

Report on Training Feedback from Participants

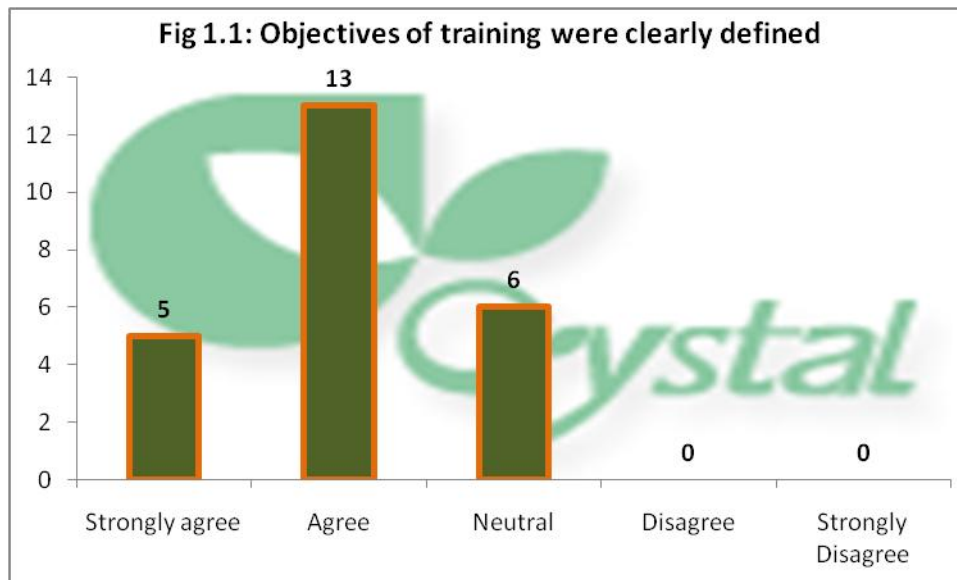
***Agribusiness Orientation and Training
Programme Held from 1st June to 6th June
by Concept Agrotech Consultants Ltd. For
Crystal Crop Protection Pvt. Ltd***

Preface from Concept Agrotech Consultants Ltd.

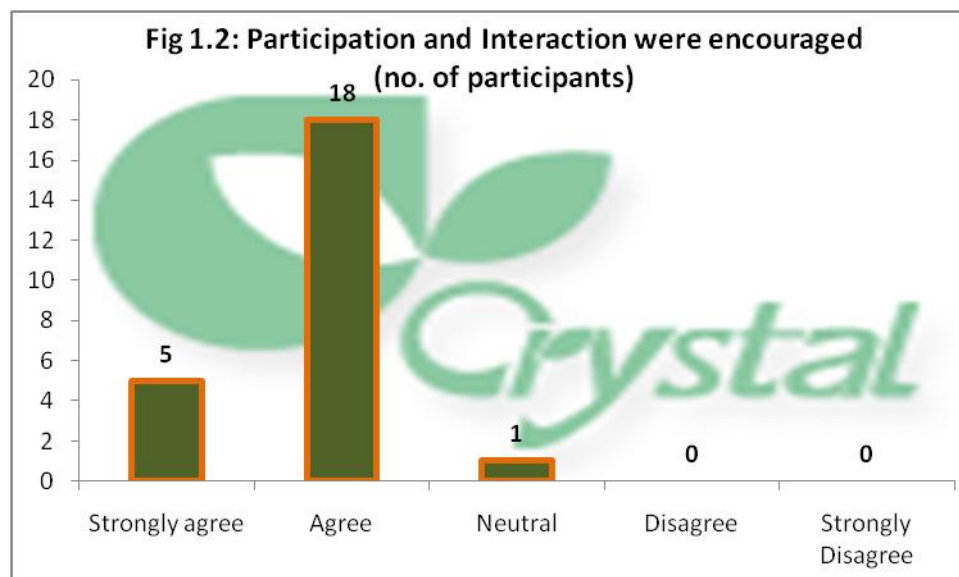
We are thankful to Crystal Crop Protection Pvt. Ltd. for giving Concept Agrotech Consultants Ltd. (CACL) the opportunity to train 24 freshly recruited MBAs. The opportunity was unique and also quite challenging in terms of providing an orientation to a group of talented participants who are at the same time, very new to the agriculture sector with very negligible prior knowledge in terms of technical aspects, dynamics of agribusiness and the complexities involved. While on one hand we had to impart necessary basic technical knowledge in crop protection and cultivation through a very soft and palatable manner to the participants along with organising field orientation to the premier agriculture research institute IARI, at the same time had to educate them about various field level actual sales and marketing aspects and complexities, within the shortest possible time. To the best of our knowledge, this type of organised training and orientation programme for such a large group of non-agriculture fresh recruits has been the first of its kind to be asked by any agribusiness organisation in the country and executed by any professional agri-business focused training organisation in the country. CACL took up the challenge with a lot of passion, courage and dependence on the trainers who are actually practicing professionals in various functions of agribusiness industry with also expertise in structured training. CACL tried its best to live up to the expectation of the participants and the company and is thankful for the immense support and cooperation received from everyone in Crystal Crop Protection, be it the HR team, or the senior members of the sales, marketing and product development team (some of whom took active interest and even participated in various sessions sharing their valuable inputs), or the house keeping team. Everyone was ready to cooperate and help during the six day long training programme. We sincerely hope that the training programme has provided a valuable base for the participants to know about agriculture and agribusiness sector, relate them to the practical daily job scenario and get prepared to start their professional life in agribusiness. We at CACL have also made valuable learnings. We apologize for the lapses whatever has been there and promise to further improve our service in future and we consider our association with Crystal Crop Protection to be very valuable for us. It is with this very aim that we have taken a detailed and structured feedback on the training programme from the participants and through this report, we humbly and sincerely present them for your kind perusal and future guidance.

