

Revised Application Documentation: Version 4 /25 May, 2015

QUALIFICATION FILE – CONTACT DETAILS OF SUBMITTING BODY

Name and address of submitting body:

Agriculture Skill Council of India

304-305 Bestech Chambers,
Block B, Sushant Lok 1,
Gurgaon-122002
P: 0124-4288322

Name and contact details of individual dealing with the submission

Name: Ms Priyanka Prakash

Position in the organisation: Manager

Address if different from above

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List of documents submitted in support of the Qualifications File

1. Qualifications Pack
2. Industry Engagement Certificate
3. Occupational Map

3. QUALIFICATION FILE SUMMARY

Qualification Title	Agriculture Extension Executive		
Body/bodies which will assess candidates	Agriculture Skill Council of India (ASCI)		
Body/bodies which will award the certificate for the qualification.	Agriculture Skill Council of India (ASCI)		
Body which will accredit providers to offer the qualification.	Agriculture Skill Council of India (ASCI)		
Occupation(s) to which the qualification gives access	Information Management		
Proposed level of the qualification in the NSQF.	6		
Anticipated volume of training/learning required to complete the qualification.	130		
Entry requirements / recommendations.	Graduate Passed (preferably in agriculture related stream)		
Progression from the qualification.	Head-Marketing & sales, Product Manager		
Planned arrangements for RPL.	RPL assessment will be as per normal ASCI assessment process.		
Formal structure of the qualification			
Title of unit or other component (include any identification code used)	Mandatory/ Optional	Estimated size (learning hours)	Level
AGR/N7606 - Coordinate with research and development team	Mandatory	16	6
AGR/N7607 - Promote agricultural technology	Mandatory	24	
AGR/N7608 Address farmers about standards and practices	Mandatory	26	
AGR/N7603 Make frontline demonstrations	Mandatory	22	
AGR/N7609 Train the farmers and perform follow up of training	Mandatory	20	
AGR/N7610 Coordinate with farmers	Mandatory	10	
AGR/N9906 Maintain safe work environment	Mandatory	12	

Please attach any document giving further detail about the structure of the qualification – eg a Curriculum or Qualification Pack.

Give details of the document here:

Qualification Pack of Agriculture Extension Executive attached as Annexure 1

SECTION 1

ASSESSMENT

Name of assessment body:

If there will be more than one assessment body for this qualification, give details.

ASCI affiliated assessment bodies.

1. Aspiring Minds Pvt Ltd
2. Anant Learning & Development Pvt Ltd
3. Assess People Services India Pvt Ltd
4. Trendsetters Skill Assessors Pvt Ltd

More Assessment Agencies are being empanelled to cover wider geographical area

Will the assessment body be responsible for RPL assessment?

Yes

Give details of how RPL assessment for the qualification will be carried out and quality assured.

RPL will be based on the same approved Qualification Pack and Assessment Criteria mentioned in the Qualification Pack and will be carried out as per normal ASCI assessment process.

Describe the overall assessment strategy and specific arrangements which have been put in place to ensure that assessment is always valid, consistent and fair and show that these are in line with the requirements of the NSQF:

A robust technology enabled assessment methodology has been designed keeping in mind the geographical/Physical constraints and target segment which assess a trainee's knowledge and skill set through three methods:

- a. An offline Tablet based test through the use of Multiple Choice Text and Picture based questions in vernacular languages
- b. Actual demonstration on the field
- c. Viva

ASCI's assessment strategy:

- Question sets are developed as per the weightage of each NOS of the Qualification Pack.
- Assessment criteria for each Qualification Pack developed, in which each Performance criteria (PC) assigned marks based on NOS
- Question Bank is developed to assess the theoretical and practical knowledge. To ensure the quality, each trainees get different set of question
- Empanelment of subject matter expert as assessor primarily from the Industry to assess trainee specifically on practical skills as per Industry demands
- Assessments are preferably conducted on tablets or pen or papers in regional languages according to the requirement.
- Questions are uploaded in the tablets only on the day of assessment
- It is ensured that TP/trainer are not present during assessment

Please attach any documents giving further information about assessment and/or RPL.

