

Study Scheme & Syllabus of Bachelor of Vocations in Agriculture (B. Voc. Agriculture)

Batch 2025



By

**Board of Studies Agriculture
Department of Academics**

IK Gujral Punjab Technical University Jalandhar

IK Gujral Punjab Technical University Jalandhar
B. Voc. (Agriculture) Batch 2025 Onwards

Semester First

Course code	Course Title	Load Allocation		Marks Distribution		Total	Credits
		L	P	Internal	External		
BVAG101-18	Horticulture -Fruit Crops	2	0	40	60	100	2
BVAG102-18	Chemistry of Agrochemicals	2	0	40	60	100	2
BVAG103-18	Agro Meteorology	2	0	40	60	100	2
BVAG104-18	Introductory Agronomy	2	0	20	30	50	2
BVAG105-18	Soil Science	2	0	20	30	50	2
BVAG106-18	Principles of Plant Pathology	2	0	40	60	100	2
BVAG107-18	Horticulture -Fruit Crops (Practical)	0	2	20	30	50	1
BVAG108-18	Agro Meteorology (Practical)	0	2	20	30	50	1
BVAG109-18	Soil Science (Practical)	0	2	20	30	50	1
BVAG110-18	Principles of Plant Pathology (Practical)	0	2	20	30	50	1
BVAG111-20	Practices in Project Planning and Evaluation	0	5	00	100	100	5
BVAG112-20	Project Report on availability of quality Agrochemicals	0	5	00	100	100	5
BVAG113-20	Visit to commercial orchards and fruit nurseries	-	-	Satisfactory / Un-Satisfactory			4
	Total	12	18	280	620	900	30

SECTION - A

Definition, importance and divisions of horticulture. Climatic zones, area and production of different fruit crops; Selection of site, fencing and wind break. Planting systems, high density planting, planning and establishment.

SECTION - B

Propagation methods: conventional and non-conventional. Methods of training and pruning. Use of growth regulators in fruit production.

SECTION - C

Fundamentals for cultivation of horticultural crops, Package of practices for the cultivation of major fruits -mango, citrus, grapes, guava, apple, litchi and papaya.

SECTION - D

Package of practices for the cultivation of Minor fruits - pineapple, pomegranate, ber, fig, loquat, Banana, phalsa, pear, plum, peach.

Books Recommended

- 1). Fundamentals of Plant propagation: Hartmann
- 2). Fruits: Ranjit singh
- 3). Basic Horticulture: Jatinder Singh
- 4). Fruit Production (vol. 1 and 2): T.K Bose
- 5) Package of practices for fruit crops- PAU Ludhiana
- 6) Handbook of Agricultural Sciences- S.S. Singh

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BVAG102-18 Chemistry of Agrochemicals

Unit I

Organic chemistry as prelude to agrochemicals. Diverse types of agrochemicals.

Unit II

Herbicides-major classes, chemistry and use of 2,4-D, atrazine, glyphosate, butachlor, benthocarb, Plant growth regulators .

Unit III

Fungicides - major classes, Chemistry and use of carbendazim, carboxin, captan, tridemorph and copper oxychloride.

Unit IV

Synthetic organic insecticides, major classes, chemistry and use of some important insecticides under each class. Botanical insecticides (neem), pyrethrum and synthetic pyrethroids.

SECTION - A

The earth and its Atmosphere: Environmental factors in agriculture; Elements and factors of climate; Latitudinal and seasonal distribution of temperature and precipitation; Basic parameters in Weather forecasting.

SECTION - B

Agro-climatology: Definition and scope; the role of climate in soil and natural vegetation and livestock distribution with practical examples.

SECTION -C

Impact of climatological factors in crop and livestock distribution in India: Effects of weather on sowing, growth, maturity and harvesting of crops, cropping pattern.

SECTION - D

Weather hazards, their occurrence and impact on agriculture, climate classifications in India and Punjab: Climates of the world & their agricultural potentials with special reference to India.

BOOKS RECOMMENDED

1. The Earth and its Atmosphere by D. R. Bates.
2. Introduction to Climatology for the Tropics by J. D. Yeade.
3. General Climatology by Critbbfierd & Hewarda.
4. Agriculture Meteorology by H. S. Mavi.
5. Fundamentals of Agro Meteorology: G.S Mahi
6. Agro Meteorology : S R Reddy

SECTION - A

Evolution of agriculture, farm tools through ages, classification of crops, their geographical distribution and factors responsible, impact of Agriculture on trade and industry, comparative yield of crops in Punjab and other states.

SECTION - B

Agronomy as a science and its relationship with other sciences; Germination, maturity harvesting and storage of crop plants; Tillage principles, requirement for minimum tillage, seed bed preparation, characteristics of good seed beds, methods of sowing and their suitability under different conditions. Seeding practices in relation to kind of seed, time of sowing, soil moisture, etc. Tillage practices for different soil types and crops.

SECTION - C

Weed characteristics, dissemination, competition for growth factors and losses caused by them. Common methods of weed control.

SECTION - D

Maintenance of soil fertility and soil productivity-green manuring, crop rotation, multiple cropping, mixed cropping, relay cropping, rain fed and dryland farming.

BOOKS RECOMMENDED

1. *Principles of Crop Husbandry* by Ayres.
2. *Principles of Agronomy* by Pearson.
3. *Hand Books of Agriculture* by I. C. A. R.
4. *Agricultural Resources* by A.S.Atwal and H.S.Mavi.
5. *Package of Practices for Crops of Punjab -Kharif/Rabi*, Punjab Agricultural University Ludhiana.
6. *Punjab Plants, Check-List* by M. Sharma

SECTION - A

Concept of land: soil and soil science; Composition of earth crust and its relationship with soils; Rocks and minerals; Weathering. Soil forming factors and processes; Soil profile; Elementary taxonomic classification of soils; Soils of Punjab and India.

SECTION - B

Soil physical properties-Soil texture: textural classes; Soil structure- classification, soil aggregation and significance, soil consistency, soil crusting, bulk density and particle density of soils and porosity, their significance and manipulation.

SECTION - C

Soil water: retention and potentials, soil moisture constants, movement of soil water- infiltration, percolation, permeability, drainage and methods of determination of soil moisture, thermal properties of soil, influence of soil temperature and air on plant growth.

SECTION -D

Soil colloids: properties, nature, types and significance; Sources of charges in clay minerals; Introduction of saline and alkaline soils, Ion exchange, CEC; AEC - factors affecting and adsorption of ions; Soil organic matter decomposition, mineralization, humus; Carbon cycle, C: N ratio; Soil organisms - their beneficial and harmful roles.

BOOKS RECOMMENDED

1. Pedology : J L Sehgal
2. Nature and properties of soil: Nyle C. Brady & Ray R. Well
3. Handbook of Agricultural Sciences- S.S. Singh

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BVAG106-18 Principles of Plant Pathology

Section-1

Definition, objectives, history, terms and concept of plant pathology.

Section-2

Introduction, importance and general characters of fungi, bacteria, nematodes and viruses.

Section-3

Survival and dispersal of plant pathogens, Phenomenon of infection; defense mechanisms in plants; Plant disease epidemiology and forecasting.

