

DAESI SAMACHAR



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Message

Two important factors for the development of agriculture are research and extension. In India, among the extension group, Agri-Input Dealers are one of the major sources of information on farming accessed by farmers. 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 playing important role in reaching the farmers by performing dual role of providing agri-inputs as well as technological back up to the farmers informally. In spite of not having formal agricultural education, their words are very much appealing to the farmers resulting in development of strong linkage to meet their agri-input demands. In this context 'Diploma in Agriculture Extension Services for Input Dealers (DAESI)' imparts relevant and location specific agriculture education to equip these input dealers with sufficient knowledge and to transfer them into para extension professionals. It will create linkages between input dealers and other line departments/actors at the district level (like SAUs, KVK, ATMA's NGOs etc.). DAESI has immense potential for scale and replication across India and also in other countries.

I am very happy to see the progress in implementation of DAESI program in all the states over the last two months. I wish to see facilitators mobilising more candidates for DAESI program in districts where there is a scope for more programs. The DAESI trained candidates have a big opportunity to grow in their profession and also to see farmers prosper.

Best Wishes

(P. Chandra Shekara)
Director General

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1 Webinar on progress and review of DAESI programs in SAMETI-N Karnataka

The webinar was conducted on 22-07-2021 to review the progress of DAESI Program in SAMETI-N Karnataka. The program was inaugurated by Dr. Ramesh Babu, Director of Extension, UAS Dharwad and Director, SAMETI-N Karnataka. Dr. Mahantesh Shirur, Principal Coordinator, DAESI presided as the chief guest of the webinar.

The program started with a welcome address by Dr. M. Gopal, State Nodal Officer of DAESI Program, followed by the brief presentation on the review and progress of DAESI program for the years 2019-20 and 2020-21 under the jurisdiction of SAMETI-N Karnataka.

Dr. G. Naveen Kumar, MANAGE Consultant has given a demonstration on the data entry of MIS portal of DAESI. He explained the different components of the MIS Portal i.e. Trainee Details, Session Details, Financial Details and Exam Results page of the MIS portal through live demonstration. Later he stressed the Do's and Don'ts in DAESI MIS portal and also clarified the doubts of the participants. Dr. R. B. Hiremath, Facilitator of ISARD, Dharwad presented the effective implementation of DAESI program for the benefit of all facilitators of DAESI program.



Dr. Mahantesh Shirur, Principal Coordinator, DAESI clarified the questions raised by the participants. Dr. Belli Ravi, Associate Director of Extension and Dr. B. B. Biradar, Facilitator, IAT Vijayapur has sought clarification on the replacement of drop-out candidates. The Principal

Coordinator, DAESI has clarified to replace the candidates within the first five weeks after the commencement of the program. The candidate those who want to join as replacement shall submit an undertaking to attend the remaining sessions diligently to meet the required attendance to be eligible for final examination. It was decided with the consensus that SAMETIs shall verify the eligibility of replaced candidates to enroll in DAESI program at NTIs. The fees paid by the drop-out candidates cannot be remitted back to candidates. Dr. Sunil Halakatti, Professor (Agril. Extn.) proposed the vote of thanks.

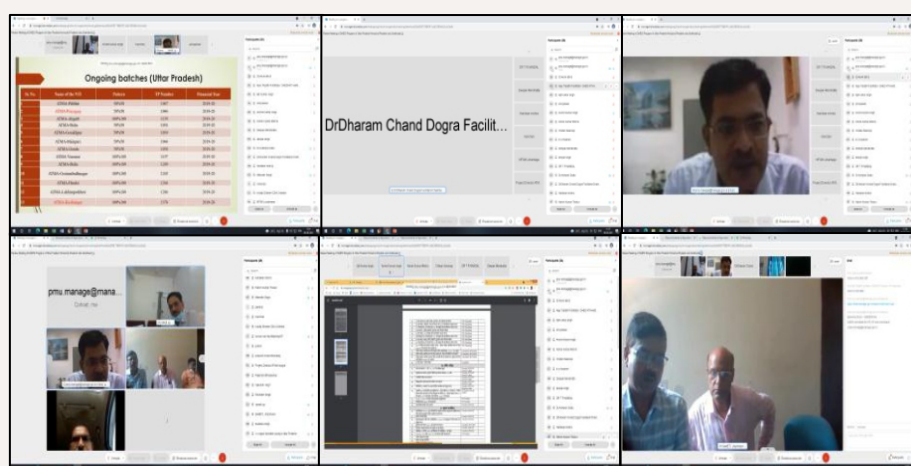
2 Webinar on progress and review of DAESI programs in Uttar Pradesh, Jharkhand and Himachal Pradesh

