

DAESI SAMACHAR



Volume-1

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MESSAGE



The objective of Diploma in Agricultural Extension Services for Input Dealers (DAESI) is to train ordinary input dealers into para-extension professionals. This program is certified by the Government of India and this gives confidence to the input dealers. After one year rigorous training program, the trainees trained under DAESI will get immense help to become para-extension workers and this confidence will have a double benefit in diversifying their enterprises and also to give value added extension services to the farmers. So for this, the input dealers have to be proactive. National Institute of Agricultural Extension Management (MANAGE), State Agricultural Management & Extension Training Institute (SAMETI) and Agricultural department will help the input dealers to play their role with the perfection. Agricultural Technology Management Agency (ATMA), Krishi Vigyan Kendras (KVKs) and many other Nodal Training Institutes (NTIs) are involved in implementing this program at district level. Attention should be given by the candidates of DAESI program to upgrade the knowledge, so that the farmers, the sons of the soil will get benefit out of the knowledge transferred to them.

Best Wishes

(P. Chandra Shekara)
Director General

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National Institute of Agricultural Extension Management

(An Organization of Ministry of Agriculture & Farmers Welfare, Govt. of India)

EDITOR'S NOTE

The input dealers are an important means of information and input delivery to farmers. Integrating the input dealers into the mainstream extension by training them through a diploma program is a unique extension strategy demonstrated successfully in India. Receiving the Diploma in Agricultural Extension Service for Input dealers (DAESI) is proud occasion for all input dealer professionals. But, at the same time, this diploma will place additional responsibility for all input dealers to serve the farming community in all humbleness.

The thinking at the national level to sponsor DAESI by the Ministry of Agriculture and Farmers' welfare is to make the input dealers more competent and responsive to farmers needs in their avocation. Every diploma holder should take this opportunity to engage in serving the farmers with higher enthusiasm and motivation. Ministry of Agriculture and Farmers' Welfare supported DAESI is implemented by MANAGE through SAMETIs and Nodal Training Institutes in different states since 2003.

DAESI is getting more popular and spreading fast. MANAGE has trained close to 40000 candidates under DAESI. There are also qualitative changes in DAESI through good practices and innovations. To give a platform for showcasing all these developments and their further dissemination, we are starting the publication of DAESI *Samachar* from January 2021 at MANAGE. In the first issue, we are introducing the flow chart and checklist developed for effective implementation and monitoring of DAESI program.

Some important news and the good practice of Mr. Jagadeesh and his participants as an innovation to teach the lessons to participants are also presented in this issue. Anil Kumar, a DAESI participant from Kalaburgi had conducted awareness program on Soil Testing to the farmers are also presented in this issue. The Hindi books on DAESI and consultants list who are looking after DAESI programs in different states are given for the benefit of all stakeholders. We seek active support from all involved in DAESI and contributions from SAMETIs, NTIs and ATMA for ensuing DAESI *Samachar* issues to make this program vibrant and set as a global example to serve the farming in a better way.

(Editor)

About DAESI Program

Agri-Input Dealers are a prime source of farm information to the farming community, besides the supply of inputs and credit. However, majority of these dealers do not have formal agricultural education. In order to build their technical competency in agriculture and to facilitate them to serve the farmers better and to act as para-extension professionals, National Institute of Agricultural Extension Management (MANAGE) has launched a self- financed "One-year Diploma in Agricultural Extension Services for Input Dealers (DAESI) Program" during the year 2003 with a course fee of Rs.20,000/- to the input dealers. After seeing the positive impact of the program, Ministry of Agriculture & Farmers' Welfare, Government of India has approved to implement this program for Input dealers in all the States of the country.

The program will be implemented by MANAGE through State Agricultural Management and Extension Training Institutes (SAMETIs). The Department of Agriculture and Cooperation & Farmers' Welfare (DAC & FW), GoI, will subsidize the course fee (50%) to the extent of 10,000/- per Input dealer. However, where Agribusiness companies are involved, the company will contribute Rs.10,000/- and the balance Rs.10,000/- will be contributed equally by DAC and Input Dealer @ Rs.5,000/- each.

The technical information is delivered through weekly Contact Classes in designated Nodal Training Institutes by Agricultural Experts & Practitioners at district level on Sundays or Market holidays. The programme of 48 weeks includes 80 sessions and eight field visits spread over a year. The diploma candidates are expected to submit/present sketch book, problem solution registers and assignments every week. At the end of all the sessions, the candidates will appear for final examinations after which the successful candidates will be issued the Diploma.