Section-4

General principles of plant disease management. Plant quarantine and inspection. Genetic, cultural, biological, physical and chemical methods of plant disease management. Integrated plant disease management

Books Recommended:

1. Plant Pathology in India by S.S. Chahal
2. Introduction to Principles of Plant Pathology by R.S. Singh
3. Principles of Plant Pathology by M.K. Dasgupta

BVAG107-18 Horticulture-Fruit Crops (Practical)

Practical: Horticultural tools and their uses. Containers and potting mixtures. Plant and seed propagation, scarification, and stratification. Layout and planting systems. Methods of pruning and training. Training of ber, grape and pomegranate. Pruning of ber, grape, phalsa, fig, apple, pear, peach. Identification of important species and varieties of fruits. Micro Irrigation methods. Methods of fertilizer application. Formulations of growth regulators, powder, solution and lanolin paste for propagation. Application of growth regulators for improving fruit set, fruit size, quality, delaying and hastening ripening.

BVAG108-18 Agro Meteorology (Practical)

Practical: Site selection for Agrometeorological Observatory. Project on setting up, recording and maintenance of instruments in a meteorological observatory. Measurement of temperature, rainfall, evaporation, atmospheric pressure, sunshine duration, solar radiation, wind direction, wind speed and relative humidity. Study of weather forecasting and synoptic charts. Processing, presentation and interpretation of climatic data in relation to crops.

BVAG109-18 Soil Science (Practical)

Practical: Collection and processing of soil samples for analysis of organic carbon, pH, EC, available N, P, K and S. Study of a soil profile, Determination of bulk density and particle density. Identification of rocks and minerals, soil texture determination, soil moisture determination, Soil moisture constants- field capacity, infiltration rate, water holding capacity.

BVAG110-18 Principles of Plant Pathology (Practical)

Acquaintance to plant pathology laboratory equipments. Preparation of culture media for fungi and bacteria. Isolation techniques and preservation of plant disease samples. Study of important plant pathogenic genera. Demonstration of Koch's postulates. Study of different groups of fungicides and antibiotics. Bio-control of plant pathogens; Visit to remote sensing laboratory and experimental area.

BVAG111-20 Practices in Project Planning and Evaluation

Preparation and monitoring of different kinds of projects concerning agriculture and their analysis in terms of various economic feasibility criteria; Practices in management of farm resources, farm budgeting and accounting with emphasis on production, marketing and export of seed, commercial dairy and crops, agro-processing, farm power and machinery. Work experience in optimum decision-making using farm management principles. Students will be guided regarding estimation of capital requirements, credit appraisal, credit use and repayment schedules for different agricultural enterprises and high-tech agriculture; Training in cost-benefit analysis, capital budgeting techniques, economic and financial analysis, pay-back period, present value, internal rate of return and sensitivity analysis on practical field situations, Introduction to market orientation and demand forecasting techniques.

IK Gujral Punjab Technical University Jalandhar
B. Voc. (Agriculture) Batch 2025 Onwards

Semester Second

Course code	Course Title	Load Allocation		Marks Distribution		Total	Credits
		L	P	Internal	External		
BVAG201-18	Manures and Fertilizers	2	0	40	60	100	2
BVAG202-18	Introduction to Genetics	2	0	40	60	100	2
BVAG203-18	Fundamentals of Insect Morphology and Systematics	2	0	40	60	100	2
BVAG204-18	Principles of Agronomy (Rabi Crops)	2	0	40	60	100	2
BVAG205-18	Soil Chemistry, Fertility and Nutrient Management	2	0	40	60	100	2
BVAG206-18	Insect ecology and Integrated Pest Management	2	0	40	60	100	2
BVAG207-18	Introduction to Genetics (Practical)	0	4	20	30	50	2
BVAG208-18	Fundamentals of Insect Morphology and Systematics (Practical)	0	4	20	30	50	2
BVAG209-18	Principles of Agronomy (Rabi Crops) (Practical)	0	4	20	30	50	2
BVAG210-18	Soil chemistry, Fertility, Nutrient and Management (Practical)	0	4	20	30	50	2
BVAG211-18	Insect ecology and Integrated Pest Management (Practical)	0	4	20	30	50	2
BVAG212-19	Project report on Integrated Nutrient Management	0	12	00	200	200	6
EMC-101	Entrepreneurship Setup and Launch **	0	4	60	40	100	2
	Total	12	36	400	750	1150	30

**The department of Higher Education and Languages, Government of Punjab endeavor to AI-powdered entrepreneurship learning platform on the said course. The Institute /Campus shall appoint an assistant professor as faculty coordinator.

SEMESTER – II

BVAG201-18 Manures and Fertilizers

Section-1

Fertilizers- classification, manufacturing processes and properties of major nitrogenous (ammonium sulphate, urea, calcium ammonium nitrate, ammonium nitrate, ammonium sulphate nitrate), phosphatic (single super phosphate, enriched super phosphate, diammonium phosphate, ammonium poly phosphate), potassic and complex fertilizers

Section-2

Fate and reactions of various types of fertilizers in the soil

Section-3

Secondary and micronutrient fertilizers and amendments; Adulteration in fertilizers; Fertilizer Control Order; Fertilizer storage

Section-4

Bio-fertilizers and their advantages; Manures- bulky and concentrated, Farm Yard and poultry Manures; Composting – different methods, mechanical compost plants, vermi-composting, green manuring, oil cakes. Sewage and sludge-biogas plant slurry, plant and animal refuges.

BVAG202-18 Introduction to Genetics

Section- 1

Cell structure & Cell division, Mitosis and meiosis, their significance and differences between them; Study of chromosome structure, morphology, number and types; Mechanism of crossing over, Numerical and structural chromosomal aberrations.

Section- 2

Mendel's laws of inheritance and exceptions to the laws, Cytoplasmic inheritance, its characteristic features and difference between chromosomal and cytoplasmic inheritance; Types of gene action, Multiple alleles, Pleiotropism, Penetrance and expressivity; Qualitative traits, Quantitative traits and differences between them; Multiple factor hypothesis;

Section- 3

DNA and its structure, function, types, modes of replication and repair. RNA and its structure, function and types; Transcription, Translation. Genetic code and outline of protein synthesis; Linkage, types of linkage; Mutation and its characteristic features; Methods of inducing mutations.

Section- 4

Evolution of different crop species like cotton, wheat and Brassicas.

Books Recommended:

1. Fundamentals of Genetics by B.D.Singh
2. Genetics by P.K. Gupta
3. Principles of Genetics by E.J. Gardner and M.J. Simmons

BVAG203-18 Fundamentals of Insect Morphology and Systematics

Section-1

Entomology- definition and its history; importance and scope; Factors affecting insect abundance.

Section-2

Taxonomy- its importance, history, development and binomial nomenclature; Classification of class Insecta up to orders, suborders and important families with special emphasis on distinguishing morphological characters.

Section-3

Integument, body regions and segmentation; Modification and function of mouth parts, antennae, legs and wings; wing venation and wing coupling apparatus; Sense organs; metamorphosis and diapauses; Types of reproduction.

Section-4

Morphology and anatomy of Grasshopper

Books:

1. A General Text Book of Entomology by A.D. Imms
2. Principles of Insect Morphology by R.E. Snodgrass.
3. The Insects: Structure and Function by R.F. Chapman.
4. Text Book of Agricultural Entomology by H.S. Pruthi.
5. General Entomology by M.S. Mani
6. Text Book of Agricultural Entomology by P.M..Srivastava and Ashok Kumar

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BVAG204-18 Principles of Agronomy (Rabi Crops)

Section-1

Origin, geographic distribution of crops, Area, yield and production of rabi crops in different states of India; Causes of variation in productivity; National and International Agricultural Research Institutes in India and their mandate.

