituency into model villages, large number of villages in the country would have seen holistic development". Our PM has requested all Members of Parliament (MP) to develop one model village in their constituency by year 2016 and two more

<http://saanjhi.gov.in/index.aspx>

SALIENT FORMATS

List of Formats

1. Daily Report Format
2. Bill format for Purchase/ Expense for which printed bill is not received/ available
3. Bill format for Travel/ Hiring Vehicle/ Auto
4. Gram Panchayat/Village Questionnaire
5. Entrepreneurship Development survey format in Food Processing (Framework and Action Plan)
6. Questionnaire for potential entrepreneurs
7. Post VAP Report NIFTEM Village Adoption Programme
8. Data Matrix: VAP in Numbers
9. VAP Success Story Template
10. Visiting officers' report format
11. Evaluation formats



NIFTEM VILLAGE ADOPTION PROGRAMME
DAILY Report Format

Academic year.....

(VAP-.....to))

1. Mentor	
2. Village Details	
3. Day	
4. Date:	
5. Activity Description:	
6. Activities covered during the day	
•	
•	
•	
•	
•	
•	
Remarks	

Bill
for Purchase/ Expense for which printed bill is not received/ available
NIFTEM VILLAGE ADOPTION PROGRAMME

Name of the Mentor:

Name of village:

Duration of the Programme: From.....to.....

S.No.	Particulars	Amount (Rs.)
	Grand Total	

Received Rs.(Rupees)
 from Mr/Sh....., NIFTEM on account
 of rental for accommodation/bedding charges /or

 Signature of the recipient

 Name of Recipient
 Address

Mob/Tele. no.....

Counter signed by Mentor

Any bill equivalent to Rs 5000/ -above must bear revenue stamp and cross signed by the mentor and receiver

BILL
for Travel/ Hiring Vehicle/ Auto
NIFTEM VILLAGE ADOPTION PROGRAMME

Name of the village:

Name of the Mentor:

Type of Vehicle (car/ auto/ temp etc)

Duration of the Programme: From.....to.....

Received Rs..... (Rupees) from

Mr....., NIFTEM on account of hiring of vehicle bearing

No.....

from to..... distance.....approx. Km. on. (date)

Name & Signature of the Recipient

.....

.....

Address.....

Tele. no.....

Counter signed by student

Counter signed by Mentor

Gram Panchayat/Village Questionnaire

[This information should be obtained from the Gram Panchayat office, sarpanch, secretary, or related source(s)]

I. Profile of Village/Gram Panchayat

- 1.1 Village _____
- 1.2 Gram Panchayat _____
- 1.3 Block: _____
- 1.4 District _____
- 1.5 Name of Respondent _____
- 1.6 Designation _____
- 1.7 Age _____

1.8 Population and social profile of village

S. No.	Particulars	Number
1.	Population of village	
2.	Number of households	
3.	Population of Other Backward Casts (OBC)	
4.	Population of Scheduled Castes (SC)	
5.	Population of Scheduled Tribes (ST)	
6.	No. of landless households	
7.	Number of SHG(s)	
8.	Number of NGO(s)	
9.	Number of households with electricity connections	

1.9 Land use and agricultural land

S. No.	Particulars	(in acres otherwise specify local unit _____)
1.	Area of the village	
2.	Total Arable land	
3.	Total Irrigated land	
4.	Community land	
5.	Grazing land	
6.	Forest area	

