



Citizen's / Client's Charter
for
National Institute of Agricultural Extension Management
(MANAGE)
(2014-15)

Address: Rajendranagar, Hyderabad – 500030

Website ID: <http://www.manage.gov.in>

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Citizen's Charter of MANAGE

1. What is MANAGE

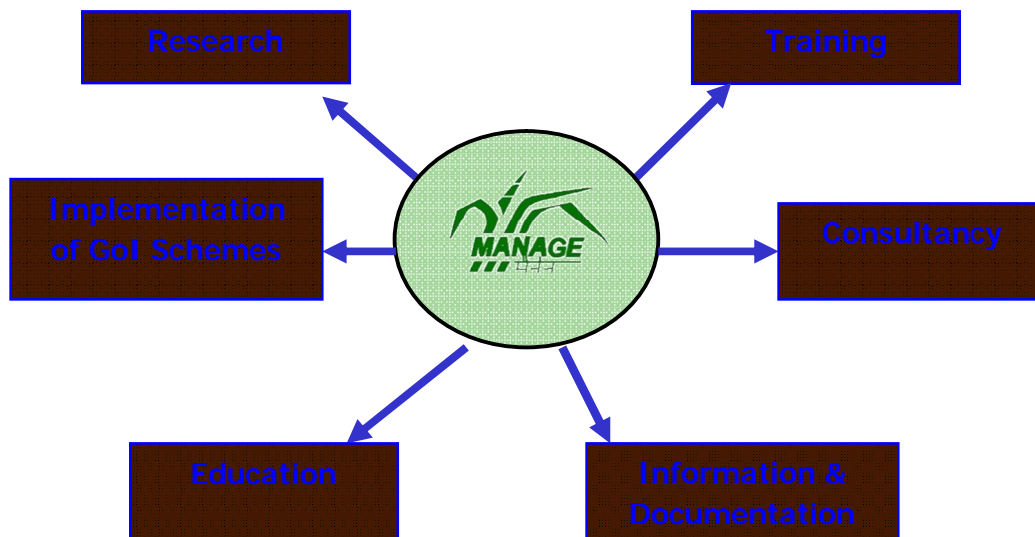
1.1 The National Institute of Agricultural Extension Management (MANAGE) is an autonomous organization under the Department of Agriculture and Cooperation (DAC), Ministry of Agriculture (MoA), Government of India (GoI). The Institute was established in 1987 in response to the challenges of agricultural extension in a rapidly growing and diverse agriculture sector. The transformation of Indian agriculture into an increasingly commercialized and market-driven activity, and the increasing complexity of agricultural technology, called for major initiatives towards reorientation and modernization of the agricultural extension system. Effective ways of managing the extension system needed to be evolved to transform the existing framework through professional guidance and training of critical manpower.

1.2 To provide adequate flexibility in operation, MANAGE was registered as a Society on 11th June 1987 under the Andhra Pradesh (Telangana areas) Public Societies Registration Act, 1350 Fasli (Act of 1350F).

1.3 The mandate of MANAGE is to assist GoI and States/UTs to help improve delivery mechanisms in agriculture and allied sectors through need-based changes in policies and programs, and also by improving the Knowledge, Skills and Attitude of extension personnel. MANAGE offers its services in Training, Research, Consultancy, Extension, Management Education etc., and implements select Central-Sector Schemes.

1.4 Training of Extension functionaries, working in departments of Agriculture, Animal Husbandry & Veterinary Science, Fisheries etc. in various States/UTs as well as in the private sector is an integral part of the mandate of MANAGE. As a part of Capacity Building, MANAGE conducts Training Programs, Workshops and Seminars on key theme areas of current importance, with an objective to

prepare the extension functionaries to cope with new challenges and for effective implementation of various Flagship programs of Government of India. Prior to firming up its Annual Training Calendar, MANAGE organizes an Annual Training Planning Workshop to assess the changing needs of the stakeholders such as EEIs, SAMETIs, State Departments of Agriculture and Allied sectors in Extension related activities. MANAGE also organizes customized programs in response to the requests from the GoI/States/UTs and the private sector.



