



Tenth Batch of Post-Graduate Diploma in Agricultural Extension Management (2016-17)



**A Distance Learning Initiative of
National Institute of Agricultural Extension Management (MANAGE)**

An Organization of Ministry of Agriculture and Farmers Welfare (MoA&FW), Govt. of India
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INSTITUTE:



The National Institute of Agricultural Extension Management (MANAGE) established in 1987, is an apex level autonomous institute under the Ministry of Agriculture & Farmers Welfare, Government of India. MANAGE is the Indian response to challenges of agricultural extension in a rapidly growing and diverse agriculture sector. The policies of liberalization and globalization of the economy and the level of agricultural technology becoming more sophisticated and complex, called for major initiatives towards reorientation and modernization of the agricultural extension system. Effective ways of managing the extension system needed to be evolved and extension organizations enabled to transform the existing set up through professional guidance and training of critical manpower. MANAGE is the response to this imperative need.

MANAGE offers its services in Training, Consultancy, Management Education, Research and Information Services

MANAGE has been facilitating the implementation of Centrally Sponsored Scheme "Support to State Extension Programme for Extension Reforms", which is being implemented in the entire country. MANAGE offers Educational Programmes on Agricultural Extension viz: Post Graduate Diploma in Agricultural Extension Management (PGDAEM) and Diploma in Agricultural Extension Services for Input Dealers (DAESI) and also offers Post-Graduate Diploma in Management (Agri-Business Management) [PGDM(ABM)]. MANAGE proposes to launch a "Certified Farm Advisor" program to develop Agricultural Extension Personnel into Specialists in a particular Crop / Livestock / Fisheries.

Post Graduate Diploma in Agricultural Extension Management (PGDAEM)

The role of the public extension system has an indispensable and vital role in providing extension support to a large population of farmers. The public extension system can play a crucial role by addressing the serious concerns in Indian agriculture such as large number of small holdings, huge yield gaps, disparity in use of inputs and deterioration of natural resources. During the XII Five-Year plan the extension personnel in the country working at district and block levels in the field of agriculture and allied sectors were estimated to be 1,30,000. They have to be transformed into a vibrant and useful knowledge force to bring about the desired changes in agriculture and allied sectors. There is a need to strengthen the public extension to match the scale and diversity of agriculture in India.



'Promoting Professionalism in Public Extension System'

Similarly, there are a large number of private extension players like agribusiness companies, farmers' organizations, agri-entrepreneurs, input dealers, NGOs and cooperatives which are large in number and are complementing, supplementing and also working in partnership with public extension system at the grassroots level. There is a need to encourage these private extension functionaries who also need to be empowered through capacity building to improve their effectiveness in the extension delivery system.

Realizing the paramount importance of public and private extension system functionaries, MANAGE has launched a **one-year Post-Graduate Diploma in Agricultural Extension Management (PGDAEM)** in distance learning mode during 2007. The states are getting the support of the Department of Agriculture and Cooperation (DAC), Ministry of Agriculture and Farmers Welfare (MoA&FW), Government of India under the Extension Reforms Scheme to the tune of 60 percent (90/100 per cent in case of Himalayan and North-Eastern states/Union territories respectively) and the remaining amount (40/10 per cent) is sponsored by the state governments.

Course Objectives:

- o To enhance the techno-managerial competence of extension functionaries.
- o To acquaint the extension functionaries on the latest developments in the field of agricultural extension.
- o To equip the extension functionaries with the tools and techniques for participatory decision making.
- o To develop an insight into various extension models to enrich the agri-value chain.

Course Structure and Contents:

The programme has 32 credits and will be offered in two semesters. 1st semester will have 14 credits and 2nd semester will have 18 credits. One credit is equal to 30 hours of study. The programme will have five courses plus five assignments one in each course in the 1st semester and five courses with one assignment in each course plus a project work in the 2nd semester.

The programme is supported with printed reading material, e-learning resources (Pre-Recorded DVD module) and Lecture series-cum-contact classes. The Lecture series-cum-contact classes will be organized at SAMETIs or any identified institute of the respective state for five days in each semester, well in advance of the commencement of examinations.