Section-2

Economic importance, soil and climatic requirements, varieties, cultural practices and yield of rabi cereal crops: Wheat and Barley

Section-3

Economic importance, soil and climatic requirements, varieties, cultural practices and yield of rabi pulse crops-chickpea, lentil, field pea, French bean and oilseed crops- rapeseed and mustard, sunflower, safflower, linseed

Section-4

Economic importance, soil and climatic requirements, varieties, cultural practices and yield of other rabi crops such as sugarcane, sugar beet, potato and forage crops- berseem, Lucerne and oats

BVAG205-18 Soil chemistry, Fertility and Nutrients Management

Section-1

Soil as a source of plant nutrients. Essential and beneficial elements- criteria of essentiality, forms of nutrients in soil, mechanisms of nutrient transport to plants. Factors affecting nutrient availability to plants.

Section-2

Measures to overcome deficiencies and toxicities. Problem soils- acid, salt affected and calcareous soils, characteristics, nutrient availabilities, Reclamation- mechanical, chemical and biological methods

Section-3

Fertilizer and insecticides and their effect on soil, water and air. Irrigation water- quality of irrigation water and its appraisal. Soil fertility- approaches for soil fertility evaluation. Methods of soil testing. Critical levels of different nutrients in soil. Plant analysis- DRIS approach, critical levels in plants. Rapid tissue tests.

Section-4

Indicator plants. Biological methods of soil fertility evaluation. Soil test based fertilizer recommendations to crops. Factors influencing nutrient use efficiency (NUE) in respect of N, P, K, S, Fe and Zn fertilizers. Source, method and scheduling of nutrients for different soils and crops grown under rainfed and irrigated conditions.

Books Recommended:

1. The Nature and Properties of Soils by N.C. Brady and Ray R. Well
2. Soil Fertility & Nutrient Management by S.S. Singh

BVAG206-18 Insect Ecology and Integrated Pest Management

Section-1

Insect Ecology- Introduction, environment and its components, effect of abiotic and biotic factors. Biotic potential, environmental resistance and causes of pest outbreaks in agro-ecosystem. Categories of pests. Insects, Pests problems and Crop Losses. Beneficial insects: important pollinators, weed killers and scavengers; their importance. Important non-insect pests: mites, rodents and birds.

Section-2

Chemical Control: importance, hazards and limitations. Integrated Pest Management(IPM): need, its tools and limitations. Natural Control. Host plant resistance. Physical, Mechanical and Cultural Control. Biological Control: parasitoids, predators and microbes. Legislative Control. Insecticide Act 1968.

Section-3

Classification, toxicity and formulations of insecticides. Study of important insecticides: botanicals, organochlorines, organophosphates, carbamates, synthetic pyrethroids, neonicotinoids, oxydiazines, nereistoxin derivatives, phenyl pyrazoles, thiourea derivatives, pyridines, pyroles, etc., rodenticides, acaricides and fumigants. Biorational and other innovative approaches in pest management: insect growth regulators, semiochemicals, light-activated pesticides, propesticides, avermectins, antifeedants, chemosterilants, genetic control etc.

Section-4

Pest surveillance, monitoring and forecasting. Economic threshold and Economic injury levels. Integration of various control tactics. IPM in important vegetables.

Books Recommended :

1. Agricultural Pests of South Asia and Their Management. A. S. Atwal and G.S Dhalliwal. Kalyani Publishers, Ludhiana.
2. Principles of Insect Pest Management. G. S. Dhalliwal and Ramesh Arora. National Agricultural Technology Information Centre, Ludhiana.
3. Entomology At a Glance. R.C. Saxena and R. C. Srivastava. Agrotech Publishing Academy, Udaipur.
4. Applied Animal Ecology. S.S.Bains and A.S. Atwal. Kalyani Publishers, Ludhiana.

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BVAG207-18 Introduction to Genetics (Practical)

Preparation and use of fixatives and stains for light microscopy; Preparation of micro slides and identification of mitosis and meiosis; Monohybrid, Dihybrid and Trihybrid ratios and their modifications; Chi- square analysis; Interaction of factors; Epistatic factors, Supplementary factors and Duplicate factors; Complementary factors, Additive factors and Inhibitory factors; Linkage - Two point test cross; Linkage - Three point test cross; Induction of polyploidy using colchicine; Induction of chromosomal aberrations using chemicals

BVAG208-18 Fundamentals of Insect Morphology and Systematics (Practical)

Collection and preservation of insects including immature stages; Morphology and anatomy of grasshopper; different types of antennae, mouth parts, legs and wings; Wing venation and wing coupling apparatus; Types of larvae and pupae; Study of characters of orders - Odonata, Orthoptera, Dictyoptera, Isoptera, Thysanoptera, Hemiptera, Lepidoptera, Neuroptera, Coleoptera, Hymenoptera, Diptera and their families of agricultural importance.

BVAG209-18 Principles of Agronomy (Rabi Crops) (Practical)

Study of manures, fertilizers and green manure crops; Study of interculture implements; Methods of fertilizer application; Seed bed preparation and sowing of wheat, sugarcane and sunflower; Calculations of seed rate; Identification of weeds in wheat and grain legumes; Morphological characteristics of wheat, sugarcane, chickpea and mustard; Yield components of wheat and sugarcane.

BVAG210-18 Soil chemistry, Fertility, Nutrient and Management (Practical)

Principles of analytical instruments and their calibration and applications, Colorimetry and flame photometry. Estimation of available N, P, K, S and Zn in soils. pH, Electrical Conductivity, carbonates, bicarbonates, Ca^{++} and Mg^{++} in soil and water. Lime requirement and gypsum requirement of problem soils. Estimation of N, P and K in plants.

BVAG211-18 Insect ecology and Integrated Pest Management (Practical)

Study of terrestrial and pond ecosystem, behaviour, orientation, distribution patterns of insects. Sampling techniques for the estimation of insect population and damage. Pest surveillance through light and pheromone traps. Practicable IPM practices. Insecticides and their formulations; calculation of doses of insecticides. Compatibility of pesticides. Identification of common insect-pests, phytophagous mites, rodent, bird pests and their damage, other beneficial insect-pollinators, weed killers and scavengers.

EMC-101	L	T	P
Entrepreneurship Setup and Launch	0	0	4

Introduction:

This semester lays the foundation for the learner to understand what entrepreneurship is, beyond just starting a business. It introduces key ideas like problem-solving, value creation, and self-awareness. The learner will begin exploring basic business concepts while discovering their own interests and strengths.

Learners Objective:

1. Understand the core concepts of entrepreneurship through relatable, real-life examples.
2. Begin to see themselves as problem-solvers and creators.
3. Learn about business paths and choose one to try based on interest or local fit.
4. Launch a micro-hustle (online or offline) to earn their first income.
5. Build confidence and self-belief by doing.

Outcome: By the end of this semester, learners will start a simple business activity, earn their first income, and build belief in their ability to do business.

