

SELECTION MANUAL
FOR THE SELECTION OF AGRI-ENTREPRENEUR
UNDER AGRICULTURE ENTREPRENEURSHIP PROMOTION SCHEME 2018
Government of Odisha



THE AGRICULTURAL PROMOTION AND INVESTMENT CORPORATION OF ODISHA LIMITED

DEPARTMENT OF AGRICULTURE AND FARMERS' EMPOWERMENT,

(GOVERNMENT OF ODISHA)

Phone: 0674-2354125

Email ID: apicol96@yahoo.com

Baramunda, Bhubaneswar

PIN: 751003

Definition

- a. "AE" refers to Agriculture Entrepreneur.
- b. "GP" refers to Gram Panchayat.
- c. "SC" refers to Scheduled castes.
- d. "ST" refers to Scheduled Tribes.
- e. "ID" refers to Identity card.
- f. "GD" refers to Group Discussion.
- g. "PI" refers to Personal Interview.
- h. "UC" refers to Utilization certificate.
- i. "APC" refers to Agriculture production Cluster.
- j. "DDH" refers to Deputy Director Horticulture.
- k. "RoR" refers to Record of Right Copy.
- l. "NGO" refers to Non Governmental Organization.
- m. "BTT" refers to Block Technical Team.
- n. "DLO" refers to District level Officer.
- o. "CSC" refers to Community Service Centre.
- p. "CBO" refers to Community Based Organization.
- q. "LHT" refers to Left Hand Thumb Impression.
- r. "DDA" refers to Deputy Director Agriculture.
- s. "BAO" refers to Block Agriculture officer.
- t. "AAO" refers to Assistant Agriculture Officer.
- u. "AHO" refers to Assistant Horticulture officer.
- v. "BVO" refers to Block Veterinary officer.
- w. "AFO" refers to Assistant fishery officer.
- x. "BLO" refers to Block Level Officer.
- y. "LOC" refers to Locus of Control.
- z. "ATMA" refers to Agriculture Technology Management Agency.
- aa. "FIAC" refers to Farmers Information and Advisory Committee.
- bb. "AEPS" refers to Agriculture Entrepreneurship Promotion Scheme.
- cc. "CDAO" refers to Chief District Agriculture officer.
- dd. "AVAS" refers to Additional Veterinary Assistant Surgeon.
- ee. "APICOL" refers to The Agricultural Promotion and Investment Corporation of Odisha Limited.
- ff. "AE HUB" refers to Agriculture Entrepreneur Hub.
- gg. "Q. No" refers to Question number.

Introduction/ Back ground of the scheme

Agriculture sector in Odisha faces many challenges such as low productivity, high level of climatic uncertainties, low irrigation access, poor credit linkages and improper market linkage. Further, small holder farmers are trapped in a vicious cycle of low earnings and indebtedness. Farmers are already dealing with major risks associated with production. Improving farming and thereby enhancing the income of smallholder farmers require creation of resilient ecosystems. At the same time the educated youth of farming communities are aspiring for higher incomes from farming.

In this background, the state government launched the scheme “Agriculture Entrepreneurship Promotion Scheme 2018”, on 13th November 2018 to groom at least 1000 rural Agriculture Entrepreneurs (AEs) in coming three years to provide quality agricultural inputs and technological services including modern farm equipment and marketing assurances to farmers of the state. The scheme was launched by the Honorable Chief Minister during Agri Business Management session at the Make in Odisha Conclave 2018.

Agri-entrepreneurs under the scheme will work with 150-250 farmers in a cluster of 2-3 villages with a mutuality of local community institutions. While they may specialize in their trades, mostly they will act as a one stop resource / solution provider for the agricultural needs of small and marginal farmers. They will possess characters of social enterprises by providing required services to the farmers in her/his vicinity and develop into a sustainable enterprise sharing areas of mutual growth with the farmers. AEs will provide following types of services to the farmers.

- Better quality inputs
- Knowledge and crop advice
- Mechanization services
- Primary processing and linking farmer to market

Additionally, some AEs will also provide services for livestock rearing and Fishery where ever possible to augment farmer’s livelihood. Similarly, some AEs will take up selected enterprises only as per the requirements and opportunity in the area and may graduate to become ME.

Operational Area

In the first phase, the scheme will be taken up in 40 blocks of 12 districts in the state. List of blocks and districts is mentioned below. These blocks have identified considering the extent of social mobilization, focus on promoting high value crops and plan for promoting AEs in these regions by the Department.

S.N	Districts	No. of Blocks	Name of the Block
1	Rayagada	4	Bisamkatak, Kolnara, Muniguda ,K singhpur
2	Kandhamal	3	Phulbanisadar, BalligudaNuagaon
3	Mayurbhanj	4	Jashipur, Karanjia, Thakurmunda, Khunta
4	Koraput	8	Boriguma, Dasmantpur, Semiliguda, Pottangi, Nandpur, Lamptaput, Boipariguda, Kundra
5	Keonjhar	5	Jhumpura, Patana, Banspal, Harichandanpur, KeonjharSadar
6	Kalahandi	3	Lanjigarh, Thuamul Rampur, Golamunda
7	Dhenkhal	1	Kankadahad
8	Jharsuguda	2	Laikera, Kulabira
9	Sambalpur	2	Jamankira, Kuchinda
10	Bolangir	5	Belpada, Khaprakhol, Bangomunda, Tureikela, Murivahal
11	Nuapada	2	Khariar , Boden
12	Boudh	1	Kantamal
TOTAL	12	40	

Importance of selection of right candidate

The scheme is proposed for empowering rural youths to play a transformational role in developing agriculture and promote Agri-entrepreneurship. This scheme would create enterprise for rural youth, and at the same time fostering agriculture development in the region by increasing the income of farmers through availability of quality inputs and services of the AEs. The experiences across suggest that a number of farm related services are most efficiently delivered through promotion of local entrepreneurs.

Agriculture Entrepreneurship Promotion Scheme-2018 aims to promote rural youth aged 18 to 45 into successful Social entrepreneurs. While an increasing number of youth are migrating to cities in look out of better opportunity of livelihoods, a big void stay back in the villages with respect to services required in primary sectors of productions particularly in ever evolving agriculture and allied activities. The need of the hour is to make agriculture a lucrative engagement by integrating the needs at producers and consumers ends. In this context, AEs will lead the new form of extension which would be revenue based, technically enabled, synchronising inputs and outputs at cluster level and market oriented.

