



IPL FOUNDATION

अग्रणी AGRANI INTERNSHIP PROGRAMME

AGRANI Agriculture Growth for Rural Advancement and
Natural Integration Internship Programme

GUIDEBOOK
FOR IMPLEMENTING AGENCY



www.iplfoundation.org.in





FOREWORD

Agriculture is an important sector of the Indian economy employing the largest share of workforce and providing food and nutrition security to the nation. Agriculture sector in India has shown good growth during the pandemic which signifies its resilient nature. India faces the challenges of both increasing farm productivity & sustainability and adaptability to climate change. In wake of emerging challenges, we need to focus on sustainability through the food system and build long term resilience in the agri value chain resulting in improving farmer's income.

Indian Potash Limited (IPL), a major player in multiple value chains and inputs, is steadfastly contributing and marching towards agrarian growth and farmers' prosperity in India. The dedicated field work of IPL has led to acceptance of potash across India which was unknown to Indian farmers earlier. IPL has a vast network and its services are being coordinated by 17 Regional Offices in various State capitals. This enables IPL to take any agri input or service literally at the doorstep of farmers in the six lakh villages across the country thereby contributing to their growth and development.

With the objective of strengthening rural outreach and enhancing the capacity of farmers and youth, the IPL Centre for Rural Outreach (ICRO) was launched by Indian Potash Limited (IPL) in collaboration with National Productivity Council. The initiative focuses on equipping farmers with updated agricultural knowledge and skills through youth engagement, while also promoting entrepreneurship and innovative opportunities in rural areas. To streamline and effectively coordinate all Corporate Social Responsibility (CSR) activities, ICRO's initiatives are now being integrated into the IPL Foundation.

One of the core activities of ICRO, as part of its Corporate Social Responsibility, is the ICRO Amrit Internship Programme. This programme is a unique initiative designed for youth in rural areas. Through the Amrit Internship Programme, the IPL Foundation has successfully reached more than 2.50 lakh farmers by engaging over 2,700 young interns across seven states in the country.

Encouraged by the positive response from interns and agricultural universities, it gives me immense pleasure to introduce the AGRANI (Agriculture Growth for Rural Advancement and Natural Integration) Internship Programme under the aegis of the IPL Foundation, the dedicated CSR arm of Indian Potash Limited. This initiative further strengthens our commitment to empowering rural youth, enhancing agricultural practices, and fostering inclusive development across the nation.

Building on the success of the Amrit Internship Programme, the AGRANI Internship Programme has already witnessed strong participation, with over 70 students enrolled across India. The programme is currently being implemented in collaboration with leading institutions such as Tamil Nadu Agricultural University (TNAU), Galgotias University, Visva-Bharati University, and IPL Units. We are also in the process of expanding this initiative to several more universities in the near future, further broadening its reach and impact.

The AGRANI Internship Programme is designed to equip interns with practical exposure in agricultural extension, financial literacy, rural entrepreneurship, and sustainable farming practices. By integrating modern agricultural technologies, promoting government schemes, and encouraging farmer–youth partnerships, we envision building a cadre of changemakers who can contribute to the prosperity of India’s agrarian communities.

I extend my best wishes to all the interns who will embark on this journey. May this programme serve as a stepping stone for their careers while also creating a lasting impact in rural development. Together, let us continue working towards a future of self-reliant farmers, sustainable agriculture, and resilient rural communities.

Dr. Rajeev Ranjan, IAS (Retd)
Senior Advisor
IPL Foundation





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IPL and AMRIT INTERNSHIP PROGRAMME

Indian Potash Limited (IPL) was incorporated under Indian Companies Act with the objective of import-handling, promotion and marketing of potash in the entire country. IPL is a major player in multiple value chains and inputs, and is steadfastly contributing and marching towards agrarian growth and farmers' prosperity in India. The dedicated field work of IPL has led to the acceptance of potash across the country which was until then unknown to Indian farmers.

IPL has successfully established a vast network, and its services are coordinated by 17 Regional offices in various State capitals. It enables IPL to take any agricultural input or service to farmers' doorstep in over six lakh villages across the Country. IPL has initiated several Corporate Social Responsibility (CSR) programs to address social causes promote environmental sustainability and climate change awareness. Their CSR initiatives are contributing to the well-being of communities and addressing pressing global challenges.

