



**Citizen's / Client's Charter**

**NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT (MANAGE)**

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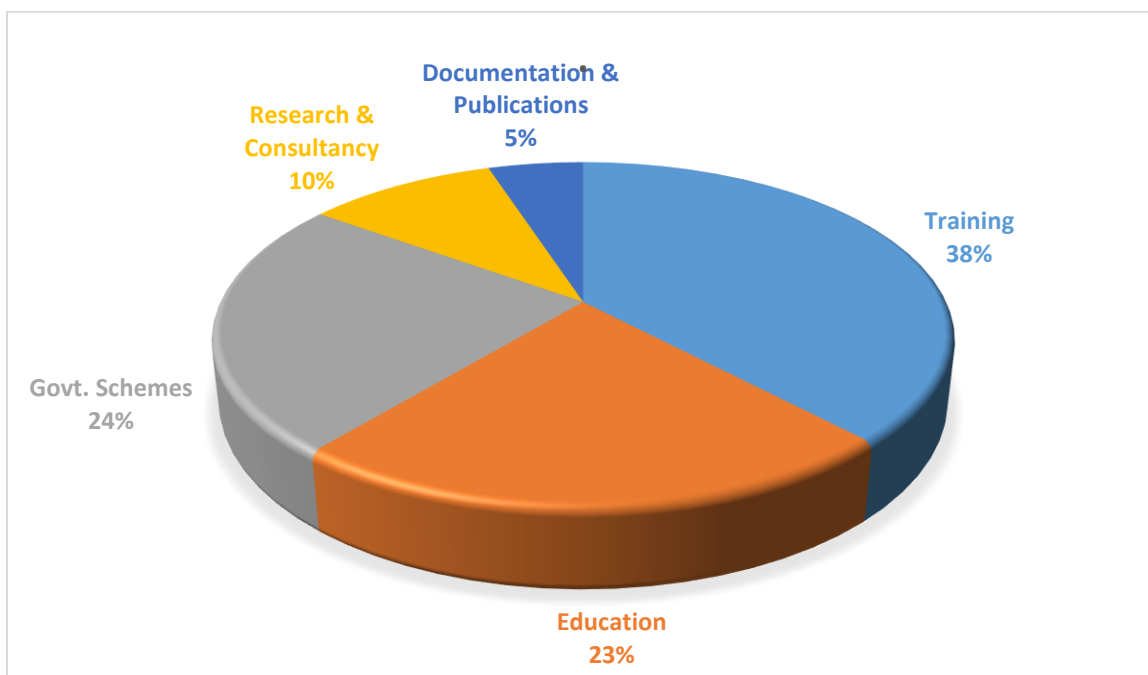
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Date of Issue: 13 January 2020

## **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, & Cooperation Farmers' Welfare (DAC&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 Program and Agriculture for Administrators.
- MANAGE also offers the three (3) months and six (6) 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. The 3 months internship programme is open to 2nd Year MSc/Ph.D. scholars of Extension Education (on-going/completed students/scholars) and MSc/Ph.D. completed students/scholars and the 6 months internship programme is for Ph.D. holders in Extension Education, candidates from Sociology, Psychology, MSW, Journalism and Communication with rural research experience. Stipend of Rs.10, 000 per month (for 3 months Internship) and Rs. 35,000 per month (for 6 months Internship) is provided to encourage students. 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.
- MANAGE has been implementing a one-month residential professional Skill Development Certificate Course on “Aqua Clinics & Aquapreneurship Development Programme (AC&ADP)” through Fisheries Colleges, Universities and State Fisheries Departments (Nodal Training Institutes - NTIs) Sponsored by National Fisheries Development Board (NFDB), Department of Fisheries, Ministry of Fisheries, Animal Husbandry & Dairying, Govt. of India, Hyderabad since 2018-19. This programme is focused on promoting Aquapreneurship development, introducing innovative technologies, creating self-employment and supporting farmers in activities such as culture of fishes and shrimps, pond design, pond preparation, analysis of the quality of soil and water, selection of species, seed and feed supply, disease management (Laboratories), Better Management Practices (BMPs), technical consultancies, skill development, networking and marketing linkages. In the current financial year, 4 training programs are completed. Two other programs are under progress and likely to complete in the month of January 2020. This project was promoted at 4 Conferences and Exhibitions across the country. MANAGE also supports the establishment of Aqua One Centers (AOCs) with the financial support of NFDB, Hyderabad.
- 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.

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 nine 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 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; 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.