Framework of courses for semester I & II

Semester I

Course No	Name of the course	Credits
AEM 101:	Introduction to Agricultural Extension Management	(4 credits)
AEM 102:	Communication of Agricultural Innovations	(3 Credits)
AEM 103:	Principles and Practices of Extension Management	(3 Credits)
AEM 104:	Participatory Approaches in Agricultural Extension	(2 Credits)
AEM 105:	Research Methods in Agricultural Extension	(2 Credits)

Semester II

Course No	Name of the course	Credits
AEM 201:	Market-Led Extension	(4 Credits)
AEM 202:	Agri-Business and Entrepreneurship Development	(3 Credits)
AEM 203:	Project Management in Agricultural Extension	(2 Credits)
AEM 204:	Information and Communication Technology in Agriculture	(3 Credits)
AEM 205:	Sustainable Livelihood in Agriculture	(3 Credits)
AEM 206:	Project work	(3 Credits)

General Information

Eligibility Criteria:

- (1) Extension functionaries graduated in Agriculture and Allied sectors such as Horticulture, Veterinary, Fisheries etc. and other Graduates currently employed in the departments of Agriculture / Allied sectors of Central / State / UT Governments and SAUs are eligible to enroll for the programme. Preference will be given to government extension functionaries in the above Departments. BTMs, SMS of ATMA and KVKs are also eligible for the programme.
- (2) Graduates in Agriculture, Allied subjects and other Graduates working in Agribusiness companies, NGOs, Cooperatives, Farmers' Organizations, Agri-entrepreneurs and Input dealers are also eligible.

Admission and fee for Government Employees:

The candidates belonging to government departments should submit their applications (as enclosed in the brochure) to their immediate controlling authorities with a request to forward the same to Project Director, ATMA of the concerned district for admission into the PGDAEM. After scrutiny of the applications, the Project Director will forward the same to the Director-SAMETI of the concerned State, who will in turn compile the applications and forward the same for the approval of the State Nodal Officer (SNO), Extension Reforms, of their State. All the applications approved by the SNO may be recommended to MANAGE for admission in the batch of 2016-17.

The **course fee** for the programme is sponsored by the Central and State governments on 60:40 (90:10 & 100) cost sharing basis under the Extension Reforms Scheme.

Admission and Fee for Private Candidates:

The Candidates working in agribusiness companies, NGOs, cooperatives and those belonging to the category of agri-entrepreneurs, input dealers, progressive farmers, private sector employees etc. have to pay Rs.15,000/- towards course fee in one installment. The amount should be paid in the form of **Demand Draft drawn in favour of MANAGE, payable at Hyderabad**, along with their application. These applications should be sent directly to MANAGE, Hyderabad.

Evaluation:

The candidates will be evaluated based on their performance in the written examinations and assignments. The written examination is for 70 marks and assignment is for 30 marks for each course. **A combined minimum of 50 marks is required to qualify besides a minimum of 50 marks in project work.** The candidates scoring 80% and above will be awarded distinction and those scoring 70% and above will be awarded first division. Candidates of 2016-17 who do not clear the examinations of I semester will be given an opportunity to write supplementary examinations at the end of II semester. Further, the candidates of 2016-17 who do not clear the examinations in the same year will be allowed to reappear only in the I and II semester examinations of 2017-18. No further extension will be given beyond 2017-18.

For attending the supplementary examinations of I and II semester of PGDAEM:

- (a) Candidates who **Re-appear** for any examination must pay a **fee of Rs.100/subject**
- (b) Candidates who **Re-submit** their assignment(s) must pay a **fee of Rs.50/assignment**
- (c) Candidates who **Re-submit** their project report must pay a **fee of Rs.75/-**
- (d) There is **no fee** for candidates for appearing in any examination for the **first time**
- (e) There is **no fee** for candidates for submitting their assignment(s) and (or) project report for the **first time**.
- (f) There is **no fee** for **Absentee candidates** who will be for appearing in the examinations, submitting assignments and project report **for the first time**.

