

डॉ. विनीता कुमारी  
उप निदेशक एवं  
प्रधान समन्वयक (पी.जी.डी.ए.इ.एम)



Dr. VEENITA KUMARI  
Deputy Director &  
Principal Coordinator (PGDAEM)

MNG-17/AEM-06/Brochure/2019-20  
13<sup>th</sup> November, 2019

Dear Sir/Madam,

Sub: Post Graduate Diploma in Agricultural Extension Management (PGDAEM) Thirteenth batch  
(2019 -20) - Admission notification – reg.

\*\*\*\*\*

1. As you are kindly aware, the National Institute of Agricultural Extension Management (MANAGE), is an apex level autonomous institute under the Ministry of Agriculture & Farmers Welfare, Government of India. MANAGE is involved in major initiatives towards reorientation and modernization of the agricultural extension system, for evolving effective ways of managing the extension system through professional guidance and training of critical manpower to meet the challenges of agricultural extension in a rapidly growing and diverse agriculture sector.

2. MANAGE has been offering one year **Post Graduate Diploma in Agricultural Extension Management (PGDAEM)** under Distance Education mode since 2007, to promote techno-managerial competency among extension functionaries of public extension system. The PGDAEM course designed by MANAGE is to equip the extension functionaries with various extension models, latest tools and techniques adopted by the extension system in the country and for building their capacity to improve the effectiveness in the extension delivery system. So far, PGDAEM course has benefited more than 18000 public extension functionaries in the country.

3. Keeping the above in view, PGDAEM admission notification of MANAGE is hereby sent to you to nominate extension functionaries for enrollment in PGDAEM course. We shall be grateful if you could send nominations from your department for the above course on or before **15<sup>th</sup> January, 2020**. The details of the admission process are given in the brochure (copy attached) and on MANAGE website: **www.manage.gov.in**

With regards

Yours sincerely  
  
(Veenita Kumari)

Enclosures as above:

To

- 3 The Director  
ICAR ATARI  
Zone-III, ICAR Research Complex  
for NEH Region  
Barapani - 793 103, Meghalaya

P. Girish Kumar

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19/12/19. Sumit please upload in  
website

19/12/19

राष्ट्रीय कृषि विस्तार प्रबंध संस्थान (मैनेज)

(कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार का संगठन, राजेन्द्रनगर, हैदराबाद - 500 030 टी.एस. भारत)

**NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT (MANAGE)**

(An organization of Ministry of Agriculture and Farmers Welfare, Government of India)

Rajendranagar, Hyderabad - 500 030, Telangana, INDIA

Telephone: +91 (040) 24594509 Fax: 040-24016689

E-mail: [directoraem@manage.gov.in](mailto:directoraem@manage.gov.in) Web: [www.manage.gov.in](http://www.manage.gov.in)





## Post-Graduate Diploma in Agricultural Extension Management (PGDAEM)

## APPLICATION FORM - Thirteenth (2019-20) Batch

For Official use  
S. No.  
Center Name:  
State:

Affix recent  
passport size  
Photograph here  
with signature and  
attach one  
additional photo

Please fill the form in capital letters in your own handwriting

## 1. Name in capital letters Dr/Mr/Ms


## 2. Date of birth

D	D	M	M	Y	Y	Y	Y

## 3. Age as on 1.10.2019

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## 4. Sex

Male ☐Female ☐

## 5. Do you belong to SC / ST / OBC / Physically Handicapped ?

☐ SC ☐ ST ☐ OBC ☐ PH ☐ Others

6. ☐ Working in Government ☐ Non- Government ☐ Private Organization ☐ Others

## 7. Name of the Office/Department/Institution/NGO/Agribusiness company/Cooperative/Farmers' Organization/ Others with postal address with PIN code for Correspondence

Present Designation of the Candidate																			
Name of the Office/Dept/Institute																			
Ward / Circle and Place																			
Taluk / Post Office																			
District																			
State																			
PIN Code (compulsory)																			

## 8. Permanent Address of the Candidate

Ward / Circle and Place																			
Taluk / Post Office																			
District																			
State																			
PIN Code (compulsory)																			

Office Telephone (with STD code)  
Mobile:  
Email:

Personal:  
Mobile\*:  
Email\*:

\*Mandatory

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.S c, 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

a) Signature of immediate controlling authority  
with **postal address** (with PIN Code) and Phone No.

b) Signature of Project Director (ATMA)  
with **postal address** (with PIN Code) and Phone No.

c) Signature of Director SAMETI / SNO  
with office seal & Postal address (with PIN Code)  
email and office Phone No.

