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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 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. MANAGE proposes to conduct Module-II in **16** specializations in Agriculture. (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

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

NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT

(An organization of Ministry of Agriculture and Farmers Welfare, Government of India)

Rajendranagar, Hyderabad - 500 030. Telangana State. INDIA

Telephone : +91 040-2459 4505, 24015253 (O), Fax : +91 (040) 24015388

E-mail : dgmanage@manage.gov.in, Web : www.manage.gov.in



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 **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 **18 March, 2020**. 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 **18 March, 2020**. Copy of the application form is placed in Annexure – II. The candidates may download the application form from <http://www.manage.gov.in/cfa/cfa.asp>

Anticipating your continuous cooperation

Yours Sincerely,


(G. Jayalakshmi)

To
The Director of Agriculture
Directorate of Agriculture Development
and Farmers Welfare
Vikas Bhawan ,Thiruvananthapuram– 695 001
KERALA

Annexure - I

Area of Specialization (choose any one of the following topics)

Agriculture
Rice
Wheat
Millets
Pulses
Oilseeds
Sugarcane
Cotton
Seed Technology
Forage Crops
Organic Farming
Horticulture
Fruits
Vegetables
Flowers
Plantation Crops
Spices
Medicinal & Aromatic Plants

CERTIFIED FARM/LIVESTOCK ADVISOR (for Professional Excellence)

Affix passport
size photograph

APPLICATION FORM

Year _____

For Official use:

S. No:

State:

Crop/Enterprise:

1.	Name in capital letters	:			
2.	Date of Birth	:		Age	: _____ Years
3.	Gender	:	<input type="checkbox"/> Male <input type="checkbox"/> Female		
4.	Category	:	SC/ST/OBC/General		
5.	Contact Number	:			
6.	Aadhar Card No	:			
7.	E-mail	:			
8.	Postal Address for Communication	:			

9. Educational Qualification

S. No.	Examination	Discipline	Year	School / College	University	Grade/ Percentage/ Division
i.	SSC					
ii.	Intermediate					
iii.	Degree					
iv.	Post-graduation					
v.	Doctorate					

10. Details of Course fee

Demand Draft No.	:		Amount (Rs)	:	
Date	:		Name of the Bank & Branch	:	

11. Employment Status

☐ Employee in Govt. Sector ☐ Employee in Private Sector ☐ Agripreneur/Self Employed

i	Designation	:	
ii	Name of the Organization	:	
iii	Length of Service	:	
iv	Details of Experience	:	
v	Office Address with email Id and Telephone Nos.	:	

12. Specialization preferred for Module II (Specify the particular crop/enterprise)

Enclosures (Self-attested):

Degree Certificate	:	Yes/No
Post-Graduation Certificate	:	Yes/No
Doctorate Certificate	:	Yes/No
Experience Certificate	:	Yes/No
Proof of Date of Birth	:	Yes/No
Caste Certificate	:	Yes/No
Two recent photographs (passport size)	:	Yes/No
Aadhar Card	:	Yes/No
Demand Draft	:	Yes/No

I hereby certify that all the information furnished above by me is correct to the best of my knowledge and belief. I understand and accept that furnishing of any false information on my part will automatically lead to disqualification of my candidature/enrolment and forfeiture of all payment made by me towards Certified Farm Advisor Program. I agree to abide by the code of conduct and rules as may be framed from time to time by authorities for smooth conduct of the program.

Note: (i) Specialization training will not be taken up unless adequate No. of candidates are enrolled in the particular specialization.
(ii) After finalization of admission, Course fee paid will not be returned.

Date:

Place:

Signature :

Name :

Forwarding authority

Signature of immediate controlling authority
with Postal address (with PIN code) and Phone No.

Application to be sent:
The Director (CCA)
MANAGE, Rajendranagar
Hyderabad - 500 030
Email: balasubramani@manage.gov.in

Note: Further details you may visit <http://www.manage.gov.in/cfa/cfa.asp>

Certified Farm / Livestock Advisor Program - for Professional Excellence



National Institute of Agricultural Extension Management (MANAGE)

An Organization of Ministry of Agriculture and Farmers Welfare (MoA & FW), Govt. of India
Rajendranagar, Hyderabad - 500 030, Telangana, INDIA.

Website: www.manage.gov.in

National Institute of Agricultural Extension Management (MANAGE) established in 1987, is an apex level autonomous institute under the Ministry of Agriculture & Farmers Welfare, Government of India. MANAGE offers its services in Training, Consultancy, Management Education, Research and Information Services. 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 has launched a new initiative titled "**Certified Farm Advisor/Certified Livestock 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.