IPL Foundation

With an objective to foster rural outreach and capacity development of farmers and youth, **IPL Centre for Rural Outreach (ICRO)** was launched by Indian Potash Limited (IPL) with the involvement of **National Productivity Council (NPC)** in March 2022, in New Delhi, as a **Corporate Social Responsibility** project for promoting productivity in the areas of Agriculture, Rural development, Industry, and service sector. Its aim is to provide agricultural knowledge, new skills to farmers and youth and promote entrepreneurial ideas and opportunities.

The activities of ICRO are being subsumed in the **IPL Foundation** in order to streamline and coordinate all the CSR activities coherently. The foundation focuses on enhancing productivity across key sectors such as agriculture, rural development, industry, and services, thereby fostering sustainable growth in rural communities.

One of the key components of the IPL FOUNDATION's CSR efforts is the **Amrit Internship Programme**, which specifically targets the agriculture sector. Through the Amrit Internship Programme, IPL Foundation aims to empower rural youth with knowledge and skills to address agricultural challenges, focusing on sustainable practices and resilience in the value chain. The three-month internship engages interns directly with 100 farmers, bridging the gap between theoretical knowledge and practical application.

The programme includes Amrit e-learning modules, covering topics like productivity, sustainability, advanced cropping techniques, and government schemes. These modules equip interns with actionable insights to enhance the agricultural ecosystem, promote innovation, and drive positive change in rural communities, ultimately improving farmers' incomes and fostering a sustainable agricultural future.

The insights gained during the internship are crucial for identifying field-level issues and creating solutions that foster a more sustainable and resilient agricultural future for India.

Key Achievements of the IPL-Amrit Internship Programme

- **Widespread Outreach:**

The Amrit Internship Programme has made a remarkable impact, having reached out to more than **2.40 lakh farmers** across India, spreading awareness and building capacity on critical issues such as agricultural productivity, preventive healthcare, and environmental sustainability.

- **Expanding Youth Participation:**

To date, the programme has successfully engaged more than **2,600 interns**, fostering a strong network of rural youth equipped with vocational and community engagement skills.

- **Pan-India Presence:**

The programme has established its footprint in **44 districts across 9 states**, namely **Uttar Pradesh, Tamil Nadu, Gujarat, Madhya Pradesh, Rajasthan, Jharkhand, Haryana, Odisha, and West Bengal**, reflecting its growing geographical impact and outreach.

- **Recognition & Awards:**

In acknowledgment of its outstanding contributions to agriculture extension and rural outreach, **Indian Potash Limited (IPL)** and **ICRO** were honored with the prestigious **Rural Voice NACOF Award 2023**. The award was received by the **Managing Director of IPL**, alongside key representatives from IPL and the **Director of ICRO**, underscoring the program's excellence and nationwide recognition.

I. AGRANI INTERNSHIP PROGRAMME

a) What is AGRANI Internship Programme ?

IPL Foundation is taking an initiative to add another dimension of a **3 –12-month internship Programme** in select districts in collaboration with esteemed Universities / organization. This **Agricultural Extension** program offers a unique, immersive opportunity for young professionals to contribute meaningfully to **grassroots agricultural advancement**.

As part of this internship, selected interns will be **stationed in a village / KVKs/ IPL Unit/ FPOs/ PACs** where they will actively engage in the development and welfare of local farmers. Their responsibilities will include providing support in modern agricultural practices, promoting sustainable farming techniques, and facilitating access to government schemes. Interns will work closely with established institutions / **KVKs/ IPL Unit/ FPOs/** to strengthen institutional frameworks, improve financial literacy, and enhance market linkages. The main objective is to understand the local rural conditions, evaluate the adoption of agricultural technologies, identify key challenges faced by farmers, and contribute to developing the necessary skills to work with farm families for overall rural community development.

As a key component of this initiative, intern will be assigned to a village / KVK/ IPL Unit/ FPOs/ PACs for the duration of the internship. The adoption aims to foster a deeper understanding of rural livelihoods, activities of **KVK/ IPL Unit/ FPOs/ PACs** and strengthen the intern's engagement with the community and through training, on-farm testing, and front-line demonstrations they gain knowledge improvement of agricultural practices.

1. Interns will inquire about the farmers' **Soil Health Cards**, focusing on:

- Soil nutrient levels
- Fertilizer recommendations
- Previous soil testing outcomes

This information will help interns assess soil health, detect nutrient imbalances, provide advice to improve soil fertility, and promote sustainable farming practices.