To deliver such form of services an AE need to possess certain characteristics. These characteristics are an amalgamation of entrepreneurial traits and abilities of empathetic solution finding for social problems. The high need for achievement, moderate risk taking ability, willingness to accept responsibility for results, need to influence, ability to sense opportunity, positive self-concept, higher level of aspiration and hope for future, desire to initiate, desire to accept challenge independent in thought and action, keenness to learn from feedback and absence of complacency are few of them.

In this background, following criteria for selection of right candidate and procedures is recommended.

Eligibility criteria for Candidates

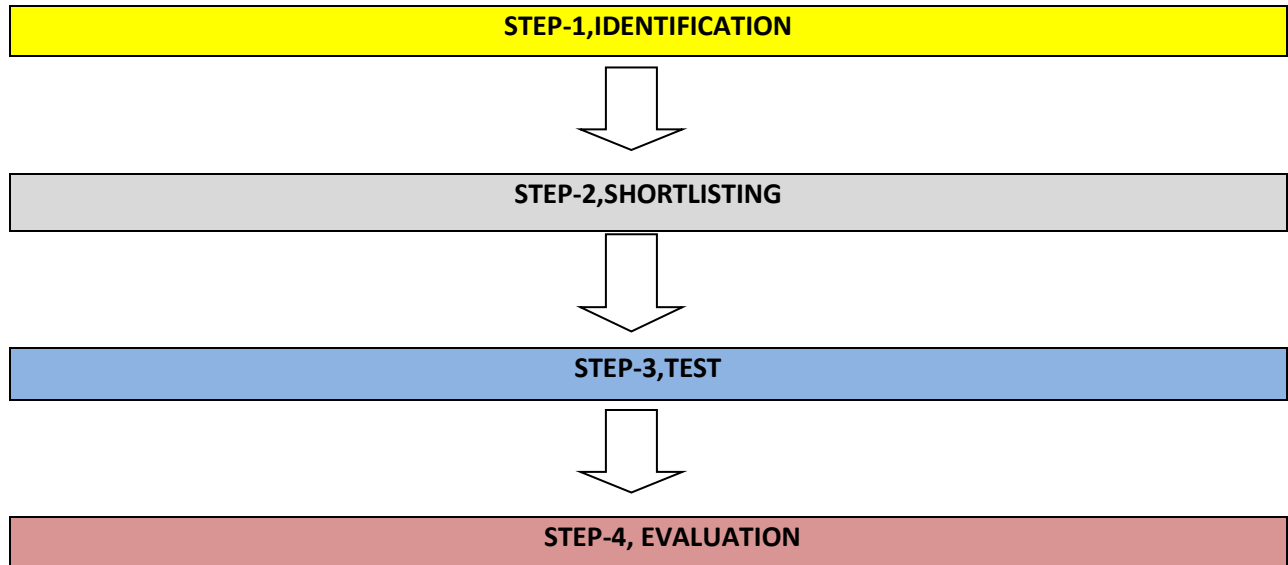
The scheme will be open for candidates having following eligibility criteria

- The applicant should be between 18 to 45 years of Age
- Minimum qualification of the applicant must be 10th Pass; however graduate candidate will be preferred.*
- She/he should be a resident of respective Gram Panchayat** /Block
However preference would be given to the following criteria
- Preference would be given to women candidates.
- Preference to those having possession of 1 acre land and 1000 sq ft of constructed area/area in feasible location for taking up proposed construction activities. The possession can be any among the following categories
 - RoR in own name of the candidate
 - RoR in the name of husband
 - Possesion/Access certificate over forest land/revenue land under FRA/ land alienation of revenue department issued by Revenue Inspector/ Tahasildar or competent authorities
- If RoR is in the name of family members or others, preference will be given to those who submit an affidavit about submission of 15 years of registered lease deed with the owner of the property in the court of sub-registrar. Relaxation in land holding of 1 acre for accommodating more number of tribal AEs wherever needed as per the orders of A/D.

* In blocks having low literacy - less than 64% female literacy (Average female literacy of state as per census 2011); Deserving women and SC& ST candidate may be considered having 9th Pass qualification.

**In case of unavailability of suitable candidate for AE in the respective Gram Panchayat preference will be given to the candidate of nearest villages from adjacent Gram Panchayat and necessarily from the same block.

SELECTION PROCEDURES



**STEP-1
IDENTIFICATION**

- A. Advertisement
- B. Identification and awareness at village level
- C. Documentation and online submission

A) Advertisement:-

- APICOL will disseminate information by advertising in Local TV/Radio/relevant newspaper and publication.
- Block level convener of ATMA with help of local NGOs will disseminate information about the schemes to different community institutions, Panchayats, FIAC and other relevant public places by mike promotion.
- The information dissemination will be done in two phases. In the first phase, the Information dissemination will be done in APC project Panchayat. Subsequently in the second phase it will be done in whole block.
- Block level convener of ATMA would display of the scheme in Panchayats, Block office, FIAC, District offices and other relevant public premises by wall painting, Flex, poster, leaflets, banner etc.
- APICOL will place the funds to CDAO and CDAO will further place the fund to Block technical team convener of respective blocks. The UC and concerned statement of utilization and supporting documents and vouchers will be retained by CDAO for audit purpose.
- The UC will be submitted within three months of fund release time. The partial UC will be submitted in the end month.

Advertisement Cost:-

Sl.No.	Cost Details	Booking Head	Unit Price (INR)	No of block/ village	Average No of Days/ block	Total (INR)
1	Awareness by Miking	2.1.1 (Project Cost)	1500	40	10	600000
2	Wall painting, Flex, poster, leaflets banner	2.1.1 (Project Cost)	15000	40	1	600000
					Total	1200000

Awareness by Miking:

- The BTT convener would prepare a pre journey plan in association with Block level Officers.
- The BTT convener may take needful support from Block level NGOs for information dissemination
- The indicative content will be shared by APICOL for the promotion

Checklist for awareness by miking:-

- Auto Vehicle in good condition with valid documents (RC, Insurance, PUC).
- Vehicle driver must carry the valid driving license.
- Miking set with tubular battery/generator back up.
- Banner (To be provided by APICOL) about the Information of scheme.
- AEPS brochures /Pamphlets/ leaflets (To be provided by APICOL).
- Participant registration record (Name, Mobile No, Address)

Awareness by Wall Painting:-

- The BTT convener would ensure the wall painting in prescribed format at important places of like FIAC, PRI Institution, Village haats, MCs,LAMPCS/PACSGPLF/CIG/PG/Youth clubs and other community institution office premises
- The artist who will be given the order for wall painting would be prefer to local area with prior experience of wall painting of Agriculture or other line department.