1. Training

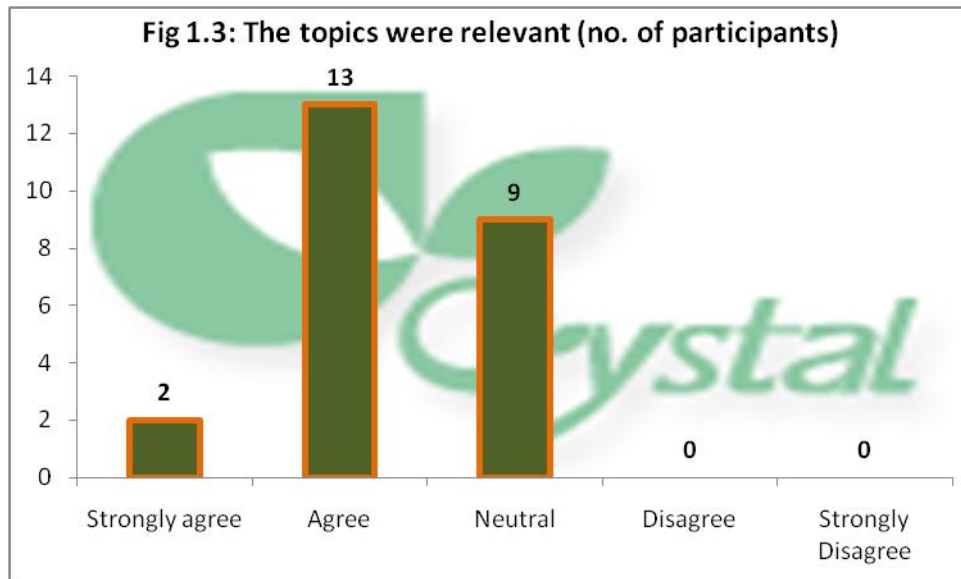
Feedback 1.1: The objectives of the training were clearly defined



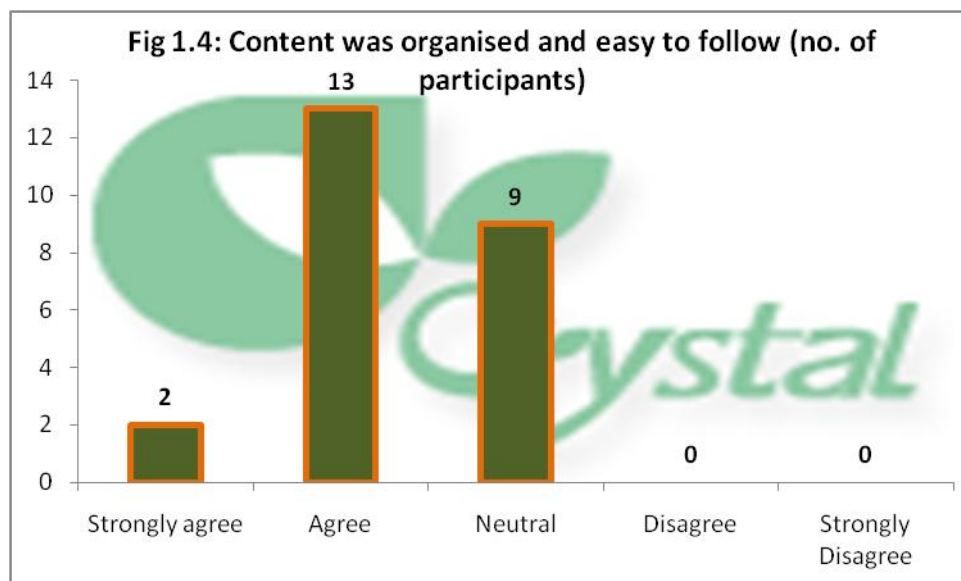
Feedback 1.2: Participation and Interaction were encouraged



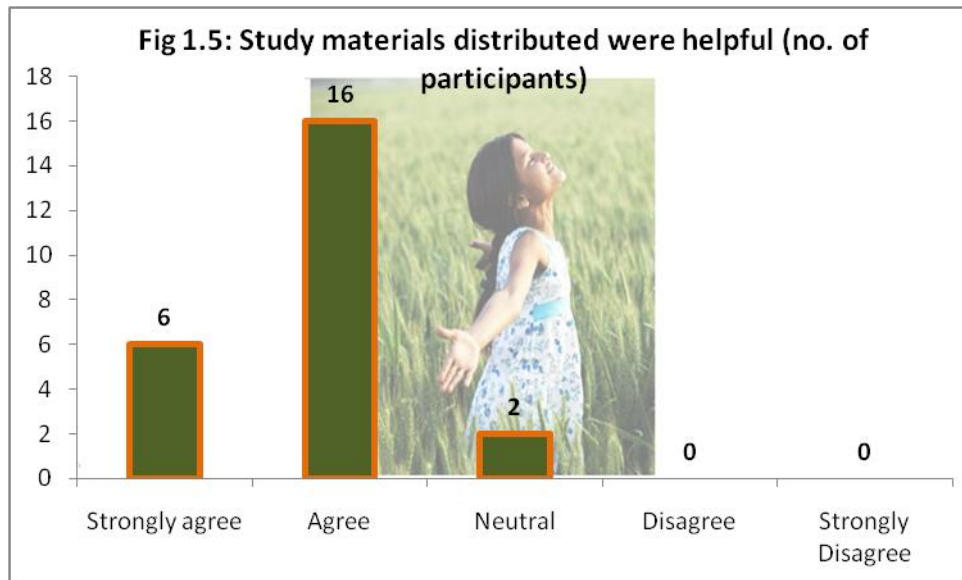
Feedback 1.3: The topics were relevant



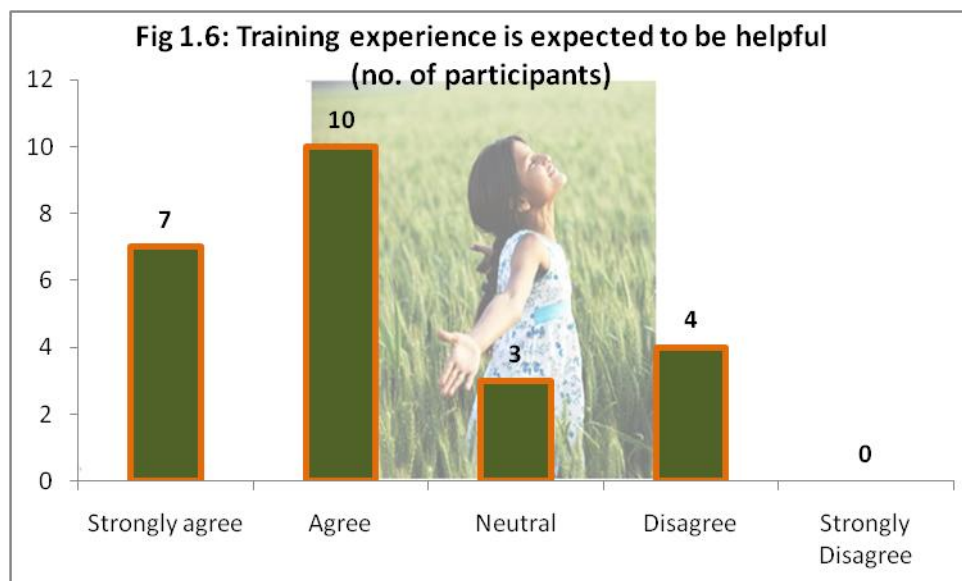
Feedback 1.4: Content was organised and easy to follow



