

12.12.2022

Dear Sir/ Madam,

Sub: PGDAEM 16th (2022-23) batch – Notification for academic year, 2022-23 - Request for wide publicity among State extension functionaries – Reg.

Greetings from National Institute of Agricultural Extension Management (MANAGE).

In reference to the above subject it is to mention that there are approximately one lakh twenty thousand public extension functionaries in India. These extension functionaries shoulder a challenging responsibility to provide extension support to a large population of farmers who play a crucial role in addressing the food production need of the country. Besides this, there are a large number of private extension players like agribusiness companies, farmers' organizations, agripreneurs, 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 services.

Realizing the paramount importance of public and private extension system, MANAGE is offering one year Post-Graduate Diploma in Agricultural Extension Management (PGDAEM) program in distant mode for the Extension functionaries with graduation 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). The program is supported by 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 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 31 States and 5 Union Territories.

राष्ट्रीय कृषि विस्तार प्रबंध संस्थान (मैनेज)

(कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार का एक स्वायत्त संगठन, राजेन्द्रनगर, हैदराबाद - 500 030. तेलंगाना, भारत.)

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But as of now, around 22,000 extension functionaries have enrolled in the programme and benefited through the knowledge and technologies learnt from this course.

Notification of 16th (2022-23) batch, PGDAEM is herewith attached for all the SNOs and SAMETIs **to widely publicize the program among the Extension and other functionaries** from all govt. line departments, SAUs, CAUs, KVKs, ATMA offices etc. to generate awareness and inspire them to enroll for the program in the 16th batch.

Our analysis of data reflects that so far 47% candidates from Agriculture, 43% from ATMA and 10% from Animal Husbandry sectors have only enrolled since inception. However, an analysis of the data in the past five years highlights that the majority of the candidates are being enrolled from ATMA (ATMs and BTMs). There is no enrollment of the candidates from Horticulture, Fisheries, Sericulture, Forestry sectors etc. till date.

It is therefore, emphasized that the notification be widely circulated to all the allied sectors of Agriculture extension functionaries across all cadres be encouraged and nominated by the SAMETIs for the 16th batch (2022-23).

Please visit MANAGE website, www.manage.gov.in, for the updated information regarding the application procedure and payment details.

The application forms, duly approved by the SNOs should reach MANAGE through SAMETIs on or before **28th February, 2023**. It is also requested to kindly update MANAGE on the current status of applications received before 15 days of the last date itself.

Warm Regards,

Yours Sincerely,



(P.Chandra Shekara)