Sl.No	Particulars	Unit
1	No of wall painting per block	10
2	Dimension	5' X 7'
3	Unit Cost/Wall painting	Rs 1500

B) Identification of AE and awareness creation about the scheme at village level-

- i. Block level ATMA convener with help of local NGOs would engage in this facilitation process to identify candidates at village.
- ii. Refer Annexure 2 for the role of NGOs in the promotion of the scheme.
- iii. It will be a community participatory process and at least 50% members of Pally sabha will participate in the meeting.

The following 2 stage process is recommended for selection of right candidates wherever “Visioning” exercise is not completed for the Producer groups. Wherever, visioning exercise is completed only the 2nd stage can be exercised for identification of potential AEs.

1st stage:

Visioning exercise of PG

Objective:

- Participants would understand importance of group work.
- Participants would set a goal for themselves.
- Participants would make vision- mission statement for the PG.
- Participants would make strategy and approach to achieve the goal.
- Participants would realize required service gap in the village.
- Participants would realize the importance of AE and its network.
- Participants would realize role distribution among actors in the system.

Process:-

Sl.no	Time	Activity	Process
1.	15 min	Introduction and Pray	Each member would introduce herself and pray.
2.	30 min	Say one merit of yourself and your child.	Form groups of 3 members each.
		What kind of changes do you feel before and after formation of Mahila mandal.	Form groups of 5 members each.
		What kind of work have you done after formation of Village organization?	Form groups of 5 members each.
		Say one thing about your village which you like the most. And why	Form groups of 3 members each.
		Sharing in the bigger group	2 to 3 sample sharing.
3.	15 min	How did you form the PG	Open floor discussion.
4.	60 min	How do you like to see your PG	1) Formation of 3 groups of 10 members each. 2) Each group would make a presentation.
5.	30 min	If a PG fulfill your criteria whatever you all are saying then what would be the nomenclature of the PG.	1) Open floor discussion. 2) One member would write different names in the chart paper. 3) Finally one name would be preferred by common consensus. 4) Make a vision statement around the name around the

			PG.
6.	60 min	1) Identify work area to achieve the goal 2) What would be the indicator to measure work area? 3) What would be the target against the work? 4) What is the current status against these work areas?	1) Form groups of 10 members each. 2) Facilitator would provide different topics to discuss one by one. 3) At every step, the facilitator would consolidate outcomes from different groups.
7.	40 min	Mechanism to reach out the goal	1) Balloon game to realize participants as importance of strategy and role distribution. 2) Ask participants to share their learning/feeling. 3) Take example of an activity and map different work involved.
8.	30 min	1) Need realization of different service gaps 2) Need realization to fulfill the gaps by AE.	Open floor discussion
9.	20 min	Action Plan and vote of thanks	Open floor discussion.

2nd stage:

The main objective of the process:-

- Community would realize the importance of different services required at village level for enhancement of livelihood activities.
- Community would get familiar with AEPS and its relevance.
- Youths of the village getting motivated to work in these sectors as an entrepreneur.
- Community institution would take accountability for identification of the candidate.
- Facilitator and the community would understand and realize the current challenges and also best practices of livelihood in the village.

Sl.no	Particulars	Process		Time
1	Introduction & Purpose sharing of the day	Facilitator and one member from each community institution will share brief introduction about self	familiar to each other, familiar with community based institutions in the village	10:30 AM to 10:45 AM

		and institution		
2	Facilitate villagers to share the best part of the village	One member of the village will share the story, reason and process adopted	Facilitator could understand the solidarity and dynamics of the village	10:45 AM to 11:15 AM
3	Present livelihood activities and earnings from the activity and reasons behind it	facilitator with help of villagers will note down different livelihood activities, income from that particular activity and challenges and practices in that particular activities in chart paper	Facilitator would be able to understand and the community would realize the current challenges and also best practices in livelihood.	11:15 AM to 12:00PM
4	How it can be strengthened	Open session	Community could realize the importance of different services at village level for enhancement of livelihood activities	12:00 PM to 01:30 PM
5	What do you do when you get ill.....consolidate the discussion and make a point that would you like to take these kind of services in the village.. If yes then How			
6	Share the agriculture entrepreneur concept, eligibility criteria of AE, farming in APC mode, enterprise development in the village etc. and finally let them identify entrepreneurs	Facilitator will share with help of Flex, will also provide reading material	Community would get familiar with AEPS and its relevance. Youths of the village getting motivated to work in these areas as an entrepreneur.	01:30 PM to 02:00 PM
7	Take the list with certification by Gram Pradhan/ PRI/ CBOs	Facilitator will provide a format	community institution should feel accountable for identification of the candidate	02:00 PM to 02:30 PM

NB:- Refer Annexure- 3 for the standard format for meeting resolution.

Finally, Facilitator would advice to identified candidates for online submission of documents by the last date of submission of online forms in the nearby CSC centre/any other sources.

C) Documentation and online submission:-

- Interested candidates would apply in a prescribed form along with uploading identification proofs (Aadhar Card/ Farmer Id Card/ Voter ID/ Ration card) and a letter of recommendation from CBOs.
- Interested candidate would submit online application form in the common service center/ any other sources nearby.
- Candidates would upload land related documents (land records, educational qualification) to authenticate their eligibility criteria.
- Candidates would fill the online form along with all documents or send the requisite form and document by the end of deadline advertised for application.