Implementation and Monitoring of DAESI through flowchart and Checklist

In order to effectively monitor the implementation of DAESI Program by different NTIs, an activity wise Flowchart and Checklist of DAESI program has been prepared. The flowchart and checklist helps the consultants, facilitators of all programs in smooth organization from

starting to completion of every batch of DAESI. One flowchart/checklist needs to be maintained by NTI/ Facilitator and consultant per batch. The activity wise flowchart will help in effective monitoring and implementation of DAESI Program.

CHECKLIST FOR MONITORING AND EVALUATION OF DAESI PROGRAMME

TP NUMBER		TYPE OF DAESI - CSPS/ SF	
NAME OF STATE & SAMETI			
NAME OF THE NTI & PLACE			
NAME OF THE FACILITATOR & CONTACT DETAILS			
Email Address of NTI		Email Address of Facilitator	
DATE OF INAUGURATION			
DATE OF COMMENCEMENT			

Sl. No.	Flow Chart/Activity Checklist	Institution/ Person Responsible	Status
I. APPROVAL AND INAUGURATION OF PROGRAMME			
1	MoU of NTI with SAMETI to start DAESI Program	SAMETI	
2	Submission of request from NTI to SAMETI to start a DAESI Program	SAMETI	
3	Forwarding of request from SAMETI to MANAGE for approval of CSPS and Self-Finance Program	SAMETI	
4	Receipt of request at MANAGE for approval	Consultant, MANAGE	
5	Verification of request and AUC of previous batch (if applicable) and put up to DG for approval	Consultant, MANAGE	
6	Conveying of approval of DG, MANAGE to SAMETI	Consultant, MANAGE	
7	Conveying the approval of DG MANAGE to NTI	Consultant, MANAGE	
8	Mobilising 40 candidates and send list of candidates to MANAGE to generate TP numbers	SAMETI	
9	Allocation of TP number to the DAESI program	Consultant, MANAGE	
10	Conveying of TP Number to SAMETI, a copy to NTI	Consultant, MANAGE	
11	Selection and Appointment of Facilitator by NTI in consultation with SAMETI	NTI	
12	Entering the basic details of DAESI program in MIS Portal	Facilitator	
13	Verification of Application/ License/ SSC Certificate of Input Dealers	Facilitator	
14	Release of Funds from MANAGE to SAMETI	MANAGE/AAO	
15	Fixing of day of the week to start classes	NTI/ Facilitator	
16	Inauguration of DAESI Batch and Invitation to Consultant to attend Inauguration	NTI	
17	Photo session for candidates and uploading on MIS	NTI/ Facilitator	
18	Remitting of Monitoring charges by NTI to SMAETI (Self-Finance)	NTI	
19	Remitting of Monitoring charges of MANAGE by SMAETI to MANAGE (Self-Finance)	SAMETI	

Sl. No.	Flow Chart/Activity Checklist	Institution/ Person Responsible	Status
II. COMMENCEMENT OF CLASSES & MONITORING			
20	Tentative list of classes with Date of Class and Resource Persons	NTI/ Facilitator	
21	Formation of Whatsapp group of all participants with Consultant and Facilitator	Facilitator	
22	1 st Week-Classes and Verification of Data in MIS portal	Facilitator	
23	2 nd Week to 8 th Week- Classes and Updating Session details in MIS portal	Facilitator	
24	Assignment on presnetation (after two months)	Facilitator	
25	9th Week- Classes, 1st Quiz- evaluation and result declaration	Facilitator	
26	10 th Week -Classes/ Entry of Quiz marks and session details in MIS	NTI/ Facilitator	
27	11 th Week to 16 th Week- Classes and entering session details in MIS	NTI/ Facilitator	
28	Verification of Problem solution register	NTI/ Facilitator	
29	17th Week – Classes, 2nd Quiz- evaluation and result declaration	Facilitator	
30	18 th Week -Classes, Entry of Quiz marks and session details in MIS	NTI/ Facilitator	
31	19 th Week to 24 th Week – Classes and updating session details in MIS	NTI/ Facilitator	
32	25th week- Midterm Exam- evaluation and result declaration	NTI/ Facilitator	
33	26 th Week - Entering Exam Marks Classes and updating session details in MIS	NTI/ Facilitator	
34	27 th Week to 32 nd Week- Classes and updating session details in MIS	NTI/ Facilitator	
35	33rd Week -3rd Quiz- evaluation and result declaration	NTI/ Facilitator	
36	34 th week- Classes and updating session details in MIS	NTI/ Facilitator	
37	35 th Week to 40 th Week- Classes and updating session details in MIS	NTI/ Facilitator	
38	41st Week- Classes, 4th Quiz- evaluation and result declaration	NTI/ Facilitator	
39	42 nd Week to 49 th Week- Classes and updating session details in MIS	NTI/ Facilitator	
40	Final update of data in MIS Portal, Verification and request letter to MANAGE for conducting final exam	NTI/ Facilitator	
41	Request to DG MANAGE approval for conducting final exam	Consultant, MANAGE	
42	Deputing Consultant/ National Facilitator for conducting final exam	Consultant, MANAGE	
43	Request to DG MANAGE for approval of Tentative tour programme to conduct final exam	Consultant, MANAGE	
44	50th Week –Final Exam	Consultant	

