



# ICRO STAKEHOLDERS



**NPC is an autonomous organization, under DPIIT, Min. of Commerce & Industry - forefront of the productivity movement in India**



**IPL is a leading diversified businesses company with a focus on agrin growth and farmers welfare**



**IPL Centre  
for Rural Outreach**

**ICRO is a CSR initiative of IPL with NPC as the service provider for technical, implementation, supervision and managerial aspects. Established in March 2022**

## FOREWORD

As you are aware, the National Productivity Council (NPC), set up in 1958 by the Government of India as an autonomous organization, now under DPIIT, Ministry of Commerce & Industry has been in the forefront of the productivity movement in India. Indian Potash Limited (IPL), a leading diversified businesses company, has established, under its Corporate Social Responsibility (CSR) commitments, the IPL Centre for Rural Outreach (ICRO) for which NPC is the service provider for technical, implementation, supervision and managerial aspects. ICRO, steered by NPC, focuses on rural outreach and capacity development of farmers and youth apart from mainstreaming sustainability issues.

ICRO has its flagship activity, the IPL Amrit Internship program, focusing on capacity development of youth and farmers for productivity enhancement. The program is implemented across the country with the involvement of key institutions.

The Amrit Internship Programme is a unique internship programme for youth in the rural areas. The Amrit e-learning modules have been specially designed to give an overview of the agriculture scenario in the country with a focus on agriculture productivity and sustainability. The modules include useful and practical information of cropping practices, innovation technologies, schemes of Government of India and the State Government etc. The modules which are simple and accessible and would be a value addition to the existing body of knowledge of the intern.

A handbook for ICRO Amrit Internship Programme has been brought out for the convenience of the intern as it gives an overview of the internship programme and steps to be followed to register on the online portal, access e-learning modules and collection of farmers' feedback on the online platform.

This Guide to Rural Outreach through Amrit Interns has been brought out for the benefit of Implementing Agencies and, Coordinators of the programme. It gives an overview of the programme, role & expectation from interns, SOP for implementing agencies, SOP for conducting orientation programme and the role of State Coordinators at ICRO. I am sure that this Guide will aid all stakeholders in successfully implementation of the programme.

**Dr Rajeev Ranjan**  
Director, ICRO

# Celebrating World Environment Day 5 June 2023

## Lifestyle for Environment (LiFE) Pledge by ICRO Amrit Interns



Odisha (Puri)



Rajasthan (Jaipur)



Gujarat (Mehsana)



Gujarat (Bhavnagar)



MP (Raisen)



MP (Sehore)



TN (Thiruvannamalai)

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## **1. What is Amrit Internship Programme?**

### **a- Scope of the Programme**

This internship program is designed to introduce and provide youth of the country hands-on experience of the challenges in various facets of agriculture and rural development. During the internship, the intern will put to use their academic learning for real-life contexts, acquire new skills and draw lessons which are helpful in their professional life. The duration of internship is 3 months initially.

### **b- Objectives of the Programme**

The objectives of the ICRO Amrit Internship Program are as follows:

- To promote productivity related employment enhancing vocational skills among youth and rural people.
- To create awareness about enhancement of agriculture productivity.
- To create network of youth entrepreneurs with skills to work with rural settings.
- To work towards improvement of knowledge resources on youth interface.
- To ensure environmental sustainability and

conservation of natural resources

**c-Stipend:** The interns are supported with Rs. 6,000/- per month as stipend during the period of internship, i.e. three months. The internship period may be extended at the discretion of ICRO.

For more details refer to Handbook for ICRO Amrit Internship Programme.