Give details of the document(s) here:

Assessment criteria is available at the end of the Qualification Pack (attachment sl.no.1)

ASSESSMENT EVIDENCE

Complete the following grid for each grouping of NOS, assessment unit or other component as listed in the entry on the structure of the qualification on page 1.

CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role : Agriculture Extension Executive

Qualification Pack : AGR/Q7602

Sector Skill Council : Agriculture Skill Council of India

Guidelines for Assessment:

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training centre (as per assessment criteria below)
4. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training centre based on this criteria
5. To pass the Qualification Pack, every trainee should score a minimum of 60% in aggregate and 40% in each NOS
6. The marks are allocated PC wise, however, every NOS will carry a weight age in the total marks allocated to the specific QP.

Assessable Outcome	Assessment Criteria	Total Marks	Out Of	Marks Allocation	
				Theory	Skills Practical
1. AGR/N7606 Coordinate with research and development team	PC1. assess the needs and interests of the farmers for farm management	30	2	1	1
	PC2. visit the farms of the farmers and survey to find their level of understanding, farming knowledge, their way of life, tools and equipments that they currently use and their felt needs		3	1	2
	PC3. analyze the problems and difficulties that the farmer faces with their farming practices and how the adaption of technology will bring out a change		3	2	1
	PC4. understand the current cost of production, farm profit, factors of production, etc. of the farmer and their expectation level for future		3	1	2

	PC5. give information to R&D team on market expectation based on farmer needs		2	2	0
	PC6. create awareness about the changes that are occurring in the market		3	2	1
	PC7. identify gaps and propose possible actions that can be taken		3	2	1
	PC8. work with R&D to prepare the farmers for greater climate variability and uncertainty, good management skills and rural development goals		2	0	2
	PC9. discuss on the methods to convey the research findings to the farmers properly and effectively from the research institute		4	2	2
	PC10. ensure a match between the farmer needs and promoted technologies		3	2	1
	PC11. coordinate with R&D to provide innovation, higher productivity and competitiveness for the farmers		2	0	2
	Total		30	15	15
2. AGR/N7607 Promote agricultural technology	PC1. focus on the wide range of production and services that can be offered to the farmers	45	2	1	1
	PC2. be aware of the various challenges to be faced such as concerns over climate change, natural resource management, food security, etc.		2	0	2
	PC3. have clarity of the technology to be transferred		3	1	2
	PC4. be aware of the information and check on its feasibility before marketing to the farmers		2	0	2
	PC5. understand the cost involved in the marketing and ways to bring out the benefits		2	0	2
	PC6. develop skills and knowledge about the technologies, market appraisal and farm business development if the farmers adapt to the technology		3	1	2
	PC7. have access to information such as climate, forecast, adaptive technology innovations or markets to inform and train the farmers		2	1	1
	PC8. prepare and rehearse before transferring the information to the farmers		2	1	1

	PC9. ensure the innovative materials and the technology are brought out to market, suiting the needs of the farmers and providing profitable returns to them		2	1	1
	PC10. provide information to the farmers on business support services		3	2	1
	PC11. assist technically and advice on production and market information		3	2	1
	PC12. develop the market linkage and business skills of the farmer with new research findings		4	2	2
	PC13. understand the rapid changes that are coming up in the light of market integration for marketing activities		2	0	2
	PC14. enhance the agricultural marketing infrastructure for better awareness to be created among the farmers		2	2	0
	PC15. assist in preparation and distribution of pamphlets, brochures and simple information on aspects of farm management and the technology, in a way and language the farmers can understand		2	1	1
	PC16. inform about the profitability to the farmers on use of the technology appropriately		3	2	1
	PC17. raise awareness of the business opportunities to the farmers if they adapt to the technology		2	2	0
	PC18. provide information and knowledge to the farmers on future markets on adapting to the technology		2	2	0
	PC19. set up or coordinate with agriculture institutes where the farmers can come for training purpose to improve their farming practices by adapting to latest technologies proposed		2	2	0
	Total		45	23	22
3. AGR/N7608 Address farmers about standards and practices	PC1. identify areas with co-operatives, sarpanch, district collector etc. to reach a group of farmers	45	1	1	0
	PC2. conduct training workshops with the farmers on regular basis in the farms		2	1	1
	PC3. attend to farmers individually and listen to their queries and doubts		1	1	0
	PC4. hold detailed discussions to attend to their needs		1	1	0