2. Interns will disseminate knowledge about:

- Best Agricultural practices
- Government programs and rural schemes and also other schemes
- The **One Health** concept, which highlights the link between human, animal, and environmental health



3. Interns will also inform farmers about nearby **Seva Kendra's (service centers)**, which offer:

- Community services
- Healthcare support
- Agricultural resources

These efforts aim to improve farmers' livelihoods, enhance overall community well-being.

Interns will also visit the office of IPL or its supply chain (subject to feasibility) to explore the latest developments in crop nutrition, fertilizer management, and soil health. These visits will provide interns with an understanding of IPL's contributions to sustainable farming practices, introduce them to innovative fertilizer solutions, and offer opportunities to interact with experts on how to maximize fertilizer efficiency for better crop yields and environmental sustainability. Together, these activities will equip interns with a well-rounded perspective on both practical farming techniques and advanced agricultural technologies.

b) Objectives:

- To equip the interns with clear vision about the rural community.
- To familiarize the interns with the various extension activities of KVKs, IPL Unit, PACs and FPOs, their approaches and strategies and major programmes of agricultural and community development.
- To facilitate the Skill Development Training Programmes, Awareness programmes, Exhibitions, Workshops, Demonstrations and other extension activities of KVKs, IPL Unit, FPOs and PACs.
- To facilitate the transfer of knowledge on the latest crop technologies to farmers and support them in practical implementation.
- To raise awareness among farmers about government schemes and assist them in accessing and utilizing the benefits e.g. Pradhan Mantri KISAN Samman Nidhi (PM-KISAN), Pradhan Mantri Fasal Bima Yojana (PMFBY), Pradhan Mantri Krishi Sinchai Yojana (PMKSY), Pradhan Mantri Kaushal Vikas Yojana etc. and other social welfare schemes e.g. Ayushman Bharat, Pradhan Mantri Jeevan Jyoti Yojana (PMJJBY), Pradhan Mantri Suraksha Bima Yojana (PMSBY), etc.
- Encourage balanced use of fertilizers
- To familiarize the interns and farmers to integrate modern agricultural technologies to improve productivity, decision-making, and resource management by using apps like Kisan e-Mitra and ITCMAARS.
- To provide interns an opportunity to become familiar with reference to agricultural development emphasizing entrepreneurial skills for creating scalable, sustainable and innovative agricultural businesses in rural settings.
- To develop skills in interns for solving problems related to agriculture and to prepare development projects/ programmes.

c) Selection Process:

- The selection will be carried out by the University / IPL Unit / Implementing Agency based on the prescribed eligibility criteria.
- The selected candidates will be assigned to their suitable village with the involvement of PACs / FPOs /FFPOs/ KVK / IPL Unit.

d) Eligibility Criteria:

- Diploma/Degree holders in Agriculture / Horticulture and allied subjects
- Preference will be given to the Amrit Interns.
- Required to reside in the villages / IPL Unit Campus/ KVK.
- Strong written and verbal communication skills, with a keen interest in rural development, agricultural sustainability, and social work
- Ability to speak and write in Native Language/Hindi and English.
- Ability to work independently, show initiative, and engage effectively with farmers in rural settings.
- Basic knowledge of agricultural practices and willingness to learn.
- Applicants in the age group of 18-40 years can apply.
- Period of programme will be 3 – 12 months

e) Planning and implementation of programme:

- The students would register for the AGRANI program. The programme will be implemented for 3 - 12 months.
- In order to have effective implementation the program is divided into following components: -

i. Registration, Pre-evaluation, General orientation programme & on campus training:

The students immediately after registration will be pre-evaluated for their expectations and other aspects related with the rural situation/conditions. The detailed orientation programme will be conducted by the concern college in order to make the students aware about the AGRANI Internship and to give the appropriate guidelines.

ii. Village Attachments:

Interns will work closely with Krishi Vigyan Kendras (KVKs)/ IPL Unit/ FPOs/FFPOs/ PACS to strengthen institutional frameworks, improve financial literacy, and enhance market linkages. The main objective is to understand the local rural conditions, evaluate the adoption of agricultural technologies, identify key challenges faced by farmers, and develop the necessary skills to work with farm families for overall rural development.

iii. Modules on E-learning, Skill Development and regular quizzes to study:

Interns are advised to complete e-learning modules and assessment of the Amrit Internship Programme and complete at least five modules through the list of skill development courses available through government platforms such as NSDC and SWAYAM. These courses are offered free of cost as part of the Government of India's initiative to enhance employability, promote self-reliance, and equip youth with essential skills for today's competitive job market.

iv. Agro-industrial visit to IPL offices or its supply chain (subject to feasibility):

Interns will also visit the office of IPL or its supply chain (subject to feasibility) to explore the latest developments in crop nutrition, fertilizer management, and soil health.

iv. Report preparation and evaluation:

Interns should have the ability to prepare monthly/quarterly/yearly reports on the basis of his/her findings, insights, and recommendations based on the data collected throughout the internship.

f) Responsibilities and Duties:

1. Field Engagement:

- The intern will reside in the village / KVK/ PACs/ FPO/ IPL Unit for a period of 3 - 12 months to ensure continuous interaction with the farming community.
- During this period, the intern will closely work with KVK/ PACs/ FPO/ IPL Unit.

2. Intern Responsibilities in the Field:

- Interns should engage with farmers to spread knowledge, exchange best practices, introduce new agricultural technologies, inform them about digital agriculture initiatives and government schemes, and offer advice on sustainable farming methods to enhance productivity, ensure food security, and support environmental sustainability.
- Emphasis should be placed on developing farmers' skills through training in areas such as value-added processing, financial management, the use of digital tools for farm operations, and strategies for better market access, all aimed at improving their income, strengthening resilience, and boosting their overall quality of life.
- Foster trustful relationships with farmers to encourage open communication and a smooth exchange of information.
- Apart from agriculture, interns should provide farmers with information about the One Health concept, which emphasizes the interconnectedness of human, animal, and environmental health. They should also inform farmers about nearby Seva Kendra's (service centres) where they can access a variety of government services, health support, and agricultural resources. This holistic approach can empower farmers to make informed decisions, promoting both personal and community health alongside agricultural success.
- Promote knowledge exchange between the intern and the farmer, identifying opportunities for improving farming practices based on collected data.

3. Data Collection and Reporting:

- Document the information accurately summarizing key findings, challenges, and solutions.
- Maintain a comprehensive log of farm visits, including dates, locations, types of farms, crops grown, and specific insights shared by the farmers.

- Monthly/quarterly reports of the findings to be submitted including photographs, videos, or audio recordings with permission from the farmers.
- At the end of the internship, prepare a final report summarizing the year's findings, insights, and recommendations based on the data collected throughout the internship.

4. E-Learning:

- Interns are advised to complete e-learning modules and assessment of the Amrit Internship Programme and complete at least five modules from the list of skill development courses available through government platforms such as **NSDC and SWAYAM (Booklet will be provided separately for reference)**. These courses are offered free of cost as part of the Government of India's initiative to enhance employability, promote self-reliance, and equip youth with essential skills for today's competitive job market.
- As part of the internship requirements, each intern is expected to **complete at least five of the listed modules** and submit the corresponding certificate of completion to the IPL Foundation during the internship period. This will form an important component of the overall learning and assessment process.

g) Internship Compensation:

- Interns will receive a monthly remuneration between Rs.15,000- Rs.20,000 throughout the duration of the internship.
- Upon successful completion of the internship, the intern will be issued a certificate acknowledging their contributions to the Internship Program.

h) Transportation and Logistics:

- The internship will require significant travel to rural areas. The intern is responsible for arranging their own transportation.

i) Confidentiality and Ethical Considerations:

- All information collected must be kept confidential and used only for the purposes of the internship and program objectives.
- Interns should respect the privacy of the farmers and avoid disclosing any personal or sensitive information without permission.

j) Termination of Internship:

- The internship may be terminated early for any of the following reasons:
 - Interns will be evaluated based on the submission of their first quarterly report. If the performance is deemed satisfactory, the internship may be extended for a period of up to six or twelve months, depending on the intern's contribution in the programme.
 - Misconduct, including failure to maintain professional relationships with farmers or breach of confidentiality.
 - Non-compliance with program objectives or guidelines.

k) Supervision and Evaluation:

- The intern will report directly to the nodal officer of the Unit/ University, who will oversee the quality and consistency of data collected, ensure adherence to the internship schedule, and provide regular feedback.
- Performance will be evaluated based on:
 - Timeliness and completeness of reports.
 - Quality of data collection and analysis.
 - Ability to build effective relationships with farmers.
 - Initiative and creativity in solving problems or gathering unique insights.