## **2. What is expected from Intern?**

- The Intern is required to read the Handbook for ICRO Amrit Internship Programme and agree to the terms and conditions of the internship.
- The Interns will apply for the Internship Programme on the online portal. Steps to follow are available in the Handbook. Intern will be guided through the process by personnels from Implementing Agency and ICRO.
- Attend the orientation session organised by implementing agency to introduce them to Amrit Internship Portal, survey techniques, interview methods, survey data entry, and e-learning module. The orientation programme will include some lectures by experts in the field agricultural practices, innovative technologies, programmes of Central & State Government, agri start-up and entrepreneurship etc. lined up during the event.
- Study the E-module containing several reference materials on themes related to agriculture may be shared with the interns. Interns are expected to use this knowledge in the field and also appear for the self-assessment test at the completion of the internship programme. This exercise is undertaken to equip them theoretically and practically to scale heights in their professional life ahead.
- The interns are assigned to conduct survey of the farmers to identify gaps/issues in the agriculture sector and capture farmers' expectations/ recommendations for improvement

in agricultural scenario.

- The intern will execute any project assigned to them during the internship period.
- The intern to provide regular feedback to the Implementing Agency of her/his project progress weekly/fortnightly and submit a brief report

### **3. Assignment for Interns (Rural Outreach)-Survey with farmers**

#### **a- Objectives of the survey:**

- To implant and imbibe interns interest in Agriculture.
- To train and equip interns with survey techniques,
- To record farmers' perspectives on the contemporary agricultural scenario.
- To identify the gaps and issues in agriculture sector of the country.

#### **b- Methods and Study area:**

- The survey is a learning exercise.
- During the orientation session the interns are introduced to various facets of agriculture sector prevalent in the country. Expert lectures, e-module, hands-on training and more may be provided to the interns to equip them to undertake the survey.
- The survey is conducted using interview method. A pre-designed survey format is given and the intern is trained on how to conduct interview in the field. The responses are collected and registered on the Google form.

**c- Interaction with farmers: The Intern has the responsibility to keep up the reputation of IPL/NPC and strictly adhere to the following:**

- While approaching the farmer, the Intern will first greet the farmer and all present followed by introducing himself/herself showing the Identity Card provided by ICRO.
- The Intern should be polite at all times and behave in a respectable manner.
- Pay careful attention to what the farmer says and note down all details carefully.
- Answer all queries and in case the intern does not have the said information, to specifically indicate that he/she will get back with the required information. Intern will not offer his opinion.
- Have a positive attitude and show gratitude.
- Always be attired in proper clothing.
- Be open to feedback.
- In case of doubt, get in touch with the coordinator or designated person from the IA or Mentor/Project Coordinators, ICRO.
- Towards the end of the internship, the intern will submit a progress report and feedback of the internship programme.
- Intern should take care of and will be responsible for his/her own safety, health, and wellbeing while travelling.

#### 4. Standing Operating Procedure (SOP) for ICRO Implementing Agency

- **Approval for implementing the programme and budget estimates by ICRO.** Seek advance from ICRO for conducting the programme. The subsequent release will be based on expenditure incurred on the project.
- **Selection of Amrit Interns:** IA to shortlist a list of 50 candidates and an extra 15 candidates to be kept as standby, in case of drop outs. Details of candidates to be provided in the format as under:

Sr. no	Name	Contact Details	Email	Address	Age	Female / Male	Qualification	Aadhar card	Bank Details

**Broad criteria for selection:** The applicant for the internship should be a citizen of India having an Aadhaar. Class 12<sup>th</sup> Pass / Diploma holders / Graduates / Final Year Graduation pursuing candidates can apply. Preference will be given to candidates having agriculture or related sector's qualification. Applicants in the age group of 18-45 years can apply but it's preferable that the applicant is a student. The applicant must have a smart phone.

- **Identification of a coordinator:** IA to identify a person well versed with local agricultural practises. IA to make provision for suitable remuneration for the coordination, resource persons and support staff.
- **Submit application on online portal:** Selected interns to apply on the online platform and also submit hard copies of Aadhar, last education qualification certificate and Bank

details. IA to guide the intern on procedure to apply online. Process to be completed before the orientation programme.