Application form for enrolment in AEPS-2018					
District.....					
Block.....					
Gram Panchayat.....					
Village.....					
					Affix your, self attested Photo
SI. NO.....(For Office Use Only)					
(Please fill the form in capital letter in your own handwriting carefully)					
1	Name of the candidate				
2	Father/Guardian's Name				
3	Date of Birth				
4	Sex				
5	Marital Status				
6	Category				
7	Agricultural Land Area Owned/Leased by family				
8	Mobile No.				
9	E- mail ID				
10	Postal Address for Correspondence				
Educational Qualification					
Sl.No	Examination	Year	School College	University	Percentage
1	SSC				
2	Intermediate				
3	Degree				
4	Post- Graduation				
5	Others				
Enclosure:-					

1. Identity proof (Aadhar/voter/ Ration/Farmer's card)
2. Character certificate from CBOs/LAMPS/PAXS/Sarpanch)
3. Educational Certificates:
4. Caste certificate/ Residence /land holding proof
5. Any others (Specify):

I hereby certify that all the information furnished above by me is correct to the best of my knowledge and belief. I understand and accept that furnishing of any false information on my part will automatically lead to disqualification of my candidature/enrolment and forfeiture of payments made by me towards AEPS-2018 registration. I agree to abide by the code of conduct and rules as may be framed from time to time by authorities for smooth conduct of the program.

Date:

Signature:

Place Name:

Note:

- Selected candidate would be required to accept the offer letter by registering themselves on online portal and submission of an enrolment fee of Rs 5000/- with APICOL
- The enrolment fee will be refunded to candidates after completion of training and incubation period and if the candidate leaves midway the enrolment fee will be forfeited. The fee can be decided & revised by APICOL from time to time
- The selected candidate (AEs) will submit an affidavit in prescribed format to work for the entire project period failing which she/he would undertake to refund the training and incubation cost incurred over them
- Selected candidates will be required to upload all the required documents of eligibility and while enrolling them on online portal

Receiving format for online applicants

Agricultural Entrepreneurship Promotion Scheme, 2018

Receiving card

You are provisionally admitted for screening test

Name of the District:

Name of the Block:

Name of the GP:

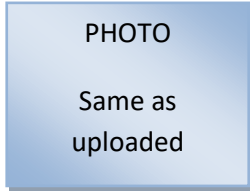
Name of the candidate:

Father's Name:

Age:

Identity proof Type:

Identity card number:



General Instructions

- Date of Selection would be intimated in the official website of AEPS.
- Grievance Contact Number....., mail ID.
- Please bring this receiving card with original photo identity card (Aadhar Card, Farmer ID card, Voter ID card, driving license and Ration card) for screening test.
- No material except receiving card, original identity card, one ball pen and currency notes without any writing in it, are allowed to the examination centre.
- All candidates should report to the centre by 9 AM.
- Possession/use of mobile phone, digital watches, pagers, and any other electronic device are not allowed within examination premise.
- The authority of the examination center is not responsible for the security of personal belongings

Date:

Time:

Signature/ LHT.....

**STEP-2
SHORTLISTING**

- A. Short listing of candidates
- B. Publication of shortlisted candidates list
- C. Information to candidates

A) Short listing of candidates:-

Short listing of the candidate will be done by APICOL on the basis of eligibility criteria as mentioned above.

B) Publication of shortlisted candidate list:-

- APICOL will share the list of shortlisted candidate with District nodal person, CDAO.
- The list of short listed candidate would also be published in the website.

C) Information to candidate:-

Published in the website in the following format

Sl.No	Block	Panchayat	Village	Name of the Applicant	Father's Name	Age	Educational qualification	Land	M ob. No	Selected/r ejected	Reasons

**STEP-3
SELECTION**

- A. Constitution of Selection committee
- B. Date finalization
- C. Day event structure
- D. Check list & Required material
- E. Registration
- F. Orientation about the scheme
- G. Psychological test
 - 1. Entrepreneurial skill assessment quiz test
 - 2. Entrepreneurial orientation inventory test
 - 3. Psychological profiling test

H. Evaluation
I. General ability test
J. GD & PI
K. Result Publish

A) Constitution of Selection committee:-

- Principal Secretary, Department of agriculture and farmers' empowerment would constitute the selection committee.
- The committee will be headed by CDAO who will look after the selection process.
- The selection committee will be constituted with the following members:-
 - I. Block level ATMA convener
 - II. Two BLOs (BAO/AAO, AHO, BVO/AVAS, AFO) from respective block
 - III. Representative from AE Hub and
 - IV. Representative from APICOL
- CDAO would appoint any two BLOs as among above mentioned as selection committee members.

***Norms for Selection Committee:-**

- Selection venue finalization
- Local logistics facilitation.
- Maintaining integrity and confidentiality of selection process.
- Ensuring transparency following to suggested disclosure in the manual.
- Verification of candidature of applicants.
- Follow instruction given with selection envelope.
- Scoring to be done without error.
- Biasness or practice for unfair measures is strictly prohibited.

B) Date finalization for the selection process at Block level:-

APICOL will fix a date for block level selection process with consultation of CDAO and further CDAO would convey the finalized date with block selection committee members.

C) Day event structure:-

The selection process will be conducted in one day for the shortlisted candidates and it will include following 3 sections.

Sections	Type of test	Coverage	Remark for selection
Eligibility test	Standard bio data form	Checking as per the eligibility criteria	Screening
Written Test	Entrepreneurial Test	<ul style="list-style-type: none"> Psychological Profiling (Prioritisation of investment and decision making skills) Entrepreneurial orientation Inventory (Ratios of internal /external locus of control) Entrepreneurial Skill quiz (Attributes and attitude related to entrepreneurship) 	Short list candidate as per the consolidated score in all the tests
	Basic Arithmetic Test	<ul style="list-style-type: none"> Numerical test (Std VII level) Arithmetic test (Std VII level) 	
	Agriculture & allied knowledge Test	<ul style="list-style-type: none"> Basic Agriculture Test 	
Group Discussion	Emotional & Social maturity mapping	<ul style="list-style-type: none"> Group Discussion Sociometry (Participatory assessment) 	Shortlist candidate based on scores of Written and Group Discussion
Individual Interview	Validation of information collected		Interviewers assessment

Sl. No	Activity	Time line
1	Registration of the candidate	09:30 AM to 10:00 AM
2	Orientation about the Program	10:00 AM to 10:15 AM
3	Entrepreneurial Skill Assessment Quiz test	10:16 AM to 10:23 AM
4	Entrepreneurial orientation Inventory test	10:25 AM to 10:35 AM
5	Sentence completion test	10:38 AM to 10:58 AM
6	Evaluation	11:00 AM to 12:25 PM
7	General ability test	12:30 PM to 12:55 PM
8	Evaluation	01:00 PM to 01:45 PM
9	Lunch	01:45 PM to 02:15 PM
10	Orientation about Group Discussion test	02:15 PM to 02:20 PM