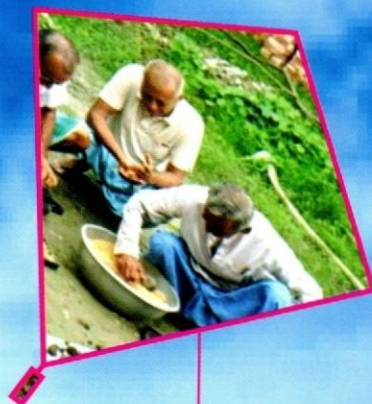
**Application to be sent :**

Deputy Director & Principal Coordinator -PGDAEM  
MANAGE, Rajendranagar, Hyderabad – 500 030.  
Email: [directoraem@manage.gov.in](mailto:directoraem@manage.gov.in)





# Thirteenth Batch of Post-Graduate Diploma in Agricultural Extension Management (2019-20)



**Promoting Professionalism in Public Extension System'**

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

Rajendranagar, Hyderabad - 500030, INDIA.

Telephones: +91-40-24594500/509, Fax: +91-40-24015388



## ABOUT THE 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. MANAGE is involved in major initiatives towards reorientation and modernization of the agricultural extension system, for evolving effective ways of managing the extension system through professional guidance and training of critical manpower.

MANAGE offers its services in Training, Consultancy, Management Education, Research and Information Services. MANAGE has been facilitating in the implementation of Centrally Sponsored Scheme "Support to State Extension Programme for Extension Reforms", which comes under Sub Mission on Agricultural Extension (SMAE) of the National Mission on Agricultural Extension and Technology (NMAET) being implemented across the country with enrollment from over 700 districts in 31 States and 5 Union Territories of the country. The Post Graduate Diploma in



Agricultural Extension Management (PGDAEM) is an educational programme offered by MANAGE exclusively on Agricultural Extension Management, for the public and private extension functionaries of the country. The other educational programmes of MANAGE on agricultural extension include Online PGDAEM-MOOCs for graduates of various disciplines from public and private sector, Diploma in Agricultural Extension Services for Input Dealers (DAESI) for Agri-input dealers, Certified Farm Advisor/Certified Livestock Advisor (CFA) program to develop Agricultural Extension Personnel into Specialists and Post Graduate Diploma in Agri-Warehousing Management (PGDAWM) to create a pool of warehouse professionals with capacity to manage agri-warehouse efficiently. MANAGE also offers a Post-Graduate Diploma in Management (Agri-Business Management)[PGDM(ABM)].

## POST GRADUATE DIPLOMA IN AGRICULTURAL EXTENSION MANAGEMENT (PGDAEM)

A strong, vibrant and responsive extension with an expanded mandate is a pre-requisite for achieving faster, sustainable and more inclusive growth through agriculture and agricultural extension services need to assume new challenges and reform itself in terms of content, approach, structure and processes and their delivery and implementation.

There are around one lakh public extension functionaries in India. These extension functionaries shoulder a challenging responsibility in providing extension support to a large population of farmers. They can play a crucial role in addressing the serious concerns in Indian agriculture such as major percentage of small holding farmers, huge yield gaps, disparity in use of inputs and deterioration of natural resources. The public extension system is indispensable and needs strengthening to match the scale and diversity of agriculture in India.



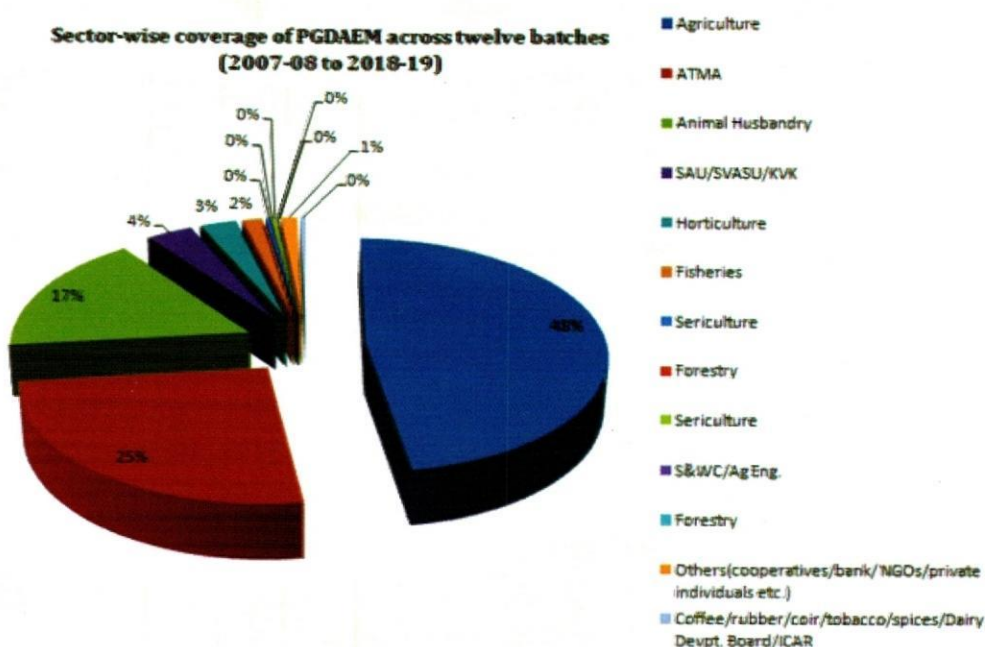
Besides this, there are a large number of private extension players like agribusiness companies, farmers' organizations, agri-preneurs, input dealers, NGOs and cooperatives which are in large number and are complementing, supplementing and also working in partnership with public extension system at the grassroots level. There is a need to encourage and empower them through capacity building for improving their effectiveness in extension delivery system.

