



### Director General's Message

An efficient extension system capable of timely dissemination of need based farm technology among farming communities is vital for achieving sustained growth in agriculture. Agri-Input Dealers are one of the major sources of information dissemination on farming accessed by farmers. There is a need to broad- base the network of agri-input dealers in every village of the country. Diploma in Agriculture Extension Services for Input Dealers (DAESI) program imparts relevant and location specific agriculture education to help the existing input dealers to acquire Knowledge on agriculture.

In the month of February, 2022 I had the opportunity to attend the valedictory function of DAESI Program at IAT Davanagere for two batches and Entrepreneurship and Skill Development Program (DAESI 2.0) at KVK-Shivamogga. During my interaction with DAESI candidates, I found that they are highly satisfied with the course content and appreciated the knowledge gained through DAESI Program that is of immense help in serving the farmers. Majority of them also expressed their desire to serve as para-



extension worker in their input shops.

The progress made in the financial year 2021-22 is very satisfactory and I expect all SAMETIs/ATMA/NTIs to streamline the programs by starting the approved batches, conducting pending examinations and settling the AUCs on time. I request the Directors and the State Nodal Officers in all SAMETIs to take necessary steps to promote the DAESI programme through ATMA and NTIs in all the districts. I wish that, the remaining period of the year will be used effectively to ensure wide reach of the DAESI programme

Best Wishes

(P. Chandra Shekara)  
Director General

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## I. Review meeting of DAESI Program for the year 2021-22 by DG, MANAGE

DG, MANAGE has reviewed the DAESI Program implementation on 19-01-2022 with consultants. During the meeting approval and commencement of DAESI Programs, fund released, pending examinations, pending certificates and status of AUC Submission by SAMETIs were reviewed and discussed. Based on the meeting following directions were given by DG, MANAGE

- The consultants are directed to pursue with SAMETIs and NTIs to commence the approved batches by the end of February and fund releases to the commenced batches should follow immediately.
- The Director General, MANAGE has instructed all the consultants to complete the pending examinations either by deputing consultants or by National Facilitators (SEWA) when the covid pandemic situation normalizes and as per the

health guidelines of state governments.

- Director General, MANAGE has observed that pending certificates are mostly due to non-submission of either Audited Utilization Certificate or Provisional Utilization Certificate by the NTIs, non-submission of monitoring charges and non-updating of data in MIS portal and hence instructed Principal Coordinator (DAESI) to pursue with SAMETIs to submit the AUCs and Updation of data in MIS portal for early issuance of certificates.
- Regarding the delay in AUC submission by SAMETIs DG, AMANGE has suggested to collect Split AUCs from the SAMETIS, wherever the SAMETIs are handling more number of programs.

## II. Review meeting on AUC Submission and Progress of DAESI Program with SAMETI Directors/SNOs of DAESI

An online meeting was held on 14.02.2022 from 11AM to 12.30 PM with Directors, State Nodal Officers & Finance dealing persons of SAMETIs to facilitate them in preparation and submission of the

AUCs. Most of the SAMETIs are facing problems/issues in preparation and submission of Audited UCs for the FYs from 2015-16 & onwards. This is causing delay in submission of AUCs by SAMETIs. The meeting was attended by the officials of 21 SAMETIs including DAESI team at MANAGE.

Dr. Mahantesh Shirur, Principal Coordinator (DAESI) briefed the agenda of the review meeting and clarified the issues faced by SAMETIs while preparation & submission of AUCs. SAMETIs are allowed to submit split AUCs for financial years 2019-20 & 2020-21.

SAMETIs must to consolidate periodically the final AUCs received from NTIs, instead of waiting till the completion of all the batches for preparing single consolidated AUC in a financial year. This provision was allowed to avoid delay in settlement of full advances lying with SAMETIs.

### Progress on approval and commencement of DAESI program for FY 2021-22

The progress on approvals taken and commencement of batches for FY 2021-22 was reviewed. Out of 155 approved batches, 70 have been commenced. SAMETIs were requested to take necessary action for commencement of the balance approved batches by the end of February 2022. Also intimated to submit the request for fund releases not later than 1st week of March 2022, to avoid delay in release of funds to SAMETIs/NTIs.