#### **5.4 Center for Supply Chain Management & Marketing in Agricultural Extension**

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.

#### **5.5 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.

#### **5.6 Center for Knowledge Management, ICT and Mass Media in Agricultural Extension**

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 Centre supports Agri-Tele Services, E-Extension, Mass Media and E-Literacy at farmer level.

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

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 Sustainable Agriculture, Monitoring and Evaluation of Programs and Plans**

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. The centre also deals with 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.

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 Center for Climate Change and Adaptation**

This Center focuses on capacity building of extension functionaries on Climate change and its impact on Agriculture, Adaptation and Mitigation strategies, Extension strategies for promotion of Climate resilient villages and research studies on climate change on agriculture. This Center also focuses on developing input dealers into Para – Extension professionals by implementing Diploma in Agricultural Extension Services for Input dealers (DAESI) for input dealers. Also focuses on developing Agricultural Extension Personnel into Specialists in a particular Crop / Livestock through Certified Farm Advisor/Certified Livestock Advisor program.

### **5.10 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'.



**6. Main Services/Transactions**

| Sl. No | Services/ Transactions     | Responsible Person                                     | Contact details  | Process   | Document Required  | Fees |
|--------|----------------------------|--|--|---|--|------|
| 1.     | Trainings and workshops    | Dr. Srinivasacharyulu<br>Attaluri<br>Programme Officer | 040-040-24594546<br>8499937512 (M)<br>040-24015388 (Fax)<br><a href="mailto:ascharyulu@manage.gov.in">ascharyulu@manage.gov.in</a>       | <ul style="list-style-type: none"> <li>• Conduct of Annual Training planning workshop</li> <li>• Conduct of academic committee meeting to get approval</li> <li>• Facilitating &amp; monitoring conduct of training programs</li> <li>• Preparation &amp; publishing the training calendar</li> </ul> | <ul style="list-style-type: none"> <li>• Academic calendar</li> </ul>  | Nil  |
| 2.     | MANAGE University Alliance | Dr. Saravanan Raj<br>Director (Agricultural Extension) | 040-24016693 (O)<br>8465007799 (M)<br>040-24015388 (Fax)<br><a href="mailto:saravanan.raj@manage.gov.in">saravanan.raj@manage.gov.in</a> | <ul style="list-style-type: none"> <li>• Willingness to Partner</li> <li>• Consultation dialogue</li> <li>• Working on Advancement in Research</li> <li>• Field Extension</li> </ul>  | <ul style="list-style-type: none"> <li>• Alliance concept note</li> <li>• Invitation from MANAGE</li> </ul>                    | Nil  |
| 3.     | Research & Consultancy     | Dr. Srinivasacharyulu<br>Attaluri<br>Programme Officer | 040-040-24594546<br>8499937512 (M)<br>040-24015388 (Fax)<br><a href="mailto:ascharyulu@manage.gov.in">ascharyulu@manage.gov.in</a>       | <ul style="list-style-type: none"> <li>• Obtaining proposals from Centre Heads</li> <li>• Compilation and getting approval of Academic Committee</li> <li>• And monitoring the implementation of approved proposals</li> </ul>  | <ul style="list-style-type: none"> <li>• Approval of the Academic committee for Research &amp; consultancy projects</li> </ul> | Nil  |

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**Main Services/Transactions**

| Sl. No | Services/ Transactions  | Responsible Person  | Contact details  | Process   | Document Required  | Fees  |
|--------|---|---|--|---|--|---|
| 4.     | Post Graduate Diploma in Agricultural Extension Management (PGDAEM) | Dr. Veenita Kumari<br>Deputy Director<br>(Gender Studies) | 24017027 (O)<br>8367287287 (M)<br>040-24015388 (Fax)<br><a href="mailto:veenita.k@manage.gov.in">veenita.k@manage.gov.in</a> | <ul style="list-style-type: none"> <li>• Enrolment of candidates</li> <li>• Conducting the Program</li> <li>• Awarding of certificates</li> </ul> | <ul style="list-style-type: none"> <li>• Operational guidelines of PGDAEM</li> </ul> | <ul style="list-style-type: none"> <li>• For Govt. Employees 60%, 90% and 100% of fee ₹15,000/- for the General, North Eastern &amp; 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 &amp; three Himalayan States respectively, is contributed by the concerned State Governments.</li> <li>• ₹15,000/- for private candidates</li> </ul> |