The webinar was conducted on 09-08-2021 to review the progress of DAESI Program in SAMETI- Uttar Pradesh, Himachal Pradesh and Jharkhand. The program was inaugurated by Dr. S.N. Singh, State Nodal Officer, Jharkhand. Dr. Mahantesh Shirur, Principal Coordinator, DAESI presided over of the webinar.

The program started with a welcome address by Dr. Ashwini Dutta, Director, SAMETI, Himachal Pradesh, DAESI Program, followed by the brief presentation on the review and progress of DAESI program for the years 2019-20 and 2020-21 under the jurisdiction of SAMETI- Uttar Pradesh, Himachal Pradesh and Jharkhand.

Dr. Mahantesh Shirur, Principal Coordinator, DAESI has given a demonstration on the data entry of MIS portal of DAESI. He explained the different components of the MIS Portal i.e. Trainee Details, Session Details, Financial Details and Exam Results page of the MIS portal through live demonstration. Later he stressed the Do's and Don'ts in MIS portal and also clarified the doubts of the participants.

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program. The candidates those who want to join as replacement shall submit an undertaking to attend the remaining sessions diligently to meet the required attendance to be eligible for final examination. It was decided with the consensus that SAMETIs shall verify the eligibility of replaced candidates to enroll in DAESI program at NTIs. The fees paid by the drop-out candidates cannot be remitted back to candidates. It was also clarified that the classes taken by facilitator and coordinator will not be given honorarium.

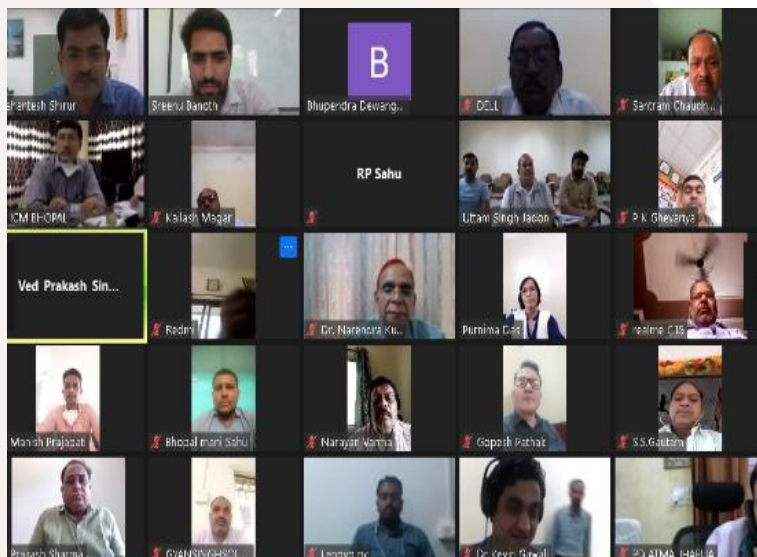
Physical meeting of facilitators would be organized by SAMETI, Uttar Pradesh and subsequently consultant from MANAGE will be deputed to attend the meeting. Audited Utilization Certificate issue was discussed, that all SAMETIs have to submit the AUCs by end of August, 2021. The issue related to pending certificates was discussed and the NTIs were requested to update the MIS portal with session details, field visits, exam report, utilization certificate and good quality photographs of the candidates and to send the Utilization Certificate to MANAGE to generate the certificates. Dr. R.B. Singh, State Nodal Officer proposed the vote of thanks.