1 Acre = _____ beegha

II. Housing Profile and Farm Enterprise

S. No.	Particulars	Response
1	Type of house	a) Kachha: Yes (%) _____ No (%) _____ b) Packka: Yes (%) _____ No (%) _____
2	Major source of drinking water (Tick ✓ the single or multiple options & also specify %)	a) Private/own: Yes (%) _____ No (%) _____ b) Hand Pump: Yes (%) _____ No (%) _____ c) Public Hand Pump: Yes (%) _____ No (%) _____ d) Well: Yes (%) _____ No (%) _____ e) Tubewell: Yes (%) _____ No (%) _____ f) Supply tanker: Yes (%) _____ No (%) _____ g) River/pond: Yes (%) _____ No (%) _____ h) Purchase R-O water: Yes (%) _____ No (%) _____
3	Type of fuel mostly used for cooking (Tick ✓ the single or multiple options & also specify %)	a) Firewood: Yes (%) _____ No (%) _____ b) Coal: Yes (%) _____ No (%) _____ c) Kerosene: Yes (%) _____ No (%) _____ d) LPG (Gas): Yes (%) _____ No (%) _____ e) Bio-gas: Yes (%) _____ No (%) _____ f) Cow-dung: Yes (%) _____ No (%) _____ g) Electricity: Yes (%) _____ No (%) _____ h) Any other: Yes (%) _____ No (%) _____
4	Status electricity connection in the house (Tick ✓ options & also specify %)	a) Yes (%) _____ b) No (%) _____
5	Status of toilet in households (Tick ✓ options & also specify %)	a) Yes (%) _____ b) No (%) _____

III. Economy and Infrastructure

3.1 What are the major economic activities of the people of the village? (in order of importance)

1. _____ 2. _____ 3. _____
4. _____ 5. _____ 6. _____

3.2 Major crops grown in the village

1. _____ 2. _____ 3. _____
4. _____ 5. _____ 6. _____

3.3 Main sources of irrigation in the village: Rain Water-1, Tank/Pond-2, Canal-3, Well-4, Tube Well-5, Other _____5)

(Tick ✓ the single or multiple options)

3.4 Livestock Assets in the village

1. Cow _____ 2. Buffalo _____ 3. Goats _____ 4. Sheep _____
5. Pig _____ 6. Other _____ 7. Total _____

3.5. Soil type and cropping system

S. No.	Particulars	Response	Options (may be more)
1	Major soil type		1-clay, 2-sandy, 3-loamy, 4-rock
2	Soil fertility		1-highly fertile, 2- medium, 3-low in fertility
3	Major cropping system		1-mono-cropping, 2- multi-cropping
4	Major type of seeds		1-local/own saved seed, 2-HVYS/ improved, 3-all above
5	Seed replacement rate (%)		

3.6 Farm mechanization status /equipments in the village

S. No.	Farm Equipments	Total nos. in the village
1.	Tractor	
2.	Harvester	
3.	Pump set/diesel engine	
4.	Electric engine	
5.	Thresure	
6.	Harrow	
7.	Spray machine	
8	Other (specify)	

3.7 Does the Gram Panchayat/village have the following facilities?

S. No.	Institutions/ Offices	1=Yes, functional 2= Yes, but not functional 3=No
1.	Panchayat office	
2.	Anganwadi	
3.	Primary school	
4.	Middle school	
5.	Nursery/private children school	

S. No.	Institutions/ Offices	1=Yes, functional 2= Yes, but not functional 3=No
6.	Primary Health Centre (PHC)/ sub-centre	
7.	Registered Dispensary/Clinic	
8.	Post office	
9.	PDS/FPS shop/outlet	
10.	Public telephone (PCO)	
11.	Electricity	
12.	Cooperative	
13.	Village information centre	
14.	All weather road	
15.	Park/Playground	
16.	Community centre	
17.	Youth club	
18.	Mahila mandal	
19.	Farmers group/club	
20.	SHGs	
21.	Periodic market	

3.8 Distance from major facilities/centres

S. No.	Head quarters/Offices	Average distance (km)
1.	Block	
2.	Tehsil	
3.	District head quarter	
4.	Nearest railway station	
5.	Nearest bus stand	
6.	Police station	
7.	National Bank	
8.	Regional Rural Bank	
9.	Micro-finance institutions (MFIs)	

S. No.	Head quarters/Offices	Average distance (km)
10.	Milk Cooperative society	
11.	Agricultural Cooperative society	
12.	Credit cooperative society	
13.	Vegetable Mandi	
14.	Foodgrains Mandi	
15.	Nearest local market	
16.	Marketing society	
17.	Land development bank	
18.	E-kiosk/internet connectivity	
19.	Secondary/Higher secondary college	
20.	Degree college	

Thank you for your time & cooperation



VAP...