1.5 The research activities of the Institute focus on topics of contemporary relevance. MANAGE undertakes 'Action research' to pilot-test the ideas/concepts/technologies in field situations on a limited scale and in a limited area. MANAGE also undertakes Evaluation Studies on the request of GoI/States/other organizations, on consultancy basis, for evaluation of various programs/projects to assess their impact.

1.6 As a part of Management Education, MANAGE has been offering, since 1996, a Post-Graduate Diploma in Agri-Business Management [PGDM (ABM)], which has been well received, both by the industry and the student community. Further, MANAGE has been offering a Post-Graduate Diploma in Agricultural

Extension Management (PGDAEM), which is a continuing education program, offered on a distance education mode, for in-service extension personnel. In addition, the Institute is also offering a Diploma in Agricultural Extension Services for Input Dealers (DAESI) for imparting formal agricultural education to practicing input dealers, through 'Contact class-cum-distance education mode'.

1.7 MANAGE is also involved in implementing GoI Schemes such as "Agri-Clinics and Agribusiness Centres Scheme (AC&ABC)" and "Kisan Call Centres (KCC)". While the AC&ABC Scheme aims to supplement efforts of public extension as well as to create gainful self-employment opportunities for Agricultural Professionals thereby attempting to arrest rural-urban migration, the KCC attempts to leverage the national telecom infrastructure to deliver extension services to the farmers.

1.8 The activities of MANAGE cover stakeholders in agricultural development viz., public and private sector organizations, voluntary organizations, farmers' groups and organizations, private extension service providers, agribusiness companies and cooperatives apart from various national and international funding agencies. As an apex institution, MANAGE functions as a pacesetter, developing system designs and models of professional activities for other state-level institutions to adopt. The sharing of its experiences and resources with other institutions is one of its core objectives.

2. Vision

To be counted among the most pioneering, innovative, farmer focused and self-supporting agricultural management institutes in the world.

3. Mission

Facilitating acquisition of managerial and technical skills by Extension Officers, Managers, Scientists and Administrators, in all sectors of Agricultural economy to enable them to provide most effective support and services to Farmers and Fishermen for practicing Sustainable Agriculture.

4. Mandate

- Developing linkages between prominent state, regional, national and international institutions concerned with agricultural extension management
- Gaining insight into agricultural extension management systems and policies
- Forging collaborative linkages with national and international institutions for sharing faculty resources
- Developing and promoting application of modern management tools for improving the effectiveness of agricultural extension organizations
- Organizing need-based training for senior and middle level agricultural extension functionaries
- Conducting problem-oriented studies on agricultural extension management
- Serving as an international documentation centre for collecting, storing, processing and disseminating information on subjects related to agricultural management.

5. CENTERS of MANAGE

The core activities of MANAGE are carried out through eight theme-based Centers and a School of Agribusiness Management which were established during 2012-13. These Centers broadly provide the road map for MANAGE for the next few years and are based on the initiatives proposed in the 12th Five-year plan.

These Centers are:

5.1 Center for Agricultural Extension Policy, Reforms and Processes

This Center focuses on Agricultural Extension Management including aspects such as Distance Education for agricultural extension managers, Developing online training and testing modules, facilitating Agricultural Extension solutions, evolving Technology innovations and Reforms in Extension.

5.2 Center for Agri-Institution Capacity Building

This Center focuses on aspects such as capacity building of institutions, extension functionaries and other stakeholders; developing methodology, systems and practices of capacity testing of various stakeholders; project planning and implementation; accreditation of training institutions and trainers; developing practices for achieving institutional excellence; developing and operationalising methodologies for Impact Assessment of extension efforts etc.