Realizing the paramount importance of public and private extension system, MANAGE has launched a one-year Post-Graduate Diploma in Agricultural Extension Management (PGDAEM) in distance learning mode during 2007 under the Centrally Sponsored Scheme "Support to State Extension Programme for Extension Reforms." The programme has completed eleven years and the twelfth batch is

in progress. Across the period more than 19,000 candidates from agriculture and allied sectors have been enrolled in PGDAEM. The PGDAEM being a unique intervention for strengthening the capacities of extension personnel, has gained a lot of interest and popularity in recent times.

Since its inception in 2007 the programme received full support of the Government of India (GoI) till the Financial Year 2014-15. With effect from Financial Year 2015-16, the States are getting the support of the Department of Agriculture and Cooperation & Farmers Welfare (DAC & FW), Ministry of Agriculture and Farmers Welfare (MOA&FW), Govt. of India under Extension Reforms Scheme to the tune of 60%, 90% and 100% for General States, North-Eastern States & three Himalayan States and Union Territories respectively. The remaining amount (matching share) 40% and 10% for the General States and North Eastern & three Himalayan States respectively contributed by the concerned State Governments.

**Sector-wise coverage of PGDAEM across twelve batches (2007-08 to 2018-19)**



## Objectives of the PGDAEM Programme



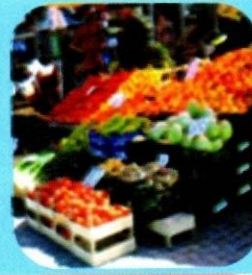
To enhance the techno-managerial competence of extension functionaries



To acquaint the extension functionaries on the latest developments in the field of agricultural extension



To equip the extension functionaries with the tools and techniques for participatory decision making.



To develop an insight into various extension models to enrich the agri-value chain.



## Course Structure and Contents

The programme has 30 credits and will be offered in two semesters. Each semester will have 15 credits. One credit is equal to 30 hours of study. The programme will have five courses with five assignments, one in each course in the 1st semester and four courses with one assignment in each course and 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 State Agricultural Management & Extension Training Institutes (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	(3 credits)
AEM 102:	Facilitation for Development	(2 Credits)
AEM 103:	Communication for Development	(4 Credits)
AEM 104:	Gender Mainstreaming for Agricultural Development	(3 Credits)
AEM 105:	Leadership and Management Skills	(3 Credits)

#### Semester II

Course No	Name of the course	Credits
AEM 201:	Rural Sociology	(2 Credits)
AEM 202:	Farm Business Management	(4 Credits)
AEM 203:	Planning for Agricultural Management	(3 Credits)
AEM 204:	Extension for Sustainable Agricultural Development	(3 Credits)
AEM 205:	Project work	(3 Credits)

### General Information

#### Eligibility Criteria

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 State Agricultural Universities(SAUs) are eligible to enroll for the programme. Preference will be given to government extension functionaries in the above Departments. Block & Assistant Technology Managers (BTMs & ATMs) of ATMA and Subject Matter Specialists (SMSs) of Krishi Vigyan Kendras (KVKs) are also eligible for the programme.

Graduates in Agriculture, Allied subjects and other Graduates working in Agri-business companies, NGOs, Cooperatives, Farmers' Organizations, Agri-entrepreneurs and Input dealers are also eligible.