11	Group Discussion test	02:20 PM to 02:45 PM
12	Sociometry	02:45 PM to 02:50 PM
13	Tea Break	02:50 PM to 03:00 PM
14	Personal Interview	03:00 PM to 05:00 PM
15	Evaluation	05: 00 PM to 05:30 PM

D) Check list & material required for screening test:-

Sl. no	Envelope number and name	Documents inside the file	For the session
1	1, Registration form	Registration form and instruction paper	09:30 AM to 10:00 AM
2	2, Orientation about the prog	instruction paper	10:00 AM to 10:15 AM
3	3, Entrepreneurial Skill Assessment Quiz test	instruction paper, question set	10:15 AM to 10:25 AM
4	4, Entrepreneurial orientation Inventory test	instruction paper, question set	10:25 AM to 10:35 AM
5	5, Psychological Profiling test	instruction paper, question set	10:40 AM to 11:00 AM
6	6, Evaluation	Answer sheet, evaluation sheet and master format for record keeping of all test	11:00 AM to 12:30 PM & 01:PM to 01:45PM
7	7, General ability test	instruction paper, question set	12:30 PM to 12:55 PM
8	8, Evaluation	Evaluation sheet of general ability test, Master evaluation sheet of envelope no.6, Answer sheet	01:00 PM to 01:45 PM
9	9, GD	Number tag, scoring format for instructor and group, instruction paper, GD topic,	02:15 PM to 02:45 PM
10	10, PI	Instruction and evaluation sheet	03:00 PM to 05:00 PM
11	11, General	Declaration form and result declaration form	

NB:-

- There will be 10 set of envelope, number and name of that particular envelope will be written on the envelope.
- Total number of each material will be written on the envelope.
- Instructor would check the all sealed envelope.
- Instructor would open the envelope as per session.
- Instructor will count and match the materials at both time in the beginning of the session and while submission.

E) Registration:-

Time: 09:30 AM to 10:00 AM

Instructor will take envelope number 1, REGISTRATION FORM in bold letter will be written on the envelope. There will be an instruction paper and registration format in the envelope.

Instruction

- You will find the details of candidate in the registration format along with their identification proof number.
- Please validate the presence of right candidates by their original ID card.
- Before entering in the examination hall, instructor will ensure to keep mobile outside the examination premise and they shouldn't carry anything beyond the objects mentioned in the receiving form.

- Registration of the candidate will be done in the prescribed format
- Each shortlisted candidate would sign in the format

Sl. No	Block	Panchayat	Village	Name of the candidate	Father's Name	Age	Educational qualification	Type of identity card	Aadhar/Voter/Ration/Farmer ID no	Mobile No	Scan photo	Signature of the candidate

F) Orientation about the scheme:-

Time- 10:00 AM to 10:15 AM

Orientation of the scheme will be done by any one of the selection committee member by reading the instructions.

Instruction for orientation of the program

Read the following statements in front of participants:-

- Welcome you all in the event.
- I expect, you should aware about the scheme although I will be discussing in short about the scheme.
- Name of the scheme is AEPS 2018, Agricultural entrepreneurship promotion scheme 2018.
- By keeping rural poverty, unemployment of youth and poor condition of Agriculture and allied

sector in mind, the scheme was inaugurated by Honorable chief minister to address these challenges.

- It will be a three year project.
- It will be taken up across 40 blocks of the state in the places having sound social mobilization in form of Producers group, Farmer producers' organization (FPO) and SHG based institutions
- The major objective of the project is
 - Creating enterprise for rural youth by providing critical farm based services to small holders and at the same time fostering agriculture development in the region.
 - Enhancing agriculture, mechanization, live stock, Fishery, spawn production in rural areas with efficient technology.
- The scheme will provide an ecosystem like different services at door step in the villages, linkages with different schemes and community based institutions, credit facilities through banks to develop enterprises in rural areas.
- All selected AEs will go through a rigorous residential training in different thematic areas and it will also give an opportunity to get exposed with different enterprises and entrepreneurs.
- AE would get a support of Rs 60000 in case of successful incubation.
- Apart from this you have to go through a test.
- The test will be conducted by today itself and it will include following 3 sections.

Sl. No	Section	Type
1	Section-1	Psychological test
2	Section-2	General ability test
3	Section-3	GD & PI

- **The major objective of the test is to**
 - Map different entrepreneurial skills of the candidate
 - Check basic mathematics and Knowledge around agriculture
 - understand interpersonal skill, social and emotional maturity of candidates
- As it was mentioned in the receiving that mobile is not allowed in the examination premise so I wish no one would be with the same.
- Any misconduct during selection portfolio the candidature will be subjected to reject.
- No candidate will leave the examination center while the test is being conducted expect interval.

NB** The test will be conducted in single day and it will include following 3 sections. The first two sections i.e. psychological and general ability test is written test. Section one and two are the eliminatory stages of selection and the final selection will be done on the basis of consolidated marks of all three sections.

Sl. No	Section	Type
1	Section-1	Psychological test
2	Section-2	General ability test
3	Section-3	GD & PI

The major objective of the test is to

- ✓ Map different entrepreneurial skills of the candidate.
- ✓ Map locus of control (internal/ External).
- ✓ Map different attributes and attitude related to entrepreneurship.
- ✓ Check general abilities of the candidate regarding basic calculation & Knowledge around agriculture.
- ✓ Understand interpersonal skill, social and emotional maturity of candidates.

Psychological Test

1) Entrepreneurial Skill Assessment Quiz test:-

Time: 10:15 AM to 10:25 AM

Instruction for Entrepreneurial Skill Assessment Quiz test

Read the following statements before the participants:-

- The time period for the test is 7 minutes only.
- First fill the basic information required (upper side of the first page) in the question sheet.
- If anyone doesn't fill the required information, her/his candidature will be rejected.
- Read the questions carefully.
- There are 35 statements in the set.
- You have to imagine whether the statement is true or false for you.
- You have to mark ✓ for true and mark × for false.
- No other marks/ symbols are applicable for scoring.
- There is no negative marking.
- You would start writing when I ask to start; similarly you will stop writing when I ask to stop.
- You do have to return the filled question sheet properly.
- No extra sheet / paper will be given to you for any work.
- Any misconduct during the selection portfolio the candidature will be rejected.