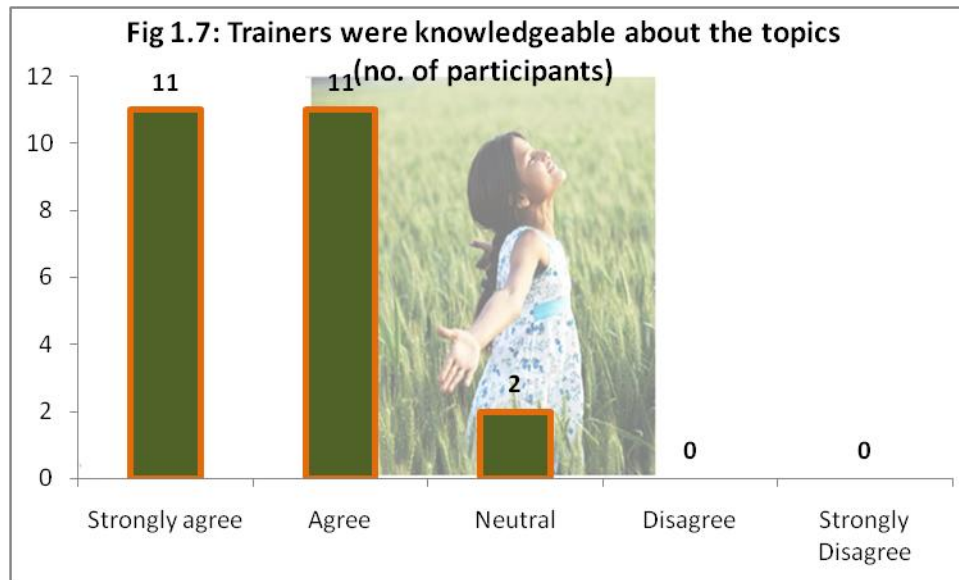
Feedback 1.5: Study materials distributed were helpful



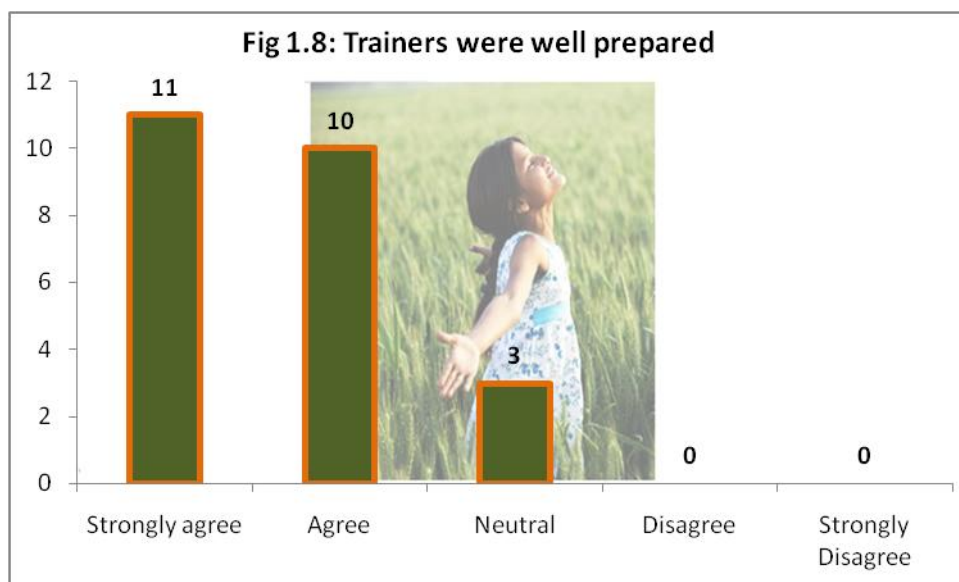
Feedback 1.6: Training experience is expected to be helpful



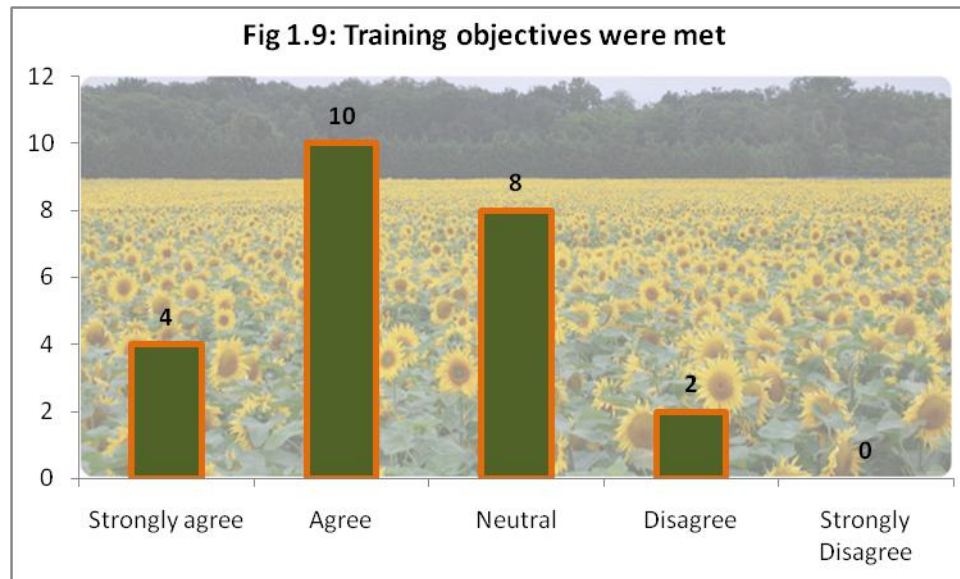
Feedback 1.7: Trainers were knowledgeable about the topics



