

# Model Curriculum

## Custom Hiring Service Provider

**SECTOR: AGRICULTURE & ALLIED**  
**SUB-SECTOR: AGRICULTURE CROP PRODUCTION**  
**OCCUPATION: FARM MACHINERY, EQUIPMENT  
OPERATION AND MAINTENANCE**  
**REF ID: AGR/Q1112, V1.0**  
**NSQF LEVEL: 5**



## Certificate

### CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

**AGRICULTURE SKILL COUNCIL OF INDIA**

for the


**MODEL CURRICULUM**

Complying to National Occupational Standards of  
Job Role/ Qualification Pack: '**Custom Hiring Service Provider**'  
QP No. '**AGR/Q1112 NSQF Level 5**'

Date of Issuance: April 24<sup>th</sup>, 2017

Valid up to: March 31<sup>st</sup>, 2020

\* Valid up to the next review date of the Qualification Pack

  
S. S. Anand  
Authorised Signatory  
(Agriculture Skill Council of India)

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This course encompasses 5 out of 5 National Occupational Standards (NOS) of “Custom Hiring Service Provider” of Qualification Pack issued by “Agriculture Skill Council of India”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<b>Introduction</b>  <b>Theory Duration</b> (hh:mm) 02:00  <b>Practical Duration</b> (hh:mm) 00:00  <b>Corresponding NOS Code</b> Bridge Module	<ul style="list-style-type: none"> <li>Understand general discipline in the class room and workshop (Do's &amp; Don'ts)</li> <li>Study the scope and importance of Farm Mechanization industry in India</li> <li>Familiarize with different farm machineries' manufacturers and their brands/models</li> <li>Understand the role of a Custom Hiring Service Provider and the progression pathways</li> </ul>	Laptop, white board, marker, projector and video films and Presentations
2	<b>Undertake entrepreneurship activities</b>  <b>Theory Duration</b> (hh: mm) 10:00  <b>Practical Duration</b> (hh:mm) 30:00  <b>Corresponding NOS Code</b> AGR/N9910	<ul style="list-style-type: none"> <li>State the importance of entrepreneurship</li> <li>Select entrepreneurship as an alternate career option</li> <li>State customer hiring centre meaning and its role in promotion</li> <li>Explain the differences between entrepreneurship, self employment and wage employment</li> <li>Discuss case studies, video presentation, group discussion, debates and exercise in entrepreneurship activities</li> <li>Discuss and interact with successful entrepreneurs and business people in a similar field to gain expertise</li> <li>State the role and reward of entrepreneurship</li> <li>Explain the need and importance of market assessment</li> <li>List components and techniques of market survey/assessment</li> <li>Explain demand analysis and assessment of farmers needs</li> <li>Identify possible sources of finance/loan</li> <li>Identify potential customers and maintain customer database</li> <li>Conduct target market assessment and decide positioning of products/ services</li> </ul>	Laptop, white board, marker, projector