PC5. assist the farmers in improving their agricultural production in an effective way and convince them to participate in their demonstration exercises	2	2	0
PC6. discuss the strategies for improvements among the team	1	1	0
PC7. experiment and demonstrate to convey and implement the strategy	3	1	2
PC8. work with the farmers to inform on the strategies like producing effectively, harvesting at the right time in the right way, post harvest activities, etc.	2	2	0
PC9. find the suitability of technology by involving the farmer groups in investigations	1	1	0
PC10. ensure correct information are updated to the farmers based on the farm situation	1	0	1
PC11. estimate a proper yield prior to harvest	1	0	1
PC12. indicate areas of improvements based on the inspection	2	0	2
PC13. propose corrective actions that can be taken for implementation	1	0	1
PC14. conduct on-farm experiments on the farms	2	2	0
PC15. evaluate if the technology is suitable to be implemented on that farm, or if it needs to be modified or refined	1	0	1
PC16. design an action plan which is feasible and would match the needs of farmers, based on the farm visit	1	0	1
PC17. suggest the particular technology that the farm requires based on experiment results	1	0	1
PC18. monitor prices for the farmer transactions	1	0	1
PC19. guide the farmer on storage, delivery and quality grade	1	1	0
PC20. advice on the timely and equitable distribution of the water for irrigation, good weeding practices, harvesting practices, cropping pattern and financial planning	1	1	0

PC21. advice the farmer on which variety of crop grows best in his place, suitable climate and growing season	1	1	0
PC22. train him for safe application of pesticides	1	1	0
PC23. guide him on crop rotation to prevent soil depletion	1	1	0
PC24. advice and guide on crop loans and crop insurance	1	1	0
PC25. help to arrange various inputs like seeds, fertilizers, pesticides, etc.	1	1	0
PC26. assist with cash management and entrepreneurship development	1	0	1
PC27. use analytical tools to study the findings of the experiments on the farm	2	0	2
PC28. analyse the reaction and opinion of the farmer on the experiments and give necessary clarifications and suggestion	1	0	1
PC29. visit farms often, particularly when some problem arises	1	1	0
PC30. rank the problems by priorities, identify causes of problems and list possible solutions	1	0	1
PC31. monitor the charges made to check if it is in line with the regulations	1	0	1
PC32. inform farmers about the necessary precautionary measures to be taken such as health and safety, pests and diseases, etc.	2	0	2
PC33. ensure appropriate facilities being provided to the farmers for their farming practices	2	0	2
PC34. assist on the quality and quantity aspect maintenance of materials	1	0	1
PC35. assist farmers to perform purchasing and selling of the products and supplies, collecting soil samples and its test results, etc.	1	0	1
Total	45	21	24

4. AGR/N7603 Make frontline demonstrations	PC1. know the vicinity where demonstrations have to be carried out	2	2	0
	PC2. select appropriate and proven technologies to be demonstrated	3	1	2
	PC3. select the block of demonstration site	2	2	0
	PC4. select a group of farmers who are willing to cooperate for demonstration	2	2	0
	PC5. finalise package of practices consisting of frontier technologies in consultation with the Agriculture University / Agriculture Department / Research Institutes etc. (as applicable)	3	1	2
	PC6. prepare for demonstrations by arranging critical inputs to be used for the demonstrations	2	2	0
	PC7. guide and assist farmers in laying out the field where demonstrations have to be made	3	1	2
	PC8. hold special training programmes for the farmers in whose plots demonstrations are to be laid	4	3	1
	PC9. be present at the time of crucial farm operations like seeding, fertiliser application, weeding, irrigation, plant protection measures, harvesting, etc input for training of farmers	3	0	3
	PC10. encourage questions from farmers at each stage of the operations	4	2	2
	PC11. arrange a field day to project the new technologies demonstrated in front of a large manageable group of interested farmers	3	3	0
	PC12. arrange a few method demonstrations on operation of farm machines and equipment, operation of seed drill, seed treatment, fertiliser application, plant protection, etc.	4	3	1
	PC13. arrange harvesting in the presence of identified group of farmers and ask them to estimate the yield to see the results of demonstrated technologies	4	2	2
	PC14. assess satisfaction level of the farmers	2	0	2
	PC15. provide information reinforcement, timely supply of inputs and / or on-the-spot guidance to ensure that farmers don't revert to old practices	4	0	4
	60			