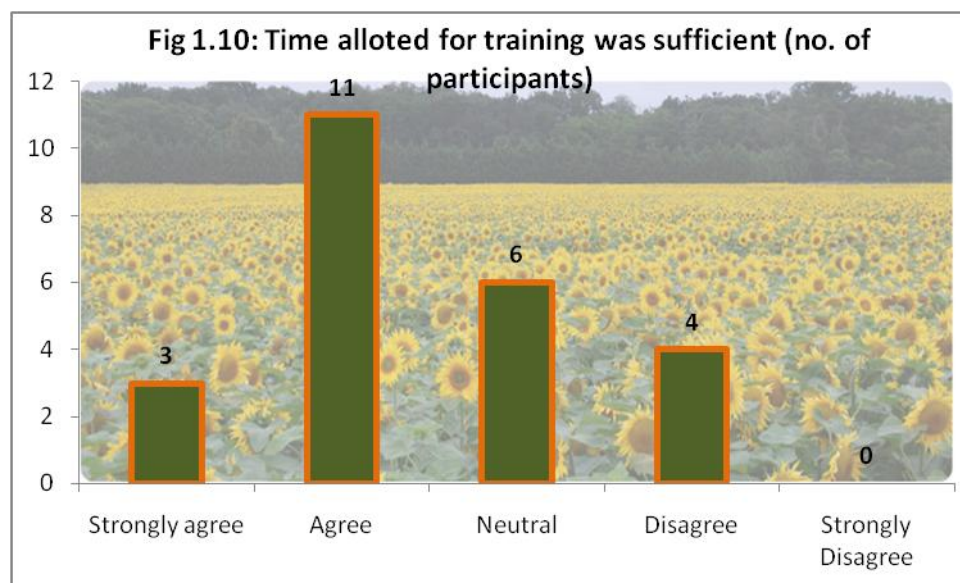
Feedback 1.8: Trainers were well prepared



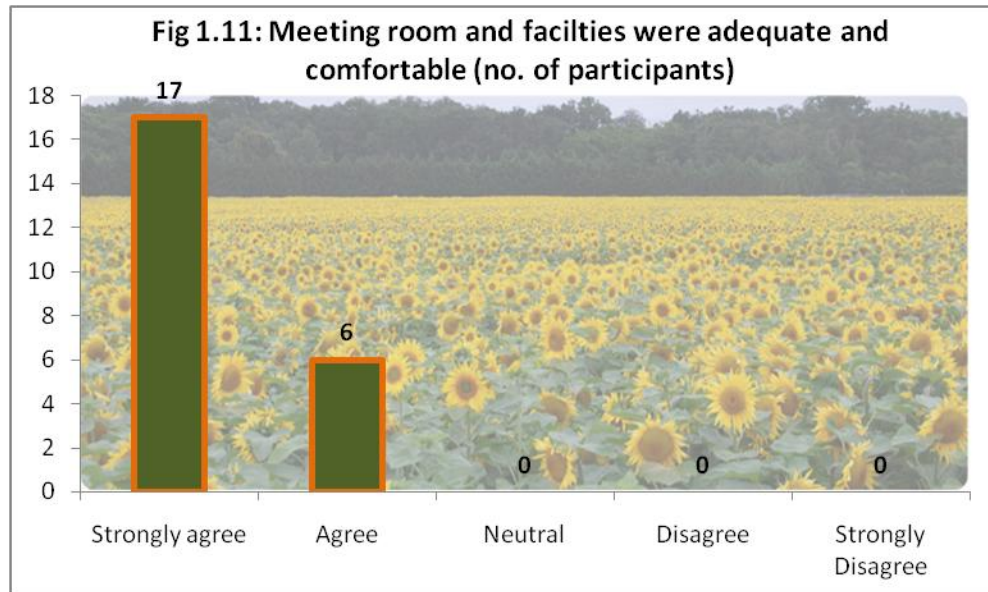
Feedback 1.9: Training objectives were met



