



Director General's Message

I am very happy to see the progress of DAESI program in all the states over the last two months. The programme is unique and innovative in itself and has immense potential for scaling up and replication across India and also in other countries.

The national workshop held on 26-27 July 2022 was a great success to the effective DAESI programme implementation. I congratulate the DAESI team for successfully organizing the workshop. It is immensely helpful for the effective implementation and monitoring of the programme and enhancing the quality of the DAESI programme.

MANAGE is now conceptualizing and promoting DAESI 2.0 Program to give refresher training to already trained input dealers. It is envisaged that DAESI 2.0 would expand the role of Input Dealers as effective para-extension professionals

I am also glad that MANAGE in collaboration with IFDC under the “Accelerating Farm Incomes” project is organizing the need based training programs for DAESI trained input dealers for updating their knowledge on recent innovations and advances in the field of



agriculture and allied sectors in the erstwhile Medak, Rangareddy and Mahbubnagar districts of Telangana state.

I am sure that these new initiatives in DAESI program at MANAGE would definitely ensure sustainable income to the farmers and support agricultural growth in the country.

Best Wishes

(P. Chandra Shekara)

Director General

Review Meeting of DAESI

Shri Samuel Praveen Kumar, Joint Secretary and Director General, MANAGE reviewed the progress of DAESI programme on 09 July 2022 at MANAGE, Hyderabad to emphasize on transforming practicing agri-input dealers into para-extension professionals so as to enable these input dealers to serve the farmers with better agro advisory services.

Welcoming the Joint Secretary, Director General MANAGE, Dr. P. Chandra Shekhara gave a brief remark about DAESI and its salient achievements since its inception in 2013. DG also talked about the DAESI 2.0 which will focus on supporting the setting up of extension corner in input dealers shops, publications, digital display of farm information to farmers and State agriculture universities to provide agro-advisory to input dealer.

Dr. Mahantesh Shirur, Deputy Director (Agril. Extn.) and Principal Coordinator, DAESI shared the progress and achievements made under DAESI. He also highlighted the

interventions to support and strengthen DAESI implementation through MIS portal, MIS Database management for online management of all records, results and progress, Monthly workshops for SAMETIs and NTIs, annual national level workshop and DAESI Samachar (Bi-monthly) and other publications. He also mentioned the impact of DAESI program with respect to the financial impact to the agri-input dealers and farmers' satisfaction. In his address The Joint Secretary Shri Samuel Praveen Kumar took note of the points highlighted in the meeting. Joint Secretary urged the DAESI team to identify facilitators, big agri-input dealers with high volume of business through and encourage them to make use of Agri Infrastructure Fund to expand their business and support farmers through their on soil testing, crop advisories, processing and value addition of crops etc to increase farmers' income. All the Consultants looking after the DAESI programme in 21 SAMETIs also attended the review meeting.



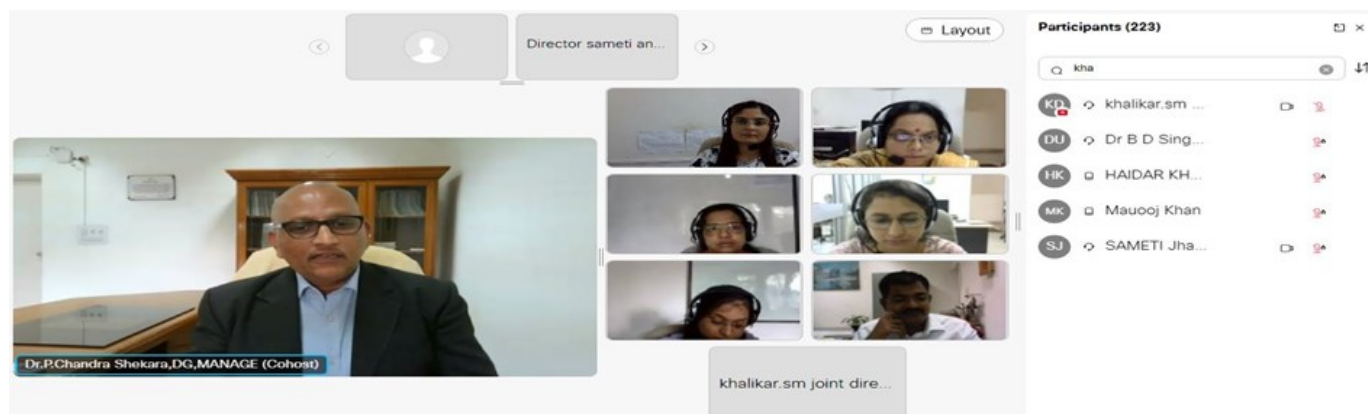
Proceedings of “National Workshop on Effective Implementation and Monitoring of DAESI”, held from 26-27th July, 2022 at MANAGE, Hyderabad

