



# **KERALA AGRICULTURAL UNIVERSITY**

**PROSPECTUS FOR ADMISSION TO**

**POST GRADUATE DIPLOMA IN  
AGRICULTURAL EXTENSION MANAGEMENT**

*(FOR WORKING PROFESSIONALS)*

**2024-25**

## 1. INTRODUCTION

The PG Diploma programme in Agricultural Extension Management aims to develop professionals who can manage and improve agricultural extension systems effectively. It provides students with a comprehensive understanding of the principles, tools, and techniques of agricultural extension management. Students will learn about the design and implementation of extension programs, the use of modern communication technologies in extension, monitoring and evaluation of extension activities, and the management of human and financial resources. The students on completion of the course can play a crucial role in addressing the serious concerns in Indian agriculture such as major percentage of small holding farmers, huge yield gaps, disparity in use of inputs and deterioration of natural resources. In the present agricultural context of India public extension system is indispensable and needs strengthening. Besides this, there are a large number of private extension players like agribusiness companies, farmers' organizations, agripreneurs, input dealers, NGOs, and cooperatives which are in large number and are complementing, supplementing, and also working in partnership with public extension system at the grassroots level. There is a need to encourage and empower them through capacity building for improving their effectiveness in extension delivery system.

## 2. COURSE OBJECTIVE

- To equip professionals with the knowledge, skills, and competencies required to manage and improve agricultural extension systems effectively.
- To provide farmers with the necessary information, technologies, and services to improve their productivity and income.
- To impart technical knowledge but also managerial skills to design, implement, and evaluate extension programs.

The details of course are given below:

<b>a.</b>	Name of Course	PG Diploma programme (Agricultural Extension Management)
<b>b.</b>	Name of Institution	College of Agriculture, Vellayani, Thiruvananthapuram
<b>c.</b>	Number of seats	To be decided later
<b>d.</b>	Duration of Course	One year
<b>e.</b>	<b>Fee Structure</b>	
	Admission fee (One-time payment)	Rs.5000/-
	College caution deposit (Refundable-One-time payment)	Rs.3000/-
	Semester Tuition Fee	Rs.7,500/-
<b>f.</b>	Medium of Instruction	English
<b>g.</b>	Accommodation	Candidates have to make their own arrangements for boarding and lodging

\* The fee will be subject to revision from time to time at the discretion of the University.

### 3. ELIGIBILITY CRITERIA FOR ADMISSION (Academic Year 2024-2025)

- The candidate must possess Bachelor's degree in Agriculture or Allied subjects (OR) Executives holding Bachelor's degree working in Agriculture or Allied sectors. The extension functionaries of Agriculture and allied sectors of the Central/State/UT governments, SAUs, KVKs, Bank, Block & Assistant Technology Managers (BTMs & ATMs) of ATMA, Graduates working in Agri-business companies, NGOs, Cooperatives, Farmers' Producer Organizations/ Company, Agri-entrepreneurs and Input dealers are also eligible.
- Candidates must possess 1-3 years of working experience in the relevant field.
- Self-sponsored working professionals will have to submit a No Objection Certificate from their respective employer.
- Working professionals sponsored by Industries, Govt. institutes, Public sectors, Universities, Other grant in aid institutions etc. must submit their applications through proper channel along with deputation order.

### 4. MODE OF APPLICATION

Online application mode through Google Form for which the link will be provided in the KAU websites ([www.kau.in](http://www.kau.in) and [admissions.kau.in](http://admissions.kau.in))

### 5. MODE OF CLASSES AND LEARNING ENVIRONMENT

- **Class Format:**
  - **75% Online Mode:** Majority of the classes will be conducted online, including live sessions and pre-recorded lectures on platforms like KAU Moodle etc fostering a flexible (“anytime, anywhere”) learning ecosystem.
  - **25% Offline Mode:** Periodic contact classes/practical sessions (as applicable) will be arranged on weekends or holidays to specifically accommodate the demands of working professionals.
  - **Offline Practical Sessions:** Two intensive practical sessions of required duration will normally be arranged per semester, typically scheduled in the second and fourth months or as decided by the course teacher in consultation with the learners. These sessions will be designed to be immersive, providing hands-on experience and maximizing learning outcomes within a condensed but flexible timeframe.
  - However, all the credit requirements per semester needs to be fulfilled and satisfied.
  - The learner must satisfy a minimum overall attendance of 75 per cent.

### 6. EVALUATION AND ASSESSMENT

- **Continuous Assessments:** Evaluation will be conducted through assignments, seminars/presentations, viva voce exams etc. for maximum 30 per cent of total marks allotted for the course.
- **Summative Assessment:** There shall be a written exam, for maximum 70 per cent of total marks allotted for the course.

**FOR MORE DETAILS ABOUT THE COURSE, CONTACT:**

PROFESSOR HEAD

Dept. of Agricultural Extension Education, College of Agriculture, Vellayani

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*For admission related queries, contact +91 487-243 8139 (10 AM to 5 PM on working days)  
or email to [admissions@kau.in](mailto:admissions@kau.in)*

**DIRECTOR OF EDUCATION**