

वी. उषा रानी, भा.प्र.से.
महानिदेशक

प्राप्ति सं./Diary No. 6091
दिनांक/Dated 18.02.2019

कुलपति कार्यालय, ह.के.मि.
Vice-Chancellor's Office, H.K.M.

V. Usha Rani, IAS
Director General

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on the website of
the University.

MNG-17/AEM-24/2019-20
3rd January, 2019

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Sub.: PGDAEM-MOOCs, an online Post Graduate Diploma in Agricultural Extension Management by MANAGE, Hyderabad – Nomination requested reg..

The National Institute of Agricultural Extension Management (MANAGE), Hyderabad 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 agricultural extension system, for evolving effective ways of managing extension system through professional guidance and training of critical manpower.

The public extension system play a vital role in transferring knowledge to farmers. Hence extension personnel need to be updated in knowledge and skills of technology transfer and MANAGE has been playing a key role in this endeavor.

MANAGE has been implementing a **one-year Post-Graduate Diploma in Agricultural Extension Management (PGDAEM)** in distance learning mode since 2007, at national level, with an average annual enrollment of 2000 candidates. In order to increase the reach out and play an intent role in extension, an **Online Post Graduate Diploma in Agricultural Extension Management, PGDAEM-MOOCs** was launched by MANAGE in 2017, for graduates who aspire to enrich their knowledge in Agricultural Extension Management. On an average, 193 candidates (National and International) have enrolled per year. The course is open to any graduates (both Indian and foreign nationals) i.e. students, officials, non-officials and others. There is no age limit to apply.

The overall objective of the programme is to equip the candidates enrolled for PGDAEM-MOOCs with latest tools and technologies for participatory decision making, provide insight into various extension models and developments in agricultural extension and enhance their extension management competencies.

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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 T.S. India

Ph : +91 (40) 24015253 (O), Fax : 040-24015388

E-mail: dgmanage@manage.gov.in, Web: manage.gov.in

In this context, we request you to extend your valuable support to the above programme by creating awareness for popularizing the same and encouraging enrollment in your State/Country.

The registration for **PGDAEM-MOOCs 5th batch** is open from **1st January, 2019 up to 31st March, 2019**. Candidates interested in enrolling for this programme may register online through the link available in the MANAGE website www.manage.gov.in or log onto <http://www.manage.gov.in/moocs/pgdaem-moocs.asp>.

With regards,

Yours Sincerely,

(V. Usha Rani)

Encl: As above

To,

221 Vice-Chancellor
Central University of Haryana, Jant-Pali
Villages, Mahendergarh, Haryana-123029

Online
learning



**Online Programme on
Post Graduate
Diploma in
Agricultural Extension
Management
(PGDAEM-MOOCs)**

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: +91-40-24594664-663, 040-24016689 Fax: +91-40-24015388

INTRODUCTION

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, Information Services and Research.

About the Programme:

Online Post Graduate Diploma in Agricultural Extension Management (PGDAEM-MOOCs):

The public extension system has a vital and indispensable role in providing extension support to a large population of farmers. The public extension system needs strengthening to match the scale and diversity of agriculture. The extension/development functionaries have to be transformed into a vibrant and useful knowledge force to bring about the desired changes in agriculture and allied sectors. The private extension/development functionaries also need to be empowered through capacity building to improve the effectiveness in the extension delivery system.

MANAGE Post Graduate Diploma in Agricultural Extension Management (PGDAEM) was launched in 2007 and completed nine batches so far, on a distance mode for the extension functionaries of Agriculture and allied sectors of the Central/State/UT governments, SAUs, KVKs and also for the functionaries working in Agri-business companies and Agri-enterprises, NGOs, Banks and Cooperatives etc.

The PGDAEM (distance education) has received an overwhelming response from both public and private sectors. In order to increase the reach out and cover large number of candidates, MANAGE is launching an alternate PGDAEM program i.e. Post Graduate Diploma in Agricultural Extension Management (PGDAEM-MOOCs) using Massive Open Online Courses (MOOCs), an online elearning platform.