Sl. No.	Flow Chart/Activity Checklist	Institution/ Person Responsible	Status
III. EXAMINATION			
45	Verification of Name/10 th /SSC, Necessary corrections in MIS	Consultant, MANAGE/ National Facilitator	
46	Verification of License (in case of CSPS Bathces)	Consultant, MANAGE/ National Facilitator	
47	Verification of Attendance Register	Consultant, MANAGE/ National Facilitator	
48	Verification of Problem Solution Register of Trainees	Consultant, MANAGE/ National Facilitator	
49	Submission of tour report of Facilitator/ Consultant	Consultant, MANAGE/ National Facilitator	
50	Submission of Verified MIS database prints (A. Program Details B. Session Details C. Financial Details Including Monitoring charges if it is Self-Finance D. Exam Marks) along with Signature of Facilitator of NTI, Coordinator of NTI and Director, SAMETI.	NTI Facilitator through SAMETI	
51	Submission of provisional UC to SAMETI/MANAGE	NTI/ Facilitator	
52	Submission of checklist to MANAGE	NTI/ Facilitator	
53	Receipt and Verification of Documents	NTI/ Facilitator Consultant, MANAGE	
IV. CERTIFICATE PROCESSING			
54	Forwarding of request for approval of results by DG MANAGE and seeking approval for Certificate Printing	Consultant, MANAGE	
55	Printing of certificates	Consultant, MANAGE	
56	Submission of certificates for Signature of Principal coordinator DAESI & DG, MANAGE	Consultant, MANAGE	
57	Dispatch certificates to SAMETI with covering letter	Consultant, MANAGE	
58	Conducting valedictory function and distribution of certificates	NTI/Facilitator	
59	Writing to SAMETI for Audited UC and collection of audited UC	Consultant, MANAGE	
60	Remitting back unspent amount to MANAGE (CSPS) and SAMETI (SF)	NTI/Facilitator	
61	Date of Final Examination		
62	Date of Certificates Printing		
63	Date of Dispatch of Certificate		

Important Things to Remember

- The monitoring charges of MANAGE for Self-Finance batches should be remitted to MANAGE immediately after inauguration of the batch with a communication of UTR number.
- The problem solution register of all candidates must be checked by Facilitator every week/ Fortnight.
- Conducting two field visits once in a quarter has to be done by Facilitator.
- Weekly report submission of classes has to be done by Facilitator.
- The classes of DAESI Program must commence within 15 days of approval of batch.
- The quiz and midterm exams are conducted along with classes scheduled on that week.
- The final examination must be completed within a year from starting of the DAESI batch.
- The request for approval of final examination must be sent one month before the last scheduled session.
- Facilitator must submit the results to SAMETI within 10 days after the completion of examination.
- SAMETIs has to forward the results immediately after receiving from concerned NTIs without waiting to receive any other ongoing batches.

The link for DAESI Checklist English is: <https://www.manage.gov.in/daesi/checklist.pdf>

The link for DAESI Checklist Hindi is: <https://www.manage.gov.in/daesi/checklist-H.pdf>

Online orientation training to DAESI NTIs and Facilitators

Virtual training and orientation sessions were organized for facilitators of DAESI program from 20-01-2021 to 22-01-2021 covering all the 19 states where DAESI programme is being implemented. The region wise online orientation training sessions to NTIs and Facilitators were

conducted to know the progress and challenges in implementation of the DAESI programme. A total of 450 participants attended the sessions including Nodal officers of DAESI in SAMETI and SAMETI directors. The schedule of orientation programme is given below.