**Entrepreneurship Development in Food Processing
in Village XYZ: Framework and Action Plan**

District & State Name

Mentor

Name & Designation

NIFTEM, Kundli, Sonapat, Haryana

Associated KVK

KVK Name & Address

Duration: to



**NATIONAL INSTITUTE OF FOOD TECHNOLOGY ENTREPRENEURSHIP
AND MANAGEMENT**
KUNDLI, SONEPAT, HARYANA-131028
www.niftem.ac.in

FRAMEWORK FOR VILLAGE DEVELOPMENT & ENTREPRENEURSHIP DEVELOPMENT IN FOOD PROCESSING IN VILLAGES

A. Village Profile

- Prepare village profile by mapping resources in the village by using the provided questionnaire for village.
- Interact with Panchayat Sarpanch/Pradhan/Lekhpal/Village Secretary who may be the useful persons to provide village information.
- Aim of village profile is to understand the village in terms of geography, socio-economic characteristics, infrastructures, institutions, livelihood status, and major challenges and constraints which villagers face.
- Village profile also helps to understand the entrepreneurial potential in the village.

B. Agricultural profile

- Document the agricultural profile of the village with interaction with farmers and your own field observations.

C. Household's Visit/ Surveys

- Household's visit/surveys may be conducted to understand the village life and record the socio-economic profile/status of villagers with interaction from household's members.
- During the household's survey you may also convey purpose of your visit and one-day-training-cum-awareness program you are organizing in the village with details of day/date, timing and venue (if any).
- Identify the household member(s) who is willing to become entrepreneur in food processing (if any).
- Identify and list the major social issues in the village and action plan (if any).
- List the major infrastructural barriers/issues in the villages and action plan (if any).

D. Traditional Recipes

- Traditional recipes may be identified with interaction from villagers during households visit/surveys.
- Documentation the Traditional Recipes with ingredients required and quantities specifying the detailed procedures/steps involved in the preparation.

E. One-day Awareness-cum-Training Programme

- One-day Awareness-cum-Training Programme on entrepreneurship development in food processing may be organized in the village (may be after 2-3 days of visit) and invite the village sarpanch and villagers including women.
- Register all the participants attending the awareness-cum-training programme.

F. Identification of Potential Entrepreneurs

- Identify the potential entrepreneurs through household's surveys and during one-day Awareness-cum-Training Programme on entrepreneurship development in food processing.

G. Action plan for potential entrepreneurs & ED

- Prepare the action plan for entrepreneurship development in the village specially for identified potential entrepreneurs.

1. VILLAGE PROFILE

- a) Village Name:
- b) Distance from District Headquarter:
- c) Village Map: (if any)
- d) Village profile: Village profile may be

summarized in following table

Geographical profile		Occupation	(Total work force in village)
Name of the village		Agriculture (nos.)	
Block		Govt. service (nos.)	
District		Private service (nos.)	
State		Laborer (nos.)	
Total village area (ha)		Business (nos.)	
Out of that Agricultural land (ha)		Educational Profile	
Out of that residential areas (ha)		Illiterate	
Remaining area (as forest etc.) (ha)		Primary (Upto 5 th class)	
Demographical profile		Middle (Upto 8 th class)	
Total Population of village (nos.)		Secondary (Upto 10 th class)	
OBC Population (nos.)		Sr. Secondary (Upto 12 th class)	
SC Population (nos.)		Undergraduate/Post Graduate	
Households		Institutions	
Total households (nos.)		No. of banks	
OBC households (nos.)		No. of health centre	
SC Households (nos.)		No. of SHGs	
BPL Households (nos.)		No. of FPOs	
Landless households (nos.)		No. of primary schools	
		No. of secondary/sr. Sec. schools	
		No. degree college	

Note: Additional heads may be included as per village questionnaire.