#### Admission procedure and course fee for Government Employees

**Step1.** 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.



- Step 2.** After scrutiny of the applications, the Project Director will forward the same to the Director-SAMETI of the concerned State with a request to forward the same to the State Nodal Officer (SNO), Extension Reforms, of their State.
- Step 3.** The Director SAMETI in turn will compile the applications and forward the same for approval of the State Nodal Officer (SNO), Extension Reforms, of their State.
- Step 4.** All the applications approved by the SNO may be recommended to MANAGE for admission in the XIII (2019-20) batch of PGDAEM.

For the programme, 60 %, 90% and 100% of the course fee for General states, North-Eastern & three Himalayan states and Union territories respectively is sponsored by the GoI under the Extension Reforms Scheme. The matching State share of 40 % and 10% for the General States, North-Eastern & three Himalayan States has to be released by State Governments to the SAMETIs for conducting the contact classes and examinations.

### **Admission procedure and course 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**

Candidates will be evaluated based on their performance in both written examinations and assignments. The written examination of each course is for 70 marks and assignment for 30 marks. **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 first division with distinction and those scoring 70% to 79.9% will be awarded first division while those scoring between 60% to 69.9% will be awarded second division. Candidates of 2019-20 who do not clear the examinations of I semester will be given an opportunity to write supplementary examination at the end of II semester. Further, the candidates of 2019-20 who do not clear the examinations in the same year will be allowed to re-appear only in the I and II semester examinations of 2020-21. No further extension will be given beyond 2020-21.

### **For attending the supplementary examinations of I and II semester of PGDAEM**

- Candidates who would like to write **supplementary examination must pay a fee of Rs.100/subject.**
- Candidates must pay a **fee of Rs.50/assignment for re-submission or late submission of their assignment(s).**
- Candidates must pay a fee of **Rs.75/-for re-submission or late submission of their project reports.**

### **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 205: 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 205, 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. **It is mandatory to submit a soft copy of the project report abstract to MANAGE after completion of the project report.** Report on the project work carries 100 marks. A minimum of 50 marks is required to qualify in the project work.

### 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, MANAGE.

**Medium of instruction:** English / Hindi

**Last date for receiving the applications is 15.1.2020.**

#### The MANAGE website :[www.manage.gov.in](http://www.manage.gov.in) has provision for the following:

- 1 Admission letters of candidates and Admission list (display and download)
- 2 Study material in English and Hindi, pre-recorded lectures (video) on all courses by experts (viewing and download).
- 3 Topics of Assignments and Topics of Project Report (viewing and download).
- 4 Guidelines for contact classes, assignments, project work and term end examinations (viewing and download)
- 5 Question Bank (viewing and download)
- 6 Examinations Schedule (display)
- 7 Hall ticket of the term end and supplementary examination (download)
- 8 Formats for result, UC and SOEs (viewing and download).
- 9 Marks memo and Results (display and download)
- 10 Feedback (online submission)

For further details, contact the PGDAEM cell through:

Telephone: 040-24016689  
Mobile No.: 9849323201

Email:  
[directoraem@manage.gov.in](mailto:directoraem@manage.gov.in),  
[plmanohari@manage.gov.in](mailto:plmanohari@manage.gov.in)



Address:

**Deputy Director & Principal Coordinator (PGDAEM)**  
**National Institute of Agricultural Extension Management (MANAGE)**

Rajendranagar, Hyderabad – 500 030

Website: [www.manage.gov.in](http://www.manage.gov.in)



**APPLICATION FORM - Thirteenth (2019-20) Batch**

State:

Affix recent  
passport size  
Photograph here  
with signature and  
attach one  
additional photo

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M M

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Y            Y            Y            Y

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Page 10 of 10

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SC

□ ST

☐ OBC

☐ PH

☐ Others

6. ☐ Working in Government ☐ Non- Government ☐ Private Organization ☐ Others

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Email\*:



9. Qualifications (enclose attested copies)

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

\*Note- B. Sc (Ag), B.V.S c, 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 ☐

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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

a) Signature of immediate controlling authority  
with **postal address** (with PIN Code) and Phone No.

b) Signature of Project Director (ATMA)  
with **postal address** (with PIN Code) and Phone No.

c) Signature of Director SAMETI / SNO  
with office seal & Postal address (with PIN Code)  
email and office Phone No.

**Application to be sent :**

Deputy Director & Principal Coordinator -PGDAEM  
MANAGE, Rajendranagar, Hyderabad – 500 030.  
Email: [directoraem@manage.gov.in](mailto:directoraem@manage.gov.in)