Dear Madam/Sir,

Sub: One year Post Graduation Diploma in Agricultural Extension Management (PGDAEM-MOOCs) online course nominations- reg.

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

National Institute of Agricultural Extension Management (MANAGE) was established in 1987, at Hyderabad, by the Ministry of Agriculture & Farmers Welfare, Government of India as an autonomous Institute. The institute is the Indian response to the challenges posed by agricultural extension in a rapidly growing and diverse agriculture sector due to policies of liberalization and globalization of the economy. However, agricultural technology becoming more sophisticated and complex called for major initiatives towards reorientation and modernization of agricultural extension systems. Hence, extension personnel needs to be updated on the changes taking place in the agricultural sector in terms of production technology, market opportunities, and policies of the Government. MANAGE has been playing a key role in this endeavor by evolving effective ways of managing extension systems through professional guidance and training of critical manpower.

Post Graduate Diploma in Agricultural Extension Management (PGDAEM-MOOCs) is one of the educational programs of MANAGE, launched in the year 2017 using Massive Open Online Courses (MOOCs), an online e-learning platform to reach and cover a large number of candidates both at national and international level for all graduates. The course is specially designed for learners who are directly or indirectly involved in agricultural and allied activities and also for those who would like to take up these activities in the near future and aspire to enrich their knowledge in Agricultural Extension Management.

The registration for PGDAEM — MOOCs 14th batch is already open for registration now from 1st July 2023 to 30th September 2023. Interested candidates may apply online or they may refer ‘EDUCATION’ icon available on MANAGE website. The detailed brochure is enclosed for further information. It is requested to kindly circulate this information in your university/department/college/organization for wider publicity and information of the students.

Yours sincerely

(P Chandra Shekara)

The Vice-Chancellor,
Dr. Yaswant Singh Parmar University of Horticulture & Forestry,
Solan, Himachal Pradesh

राष्ट्रीय कृषि विस्तार प्रबंध संस्थान (मैनेज)  
(कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार का एक स्वायत्त संस्थान, राजेन्द्रनगर, हैदराबाद - 500 030. तेलंगाना, भारत.)

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E-mail : dgmanage@manage.gov.in, Web : www.manage.gov.in
Online Programme on
Post Graduate Diploma in
Agricultural Extension Management
(PGDAEM-MOOCs)
(14th Batch)
2023-2024

6th CONVOCATION
Award of Post-Graduate Diploma in Management (Agri-Business)
26th August 2022, Hyderabad

Guest Speaker
Shri Narendra Singh Tomar
Hon’ble Union Minister, Agriculture & Farmers Welfare

MANAGE
National Institute of Agricultural Extension Management (MANAGE)
(An Autonomous Organization of Ministry of Agriculture & Farmers Welfare, Govt. of India)
Rajendranagar, Hyderabad, India - 500 030
Introduction

National Institute of Agricultural Extension Management 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 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 to be strengthened 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, 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, Cooperatives etc. Currently sixteenth batch is in progress.

The PGDAEM (distance education) has received an overwhelming response from public and private sectors both. In order to increase the outreach and cover large number of candidates, MANAGE has launched an alternate PGDAEM-MOOCs program i.e. Post Graduate Diploma in Agricultural Extension Management (PGDAEM-MOOCs) using Massive Open Online Courses (MOOCs), an online e-learning platform in the year 2017.

Course Objectives:

The objectives of PGDAEM-MOOCs program are:

- To enhance the techno-managerial competence of the candidate in the field of agricultural extension.
- To acquaint the extension functionaries with the latest developments in the field of agricultural extension.
- To equip the candidates with the latest developments in the field of agriculture extension.
- To develop an insight into various extension models to enrich the agriculture-value chain.

Course Structure and Contents:

The programme has 30 credits and will be offered in two semesters across one year. Each semester has 15 credits. One credit is equivalent to 30 hours of study. The programme will have five course in the first and four in the second semester, with one assignment in each course. In addition, there will be a project work in the second semester.