Feedback 1.10: Time allotted for training was sufficient

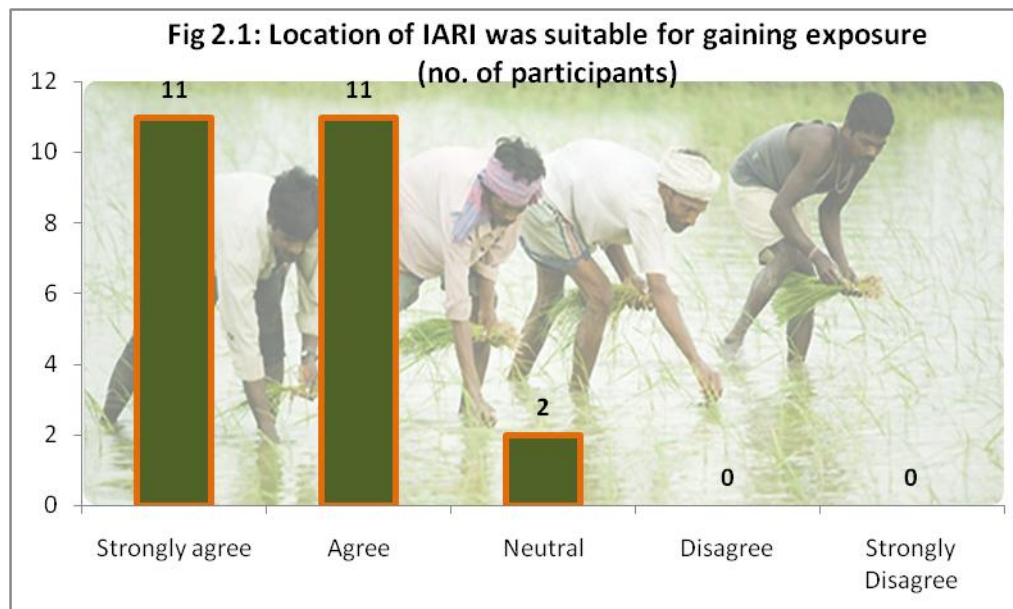


Feedback 1.11: Meeting room and facilities were adequate and comfortable

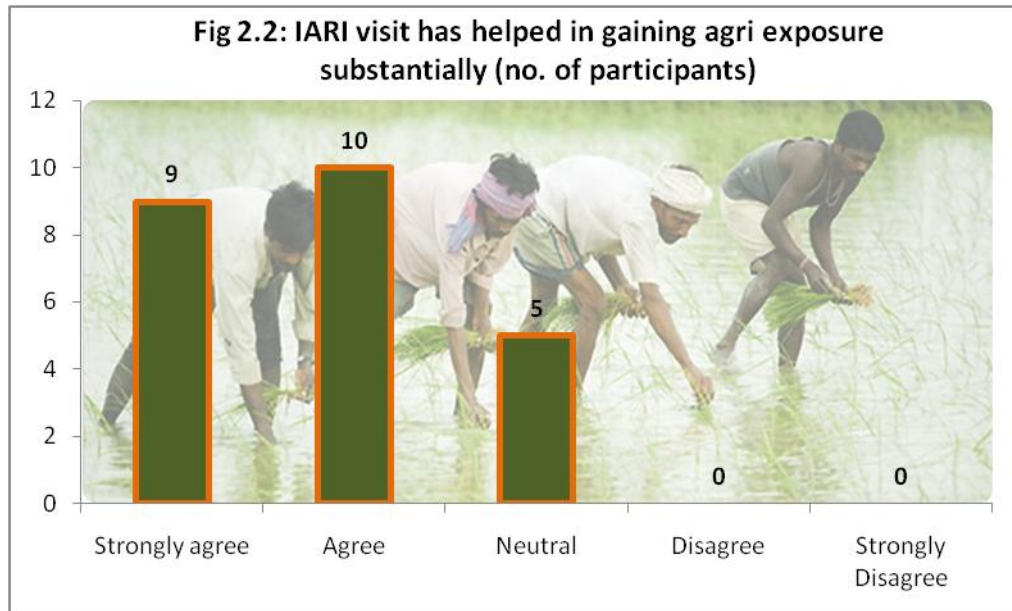


2. IARI Field Visit

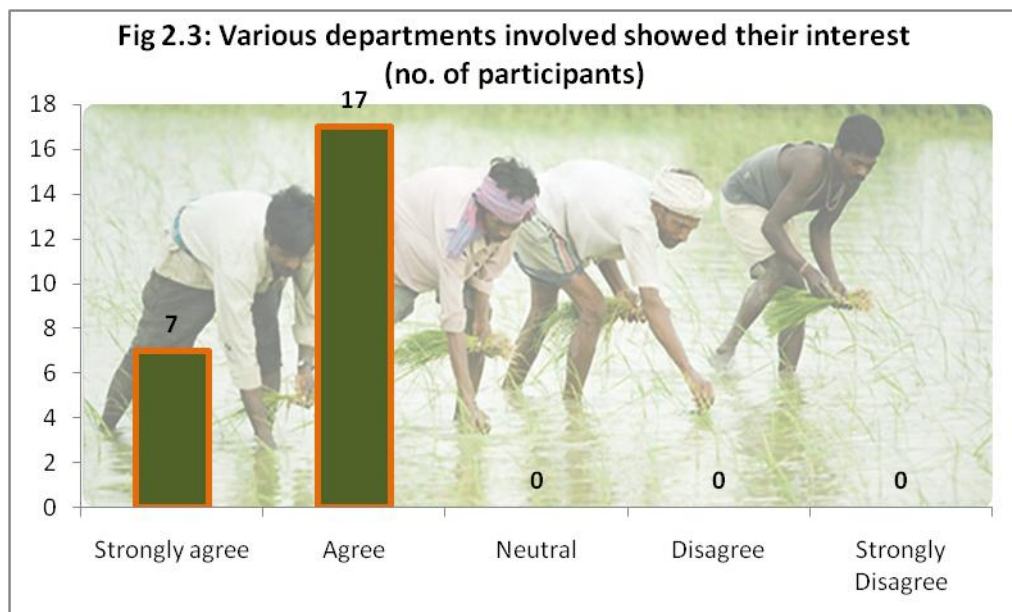
Feedback 2.1: Location of IARI was suitable for gaining agriculture exposure



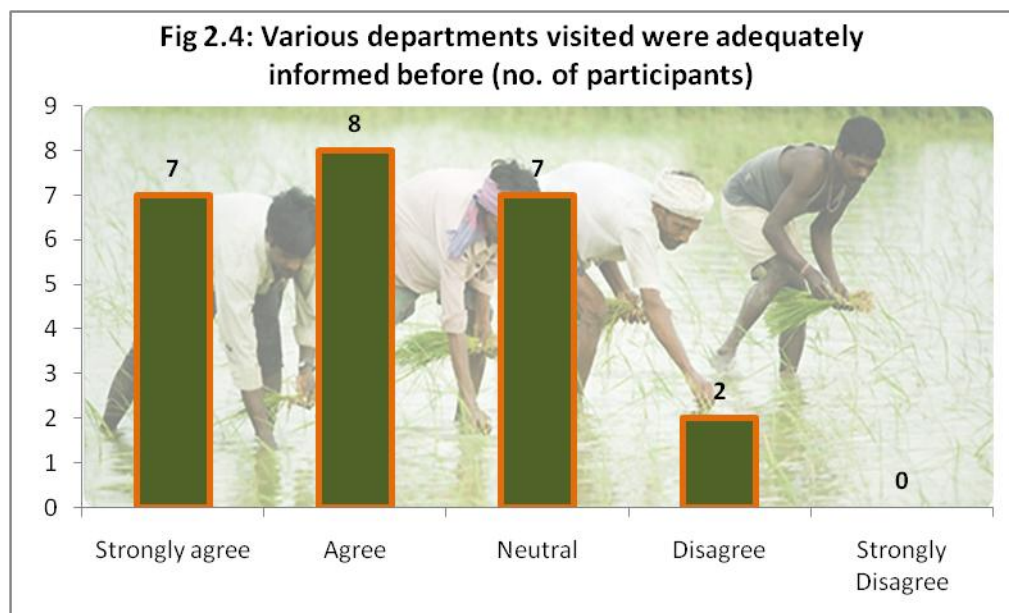
Feedback 2.2: Visit has helped in gaining agri exposure substantially



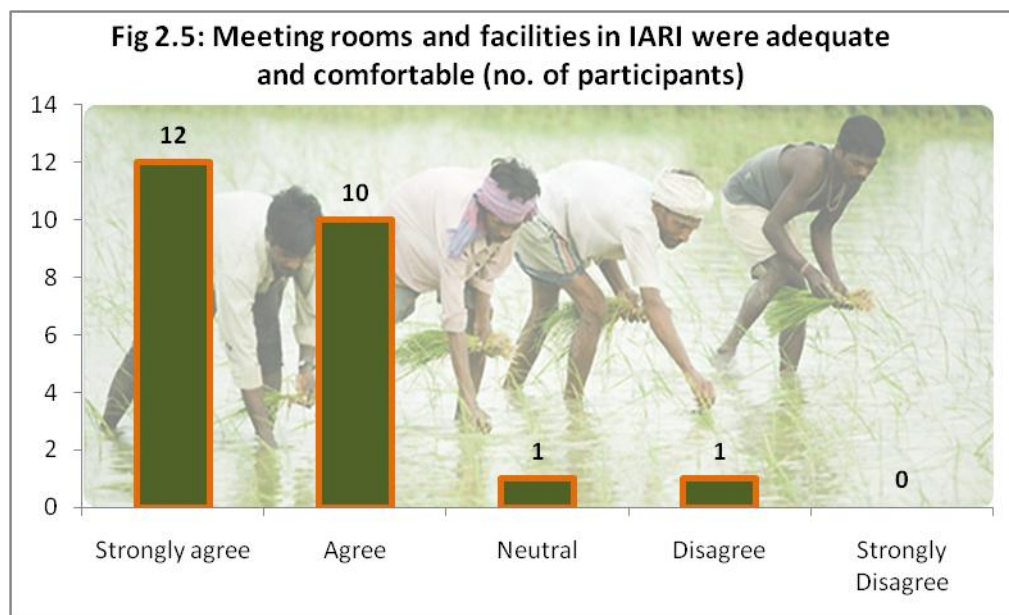
Feedback 2.3: Various departments involved in training showed their interest