Guiding Principles/Approach:

This syllabus is built on principles of **experiential learning, growth mindset development, and identity-first learning**. Drawing from learning science and behavior design, the course shifts students from passive learning to *active doing*, where they try out small business activities in real contexts. The design helps students not just learn entrepreneurship but begin to see themselves as entrepreneurs. Emphasis is placed on *small wins, peer collaboration, and locally relevant opportunities* to ensure learning feels achievable and connected to their realities. The curriculum focuses on conceptual understanding without heavy theory, combining *practical action, reflection, and collaboration*. *By making progress visible and success feel possible, it plants the seeds of self-reliance, initiative, and long-term motivation.*

Semester Syllabus:

Format: 12 weeks, 4 hours/week | 2 credits

Revenue Target: ₹10,000

Week	Learning Goal	Measurable Outcome
1	Understand what entrepreneurship is and who can be an entrepreneur	Students define entrepreneurship in their own words and list 2 entrepreneurs from their local area or community
2	Connect personal identity to entrepreneurship (strengths, interests, struggles)	Students create a “value map” showing how a skill/interest/problem from their life could become a business opportunity

3	Learn about 5 business paths: content creation, drop-shipping, cloud kitchen/food business, gig economy and local services	Students explore 1–2 examples from each domain and share one they're most curious to try and why
4	Choose a path and generate a basic business idea	Students write down a clear offer (what, for whom, why) and one way to reach their customer
5	Take first real action: message, post, pitch, or sell	Students reach out to or serve 1 real potential customer and record what happened
6	Reflect on first attempt and share with peers	Students share their result, a challenge faced, and one idea to improve next time
7	Improve and try again: aim for first ₹100	Students apply a change, try again, and aim to make their first ₹100 or get meaningful response
8	Learn how to identify and understand your target customer	Students talk to 2 potential customers or observe them and list 3 insights about their needs
9	Learn how to serve your target audience better	Students improve one part of their offer (product, delivery, messaging, or interaction) based on customer feedback or need
10	Explore core entrepreneurial values (resilience, honesty, effort)	Students reflect on 1 value they're building and show it in a business task or peer story
11	Focus on earning and staying consistent	Students complete a second earning task and track their consistency (e.g., same product or message for 3 days)
12	Reflect on earnings, grit, and how to keep going	Students record total earnings, one resilience moment, and one support system or habit they'll continue with

Weekly Component:

Component	Duration	Description
Learning Module	~1.5 hrs	- Introduces key concepts in a simple and engaging way - Includes, examples, and 1–2 interactive discussions or quizzes
Action Lab	~2 hrs	- Hands-on task on the weekly concept - Includes step-by-step guidance, templates, and worksheets - Ends with a submission (e.g., video, reflection, or proof of action)
Resources	Self-paced	- Supplementary videos, short readings, real- life stories, and tools to deepen understanding at their own pace

Evaluation Criteria

Evaluation Component	Description	Weightage
Weekly Task Completion	Timely submission of weekly tasks including reflections, activities, quizzes etc.	40%
Target Completion	Performance-based evaluation on hitting revenue or profit targets (e.g., generating ₹10,000 revenue)	30%
Final Project	A comprehensive project based on the semester's theme	30%

Week 1: What is Entrepreneurship? Who Can Be an entrepreneur?

INTRODUCTION: Could *You* Be an entrepreneur?

When people hear “entrepreneur,” they often think it means having a company, investors, or an MBA. Some even believe it's only for toppers or those with high grades. But entrepreneurship is more about mindset than qualifications: it's about seeing a problem and doing something about it. Like someone who starts selling snacks because their school canteen is always shut, or a friend who fixes broken chargers for others. If you've ever spotted a need and thought, “I can solve this,” - you’ve already taken your first step.

Component 1: Learning Module (~1.5 hours) Unit 1:

What is Entrepreneurship?

1. *Solving problems or creating value in exchange for money.*
2. Entrepreneurship is not just about starting a company: it's about initiative, resourcefulness, and value creation.
3. Different types of entrepreneurs: small shop owners, street vendors, YouTubers, local tailors, mechanics, and more.
4. Entrepreneurs build opportunities instead of waiting for them.

Simple Slide/Visual Aid Tip:

A circle that says "Problem", an arrow pointing to "Solution", then an arrow to "Earn". That's entrepreneurship.

<A video that visually shows how entrepreneurship starts with spotting a problem (e.g., long food lines), creating a solution (e.g., pre-order lunch service), and earning from it: illustrating the simple flow: Problem → Solution → Earn>

MCQ 1

Q: What best describes entrepreneurship?

- A. Getting a job in a company
- B. Solving problems for others and earning from it ☒
- C. Studying business in college
- D. Buying expensive things

Feedback:

1. *Correct! Entrepreneurs solve problems or offer value and get paid for it.*
2. *Not quite! Entrepreneurship is about creating something useful, not just getting a job or studying.*

Unit 2: Who Can Be an entrepreneur?

Entrepreneurship starts with spotting a problem, finding a solution, and creating value. Today, anyone with a phone and an internet connection can start a business: money helps, but mindset and initiative matter more at the start.

You just need:

1. A problem to solve
2. A simple skill or product
3. The courage to start small

Examples Carousel (Swipeable cards)

1. **Pooja (India)** – Sells handmade rakhis on Instagram, learned designing on YouTube.
Problem she saw: Expensive or generic rakhis in the market; no personal touch.
2. **Luis (Mexico)** – Repairs used phones in his garage, now has loyal customers.
Problem he saw: Many people couldn't afford new phones or didn't trust local repair shops.
3. **Sana (Kolkata)** – Started tiffin delivery from her home kitchen, now earns ₹500/day.
Problem she saw: Office workers struggled to find affordable, homemade meals.
4. **Sal Khan (USA)** – Started Khan Academy with YouTube lessons to help his cousin.
Problem he saw: His cousin needed help with math, but good learning resources were hard to access.

MCQ

Q: Which of these can be a form of entrepreneurship?

- A. Making reels on skincare tips and selling homemade face packs 
- B. Buying new clothes from malls
- C. Studying engineering
- D. Playing games without sharing or streaming

Feedback:

1. *Correct! Sharing useful tips + selling a product = solving a need!*
2. *Try again! Entrepreneurship is about creating value and helping others.*

Reflection Prompt

1. If you had to earn ₹100 this week, what would you do?

Component 2: Action Lab (~2 hours) Task

Find & Learn from 2 Entrepreneurs Near You

Steps (Checklist):

1. Look around your neighborhood or online: find 2 people who earn through their own work
2. Ask or observe:
 - a) What do they do?
 - b) How do they earn?

- c) What makes them entrepreneurial?
3. Use the **Entrepreneur Tracker Template** (available in the resources tab)

Final Deliverable

Learner submits:

1. A short definition of entrepreneurship (in their words)
2. 2 entries from the Entrepreneur Tracker (name, what they do, what learner learned)

→ Submitted in the submissions tab.

Supplementary Resources (Optional)

1. [Danny O'Neill - Getting started | Entrepreneurship | Khan Academy](#)
2. [The Better India – Stories of local entrepreneurs](#)

Week 2: Can I Be an entrepreneur?

INTRO – What Makes an entrepreneur?

You don't need a suit, a degree, or a lot of money to be an entrepreneur.

You need one thing: a mindset. Entrepreneurs notice problems around them: and do something about it. From the boy fixing bikes outside his house to the girl teaching dance on Instagram, they all started small. What matters most is not what you have: it's how you think and act.

Component 1: Learning Module (~1.5 hours)

Unit 1: What Makes an entrepreneur?

Key Concepts:

1. **Entrepreneurs are driven by curiosity:** they ask questions, explore possibilities, and seek better ways to do things.
2. **They take initiative:** they act, experiment, and create using limited resources with creativity and courage
3. **They learn by doing:** embracing mistakes as stepping stones to progress.
4. **They take full ownership:** one day they're the marketer, the delivery person, and the customer support, all in one.
5. **They are resilient:** they persist through challenges, adapt to change, and keep moving forward with purpose.