3 Webinar on progress and review of DAESI program in Madhya Pradesh, Chhattisgarh and Gujarat states

The webinar was conducted on 05-08-2021 to review the progress of DAESI Program in SIAET-Madhya Pradesh and SAMETIs of Chhattisgarh & Gujarat. The program was inaugurated by Shri. Uttam Singh Jadaon, Deputy Director, SIAET-Bhopal. Dr. Mahantesh Shirur, Principal Coordinator, DAESI attended as the chief guest of the webinar.

The program started with a welcome address by Dr. Prakash Shinde, Course Director, SAMETI-Raipur, State Nodal Officer of DAESI Program, followed by the brief presentation on the review and progress of DAESI program for the years 2019-20 and 2020-21 under the jurisdiction of Chhattisgarh.

Mr. B. Sreenu, MANAGE Consultant has given demonstration on the data entry of MIS portal of DAESI. He explained the different components of the MIS Portal i.e. Trainee Details, Session Details, Financial Details and Exam Results page of the MIS portal through live demonstration. Later he stressed the Do's and Don'ts in MIS portal and also clarified the doubts of the participants.



Dr. Mahantesh Shirur, Principal Coordinator, DAESI clarified the questions 4. Success story on the eve of 75th Independence Day raised by the participants. The clarification was given regarding including the input dealers contribution in the AUC to the questions asked by Dr. Narendra Kumar, DAESI coordinator.

4 Release of booklet on Good practices in DAESI implementation.

The Booklet on “Good practices in DAESI Implementation” was released by Dr. P Chandra Shekara Director General MANAGE on 15.08.2021 at MANAGE. The book was released on the occasion of celebrating 75th year of India's Independence.

The Good practices on DAESI implementation book is a compilation of good practices adopted by all stakeholders involved in implementation of DAESI programme. The book contains the discussion and deliberations arising out of the national workshop on “Good practices in DAESI Implementation” held during 16-17 June, 2021. The 55 page booklet will serve as a handy guide to the coordinators of NTIs, DAESI facilitators and consultants associated with the implementation of DAESI programme.

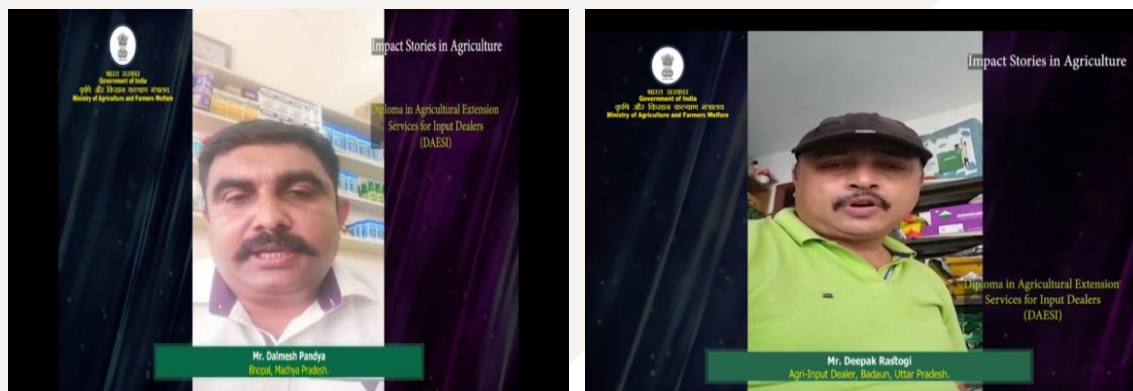
The copy of the booklet can be downloaded from the link <https://bit.ly/39PSX7k>



Dr. P Chandra Shekara Director General, MANAGE (right) Releasing the publication “Good Practices in DAESI implementation”. Accompanying DG Manage are Dr. Mahantesh Shirur, Principal Coordinator, DAESI (centre), Ms. Manisha Ohlan, Consultant, DAESI (left)

5 Success story documentation on input dealers.

'Azadi Ka Amrit Mahotsav' is an initiative of the Government of India to celebrate and commemorate 75 years of progressive India and the glorious history of its people, culture and achievements. On this momentous occasion, DAESI unit in MANAGE compiled the success



Agri input dealers sharing their success story

6 stories of trained agri-input dealers for their role in contributing to the progress of farmers and agriculture. Seventy five success stories of DAESI trained agri input dealers were uploaded on MANAGE YouTube channel <https://www.youtube.com/manageindia>.

