

Post-Graduate Diploma in Agricultural Extension Management (PGDAEM)

Continuous up gradation of knowledge and skill of the existing functionaries is one of the crucial considerations for development of any organization/ institute/ Govt. system as the days are changing now in very fast speed with respect to technology, information, idea, concept, research findings etc. along with socio-politico-economic situation of a country or state. Development of India is largely dependent on progress of agriculture and for that reason agriculture has been given importance since our independence. As agriculture is an ever-changing subject and the change is found to be contrasting in last two decades, a paradigm shift in mode of delivery in extension is essential to cope up with the situation. Naturally, Govt. has taken due step in order to bridge this ever increasing gap in knowledge of the extension functionaries through a well-thought National level course on Post Graduate Diploma in Agricultural Extension Management (PGDAEM) through the National Institute of Extension Management(MANAGE), Hyderabad. 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) has launched 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.

With the broad objective of creation of professional cadres of farm advisors in the country who eventually would take forward the agenda of agricultural extension in pragmatic and future mode, the SAMETI, Narendrapur has been conducting this one year model course for the technical officers of the state since 2007-08 sessions along with the other states of the country. A thorough orientation, conceptualization and to some extent practice in the sectors of Agricultural extension system, Communication, Economic globalization - agricultural trades, Principles of Management, Participatory planning, Market-led extension, Agricultural business and entrepreneurship development, Project management, Use of ICT, Sustainable development approach in agriculture and allied sectors etc are the main objective of the course. For every module, the participants produces an assignment after going through field/ practical work and towards the end of the course a total project is submitted. Enthusiastic and steadily increasing response has been received from the Govt. employees of the sectors of Agriculture, Horticulture, Fisheries, Animal husbandry, Agricultural marketing, Banking sectors etc.

Specific Course Objectives:

- 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 latest 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:

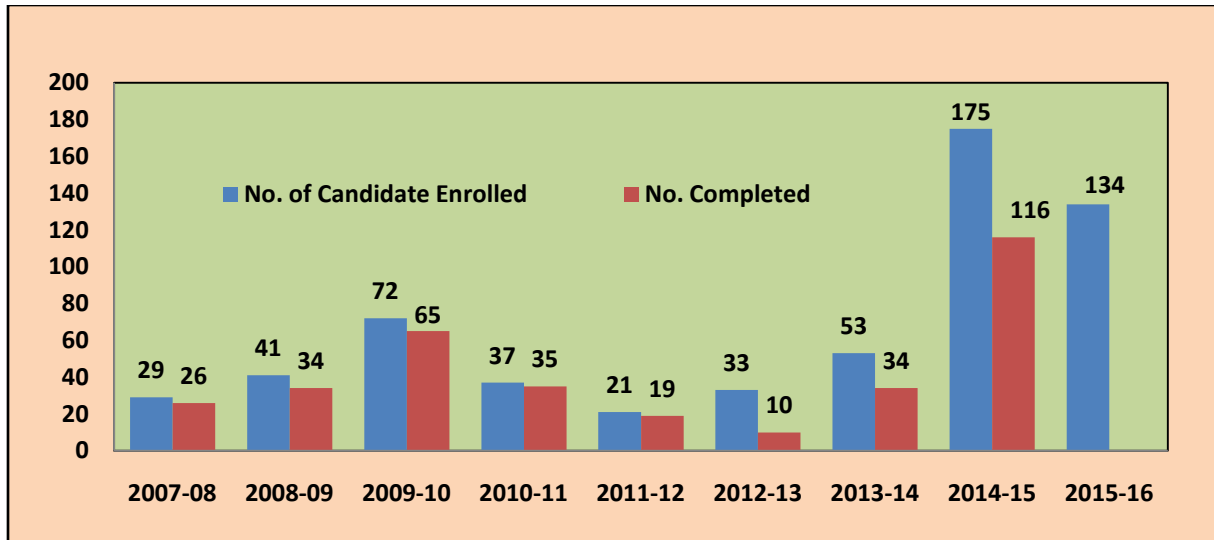
The programme has 32 credits and is being offered in two semesters. 1st semester is with 14 credits and 2nd semester is of 18 credits. One credit is equal to 30 hours of study. The programme will have five courses plus five assignments one in each course in the 1st semester and five courses with one 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 are organised at SAMETIs for five days in each semester, well in advance of the commencement of examinations.

Photo of Contact Class

STUDY MATERIAL

Semester I	
1	Course 101: Introduction to Agricultural Extension Management (4 credits)
2	Course 102: Communication and Diffusion of Agricultural Innovations (3 Credits)
3	Course 103: Principles and Practices of Extension Management (3 credits)
4	Course 104: Participatory Approaches in Agricultural Extension (2 Credits)
5	Course 105: Research Methods in Agricultural Extension (2 Credits)
Semester II	
1	Course 201: Market led Extension (4 credits)
2	Course 202: Agri-Business and Entrepreneurship Development (3 Credits)
3	Course 203: Project Mangement in Agricultural Extension (2 credits)
4	Course 204: Information and Communication Technologies for Agriculture Development (3 Credits)
5	Course 205: Sustainable Livelihood in Agriculture (3 Credits)
6	Course 206: Project Work (3 Credits)



The course started in the September, 2007 with 29 enrollment from all the allied departments. After that the enrolment fluctuated but since 2011-12 the stiff rise in enrollment has been noticed. In the year (2014-15 batch) showed enrolment of 175 candidates and that is mainly due to the enrolment of the newly recruited ATMA functionaries in the state. This year (2015-16 batch) 134 candidates enrolled for PGDAEM course. Till the last batch (2014-15), 339 candidates out of 461 (about 74 percent) candidates completed the course. Most of the uncompleted cases are due to the engagement of functionaries during the time of examination in consecutive emergency work in the situation like drought, flood, election duty etc.