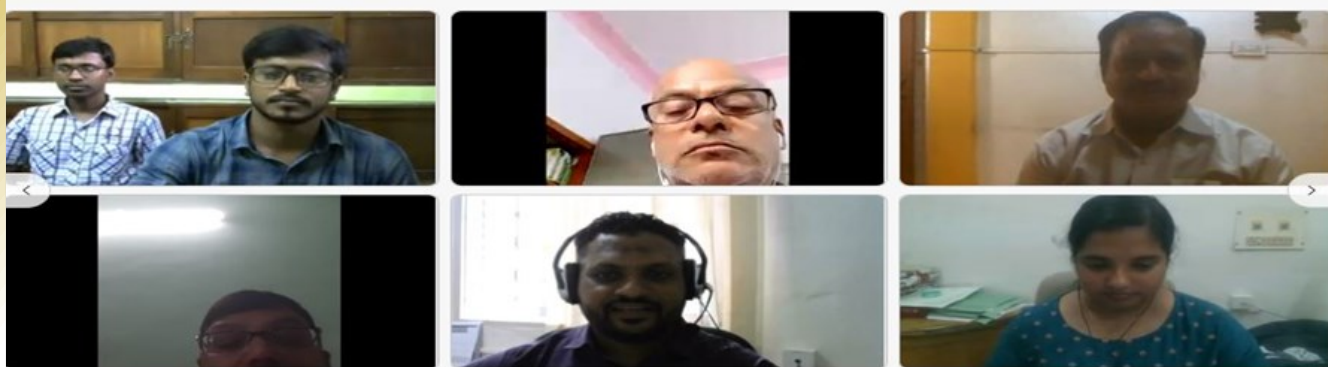
The National Online Workshop on Effective Implementation and Monitoring of DAESI program was organized from 26-27th July, 2022. Sh. Samuel Praveen Kumar, Joint Secretary (Extension), Ministry of Agriculture and Farmers' Welfare inaugurated the national workshop on 26th July 2022. In his inaugural address, he underlined the need to innovate and modernize the DAESI Programme so as to cater to capacity development, create potential employment generation avenues and sustainable development of the nation.

Dr. P. Chandra Shekara, Director General, MANAGE in his keynote address, recollected the origin and progress of DAESI program during the last 19 years. He also highlighted major initiatives undertaken in the past year to make the DAESI program relevant in the light of national priorities and need for farmers' prosperity. The officials from Ministry of Agriculture and Farmers Welfare, Directors and Nodal officers of SAMETI, heads of NTIs, trained input dealers, etc. attended the inaugural.

Dr. Mahantesh Shirur, Principal Coordinator (DAESI) presented the overall progress, initiatives taken by MANAGE and way forward for DAESI program during 2022-23. The SAMETI Directors presented the status and achievements of DAESI in their respective states emphasizing on Innovative Ideas followed by SAMETIs for monitoring and Implementation of DAESI program, good practices followed by the NTIs in implementation of DAESI program, contributions/achievements made by the input dealers as para extension workers, initiatives taken by SAMETI to popularise the DAESI program and innovations by SAMETI to monitor DAESI in the states. Sh. Sanjay Khalikar, Joint Director (Extension), Ministry of Agriculture and Farmers Welfare in his address lauded all the presenters for their good work and initiatives to strengthen DAESI.