Real-Life Examples:

1. Nithin & Nikhil Kamath (Zerodha) – Started India's largest stock brokerage without formal degrees or external funding, just deep curiosity about stock markets and a desire to simplify investing.
2. *Qualities: Took initiative early and stayed persistent through challenges.*
3. Prajakta Koli (MostlySane) – Started by making comedy sketches about everyday Indian life: family, school, relationships: and became one of India's top digital creators.
4. *Qualities: Stayed consistent, adapted over time, and built strong audience trust.*
5. Tilak Mehta (Paper n Parcels) – As a teenager, launched a courier startup using Mumbai's dabbawala network for delivery.
6. *Qualities: Thought creatively and acted with confidence at a young age.*

Unit 2: Start Small: Build Ideas from What You Know

In the last unit, you learned that entrepreneurs don't just have ideas: they act, solve problems, and use what they have.

But the big question now is:

“What can I offer?”

That's where the Value Map comes in. It helps you take your first step toward thinking and acting like an entrepreneur: in your own way.

What is a Value Map?

A Value Map connects three simple things:

A. What people around you need

→ *Look around: is there something people often struggle with or something that could be better?*

B. What you *enjoy* or are *willing to try*

→ *You don't need to be an expert. Start with small things you like doing: talking to people, fixing, organizing, helping, designing, or learning something new.*

→ *Even if you're just curious about something: that's enough to begin.*

C. What solution you can create

→ *Use what you enjoy or are learning to try solving a real need around you: even in a small way*

Visuals:

3 overlapping circles:

1. “People Need”
2. “I Can”
3. “My Offer”

Examples:

1. People Need → Affordable meals

I Can → Cook + have access to home kitchen My Offer → ₹40 tiffin service

2. People Need → Study tips in Punjabi I Can → Speak clearly + love teaching

My Offer → 3-minute video tips on Instagram

MCQ

Q: What's the first step to being an entrepreneur?

- A. Waiting for the perfect idea
- B. Solving a problem with your skills 
- C. Buying a shop
- D. Studying for years

Feedback:

1. *Correct! Entrepreneurs start by solving small problems using what they already have.*
2. *Try again! It's not about waiting: it's about starting.*

Reflection Prompt

1. If someone gave you ₹500 and asked you to earn from it, what would you do?

Component 2: Action Lab (~2 hours)**Task: Create Your Personal Value Map Steps (checklist in app):**

1. Think of 2–3 problems people face around you (hunger, phone repair, boredom, etc.)
2. List your own skills, interests, or resources.
3. Match each problem with something you could offer.
4. Use the **Value Map Template in the resources** to organize your ideas.

Final Deliverable (Submitted in App):

1. Your completed **Value Map** (in 3 columns: Need, Skill, Offer)
2. Highlight **1 idea** you'd like to explore for your future hustle

Supplementary Resources (Optional)

1. "Start with Why" by Simon Sinek
2. [10 Characteristics of Successful Entrepreneurs | Business: Explained](#)

IK Gujral Punjab Technical University Jalandhar
B. Voc. (Agriculture) Batch 2025 Onwards

Semester: III

Course code	Course Title	Load Allocation		Marks Distribution		Total	Credits
		L	P	Internal	External		
BVAG301-18	Plant Physiology	2	0	40	60	100	2
BVAG302-18	Agricultural Extension Education, Methodology and Communication Skills	2	0	40	60	100	2
BVAG303-18	Agriculture Marketing, Trade and Prices	2	0	40	60	100	2
BVAG304-18	Fundamental of Soil and Water Engineering	2	0	40	60	100	2
BVAG305-18	Introduction to Plant Breeding	3	0	40	60	100	3
BVAG306-18	Introductory Forestry	1	0	40	60	100	1
BVAG307-18	Principal of Agronomy (Kharif Crops)	2	0	40	60	100	2
BVAG308-18	Plant Physiology (Practical)	0	2	20	30	50	1
BVAG309-18	Fundamental of Soil and Water Engineering (Practical)	0	2	20	30	50	1
BVAG310-18	Introduction to Plant Breeding (Practical)	0	2	20	30	50	1
BVAG311-18	Introductory Forestry (Practical)	0	2	20	30	50	1
BVAG312-18	Principal of Agronomy (Kharif Crops) (Practical)	0	2	20	30	50	1
BVAG313-18	Exposure visit to Agricultural Section of Commercial Banks in winter break	0	8	Satisfactory / Un Satisfactory			4
BVAG314-19	Project report on Agricultural Marketing system	0	12	00	200	200	6
EMC-102-25	Entrepreneurship Marketing Basics	0	4	60	40	100	2
	Total	14	34	440	810	1250	31

BVAG301-18

Plant Physiology

Section-1

Introduction and importance of plant physiology in agriculture

Section-2

Seed structure; Morpho-physiological and biochemical changes during seed development; Physiological and harvestable maturity; Seed germination and seed dormancy

Section-3

Growth and development; Crop water relations; Transpiration and its significance in relation to crop productivity; Water use efficiency; Significance of C3, C4 and CAM pathways; Photorespiration; Photosynthesis and crop productivity; Translocation of assimilates. Source-sink relationship; its types and significance

Section-4

Mineral nutrition; physiology of nutrient uptake, deficiency and toxicity symptoms and hydroponics; Photoperiodism and vernalization; Plant growth regulators- occurrence, biosynthesis, mode of action and commercial applications; Senescence and abscission; Fruit ripening and its hormonal regulation.

Books:

1. Introduction to Plant Physiology by William G.Hopkins and Norman P.A. Huner

BVAG302 -18

Agricultural Extension Education , Methodology and Communication Skills

Section-1

Education-meaning and types; agricultural extension education - meanings, objectives, principles, philosophy and emerging problems and challenges with reference to Human Values.

Section-2

Introduction, importance and problems of rural development, Historical perspective of major agricultural and rural development programmes of pre and post independence era

Section- 3

Panchayati Raj System – Brief history, objectives, Powers, functions and organizational set up of three-tier Panchayati Raj System, emerging problems of Panchayati Raj institutions

Section-4

New trends in agricultural extension education and privatization of extension; women development programmes, emergence of broad based extension in the context of international and national developments

Books:

1. Extension Education by A.K. Nayak Singh
2. Agricultural Extension by A.W. van den Ban and H. Staart Hawkins
3. Panchayti Raj in India by Ravi Goel.

BVAG303-18:

Agricultural Marketing, Trade and Prices

Unit I

Agricultural marketing: concept, definition, scope, components, classification, market structure, conduct and performance; Market functionaries; Producer's surplus: meaning, types, marketable surplus, marketed surplus. Marketing efficiency: meaning, marketing costs, margins and price spreads.

Unit II

Trade: domestic trade, free trade, international trade, GATT, WTO, implications of AOA. Market access, domestic support, export subsidies, EXIM policy and Ministerial conferences.

Unit III

Market integration: definition, types; Cooperative marketing; State trading. Ware Housing Corporation: objectives, functions and advantages. Food Corporation of India: objectives and functions.

Unit IV

Quality Control: agricultural products, AGMARK, meaning and need for agricultural marketing policy. Risk in marketing: meaning, importance and types; Speculations and hedging. Futures trading, Contract farming

BVAG304-18 Fundamentals of Soil and Water Conservation Engineering

Unit I

Surveying- survey equipments, chain survey. Plotting procedure. Calculations of area of regular and irregular fields. Levelling- terminology, equipments, methods of calculation; types of levelling and contouring.

Unit II

Irrigation- classification of projects, flow irrigation and lift irrigation. Water sources. Water lifting devices; pumps, their capacity and power calculations.