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<p>which is easily accessible to potential buyers</p> <ul style="list-style-type: none"> <li>List criteria for selection of location for conducting business</li> <li>Understand government laws, local state laws and other regulations for business activity</li> <li>Identify distribution and marketing channels considering the requirements and constraints associated with the same</li> <li>Estimate costing and pricing</li> <li>Calculate risk assessment in business</li> <li>Identify opportunities for scaling up the business</li> <li>Collect information related to various subsidies/funds/ schemes offered by the government, authorized state units and other financial institutions</li> <li>Track and maintain records, and monitor them on a regular basis</li> <li>Explain promotional strategies for the business based on the budget and target segment</li> <li>State minimizing costs and maximizing profits steps</li> <li>Select the machineries for Custom Hiring Centre</li> </ul>	
3	<p><b>Prepare for setting up customer hiring centres</b></p> <p><b>Theory Duration</b> (hh:mm) 10:00</p> <p><b>Practical Duration</b> (hh:mm) 30:00</p> <p><b>Corresponding NOS Code</b> AGR/N1140</p>	<ul style="list-style-type: none"> <li>State the role of custom hiring agro service centers in development of rural areas and their important characteristics</li> <li>List government policies for promotion of agriculture mechanization and agro service centres</li> <li>Arrange plan tours to local nearby villages with established custom hiring and agro service centres</li> <li>Carryout local surveys to understand the current trend and needs of farm machineries</li> <li>Carry out discussions with established entrepreneurs, experts and experienced people</li> <li>Arrange the exposure visits to gain</li> </ul>	<p>tractor/power tiller, land levelling equipments for soil conservation work, irrigation devices and equipment, sowing and fertilizer equipment, plant protection equipments, harvesting/reaping equipments, threshing/shelling equipments, trolleys for material handling</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<p>exposure of various business practices and analyze</p> <ul style="list-style-type: none"> <li>• Identify a location for the custom hiring agro service centre</li> <li>• State the selection criteria of a place where in large and small land holdings are located within a radius of 5 to 7 km and custom hiring centre is able to cater to 4 to 5 villages in an area</li> <li>• Identify factors for selecting the location such as availability of basic utilities like water, electricity accessibility to farms, farmers homes</li> <li>• Evaluate and identify machineries for hire based on farmer demand, competition and availability</li> <li>• Select sources of procurement for machinery and mode of purchase: cash or credit</li> <li>• Identify government incentives for starting agro service/custom hiring centre</li> <li>• Prepare a list of important machineries to be used on farm such as               <ul style="list-style-type: none"> <li>• Tractor/power tiller</li> <li>• Land preparation equipments</li> <li>• Land levelling equipments for soil conservation work</li> <li>• Irrigation devices and equipment</li> <li>• Sowing and fertilizer equipment</li> <li>• Plant protection equipments</li> <li>• Harvesting/reaping equipments</li> <li>• Threshing/shelling equipments</li> <li>• Trolleys for material handling tractor/power tiller</li> </ul> </li> <li>• Calculate the estimate the costs expected to be incurred in setting up the business using fixed cost, variable cost, cost of labour</li> <li>• Select and identify external sources of funds</li> <li>• Identify and approach financial institutions for financial assistance</li> <li>• Practise filling of forms for long and medium term loans</li> <li>• Identify the process of applying for loans with all documents</li> </ul>	

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> <li>Set business goal and timelines to accomplish the goal</li> <li>Identify process of brand name</li> <li>Calculate hiring price for the machinery based on procurement cost</li> </ul>	
4	<p><b>Operationalize the agro service centre and develop a sustainable model</b></p> <p><b>Theory Duration</b> (hh:mm) 08:00</p> <p><b>Practical Duration</b> (hh:mm) 50:00</p> <p><b>Corresponding NOS Code</b> AGR/N1141</p>	<ul style="list-style-type: none"> <li>Identify, select and place order right machinery and equipments by prior consultation</li> <li>Identify and select vendors for purchase of farm machineries and equipments</li> <li>Fill forms and submit necessary applications to relevant government departments and obtain utilities like water, power, communication etc</li> <li>Study state laws               <ul style="list-style-type: none"> <li>Shops and establishments act</li> <li>Taxation laws</li> <li>Labour laws</li> <li>Recruit workers as per the requirement</li> </ul> </li> <li>Illustrate the procurement process of farm equipments and machinery</li> <li>Check the quality of all received equipments from the vendor</li> <li>Display machineries and equipments properly</li> <li>Monitor operations on a daily basis and evaluate success or failure of business</li> <li>Identify and report any defects and warranty in the machineries/ equipments received</li> <li>List stock spare parts for different machinery parts and prime mover</li> <li>Update with latest farming and agriculture practices</li> <li>Build farmer relationships and continuously engage with them</li> <li>Prepare and expand farmer database</li> <li>Maintain and update MIS on a daily basis</li> <li>Supervise minor repair and maintenance of farm machineries and implements</li> <li>Supervise and train the workers</li> <li>Publish advertisement of Custom Hiring centre</li> <li>Open a bank account</li> </ul>	Laptop, Audio-visual Aids





Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> <li>Assess environmental damage with work</li> <li>Identify accidents, incidents or problems reporting procedure and reduce further danger</li> <li>Identify accidents, fires and emergencies, reporting procedure and measure</li> <li>Use emergency equipment in accordance with manufacturers' specifications and workplace requirements</li> <li>Administer first aid</li> </ul>	
	<b>Total Duration:</b>  <b>Theory Duration</b> (hh:mm) <b>50:00</b>  <b>Practical Duration</b> (hh:mm) <b>150:00</b>	<b>Unique Equipment Required:</b> Laptop, white board, marker, projector, Audio-visual aids, Marking sticks, Marking Powder or whitewash powder, 35 hp tractor, trailer, Power tiller. Multi crop Power thresher, Winnowing, Self-Propelled Reaper, Sprayers, Mould board plough, cultivator, harrow, land preparation equipments, land levelling equipments for soil conservation work, irrigation devices and equipment, sowing and fertilizer equipment, plant protection equipments, harvesting/reaping equipments, threshing/shelling equipments, trolleys for material handling tractor/power tiller	

Grand Total Course Duration: **200 Hours, 0 Minutes**

(This syllabus/ curriculum has been approved by [Agriculture Skill Council of India](#))

## Trainer Prerequisites for Job role: “Custom Hiring Service Provider” mapped to Qualification Pack: “AGR/Q1112, v1.0”

Sr. No.	Area	Details
1	<b>Description</b>	Trainer is responsible for educating the trainees – identify farm machineries and equipments required for selected area, conduct market survey on identified machineries to understand demand, identify and assess the government incentives and schemes in this area, establish an Custom Hiring Centre for setting up and managing the centre for renting farm machineries and equipments as per the requirement of farmers
2	<b>Personal Attributes</b>	Trainer should be Subject Matter Expert. He/ she should have good communication, leadership, observation and practical oriented skills.
3	<b>Minimum Educational Qualifications</b>	10+2 with Science
4a	<b>Domain Certification</b>	Certified for Job Role: “Custom Hiring Service Provider” mapped to QP: “AGR/Q1112, v1.0”. Minimum accepted score is 80%.
4b	<b>Platform Certification</b>	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “MEP/Q0102”. Minimum accepted score as per respective SSC guidelines is 80%.
5	<b>Experience</b>	<ul style="list-style-type: none"> <li>• B Tech in Mechanical / Agriculture engineering</li> <li>• B Sc Agriculture with 1 year of relevant work experience and 2 years of total work experience</li> <li>• Diploma / ITI (Mechanical / Agriculture engineering) with 3 years of relevant work experience</li> <li>• 10+2 with Science and having any Certificate course in Farm Mechanization with 5 years of relevant work experience</li> </ul>



Compulsory		Marks Allocation			
<b>Total Marks: 500</b>		<b>Total Marks</b>	<b>Out Of</b>	<b>Theory</b>	<b>Skills Practical</b>
Assessment outcomes	Assessment criteria for outcomes				
1. AGR/N9910 Undertake entrepreneurship activities	PC1. conduct market survey and analyze market demand based on market trend, existing competition, current requirement, market status, etc	<b>100</b>	7	2	5
	PC2. identify possible sources of finance/loan		6	2	4
	PC3. identify potential farmers and maintain farmer database		7	2	5
	PC4. conduct target market assessment and decide positioning of products/services which is easily accessible to potential buyers		7	2	5
	PC5. identify suitable location for ease of conducting business		6	2	4
	PC6. identify and lead a team for management of business		6	2	4
	PC7. ensure compliance with all government laws, local state laws and other regulations as maybe applicable		7	2	5
	PC8. interact with successful entrepreneurs and business people in a similar field to gain expertise		7	2	5
	PC9. identify distribution and marketing channels considering the requirements and constraints associated with the same		7	2	5
	PC10. set a pricing strategy for the product/service based on the value of the product and modify pricing as and when required		7	2	5
	PC11. conduct risk assessment and identify opportunities for scaling up the business		7	2	5
	PC12. collect information related to various subsidies/funds/ schemes offered by the government, authorized state units and other financial institutions		7	2	5
	PC13. track and maintain records, and monitor them on a regular basis		6	2	4
	PC14. develop and execute promotional strategies for the business based on the budget and target segment		7	2	5