Sl. No.	Scheduled Date	Scheduled Time	States	No of Participants
1	20-01-2021	10.30 A. M to 12.30 P. M	Andhra Pradesh, Telangana, Kerala, Karnataka and Tamil Nadu	100
2	20-01-2021	2.30 P.M to 4.30 P.M	Odisha, West Bengal, Jharkhand and Chhattisgarh	100
3	21-01-2021	10.30 A. M to 12.30 P. M	Maharashtra, Gujarat, Rajasthan, and Punjab	100
4	22-01-2021	10.30 A. M to 12.30 P. M	Uttar Pradesh, Uttarakhand, Bihar	75
5	22-01-2021	2.30 P.M to 5.00 P.M	Madhya Pradesh, Haryana and Himachal Pradesh,	75

Every session started with brief introduction, importance and objectives of the DAESI programme and how an input dealer should be trained as para extension professional to serve the farming community with the help of curriculum designed for DAESI Program.

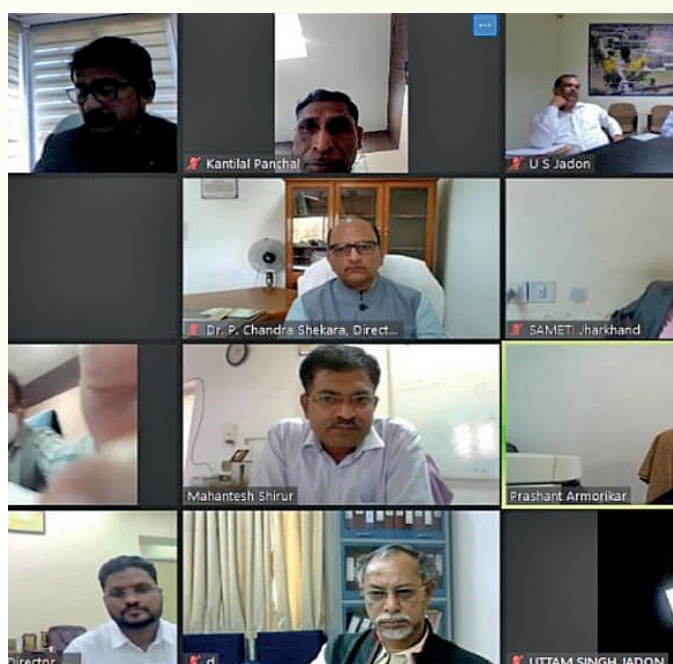
The key points addressed in the online orientation programme were

- A detailed activity wise flowchart and checklist prepared by MANAGE, where the roles and responsibilities of officials responsible for DAESI programme implementation were mentioned clearly to the participants. It was made clear how the checklist and flowchart will help all the institutions for effective monitoring and implementation of the programme.
- Instructions to the facilitators for compulsory issuing of ID with signature of facilitator and Project.
- Director-ATMA and to instruct all the participants to wear uniform during Theory classes and Field visits.
- Instructions on submission of annual action plan with Date wise Annual Training schedule as per the seriatam of the module mentioned in the guidelines and cover the sub-themes of the topics was given to all the attendees. Provision was given to facilitators to have 30% sessions based on the local crops and situations.
- All the facilitators and NTIs were given clear instructions to update the data in the MIS portal without any delay after the completion of the class every week.
- Instructions were given to facilitators to verify problem solution register of the participants every week/ fortnight.
- Information to be submitted along with final result for approval has been communicated to all the NTIs and Facilitators.
- Audited Utilization Certificate (AUC) submission was stressed as highly important issue and instructed all the facilitators to submit the AUC in the prescribed format while submitting the results, so as to help SAMETIs to submit AUC to MANAGE.
- Collecting 2 to 3 questions from resource persons in every session was also discussed during the meeting.
- All the facilitators were instructed to document the good practices, innovative ideas and success stories of DAESI input dealers for publishing in DAESI Samachar for their wider circulation and adoption by many others.