5.3 Center for Agricultural Markets, Supply Chain Management and Extension Projects

This Center focuses on developing models and practices for market-led extension, linking farmers to markets, orienting the agri-marketing system to supply chain process both at micro and macro levels. It also focuses on Extension Project Planning & Management, promoting convergence in Extension Projects and effective delivery of Extension services with reference to marketing activities.

5.4 Center for Allied Extension and Water/Input use Efficiency

This Center focuses on developing concepts, systems and best practices for allied extension management; providing extension support for horticulture, fisheries, animal husbandry, dairy, agro-forestry, poultry and sericulture-based integrated farming systems; Water Extension including development of management systems and approaches for command areas of large and medium surface irrigation projects; Action Research on various extension management practices followed in water and input management systems.

5.5 Center for Knowledge Management, ICT and Mass Media

This Center focuses on developing concepts and operationalising a Knowledge Management Strategy for agriculture and allied sectors, developing a repository of relevant documents, preparing a database of extension recommendations, building capacity on Information and Communication Technologies (ICTs) and supporting

software development for implementation of NMAET. Additionally, the Center supports Agri-Tele Services, E-Extension, Mass Media and E-Literacy at farmer level.

5.6 Center for Agripreneurship, Youth and PPP

This Center focuses on promoting Agripreneurship leading to generation of employment opportunities for Youth and Agripreneurs, at the same time providing trained manpower for agri-business and contributing to increased incomes to farmers. Additionally, the Center focuses on transforming agriculture to agribusiness and farmer to Agripreneur; retaining youth in agriculture, promoting public-private partnership, etc.

5.7 Center for Women and Household Food and Nutritional Security, Urban Agriculture and Edible Greening

This Center focuses on women's empowerment by way of mainstreaming women in agricultural extension management, improving their awareness on food and nutrition security of farm families, developing and operationalizing the concept of 'nutritional planning and budgeting', developing the concepts of moving from 'greening to edible greening' and 'landscaping to edible landscaping' and developing appropriate training modules.

5.8 Center for Agrarian Studies, Disadvantaged Areas, NRM Extension and Social Mobilization

This Center focuses on Agrarian studies including evolving specific extension strategies and practices for meeting the social and locational challenges of disadvantaged areas, promoting regional equity and natural resources management extension. Additionally, the Center focuses on social mobilization and social equity in NMAET and special programs meant for various social groups apart from developing and operationalising "Farmers' Charter".

5.9 School of Agribusiness Management

The School focuses on upgrading the PGDM (ABM) program to international standards and introducing the concept of 'Challenge Ready Students'.

**Citizen's/ Client's Charter for MANAGE
6. Main Services/Transactions**

(2014-2015)

Sl. No	Services/ Transactions	Responsible Person	Contact details	Process	Document Required	Fees
1	Trainings and workshops	Dr. Vikram Singh Director (OB & PC)	040-24016690 9848017184 (M) 040-24015388 (Fax) vikrams@manage.gov.in	<ul style="list-style-type: none"> Preparation and approval of Training Calendar Conducting training programs as per schedule 	<u>ACADEMIC CALENDAR</u>	Nil
2	Research & Consultancy	Dr. V. P. Sharma Director (ITD&P)	040-24014525(O) 040-24014526 (F) 9848019048 (M) vpsharma@manage.gov.in	<ul style="list-style-type: none"> Obtaining proposals from Centre Heads, compilation and getting approval of Academic Committee, and monitoring the implementation of approved proposals 	<u>ACADEMIC CALENDAR</u> As per the ToR of the Consultancy project	Nil As per T.o.R
3	Diploma in Agricultural Extension Services for Input Dealers (DAESI)	Dr. B.K. Paty, Director & Principal Coordinator (DAESI)	Tele Fax : 040-24016697 9912817744 (M) bkpaty@manage.gov.in	<ul style="list-style-type: none"> Enrollment Conducting DAESI programs Expanding the DAESI Programme to new States 	Operational Guidelines of the DAESI	₹20,000/- per participant
4	Post Graduate Diploma in Agricultural Extension Management (PGDAEM)	Dr. K. Uma Rani Director	Tele-fax: 24016689 Mobile : 98483-06589 kumarani@manage.gov.in	<ul style="list-style-type: none"> Enrollment Conducting the Program 	Operational guidelines of PGDAEM	<ul style="list-style-type: none"> Nil. for Govt. Employees ₹15,000/- for private Candidate

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**Citizen's/ Client's Charter for MANAGE
Main Services/Transactions**

(2014-2015)

Sl. No.	Services/ Transactions	Responsible Person	Contact details	Process	Document Required	Fees
5	Post Graduate Diploma in Management (Agri-business management) [PGDM (ABM)]	Dr. K. Anand Reddy Director (HRD) & Principal Coordinator, PGDM(ABM)	040-24014527 Mobile: 9010564442 (M) anandreddy@manage.gov.in	<ul style="list-style-type: none"> • Admissions • Conducting the course • Internship and final Placement of the students 	Brochure of PGDM (ABM)	₹6,81,000/- Per Student for 2 years (including tuition fee, Boarding & Lodging)
6	Agri-clinics & Agri-Business Centres Scheme (AC&ABC)	Dr. P. Chandra Shekara Director Centre for Agri Entrepreneurship Development (CAD)	040-24015399 (O) 98483 08111 (M) 040 -24001267 (F) chandra@manage.gov.in	<ul style="list-style-type: none"> • Organizing Training through Nodal Training Institutions (NTIs) • Establishment of Agri-Ventures by trained candidates • Organizing Refresher courses 	Revised Agri-Clinic and Agri-Business Centres (AC&ABC) Scheme - (2010)	Nil
7	Kisan Call Centres (KCC)	Dr. V. P. Sharma Director (ITD&P)	040-24014525(O) 040-24014526 (F) 9848019048 (M) vpsharma@manage.gov.in	<ul style="list-style-type: none"> • Trainings to Level-I & II functionaries • Supervision and surprise visits to Level-I in Telangana & AP 	Operational guidelines of KCC Scheme	Nil

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**Citizen's/ Client's Charter for MANAGE
Main Services/Transactions**

(2014-2015)

Sl. No.	Services/ Transactions	Responsible Person	Contact details	Process	Document Required	Fees
8	Documentation	Dr. Lakshmi Murthy Deputy Director	040-2401 6687 (O) 98487 85837 (M) lakshmi@manage.gov.in	<ul style="list-style-type: none"> • Bringing out MANAGE publications • Providing Editorial Guidance 	<ul style="list-style-type: none"> • Journal of Agricultural Extension Management • MANAGE Bulletin • e-bulletin Agripreneur and • Spice-PGDM (ABM) 	Nil

**Citizen's/ Client's Charter for MANAGE
7. Service Standards**

(2014-2015)

Sl. No.	Services/ Transactions	Weight %	Success Indicators	Service Standards	Unit	Weight	Data source
1	Trainings and workshops	24	Approval of training programme calendar by date	Calendar prepared, approved and placed on website by June	Date	8	MANAGE Record
			Conduct of Training Programs	> 90% programs conducted as per Training Calendar	Percent of programs in the training Calendar	16	
2	Research & Consultancy	10	Obtaining approval of proposals within time frame	90% of proposals approved by June	Number	2	MANAGE Record
			Acceptance of completion reports within approved time frame	> 90% of the approved Projects completed and accepted within time frame	Percent	8	
3	Diploma in Agricultural Extension Services for Input Dealers (DAESI)	6	Number of Input Dealers enrolled for DAESI	350	Number	4	MANAGE Record
			Enrolled candidates from new States	50	Number	2	
4	PGDAEM	10	Number of candidates enrolled	1550	Number	2	MANAGE Record
			Supply of revised course material to all enrolled candidates in time	September	Date	8	

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**Citizen's/ Client's Charter for MANAGE
Service Standards**

(2014-2015)