Orientation for DAESI facilitators on updating of MIS database was taken by Consultants (MANAGE) followed by a session on “Finance & AUC submission of DAESI” by





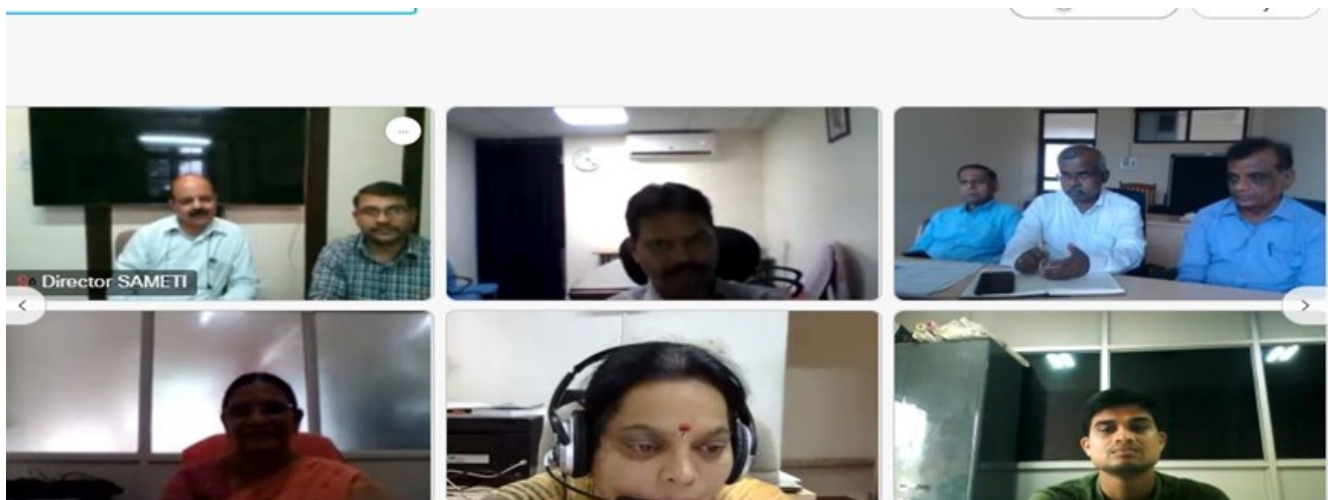
Consultant (Finance). National facilitators also shared their experiences and suggestions for improvement in DAESI program. They have appreciated the design rationale and the utility of the program.

Input dealers expressed their gratitude for the wonderful learning opportunity under DAESI program in order to serve the farmers along with the expansion of their business. The directors representing six different regions of the country presented strategies adopted by SAMETIs/NTIs to convert DAESI trained dealers into para extension workers

In the session on action plan for 2022-23 and way forward, Dr. Prashant Armorikar, Additional Commissioner, Ministry of Agriculture and Farmers Welfare and Dr.

Mahantesh Shirur, Principal Coordinator of DAESI, MANAGE steered the discussion and addressed the concerns and suggestions offered by participants. In the valedictory session, major discussion points and recommendations arising from the workshop were presented by the Principal Coordinator, DAESI. Dr. Prashant Armorikar assured to pursue the issues raised during the workshop.

Dr. P. Chandra Shekara, Director General, MANAGE lauded the fruitful discussions conducted during the workshop and urged all stakeholders to make use of the DAESI program for the Agriculture development. Director General also assured of all necessary support from MANAGE to the implementing partners of DAESI. A total of 300 participants attended the workshop.



Review Meeting of DAESI Program in Maharashtra State

An online review meeting was organized on 13 July 2022 to discuss the progress and issues regarding DAESI Programme implementation in Maharashtra state. The meeting was chaired by Dr. Mahantesh Shirur, Deputy Director (Agricultural Extension) and Principal Coordinator (DAESI), MANAGE. Dr. Moharil Subodha, Deputy Director, VANAMATI, Shri. Namdeo Atkari, State Nodal Officer (DAESI) Maharashtra, Dr. Sreelakshmi, Consultant (DAESI) MANAGE and Ms. Rupali from VANAMATI attended the meeting and addressed the issues and concerns raised by facilitators and NTI Coordinators.

Dr. C. Sreelakshmi, Consultant, DAESI, MANAGE presented the status of DAESI batches in Maharashtra state and briefly explained the procedures of DAESI-MIS portal and activity flow chart of DAESI programme implementation. She also gave an orientation to the new facilitators about maintaining proper records, timely data entry in DAESI MIS,

procedures and good practices of DAESI implementation, creating para extension workers and success story documentation to all the facilitators, etc.

Dr. Mahantesh Shirur, Deputy Director (Agricultural Extension) praised all the stakeholders for running the DAESI program successfully in Maharashtra state and resolved the queries raised by them.

Dr. Moharil Subodha in his concluding address stressed on the importance of effective training of input dealers. He also assured the quality of DAESI programme will not be compromised and shall adopt all means to mobilize input dealers for strengthening its implementation in Maharashtra state. The meeting ended with the vote of thanks by Dr. Moharil Subodha.