	— land levelling equipments for soil conservation work				
	— irrigation devices and equipment				
	— sowing and fertilizer equipment				
	— plant protection equipments				
	— harvesting/reaping equipments				
	— threshing/shelling equipments				
	— trollies for material handling				
	PC16. draw up and estimate the costs expected to be incurred in setting up the business				
	— fixed cost		5	2	3
	— variable cost				
	— cost of labour				
	PC17. identify potential external sources of funds based on factors such as				
	— length of time for which funds are available		4	1	3
	— costs involved				
	PC18. approach financial institutions for financial assistance such as				
	— commercial/regional rural/co-operative banks		4	2	2
	— NABARD: national bank for agriculture and rural development - which provide long, medium and short term loans				
	PC19. apply for long and medium term loans to purchase land, construct factory building/shed and to purchase machineries and equipments		4	2	2
	PC20. apply for loans in the financial institutions and commercial banks by submitting formal application along with following documents (as applicable)				
	— loan application (duly filled)		5	2	3
	— proof of possession of land/building				
	— budgetary quotations of plant and machinery				
	— project report				
	PC21. assess how your farmers, partners, competitors and suppliers view your business		4	1	3
	PC22. work out clear business goal and set timeline to accomplish the goal		4	1	3
	PC23. select a suitable brand name		4	1	3
	PC24. fix a suitable hiring price for the machinery based on procurement cost, competitor cost and profitability		4	1	3
			<b>100</b>	<b>30</b>	<b>70</b>
3. AGR/N1141 Operationalize the agro service centre and develop a sustainable model	PC1. select and order right machinery and equipments by prior consultation	<b>100</b>	5	2	3
	PC2. identify and select vendors for purchase of farm machineries & equipments		5	2	3

	PC3. submit necessary applications to relevant government departments and obtain utilities like water, power, communication etc		6	2	4
	PC4. ensure adherence to state laws, regulations and other laws pertaining to commercial establishments such as:		6	1	5
	— shops and establishments act				
	— taxation laws				
	— labour laws				
	— dangerous machines(regulation), act 1983				
	PC5. recruit workers as per the requirement		5	2	3
	PC6. procure farm equipments and machinery to be put on hire		5	2	3
	PC7. check the quality of all received equipments from the vendor		5	1	4
	PC8. display machineries and equipments properly		5	1	4
	PC9. manage logistics for distribution		5	1	4
	PC10. monitor the operations on a daily basis and evaluate success or failure of business		6	2	4
	PC11. check and report any defects and warranty in the machineries/ equipments received		5	2	3
	PC12. stock spare parts for different machinery parts and prime movers		5	1	4
	PC13. keep upto date with latest farming and agriculture practices		5	1	4
	PC14. build farmer relationships and continuously engage with them		5	1	4
	PC15. prepare and expand farmer database		5	2	3
	PC16. maintain and update MIS on a daily basis		5	2	3
	PC17. supervise minor repair and maintenance of farm machineries and implements		6	2	4
	PC18. supervise and train the workers		5	1	4
	PC19. monitor the business plan on a regular basis and make modifications as and when required		6	2	4
			<b>100</b>	<b>30</b>	<b>70</b>
4. AGR/N1139 Ensure proper documentation and record keeping related to the farm mechanization service centre	PC1. document and maintain records of recurring costs such as:	<b>100</b>	15	5	10
	— inventory cost for storage of agriculture tools, equipments and machineries				
	— fuel/lubricant cost				
	— labour charges				
	— interest on bank loans				
	— maintenance cost of job performed by centre				
PC2. document and maintain records of tools, equipments and machineries and their supplier/manufacturer details, manuals, annual maintenance details, etc.		15	5	10	





	patient's injuries in accordance with recognized first aid techniques				
	PC14. recover (if practical), clean, inspect/test, refurbish, replace and store the first aid equipment as appropriate		6	2	4
	PC15. report details of first aid administered in accordance with workplace procedures.		6	2	4
			<b>100</b>	<b>30</b>	<b>70</b>
	<b>GRAND TOTAL</b>	<b>500</b>	<b>500</b>	<b>150</b>	<b>350</b>