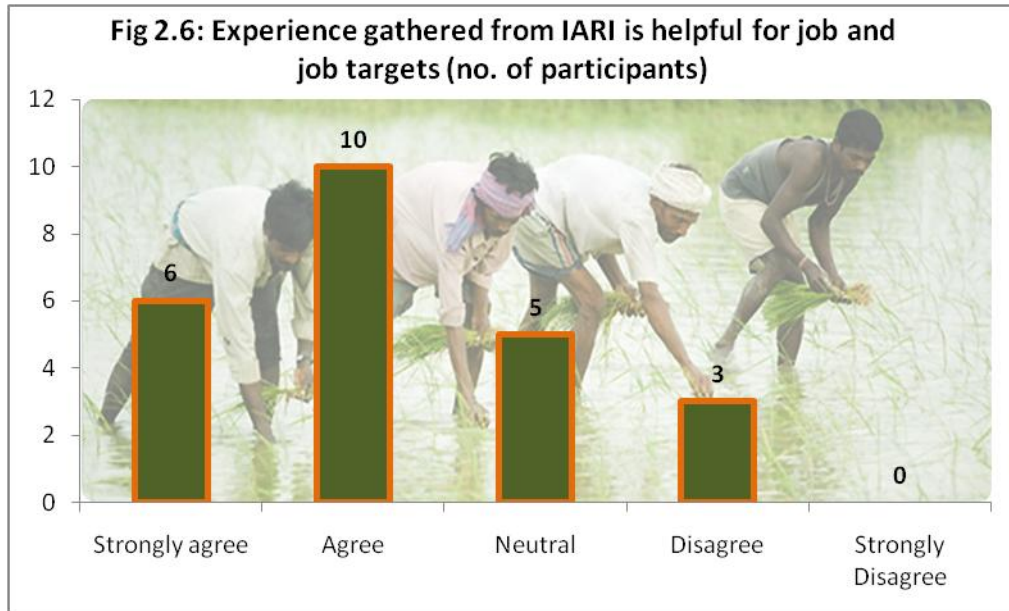
Feedback 2.4: Various departments visited were adequately communicated before



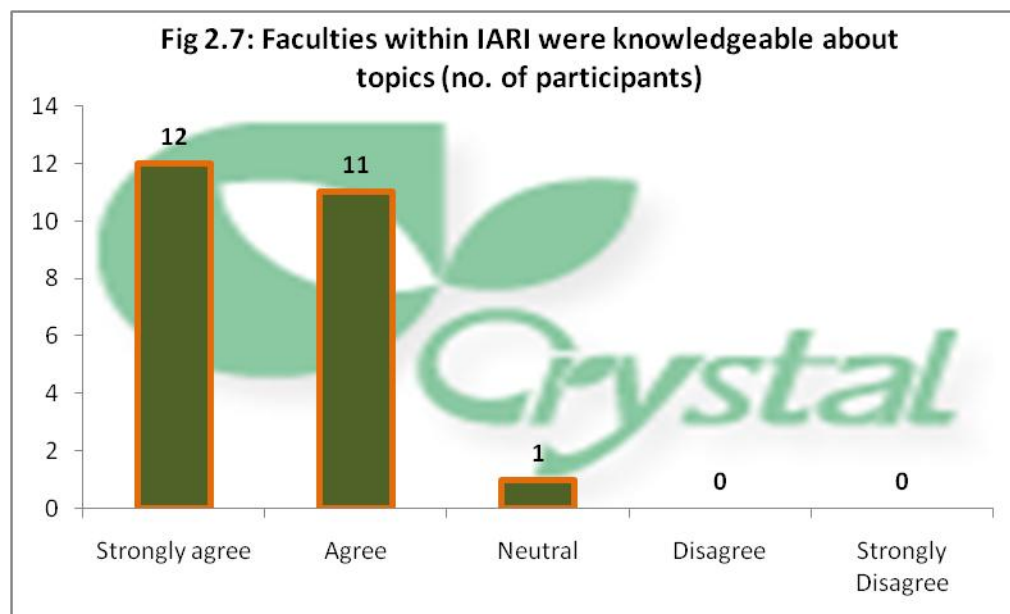
Feedback 2.5: Meeting rooms and facilities in IARI were adequate and comfortable



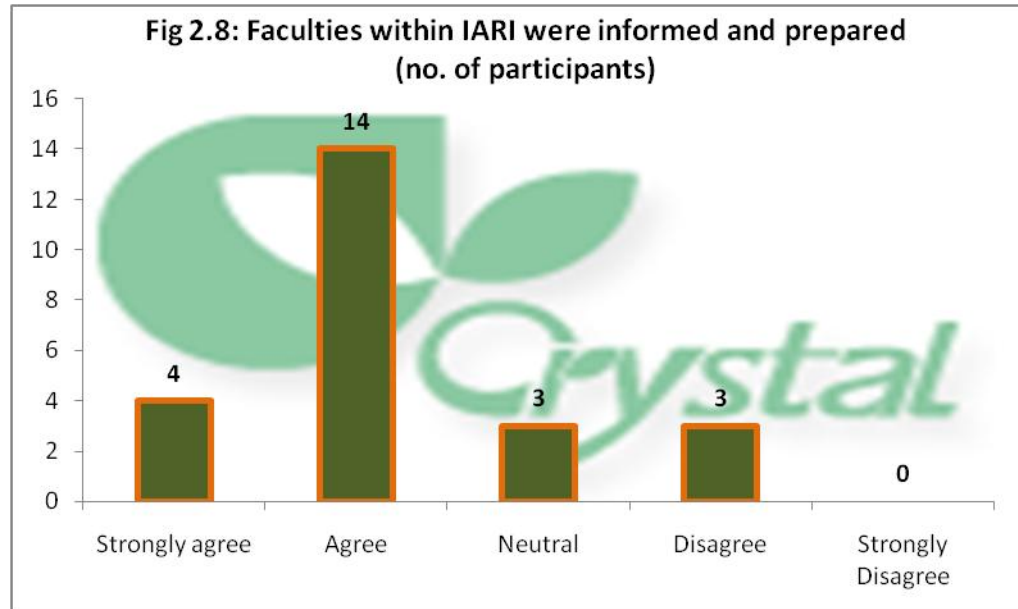
Feedback 2.6: Experience gathered from IARI is helpful for job and job targets