2. AGRICULTURAL PROFILE

a) List the distribution of land holdings in the village

Categories	Number	Percent (%)
Marginal Farmers (1 ha)		
Small-scale Farmers (1-2 ha)		
Medium Farmers (2-4 ha)		
Large Farmers (>4 ha)		

b) List the major crops in the village and area under crops

Major Crops	Area under crop (ha)	Yield

c) Issues related to agricultural & crop production & action plan (if any)

- 1)
- 2)
- 3)
- 4)
- 5)

d) Issues related to marketing of crops / agricultural commodities & action plan (if any)

- 1)
- 2)
- 3)
- 4)
- 5)

e) List the potential for major food processing enterprises in the village

- 1)
- 2)
- 3)
- 4)
- 5)

d) Summary of participants in awareness cum-training programme organized in the village

	No. of participants attended*	No. of participants shown interest to become entrepreneur in food processing/value addition activities**
Total number of participants attended awareness –cum-training program		
Out of total, number of males		
Out of total, number of females		

*List is to be placed in Annexure-1

*List is to be placed in Annexure-2

e) Programme Schedule and Summary of sessions/lectures organized in awareness cum-training programme in the village

Date:

Time	Event Description
	Registration and inauguration
	Introduction /about the program
	Lecture/Demonstration on – Resource person -
	Lecture/Demonstration on – Resource person -
	Lecture/Demonstration on – Resource person -
	Vote of Thanks

f) Summary of sessions/lectures & Event Photos:(1-2 Page).

g) Collect information from identified potential entrepreneurs (as per questionnaire):

h) Action plan for identified potential entrepreneurs:

The soft copy of the format will be shared by VAP cell in MS-word.

ANNEXURE-I
List of Participants Attended One-day Awareness-cum-Training Program

S. No.	Name of participant	Gender (male-1, female-2)	Age(years)	Education (Illiterate-1, schooling upto fifth / eighth -2, high school-3, intermediate-4, UG-5, PG-6, Diploma-7, other-8)	Current occupation (Agriculture -1, livestock farming-2, labourer-3, private service-4, Govt. service-5, business-6, house wife-7, student-8, Other-9)	Social category (General-1, OBC-2, SC-3, ST-4)	Economic status (APL-2, BPL-2)	Household's Average monthly income (Rs.)
1.								
2.								
3.								
4.								
5.								
6.								
7.								
8.								
9.								
10.								

ANNEXURE-II

List of participants who have shown interest to become potential entrepreneur in food processing/ value addition activities related to food business
(This list may be prepared from the participants who have attended one-day awareness-cum-training program and household's survey)

S. No.	Name of potential entrepreneur	Gender (male -1, female-2)	Age(years)	Education (illiterate-1, schooling upto fifth / eighth -2, high school-3, intermediate-4, UG-5, PG-6, Diploma-7, other-8 _____)	Current occupation (Agriculture -1, livestock farming-2, labourer-3, private service-4, Govt. service-5, business-6, house wife-7, student-8, Other-9 _____)	Social category (General-1, OBC-2, SC-3, ST-4)	Economic status (APL-2, BPL-2)	Household's Average monthly income (Rs.)	Areas of entrepreneurial interest (Dairy-1, spices-2, bakery-3, wheat flour-4, poultry-5, meat processing-6, fruits processing-7, veg. processing-8, cold storage-9 _____)
1									
2									
3									
4									
5									

Note: The list may be extended

List of VAP Team Members
Mentor Name –

ANNEXURE-III

S.No.	Roll No.	Name	Gender	Programme Name & Semester (B.Tech./M.Tech./MBA)	Contact No.
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					

