



Admission Brochure

**CERTIFICATE COURSE IN
AGRIBUSINESS &
FARM MANAGEMENT**



MESSAGE FOR STUDENTS

Dear student

Welcome to Agrow Talent

AgrowTalent is India's first career institute which provides training and placement services for Agri-input products marketing and various allied agribusiness sector related jobs which are available in the field of Agriculture management and crop protection field.

We aim to create a knowledge chain for young professionals who are interested to work in the field of Agribusiness so that they can contribute towards the "Evergreen Revolution" which India needs to have a more developed agriculture sector in order to become a moving force in terms of Farming potential.

We aim to train and place students who want to make a career in the evergreen and booming field of agriculture and agribusiness related activities.

India has a target to double farmer incomes and that itself proves the importance of professionals who can help farmers to achieve this dream .Currently there is a acute shortage of skilled employees in the field of agriculture and there is untapped potential to harness which can give a boom to career of any young and enthusiastic student.

We are sure that your decisions to select this sector will ripe benefits for you not only in monetary terms but also it will give you immense satisfaction to serve the farmers of this country who are backbone to Indian economy.

कोर्स के बारे में संक्षिप्त जानकारी

● इस कोर्स का स्वरूप और उद्देश्य भारत की सभी कीटनाशक , बीज और खाद बनाने वाली कंपनियों के फील्ड स्टाफ , सेल्स ऑफिसर और ग्राउंड स्टाफ की आवश्यकता को पूरा करने के लिए एक ऐसे प्रशिक्षित छात्र वर्ग को तैयार करना है जिसके माध्यम से कृषि क्षेत्र में अच्छे कर्मचारियों की कमी की समस्या समाप्त हो सके और साथ ही युवाओं को भी अपने गृह जनपद में ही रोजगार मिल सके ।

● हमारा ये उपक्रम एक पूर्णत नवीन विचार है जिसकी सोच पिछले पांच वर्ष से मन में थी , किन्ही कारण वश इस विचार को मूर्त रूप देने में समय लग गया लेकिन अब इस उद्देश्य को मूर्त रूप देने के लिए हम सभी दृढ़ संकल्पित हैं ।

● हमारा दावा ये नहीं है की इस कोर्स के बाद हर छात्र की नौकरी किसी जगह लग ही जाएगी लेकिन इस बात का विश्वास हम अवश्य दिला सकते है की इस पाठ्य क्रम की पूर्ति के बाद हमारे छात्र देश की किसी भी कृषि आधारित कंपनी में नौकरी के लिए जायेंगे तो वो खुद को किसी से कम नहीं पाएंगे । एक संस्थापक के रूप में ऐसा कहना अतिरेक भी कहा जा सकता है लेकिन मैं पूरी जिम्मेदारी के साथ ये कह सकता हूं की पूरे देश में इस तरह का कोई भी संस्थान या पाठ्यक्रम नहीं है जो छात्रों को इस क्षेत्र की आवश्यकता के अनुसार तैयार कर सके । हमारे लंबे व्यापारिक अनुभवों और विभिन्न कंपनियों के साथ के संबंध का लाभ हमारे छात्र प्राप्त कर सके इसको लेके निरंतर प्रयास हमारे द्वारा किए जायेंगे ।

● हमारा ये पाठ्यक्रम आपको सभी फसलों के सम्पूर्ण प्रबंधन के साथ साथ सभी प्रकार के बीज , खाद और कीटनाशक दवाओं के प्रयोग के साथ साथ मार्केटिंग और विभिन्न नवीन तकनीक के बारे में सिखाएगा । आज चार वर्ष के बीएससी कृषि के पाठ्यक्रम को पूरा करने के बाद भी छात्रों को जमीनी जानकारी का अभाव रहता है जिसकी वजह से उन्हें बहुराष्ट्रीय कंपनियों में नौकरी प्राप्त करने में समस्या आती है । ऐसे कृषि के छात्रों के लिए तो ये कोर्स एक अत्यंत महत्वपूर्ण सहयोगी के रूप में साबित हो सकता है । हम इस कोर्स को सभी प्रकार के स्नातक छात्रों के लिए शुरू कर रहे हैं । इस कोर्स के बाद नौकरी प्राप्त करने के साथ ही आप खुद का कृषि आधारित व्यापार अथवा उन्नतशील खेती भी करने में सफल होंगे ऐसा स्वरूप हमारे द्वारा बनाया गया है । कोर्स की समाप्ति के उपरांत 15 दिवसीय आवासीय प्रशिक्षण कार्यक्रम आपको कृषि को जमीनी रूप से दिखाने और सिखाने के लिए रखा गया है जहां सम्पूर्ण भारत से आपको विभिन्न कृषि विशेषज्ञ और अधिक जानकारी देने के लिए एकत्र होंगे ।