### Pending certificates / Pending examinations

All issues related to pending certificates & pending examinations were addressed and consultants were told to complete the examinations and issuing certificates in a timeline.



## Facilitator's recruitment

SAMETIs should immediately take up the recruitment of facilitators on need basis wherever necessary. Proper diligence should be followed by SAMETIs in recruiting facilitators for smooth implementation of DAESI.

Thus Directors of all the SAMETIs were informed to take necessary action immediately on:

- Submission of pending Audited Utilization Certificates of the financial years 2015-16 to 2018-19.
- Submission of Split AUCs for the batches

completed w.r.t FYs 2019-20 & 2020-21

- Remittance of entire (100%) unspent amount if any lying with SAMETI to MANAGE, for settlement of AUCs, providing details of the year wise remittances.
- Conduct of the approved DAESI programs of FY 2021-22 by end of February 2022 and submission of fund release request to MANAGE not later than 1st week of March 2022.
- MIS Updation & submission of provisional Audited UCs to process for certificates issuing.
- Facilitating timely recruitment of DAESI facilitators by SAMETIs.

## III. Dr Ashok Dalawai, IAS, CEO, NRAA addresses DAESI Students

Dr Ashok M Dalawai IAS, CEO National Rainfed Area Authority and Chairman, Committee on Doubling Farmers Income. Dept. of Agriculture and Farmers Welfare. Govt. of India, New Delhi addressed the candidates of DAESI Program at ISARD, Dharwad on 25-02-2022. Mr. R. B. Hiremath and Shri M. S. Korimath facilitators of DAESI Program were present during the meeting. Dr Ashok M Dalawai explained the following sources of growth in income of the farmers:

1. Increase in yield of the crops
2. Increase in yield of livestock and fisheries
3. Increase in resource use efficiency
4. Increase in cropping intensity

5. Diversification towards high value Agriculture
6. Increase in real remunerative prices on the farmers produce.

Dr. Dalawai further explained the technologies and management practices in respect of each of these to achieve the desired goals. He asked the Input dealers to think and go beyond selling their products. He urged input dealers to offer devices, machineries etc. on sale and custom hiring. Further, they should offer technical advice to the farmers and input dealers should practice Farming As A Service (FAAS). In the open house discussions, he sought for input dealers views, and also answered their questions.





## IV. DAESI Certificates Distribution and Awareness Programme on PMFME Scheme at IAT Davanagere

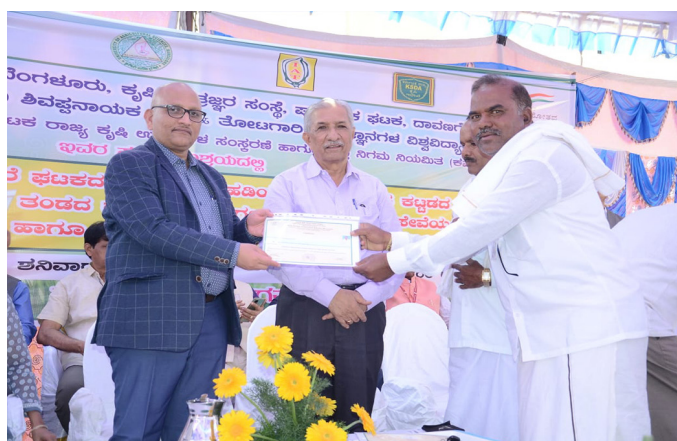
Institution of Agricultural Technologists (R) Bengaluru, District Chapter Davanagere in collaboration with UAS Bengaluru, UAHS Shivamogga and Karnataka State Department of Agriculture has organized convocation programme to distribute diploma certificates to DAESI Students of 5th and 6th Batch of IAT Davanagere on 19-02-2022. An awareness programme on PM Formalisation of Micro food processing Enterprises (PMFME) was also conducted to the farmers in collaboration with KAPPEC, Bengaluru and technical assistance from Lead Bank, Davanagere and NABARD Davanagere.