Q. No.:

QUESTIONNAIRE FOR POTENTIAL ENTREPRENEURS

1. Village Name: _____ District _____
2. Respondent's Name: _____
3. Gender: (Male-1, Female-2)
4. Age (years): _____
5. Social category: (General-1, OBC-2, SC-3, ST-4)
6. Social Group: (APL-1, BPL-2)
7. Education: (Illiterate-1, Schooling-2, High school/Intermediate-3, Undergraduate-4, Graduate/PG-5)
8. Primary occupation: (Agriculture -1, Labourer-2, Private Service-3, Govt. Service-4, Business-5, HW-6, Student-7, Other-8 _____)
9. Work Experience in your primary occupation (years) _____
10. Extent of knowledge in your primary occupation: (Least-1, ..., Very High-5)
11. Number of family members in household: Total _____ Working Members _____
12. Household's total annual income from all sources (Rs.) _____
13. Are you interest to become entrepreneur? (Yes-1, No-2)
14. Why you want to become entrepreneur?
 - a) _____
 - b) _____
 - d) _____
15. Whether you have started some business in past? (Yes-1, No-2)
16. If yes, why you have not continued _____
17. In which food business you want to start your enterprise
 - a) _____
 - b) _____
 - d) _____
18. What are the problems you are facing to start your enterprise
 - a) _____
 - b) _____
 - c) _____
19. Are you interested to associate with NIFTEM to get knowledge support to start your food enterprise (Yes-1/No-2)

Thank you for your cooperation & time!

The soft copy of the format will be shared by VAP cell in MS-word.

Post VAP Report NIFTEM Village Adoption Programme

Academic Year: VAP No.....-

(Date : to)

Name of the Mentor:		
Number of Students:		
Village:	Dist:	State:
Name of the village Sarpanch:		
Sarpanch Contact number:		
•	Date and time of Arrival of the group in the village:	
•	Date and time of Departure of the group from the village	
Outcome of the visit		
1.	Main Crops of the area	
2.	Main Activities undertaken by the group	•
3.	New initiatives by the group	•
4.	Lectures arranged	•
5.	Specific training programmes on food processing proposed in your village as per the interest of potential entrepreneurs.	•
6.	Initiatives on promotion of Food Processing	•
7.	Postharvest management/ food processing projects that villagers/ entrepreneurs are willing to take up- Food Processing units identified to be setup	•
8.	Number and details of potential entrepreneurs identified (Kindly furnish the details in attached Annexure)	•
9.	Any Initiatives on promotion of renewable energy	•
10.	Preparation and sharing of specific DPR with potential entrepreneurs	•
11.	Organization of motivational lectures by First generation entrepreneurs	•
12.	Any Efforts made on Soil Health Cards for farmers	•
13.	Efforts made on Swachh Bharat Abhiyan	•
14.	Efforts made for Make in India (Ethnic Food Production, Jobs Creation and Skill Development)	•
15.	Social issues addressed/ needs to be addressed in the village (sanitation, hygiene, education, etc)	•

16.	Any awareness campaign undertaken by the group	•
17.	The impact of the activities of the team on the village/ villagers	•
18.	Future plan(s) of the team up to the next visit	•
19.	Any core group of contact persons created in the village to follow-up the initiatives after the group's visit till the next visit	•
20.	Any other relevant information	
21.	Problems faced by the group	
22.	Suggestions for improvement of the program	•

NOTE: 10 Best Photographs (In JPEG format) along with Activity description in the title to be submitted separately to VAP cell.

Annexure-1

List of potential entrepreneurs in the village

S. No.	Name of the farmer/ entrepreneur	Contact no	Project on	Mode of operating the project (individual,/ producer company/ cooperative/ SHG, etc
1				
2				
3				
4				

The soft copy of the format will be shared by VAP cell in MS-word.