It is mandatory to complete all the nine courses, nine assignments and project work during the study period, in order to qualify for the award of the certificate.

Details of the course offered:

<table>
<thead>
<tr>
<th>Course No.</th>
<th>Name of the course</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>AEM 101</td>
<td>Introduction to Agricultural Extension</td>
<td>3</td>
</tr>
<tr>
<td>AEM 102</td>
<td>Facilitation for Development</td>
<td>2</td>
</tr>
<tr>
<td>AEM 103</td>
<td>Communication for Development</td>
<td>4</td>
</tr>
<tr>
<td>AEM 104</td>
<td>Gender Mainstreaming for Agricultural Development</td>
<td>5</td>
</tr>
<tr>
<td>AEM 105</td>
<td>Leadership and Management Skills</td>
<td>3</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Course No.</th>
<th>Name of the course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>AEM 201</td>
<td>Rural Sociology</td>
<td>2</td>
</tr>
<tr>
<td>AEM 202</td>
<td>Farm Business Management</td>
<td>4</td>
</tr>
<tr>
<td>AEM 203</td>
<td>Planning for Agricultural Management</td>
<td>3</td>
</tr>
<tr>
<td>AEM 204</td>
<td>Extension for Sustainable Agricultural Development</td>
<td>4</td>
</tr>
<tr>
<td>AEM 205</td>
<td>Project work</td>
<td>2</td>
</tr>
</tbody>
</table>

The candidates can go through the course-wise study material, video lectures and PPTs, available online for self-learning. The candidates may refer User Manual to know the details to navigate through the online course.
Eligibility Criteria for enrollment:
- 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 and international University

The degree of Indian candidates 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.

Age Limit: No age limit

Registration:

A candidate seeking admission to the course must register online in the prescribed application form available on the website

http://www.manage.gov.in/moocs/pgdaem-moocs.asp

The candidates are advised to go through the brochure for program details, before registration and abide by the same. The final admission of the candidates to PGDAEM (online), rests on the discretionary authority of the Director General, MANAGE.

Course fee:

The Indian candidates seeking admission to PGDAEM-MOOCs must pay a course fee of Rs 8000 and international candidates USD 200 to MANAGE through RTGS (wire-transfer). Payment of the fees has to be made only after the acceptance of application form by MANAGE.

Confirmation of Admission:

After receiving the course fee, the candidates' final admission will be notified on the website of MANAGE along with the ID Number. Using username and password provided by MANAGE, the candidate can log in and access PGDAEM-MOOCs program.

Assignments:

Submission of assignments for each course (AEM 101 to AEM 105 and AEM 201 to 204) is mandatory to complete the course. The assignment is for 30 marks and a candidate has to secure a minimum of 15 marks to qualify. Please refer to the guidelines in the User Manual.

Project Work:

Project work (AEM 205) is mandatory for completing the course. The project work carries 100 marks and the candidate has to secure a minimum of 50 marks to qualify. Please refer to the guidelines in the User Manual.

Semester-End Examination:

At the end of each semester, there will be an online examination for each course i.e. for Semester-I, there will be an examination for all the five subjects AEM 101 to 105. Similarly, for Semester-II, there will be an examination for all the four subjects AEM 201 to 204. The examination paper will consist of Objective type questions. Each examination carries maximum 70 marks, out of which, a candidate has to secure a minimum of 35 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. 
**Grading System:** There is an online examination and the score card will be generated by the computer as per the answer key provided. The candidates scoring 80 percent and above will be awarded distinction and those scoring between 70 to 80 percent will be awarded first class. Candidate scoring 50-70 percent will be awarded as pass and less than 50 percent is fail.

**Result:** The candidate can access his/her final result on the website: http://www.manage.gov.in/moocs/pgdaem-moocs.asp

Original diploma certificate would be sent by post to successful candidates 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 for each course.