- **Selection of target area:** Interns to be assigned villages based on convenience of the intern and IA.
- **Questionnaire for rural outreach programme:** A standard format is provided by ICRO based on profile of the district. IA may modify the questionnaire based on ground realities and use during field survey, with the approval of ICRO. ICRO to share admin access with IA.
- **Organize an Orientation programme for the selected interns:** The programme aims to impart knowledge on the following:
  - *How to fill responses from farmers on Google form*
  - *How the intern will register on the e-learning module*
  - *How to approach farmers- etiquettes etc.*
  - *Brief on agriculture practices, details of government schemes etc. in the form of FAQs*

The programme may include live session of intern's interaction with farmers and filling the google form.

Four to five sessions on good agriculture practices, activities (other than agriculture) for doubling farmer's income, Government schemes etc.

The programme schedule to be approved by ICRO. Sufficient time be given to enable representation from IPL, NPC and ICRO.

- **Organising Farmers Meet:** Based on feedback from interns and farmers, to organise farmers meet with groups of interns on specific themes. The meets may

preferable be organised from the 2<sup>nd</sup> month of the internship period.

- To check the quality of data collected by Interns.
- Regular interaction with Interns and conduct classes on e-learning module to clear doubts of interns.
- Assign project work to Interns to enable them to learn the art of report writing, data analysis etc.
- Submit weekly/fortnightly reports to ICRO.
- **Submit expenditure statements supported with original invoices.**
- ***Recommend the release of stipend by ICRO.***

The intern is expected to take one-two weeks to study the e-learning module before going to meet the farmers. The stipend will ordinarily be released to the interns as per following criteria:

- 1<sup>st</sup> release: Minimum 40 Google forms at the end of 1<sup>st</sup> month
- 2<sup>nd</sup> release normally at the end of 2<sup>nd</sup> month: Minimum 60
- Final release i.e. end of internship period will be subject to the intern completing 100 farmer responses, attempt the assessment test at the end of the e-learning module and submission of feedback form & any other report required by IA from the intern.

IA to recommend the release of stipend and provide bank account details.

- **Submission of a detailed project report at the end of the internship period** with photographs of the orientation programmes, intern's interaction with farmers, findings and remedial measures to address the

farmer's knowledge gap. The report may also suggest measures to make the intern more employable and knowledge gaps that can be addressed in the future. Short video clips to be provided to upload on website.

- **Distribution of Certificate of Completion to Interns.**
- **Other suggestions:**

IA may consider the following:

- Exposure visits for the interns to some good working NGOs, SHGs, Cooperatives etc.
- Govt. Departments can be requested to involve the interns in their block level outreach programmes.
- Observations regarding women farm workers and their issues like wage parity, land owning rights, training may be collected so that the matter can be addressed separately.
- Following online Sessions may be considered for the benefit of interns:
  - i. Job opportunities
  - ii. Business opportunities
  - iii. Career options
  - iv. Life skills
  - v. Life work balance
  - vi. Gender sensitisation
  - vii. Climate Change
  - viii. Sustainability & Green Growth
  - ix. Other beneficial scheme e.g. Scheme of cluster based business activities of Micro, Small & Medium Enterprises (MSME), National Bank for Agriculture and Rural Development (NABARD) etc.



## **5. Standing Operating Procedure (SOP) for Orientation Programme for Amrit Interns**

### **Pre- Orientation programme A: At least 15 Days Prior to D- Date**

#### **1. Arrangements by Implementing Agency:**

- a. Finalise the date, venue and organizing partner.
- b. Prepare a budget estimate for the programme.
- c. Draw up a programme schedule with details of experts/ speakers/ progressive farmers and submit for approval of ICRO.
- d. Draft invitation for the speakers.
- e. Possible alternative venue, Speakers etc. as backup.
- f. Check the availability of internet connection.
- g. Check seating arrangements on the dais and Hall, availability of podium & projector.
- h. Arrange for Lighting the Lamp Ceremony.
- I. Backup for electricity.
- j. Print the Amrit Intern ID cards.
- k. Finalise the banners, standees, use of logos etc. in consultation with ICRO.
- l. Requisition the number of Handbook for Amrit Internship Programme required from ICRO.
- m. Purchase T-shirts and caps with ICRO logo.
- n. Purchase of folders or bags and basic stationary items.