Unit III

Irrigation water measurement- weirs, flumes and orifices, Water conveyance systems- open channel and underground pipeline. Surface, drip and sprinkler irrigation methods.

Unit IV

Soil and water conservation, soil erosion, types and control measures.

BVAG305-18: Introduction to Plant Breeding

Unit I

Floral biology, emasculation and pollination techniques in cereals, millets, pulses, oilseeds, fibers, plantation crops etc. Modes of reproduction- sexual and asexual

Unit II

Plant Breeding- Aims and objectives; Significance in plant breeding; Modes of pollination, genetic consequences, differences between self- and cross- pollinated crops; Methods of breeding - Introduction and Domestication; Johannsen's pure-line theory and its genetic basis; Selection: mass selection, pure-line selection; Hybridization, aims and objectives, types of hybridization; Methods of handling segregating generations, pedigree method, bulk method, back cross method

Unit III

Incompatibility and male sterility and their utilization in crop improvement; Heterosis, inbreeding depression, various theories of heterosis, exploitation of hybrid vigor, development of inbred lines, single-cross and doublecross hybrids; population improvement programmes, recurrent selection, synthetics and composites

Unit IV

Mutation breeding; Ploidy breeding; Apomixis- its types and significance; Wide hybridization and its role crop improvement. Tissue culture, concepts and history, various aspects of plant tissue culture-meristem culture, micropropagation

BVAG306-18:

Introductory Forestry

Unit I

Forestry - definition, scope and important terminology. Status of forests in India and their role. History of forestry development in India. National and International Forestry Organizations. Distribution of forests and their classification.

Unit II

Tending operations. Locality factors: climatic, edaphic, topographical and biotic. Agroforestry, farm forestry and social forestry - definition, objectives and need. Role of trees in rural economy.

Unit III

Choice of species w.r.t. site/economic uses and constraints of tree growing. Tree propagation and planting methods.

Unit IV

Deforestation - forms, causes and remedial measures. Forest management: growing stock, normal forest, sustained yield, increment and rotation. Forest utilization major and minor forest products. Forest policy and laws.

BVAG307-18 Principal of Agronomy (Kharif Crops)

Section-1

Meaning and scope of Agronomy; tillage and crop stand establishment. Planting geometry and its effect on growth and yield; Cropping systems- origin, geographic distribution, economic importance, soil and climatic requirements of major crops

Section-2

Varieties, cultural practices and yield of *kharif* cereal crops- rice, maize, sorghum, pearl millet

Section-3

Varieties, cultural practices and yield of *kharif* pulses- pigeonpea, mungbean, urdbean and oilseeds - groundnut, sesame, soybean

Section-4

Varieties, cultural practices and yield of *kharif* fibre crops- cotton, jute, sunhemp and forage crops - sorghum, maize, cowpea, cluster bean and napier

.

Books

1. Handbook of Agriculture-ICAR
2. Package of Practices for Kharif Crops, PAU
3. Text book of Field crops Production-Food grain crops by ICAR
4. Text book of Field Crops Production- Commercial Crops by ICAR

BVAG308-18

Plant Physiology (Practical)

Seed structure, germination and seed dormancy. Growth analysis. Calculation of growth parameters. Methods of measuring water status in roots, stems and leaves. Measurement of water potential. Absorption spectrum of chloroplastic pigments. Transpiration. Photosynthesis and respiration. Stomatal frequency and index. Deficiency symptoms of nutrients. Leaf anatomy of C3 and C4 plants.

BVAG309-18 Fundamentals of Soil and Water Conservation Engineering (Practical)

Acquaintance with chain survey equipment. Ranging and measurement of offsets. Chain triangulation and plotting. Levelling equipments. Differential levelling. Profile levelling. Contour survey and plotting. Study of centrifugal pumping system and irrigation water measuring devices. Surface irrigation methods. Study of different components of sprinkler and drip irrigation systems. Uniformity of water application in drip and sprinkler systems. Study of soil and water conservation measures.

BVAG310-18: Introduction to Plant Breeding (Practical)

Study of megasporogenesis and microsporogenesis. Fertilization and life cycle of an angiospermic plant; Plant Breeder's kit: Hybridization techniques and precautions to be taken while attempting crosses; Floral morphology, selfing, emasculation and crossing techniques in different self and cross pollinated species; Study of male sterility and incompatibility. Surface sterilization of explants. Establishment of callus/cell suspension cultures. Induction of plant regeneration. Hardening and transfer to soil. Micropropagation

BVAG311-18: Introductory Forestry (Practical)

Identification of trees. Measurement of tree height, diameter, girth, bark thickness, increment, age and volume. Nursery raising and silvicultural practices of some economic forest trees viz., safeda, poplar, shisham, mulberry, kikar, sagwan, dek, bamboo and subabul.

BVAG312-18 Principal of Agronomy (Kharif Crops) (Practical)

Study of tillage implements. Practice of ploughing and puddling. Seed bed preparation, sowing, fertilizer application, nursery raising and transplanting of Kharif crops. Calculations of seed rate. Effect of seed size and sowing depth on germination. Identification of weeds of Kharif crops; Study of yield components; Study of kharif crops and their important agronomic practices

BVAG313-18 Exposure visit to Agricultural Section of Commercial Banks

Visits to commercial bank, lead bank of the area, Regional Rural Bank, NABARD office to study the structure of agriculture cell and handling of term loans, KKC, agro-based financial projects, difficulties faced etc.

Each student will write detailed reports on his visit to such locations in his practical notebook.

BVAG314-19 Project report on Agricultural Marketing System

Sketching out the alternative marketing channels of major foodgrains, fruits, vegetables, cotton and dairy products; Listing out the market functions performed by various market functionaries; analysing the marketing spread (costs and margins) in packing, storage, transportation and processing, studying the marketing losses at different levels.

Visit to FCI, MARKFED, State Export Corporation, Regulated markets and cooperative marketing society, warehouse, cold storage and agro-processing units and study their organisational structures, working and performance, highlighting the weaknesses.

Study of export market- procedure and processes involved, SPS and TBT standards, tariff and non-tariff barriers, studying the role of APEDA

Each student will write detailed reports on his visit to such locations in his practical notebook.

Semester Snapshot - Semester 2

Entrepreneurship 102/201 (Marketing Basics)

6m2-102-25

Introduction

This semester helps learners understand marketing as a practical life skill - not just "advertising." It teaches them how to communicate value, attract the right customers, and grow something small into something sustainable. Learners explore the basics of customer psychology, messaging, content creation, and simple sales strategies. Through hands-on activities, they will practice real marketing techniques for their micro-hustle or a simulated business idea, learning how to get attention, build trust, and generate sales.

Learners Objective

- Understand the core concepts of marketing using simple, relatable real-world examples.
- Learn how customers think, choose, and buy—and how businesses influence decisions ethically.
- Identify and define a target customer clearly instead of "selling to everyone."
- Create clear messaging: what they sell, who it helps, and why it matters.
- Use basic marketing channels (offline + online) to attract customers.
- Run a simple marketing campaign and measure what worked.
- Build confidence in selling, promoting, and talking about their product/service.

Outcome

By the end of this semester, learners will be able to market a product/service using basic strategies, attract real customers, and improve their results through feedback and experimentation.

Guiding Principles/Approach

This syllabus is built on action-based learning, clarity-first communication, and customer-first thinking. Learners don't just *study* marketing - they *practice* it in real situations through small experiments and repeated improvement. The course is designed to feel approachable and practical: learners create simple content, test messaging, talk to real people, and observe what influences decisions.

