

Post-Graduate Diploma in Agricultural Extension Management (PGDAEM)

'Promoting Professionalism in Public Extension System'

Transforming subsistence agriculture into profitable agriculture is a great challenge before the extension functionaries in India. It is a well known fact that farmers' need for the latest knowledge has risen as the focus shifted from subsistence to profitable agriculture, where as, the knowledge of the public extension functionaries has not enhanced adequately due to their engagement in multifarious activities and lack of opportunities for knowledge and skill up gradation. As a result, the knowledge gap between the challenges ahead and existing capabilities among extension functionaries has been widened.

In recent times there has been considerable increase in agricultural extension services provided by private sector in the country. However, its services have been limited to selected regions, crops and enterprises with profitability as a motive. The small and marginal farmers in the less endowed regions with rainfed crops and enterprises are left unattended by these private players, as it does not make a profitable business. It is in this context, the public extension has to continue to cover the wet and dry geographies, all the crops and enterprises promoting sustainable agriculture technologies. Given the scenario, the public extension system continues to play a pivotal role for agricultural growth. The extension personnel in the country working at district and block levels in the field of agriculture and allied sectors estimated to be 90,000 in numbers may be transformed into a vibrant and useful knowledge force to bring about the desired changes in the agriculture sector. It further reinforces that any attempt to strengthen and enhance the capability of existing public extension functionaries is a welcome step for agriculture development.

The proposed extension policy framework also envisages that the extension services are to be broad based and holistic in nature, covering the entire spectrum of agri - value chain. To realise this policy intent, all the extension service providers

need to be roped into, to strengthen the content and its delivery mechanism to benefit the farming community. Such initiative would help the extension service providers to be more proactive to serve as knowledge workers and facilitators in the growth of agriculture enterprises.

In order to bridge this ever increasing gap in knowledge, a Post Graduate Diploma Programme in Agricultural Extension Management (PGDAEM) at MANAGE has been launched for the agricultural extension functionaries. It is expected that the diploma would create a professional cadre of farm advisors in the country who eventually would take forward the agenda of agricultural extension.

National Institute of Agricultural Extension Management (MANAGE) launches the Post Graduate Diploma in Agricultural Extension Management in the academic year 2007-08 especially for the public extension functionaries in distance learning mode. The programme is sponsored by Dept. of Agriculture and Cooperation, Ministry of Agriculture, Govt. of India. In the first phase, the programme would cover extension personnel from the districts where Agricultural Technology Management Agencies (ATMAs) have already been established and functioning effectively.

Course objectives

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

For whom

- The Diploma is open for the extension functionaries graduated in agriculture and allied areas and currently employed in the state / central / UT's Govts
- A minimum five years of work experience in the field of agricultural extension
- Preferable age limit is up to 45 years. However, candidates up to 50 years will be considered

Selection of candidates

The candidates for admission in the Diploma course will be identified and selected by concerned ATMAs following the prescribed criteria. The application of selected candidates must be forwarded through the State Nodal Officer. The admission to the Diploma Programme is made once in a year in the month of June. Last date for receiving the names of selected candidates from State Nodal Officer is May 15, 2007 for the academic year 2007-08.

Duration

The duration of the programme is of one-year, spread over in two Semesters with 32 credit loads, each credit load is equal to 30 work hours. In each Semester contact classes will be held at SAMETI / an identified institute.

Delivery Mechanism

The programme is conducted in distance mode and supported with print material, contact classes, e-learning and assignments. The candidates are required to complete one assignment in each course in a Semester.

Programme Evaluation

The candidates will be evaluated based on the performance in the written examinations and assignments. The written examination is of 70 marks and assignment is of 30 marks for each course. A minimum of 50 marks is required to qualify in each course. The candidates who score 70% marks and above will be awarded first division. The candidates who score 80% marks and above will be awarded distinction. The candidates who failed to qualify will be allowed to re-appear for the examinations in the next year. The registration is valid for only two years.

Fee

A provision is made in the revised cafeteria of State Extension Work Plan (SEWP) to meet the expenses for the Post Graduate Diploma in Agricultural Extension Management (PGDAEM). This programme has been included in the State level innovative activity with a cost norm of Rs.15, 000 per candidate and an annual ceiling of Rs.3.75 Lakh per ATMA district. The funds can be utilized from Extension Reforms Scheme after getting approval from ATMA Governing Board.

Mandatory Conditions for Award of Diploma

The candidates should attend all the contact classes as scheduled, submit the assignments, complete project work, complete all the academic formalities prescribed as communicated to the candidates from time to time.

Undertaking by the candidate

The candidate who registers for the Diploma has to give an undertaking stating that he/she will complete the course within a period of two years failing which the entire course expenditure i.e., Rs.15000/- will be recovered from his/her salary. The

undertaking has to be forwarded by the Sponsoring Agency to MANAGE along with the application form.

Medium of Instruction: English

Academic Courses

Semester I

Course 101: Introduction to Agricultural Extension Management (4 credits)
Course 102: Communication and Diffusion of Agricultural Innovations (3 Credits)
Course 103: Principles and Practices of Extension Management (3 credits)
Course 104: Participatory Approaches in Agricultural Extension (2 Credits)
Course 105: Research Methods in Agricultural Extension (2 Credits)

Semester II

Course 201 : Market led Extension (4 Credits)
Course 202 : Agri-Business and Entrepreneurship Development (3 Credits)
Course 203 : Project Management in Agricultural Extension (2 Credits)
Course 204 : Information and Communication Technologies for Agricultural Development (3 Credits)
Elective Course 205 A: Sustainable Agricultural Development (3 Credits)
Elective Course 205 B: Sustainable Livestock Development (3 Credits)
Elective Course 205 C: Sustainable Fisheries Development (3 Credits)
Course 206: Project work (3 Credits)

Candidates may choose any one of the above elective courses.

ABOUT MANAGE

The National Institute of Agricultural Extension Management (MANAGE) is an apex level autonomous body established in 1987 under the Ministry of Agriculture, Government of India, as a response to challenges of agricultural extension in a rapidly growing and diverse agriculture sector.

MANAGE is mandated to develop linkages between institutions concerned with agricultural extension management and agricultural development; develop management tools to improve effectiveness of agricultural extension organizations;

organize need based training; conduct problem oriented studies and document agricultural extension information. In accordance with its mandate MANAGE offers its services in Training, Consultancy, Management Education, Research, Information and Documentation.

MANAGE has been facilitating the implementation of Centrally sponsored Scheme "Support to State Extension Programme for Extension Reforms". This scheme is launched in 268 districts in the country. The major intervention of MANAGE includes technical support to all the identified districts in preparation of Strategic Research and Extension Plans (SREPs), Capacity building of extension functionaries, preparation of State Extension Work Plans (SEWPs) and development of Master Trainers to provide training and handholding at district level and below.

MANAGE also offers two major Management Educational Programmes viz. Post Graduate Programme in Agribusiness Management (PGPABM) and Post Graduate Programme in Agri-Warehousing and Supply Chain Management (PGAWSCM). The Diploma in Agricultural Extension Services for Input Dealers (DAESI) is the first ever Diploma Programme for Agricultural Input Dealers in the country and third in series.

The Mission

"To Transform the Public Extension Functionaries into Professional Cadre of Farm Advisors"

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