

MNG-26/CFA-01/2019-20
March 18, 2019

Sir,

014277

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 proposes a new initiative 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. To start with, MANAGE proposes to conduct Module-II, **16** specializations in Agriculture Sector (Annexure – I).

Module – III: On completion of Module – II, the candidates will try to apply their learning in the field at their place of work. Hence, Officials will not be disturbed from their regular duties. The candidates will be provided handholding support by a Mentor Scientist/s for a 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 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 संगठन, राजेन्द्रनगर, हैदराबाद - 500 030 टी.एस. भारत)
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After completing all the three Modules, the competency of the candidates 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:

Candidates completing this program will acquire good knowledge and Skill on a particular specialization. After recognizing the candidates 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 to deliver effective Technical advisory services, thereby addresses the field problems.

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/KVKs/ATMA, up to 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 has to be given to the candidates 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 at least 10 - 15 Extension Functionaries from your department for the specializations indicated in the Annexure-I based on the need of specialization of concerned department who are fulfilling the eligibility criteria. The list of nominated officials may kindly be sent to the **Principal Coordinator (CFA)**, National Institute of Agricultural Extension Management (MANAGE), Rajendranagar, Hyderabad-30. Mail id: cfa-manage@manage.gov.in, (9493977154) on or before **08th May, 2019**. The concerned department may send the course fee in the form of Demand Draft, drawn in favour of MANAGE, payable at Hyderabad, based on the number of candidates nominated for the program.

The Nominated officials may send their filled in applications through proper channel on or before **8th May, 2019**, Copy of the application form is placed in Annexure – II. The candidates may also download the application form from <http://www.manage.gov.in/cfa/cfa.asp>

Anticipating your continuous cooperation


Yours Sincerely,


(V. Usha Rani)

To
The Director of Agriculture
Department of Agriculture
Government of Kerala, Vikas Bhawan
Trivendrum – 695 001
Kerala

Endt No TR(Q) 49997/18 dtd 17/4/19

Copy communicated to all PAOs, PDs, CSC,
DDAs of SPTA, F&CH/ADA BMFC / All Marketing Secretaries
for information.


For D. of Agriculture
Additional Director of Agriculture & FWD.
Directorate of Agriculture
Thiruvananthapuram

Copy to 17 Cell : for uploading in website