Instead of heavy theory, students build marketing skills through doing: customer discovery, storytelling, channel experiments, and reflection. The curriculum emphasizes confidence-building, ethical marketing, and communication as a leadership skill. By helping learners see results quickly (even small wins like one customer or one inquiry), the program builds motivation, creativity, and real-world business readiness.

Semester 2 Curriculum

Recap Milestone

The recap milestone focuses on revising all the 12 milestones of semester 1 and also helps students understand the upcoming 12 milestones journey of semester 2.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
Recap	Recap and Introduction	Revise what you learned in Semester 1 and plan what you will do in Semester 2	1	Revise first 12 milestones of Semester 1	Watch a video on "Semester 1 summary"
					Download 12 summary cards of Semester 1 milestones
					Write 3 key learnings of Semester 1
					Write 3 things you will improve in semester 2
					Attempt Semester 1 Recap Quiz
			2	Set your goals for Semester 2	Learn how to 4X your revenue in Semester 02 using Marketing
					Read how famous brands use marketing to increase revenue
					Set your marketing goals
					Attempt Semester 2 Readiness Quiz

Milestone 13: Marketing Fundamentals

Marketing Fundamentals milestone focuses on helping students understand the basics of marketing and how they can use marketing to scale their businesses and generate revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
13	Learn marketing fundamentals to scale your business	Learn how you can use multiple types of marketing to scale your business and grow your revenue	1	Understand what is marketing	Watch a video on marketing fundamentals
					Read examples of famous marketing campaigns in India
					Explain what you learned about marketing
					Attempt task 01 quiz
			2	Learn different types of digital marketing	Watch a video on what is digital marketing
					Read a document on types of digital marketing
					Write what what kind of digital marketing works best for your business and why
					Attempt task 02 quiz
			3	Write 3 marketing ideas for your business	Read a document on how businesses like yours are using marketing to generate revenue
					Write 3 marketing ideas to scale your business
					Validate your ideas with 3-5 people
					Shortlist the best idea and explain how it will generate revenue
Share your experience of doing this milestone					
		Attempt task 03 quiz			

WhatsApp Community Marketing milestone focuses on helping students learn how to build a WhatsApp community for their users and use it to generate trust, engagement, and sales.

Milest one #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
14	Build and activate your WhatsApp community	Build a WhatsApp community for your users and use it to generate trust, engagement, and sales	1	Create your WhatsApp community	Watch a video on why you should build a WhatsApp Community
					Read a document on how to create a WhatsApp community
					Enter the name of your community
					Upload your WhatsApp community link
					Attempt task 01 quiz
			2	Invite people to join your WhatsApp community	Read a few sample invite and welcome messages
					Draft an invite message to invite 50 people to join your community
					Draft a welcome message for your community members
					Upload a screenshot of your welcome message
					Attempt task 02 quiz
			3	Engage your community users and start building trust	Learn 'how to engage people in your community'
					Read top 10 community engagement ideas for your business
					Write 5 types of content to post weekly in your community
					Create and upload your weekly calendar
					Attempt task 03 quiz
			4	Get 3 sales from your WhatsApp Community	Learn how to do soft-selling on community
					Create a community-only offer
					Learn how to convert interested people into paid customers
					Write a simple plan to generate 3 sales per month from the community
					Share your experience of doing this milestone
					Attempt task 04 quiz

Milestone 15: Generating Content for Marketing using AI

AI-led Content creation and marketing milestone focuses on helping students learn how to use AI tools to generate creative ideas and create professional videos, posters, and blogs.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
15	Use AI to generate content for marketing	Learn how to use AI tools to generate creative ideas and create professional videos, posters, and blogs	1	Learn what is content marketing	Watch a video on 'what is content marketing'
					Learn which content works for brand awareness or revenue generation
					Write 3 types of content you believe your customers like
					Attempt task 01 quiz
			2	Generate content ideas to attract customers	Learn how to use AI to generate content marketing ideas for your business
					Generate 10 small content ideas to attract your customers
					Discuss the ideas with your users and take feedback
					Shortlist top 3 content ideas to attract customers
					Attempt task 02 quiz
			3	Create your first brand video using AI	Watch a video on "How to use AI tools to create simple short videos"
					Read this guide on how to ask AI to write a video script
					Generate 5 ideas for your AI videos and write them here
					Upload your AI generated video link
			4	Create a brand poster using AI	Attempt task 03 quiz
					Learn how to create a poster using AI
					Write a prompt for the poster will you create using AI
					Upload the AI poster you have

					created
					Post this poster in your WhatsApp community
					Attempt task 04 quiz
			5	Write a blog using AI	Learn how to use prompt engineering to write content for your business
					Read list of topics on which you can write a blog
					Write the topic on which you will write a short blog
					Write the first version of your blog
					Share your blog with your friends and faculty
					Share your experience of doing this milestone
					Attempt task 05 quiz

Milestone 16: Social Media Marketing

Social Media Marketing milestone focuses on helping students learn what social media marketing is and how to create a social media weekly plan that engages users and improves brand visibility.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
16	Plan your social media marketing strategy	Learn what is social media marketing and how can you execute it to scale your business	1	Learn what is social media marketing	Watch a video on "Introduction to Social media marketing"
					Learn different types of social media marketing
					Read a document on how to use social media marketing to generate revenue
					Write your understanding of social media marketing
					Write one social media marketing idea for your business
					Attempt Task 01 Quiz
			2	Research your competitors	Learn how to research your competitors
					Find your competitors
					Write top 3 things your competitors are posting
					Find one unique gap that you can capture
					Attempt task 02 quiz
			3	Finalize your content pillars	Watch a video on 'what are content pillars'
					Read examples of 'content pillars'
					Write 5 content pillars for your social media strategy
					Attempt task 03 quiz
			4	Create your weekly social media plan	Watch a video on 'how to create a weekly social media plan'
					Look at examples of 'social media calendar'
					Create and upload your weekly calendar
					Upload the link of your Instagram Channel
					Share your experience of doing this milestone
Attempt task 04 quiz					

Milestone 17: Trust-led Marketing

Trust-led Marketing milestone focuses on helping students build trust through social media proofs, testimonials, or basic engagement and later converting them into leads and sales.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
17	Generate leads and turn them into sales	Use testimonials, conversations, and daily posts to generate leads and close sales.	1	Use social proof to build trust	Identify 2 happy customers
					Create a testimonial post with CTA
					Post testimonial on social media
					Post testimonial on the community
					Attempt task 01 quiz
			2	Make people share their problems	Learn how to ask open-ended questions
					List 5 customer problems
					Post these problems in community and social media
					Evaluate top 2 problems customers face
					Encourage people to share their problems
			3	Help your users with 3-5 days content sprint and generate leads	Attempt task 02 quiz
					Brainstorm or use AI to create a solution document for each problem
					Post solution to 1 problem on a daily basis
					DM people to check if your solution is helping them
					Write how many leads did you generate
			4	Convert leads into sales	Attempt task 03 quiz
					Learn how to convert leads into sales
					Soft sell your offering in community and social media
					DM people how can your product help them better
					Follow up after 24 to 48 hours
Write how many leads you converted into sales					
Share your experience of doing this milestone					
Attempt task 04 quiz					

Milestone 18: Viral/Trend Marketing

Viral Marketing milestone focuses on helping students learn how to launch viral campaigns for their businesses using the latest trends and make their brand go viral without spending any money.

