



Citizen's / Client's Charter

NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT (MANAGE)

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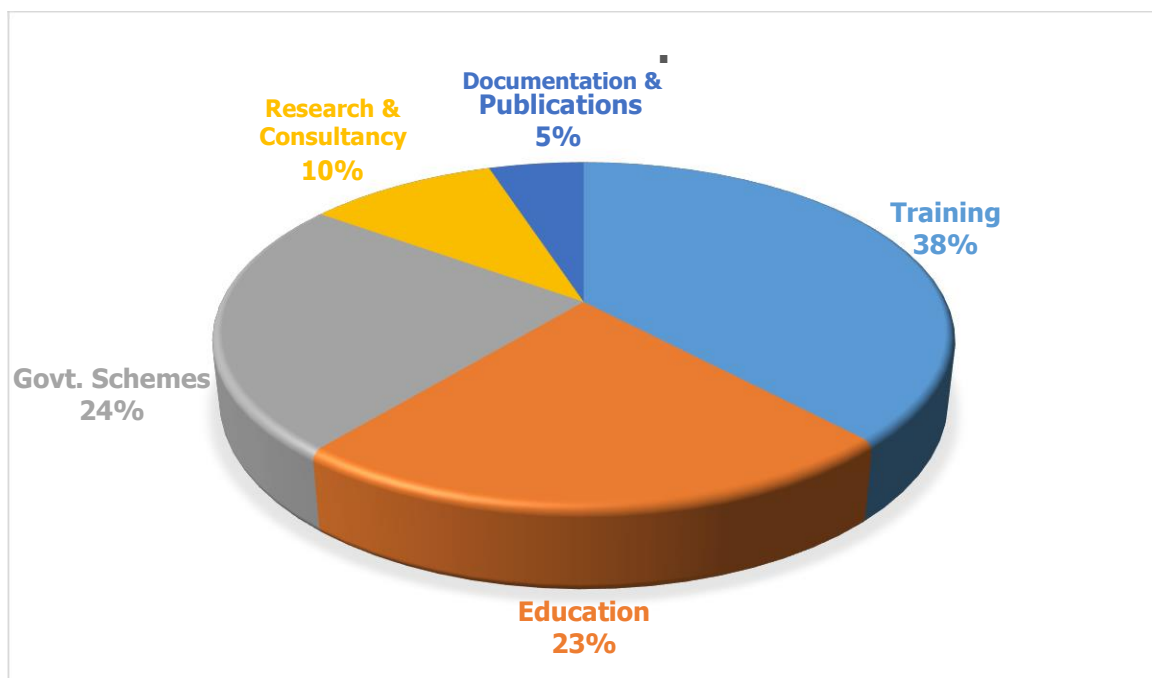
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Citizen's Charter of MANAGE

1. What is MANAGE

- 1.1 The National Institute of Agricultural Extension Management (MANAGE) is an autonomous organization under the Department of Agriculture, & Farmers' Welfare (DA&FW), Ministry of Agriculture and Farmers' Welfare (MoA&FW), 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 system 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, Documentation in Agri Extension Management, Management Education etc., and implements select Central-Sector Schemes.
- 1.4 Training of Extension functionaries working in departments of Agriculture, Horticulture, 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 Education:

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

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.

This Institute also offers a Diploma in Agricultural Extension Services for Input Dealers (DAESI), a Central Sector Plan scheme under NMAET for imparting formal agricultural education to practicing input dealers through 'Contact class-cum-distance education mode'.

MANAGE is also conducting online education programs namely Post-Graduate Diploma in Agri-Warehousing Management (PGDAWM), Certified Farm Advisor/ Livestock Advisor Program and Agriculture for Administrators.

MANAGE also offers the Internship programme open year round to provide experiential learning to integrate knowledge and theory of extension education with practical application and skills development in a professional setting. Internships give students the opportunity to learn recent advances in extension education, gain valuable applied experience, interactions with MANAGE faculty and field extension professionals and facilitate to develop the professional network among the agricultural extension stakeholders. Their research work will be published by MANAGE as Discussion Paper.

1.7 Govt. Schemes:

MANAGE involves in implementing GoI Schemes such as "Agri-Clinics and Agribusiness Centres Scheme (AC&ABC)". The AC&ABC Scheme aims to supplement the efforts of public extension as well as to create gainful self-employment opportunities for Agricultural Professionals thereby attempting to arrest rural-urban migration.

Skill Development of Rural Youth is a flagship scheme of the Government. The Ministry of Agriculture & Farmers Welfare, Govt. of India, in compliance with National Policy on Skill Development & Entrepreneurship 2015, has taken the initiative to implement the Skill Development Component, namely Skill Training of Rural Youth (STRY) & Farmers Capacity Assessment & Certification (FCAC) under Sub-Mission on Agricultural Extension (SAME) of National Mission on Agricultural Extension & Technology (NMAET) during 2015-16 and remaining period of XII Plan. MANAGE will coordinate this activity through SAMETIs established at State level. These training activities will be implemented through SAMETIs at State level & coordinated through ATMA at District level. The SAMETI will organize the Certification process through the Vocational Training Institutions / Krishi Vigyan Kendras / Nehru Yuva Kendras etc.

MANAGE also involves in Diploma in Agricultural Extension Services for Input Dealers (DAESI) which imparts relevant and location-specific agricultural education to equip agri-input dealers with sufficient knowledge to transform them into para-extension professionals so as to enable them to address the day-to-day problems being faced by the farmers at field level.

MANAGE has been identified by DA&FW, GoI as nodal agency for implementation of Agricultural Infrastructure Fund Scheme with an objective to mobilize a medium long-term debt financing facility for investment in viable projects relating to post-harvest management Infrastructure and community farming assets through incentives and financial support in order to improve agriculture infrastructure in the country.

MANAGE is also implementing Rashtriya Krishi Vikas Yojana - Remunerative Approaches for Agriculture and Allied Sectors Rejuvenation (RKVY-RAFTAAR) which is a flagship scheme of Ministry of Agriculture and Farmers' Welfare (MoA&FW), Government of India. It is aimed at strengthening infrastructure in Agriculture and Allied sectors by building Agripreneurship & Agri-Business ecosystem in the country, facilitating financial aid to potential Agristartups and nurturing a system of business incubation.

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, user friendly and self-supporting agricultural management institutes in the world.

3. Mission

Facilitating the 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 states, 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 eleven theme-based Centers and a School of Agribusiness Management.

These Centers are:

5.1 Centre for Agricultural Extension Policy, Public Private Partnership in Extension and International Centre of Excellence in Agricultural Extension

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 Centre for Agricultural Extension Innovations, Reforms and Agripreneurship

The Centre conducts regular capacity development programmes, workshops and conferences for senior and middle level developmental professional's related to Agricultural Extension and Agri-Entrepreneurship programmes of Agri-clinic & Agri-business centres scheme and Center for Innovation and Agripreneurship Centre has been functioning in order to give further boost to the schemes and to improve quality and quantity of the training programmes, handholding activities, resolving problems of Agri-Entrepreneurs etc. Centre also undertakes MANAGE Internship Programme for post graduate students. Furthermore, centre works on Research and publication aspects of Extension Next bulletin, State level working papers and also research based discussion papers on topical interest. Centre also initiated "MANAGE – University alliance for Advance of Agricultural Extension" for promoting need based and practical oriented Agricultural Extension Curriculum and also to promote innovative extension approaches and policy research in Agricultural Extension.

5.3 Centre for Capacity Building of Agri-institutions

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; training need analysis of extension professionals, project planning and implementation; accreditation of training institutions and trainers; developing practices for achieving institutional excellence; supporting SAMETIs/ATMA for programme implementation, developing and operationalizing methodologies for Impact Assessment of extension efforts etc.

5.4 Center for Supply Chain Management & Marketing in Agricultural Extension

This Center focuses on training and capacity development on agricultural marketing and supply chain management, educational programmes on agricultural marketing for budding extension professionals, consultancy programmes for public and private organisations on agricultural marketing and supply chain management, supporting ICAR, SAUs, CAUs, EEIs, SAMETIs, ATMAAs and state departments for programme implementation.

5.5 Centre for Extension in Agri-Allied Sectors

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, consultancy training programmes on allied sector for public and private organisations. Entrepreneurship development programmes on agri-allied sectors.

5.6 Center for ICT in Agricultural Extension Management

This Center focuses on developing concepts and operationalizing 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. Also dealing with implementation of Digital Agriculture project of DA&FW, GoI.

5.7 Center for Gender in Agriculture, Nutritional Security and Urban Agriculture

This Center focuses on training and capacity development on gender in agriculture, management development programme for women officers and induction programmes for newly appointed gender coordinators, promoting innovative technologies in food system and nutrition, preparing training modules on gender mainstreaming and nutrition-sensitive agriculture for effective agricultural extension services, consultancy services to implement projects and research studies.

5.8 MANAGE Center for Secondary Agriculture, FPO and Monitoring & Evaluation

This Center focuses on capacity building and training on M&E tools and techniques, market led extension, supply chain management in agriculture; capacity building of CEOs, office bearers and other stakeholders of FPOs; Policy inputs to Government of India on doubling farmers' income, crop insurance schemes and performance of agricultural schemes & programs.

5.9 Center for Sustainable Agriculture, Climate Change and Adaptation

This Center focuses on nodal organizations and knowledge repository for promotion of natural farming; climate smart agriculture, adaptation and mitigation to climate change in agriculture and innovations in climate resilient agriculture; sustainable agriculture, natural resource management, watersheds, rain-fed agriculture and water resource management; corporate social responsibility for agricultural development; and developing professionalism through certificate courses.

5.10 Centre for Agri-Business Management

The Centre focuses on developing and strengthening the ecosystem of agri-business institutions, NGOs, including agri-startups by undertaking training, capacity building and research/consultancy activities; training and capacity building apart from conducting consultancy/research activities in the agri-business domain; and consultancy/research studies in the field of agri-business management in order to enhance productivity/efficiency of the trainee institutions/organizations thereby improving their financial standing.

5.11 School of Agribusiness Management

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

5.12 Center for Knowledge Management

The Centre focuses on capacity building of senior and middle level extension professionals on knowledge management, social media and documentation skills to enable them to provide effective extension support and services to farmers; to prepare master trainers from SAMETIs, EEIs and SAUs on knowledge management in agriculture; to design strategies for knowledge management and to develop linkages with national and international organisations who deal with knowledge management in agriculture.

6. Main Services/Transactions

Sl. No	Services/ Transactions	Responsible Person	Contact details	Process	Document Required	Fees
1.	Trainings and workshops	Dr. Srinivasacharyulu Attaluri, Deputy Director (Knowledge Management)	040-040-24594546 8499937512 (M) ascharyulu@manage.gov.in	Conduct of Annual Training planning workshop Conduct of academic committee meeting to get approval Facilitating & monitoring conduct of training programs Preparation & publishing the training calendar	Academic calendar	Nil
2.	MANAGE University Alliance	Dr. Saravanan Raj Director (Agricultural Extension)	040-24016693 (O) 8465007799 (M) saravanan.raj@manage.gov.in	Willingness to Partner Consultation dialogue Working on Advancement in Research Field Extension	Alliance concept note Invitation from MANAGE	Nil
3.	Research & Consultancy	Dr. Srinivasacharyulu Attaluri, Deputy Director (Knowledge Management)	040-040-24594546 8499937512 (M) ascharyulu@manage.gov.in	Obtaining proposals from Centre Heads Compilation and getting approval of Academic Committee And monitoring the implementation of approved proposals	Approval of the Academic committee for Research & consultancy projects	Nil
4.	Post Graduate Diploma in Agricultural Extension Management (PGDAEM)	Dr. Veenita Kumari Deputy Director (Gender Studies)	040-24017027 (O) 8367287287 (M) veenita.k@manage.gov.in	Enrolment of candidates Conducting the Program Awarding of certificates	Operational guidelines of PGDAEM	For Govt. Employees 60%, 90% and 100% of fee ₹15,000/- for the General, North Eastern & three Himalayan States and Union territories, respectively, is sponsored by GoI under the Extension reforms Scheme and 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. ₹15,000/- for private candidates

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Main Services/Transactions

Sl. No	Services/ Transactions	Responsible Person	Contact details	Process	Document Required	Fees
5.	Post Graduate Diploma in Management (Agribusiness Management) [PGDM (ABM)]	Dr. K. Anand Reddy Principal Coordinator, PGDM(ABM)	040-24014527 Mobile: 9010564442 (M) anandreddy@manage.gov.in	Admissions Conducting the course Internship and final Placement of the students	Brochure of PGDM (ABM)	₹8,75,000/- per year from 2023-2025 batch
6.	Post Graduate Diploma in Agri Warehousing Management (PGDAWM)	Dr. Shalendra Director (Agril. Marketing)	E-Mail: shalendra@manage.gov.in Phone: 040-24594540/ 7731999925/9660102075	Admissions Conducting the course Assignments & exposure visits Awarding of certificates	Brochure	Rs. 10,000/- per candidate
7.	Certified Farm Advisor/ Certified Livestock Advisor	Dr. N. Balasubramani Director (Climate Change and Adaptation (CCA))	Phone : 040-24594543 E-mail: cfa_manage@manage.gov.in	Admissions Conducting the course & Awarding of certificates	Brochure	Rs. 5000/- per candidate for public sector Rs 15000/- per candidate for private candidate
8.	Internships Programmes	Dr. B. Venkata Rao Assistant Director	9848308114 (M) bvrao@manage.gov.in	Selection Admission Mentoring Conducting Research Evaluation and Publication	Research completion Discussion Paper	MANAGE awards stipend to the selected interns
9.	Agri-clinics & Agri Business Centres Scheme (AC&ABC)	Dr. Shahaji Phand Dy. Director (Allied Extension)	04024594550 (O) 9589462211 (M) balraje.shahaji@manage.gov.in	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)	Free

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Sl. No	Services/ Transactions	Responsible Person	Contact details	Process	Document Required	Fees
10.	Diploma in Agricultural Extension Services for Input Dealers (DAESI)	Dr. M. Srikanth, Director Principal Coordinator (DAESI)	Tel: 040-24594535 Mob: 9949773504 (M) srikanth.maram@manage.gov.in	Enrolment Conducting DAESI programs Expanding the DAESI Programme to new States	Operational Guidelines of the DAESI	₹20,000/- per participant
11.	Skill Training Of Rural Youth (STRY) & Farmers' Capacity Assessment And Certification (FCAC)	Dr. Shalendra Director (AM)	Tel: 040-24594540 7731999925/9660102075E- Mail: shalendra@manage.gov.in	Preparation of calendar Conducting STRY Program through SAMETIs Monitoring Progress Report to Ministry	STRY Guidelines	Rs. 42,000/- for a batch of 15 youth
12.	Start-ups and Entrepreneurship Development MANAGE	Dr. Saravanan Raj Director (Agricultural Extension)	040-24016693 (O) 8465007799 (M) saravanan.raj@manage.gov.in	Selection of Ideas/ Start-ups, Ideation, mentoring and Scaling- up	Start Up Personal Document Company Document Financial Statement	Nil
13.	Library	Dr. Srinivasacharyulu Attaluri, Deputy Director (Knowledge Management)	040-040-24594546 8499937512 (M) ascharyulu@manage.gov.in	Bringing out MANAGE publications Providing Editorial Guidance	Journal of Agricultural Extension Management MANAGE Bulletin Extension Digest Annual Report	Not Applicable

7. Service Standards

Sl. No	Services/ Transactions	Weight %	Success Indicators	Service Standards	Unit	Weight	Data source
1.	Trainings and workshops	38	Approval of training programme calendar by date	Calendar prepared, approved and placed on website by the end of March every year	31/03/2020	2	MANAGE Record
			Conduct of Training Programs	> 90% programs conducted as per Training Calendar	Percent of programs in the training Calendar	35	
2.	MANAGE University Alliance	1	No of training programs conducted along with SAU's and publications Recommendations in research	2 Training programs	Number	1	MANAGE Record
3.	Research & Consultancy	10	Obtaining approval of proposals within time frame	Conducted 90% of proposals approved by June		2	MANAGE Record
			Acceptance of completion reports within approved time frame	> 90% of the approved Projects completed and accepted within time frame		8	
4.	PGDM (ABM)	10	Admission process completed in time	100%	By 15 th May every year	3	MANAGE Record
			Arranging Internship to all Students	Internship for students	100%	4	
			Placement of all students in time	Placement of students is completed within March every year	100%	3	

7. Service Standards

Sl. No	Services/ Transactions	Weight %	Success Indicators	Service Standards	Unit	Weight	Data source
5.	PGDAEM	10	Number of candidates Enrolled	1012		5	MANAGE Record
			Supply of revised course material to all enrolled candidates in time	September every year	Date	5	
6.	Post Graduate Diploma in Agri Warehousing Management (PGDAWM)	1	No of students enrolled No of students completed	Completion of Annual Milestones as stated in the prospectus	No Target	1	MANAGE Record
7.	Certified Farm Advisor/ Certified Livestock Advisor	1	No of students enrolled No of students completed	Completion of Annual Milestones as stated in the offer document	No Target	1	MANAGE Record
8.	Internships Programmes	1	Percentage of Internship Completed No. of Internships	Internship based publications	Publications Equal to the number of Interns	1	MANAGE Record

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7. Service Standards

Sl. No	Services/ Transactions	Weight %	Success Indicators	Service Standards	Unit	Weight	Data source
9.	Agri-clinics & Agri Business Centres Scheme (AC&ABC)	10	Number of Candidates Trained	5000	Number	4	MANAGE Record
			No. of Agri Ventures established by trained Candidates	2000	Number	3	
			Number of refresher Courses organized	20	Number	3	
10.	Diploma in Agricultural Extension Services for Input Dealers (DAESI)	10	Number of Input Dealers enrolled for DAESI	18960	Number	5	MANAGE Record
			Enrolled candidates from new States	40	Number	5	
11.	Skill Training Of Rural Youth (STRY) & Farmers' Capacity Assessment And Certification (FCAC)	1	Completion of Target set by ministry	Timely completion of Targets	As given by the ministry	1	MANAGE Record
12.	Start-ups and Entrepreneurship Development	2	No. of Start-ups incubated	20 Start-ups per Year	Number	1	MANAGE Record
			No. of mentoring programmes conducted	5 Numbers	Number	1	

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Service Standards:

13.	Documentation	5	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	3	MANAGE Record
			Editorial support to e-Bulletin-Agripreneur (12) and Spice (4) per year within schedule	All the 16 Issues brought out during the year	Number	2	

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8. Grievance Redressal

S. No.	Name of the Public Grievance Officer	Helpline Number	E-mail	Mobile Number
1.	Shri. Shridhar Khiste, Deputy Director (Admn.)	040-24594511	ddadmin@manage.gov.in	09640977738

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9. List of Stakeholders/Clients

Sl. 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 and also the students of the PGDM (ABM) program
3	Government Agencies like SAMETIs, EEIs, ATMA, and Watershed Development Departments etc. Agribusiness companies, NGOs etc. are also included. Partners such as ICAR Institutions, State Agriculture & Allied Universities and other Organisations (National and International) who organise collaborative/ joint training programs with MANAGE.
4	Students from SAUs, other official guests and farmers visiting MANAGE
5	Nodal Training Institutions under AC&ABC Scheme and DAESI
6	Agencies/organizations to whom MANAGE offers consultancy services
7	Contractors/Agencies/Vendors delivering goods and services to MANAGE
8	MANAGE employees, Contract employees and pensioners

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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 various workshops organized at MANAGE and by conducting survey to know the training needs of agricultural extension professionals
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.

Sl. No	Expectations from service recipients
4	Pro-active role and cooperation of officials and institutions of Central/State governments such as EEIs & 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	Academicians, Extension functionaries and Students to share success stories, case studies and research papers in MANAGE publications.
8	Promotion of entrepreneurship in agribusiness among unemployed youth; providing remuneration approaches in agriculture and allied sectors to innovators through Incubation activities.

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Director General, MANAGE