II. ROLE OF IMPLEMENTING AGENCY

The Implementing Agency will serve as the primary operational hub for the successful execution of the AGRANI Internship Programme. Its responsibilities will include:

a) Intern Selection & Registration

- Facilitate the selection of 10- 20 Amrit interns along with 10 standby candidates.
- Support the registration process of interns both online and offline, ensuring accuracy and completeness of records.

b) Programme Coordination & Monitoring

- Appoint a dedicated Programme Coordinator (remuneration Rs.10,000/month for 12 months) responsible for monitoring, reporting, and ensuring smooth implementation of all activities.
- Maintain continuous communication with the IPL Foundation, Universities, IPL Unit, KVKs, FPOs, FFPOs and PACs to align programme objectives and resolve operational challenges.

c) Capacity Building & Orientation

- Organize an orientation programme for selected interns, covering programme objectives, reporting formats, data collection methods, and ethical considerations.
- Provide ongoing mentoring, field guidance, and technical support to interns throughout the internship period.

d) Community & Farmer Engagement

- Organize quarterly gatherings of interns and farmers to facilitate knowledge exchange, review progress, and address field challenges.
- Promote awareness on best agricultural practices, government schemes, and sustainable farming approaches in collaboration with interns.

e) Monitoring, Documentation & Reporting

- Oversee submission of monthly, quarterly, and final reports from interns, ensuring quality, accuracy, and actionable insights.
- Maintain comprehensive records, including photographs, videos, and other documentation, to support impact assessment and final project reporting.

f) Programme Impact & Sustainability

- Facilitate linkage of farmers with relevant government schemes, market channels, and service centers (Seva Kendras).
- Ensure that programme learnings and best practices are shared within the local agricultural network to encourage long-term adoption and sustainability.

III. ROLE OF COORDINATOR

Training and Support by Programme Coordinator/ Nodal Officer:

- Provide a comprehensive orientation to interns at the start of the programme, outlining objectives, data collection protocols, and expected deliverables.
- Periodic workshops or online training will be arranged to enhance the intern's understanding of agricultural practices and rural knowledge.
- Programme Coordinator will act as a primary contact person for the interns in their day-to-day work.
- Programme Coordinator shall guide the interns in planning and execution of various extension activities.
- Programme Coordinator will keep watch for regular submission of quarterly reports.

IV. DELIVERABLES THROUGH THE AGRANI Internship PROGRAMME

1. Practical Field Experience

Interns engage directly with farmers and rural communities; this hands-on exposure enhances their understanding of real-world challenges and solutions in the agricultural sector.

Impact: Demonstrates the ability to apply theoretical knowledge in practical, field-based scenarios—highly valued in development and agricultural roles.

2. Data Collection, Analysis, and Reporting

The programme emphasizes regular documentation, including monthly logs, quarterly reports, and a comprehensive final report. Interns analyse agricultural data and provide actionable insights to improve farming outcomes.

Impact: Builds strong skills in research, reporting, data management, and problem-solving—essential for roles in policy, extension, and agribusiness.

3. Exposure to Corporate Agricultural Operations

Through visits to IPL offices and its supply chain, interns gain insights into the business aspects of agriculture, including fertilizer production, distribution, and marketing strategies.

Impact: Provides exposure to the Agri-input industry and prepares interns for careers in agribusiness, marketing, and supply chain management.

4. Knowledge of Government Schemes and Digital Tools

Interns are trained to inform farmers about government schemes eg. Pradhan Mantri KISAN Samman Nidhi (PM-KISAN), Pradhan Mantri Fasal Bima Yojana (PMFBY), Pradhan Mantri Krishi Sinchai Yojana (PMKSY), Pradhan Mantri Kaushal Vikas Yojana (PMKVY) etc., soil health initiatives, Seva Kendra services, and digital agriculture technologies along with AI Tools like Kisan e-Mitra and ITCMAARS.

Impact: Positions interns as resourceful professionals capable of bridging information gaps between government programs and rural beneficiaries.

5. Development of Soft Skills

Continuous interaction with farmers fosters essential interpersonal skills such as communication, empathy, cultural sensitivity, and ethical conduct in data collection.

Impact: Enhances community engagement skills, which are highly relevant for roles in NGOs, CSR initiatives, and rural development agencies.

6. Structured Mentorship and Certification

The programme provides ongoing mentorship, skill development through e-learning platforms (e.g., NSDC, SWAYAM), and formal certification upon successful completion.