Milest one #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
18	Make your brand go viral	Design viral marketing campaigns to reach 5X users without spending any money	1	Learn viral marketing	Understand what is virality and how it works
					Read about top 10 viral marketing campaigns in India
					Write 3 reasons why people share content
					Attempt task 01 quiz
			2	Design 2 viral campaigns for your business	Learn 5 types of common viral marketing strategies
					Read 10 viral marketing ideas for your business
					Design 2 viral campaigns for your business
					Take feedback from people and finalize one campaign
					Set your campaign targets
					Attempt task 02 quiz
			3	Launch one viral campaign to increase customer reach	Create your campaign launch video or poster
					Create your campaign launch message
					Launch your campaign on your social media platform
					Launch your campaign in your WhatsApp community
					Attempt task 03 quiz
			4	Promote your campaign to make it viral	Share your campaign in other groups and forums
					Measure your campaign performance
					Learn how to improve your campaign
					Analyze your campaign and record final metrics
					Enter the summary of your campaign
Share your experience of doing this milestone					
Attempt task 04 quiz					

Milestone 19: BTL/Offline Marketing

BTL/Offline Marketing milestone focuses on helping users learn about BTL (below the line) or offline marketing and use it to reach out to local customers and generate revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
19	Drive revenue through offline/BTL marketing	Use offline activities to reach local customers and generate sales	1	Understand offline or BTL marketing	Watch a video on what is BTL marketing
					Read about famous BTL marketing campaigns
					Write how you can use BTL marketing for your business
					Attempt task 01 quiz
			2	Pick your offline marketing idea	Learn about common offline tactics for your business
					Write 1 offline marketing idea you can execute
					Design your brand poster for offline marketing
					Create your offline marketing offer or pitch
					Practice your pitch with friends and take feedback
					Attempt task 02 quiz
			3	Execute offline marketing in local market	Identify people or locations in local for offline marketing
					Pitch to at least 10 real customers
					Collect contact details for WhatsApp Community invite
					Close at least one sale
					Write your offline marketing metrics
					Share your experience of doing this milestone
		Attempt task 03 quiz			

Milestone 20: Collaboration and Affiliate Marketing

Collaboration and Affiliate Marketing milestone focuses on helping users learn about affiliate marketing and how to collaborate with individuals/businesses to reach more customers and generate revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
20	Grow through collaboration and affiliation marketing	Use partners and affiliates to reach new audiences and generate sales	1	Understand affiliate marketing and collaboration	Watch a video on what is affiliate marketing
					Read about top collaboration or affiliate marketing campaigns
					Learn 10 common types of collaboration or affiliate marketing for your business
					Pick 3 types that can work for your business
					Attempt task 01 quiz
			2	Design your affiliation model	Learn how to start an affiliation program
					Decide your commission structure
					Write a pitch for partnership
					Attempt task 03 quiz
			3	Finalize one person or business for collaboration	Learn how to find a right partner for collaboration
					Create a list of 5 to 10 people or businesses for collaboration
					Send your partnership pitch to potential partners
					Write the name of one final partner
					Attempt task 03 quiz
			4	Execute the collaboration	Explain how will the partner market your brand
					Post the link or screenshot of successful collaboration
Respond to new leads within 24 hours					
Close at least one sale					
Attempt task 04 quiz					

			5	Measure your collaboration	Write number of leads generated
					Write number of sales closed and revenue generated
					Write what worked and how to improve collaboration
					Share your experience of doing this milestone
					Attempt task 05 quiz

Milestone 21: Advertising Marketing (Meta)

Advertising Marketing milestone focuses on helping users learn how to post a paid ad on Meta (Instagram and Facebook) promoting their business and reach to more users or generate revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
21	Run your first ad on Instagram	Learn how to boost posts or run simple video ads to reach new viewers	1	Setup your Meta Business Suite	Watch a video on why to run ads on Meta
					Learn different types of ads
					Read the guide on Meta Ad account setup
					Setup your Meta Ad account
					Attempt task 01 quiz
			2	Design your first paid ad	Watch samples of good ad designs for your business
					Finalize your ad objective
					Upload the final draft of your ad with final copy and creatives
					Attempt task 02 quiz
			3	Define your target audience and budget	Watch a video on 'how to target the right people for ad'
					Define your target audience
					Learn how to decide the right budget for your ad
					Decide your final budget
					Attempt task 03 quiz
			4	Launch your ad	Learn how to create and launch your ad
					Create your ad and review ad preview
					Upload the screenshot of launched ad
					Attempt task 04 quiz
			5	Manage incoming leads from ad	Draft a message for incoming leads
					Send draft message to leads within 24 hours
					Pitch your offer to leads and follow

					up
					Close at least one sale
					Attempt task 05 quiz
			6	Measure your ad performance	Learn metrics to measure ad performance
					Write money spent and leads or impressions
					Mention CPL or CPM
					Write revenue generated and number of sales closed
					Write what worked and how to improve ads in future
					Share your experience of doing this milestone
					Attempt task 06 quiz

Milestone 22: Psychological Marketing

Psychological Marketing milestone focuses on helping users identify psychological triggers like urgency, pricing, and offers, and use them to increase conversions and revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
22	Use Psychological Triggers to Increase Sales	Learn how to use urgency, pricing, and offers to increase conversions and revenue	1	Understand the psychological triggers	Learn why people buy products
					Share a story of one product you purchased because of a trigger
					Identify buying triggers for your business
					Attempt task 01 quiz
			2	Execute FOMO or urgency marketing	Learn how to create a FOMO or urgency marketing campaign
					Write how will you create FOMO or urgency for your customers
					Create one FOMO/urgency marketing campaign
					Launch your campaign on social media and community
					Attempt task 02 quiz
			3	Execute one offer or discount marketing campaign	Learn how to create offer or discounting marketing campaigns
					Write how will you create an offer/discount campaign
					Create one offer/discount campaign for your customers
					Launch your campaign on social media and community
					Share your experience of doing this milestone
					Attempt task 03 quiz

Milestone 23: Data-Driven Marketing

Data-Driven Marketing milestone focuses on helping users analyze the data of the last 10 milestones and run specific campaigns or ideas that resulted in lead generation or revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
23	Use Data-Driven Marketing to Grow Faster	Analyze data of the last 10 milestones to identify top campaigns or ideas and decide what to continue, improve, or stop.	1	Analyze your marketing data	Learn how businesses make decisions using data
					List 3 things that worked well and why
					List 3 things that didn't work well and why
					Attempt task 01 quiz
			2	Re-execute top performing campaign	Re-execute top 1-2 campaigns for 1 week
					Write how it helped generate leads or revenue
					Attempt task 02 quiz
			3	Improve one low performing campaign and relaunch it	Pick one low performing campaign and write how to improve it
					Improve the campaign and relaunch it
					Measure its performance and see if it was better
					Share your experience of doing this milestone
					Attempt task 03 quiz

Milestone 24: Closure and Next Step

The final milestone focuses on helping users reflect on their learnings and also create an action plan for the next few months to continue to scale and grow their business.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
24	Plan your next growth phase	Document your 12 weeks of learning and create a 1 month plan to scale and grow your business	1	Review your progress	List all the ideas you executed
					Write which milestone helped you the most and how
					Write which milestone helped you the least and why
					Write your key learnings from this semester
					Create a not-to-do list for your business
					Attempt task 01 quiz
			2	Create your 1 month marketing plan	Learn how to create a 1 month marketing plan
					Set your marketing goal
					Create and upload your 1 month plan to achieve this goal
					Share your experience of doing this milestone
					Attempt final semester quiz