● आज के दौर में क्षमताओं का विकास करके ही व्यक्ति आगे बढ़ सकता है। माननीय प्रधानमंत्री जी भी स्किल डेवलपमेंट पर जोर देने का लगातार आह्वान कर रहे हैं। इसी क्रम में हमारा सर्टिफिकेट कोर्स आपको वो आवश्यक स्किल देगा जिसके द्वारा आप खुद को आसानी के साथ कृषि आधारित सेक्टर में नौकरी के लिए योग्य बनाने में सफल होंगे। मैं आपका आभार व्यक्त करता हूँ की आप इस कोर्स में प्रवेश लेने के इच्छुक है। हमारी शुभकामनाएं आपके साथ है।



WHY CAREER IN AGRIBUSINESS

India is a country whose Maximum share of population is dependent on agriculture and agribusiness related activities .Till the humanity is alive on the planet the only sector which surely will keep working is Agriculture because it creates the foundation for the survival of mankind and this is what makes this sector one of the most vibrant business sectors with Maximum opportunities for the students to have a job .Due to India's rich physical and climatic features with wide range of topography there is year round production of various crops in the country and production of these crops is not possible without crop protection management .These crop protection services forms the major share of corporate companies who are working in field of Agriculture. In order to help farmers in farming various companies provide hybrid seeds of vegetables and grains , Pesticides and Herbicides , Agrochemicals and Fertilizers along with a wide range of organic crop solutions which help farmers in raising their production . These companies needs a wide range of employees that can work vertically down the line to penetrate in the villages and local districts to create a market share for products of these companies .There are about 1000+ reputed national and multinational companies working in the field of agribusiness who constantly needs well trained and groomed employees but due to lack of any proper training system in our country the desired candidates are not obtained by these companies which causes a delay in their overall expansion .Lack of properly trained employees in field of Agriculture also results in decreasing the network of these corporate companies .

On the other hand the students who are graduate and especially the students who are graduates in Agriculture or Science with botany as one of the subject try to find jobs after their studies but unable to find so due to no practical exposure in the marketing system of agri input products .Even if they are graduate they don't have knowledge that how they will implement their book knowledge on the ground field between farmers.

In academics time the students are taught conventional methods of agriculture and also traditional ways of crop protection but due to constant development in field of Agriculture and New researches in crop protection management their are new products and technologies which are working at ground level between the farmers about which the student is not aware .This further widens the gap between the demand of the corporate structure of the country in field of Agribusiness and students who are seeking job in this sector.

Hence it can be analyzed that there is a demand and supply gap on the both side of these sector which has a feeding capacity so as to create a pool of trained students who are enthusiastic about working in this amazing sector who in turn can be recruited by the companies in need of trained professionals .This will create a win win situation for both the students as well as for the companies who are in need of trained professionals for the jobs.



COURSES OFFERED

AGROWTALENT- CERTIFICATE COURSE IN AGRIBUSINESS AND FARM MANAGEMENT

SEATS	- 150
Duration	- 90 Days including internship period of 15 days
Eligibility	- Graduation (Final year) or passed -Any stream
Classes	- Five days a week
Duration of classes	- 3 Hours per day and weekly test of 1 hour
Fees	- RS.22,000/- (INCLUDING GST)



GUIDELINES FOR THE STUDENTS

1. For ONLINE students , it is mandatory to mark attendance online at the commencement of class .The classes will be interactive in nature and students can ask their query in chatbox or during the class discussion .In case of any improper comment which can make atmosphere of classes bad , the student will be made devoid to make use of interactive feature of the classes.
2. No recording or spreading/sharing of classes is permissible and in case any student is found doing the same, his admission will be suspended and no refund of fees will be done in this case.
3. In case of ONLINE students , they will download the pdf of test papers within the stipulated time schedule and after completion of the test they will have to email the pdf of scanned documents back to the institute for evaluation .After completion of course mandatory internship is to be done by all the students at a rural location and in case of non completion of internship no certificate will be provided to the students. The aim of the internship is to make students ready for the regular job challenges that one faces in agriculture industry and therefore any type of negligence in completion of internship will be taken in a negative light.
4. Classes will be held 5 days a week which will cover Plant Pathology, Plant physiology, Plant nutrition, Agribusiness marketing, Product Portfolio management, Basic behavioral & communication skills and Legal framework.