General information about the Question set:-

Section	Type of test	Coverage	Question type	Objective	Score	Time
Written	Entrepreneurial test	Entrepreneurial skill quiz	When faced with a problem, I always find a new way. True/false	Mapping different skill	3	7 min

General Guideline:-

- Time period for the phase is 7 minute.
- There will be 35 questions and each question will carry 1 marks.
- Scoring of the candidate will be done on the basis of reference given below

Entrepreneurial Skill Assessment Quiz scoring sheet

Sl. No	Marks	Score
1	Less than 0	0
2	1 to 13	1
3	14 to 24	2
4	25 to 35	3

2) Entrepreneurial orientation Inventory test-

Time: 10:25 AM to 10:35 AM

Instruction for Entrepreneurial orientation Inventory test

- Read the following statements in front of participants:-
- The time period for the test is 10 minutes only.
- First fill the basic information required (upper side in the first page) in the question sheet.
- If anyone doesn't fill the required information, her/his candidature will be rejected.
- Read the questions carefully.
- There will be 20 questions and each question having two statements.
- The first statement is (1b,2b,3b...20b) and the second one is (2a,3a....20a)
- You will have to distribute a total of 5 marks among two statements in each question.
- For example if you give 2 marks in first option then the second option will carry 3 marks.
- If sum of the marks given by you in a particular pair is more or less than 5 will be subjected to rejection of the question.
- It is mandatory to fill both the responses in a question.
- There is no negative marking.
- You have to fill marks in the dot section only.
- You will start writing when I ask to start; similarly you will stop writing when I ask to stop.
- You do have to return the filled question sheet properly.
- No extra sheet / paper will be given to you for any work.
- Any misconduct during the selection portfolio the candidature will be rejected.

NB: Examiner will collect and verify the number of question sheet

General information about the Question set:-

Section	Type of test	Coverage	Question type	Objective	Score	Time
Written test	Entrepreneurial Test	Entrepreneurial orientation Inventory(2 nd phase)	A) How successful an entrepreneur one will be depends on a number of factors? One's capabilities may have very little to do with one's success. B) A capable entrepreneur can always shape his or her own destiny(Distribute 5 points between A & B)	Mapping locus of control(internal/ External)	3	10 min

General Guideline:-

- Time period for the phase is 10 minutes.
- There will be 20 questions and each question having two sections.
- Both First section, Internal locus of control (1b,2b,3b...20b) & second section, external locus of control (1a,2a,3a....20a) will carry the marks given by candidate.
- Candidate will distribute a total of 5 marks between first and second section.
- Ratio will be calculated after the calculation of total marks obtained by the candidate in both section.

Ratio will be calculated on the following basis.

Ratio= total Internal LOC marks/ Total external LOC marks
--

Based on the ratio, score will be finalized

Sl. No	Ratio	Score
1	Less than 1	1
2	1 to 3	2
3	3.1 to 6.9	3
4	7 or more than 7	1

3) Sentence completion test:-

Time:- 10:40 AM to 11:00 AM

<u>Instruction for sentence completion test</u>
Read the following statements in front of participants:- ➤ The time period for the test is 20 minutes only.

- First fill the basic information required (upper side in the first page) in the question sheet.
- If anyone doesn't fill the required information, her/his candidature will be rejected.
- Read the questions carefully.
- There are 11 questions in the set
- You will find 5/4 options in every question.
- You have to circle the number in the question sheet whichever you find the most suitable.
- No other symbol will be entertained for scoring.
- More than one response in a particular question will be subjected to rejection of the same.
- There is no negative marking.
- You will start marking when I ask to start; similarly you will stop marking when I ask to stop.
- You do have to return the filled question sheet properly.
- No extra sheet / paper will be given to you for any work.
- Any misconduct during the selection portfolio the candidature will be rejected

NB: Examiner will collect and verify the number of question sheet

General information about the question set:-

Selection	Type of Test	Coverage	Question Type	Objective	Score	Time
Written test	Entrepreneurial test	Psychological profiling	1. To succeed in life, one needs a. Money b. Friends c. Self confidence d. Luck	Attributes and attitude related to entrepreneurship	3	20 min

General Guideline:-

- Time period for the phase is 20 minutes.
- There will be 11 questions and each question will carry 1 marks.
- Scoring of the candidate will be done on the basis of reference given below

Sl. No	Marks	Score
1	Less than 1	0
2	1 to 4	1
3	5 to 7	2
4	8 to 11	3

H) EVALUATION

A) Process
B) Format
C) Result

Time: 11:00 AM to 12:25 PM

A) 1st Evaluation process:-

- First eliminatory process will be done on the basis of final score obtained by the candidate.
- The instructor will calculate all marks, ratio and score of the candidate.
- Candidate that will score (5 to 9) out of 9 would be considered to be qualified in the psychological profiling.
- All marks, ratio and score will be captured in the prescribed format given below that will also cover numerical, arithmetical, agriculture, GD and Interview score.

B) Format:-

Psychological profiling evaluation format

Entrepreneurial Skill Assessment Quiz		Entrepreneurial Orientation Inventory				Sentence Completion				
		Internal LOC		External LOC						
Q. No	Marks	Q. No	Marks	Q. No	Marks	Q. No	Marks			
1		1b		1a		1				
2		2b		2a		2				
3		3b		3a		3				
4		4b		4a		4				
5		5b		5a		5				
6		6b		6a		6				
7		7b		7a		7				
8		8b		8a		8				
9		9b		9a		9				
10		10b		10a		10				
11		11b		11a		11				
12		12b		12a		Total Marks				
13		13b		13a		Score3=				
14		14b		14a						
15		15b		15a						
16		16b		16a						
17		17b		17a						
18		18b		18a						
19		19b		19a						
20		20b		20a						
21		Total		Total						
22		Ratio= Total Internal LOC/ Total External LOC Score2=					For Reference			
23						Marks		Score		
24						1 to 4		1		
25						5 to 7		2		
26		8 to 11		3						
27		Ratio		Score						
28										

29		Less than 1	1		
30		1 to 3	2		
31		3.1 to 6.9	3		
32		7 or more than 7	1		
33					
34					
35					
Total Marks					
Score1=					

