



Organic Farm & Business Promoter

Overview

The Organic Farm & Business Promoter Program is designed for the actors who support farmers to embrace organic farming practices and expertise to facilitate certification and marketing of organic produce. Key responsibilities include providing technical expertise in organic farming practices, fostering backward and forward linkages in value chains, facilitating financial linkages and access to credit for farmers, farmer groups and agribusiness organisations. The Promoter may provide capacity building services, and strengthen the business potential of farmer groups by helping develop an economically viable and environmentally sustainable business plan and execute it. Promoters also create and share digital content across various media platforms to disseminate knowledge effectively.

Curriculum Content

Upon completion of the Organic Farm & Business Promoter Program, beneficiaries will be equipped with a comprehensive skill set that enables them to excel as Organic Farm & Business Promoters. They will be able to discuss the role comprehensively, conduct risk assessments for site conversion to organic production, and develop HACCP-based procedures. Additionally, they will facilitate the registration and application process for organic certification, plan procurement activities, and assess the health of regional and local soils. Learners will also develop and implement plans to improve and maintain soil health, assess requirements for organic crop establishment, and monitor crops through to harvest. They will determine quality specifications for organic produce and facilitate the implementation of quality assurance procedures.

Furthermore, learners will support the sale of organic produce in various markets, evaluate the export potential of organic products, and develop export strategies. They will facilitate financing arrangements for organic businesses and establish and maintain business relationships. The program also ensures that learners exhibit essential employability skills, making them well-prepared to support and promote organic farming and business practices effectively.

The potential participants for this course include: Agriculture Department Staff;; Agriculture Extension Personnel of KVKs, NGOs, Private Sector; Employees of Startups, Primary producers and Agricultural Students who wish to develop their career in Agriculture Crop Production.

The eligibility criteria for the course is: Completed 2nd year of 3-year/ 4-years UG; Pursuing 2nd year of 3-year/ 4-years UG and continuing education;

Completed 2nd year of diploma (after 12th); Pursuing 2nd year of 2-year diploma after 12th; Completed 3-year diploma after 10th with 1-year relevant experience; Completed 1st year of 3-year/ 4-years UG with 1-year relevant experience; 12th Grade pass 2-year relevant experience; 10th Grade pass 4-year relevant experience; Previous relevant Qualification of NSQF Level 4.5 with 1.5-year relevant experience; and Previous relevant Qualification of NSQF Level 4 with 3-year relevant experience



Element	Details
Duration	Minimum 480 hours
NSQF Level	5
Pre-requisites	No minimum age or pre-requisite to undertake this course

Contributors

Course Title	Contributor	
	Australia	India
Standards development		
Course content development and pilot delivery		

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