Data Matrix: VAP No. (in Numbers)

(Date : to)

Name of the mentor: -

Name of the Village:

S. No.	Activity	VAP-12
1.	Number of lectures arranged on	
	<ul style="list-style-type: none"> Promoting Postharvest management & Food Processing / Value addition [Title Details to be furnished in Table A] 	
	<ul style="list-style-type: none"> Promotion of renewable energy 	
	<ul style="list-style-type: none"> Entrepreneurship development 	
	<ul style="list-style-type: none"> Sanitation and hygiene 	
	<ul style="list-style-type: none"> Girl child education/ education 	
	<ul style="list-style-type: none"> Female feticide 	
	<ul style="list-style-type: none"> Alcoholism 	
	<ul style="list-style-type: none"> Swach Bharat Abhiyan 	
	<ul style="list-style-type: none"> Make in India campaign 	
	<ul style="list-style-type: none"> Soil Health Card Scheme 	
	<ul style="list-style-type: none"> Any other – pls specify 	
2.	Number of training programmes on organized/conducted in village product /process development (Jam/pickle/ chutney/ beverage/biscuit/cake/ paneer/ Khoa/toffee etc.)	
	<ul style="list-style-type: none"> Duration 1 day 	
	<ul style="list-style-type: none"> Duration 2 days 	
	<ul style="list-style-type: none"> Duration 5days 	
3.	Number of entrepreneurs/potential indentified	
4.	Detail project reports prepared and shared [Details to be furnished in Table C]	
5.	Market surveys conducted [Name the produce for which the survey was conducted in Table D]	
8.	Number of Awareness campaigns organized for	
	<ul style="list-style-type: none"> Jan chetna yatra 	
	<ul style="list-style-type: none"> On postharvest management 	
	<ul style="list-style-type: none"> On promotion of renewable energy 	
	<ul style="list-style-type: none"> Sanitation and hygiene 	
	<ul style="list-style-type: none"> Social issues 	

S. No.	Activity	VAP-12
	<ul style="list-style-type: none"> Swach Bharat Abhiyan 	
	<ul style="list-style-type: none"> Make in India campaign 	
	<ul style="list-style-type: none"> Soil Health Card Scheme 	
9.	Number of medical camps organized	
10.	Pamphlets created	
	<ul style="list-style-type: none"> On food processing/PHM/Value addition/GAP (English/Hindi) – in numbers 	
	<ul style="list-style-type: none"> On food processing/PHM/Value addition (in regional language) – in numbers 	
	<ul style="list-style-type: none"> On Social issues (alcoholism/smoking/etc) 	
11.	Video shows	
	<ul style="list-style-type: none"> PHM/GAP/Food Processing 	
	<ul style="list-style-type: none"> Sanitation and hygiene 	
	<ul style="list-style-type: none"> Renewable energy 	
	<ul style="list-style-type: none"> Swach Bharat Abhiyan 	
	<ul style="list-style-type: none"> Make in India campaign 	
	<ul style="list-style-type: none"> Soil Health Card Scheme 	
13.	Collection and documentation of traditional recipes – in numbers (Provide the list in Table E)	
14.	Collection and documentation of Traditional methods of storage (in numbers) (Provide the list in Table F)	
15.	Documentary , if any, on.....	
17.	Nukkad Natak/Skit [YES / NO]	
18.	Number of the members in the Core group created in the village	
19.	Any relevant information not mentioned in above columns	

Signature of mentor

**Tables for information
(Annex Tables with Data Matrix)**

Table A: Titles of important lectures on PHM/ Product development/ process development/ processing or preservation/ value addition	
S. No.	
1	
2	
3	
4	
5	

Table B: Entrepreneurs			
S. No.	Name of the entrepreneur	Contact Number	Core area of activity/ micro enterprise started/ product production
1			
2			
3			

Table C: Titles of Salient DPR's	
S. No.	Title
1	
2	
3	

Table D: Titles of Market Survey Conducted	
S.No.	Title
1	
2	
3	

Table E: Titles of Collection and documentation of Traditional Recipes	
S.No.	Title
1	
2	
3	

Table F: Titles of Traditional Methods of Storage	
S.No.	Title
1	
2	
3	

Table G: Name of the New SHG Created			
S. No.	Title	Registered	
		Yes	No

Table H: Name of the Existing SHG with whom your Groups are working/ guiding			
S. No.	Title	Registered	
		Yes	No

The soft copy of the format will be shared by VAP cell in MS-word.