PLACEMENT & RECRUITMENT

After training programs of our institute gets over the students enrolled shall be provided with a unique login id and password so as to register themselves on the recruitment and placement cell .

Once the course gets over the institute will organize a mega job fare where leading corporate companies from Agriculture sector will send their panels for interviews of candidates as per the required vacancies .The students will be groomed before the interview about the basics that needs to be followed during their interviews and a mock interview session for all the students shall also be organized to make them familiar with the pressure of the interview for the job.

Institute here wants to clear one more thing that the candidates selected by the companies after their interviews can be placed across India by the respective companies who have selected the students after the interview and it's not in hand of institute to recommend any particular student for a particular working area .

After the mock interviews the candidates shall be informed by the institute about their recruitment and the documentation needed for making the same.

The candidates who will not be selected in the recruitment can take part in one week special grooming session so that they can discuss the reasons for their non selection in the placement interviews and institute will help each student as per their specific weakness so that in subsequent interviews they can perform better and can fulfill the expectations of the recruiter companies. Institute will not charge any fees for this special grooming session for such students.

All the students can appear in all the job fairs and placement sessions being conducted by the institute. However a student who has find a job in a job fare will not be allowed to appear in interviews in subsequent placement fares .

No student shall be allowed to appear in placement fares if they do not carry valid driving license.



INTERNSHIPS & TRAINING

During the training the students shall visit various government offices, Industries and Institutes for which they shall receive certificate from the said organizations .All the travelling, fooding and accommodation shall be the responsibility of the institute and no student needs to pay any extra amount for such outdoor visits or short term internships. During outdoor visits in any such organizations or government centers if any students if found of any misconduct or unlawful activity it will be the sole responsibility of the students and the institute will not be responsible for any such activities of the students in case government takes any legal action against them due to any misbehavior or misconduct.



After finishing their respective courses the students will work for a Five days period for any one multinational company and during the said internship the institute shall manage the accommodation, fooding and transportation for the students. During the internship period the students shall work under the orders and instructions of company officers in which they shall do their internship and the company of internship is free to instruct and train students as per their wish. In case any student opts out of the internship in between or misbehave with officials of the said companies they will not get internship certificate from such companies and institute will not be responsible for the same .In any such issue the institute can only help students in solving of the issue but institute will not be responsible for their personal misconduct with their mentors during the internship.



FIELD VISITS & INDUSTRY INVOLVEMENT

During their training students shall get opportunity to visit following places

1. District Agriculture office and Office of deputy director of agriculture.
2. District Mandi Parishads.
3. Cold storages and refrigeration units.
4. Sugar mill and distillation unit.
5. Seed production & manufacturing plants.
6. Retail stores
7. Farmer fares and Agri expo
8. Dairy and milk production unit
9. Agri machinery manufacturing centers
10. Fertiliser and agrichemicals manufacturing units.



IMPORTANT INFORMATION FOR STUDENTS :

1. Fees includes study material and all the expenses of internships .
2. Fees Discount of 10 % for single parent student, 10% discount for B.sc – Agriculture student with 75% marks or above, 50 % for children of Martyrs of Armed forces/Paramilitary forces.
3. Full fees scholarships will be given to the student of each batch who will obtain highest average score in all internal tests during the studies and assured placement will be awarded for such students after completion of studies.
4. This institute is a training institute only and though institute will try it's best to assist students in placements after completion of their studies as per their educational qualification and capabilities but institute does not guarantee the placement of student after completion of courses .However students admitted shall be given ample opportunity to appear in interviews of multiple companies but the decision to select the student for a job as well as the salary and terms of job remains with the recruiter company only and Institute will not interfere in internal working and interview process but institute will act as a guardian of the students till the recruitment process gets over .
5. If student will not maintain 75% attendance He/she shall not be given certificate of course completion and if student will remain absent without prior information to the institute for a continuous seven days period the name of student shall be struck off from the institute. No refund of fees shall be done in any such situations.
6. Internships are necessary and without internship no course completion Certificates will be given to the students.
7. This is a private training institute and meant only to provide necessary skills to the students for a effective career in agriculture field , Institute is not a business entity that can offer job to any applicant and Hence in case of any dispute or inability of student to get any job in the placement drives will not make institute liable for any claim by the students or the families of the students .
8. In case of any contradiction the decision of the institute is final and all the legal issues are subject to Hardoi Jurisdiction only .



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