Objective

To create a cadre of "Certified Farm Advisors/Certified Livestock Advisors" by suitably enhancing the core competencies of public and private extension professionals in appropriate technologies of agriculture and allied sectors to enable them to deliver effective "Technical advisory services" and thereby address the field-level problems faced by the farmers.



Structure of the Program

Divided into three Modules

Module-I: It deals 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, Power point 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.

List of specialization for choosing in Module II

Crops / Enterprises for Module – II under each sector**Agriculture**

1. Rice
2. Wheat
3. Millets
4. Pulses
5. Oilseeds
6. Sugarcane
7. Cotton
8. Seed Technology
9. Forage Crops
10. Organic Farming

Horticulture

1. Fruits
2. Vegetables
3. Flowers
4. Plantation Crops
5. Spices
6. Medicinal & Aromatic Plants

Animal Husbandry

1. Cattle
2. Buffalo
3. Sheep
4. Goat
5. Poultry
6. Piggery

Module-III: On completion of Module-II, the candidates will try to apply his learning in the field at his place of work. The candidate will be provided handholding support by a Mentor Scientist/s for a period of eight months from the same Institute where he has undergone Module-II. The hand holding will be in the form of technical guidance to the candidate whenever he faces any problem in the field, while applying his technical knowledge/skills acquired on the specialization of crop/enterprise. This will help the candidate to develop holistic understanding on the practical aspects of specialization. By the end of Module-III, the candidate will be competent enough to solve the field problems and will be able to provide better advisory services to the farmers.



After completing all the three Modules, the technical competency of the candidate will be assessed on the chosen specialization and will be recognized as "Certified Farm Advisor/Certified Livestock 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/Certified Livestock 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.

Eligibility Criteria for enrollment: Extension functionaries graduated in Agriculture, Horticulture, Sericulture, Animal Husbandry 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. BTMs and ATMs of ATMA are also eligible for the program.

Medium of Instruction: English

Fee: The course fee for the extension functionaries working in Govt. Department is Rs. 5,000/- 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 Agent / Organisation

1. The course fee of Rs. 5000/- and TA/DA of the nominated candidate/s for attending training program for 15 days for Module-II has to be borne by the sponsoring department.
2. The 15 days training may be conducted within or outside the state in ICAR/SAUs/Elite institutions based on the chosen specialization.
3. Permission to attend the 15 days training program and to treat this period as "On -Duty".

Evaluation: The candidates will be evaluated based on their performance.

Module-I is online: There will be two Tests. An aggregate of 50 marks is required to qualify from Test-1 and Test-2. These two tests are conducted by MANAGE. Tests Schedule will be announced in advance on MANAGE website and also intimated through mail to the enrolled candidates. Candidates who do not clear/absent for Tests of Module-I will be given an opportunity to write supplementary test after Test-2.

Module-II and III will be conducted by the concerned ICAR Institute. The candidates scoring 50% of Marks and above are declared as Pass; 60 - 80% is First division and above 80% is distinction.



For further details, please visit <http://www.manage.gov.in/cfa/cfa.asp> or contact

The Director (CCA)

**National Institute of Agricultural Extension
Management (MANAGE)**

Rajendranagar, Hyderabad-500 030

Email: cfa-manage@manage.gov.in

The Consultant (CFA)

**National Institute of Agricultural Extension
Management (MANAGE)**


Rajendranagar, Hyderabad-500 030

Email: cfa-manage@manage.gov.in

Mobile No.: 9493977154

Endt No TE(2) -3346/2020 Dt. 17/02/2020

Copy Communicated to all PAOs /PD ATMA/DDA, FQCL/PTL, ADA BMFC, Chief Soil Chemist/ All Marketing Secretaries for sending nomination. The nomination in the prescribed proforma should be send through proper channel in the e-mail id : jdatrng@gmail.com and should reach this office before 29/02/2020. The Application for the course may be downloaded from <http://www.managi.gov.in/cfa/cfa.asp>.

For Director, 
AD & FW Department
Thiruvananthapuram

13/2/2020
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Copy to IT Cell for uploading in Website.

Joint Director of Agriculture (AR & V)
Directorate of Agriculture,
Vikas Bhavan, Thiruvananthapuram

En: Brochure of Certified Farm Advisor Programme.