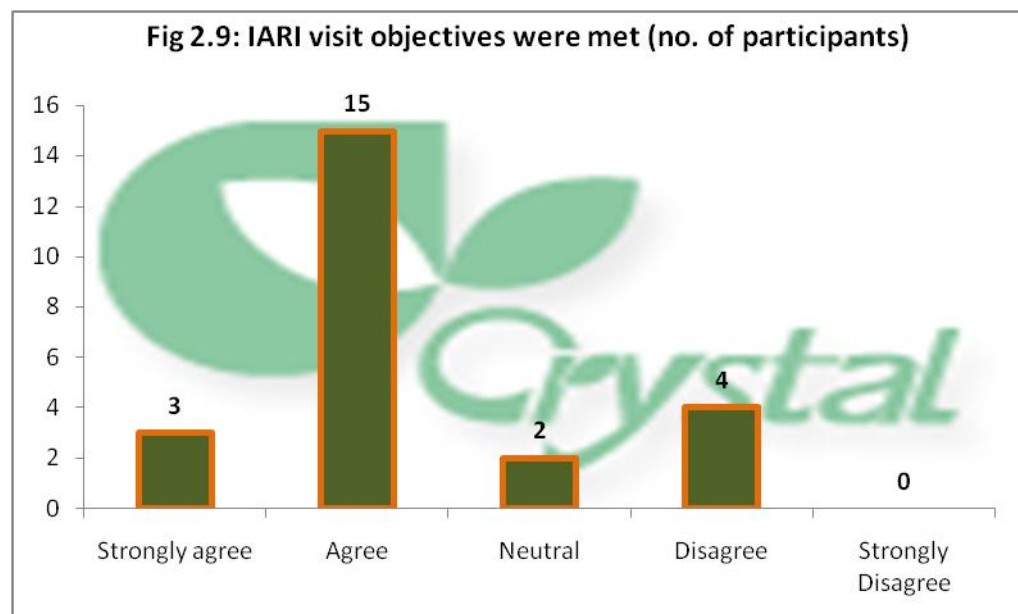
Feedback 2.7: Faculties within IARI were knowledgeable about topics



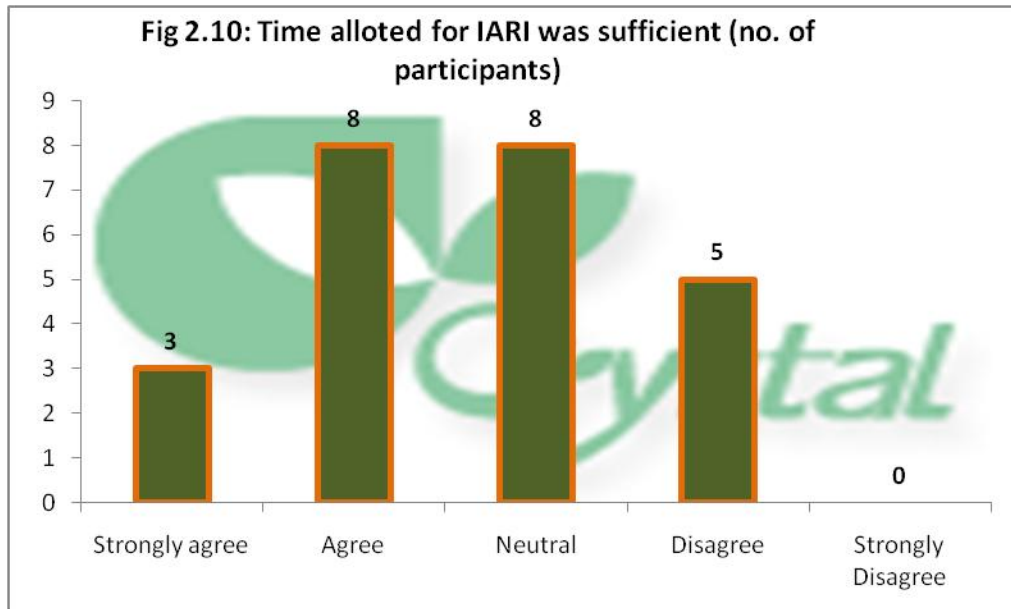
Feedback 2.8: Faculties within IARI were informed and prepared



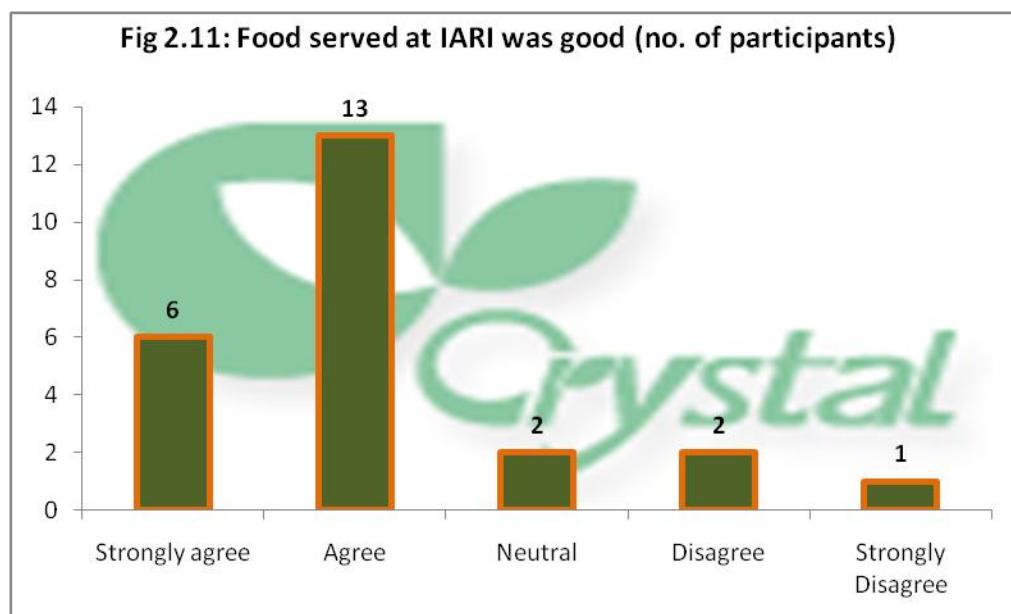
Feedback 2.9: IARI visit objectives were met