Impact: Adds credibility and a recognized qualification to the intern's profile, improving their competitiveness in the job market.

V. Outcomes of AGRANI Internship Programme

1. For Rural Communities & Farmers

- Increased **awareness of government schemes** (PM-KISAN, PMFBY, KCC, FPO support, etc.).
- Improved **access to welfare and subsidy benefits** by bridging the gap between farmers and institutions.
- Adoption of **modern agricultural practices** through exposure and capacity-building initiatives.
- Strengthened linkages with **KVKs, PACs, FPOs, cooperatives** and institutional support systems.
- Better **digital and financial literacy** for farmers.
- Creation of a **supportive ecosystem** where youth act as “change agents” in villages.

2. For Interns (Students & Young Professionals)

- Practical **hands-on exposure** to rural challenges, farming practices, and community development.
- Improved skills in **data collection, reporting, communication, leadership, and rural management**.
- Enhanced **career readiness** for roles in agriculture, rural development, policy, and social enterprises.

- Opportunity to **contribute to nation-building** by aligning with PM Internship Scheme vision.
- Networking with **government officials, FPOs, NGOs, and private sector partners.**

3. For IPL Foundation & Partner Institutions

- Strengthened implementation capacity for rural development and agri-based projects.
- Creation of a knowledge pool through interns' research, surveys, and field reports.
- Enhanced visibility and credibility of the Foundation's initiatives in rural areas.
- Support in monitoring and evaluation of scheme implementation at the grassroots level.
- Opportunity to identify talent pipelines for future projects and rural entrepreneurship.

4. For the Nation (Macro Impact)

- Contribution to the Prime Minister's Internship Scheme 2024-25 by fostering rural engagement.
- Creation of a bridge between academic learning and grassroots realities.
- Promotion of self-reliant villages in line with Atmanirbhar Bharat vision.
- Development of future leaders who understand India's agricultural ecosystem.
- Support to sustainable rural livelihoods and inclusive growth.

Annex – I

RECOMMENDATION BY THE INSTITUTE/COLLEGE/ UNIVERSITY/ KVK/ IPL OFFICE FOR IPL- AGRANI INTERSHIP PROGRAMME

To,
Senior Advisor
ICRO - IPL Foundation,
Potash Bhawan,
10-B, Rajendra Park,
Pusa Road, New Delhi -110 060.
Email: icroipl@gmail.com ; team@iplfoundation.org.in

Sir,

Considering the information given by with Aadhaar number _____ in his / her application for AGRANI Internship Programme he / she is recommended for the internship based on my verification and personal knowledge about the applicant.

Signature with Seal

Name:
Designation:
Email ID
Mobile No:

Place:
Date:

Annex – II

Responsibilities and Duties of the intern:

1. Field Visits, Data Collection & Reporting Mechanism

- The intern will reside in the village / KVK/ PACs/ FPO/ IPL Unit for a period of 3 - 12 months to ensure continuous interaction with the farming community.
- During this period, the intern will closely work with KVK/ PACs/ FPO/ IPL Unit.
- Conduct **regular field visits** to monitor **crops and allied sector activities**, input usage, **field/production unit conditions**, and adoption of **recommended practices**.
- Collect, validate, and upload **field-level data** as per formats prescribed by **IPL Foundation** for **monitoring and evaluation**.

2. Intern Responsibilities in the Field:

i. Farmer Engagement & Awareness

- **Conduct 4–6 integrated training/awareness** sessions per month in coordination with KVK, PACS and FPOs, covering **15–20 farmers** per session, focusing on **agriculture and allied activities** such as **animal husbandry, horticulture, floriculture, apiculture, fisheries, etc., wherever applicable**.
- Provide guidance on soil sampling procedures, interpretation of Soil Health Cards and crop-wise nutrient management, in coordination with FPO technical teams.
- Disseminate advisories on crop practices, sustainable agriculture, government schemes, digital tools, One Health concepts, fisheries and allied activities.
- Assist **farmers and allied sector stakeholders** with basic advisory services on pond preparation, feed management, water quality management, disease prevention, and other best practices, wherever applicable.
- Create awareness about nearby Seva Kendras / Service Centres for access to government services, health support and agricultural inputs.
- Facilitate regular interactions among farmers, KVK/FPO/FFPO/KVK functionaries, and PACS to promote effective knowledge exchange and trust-building.