Agri-input dealers, who are directly connected to farmers, play an important role in the agriculture sector. This emphasis was acknowledged through a series of success stories as a motivation and recognition of their service to farmer's community as a para extension professionals. The agri-input dealers also expressed their gratitude to the Ministry of Agriculture & Farmers Welfare (MoA&FW), MANAGE, Coordinators, and Facilitators of DAESI. The dealers also stated that after completing the DAESI programme, their knowledge level and self-confidence had increased. The success stories of input dealers can be accessed through the link given above.

6 Success stories from DAESI program

1. Lakkam Basi Reddy inspiring fellow input dealers by demonstrating new invention in agriculture field.

Lakkam Basi Reddy an input dealer of 2020-21 batch from Project Director ATMA Jogulamba Gadwal, SAMETI Telangana. The day he came to know about Nano Urea in DAESI course from resource person Shri. Suresh Kumar (Facilitator, DAESI) he was eager to disseminate the advantages on its usage on crops. In his opinion, a farmer in India applies an average of two bags of urea in one acre per crop season, with the quantity varying according to the crop. Having convinced about the benefits on Nano urea, he wants to take the product to famer's level. He picked few farmers who are interested and demonstrated the Nano urea spray in the farmer's field with the financial and technical support from IFFCO.

Based on the field trails, Mr. Reddy observed that a 500 ml of Nano urea can replace one bag of conventional urea. He feels Nano Urea is a product of the 21st century and it is the need of the hour to keep the environment, soil, air and water, safe for future generations while securing food for all.



Lakkam Basi Reddy also stated that this product will significantly bring down the cost of logistics and warehousing, input and storage cost. Nano urea liquid also aims to increase crop yield and productivity vis-a-vis conventional urea.

It is proven to increase the crop yield along with improving the quality of farm produce by providing better nutrition to crops. He thanked NTI, SAMETI and MANAGE for the opportunity and for the knowledge he gained through the DAESI course as a trainee.

2. Mrs. Neeraj Varshney Success story as Agri Input Dealer

Mrs. Neeraj Varshney W/o Sh. Dinesh Kumar Varshney, Nidhi Fertilizer Main Market Dahgawan, Badaun, Uttar Pradesh is a story of grit and determination. She is a native of Dahgawan village in Badaun and she got married in February 2000. Her husband died tragically in 2009. She took the responsibility to run the agri-input shop started by her husband on her husband's licence since 2009- 2019.

She came to know about one-year diploma 'DAESI' course offered by MANAGE, Hyderabad in 2019. She decided to enrol, and sought help from Mrs. Neelam Tyagi, Secretary Laxmi Jan Kalyan Sewa Sansthan institution, to obtain her own license and enrolled in the DAESI course in 2019. Mrs Neeraj completed the DAESI course successfully as topper of the batch. She proudly stated that after all of her hard work, the licence is now in her name, and she is running her agribusiness very confidently in her own shop.



After DAESI course, she is confident enough in advising to farmers on the proper use of fertilisers, seed rates, etc. She has successfully managed to become a para-extension worker by supporting the farmers with acquired knowledge from DAESI program.

Overview of DAESI Program.

- 1) Number of SAMETI's, implementing DAESI program - 21
- 2) Total number of candidates enrolled - 61569
- 3) Candidates appeared in final examination - 41889
- 4) Number of ongoing batches - 492
- 5) Number of candidates enrolled in ongoing batches - 19680
- 6) Certificates Issued - 35162
- 7) Total Programs completed - 1081

Progress in the month of July & August

- 1) Number of exams completed - 40
- 2) Number of batches inaugurated - 26
- 3) Number of batches completed graduation day - 59



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