	PC16. link the follow-up programme with the local institutions like farmer club, farmers cooperative society, village panchayat etc.		3	0	3
	PC17. maintain records for each block demonstration		4	2	2
	PC18. maintain an information card with basic information of the demonstration site and detailed information of the demonstration		4	2	2
	PC19. maintain technical report containing information on cost-benefit ratio of the demonstration to help work out the economic returns		4	2	2
	Total		60	30	30
5. AGR/N7609 Train the farmers and perform follow up of	PC1. plan on the topics for which training is to be provided	75	4	2	2
	PC2. select the group of farmers to be trained and the place for the training to happen		4	0	4
	PC3. arrange the inputs necessary for training		4	4	0
	PC4. gather the farmers during specific time and date for the training		4	4	0
	PC5. train through practical demonstrations of the practices and technologies in agriculture		7	5	2
	PC6. train on usage of improved seeds, methods of use of chemical fertilizers, management of land, etc.		6	4	2
	PC7. use various strategies and programs of change by applying the latest scientific and technological innovation		4	2	2
	PC8. use various strategies and programs of change by applying the latest scientific and technological innovation		0	0	0
	PC9. ensure to deliver in a clear and concise manner		4	3	1
	PC10. attend to the farmer's doubts making the training session more interactive		5	1	4
	PC11. approach the training methods on both practical as well as theoretical aspect		4	2	2

	PC12. note down the feedbacks of the farmers once the training session is over		4	0	4
	PC13. follow up to ensure the farmer has gained benefits from the training programs provided		5	3	2
	PC14. ensure change of behaviour by farmers and create new knowledge in them		4	0	4
	PC15. provide insights and motivate the farmers to improve their livelihood		4	0	4
	PC16. maintain records of the training programs delivered and the actions taken for the various doubts from the farmers		4	3	1
	PC17. document the benefits that the farmer received from the training program		4	2	2
	PC18. document the challenges faced during the training program		4	2	2
	Total		75	37	38
6. AGR/N7610 Coordinate with farmers	PC1. coordinate with farmers to satisfy all their needs and to bring in additional modern knowledge on agricultural practices	30	2	2	0
	PC2. discuss the various terms and conditions to be followed		2	2	0
	PC3. respond to any queries or doubts from the farmer		4	2	2
	PC4. maintain constructive relationships with the farmers		4	4	0
	PC5. get members of farmers as groups together to accomplish tasks		2	2	0
	PC6. provide a sustainable rural development plan and maintain a longstanding effective relationship with the farmers		3	0	3
	PC7. provide incentive on time in a way the farmers will be motivated to perform efficient farming practices		2	2	0
	PC8. bring in practices and policies that would encourage the farmers to give in more effort for farming and other mechanisms as essential		3	0	3

	PC9. ensure to bring in good transformations to the productivity, purchasing and selling the products and supplies, soil testing and collecting its results, etc.		3	0	3
	PC10. ensure farmer's needs are satisfied and results in profitable returns through the programs offered		5	2	3
	Total		30	16	14
7. AGR/N9906 Maintain safe work environment	PC1. comply with general safety procedures of the company	15	3	3	0
	PC2. follow standard safety procedures while handling equipment, hazardous material or tool		2	1	1
	PC3. check parts of the workplace and take preventive actions like spraying and other steps to protect from leakages, water logging, pests, fire, pollution, etc.		1	1	0
	PC4. ensure no accidents and damages at the workplace, reporting of any breach of company safety procedure		1	1	0
	PC5. keep the workplace organized, swept, clean and hazard free		1	1	0
	PC6. attend fire drills and other safety related workshops organised at the workplace		1	1	0
	PC7. be aware of first aid, evacuation and emergency procedures		1	0	1
	PC8. be alert of any events and do not be negligent of any safety procedures to be followed		1	0	1
	PC9. avoid accidents while using hazardous chemicals, machines, sharp tools and equipments		1	0	1
	PC10. use safety materials such as protective gear, goggles, caps, shoes, etc. (as applicable with workplace)		2	0	2
	PC11. handle heavy and hazardous materials with care and using appropriate tools and handling equipment such as trolleys, ladders		1	0	1
			15	8	7
	TOTAL	300	300	150	150

SECTION 2

EVIDENCE OF NEED

What evidence is there that the qualification is needed?