For Reference	
Marks	Score
1 to 13	1
14 to 24	2
25 to 35	3

Score in Psychological profiling evaluation= Score1+ Score2+ Score3

Score in Psychological profiling evaluation=

General Ability Test Evaluation Format:-

Numerical		Arithmetical		Agriculture	
Q. No	Marks	Q. No	Marks	Q. No	Marks
1		1		1	
2		2		2	
3		3		3	
4		4		4	
5		5		5	
6		6		6	
7		7		7	
8		8		8	
9		9		9	
10		10		10	
Total		Total		Total	
Score-4		Score-5		Score-6	
For Reference		For Reference		For Reference	
Marks	Score	Marks	Score	Marks	Score
1 to 4	1	1 to 4	1	1 to 4	1
5 to 7	2	5 to 7	2	5 to 7	2
8 to 10	3	8 to 10	3	8 to 10	3

Score in general ability= Score -4+ Score-5+ Score-6

C Evaluation:-

NB:-Master Format to capture all the test score in a single sheet

Sl.no	Name of the candidate	Father's name	Village	Panchayat	score in Psychological profiling test	Score in General ability test	Score in GD	Score in PI	Total Score	Remarks

I) General ability test

Time: 12:30 PM to 12:55 PM

Instructions:-

Instruction for general ability test

Read the following statements in front of participants:-

- The time period for the test is 25 minutes only.
- First fill the basic information required (upper side in the first page) in the question sheet.
- If anyone doesn't fill the required information, her/his candidature will be rejected.
- Read the questions carefully.
- There are 30 questions in the set.
- You will find 10 questions from numerical, 10 questions from arithmetical and rest 10 questions from basic agriculture and allied sector.
- You will find 4 options in every question.
- You have to circle the number in the question sheet whichever you find the most suitable.
- No other symbol will be entertained for scoring.
- More than one response in a particular question will be subjected to rejection of the same.
- There is no negative marking.
- You will start writing when I ask to start; similarly you will stop writing when I ask to stop.
- You do have to return the filled question sheet properly.
- No extra sheet / paper will be given to you for any work.
- You may use the vacant spaces of the question paper for rough work.
- Any misconduct during the selection portfolio the candidature will be rejected.

NB: Examiner will collect and verify the number of question sheet

Guideline:-

- There will be three tests (Numerical, arithmetical & basic agriculture) in the session.
- Each test will carry 10 marks hence the total marks of the session will be 30.
- Minimum qualifying marks will be 10

General information about the question set:-

Section	Type of test	Coverage	Question type	Objective	Marks	Time
Written test	Basic Mathematical test	Numerical test	4+5=?	Check general abilities regarding basic calculation	10	20 min
		Arithmetical test	Rate of an apple is Rs 5 then what would the rate of 12 apples		10	
	Agriculture and allied knowledge test	Basic agriculture test	Write name of any one fungicide	To check basic Knowledge around agriculture	10	5

The score will be calculated on the following basis:

Sl.no	Marks	Score
1.	1 to 9	3
2.	10 to 19	6
3.	20 to 30	9

2nd evaluation process:-

The candidate who will obtain at least 10 marks would be considered qualified under general ability section.

J) Group Discussion & Personal Interview

The main objective of the session is to understand interpersonal skill, social and emotional maturity of candidates.

1st Instruction for GD

Read the following statements in front of participants:-

- Have you ever participated in any group discussion?
- Following are the norms of Group Discussion
- Time period for the event is 10 minutes only.
- You would find a number tag.
- You have to bear the number tag in a way that the number written in the tag would be visible for all.
- I will be giving you two topics for discussion.

- I will put a topic in front of all and you have to make discussion around it.
- I may repeat the topic if someone needs clarification at that particular time only.
- Once the discussion will start no one could seek any clarification from me.
- You should come up with a common decision but it is not necessary to come up with a common decision.
- You will start discussing when I will ask to start; similarly you will stop discussing when I will ask to stop.
- All the best.

2nd Instruction for GD

Read the following statements in front of participants:-

- Time period for the event is 5 minutes only.
- You have to evaluate each other based on previous two discussions.
- You will write Group members name and number code in the format.
- See the format.
- You have to tick in a single box (not suitable, suitable, and most suitable) in front of his/her name whichever do you think suitable for the candidate.
- You will also find your name in the list.
- You also have to evaluate yourself in front of your name.
- After the completion make signature in the bottom right hand side.

Guideline for the Group discussion:

- Form a group of minimum 7 persons and maximum 12 persons.
- Two instructors would facilitate each group.
- All the persons would sit in a circle.
- Instructor will give number tag to each member.
- Instructor will note name of the candidate with respective number tag
- Instructor will explain the objective, method of the session.
- Instructor would provide a topic to make discussion in the group.
- 10 minutes would be given for the discussion.
- Instructor would observe the interpersonal skills of the candidate.
- At last candidates will evaluate each other including self in a prescribed format and 5 minutes will be given for evaluation process.

Format for group feedback

Name of the Candidate.....		Tag number.....		
Name of candidate	Number of the tag	Not suitable	Suitable	Most suitable

		Signature.....		

NB:- Calculation of score will be done by calculating marks, total marks and average marks

For reference:-

Particulars	Not suitable/ person	Suitable/ person	Most suitable/person
Marks	1	2	3

** Total marks will be calculated on the following basis:

Total Marks= 1* number of candidate marked not suitable + 2* number of candidate marked suitable+ 3* number of candidate marked most suitable

** Average marks will be calculated on the following basis:

Average Marks by the group= Total marks gained/ total number of participants in GD

*Additionally, instructor will assess the candidates in the following format.

Format for instructor to evaluate individual

Name of the Candidate.....		Tag number.....		
Name of candidate	Number of the tag	Not suitable	Suitable	Most suitable
		Signature.....		

*Both instructors would evaluate each candidate on the following reference

For reference:-

Particulars	Not suitable/ person	Suitable/ person	Most suitable/person
Marks	1	2	3

Average Marks by Instructors = Total marks gained/ 2

Final Marks obtained = [Average marks by the group+ Average marks by Instructors]

*** The instructor will fill the score of participants in the Format for the consolidation of GD following the norms mentioned in following chart.**

Sl.no	Marks obtained	Score
1	0 to 2	3
2	2.01 to 4	6
3	4.01 to 6	9

Format for the consolidation of GD score:

Sl.No	Name of candidate	Group number	Tag number	Score

Personal Interview (PI):-

It is one of the most important steps in the selection of AE. Personal interview will be done by all selection committee members. The purpose of the interview is to verify with written psychological test. It will also help the candidate to resolve quarries.