**Medium of instruction:** English

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**Calendar of Activities for PGDAEM-MOOCs**

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<tr>
<th>Activity</th>
<th>May Batch</th>
<th>November Batch</th>
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<tr>
<td>Notification About Admission</td>
<td>2nd week of December</td>
<td>2nd week June</td>
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<tr>
<td>Online Registration</td>
<td>January to March</td>
<td>July to September</td>
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<tr>
<td>Verification of Applications &amp; Admission Confirmation/Fee</td>
<td>4th week April</td>
<td>4th week October</td>
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<tr>
<td>Course Commences</td>
<td>1st May</td>
<td>1st November</td>
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<tr>
<td>Study period</td>
<td>1st May to March 31st</td>
<td>1st November to September 30th</td>
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<td></td>
<td>May to September (1st Semester)</td>
<td>November to March (1st Semester)</td>
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<tr>
<td></td>
<td>November to March (2nd Semester)</td>
<td>May to September (2nd Semester)</td>
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<tr>
<td>Assignment Submission (First week of every month)</td>
<td>June to October (1st Semester)</td>
<td>December to April (1st Semester)</td>
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<tr>
<td>Assignment (1st Semester)</td>
<td>December to April (2nd Semester)</td>
<td>June to October (2nd Semester)</td>
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<tr>
<td>1st Semester</td>
<td>May (2nd week) : AEM-101</td>
<td>November (2nd week) : AEM-101</td>
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<td></td>
<td>June (2nd week) : AEM-102</td>
<td>December (2nd week) : AEM-102</td>
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<td></td>
<td>July (2nd week) : AEM-103</td>
<td>January (2nd week) : AEM-103</td>
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<td></td>
<td>August (2nd week) : AEM-104</td>
<td>February (2nd week) : AEM-104</td>
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<td></td>
<td>September (2nd week) : AEM-105</td>
<td>March (2nd week) : AEM-105</td>
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<tr>
<td>2nd Semester</td>
<td>November (2nd week) : AEM-201</td>
<td>May (2nd week) : AEM-201</td>
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<td></td>
<td>December (2nd week) : AEM-202</td>
<td>June (2nd week) : AEM-202</td>
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<td></td>
<td>January (2nd week) : AEM-203</td>
<td>July (2nd week) : AEM-203</td>
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<td>February (2nd week) : AEM-204</td>
<td>August (2nd week) : AEM-204</td>
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<tr>
<td>Project Report Submission</td>
<td>3rd week of March : AEM-205</td>
<td>3rd week of September : AEM-205</td>
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<tr>
<td>Contact Classes</td>
<td>2nd week of September (1st Semester)</td>
<td>2nd week of March (1st Semester)</td>
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<td>2nd week of March (2nd Semester)</td>
<td>2nd week of September (2nd Semester)</td>
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<tr>
<td>Mock test</td>
<td>1st week of October (1st Semester)</td>
<td>1st week of April (1st Semester)</td>
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<td>First semester Examinations</td>
<td>4th week of October</td>
<td>4th week of April</td>
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<tr>
<td>Second Semester examinations</td>
<td>4th week of April</td>
<td>4th week of October</td>
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<tr>
<td>Evaluation of Assignments (First week of every month)</td>
<td>June to October (1st Semester)</td>
<td>December to April (1st Semester)</td>
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<td>Declaration of Results</td>
<td>November 30th (1st Semester)</td>
<td>May 31st (1st Semester)</td>
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<td>May 31st (2nd Semester)</td>
<td>November 30th (2nd Semester)</td>
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<tr>
<td>Issue of Certificate</td>
<td>2nd week of December (1st Semester)</td>
<td>2nd week of June (1st Semester)</td>
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<td></td>
<td>2nd week of June (2nd Semester)</td>
<td>2nd week of December (2nd Semester)</td>
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**Contact Details:**
Dr. Veenia Kumari
Dy. Director and Principal Coordinator (PGDAEM-MOOCs)
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