- o. Draft curtain raiser press release, draft post event press release.
- p. Draft menu of refreshment and lunch for the interns.
- q. Finalise the memento for the dignitaries and speakers.
- r. Sufficient number of Joining Report, Registration Form etc.
- s. Arrange for few copies of the questionnaire to be given to Interns.
- t. Submit the details of Coordinator with resume.
- u. Submit the interns list.

## **2. Arrangement by ICRO:**

- a. Approve schedule for orientation programme.
- b. Provide design for banner, standee and logo.
- c. Ensure that invitation is sent to key persons in IPL and follow up for their participation.
- d. Provide standard format of registration form, joining letter and feedback form.
- e. Provide requisitioned number of Handbooks to IA.

## **Pre–Orientation B: At least 1 week prior to D-Date**

- 3. Finalization of activities
  - a. Peruse finalization of all action in para 2 and 3 above.

- b. Prioritize the action points which need finalization immediately.
- 4. Coordination between IA and ICRO
  - a. Regular communication between coordinator and ICRO Team.
  - b. Send the invitation email to speakers and follow up with speakers for the confirmation (by IA).
  - c. Send confirmation mail to speakers along with final schedule.
  - d. Request the speakers to send short profile.
  - e. Finalise anchor for the programme.
  - f. Procurement of mementos for speakers & chief guest and participant's folder along with printed agenda.

### **Pre – Orientation C: 2 days prior to D-Date**

- 5. Final Program for D-Date
  - a. Ensure compliance with all aspects mentioned in **Pre- Orientation A to C.**
  - b. Print Programme Schedule.
  - c. Finalise material for press and newspaper Coverage.
  - d. Polite reminder email to speakers.
  - e. Welcome committee.

## **Day of Orientation Program**

6. Check hall arrangement (one day prior to the Orientation) including table, chair, dais / decoration / sound system / backdrop banner / standee etc.
7. Check the registration desk - to ready 2 hours before the start of the Program.
8. Inauguration dais to be kept ready 1 hour before the start of the Program.
9. Conference material (memento / nameplate / stationery etc.) to be at the venue one day before the program.
10. Coordinate for newspaper coverage.

## **Post Orientation Programme**

11. Collect the photos and videos from venter.
12. Compile the press coverage in print.
13. Coordinator to submit a report of the orientation programme within one week.
14. Issue 'Thank You' email to speakers.
15. Check the bills and collect the original bills.

## **6. Standing Operating Procedure (SOP) for State Coordinator, ICRO**

### **Pre-Orientation Programme**

- a. Identifying suitable Implementing Agencies in selected districts.
- b. Issue letter to IA with details of the programme and copy of Handbook for Amrit Internship Programme.
- c. Scrutinize the proposal received and submit file for approval of Director, ICRO.
- d. Share standard google form with IA and approve in case of any modification.
- e. Consider advance for the programme on receipt of list of interns and details of programme Coordinator/s
- f. Share all material for orientation programme, registration of interns, joining report etc.

### **Post-Orientation Programme**

- g. Form a WhatsApp group and collect details of email id.
- h. Follow up with interns for the online registration process and E- learning registration. Accept application on portal on receipt of full details
- i. Ensure that documents of offline registration / joining letter / feedback form etc. is received in ICRO HQ for records.
- j. Submit the Orientation Programme Report within one week.

## **Follow-up**

- k. Rigorous follow up with interns through Google meet at least once a week and record the Minutes of the Meeting.
- l. To speak to interns on regular basis.
- m. Share Handbook and Google link in the WhatsApp group.
- n. Follow-up with IA Coordinators and submit weekly/ fortnightly report to HQ.
- o. To join/conduct classes held on e-learning module.
- p. Ensure that interns have attempted the assessment test at the end of the e-learning module.
- q. Plan farmer meets with IA.
- r. Submit an end of internship report.
- s. Submit the details for release of stipend.
- t. Check the expenditure statements and ensure that original bills are submitted with the claim.
- u. Maintain a daily log of work done.

# ORIENTATION PROGRAMME FOR ICRO AMRIT INTERNS IN 2022





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