While collecting data from the companies for the occupational map, we also took feedback from industry, training institutions & farmer groups which was collected with respect to roles for which qualification packs development, was to be prioritized. This was largely based on volume of people required, quantitative and qualitative shortfall which the Industry feels they face. Governing council of ASCI and Occupational Standards Committee which comprises of experts & senior leaders gave final approval and endorsement for the same.

What is the estimated uptake of this qualification and what is the basis of this estimate?

It is difficult to estimate uptake of this qualification at this stage as the sector not only is highly unorganized but also no in-depth skill-gap study has been done. The QP has been developed taking feedback from industry for demand though again sample size may not lend to accurate figures. Working closely with NSDA would indicate precise requirements.

What steps were taken to ensure that the qualification(s) does/do not duplicate already existing or planned qualifications in the NSQF?

NSDC list of Approved and Under-Development QPs was checked prior to commissioning the work and also our occupational map/QPs are put on ASCI & NSDC websites.

What arrangements are in place to monitor and review the qualification(s)? What data will be used and at what point will the qualification(s) be revised or updated?

- Any institution / individual is welcome to send feedback, which is recorded and considered during next review cycle.
- Communication will be sent for any feedback to all the main stakeholders/users one month prior to the review of the qualifications pack.
- A formal review is scheduled in one year time

Please attach any documents giving further information about any of the topics above.

Give details of the document(s) here:

SECTION 3

SUMMARY OF DIRECT EVIDENCE OF LEVEL

Level of qualification: 6

Summary of Direct Evidence (from learning outcomes):

An Agriculture Extension Executive has wide range of specialised technical skill, clarity of knowledge & practice in broad range of activity involving standard & non-standard practices. He exhibits a range of cognitive & practical skills required to generate solutions to specific problems arising at farms. He is good in data collection, organizing information and logic communication. He has responsibility for own work & learning and full responsibility for the works & learning of his subordinates.

Agriculture Extension Executive					
AGR/Q7602					
Process required	Professional Knowledge	Professional Skills	Core Skills	Responsibility	Level
The individual at this job role requires wide range of specialized technical skills such as conducting demonstrations & trainings on modern technologies and good agricultural practices (GAP). S/he also coordinates with the Research & Development team in agriculture industries	The individual is a graduate preferably in agriculture with some relevant work experience & has factual knowledge of Agriculture Extension Work which includes coordination with R&D, addressing the farmers about standards practices, Demonstrations , Training, Promotion of modern Agriculture Technology, etc.	The individual exhibits a wide range of cognitive & practical skills in understanding & analyzing the farmers' need and coordinating with R&D team to work out innovative solutions for increasing the farmers' productivity	The individual is required to have good understanding of the social & political environment to deal with farmers of different caste & religion and exhibit logical communication skills to conduct demonstration & training and convincing farmers to adopt modern practices. S/he should have reasonably good mathematical skill for working out the cost benefit ratio of the demonstration and analyze the economic returns. S/he should be good in collecting feedback & assessing satisfaction level of	The individual has full responsibility of self as well as his subordinates' work & learning. They are not just partially responsible for other's works and learning (as required under Level 5), nor do they have full responsibility for output of the farmers' group (as required under Level 7).	6

			the farmers and track change of farmers' behavior post demonstration/training.		
6	6	6	6	6	

Summary of other evidence (if used):

SECTION 4

EVIDENCE OF RECOGNITION OR PROGRESSION

What steps have been taken in the design of this or other qualifications to ensure that there is a clear path to other qualifications in this sector?

Career path in agri sector is generally in terms of activities done & ownership of responsibility because they are primarily self-wage employment/entrepreneurship roles.

However, there are occupations in the organized segment (Agri Industries) in which career pathway has been identified as illustrated in the Occupational Map attached as Annexure sl.no. 3

Please attach any documents giving further information about any of the topics above.
Give details of the document(s) here: