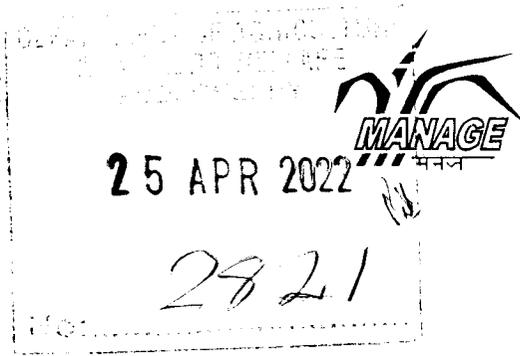


डॉ. पी. चन्द्रा शेखरा
महानिदेशक



Dr. P. Chandra Shekara
Director General

MNG-26/CFA-01/2022-23
8 April, 2022

Sir,

Sub: "Certified Farm Advisor" Program of MANAGE, Hyderabad- Nomination of Officials – Reg.

You are kindly aware that MANAGE organizes need based Extension Management programs for the Extension functionaries of Agriculture and Allied departments in the country. However, it is being felt that the capacity building program of MANAGE should help the extension functionaries to take forward the proven technologies from National Agriculture Research System (NARS). Hence MANAGE launched a program titled "Certified Farm Advisor" program with the help of ICAR institutes/SAUs and other Elite Institutes for extension officers in agriculture and allied sectors through a systematic approach covering three modules.

Module - I: will deal with sectoral specific latest technologies and management aspects for a period of three months through e - platform by MANAGE on important and emerging areas. The Study material will be in the form of Text, PowerPoint and videos. As Module -I is administered through online the officials enrolling for the program will not be disturbed from their regular duties. Functional/working knowledge of computer is required for enrollment.

Module –II: Those who have completed Module –I will be sent to the identified ICAR institutes/SAUs/Elite Institutes (based on the need and specialization preferred by the extension functionaries) for intensive specialized skill oriented training for a period of 15 days, within or outside their respective states. For the academic year 2022-23, MANAGE offers to conduct Module-II in 03 specializations namely **Organic Farming, Millets and Vegetables.**

Module – III: On completion of Module – II, the candidates will try to apply their learning in the field at their place of work. The candidates will be provided handholding support by a Mentor Scientists for the period of 8 months from the same Institute where they have undergone Module – II. The hand holding will be in the form of technical guidance to the candidates whenever they faces any problem in the field, while applying their technical Knowledge/Skills acquired on the chosen Specialization. This will help the candidates to develop holistic understanding on the practical aspects of Specialization. By the end of Module – III, the candidates will be competent enough to solve the field problems and will be able to provide better advisory services to the farmers.

राष्ट्रीय कृषि विस्तार प्रबंध संस्थान (मैनेज)

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

NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT (MANAGE)

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After completing all the three Modules, the competency of the candidate will be assessed on their specialization, and will be recognized as **"Certified Farm Advisor"** jointly by the concerned ICAR/other relevant institute and MANAGE.

Expected outcome:

Candidate completing this program will acquire good knowledge on a particular crop/specialization. After recognizing the candidate as "Certified Farm Advisor", MANAGE will display their names in its website so that the stakeholders could verify the credentials of the Advisors and make use of their services. This program also helps to create a Cadre of experts on various subjects/specializations within the department by suitably enhancing their core competencies to enable them deliver effective Technical advisory services, thereby addresses the field problems, faced by the farmers.

Eligibility Criteria for enrollment:

Extension Functionaries graduated in Agriculture, Horticulture and other Agriculture related courses and currently employed in the Department of Agriculture/Allied sectors of Central/State/UT governments/SAUs/KVKs/ATMA, upto an age of 55 years with functional literacy on computer are eligible to enroll for the program.

Fee:

Course fee for the extension functionaries working in Govt. Department is Rs.5000/- and for private candidates and agripreneur is Rs.15, 000/- per candidate.

The expenditure for conducting Module-I, II and III will be met by MANAGE, including food and accommodation for enrolled candidates during Module-II.

Role of Sponsoring Department

1. Course Fee of Rs.5000/-and TA/DA of the candidate for attending training program for a period of 15 days for Module-II has to be borne by the sponsoring department.
2. The training program for a period of 15 days will be conducted within or outside the state either in ICAR/SAUs/Elite institutions based on the specialization chosen by the candidate. Hence, permission



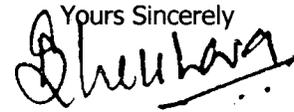
-3-

has to be given to the candidate to attend training program for a period of 15 days and to treat this period as "On-Duty".

In view of the importance of the proposed Certified Farm Advisor program, it is requested to kindly nominate five to six (5-6) extension functionaries of your department, for **each** of the indicated specializations, based on the need of the specialization of your department. Only 20 candidates per specialization will be admitted on first cum first serve basis. Hence, kindly nominate the candidates who are interested for the course and willing to complete all the three modules. The list of nominated officials may kindly be sent to the **Director (CCA) & Principal Coordinator (CFA)**, National Institute of Agricultural Extension Management (MANAGE), Rajendranagar, Hyderabad-30. **Mail Id:** cfa-manage@manage.gov.in, (9493977154) on or before **31 May, 2022**. The Department concerned may send the course fee in the form of Demand Draft, drawn in favour of MANAGE, payable at Hyderabad.

The nominated officials may send their filled in applications through proper channel on or before **31 May, 2022**. Copy of the application is placed in Annexure - I. The candidates may also download the application form from <https://www.manage.gov.in/cfa/cfa-appln.pdf>

Anticipating your continuous cooperation

Yours Sincerely


(P. Chandra Shekara)

To

The Director of Agriculture
New Light House Road
Vambakeerapalayam- 605 001
Puducherry