

Collaborative Entrepreneurs Training Programme (CETP)

3-Day Farmers' Training Programme under the CEAH, Department of Animal Husbandry and Dairying (DAHD), Government of India.

Standard Operating Procedure (SOP)

Organized by: CEAH AND ITS COLLABORATING AGENCIES/TRAINING CENTRES

Target Audience: Livestock farmers, aspiring AH-entrepreneurs, SHGs, FPOs. Pashusakhi/Krusi Sakhi.

1. Objective

To enhance the knowledge, skills, and entrepreneurial abilities of livestock farmers in large and small animal rearing, focusing on scientific practices, value addition, and business development.

To enhance the knowledge and skills of farmers through structured training programs focusing on best practices in Animal husbandry, sustainable farming, and new technologies.

2. Scope

This SOP applies to all staff and stakeholders involved in planning, organizing, and conducting farmer training programs at training centers, KVKs, NGOs. Etc., or partner institutions as approved vide Ministry Sanction Order No. A-43011/29/2024-AQCS(E-32179) Dated 06/12/2024 of the Sl. No. i. & Corrigendum dated 21st March 2025 .

Duration: Three (3) Days – Total 24 hours (8 hours per day)

3. Stakeholders

- Organizing Institution (e.g., DAHD, KVK, NGO, KMF, Milk Federations etc.)
- Trainers/Subject Matter Specialists (SMS)
- Livestock farmers, aspiring AH-entrepreneurs, SHGs, FPOs. Pashusakhi/Krusi Sakhi (Participants)
- Collaborating agencies (State Govt., NGOs, etc.)
- Administrative and logistic staff

4. Pre-Training Activities

4.1. Planning & Coordination

- **Nodal Officer Appointment:** The Joint Commissioner (Training) to oversee the training.
- **Collaborators:** Partner with Krishi Vigyan Kendras (KVKs), Veterinary Colleges, State AH Departments, ICAR institutes, and NGOs.

Venue Finalization: Preferably at local veterinary institutes, KVKs, or community centers with adequate training and demonstration facilities

Trainee Selection

- Target 30–50 farmers per batch. (+or- 5 as farmers cannot be sent back and it will create problem). The HOD- CEAH is designated sanction authority to approve the no. of participants if exceeds more than 50.
- Organizing agencies such as KVKs, NGOs etc, follow there own criteria to selects participants for training programme
- Prioritize SC/ST/OBC, women farmers, SHGs, and youth. If possible, increase the no. of batches to accommodate more when demand & pressure increasers.
- Ensure regional representation and animal-type balance (large: cattle/buffalo; small: goat/sheep/poultry/pigs)

Resource Persons

- Identify veterinary scientists, SMS, successful entrepreneurs, finance experts, and marketing professionals. Prepare training kits (notebook, pen, brochure) and presentations in local languages

Responsibility of Arrangements:

- Arrange accommodation (if residential), Provide training kits (notebook, pen, brochure), Arrange refreshments/lunch, Set up audiovisuals and training aids etc. Arrange transport facilities if required, is the responsibility of Training centre, where training is organized in collaboration with CEAH

5. Training Structure & Curriculum

Day 1: Orientation and Enterprise Foundation

- Inauguration and welcome
- Scientific management of cattle and buffaloes, Breed selection and improvement, Nutrition, fodder planning, Preventive health & vaccination, Scope and Importance of Livestock Entrepreneurship in India, Business Planning & Feasibility Assessment, Group Activity: Business Idea Pitching and Group Formation

Day 2: Enterprise Management and Support Services

- Scientific Housing, Feeding & Breeding for Small and Large Ruminants, Health Care and Biosecurity Measures, Costing, Pricing and Break-even Analysis, Government Schemes (AHIDF, NABARD, PMFME, etc.) and Credit Linkage, Field Visit (Optional): Model farms, dairy units, or poultry entrepreneurs

Day 3: Marketing, Innovation and Convergence

- Value Addition, Branding & Packaging of Livestock Products, Market Linkages, Digital Tools, and e-Markets, Convergence with SHGs, FPOs, Cooperatives, Credit facilities, subsidies under DAHD/ NABARD schemes,
- Panel Discussion: Experience Sharing by Successful Livestock Entrepreneurs
- Closing Ceremony: Feedback (verbal), Certificate Distribution, Vote of Thanks

6. Methodology

- Classroom lectures with multimedia
- Exposure/field visit to a successful farmers/entrepreneurs farm
- Experience sharing and Q&A sessions

7. Assessment and Certification

- Pre- and post-training knowledge test
- Participation-based evaluation
- Distribution of certificates of completion from implementing agency

8. Monitoring and Reporting

- Daily attendance
- Submit report (photos, feedback summary, list of participants) to CEAH authority
- Upload photos on DAHD and CEAH Facebook & WhatsApp portal (if applicable)

9. Budget & Funding

- Training cost per participant (as per DAHD sanction) Rs. 500 per participant per day.
- Covered expenses: trainer honorarium, materials, logistics, field visit, food, accommodation etc.
- Fund disbursement through direct benefit transfer (DBT) wherever applicable

10. Roles and Responsibilities

Stakeholder	Responsibility
DAHD & CEAH	Policy direction, funding, monitoring
Training Institutes	Conduct training, provide resource persons, Implementation coordination, logistics, selection, Mobilization, post-training support
Veterinarians & SMS	Technical session delivery
DDO	Budgeting, payment processing, financial reporting

11. Annexures

- Sample Agenda (3-Day Schedule Shown above)
- Participant Registration Form
- Certificate Format

Note:

Standard Procedure for Conducting and Processing Training Programmes

1. Scheduling of Training Programmes:

The training institutes will communicate the proposed dates for training programmes based on our request, either through email or telephonic conversation initiated by the HOD, CEAH or JC (T).

2. Finalization of Training Dates:

The JC (T) will finalize the training programme schedule in consultation with the HOD, CEAH.

3. Official Visit during Trainings in Karnataka/AP:

For training programmes held in Karnataka or Andhra Pradesh, an officer/official from CEAH shall visit the training site for at least one day, with prior approval of the Training Programme (TP) by the HOD, CEAH through JC (T).

4. Supervision in Other States:

For training programmes organized in other states, the respective subordinate office shall ensure supervision by deputing their officer/official to oversee the programme and countersign the attendance and certificate of participation.

5. Conduct and Documentation by Training Institutes:

The training institutes shall conduct the programme strictly as per the approved Standard Operating Procedure (SOP) and submit the following documents:

- Duly signed 3-day attendance sheet
- Certificate stating the total number of participants and confirmation that the programme was conducted as per SOP
- Bill for the training programme

6. Endorsement by Visiting Officer/Official:

Upon receipt of the attendance, certificate, and bill, the visiting officer/official shall verify and endorse the documents.

7. Scrutiny and Certification by JC (T):

The JC (T) shall scrutinize the attendance, certification, and bill, and certify that the training was conducted in accordance with the SOP based on the submitted documents.

8. Final Endorsement by HOD:

After certification by JC (T), the HOD shall review and provide the final endorsement.