Sl. No.	Services/ Transactions	Weight %	Success Indicators	Service Standards	Unit	Weight	Data source
5	PGDM (ABM)	20	Admission process completed in time	By 15 th May	Date	8	MANAGE Record
			Arranging Internship to all students	Internship for 100% students	Percentage	6	
			Placement of all students in time	Placement of > 95% students within March	Percentage and time	6	
6	Agri-clinics & Agri-Business Centres Scheme (AC&ABC)	10	Number of Candidates Trained	4000	Number	7	MANAGE Record
			No. of Agri Ventures established by trained Candidates	2000	Number	2	
			Number of refresher Courses organized	20	Number	1	
7	Kisan Call Centres (KCC)	3	Once in Rabi and Once in Kharif in all States	Organize more than 30 Training Programmes	Number	2	MANAGE Record
			Every Month	11+ Surprise Visits	Number	1	
8	Documentation	6	All the issues brought out (2- JAEM, 6-MANAGE Bulletins, Annual Report-1)	All the 9 publications brought out during the year	Number of publications as per schedule	5	Actual Publications
			Editorial support to e-Bulletin- Agripreneur (12) and Spice (4) per year within schedule	All the 16 Issues brought out during the year	Number	1	

8. Grievance Redressal

S.No.	Name of the Public Grievance Officer	Helpline Number	E-mail	Mobile Number
1	Mr. Shridhar Khiste	040-2401 6693	ddadmin@manage.gov.in	-

9. List of Stakeholders/Clients

SI.No	Stakeholders/Clients
1	Officer Trainees from State Departments of Agriculture and Allied sector participating in both "On-Campus" and "Off-campus" Training programs of MANAGE. Also the Executive trainees participating in International Training Programs.
2	Trainees under AC&ABC, DAESI, PGDAEM & KCC and also the students of the PGDM (ABM) program.
3	Level-I & II functionaries of KCCs being trained by SAUs all over the country.
4	Government Agencies like SAMETIs, EEIs, ATMAs, Watershed Development Departments etc. Agribusiness companies, NGOs etc. are also included.
5	Students from SAUs and other official guests visiting MANAGE.
6	Nodal Training Institutions under AC&ABC Scheme and DAESI.
7	Agencies/organizations to whom MANAGE offers consultancy services.
8	Contractors/Agencies/Vendors delivering goods and services to MANAGE.
9	MANAGE employees, Contract employees and pensioners.

10. Expectations from Service Recipients

Sl. No.	Expectations from service recipients
1	Nomination of adequate number of officials of appropriate level and relieving them in time for participation in MANAGE training programs.
2	Projection of "Training needs" of agricultural and allied sector officers by the representatives of the State Governments during the Annual Training Planning workshop organized at MANAGE.
3	Appropriate application of training inputs delivered by MANAGE in the day-to-day functioning of the participant officers for the larger benefit of Agricultural and Allied sectors and the farming community.
4	Pro-active role and cooperation of officials and institutions of Central/State governments such as EEs & SAMETIs, the Nodal Training Institutions and Facilitators in implementing the various flagship programs of GoI that are coordinated by MANAGE. This includes proper management of GoI funds released for implementation of flagship programs, including timely settlement of Accounts and submission of Utilization Certificates (UCs).
5	Agribusiness companies and other recruiting agencies to depute their senior executives to share their expertise with PGDM (ABM) students, to sponsor MDPs, to provide internship and final placement for the students.
6	Agriculture and Allied professionals to come forward to avail the benefits of AC&ABC Scheme, set up Agriventures and thus supplement the efforts of Public Extension System.
7	The Level-I & II functionaries of KCCs to take advantage of the periodical training programs delivered by MANAGE so as to address the queries of Farmers to their satisfaction and to provide regular feedback to MANAGE for improvements in the functioning of KCCs.
8	Academicians, Extension functionaries and Students to share success stories, case studies and research papers in MANAGE publications.

Director General, MANAGE