Online meeting for monitoring and progress of DAESI with SAMETI Directors, DG MANAGE and officials from Ministry of Agriculture and Farmers Welfare

The online meeting of SAMETI Directors with DG, MANAGE and officials from Ministry of Agriculture and Farmers Welfare was held on 17-02-2021 for monitoring the progress in the implementation of DAESI Program.

Dr. P. Chandra Sekhara, Director General, MANAGE, Dr. Prashant Armorikar, Additional Commissioner (Extension) and Mr. Sanjay Khalikar, (Joint Director DoE, DAC&FW) from Ministry of Agriculture and Farmers Welfare, and Dr. Mahantesh Shirur, Principal Coordinator (DAESI) participated in this online meeting.



A total of 35 Participants including Directors of SMAETI and State Nodal Officers of DAESI from 19 states attended the meeting.

The main issues discussed were Progress of CSPS batches of DAESI, Audited Utilization Certificates (AUCs)-Status and Issues in Implementation of DAESI Program. The following points were highlighted and given clarification to all the Directors of SAMETI for effective monitoring and implementation of DAESI Program.

I. Unspent amount of DAESI Program

1. After auditing the unspent amount with the NTIs has to be collected by SAMETIs and maintain under the separate heads at SAMETIs separately for CSPS and Self-Finance batches.
2. Out of the total unspent amount, 50% of the unspent amount and the interest earned from the deposits from each NTI has to be credited to MANAGE, both batch wise and year wise. The remaining 50% of the unspent amount has to be maintained at SAMETI under separate DAESI Head under separate heads of CSPS and Self-Finance.

II. Representation from SC and ST

1. SAMETIs are requested to ensure due representation from Scheduled Castes and Scheduled Tribes in the DAESI batch, as GOI vide ref. 2nd cited -indicated a portion of funds will be released under sub heads "789- Special Component Plan for Scheduled Castes" and "796 - Tribal Area Sub Plan". While collecting the application form from the candidates, the details of category (i.e., General /OBC / SC / ST) of the candidate may be mentioned in the application form.
2. In case where the applicants from these sections are less, the program may be organized with the enrolled candidates.

However, for future programs adequate publicity should be given to have proper representation from these categories also.

III. Simultaneous batches in one NTI

1. If an NTI wants to conduct two batches simultaneously, they can start the program with a new facilitator.
2. If a NTIs is getting more than 2 proposals of DAESI batches in the same financial year, SMAETI may direct the other NTIs in the district to organize the same without any delay.
3. Those NTIs seeking to organize more than two batches in single NTI, may send their request to MANAGE for further consideration and approval.

IV. DAESI Convention

MANAGE is organizing three days National Convention on Good practices in DAESI Implementation from 17-05-2021 to 19-05-2021. The google link for collecting the suggestions from all SAMETIs for effective implementation and monitoring of DASESI Program is given below. All the SAMETI Directors/ State Nodal officers of DAESI are requested to submit the information by 15-03-2021.

Google link: <https://rb.gy/xoylgc>

V. Action plan for 2021-22

1. Against the progress achieved so far, Director SAMETIs and State Nodal Officers of DAESI are informed to organize a meeting with all the NTIs and Facilitators, to seek the new proposals and to direct them start the approved batches of 2020-21 without any further delay.
2. After interaction with the NTIs and Facilitators, SAMETIs may kindly assess the action plan for 2021-22, indicating the number of DAESI programmes to be organized (both CSPS and Self-Finance) for respective SAMETIs.

Time to adopt

Jagdeesh, H. J DAESI Facilitator from SAMETI (South) - Karnataka was organizing DAESI program at ZARS, VC Farm Mandya had taken an innovative idea to improve the hands on experience of DAESI theory classes and field visits. He introduced the concept of Herbarium collection.

Here, each DAESI participant was asked to collect 25 weed plants and disease infested samples from paddy, sugarcane and vegetables. The weed and disease infested samples have to be dried and mounted on a paper along with the name the weed and disease it causes and control measures in the herbarium. The hands on teaching and learning through herbarium collection, identification and listing of control measures will help the participants to remember throughout their life. This type of innovative thoughts should be adopted by all other NTIs of DAESI. DAESI Cell in MANAGE appreciate Mr. Jagdeesh and all his students for this innovative addition in their curriculum.



