



**State Agricultural Management and Extension Training Institute  
&  
Agricultural Training Centre**

**Ramakrishna Mission Ashrama, Narendrapur, Kolkata: 700 103**

(A Branch Centre of Ramakrishna Mission, Belur Math, Howrah, West Bengal- 711 202)

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No. ATC/NDP/ 129/ 155(44) /2023-24

Date: 03 October, 2023

To

**1-23 The Deputy Director of Agriculture (Administration) & Project Director, ATMA, All ATMA Districts**

**24-44 The Programme Co-ordinator, All KVKs in West Bengal**

**Sub.: Admission Notice of 'Post Graduate Diploma in Agricultural Extension Management (PGDAEM): 2023-24 (17<sup>th</sup> Batch) at SAMETI, Narendrapur**

Respected Sir/ Madam,

The Admission Notice for the '**Post Graduate Diploma in Agricultural Extension Management**' (PGDAEM): 2023-24 has been published by MANAGE, Hyderabad.

This course is mainly for the Government and other (public sector, bank, NGO, AC-ABC, FPO) extension functionaries (related to Agriculture, Animal Resource Development, Fishery, Marketing, Horticulture etc. (Please see the detail in the brochure) with the main objectives of:

1. To enhance techno-managerial and competence of the extension functionaries
2. To acquaint the extension functionaries on latest development
3. To equip the extension functionaries with the tools and techniques of participatory decision making and
4. To develop an insight to various extension models to enrich agri-value chain.


Please find the notification / brochure and application form for **Post Graduate Diploma in Agricultural Extension Management (PGDAEM)**. The following information in this regard is important to note :

1. **Last date of application : preferably the application to reach to SAMETI by 15 December, 2023.**
2. **Eligible Criteria**
  - a. Extension functionaries graduated in Agriculture and Allied sectors
  - b. Other Graduates currently employed in the departments of Agriculture / Allied sectors of Central / State / UT Governments/ SAUs and ICAR etc.
  - c. Preference will be given to government extension functionaries in the above Departments. BTMs, SMS/ATM of ATMA and extension functionaries of. KVKs.
  - d. Graduates in Agriculture, Allied subjects and other Graduates working in Agribusiness companies, NGOs, Cooperatives, Farmers' Organizations, Agri-entrepreneurs and Input dealers are also eligible with fees of Rs. 15,000/- (please see the brochure in detail).

Please circulate the letter along with the brochure among the extension functionaries at district and block levels and among NGOs etc. for the knowledge development of extension functionaries of different sectors, which will ultimately lead to better growth of agriculture of our state.

With regards,

Yours faithfully,

  
(Manas Ghosh)  
Director, SAMETI

.....Please find the brochure in next page.....

A Distance Learning Initiative of MANAGE

**SEVENTEENTH Batch of**  
**Post-Graduate Diploma in Agricultural**  
**Extension Management (PGDAEM)**  
**2023 - 2024**

“Promoting Professionalism in  
Public Extension System”



**National Institute of Agricultural Extension Management (MANAGE)**

(An Autonomous Organization of Ministry of Agriculture and Farmers Welfare, Govt. of India)

Rajendranagar, Hyderabad 500 030, Telangana, India

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

## **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 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.

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

There are around one lakh public extension functionaries in India. The public and private extension system extension functionaries 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. There is a need to encourage and empower them through capacity building for improving their effectiveness in extension delivery system.

MANAGE has launched the Post Graduate Diploma in Agricultural Extension Management (PGDAEM) in distance learning mode during 2007 under this Centrally Sponsored Scheme exclusively on Agricultural Extension Management, for the public and private extension functionaries of the country. The programme has completed fifteen years and the sixteenth batch is in progress.

Across the period more than 22,000 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 & Farmers Welfare (DA & 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 is contributed by the concerned State Governments.

Since academic year 2020-21 onwards, MANAGE institutionalized Gold, Silver and Bronze medals to award top three candidates.