VAP Success Story Template
VAP No.
Date.....

Name of Mentor:			Photo
Village:		District:	
State: Haryana			
Name of the Entrepreneur:			
Age:		Education:	
Address			
Contact Mobile/Phone			
Family Details			
Area of success/ Project/ venture			
Initiative Summary <ul style="list-style-type: none"> - Motivation behind the project - Started with investment of 			
Details of activity/ Implementation			
Major Challenges faced:			
Critical success factors:			
What Next:			
Role of NIFTEM:			

The soft copy of the format will be shared by VAP cell in MS-word.

NIFTEM Village Adoption Programme

VAP No.....

Dates: to

REPORT FROM THE SUPERVISORY OFFICERS VISITING THE VAP GROUPS AT VILLAGE SITE

Name of the Officer	:		
Locations/ Groups Visited	:	1	Date:
		2	Date:
		3	Date:
		4	Date:
		5	Date:

Travel Plan of the officer:
<ul style="list-style-type: none"> • • • • •

The details of various groups and their activities are mentioned as below:

Group I		
Village:	Dist:	State:
1.	Name of the Mentor	
2.	Date of Arrival of the group in the village:	
3.	Date of Departure of the group from the village	
4.	Main Crops of the area	
5.	Lectures arranged	
6.	Main Activities undertaken by the group	
7.	Initiatives on promotion of Food Processing/ renewable energy/ food processing units identified for setting up	
8.	Other relevant information	
9.	New initiatives by the group	
10.	Problems faced by the group	
11.	Suggestions for improvement of the programme	

*The soft copy of the format will be shared by VAP cell in MS-word.
Note: The same table as for group I may be replicated for other groups if supervisor is visiting more than one village.*

Students' Evaluation by Mentors for Village Adoption Programme (VAP-)

Name of Mentor:										
S. No.	Name of the student	Registration Number	Ability to take initiative & performance index (Assertive)	Leadership Abilities	Responsiveness to the assigned task (Sincerity)	Team spirit (participatory/suggestive)	Creativity (Out of the box thinking)	Discipline / Punctuality/ Professionalism	Contribution in the group	Overall total
			15	15	15	15	15	15	10	100.00
1										
2										
3										

Signature of Mentor/s

Note: More rows may be added as per strength of the group. The soft copy of the format will be shared in MS-Excel.

Evaluation to be done by KVK for Village Adoption Programme (VAP- -KVK Evaluation)

Name of Mentor:				
Assertiveness of the team and learning behavior	Conduct and responsiveness of the team	Creativity of team to share suggestions	Discipline/ Punctuality/ Professionalism	Overall Total
10	10	10	10	40.00
Suggestions/ Comments if any				

Name & Signature of KVK Incharge

The proportionate of total of 40 marks as awarded by KVK I/c Incharge will be added to the results submitted by the mentor.

The soft copy of the format will be shared in MS-Excel.

Chief Patron
Dr. Chindi Vasudevappa
Hon'ble Vice-Chancellor NIFTEM

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HANDBOOK PUBLICATION TEAM	
<i>Concept, Compiling and Designed by</i>	
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OFFICE SUPPORT
Ms. Praveen Gulliya Office Assistant, VAP Cell

ACKNOWLEDGEMENT

VAP Cell duly acknowledges the support of all VAP mentors (Faculty and Staff) for carrying out VAP activities and sharing photographs. The contribution of Dr Anupama Panghal (Assistant Professor, Dept. FBM&ED) towards field activity designing and Dr. Tribhuvan Nath (Assistant Professor FBM&ED, NIFTEM) for development of survey formats for VAP is duly acknowledged. The support received from NIFTEM administration and MoFPI is deeply acknowledged for successful implementation of VAP programme.