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|--------|--|---|--|---|---|--|
| 5.     | Post Graduate Diploma in Management (Agribusiness Management) [PGDM (ABM)] | Dr. K. Anand Reddy<br>Director (HRD) &<br>Principal Coordinator,<br>PGDM(ABM) | 040-24014527 Mobile:<br>9010564442 (M)<br><a href="mailto:anandreddy@manage.gov.in">anandreddy@manage.gov.in</a>                         | <ul style="list-style-type: none"> <li>• Admissions</li> <li>• Conducting the course</li> <li>• Internship and final Placement of the students</li> </ul>   | <ul style="list-style-type: none"> <li>• Brochure of PGDM (ABM)</li> </ul>  | <ul style="list-style-type: none"> <li>• ₹8,25,000 per year from 2020-2022 batch</li> </ul>  |
| 6.     | Post Graduate Diploma in Agri Warehousing Management (PGDAWM)              | Dr. Shalendra<br>Deputy Director (BS)   | E-Mail:<br><a href="mailto:shalendra@manage.gov.in">shalendra@manage.gov.in</a><br>Phone: 040-24594540/<br>7731999925/9660102075         | <ul style="list-style-type: none"> <li>• Admissions</li> <li>• Conducting the course</li> <li>• Assignments &amp; exposure visits</li> <li>• Awarding of certificates</li> </ul>  | <ul style="list-style-type: none"> <li>• Brochure</li> </ul>  | <ul style="list-style-type: none"> <li>• Rs. 7000/- per candidate</li> </ul>   |
| 7.     | Certified Farm Advisor/<br>Certified Livestock Advisor                     | Dr. N. Balasubramani<br>Director (Climate Change and Adaptation (CCA))        | Phone : 040-24594543<br>E-mail:<br><a href="mailto:cfa_manage@manage.gov.in">cfa_manage@manage.gov.in</a>                                | <ul style="list-style-type: none"> <li>• Admissions</li> <li>• Conducting the course &amp;</li> <li>• Awarding of certificates</li> </ul>   | <ul style="list-style-type: none"> <li>• Brochure</li> </ul>  | <ul style="list-style-type: none"> <li>• Rs. 5000/- per candidate for public sector</li> <li>• Rs 15000/- per candidate for private candidate</li> </ul> |
| 8.     | Internships Programmes   | Dr. Saravanan Raj<br>Director (Agricultural Extension)                        | 040-24016693 (O)<br>8465007799 (M)<br>040-24015388 (Fax)<br><a href="mailto:saravanan.raj@manage.gov.in">saravanan.raj@manage.gov.in</a> | <ul style="list-style-type: none"> <li>• Selection</li> <li>• Admission</li> <li>• Mentoring</li> <li>• Conducting Research</li> <li>• Evaluation and Publication</li> </ul>  | <ul style="list-style-type: none"> <li>• Research completion</li> <li>• Discussion Paper</li> </ul>                           | <ul style="list-style-type: none"> <li>• MANAGE awards stipend to the selected interns</li> </ul>  |
| 9.     | Agri-clinics & AgriBusiness Centres Scheme (AC&ABC)                        | Dr. Saravanan Raj<br>Director (Agricultural Extension)                        | 040-24016693 (O)<br>8465007799 (M)<br>040-24015388 (Fax)<br><a href="mailto:saravanan.raj@manage.gov.in">saravanan.raj@manage.gov.in</a> | <ul style="list-style-type: none"> <li>• Organizing Training through Nodal Training Institutions (NTIs)</li> <li>• Establishment of AgriVentures by trained candidates</li> <li>• Organizing Refresher courses</li> </ul> | <ul style="list-style-type: none"> <li>• Revised AgriClinic and Agri-Business Centres (AC&amp;ABC) Scheme – (2010)</li> </ul> | <ul style="list-style-type: none"> <li>• Free</li> </ul>   |

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**Main Services/Transactions**