**As Extension worker, PGDAEM helped me a lot in disseminating ToTs to the farmers with full knowledge.**

**- Ms. S. Priyanka, Gold medalist, 15<sup>th</sup> batch PGDAEM**



## 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 2<sup>nd</sup> semester. The programme is supported with printed reading material, Lecture series-cum-contact classes and e-learning resources on the MANAGE website. 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
<b>AEM 101:</b>	<b>Introduction to Agricultural Extension</b>	(3 credits)
<b>AEM 102:</b>	<b>Facilitation for Development</b>	(2 Credits)
<b>AEM 103:</b>	<b>Communication for Development</b>	(4 Credits)
<b>AEM 104:</b>	<b>Gender Mainstreaming for Agricultural Development</b>	(3 Credits)
<b>AEM 105:</b>	<b>Leadership and Management Skills</b>	(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), Block & Assistant Technology Managers (BTMs & ATMs) of ATMA and Subject Matter Specialists (SMSs) of Krishi Vigyan Kendras (KVKs) are eligible to enroll for the programme. Preference will be given to government extension functionaries in the above Departments.

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

**Through PGDAEM course, I could learn and get equipped myself to communicate and interact with the stakeholders in well manner and in professional way.**

**- Mr. G. Velmurugan, Silver medalist, PGDAEM 15<sup>th</sup> batch**

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

#### Step 1.

- All the candidates belonging to government departments should **submit their applications (as enclosed in the brochure) through their immediate controlling authorities** with a request to forward
- The applications should be forwarded to Project Director, ATMA of the concerned district for admission into the PGDAEM.
- The private candidates from private companies should send the applications to SAMETIs of their respective states.

**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 XVII (2023-24) batch of PGDAEM.

**Fund release pattern:**

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.

**PGDAEM was up to date and informative and also helped in improving my understanding in IT and entrepreneurship development in terms of ToTs.**

**- Ms. S.Shalini, Bronze medalist, PGDAEM 15<sup>th</sup> batch**

**Admission procedure and course fee for Private Candidates:**

The Candidates working in agribusiness companies, NGOs, cooperatives and those belonging to the category of agripreneurs, 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 favor of MANAGE, Hyderabad or also can pay online or Google pay (Screen shot) and submit the transaction details** along with their application.

**The account details** to which the fees may be paid:

**Name of the account: National Institute of Agricultural Extension Management (MANAGE)**

**Name of the Bank: State Bank of India**

**A/c no.: 52032275803**

**IFSC code: SBIN0020074**

**The 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 will be awarded by scoring

80% and above - First division with distinction

70% to 79.9% - First division

60% to 69.9% - Second division

50% to 60% - Pass.

**Extra Chance:** The candidates of 2023-24 who do not clear the examinations of I semester will be given an extra opportunity to write supplementary examinations at the end of II semester. Further, the candidates of 2023-24 who do not clear the examinations in the same year will be allowed to re-appear only in I and II semester examinations of 2024-25.

**\*No further extension will be given beyond March, 2024-25 academic year\*.**

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

(a) Candidates who would like to write **supplementary examination** must pay **a fee of Rs.200/subject.**

(b) Candidates must pay **a fee of Rs.200/assignment** for **re-submission or late submission** of their **assignment(s).**

(c) Candidates must pay **a fee of Rs.200/-** 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 or misplaced the certificate, the same can be obtained on payment of Rs.500/- through a Demand Draft in favor of MANAGE, Hyderabad or Online payment or Google pay and submit transaction details.**

### **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: 15.01.2024**

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

1. Admission list of candidates (Display and download)
2. Study material in English and Hindi, pre-recorded video lectures 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 tickets of the term end and supplementary examination (Download)
8. Formats for results, UCs and Statement of Expenditure (SOEs) (Viewing and download).
9. Marks memos and Results (Display and download)
10. Feedback (Online submission)

**For further details, contact PGDAEM cell:**

**Telephone: 040-24594597**

**Mobile : 9490797922**

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





**Post-Graduate Diploma in Agricultural Extension Management (PGDAEM)**  
**APPLICATION FORM – Seventeenth (2023-24) Batch**

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

Affix recent  
**Pass port size**  
 Photograph  
 here  
 With signature  
 and attach one

Please fill the form in **capital letters** in your own handwriting

**1. Name in capital letters Dr/ Mr/ Ms:**


**2. Date of birth:**


**3. Age as on 1.1.2023:**

**4. Sex** Male ☐ Female ☐

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

☐ SC
 ☐ ST
 ☐ OBC
 ☐ PH
 ☐ Others

☐ 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 Full Designation of the Candidate in detail (Mandatory)*																			
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 of graduation only**) (\***Mandatory**):

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

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

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

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

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Application to be sent:

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



**National Institute of Agricultural Extension Management (MANAGE)**

(An Autonomous Organization of Ministry of Agriculture and Farmers Welfare, Govt. of India)

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