Course Objectives:

The objectives of the PGDAEM-MOOCs program are:

- To enhance the techno-managerial competence of extension functionaries,

- To acquaint the extension functionaries with 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 will be offered in two semesters across one year. 1st semester will have 14 credits and 2nd semester will have 18 credits. One credit is equal to 30 hours of study. The programme will have five courses each, in both first and second semesters, with one assignment for each course. In addition, there will be a project work in the second semester.

It is mandatory to complete all the ten courses + ten assignments + project work during the course period, in order to qualify for the award of the certificate.

Details of Courses Offered:

SEMESTER I

Course No.	Name of the course	Credits
AEM 101	Introduction to Agricultural Extension Management	(4 Credits)
AEM 102	Communication of Agricultural Innovations	(3 Credits)
AEM 103	Principles and Practices of Extension Management	(3 Credits)
AEM 104	Participatory Approaches in Agricultural Extension	(2 Credits)
AEM 105	Research Methods in Agricultural Extension	(2 Credits)

SEMESTER II

Course No.	Name of the course	Credits
AEM 201	Market-Led Extension	(4 Credits)
AEM 202	Agri-Business and Entrepreneurship Development	(3 Credits)
AEM 203	Project Management in Agricultural Extension	(2 Credits)
AEM 204	Information and Communication Technology in Agriculture	(3 Credits)
AEM 205	Sustainable Livelihood in Agriculture	(3 Credits)
AEM 206	Project work	(3 Credits)

The candidates can go through the course-wise study material, video lectures and quizzes, available online for self-learning. The candidates may refer User Manual to know the details of how to take the online course.

Eligibility Criteria for enrolment:

- The candidate must possess Bachelor's degree in Agriculture or Allied subjects (OR)
- Bachelor's degree in any discipline

- The degree must be from any recognized Indian University
- The degree must be from any Indian University incorporated by an Act of Central or State
- Legislature in India or other educational institution established by an Act of Parliament or declared to be deemed University under Section 3 of the University Grants Commission Act, 1956 (OR)
- Must have qualification from a foreign University recognized as equivalent by the Government of India (GoI)

Age limit: NIL

Registration:

A candidate seeking admission to the course must register online in the prescribed application form available in the website <http://www.manage.gov.in/moocs/pgdaem-moocs.asp>. The candidates are requested to read about the programme before registration and abide by the same. The final admission of the candidates to PGDAEM (online), rests on the discretionary power of the Director General, MANAGE.

Course fee:

The candidates seeking admission to the PGDAEM (online) must pay course fee of Rs.7000.00 in case of Indian candidates and US \$ 220 in case of international candidates, to MANAGE through RTGS (wire-transfer). Payment of the fees has to be made only after the acceptance of application by MANAGE.

Confirmation of Admission:

After receiving the course fee, the candidates' final admission will be notified in the website of MANAGE along with the ID Number. Using the user name and pass word provided by MANAGE, the candidate can log in and access the PGDAEM-online program.

Taking the online course:

The candidates admitted to the PGDAEM-MOOCs may login (<http://www.manage.gov.in/moocs/pgdaem-moocs.asp>) and make use of the User Manual to access the course ware.

Assignments:

Submission of assignment for each course (AEM 101 to AEM 105 and AEM 201 to 205) is mandatory to complete the course. The assignment is for 20 marks and the candidate has to secure a minimum of 10 marks to qualify. Please refer to the guidelines in the User Manual.

Project Work:

Project work (AEM 206) is mandatory for completing the course. The project work carries 50 marks and the candidate has to secure a minimum of 25 marks to qualify. Please refer to the guidelines in the User Manual.

Semester-End Examination:

At the end of each semester (i.e. Semester-I and Semester-II), there will be an online examination for each course e.g. for Semester-I, there will be a separate examination for each of the five subjects i.e. AEM 101 to 105. Similarly, for Semester-II, there will be a separate examination for each of the five subjects i.e. AEM 201 to 205. The examination pattern will be Objective Type.

Each examination carries maximum of 50 marks, out of which, the candidate has to secure a minimum of 25 marks, to qualify.

The guidelines for taking the examination are given in the User Manual.

Evaluation:

Assignments: The assignments submitted by the candidates online will be evaluated by the designated experts on the subject.