| Sl. No | Services/ Transactions   | Responsible Person   | Contact details  | Process   | Document Required   | Fees   |
|--------|--|--|--|---|---|--|
| 10.    | Diploma in Agricultural Extension Services for Input Dealers (DAESI)                         | Dr. N. Balasubramani<br>Director (CCA) &<br>Principal Coordinator<br>(DAESI) | 040-040-24015422<br>9848304024 (M)<br>040-24015388 (Fax)<br><a href="mailto:balasubramani@manage.gov.in">balasubramani@manage.gov.in</a> | <ul style="list-style-type: none"> <li>Enrolment</li> <li>Conducting DAESI programs</li> <li>Expanding the DAESI Programme to new States</li> </ul>                                 | Operational Guidelines of the DAESI   | ₹20,000/- per participant  |
| 11.    | Skill Training Of Rural Youth (STRY) & Farmers' Capacity Assessment And Certification (FCAC) | Dr. Shalendra<br>Deputy Director (BS)  | E-Mail:<br><a href="mailto:shalendra@manage.gov.in">shalendra@manage.gov.in</a><br>Phone: 040-24594540/<br>7731999925/9660102075         | <ul style="list-style-type: none"> <li>Preparation of calendar</li> <li>Conducting STRY Program through SAMETIs</li> <li>Monitoring</li> <li>Progress Report to Ministry</li> </ul> | <ul style="list-style-type: none"> <li>STRY Guidelines</li> </ul>   | <ul style="list-style-type: none"> <li>Rs. 42,000/- for a batch of 15 youth</li> </ul> |
| 12.    | Aqua Clinics & Aquapreneurship Development Programme(AC&ADP)                                 | Dr. Saravanan Raj<br>Director (Agricultural Extension)                       | 040-24016693 (O)<br>8465007799 (M)<br>040-24015388 (Fax)<br><a href="mailto:saravanan.raj@manage.gov.in">saravanan.raj@manage.gov.in</a> | <ul style="list-style-type: none"> <li>Organizing training through NTI's ( Nodal training Institutes)</li> <li>Establishment of Aqua one centres by trained candidates</li> </ul>   | <ul style="list-style-type: none"> <li>AC&amp;ADP Scheme Guidelines</li> </ul>  | <ul style="list-style-type: none"> <li>No fee</li> </ul>                               |
| 13.    | Start-ups and Entrepreneurship Development MANAGE  | Dr. Saravanan Raj<br>Director (Agricultural Extension)                       | 040-24016693 (O)<br>8465007799 (M)<br>040-24015388 (Fax)<br><a href="mailto:saravanan.raj@manage.gov.in">saravanan.raj@manage.gov.in</a> | <ul style="list-style-type: none"> <li>Selection of Ideas/ Start-ups, Ideation, mentoring and Scaling-up</li> </ul>   | <ul style="list-style-type: none"> <li>Start Up Personal Document</li> <li>Company Document</li> <li>Financial Statement</li> </ul> | Nil  |

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**Main Services/Transactions**

|     |               |  |  |  |  |  |
|-----|---------------|--|--|--|--|--|
| 14. | Documentation | Dr. Lakshmi Murthy<br>Deputy Director<br>(Documentation) | 040-24016687 (O)<br>9848785837 (M)<br><a href="mailto:lakshmi@manage.gov.in">lakshmi@manage.gov.in</a> | <ul style="list-style-type: none"> <li>• Bringing out MANAGE publications</li> <li>• Providing Editorial Guidance</li> </ul> | <ul style="list-style-type: none"> <li>• Journal of Agricultural Extension Management</li> <li>• MANAGE Bulletin</li> <li>• Extension Digest</li> <li>• Annual Report</li> </ul> | <ul style="list-style-type: none"> <li>• Not Applicable</li> </ul> |
|-----|---------------|--|--|--|--|--|

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**7. Service Standards**

| Sl. No | Services/ Transactions     | Weight % | Success Indicators   | Service Standards  | Unit   | Weight | Data source   |
|--------|----------------------------|----------|--|--|--|--------|---------------|
| 1.     | Trainings and workshops    | 38       | <ul style="list-style-type: none"> <li>Approval of training programme calendar by date</li> </ul>  | <ul style="list-style-type: none"> <li>Calendar prepared, approved and placed on website by the end of March every year</li> </ul> | 31/03/2020   | 2      | MANAGE Record |
|        |                            |          | <ul style="list-style-type: none"> <li>Conduct of Training Programs</li> </ul>   | <ul style="list-style-type: none"> <li>&gt; 90% programs conducted as per Training Calendar</li> </ul>                             | Percent of programs in the training Calendar             | 35     |               |
| 2.     | MANAGE University Alliance | 1        | <ul style="list-style-type: none"> <li>No of training programs conducted along with SAU's and publications</li> <li>Recommendations in research</li> </ul> | <ul style="list-style-type: none"> <li>2 Training programs conducted</li> </ul>  | <ul style="list-style-type: none"> <li>Number</li> </ul> | 1      | MANAGE Record |
| 3.     | Research & Consultancy     | 10       | <ul style="list-style-type: none"> <li>Obtaining approval of proposals within time frame</li> </ul>  | <ul style="list-style-type: none"> <li>90% of proposals approved by June</li> </ul>  |  | 2      | MANAGE Record |
|        |                            |          | <ul style="list-style-type: none"> <li>Acceptance of completion reports within approved time frame</li> </ul>  | <ul style="list-style-type: none"> <li>&gt; 90% of the approved Projects completed and accepted within time frame</li> </ul>       |  | 8      |               |
| 4.     | PGDM (ABM)                 | 10       | <ul style="list-style-type: none"> <li>Admission process completed in time</li> </ul>  | <ul style="list-style-type: none"> <li>100%</li> </ul>   | By 15 <sup>th</sup> May every year                       | 3      | MANAGE Record |
|        |                            |          | <ul style="list-style-type: none"> <li>Arranging Internship to all students</li> </ul>   | <ul style="list-style-type: none"> <li>Internship for students</li> </ul>  | 100%   | 4      |               |
|        |                            |          | <ul style="list-style-type: none"> <li>Placement of all students in time</li> </ul>  | <ul style="list-style-type: none"> <li>Placement of students is completed within March every year</li> </ul>                       | 100%   | 3      |               |