Instruction for PI

- Prepare the interview question to verify psychological profiling.
- Stick with time.
- Time period for a candidate is 7 min.
- Instructor may avoid asking that information whichever they have already provided.
- Candidate may ask some clarification so be ready to answer question.
- There should be coordination among all coordinators.
- Observe confidence from responses and body language.
- Instructors will evaluate the participants on the basis of three parameters out of 9 marks- 3 marks assigned to each of the parameter

Evaluation sheet for PI

	Name of observer		
Sr no	Name of candidate	Total marks	Marks obtained
1	Validation of letter of recommendation by CBOs with the experiences of candidate	4	
2	Assessing the consistency of marks obtained by candidate in written test with his abilities expressed	3	
3	General Observation of the instructors	2	

Total marks to candidate in interview will be decided by following formula

Total marks obtained in PI = (Marks given by instructor 1+ Marks given by instructor 2)/2

K) List finalization and information to selected candidate:-

- The final list of selected candidates would be approved by block level ATMA committee.
- AE hub would upload the finalized list on the website.
- AE hub and APICOL would be responsible for informing selected candidate about selection and further plan of training.
- The finalized list would be available in the Block office for dissemination in the notice board.

NB:

- All candidates should report to the centre by 9 AM.
- Possession/use of mobile phone, digital watches, pagers, and any other electronic device are not allowed within examination premise.
- No material except receiving card, original identity card, one ball pen and currency notes without any writing in it, are allowed to the examination centre.
- Any misconduct during the selection portfolio, the candidature will be rejected.
- It is responsibility of selection committee to maintain confidentiality like leakage of question paper etc.
- Block level ATMA convener would be responsible for logistics arrangements under the guidance of DLO.
- The authority of the examination center is not responsible for the security of personal belongings.
- APICOL reserves all rights to modify the selection portfolio.

Annexure 1

Declaration by Selection committee members

We hereby declare that, as a member of selection committee under Agriculture Entrepreneurship Promotion Scheme that we will conduct the selection process as norms and standards mentioned in the selection manual published under the scheme and we will uphold the values as selection committee members under the scheme.

Signature of selection committee members

Result Declaration form:-

Agriculture Technology and Management Extension Agency, (Name of Block)

Letter no-

Date-

The comparative evaluation sheet is as following for the candidate appeared under Agriculture Entrepreneurship Promotion Scheme dated..... at

The following candidates have been selected under Agriculture Entrepreneurship Promotion Scheme on the basis of total marks achieved in the selection process

Sl.no	Name of the candidate	Father's name	Village	Panchayat	Score				Total Score	Qualified / Disqualified
					Psychological profiling test	General ability test	GD	PI		

Signature of Block Technical Team (ATMA) members with date

Signature with seal BAO

Signature with seal of CDAO

Annexure-2

Indicative roles of NGOs in AEPS

Sl.No.	Task	Sub Task/Details	Responsibility
1	Advertisement for Enrollment of AEs to AEPS	Public advertisement about the scheme	APICOL will advertise for Enrollment
2	Application notification by District Level officer	<ol style="list-style-type: none"> 1. Dissemination of information across PGs 2. Concept Seeding and perspective building & visioning of importance of AE Across PG and project villages 3. Supervision for Nomination of right candidates 	DLO, NGO & AE-HUB
3	Online & offline Application	<ol style="list-style-type: none"> 1. Documentation of Applicants 2. Platform application support 	NGO & CSC
4	Selection	<ol style="list-style-type: none"> 1. Selection will be done headed by District Level officer, 2 Block level officer and representatives from APICOL & AE-Hub. 2. Selection will be carried out transparently with supervision of selection committee 3. Results of the selection process will be notified in the web-portal as well as individually to the candidates and other supporting Agencies. 	APICOL & AE-HUB
5	Training	<ol style="list-style-type: none"> 1. Training is comprised of 3 phases, i.e. Foundation (24 days), trade-specific (14 days), on field training (16 days) 2. The training includes Entrepreneurial motivation, Basic livelihood & Agriculture Training, Business plan, farm mechanization, Organic farming, Livestock rearing. 3. In between foundation and trade specific training, trainees will undergo an Inter-phase assignment 	APICOL, AE-HUB and NGO

		4. Field level handholding to AE through Block Resource Persons	
6	Business Plan & DPR	1. Visioning, resource mapping & opportunity gap analysis for the demography 2. Support in baseline preparation	APICOL,AE-Hub & NGO
7	Incubation	1. Block level convergence 2. Bank Linkage 3. Documentation & Licensing 4. Support in other legal compliances 5. Linkage with field FPOs, Cooperative Society or any private entity having beneficial offerings for farmers and AEs 6. Trust building among farmers for services around AEs 7. New idea generation, Planning, Role of stake holder mapping and benefit analysis for farmers and AEs prospects 8. Promoting high value crop in association with AE	APICOL,AE-HUB, NGO
8	Performing of AE	1. Planning and gap mapping for growth of AEs' income 2. Asset creation for AEs and Farmers 3. Success story sharing on impact of Social Entrepreneurship in adding values to lives. 4. New technology, Service, product promotion with support of AE to bring increase in income of farmer and maintaining health, safety & environment	AE-HUB & NGO
9	Performing of AE-Hub	1. Climate Specific Crop Promotion 2. Market Led extension by Market intelligence and predictions 3. Establishing Eco-system for supporting AEs & Farmers.	AE-HUB, AE , NGO
10	Evaluation	1. Report on progress, feedback for strengthening of scheme 2. Evaluation of Scheme	APICOL,AE-Hub, NGO

Note: Sentences marked in bold letters are indicative roles of NGOs in various stages of AE promotions.

Annexure 3

Village level Meeting for identification of Agriculture Entrepreneurs

Name of the Community based Organisation:

Name of village:

A meeting was held on date.....at..... (Name of village) under..... (Name of CBO) to identify Agriculture Entrepreneurs. Following names have been finalised by the CBO for taking up the entrepreneurial ventures in association of the CBO.

1).....

2).....

3).....

Authorised signature with seal of CBO

Participant list

Name of CBO with village name: (to be maintained with the minute register of recommending CBOs)

Sr no	Name	Name of SHG / Name of hamlet	Sex	Signature/LHT Impression