Feedback 2.10: Time allotted for IARI was sufficient



Feedback 2.11: Food served at IARI was good



3. What did you like most about this training?

1	Product Knowledge
2	About the huge agro market, about farmers' views, about crops and seeds of different areas and the different types of pests and how they benefit or damage the environment
3	The most interesting topic was FPO, strategies etc.
4	Practical exposure and knowledge about agriculture sector
5	Good, well experienced and highly talented people had given time and knowledge for the training but time was insufficient
6	I liked it most when Anurag Sir took the session, product knowledge by Pandey Sir and thankful to Pinaki Sir for giving a lot of knowledge along with real life examples
7	This training is very important and helpful for us as they provide practical knowledge about field and agribusiness
8	Some of the practical knowledge imparted to us
9	Knowledge of the trainers
10	Communication level according to the level of the audience
11	Expert lectures
12	As a sales person, I liked the Negotiation part (Pinaki Sir) which is best in the training
13	Dr. Anurag session was very good. I really appreciate the participation
14	The training helped us to gain knowledge of agriculture sector both in macro and micro level
15	What I like most is the practical application of knowledge and how to deal with distributors and dealers and farmers
16	The training which the trainers were providing was relevant to us and helped us a lot to know new things in plant life
17	Training provided me knowledge about various products and I gained insights about the agriculture industry
18	The content and training persons are very knowledgeable. Visit to IARI is really helpful
19	I would say all the concepts which an non agri student wants to know before entering agribusiness sector were well defined and cleared during the training. And I like the way the trainers came and helped us to clear our doubts
20	Most important in this training is the technological knowledge about agriculture
21	We came to know the basics of agriculture and agri industry and also about different pests and diseases and contribution of our work to the farmers and contribution to Country GDP
22	Visit to IARI, overview of agriculture in India, glance on type of insects which was new for us, sharing of experiences by trainers
23	The presentation of Anurag Sir was very well- it was clear and simple, one demo shown by Pinaki sir between Pinaki sir and Pandey sir was very good
24	Anurag Sir session was fabulous, visit to Pusa was a nice experience, Pinaki Sir delivering of thoughts was great
25	As a sales person, I like most the selling techniques from Pinaki Sir and like concepts of selling through FPOs etc

4. What aspects of the training could be improved?

1	Should be more specific about the company products
2	More about the company's product information
3	Specific time to be given for product training
4	The faculties at IARI should be adequately informed about the visit
5	Product training is more important than agriculture because we can learn agriculture in the field but cant get product knowledge in the field
6	There should be some more practical training like field visit, distributors meet etc.
7	There should be more practical than classroom training
8	Proper knowledge about diseases
9	New crops and how we can grow product quantity
10	More organised and planning need to be done
11	It can be a bit more practical rather than more class room training
12	By giving more product knowledge
13	Focus should be on the product and company activities as well as competitors
14	The training could have been more product knowledge
15	The training should be conducted for few more days
16	Instead of more theoretical knowledge as a fresher of non-ag background, it should be practical oriented so that it will be easy to grab the things easily
17	The fact and figures regarding the agriculture industry should be of recent period to have a trend analysis. Overall I have seized many things as a result of this training and it will be helpful for me in future
18	Some more images of content should be shown in slides
19	Should be more on practical aspects, rather than theoretical
20	All the aspects of the training are well and good but in my point of view, there should be more kind of practical knowledge
21	The time allotted could be increased and the IARI officials must be previously informed before our visit
22	Time allotted could be more, product knowledge should be focused more
23	Some of the content is not so good, more explaining through videos
24	The training should be more specific, what profile we are going to work for the company

5. How do you hope to embrace agriculture and agribusiness sector as a result of this training?

1	By the help of the training, I could relate to the agriculture sector. It was quite beneficial
2	Lot of opportunities are there in the sector
3	I shall work for my company as well as for the help of the farmers
4	We will do our best
5	By telling farmers about advanced techniques, creating awareness and techniques like IPM etc.
6	By more practical knowledge
7	After this training, it is clear that agriculture has moved much forward in comparison to early years and it will keep on growing
8	As of now, I am not in a position to say about this
9	Training is good. After 6 days, we have atleast some basic knowledge of pest and pesticides and some extent of agriculture
10	Like before joining this training, I would say I dont know about all this agriculture and agribusiness but after training, I think I understood and gained some knowledge about agriculture
11	In India, agribusiness is increasing day by day
12	Its great to know the contribution of agriculture and agri-business sector and our contribution in the growth of our GDP
13	It is growing like anytrhing, future in agribusiness is very bright, we must go to the ground level and learn more about it
14	From this training, I gained knowledge about this field and sector and I am definitely sure I will apply this on the field
15	Agriculture sector is amazing, and we have a great future in agriculture
16	I would like to take more time to think about it

6. Your overall comments

1	Overall the training was good and I would like to thank to the company and the training team. Because when I came to this company I was totally ignorant about this industry but after the training I found that I am a little bit transformed and have some knowledge now
2	Training was very important for me who doesn't know about product or agribusiness
3	You did very well Sir, but what we lack is technical knowledge
4	Green house facilities that we saw was very nice and was well explained by Sir
5	It is very challenging for us, but if we do it passionately and seriously, we can do it!
6	The training was good
7	It was good overall through one week. In every aspect, there is ups and down so I am not disappointed with the training but alternatively, it will help me in the future
8	Everything associated with the training was absolutely fine except some things which are not meant for us
9	Overall it was ok
10	Sometimes I felt that our main motive to get technical training of Crystal products was missing.
11	As we are all engaged with Crystal Crop Care, all trainees have also to know the Crystal product. So it can be easy for us to co-relate with content and product too
12	This training is really very important and valuable for us
13	One day for products and its classification must be conducted so that everyone can define our company products easily
14	Be proactive and not reactive
15	Training was just excellent and overall thing was good as we are new to this industry
16	All the trainers were very good, they are knowledgeable, well prepared as well
17	Should give videos related to our product working (like billo when sprayed it kill this insect in a video)
18	Best is Bio fertiliser, our company can create a lot of business from bio fertiliser
19	60 out of 100 is what I felt
20	Sometimes diplomatic answers were given