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| Sl. No | Services/ Transactions  | Weight % | Success Indicators   | Service Standards   | Unit  | Weight | Data source   |
|--------|---|----------|--|---|---|--------|---------------|
| 5.     | PGDAEM  | 10       | <ul style="list-style-type: none"> <li>Number of candidates enrolled</li> </ul>  | <ul style="list-style-type: none"> <li>1012</li> </ul>  |   | 5      | MANAGE Record |
|        |   |          | <ul style="list-style-type: none"> <li>Supply of revised course material to all enrolled candidates in time</li> </ul> | <ul style="list-style-type: none"> <li>September every year</li> </ul>  | Date  | 5      |               |
| 6.     | Post Graduate Diploma in Agri Warehousing Management (PGDAWM) | 1        | <ul style="list-style-type: none"> <li>No of students enrolled</li> <li>No of students completed</li> </ul>            | <ul style="list-style-type: none"> <li>Completion of Annual Milestones as stated in the prospectus</li> </ul>     | No Target                                   | 1      | MANAGE Record |
| 7.     | Certified Farm Advisor/<br>Certified Livestock Advisor        | 1        | <ul style="list-style-type: none"> <li>No of students enrolled</li> <li>No of students completed</li> </ul>            | <ul style="list-style-type: none"> <li>Completion of Annual Milestones as stated in the offer document</li> </ul> | No Target                                   | 1      | MANAGE Record |
| 8.     | Internships Programmes  | 1        | <ul style="list-style-type: none"> <li>Percentage of Internship Completed</li> <li>No. of Internships</li> </ul>       | <ul style="list-style-type: none"> <li>Internship based publications</li> </ul>                                   | Publications Equal to the number of Interns | 1      | MANAGE Record |

**7. Service Standards**

| Sl. No | Services/ Transactions   | Weight % | Success Indicators                                       | Service Standards                                      | Unit                                   | Weight | Data source   |
|--------|--|----------|--|--|--|--------|---------------|
| 9.     | Agri-clinics & AgriBusiness 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.    | Aqua Clinics & Aquapreneurship Development Programme (AC&ADP)                                | 1        | • No. of Aqua Clinics Established                        | No. of Aqua clinics functioning for more than 6 months | Targets as given by the funding agency | 1      | MANAGE Record |
| 13.    | 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:**

|     |               |   |  |  |  |   |               |
|-----|---------------|---|--|--|--|---|---------------|
| 14. | Documentation | 5 | <ul style="list-style-type: none"> <li>All the issues brought out (2- JAEM, 6-MANAGE Bulletins, Annual Report-1)</li> </ul>                | <ul style="list-style-type: none"> <li>All the 9 publications brought out during the year</li> </ul> | Number of publications as per schedule | 3 | MANAGE Record |
|     |               |   | <ul style="list-style-type: none"> <li>Editorial support to e-Bulletin- Agripreneur (12) and Spice (4) per year within schedule</li> </ul> | <ul style="list-style-type: none"> <li>All the 16 Issues brought out during the year</li> </ul>      | Number                                 | 2 |               |

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### 8. Grievance Redressal

| S. No. | Name of the Public Grievance Officer            | Helpline Number | E-mail                | Mobile Number |
|--------|---|-----------------|-----------------------|---------------|
| 1.     | Mr. Shridhar Khiste,<br>Deputy Director (Admn.) | 040-2401 6693   | 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, ATMAs, 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**