Classroom to Field on Awareness creation on importance of soil testing and Method Demonstration of soil sampling

Anilkumar S/o Dhoolappa an input dealer who joined DAESI program in the year 2019-20 at Krishi Vigyan Kendra Kalaburgi-Karnataka State said "The series of lectures on soil fertility, seed production, use of Bio Fertilizers, insect and pest management, hands on experience in seed germination test, seed treatment methodology, etc" have sufficiently increased my knowledge. The hands on experience on soil testing has increased his knowledge and the DAESI facilitator,



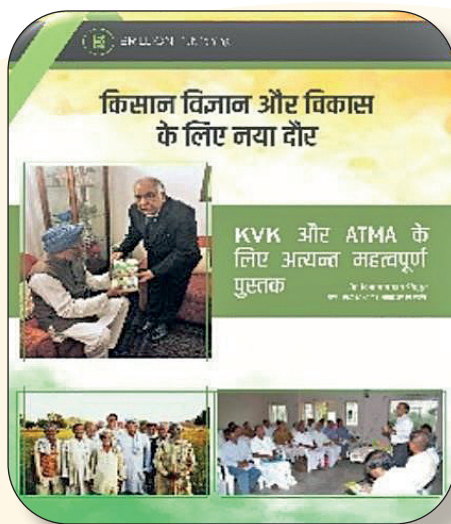
Dr. G. Pandurangarao motivated him to conduct awareness and demonstration on soil testing during the lockdown period as he owns a shop in APMC yard Chittapur town where lot of farmers will come for the sale of produce. Accordingly, Mr. Anil Kumar prepared small point by point note on the subject and started the information dissemination process between 12 noon to 1 pm on every Monday, Wednesday to all farmer (customer) who visited his shop and the other interested farmers who visited

APMC premises. Care was taken to keep the social distance during the training time. He also conducted demonstration on soil sampling to the interested farmers. This process was continued for two weeks during the month of April 2020 and covered about 30 farmers. Apart from this subject Mr. Anil Kumar has given information to the farmers on seed treatment with Bio fertilizers and fungicides and their advantages (Specially the control of fusarium wilt disease in Tur crop). Mr. Anil Kumar says he is grateful to KVK Kalaburgi for its effort in effective implementation of DAESI course formulated by MANAGE Hyderabad and SAMETI north, UAS Dharwad.

The feedback from the farmers:

- Farmers were happy to know the importance of soil fertility evaluation.
- The soil testing will help farmers to know any hazardous condition in our soil and take up reclamation measures.
- The soil health card can be used as a guide to reduce or increase nutrient application (Fertilizers). This would save lot of money on account of fertilizers especially in case of big and irrigated farmers.

Publications you may wish to read:



1. Title : Handbook of DAESI

Authors : Dr. K.S. Kirad, Shri J. S. Gathiye, Dr. S.S Chauhan, Dr. A.K. Badaya, Dr. J.S. Rajput and Dr. Swati Barche

Publisher : Brillion Publisher, New Delhi

Number of Pages : 676 pg.

2. Title : Diploma Course for Agricultural Exchange Dealers 'DAESI'.

Authors : Dr. Ashok Kumar Verma, Dr. Vijay Kumar Yadav, Dr. Arvind Saxena and Dr. Rajmohan Sharma

Publisher : Project Director ATMA (Farmers Welfare and Agricultural Development Department, Vidisha and Krishi Mahavidalaya Ganj Basoda, Vidisha), 2018

Contact details : Dr. Ashok Kumar Verma, Facilitator DAESI, PD- ATAM-Vidisha (9425647830)

Number of Pages : 116 pg.



3. Title : Guide to Agricultural Investment Dealers 'DAESI'

Authors : Dr. C.B. Singh, Shri Ranbir Singh, Dr. P.K. Singh, Smt. Neelam Tyagi and Dr. Arvind Kumar Yadav

Publisher : Project Director ATMA (Farmers Welfare and Agricultural Development Department, Vidisha and Krishi Mahavidalaya Ganj Basoda, Vidisha), 2018

Number of Pages : 417 pg.

Contact details : Neelam Tyagi (8279388429, 7906605280)

Price: Rs. 600/-

Contact details of Consultant in-charge of the States for implementation and monitoring of DAESI Program

Sl. No.	Name & Designation	Contact No./ Email ID	Allotted States
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Status of DAESI

- 19 states in India are implementing the DAESI program.
- A total of 835 batches of DAESI have been completed benefiting 32,459 candidates since inception.
- Currently, 483 batches of DAESI programs are in progress with 19,320 enrolled candidates.

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