The Programme was inaugurated by Shri. B.C.PATIL, Honorable Cabinet Minister for Agriculture Karnataka State. He advised DAESI students to give utmost importance for providing service to farming community and come out from the nexus clutches of private companies who offer sellers to sale more quantity of non-recommended products which are not useful/recommended. He also compared the services of DAESI trained input dealers with para

medical workers who are also involved in saving crops, in turn the lives of farming community

Dr. P. Chandra Shekara, Director General of MANAGE, Hyderabad distributed certificates to the 6th Batch DAESI Students and addressed the gathering. He emphasized more on how the doubling of farmers income can be achieved through extension professionals and also stressed the roles and responsibilities of DAESI students in Transfer of Technologies from Lab to Land.

Dr. Glory Swarupa, Director General of National Institute for MSME Inaugurated the Stalls Installed put up by beneficiaries of PMFME Scheme and addressed the gathering. Dr. Glory Swaroopa guided the participants about loans, subsidies and benefits given by GOI, GOK to start small and medium scale food processing industries at district level. She also stressed about the importance of Farmers Producers Organizations (FPOS) and how best they can give services to the shareholders.



Sri. S. A. Ravindranath, Honorable M.L.A, Davanagere distributed gold medals to the rank holders and addressed the students. He stressed more on integrated farming system to be followed for sustainable agriculture development. Dr. Devakumar, Director of Extension, UAS Bengaluru. Dr. Hemalanaik, Director of Extension, UAHS Shivamogga, Dr. G. Pennobalaswamy, Professor and Nodal Officer of DAESI, UAS-Bangalore, Sri. Sushruth

D Shasthri, Lead Bank Manager, Dr. G. Eshwarappa, Retd Director of Extension and vice president of IAT Bengaluru, Dr. Srinivas Chintal V, Joint Director of Agriculture and President IAT, Davanagere, Sri. Nagaraj Lokikere, President of District Inputs Dealers Association Davanagere, Smt. Gowamma Girish, Honorable member, Municipal Corporation, Davanagere were present during the convocation.

## V. Launching of Agri-Clinic, Entrepreneurship and Skill Development Program (DAESI 2.0) by DG, MANAGE at UAHS-Shivamogga

One day programme on Inauguration of Agri clinic and DAESI 2.0 was organised at College of Agriculture, Keladi Shivappa Nayaka University of Agricultural and Horticultural Sciences, Shivamogga. The objective of the programme was the importance of DAESI 2.0 programme. The programme was chaired by Dr. M. K. Naik, Vice Chancellor, KSNUAHS Shivamogga, Dr. P. Chandra Shekara, Director General, National Institute of Agricultural Extension Management, Hyderabad, Dr. S. Glori Swarupa, Director General, NIMSME, Hyderabad, Dr. Kiran Kumar, Joint Director of Agriculture, Shivamogga were the chief guests of the programme. Dr. M. Dinesh Kumar, Dean (PGS), KSNUAHS Shivamogga, Dr. R. C. Jagadeesha Dean (Agri), College of Agriculture, Shivamogga, and Dr. Pradeep S. Head Organic Farming Research Centre, Shivamogga presided over the programme.

Dr. P. Chandra Shekara, Director General in his address briefed the need of DAESI 2 to the pesticide dealers to give real time information to the farmers, and the opportunities on agriculture entrepreneurship to the final year students. Another guest speaker, Dr. S. Glori Swaroop, Director General, NIMSME, briefed the research areas, flagship programmes, benefits of training to the students. She invited the students and the faculty members to the NIMSME for training. Dr. M. K. Naik, Vice Chancellor urged the dealers to give right information to the farmers and reduce the cost of plant protection so that we can improve the farmers returns.

The welcome address was given by, Dr. R. C. Jagadeesha Dean (Agri) and vote of thanks by DR. S. Pradeep anchored by Dr. Sharanabasappa S Deshmukh. 100 pesticide dealers and 80 final year students participated in this workshop.



**Dr. P. Chandra Shekara DG MANAGE, addressing the participants during the launching of DAESI 2.0 in UAHS Shivamogga**



## VI. Experiential Learning of farming by DAESI Students

Experiential Learning is the process of learning by doing. By engaging students in hands-on experiences and reflection, students are better able to connect theories and knowledge learned in the classroom to real-world situations. The NTI Coordinator of MYRADA CIDDOR-Holalkere (TP No-1579) Mr. Shivakumar I.B. and the facilitator Mr. A.V. Purushotam have realized the importance of the experiential learning in the DAESI Program and to achieve this an area of one acre land is allotted to the students of DAESI Program for this activity.