Assignment:

Submission of assignments in each course is mandatory to complete the course. Non-submission of assignments will be considered as incomplete. The course-wise assignment topics will be placed in MANAGE website. Candidates should submit the assignments before appearing for the term-end examinations.

Project Work:

The course AEM 206: Project work (3 Credits) is compulsory for completing the PGDAEM. The candidates have to select any one topic from A, B & C category (topics and guidelines are available in MANAGE website), within the purview of the programme AEM 206, based on their interest and its utility for the farming community and to their work situation.

The topic chosen from A, B & C category for the project work has to be planned as a **field activity** which the candidate has to implement in his/her own jurisdiction and report on the work done at the field level with the farmers / stake holders and its utility to the farming community. All candidates are required to submit a Project Report before the second semester examinations. Report on the project work carries 100 marks. A minimum of 50 marks are required for the project work, to qualify.

Result:

The final result of the programme will be uploaded in the MANAGE website. Original diploma certificates would be sent to the SAMETIs concerned along with marks memos. **If a candidate has lost the certificate, the same can be obtained on payment of Rs.500/- through a Demand Draft in favour of MANAGE, Hyderabad.**

Undertaking: The candidate from the government department who registers for the PGDAEM has to give an undertaking stating that he/she will complete the course within a period of two years, failing which the entire course fee i.e. Rs.15,000/- will be recovered from his/her salary. The undertaking has to be forwarded by the Sponsoring authority / Department to MANAGE along with the application form. The registration is valid for two years for all the candidates.

Note: Requests of candidates for withdrawal from the course shall not be considered after one month of registration. Any such requests should be routed through ATMA/SAMETI only. The applications of all the Govt. and SAU candidates should reach through proper channel only. The final admission of candidates rests on the discretionary power of the Director General of MANAGE.

Medium of instruction: English / Hindi

Last date for receiving the applications is **16.12.2016** for the academic year **2016-17**

MANAGE Website

This website provides the following information:

- 1 Admission letters of candidates and Admission list
- 2 Study material in English and Hindi, pre-recorded lectures (video) on all courses by experts.
- 3 Topics of Assignments and Topics of Project Report
- 4 Guidelines for contact classes, assignments, project work and term end examinations
- 5 Question Bank
- 6 Examinations Schedule
- 7 Marks memo and Results

For further details, please contact:

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Director & Principal Coordinator (PGDAEM)
National Institute of Agricultural Extension Management (MANAGE)
Rajendranagar, Hyderabad – 500 030
Website: www.manage.gov.in

9. Qualifications (enclose attested copies)

Sl. No.	Examination starting from Degree	Year of Pass	College	University	Class / Division
1	Degree * (.....)				
2	Post Graduation** (.....)				
3	Ph.D. (.....)				

*Note- B.Sc (Ag), B.V.Sc, Fisheries Others;** M.Sc (Ag), M.V.Sc, M.F.Sc, Others

10. Number of years of experience :

11. In which language you would like to receive the study material: English Hindi

12. a) Undertaking

"I hereby certify that all the information furnished above by me is correct to the best of my knowledge and belief. I agree to abide by the code of conduct and rules as may be framed from time to time by MANAGE authorities for smooth conduct of the program".

b) Undertaking from Government Employees only

I hereby undertake that I will complete the PGDAEM within two years after registration to the program. Otherwise, I hereby authorize my controlling authority to recover the entire course fee of Rs.15,000/- from my salary.

Signature of the candidate with date

13. Forwarding authority

- Signature of immediate controlling authority
with **Postal address** (with PIN Code) and Phone No.
- Signature of Project Director (ATMA)
with **Postal address** (with PIN Code) and Phone No.
- Signature of Director SAMETI / SNO
with office seal & **Postal address** (with PIN Code)
email and office Phone No.

Application to be sent :
Director & Principal Coordinator -PGDAEM
MANAGE, Rajendranagar, Hyderabad – 500 030.
Email: directoraem@manage.gov.in