ii. Credit, Insurance & MSP Support

- Assist **10–15 farmers and allied sector beneficiaries per month** with **documentation and application processes** related to the Kisan Credit Card (KCC) and other agriculture and allied sector loans.
- Facilitate enrolment of the same group of farmers under crop insurance schemes (including PMFBY) and other relevant insurance schemes applicable to allied sectors, and support insurance claim documentation and follow-ups.
- Support MSP registration, quality assessment and linkage with procurement agencies for the identified farmers.
- Provide assistance to KVK, PACS, FPOs, FFPOs and other relevant institutions in document verification, record maintenance, and coordination with banks and line departments.

iii. FPO / Producer Institution Strengthening & Market Linkages

- Support KVK, FPOs, FFPOs and other producer institutions across agriculture and allied sectors in member mobilization, farmer onboarding, and awareness of collective and institutional benefits.
- Assist in maintaining member records, basic MIS, attendance and activity reports.
- Support initiatives of FPOs / producer institutions related to input aggregation, collective procurement, storage, grading, processing, and marketing of agricultural and allied sector produce.
- Facilitate awareness among farmers on value addition, primary processing, branding, and market linkage opportunities relevant to crop and allied sector activities.

iv. Digital & E-Governance Support

- Support 20–30 farmers and allied sector beneficiaries per month with online applications for government schemes, portals and services.
- Assist FPOs / producer institutions in use of digital platforms for registration, reporting and scheme applications.

v. Socio-Economic Interventions Monitoring

- Track ongoing CSR interventions of IPL Foundation such as One Health camps, education, sanitation, women empowerment, skill development and livelihood programmes.
- Collect data and feedback from 20–30 households/farmers per village per month, including member households of FPOs and other producer institutions.

vi. E-Learning & Capacity Building:

- Interns shall mandatorily complete the e-learning modules and assessments under the AMRIT Internship Programme.
- Additionally, each intern must complete at least 3–4 skill development courses available on Government of India platforms such as NSDC, SWAYAM, YUVA AI, Agriculture Skill Council of India (ASCI) and the IPL Foundation website.
- These courses are offered free of cost under Government of India initiatives aimed at enhancing employability, promoting self-reliance and equipping youth with industry-relevant skills.
- Interns shall submit certificates of completion for the selected courses to IPL Foundation within the internship period.
- Completion of e-learning modules and submission of certificates shall form an important component of overall learning outcomes and performance assessment.
- Each intern is expected to complete at least five of the listed modules and submit the corresponding certificate of completion to the IPL Foundation during the internship period. This will form an important component of the overall learning and assessment process.

vi. Reporting & Documentation:

- **Daily Reporting:**

Interns shall share daily field updates through the designated WhatsApp group, including brief write-ups along with geo-tagged photographs and/or short videos of field activities.

- **Weekly Reporting:**

Interns shall submit a weekly summary report highlighting activities undertaken, farmers engaged, issues observed, follow-ups required and planned activities for the next week.

- **Monthly Detailed Report:**

Interns shall submit comprehensive monthly and quarterly reports detailing activity-wise progress and outputs, farmer and fish farmer testimonials/case studies, feedback from beneficiaries, FPOs/FFPOs, KVK and PACS, challenges faced along with corrective measures suggested, impact indicators and key learnings. The reports shall be accompanied by relevant photographs, videos, and/or audio recordings of interventions, duly taken with prior permission from the farmers.

At the conclusion of the internship, the intern shall submit a comprehensive final report summarizing the quarter's/year's findings, key insights, outcomes, and recommendations based on the data and field observations collected throughout the internship period.

- **Submission Guidelines:**

All reports and annexures shall be submitted digitally to the Nodal Officer for review and finalization before being forwarded to IPL Foundation.

These reports will form the basis for monitoring, evaluation, and performance assessment of the internship.

Interns shall undertake any other duties assigned by the University, IPL Unit, KVK or IPL Foundation, as required.

My Notes

A series of horizontal dotted lines for writing notes, interspersed with faint green leaf illustrations.



Phone

011- 25461540/ 45647
891/ 280/283



Email

icroipl@gmail.com/
team@iplfoundation.org.in



Website

iplfoundation.org.in



Office

First Floor, Potash Bhawan,
10-B, Rajendra Park, Pusa
Road, New Delhi- 110060

www.iplfoundation.org.in