The major objective of this activity is to orient the DAESI students with hands on experience and to involve them in the adoption and utilisation of modern agriculture technologies in crop production right from sowing to harvesting of the crop to develop a broad understanding of farming concepts. The entire 40 students of the DAESI Program are

divided into 4 groups of each 10 members and each group is allotted a plot. For the experiential learning activity, the four major crops grown in that particular region were selected and each student group is allotted single crop.

The crops that were grown on the experiential learning plots were groundnut, maize, marigold and fodder crops. The student groups are taught to adopt the important concepts of modern agriculture like INM, IPM, IDM and IWM with enriching their knowledge through the practical implication of each technology and later it will make them to become perfect para-extension worker after completion of the course. At final stage the students are expected to learn the cost economics i.e. assessment of productivity, production, cost of cultivation, return, cost benefit ratio and so on.



**Candidates carrying different farming practices during their experiential learning**

In this experiential learning activity, the DAESI students were exposed to many practical applications and has gained lot of practical knowledge about profitable agriculture technologies. It helps them to work as a practical para-extension worker in forth coming days. The knowledge gained through this activity will make the input dealers more confident and in turn will help the farming community to

double their income, with efficient use of natural resources and reducing the cost of cultivation as to the maximum extent.

The experiential learning plots visited by resource person of DAESI class have appreciated the field activity and they recommended to adopt the hands on experiential activity for other DAESI batches in the country.

## VII. Success story of Mr. Arjun Kumar Sinha

Mr. ARJUN KUMAR SINHA, did his DAESI (Diploma in Agricultural Extension Services for Input Dealers) course from ATMA (Agricultural Technology Management Agency) Gaya, Bihar in 2017-18 batch. He is running a retailer shop at Bodhgaya Block of Gaya. He is running his shop (Alok Krishi Kendra) for more than 30 years. Earlier as an untrained input seller he was facing various types of problem in giving proper advice to farmers coming to his unit. After getting enrolled in DAESI programme and getting training of various agro-ecological situation and specific technical knowhow, now he feels a lot more confident in dealing with farmers. During training he acquired knowledge of soil type of Gaya, various suitable crops for Gaya and their varieties, suitable time and technique of farming of various crops, techniques related to commercial agriculture as well as sustainable agriculture. He is now aware of various Schemes of Government implemented for the benefit of farmers. He is assisting the farmers of his area in getting benefit of schemes run under National Horticulture Mission by establishing Orchards of Fruit crops like Guava, Lemon etc, promoting cultivation of flower like Marigold, promoting cultivation of Button Mushroom etc.

Now Mr. Sinha is very well equipped to give proper advice to farmers on plant protection issues. Earlier, he was only dependent of chemicals for control on any insect, pest or disease infestation, but after getting knowledge of IPM techniques, he is able to advise farmer on use of chemical as last resort to control disease and pest infestation. These days, since the government is promoting natural farming and organic farming, he has taken keen interest in promoting natural and organic farming to farmers. He is giving demonstration on use of NANO liquid urea to farmer in his area. He himself prepare Azola, Vermi compost, Jeevamrit, etc. at his place to demonstrate farmers to adopt these the alternatives of inorganic fertilizers. He remains in constant touch with the Scientists of Krishi Vigyan Kendra, Manpur, ATMA, Gaya Official and other officials of Line Department to stay updated. He is very thankful to MANAGE for giving him opportunity to take training in DAESI programme and develop his skills for the help of farmers of his locality.

(Contact: Mr. Arjun Kumar Sinha – 9939188881)



**Mr. Arjun Kumar Sinha in his shop**



## Overview of DAESI Program

- 1) Number of SAMETI's, implementing DAESI program - 21
- 2) Total number of candidates enrolled – 71,237
- 3) Candidates appeared in final examination – 50,477
- 4) Number of ongoing batches - 519
- 5) Number of candidates enrolled in ongoing batches – 20,760
- 6) Certificates Issued – 42,867
- 7) Total Programs completed - 1308



## Progress in the month of January and February

- 1) Number of exams completed – 66
- 2) Number of batches inaugurated - 122
- 3) Number of batches completed graduation day - 55



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