Project Work: The project work submitted by the candidates online will be evaluated by the designated experts on the subject.

Semester-end examinations: This is an online examination and the score card will be generated by the computer as per the answerkey provided.

The candidates scoring 80% and above will be awarded distinction and those scoring 70% and above will be awarded first class.

Result:

The candidate can access his/her final result in the website (<http://www.manage.gov.in/moocs/pgdaem-moocs.asp>) Original diploma certificate would be sent by post to the concerned candidate along with marks memo.

Extra Chance for Completing the Course:

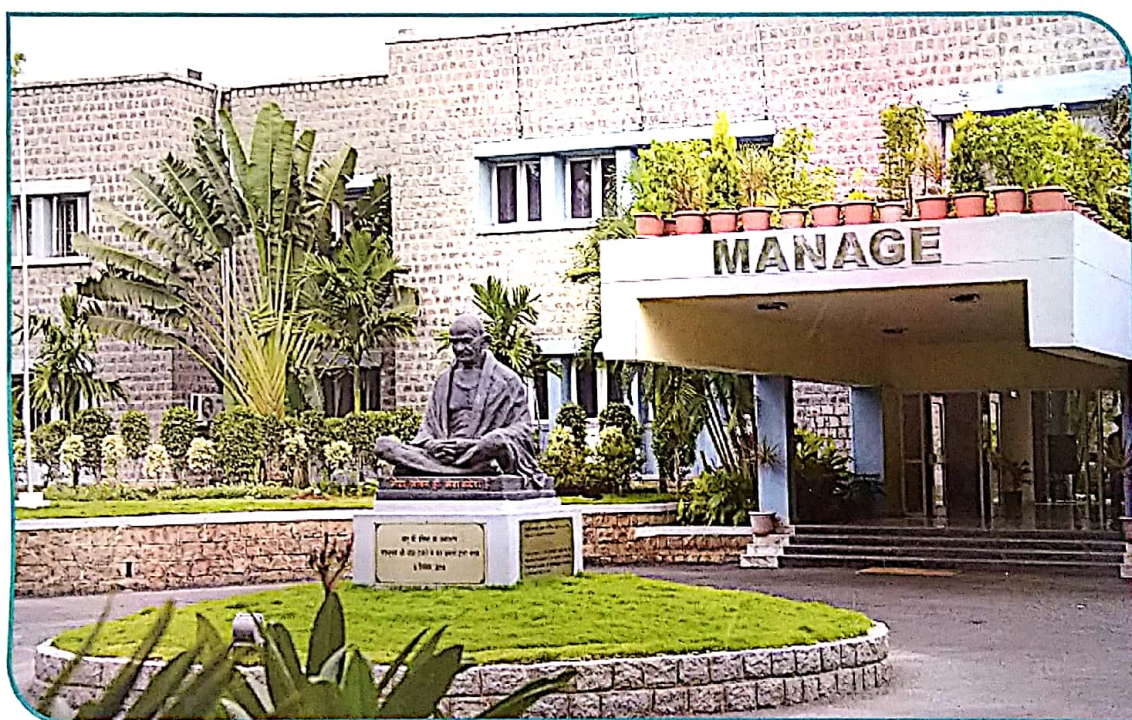
Candidates who could not complete the diploma during the first year of registration, will be given only one extra chance to reappear for the examinations along with the candidates enrolled during the next year for completing the course, on payment of Rs.500 and US \$ 15 for each course / subject, for Indian candidates and International candidates respectively.

'Note: Request of candidates for withdrawal from the course shall not be considered after one month of registration.'

MEDIUM OF INSTRUCTION: ENGLISH

CALENDAR OF ACTIVITIES

Important Events	Winter Calendar	Summer Calendar
Notification about admission	December	June
Online registrations and submission of application	January to March	July to September
Verification of applications and confirmation of admission on receipt of payment	April	October
Course commences	May	November
Study period	May to March May to Sept. (1 st Semester) November to March (2 nd Semester)	November to September Nov. to April (1 st Semester) May to Sept. (2 nd Semester)
First Semester examinations	October	April
Second Semester examination	April	October



Contact details:

Dy. Director & Principal Coordinator (PGDAEM)
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