About 110 officials attended the meeting including facilitators and coordinators of different Nodal Training Institutes (NTIs) from Maharashtra state.



From an untrained farmer to skilled input dealer: The saga of a prospective dealer from West Bengal

Problem Statement :

Shri Jayanta Mahato, a dedicated and innovative Input Dealer and Agril. Farm entrepreneur, hails from the village Chanpati of Manbazar-I Block of Purulia district in West Bengal. He completed his graduation and chosen Agriculture as profession and started devoting his time on a better farming and development of farmers of adjoining villages. He is having 2.0 acres of land for Agriculture and a small piece of land in the roadside area. As a member of farming community, he was cultivating Paddy, Groundnut, Pulses etc. in the half of this land area in kharif season regularly, he was not getting the expected income. Then he felt that doing Agriculture through conventional method minimized the yield and income. It is also associated with low productivity, increased cost of Agriculture inputs and poor or no utilization of existing farm resources available in the farm.

Plan, Implementation and Support:

To overcome the problem found by him, he opened a small retail shop on Agril. -Inputs after getting necessary permission from Dept. of Agriculture, Govt. of West Bengal at his village. Then he came to know about the DAESI course his neighboring Agril. -Input Dealer who successfully completed this course previously. After that Shri Jayanta Mahato, did his DAESI (Diploma in Agricultural Services for Input Dealers) course from Krishi Vigyan Kendra,

Kalyan, Purulia, West Bengal in 2019-2020 batch. He is running his shop for more than 5-6 years. Earlier as an untrained input seller he was facing various problem in delivering proper advice to farmers for procuring Agril. inputs from his shop. After getting enrolled in the DAESI programme and attending in the class of various improve Agro-techniques, now he realized a lot more confident in dealing with farmers. Now, he is giving recommendation in a proper way after completion of DAESI course. He maintains a very good relationship with the farmers as a para-extension worker and helps himself for smooth running of his bussiness. He is giving his recommendations based on the theory and practical knowledge and experience gathered and taught in the DAESI course coupled with the feedback recieved by the farmers of local and nearby areas. He is now aware of various schemes of Central and State Govt. runned and implemented for the benefit of farming community. Shri Jayanta Mahato is now delivering proper advice to the farmers on plant protection issues after getting knowledge of IPM techniques.

On the other hand he realized that to overcome the problem faced by him in his own farm land, he started to develop his farm in the name of "Amar Matribhumi Farm House" to showcase the new method which improves the farm productivity, soil health and income & adopted scientific technique like Integrated Farming System (I.F.S.), mixed cropping etc. From 2019 onwards, he is having more close contact with

KVK Scientists for the technical help, upgradation of new components and guidance. He has been attending lot of training, seminar workshop conducted by KVK, Sate line Dept. etc. with the guidance of KVK. In a total of 2.0 acres of land area, he is growing field crops like Paddy, Groundnut, Blackgram and vegetable crops round the year. He is maintained a Poultry unit with 150 birds, Goatary unit (30 nos. of goat in a single time). He has also established a vermicompost unit. As a progressive and innovative Agril.-Input dealer cum farmer he always tries to improve his skill and eager to know every aspect of farming from various sources, training, experts, developmental personnel etc. He eventually set a good example of improved cultivating by incorporating those

knowledge with his own innovation in front of other farmers.

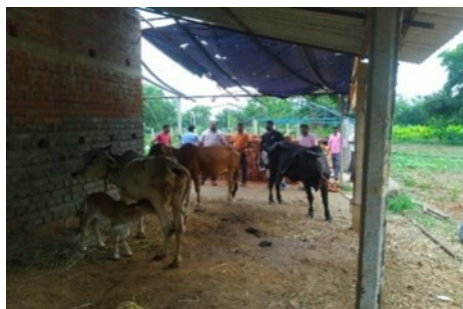
Outcome:

The adoption of Integrated Farming System (I.F.S) involving minimum use of external inputs, crop residue recycling and organic practices can improve economic and ecological issues.

KVK, Purulia (WB) has promoted Shri Mahato as one of the key Innovative Input Dealers in Purulia district. His success influence other farmers, farm innovator and Input Dealers get interested and adopted I.F.S model in their own farm. He became a role model for successful running of Agro-bussiness in the district of Purulia.



Shri Jayanta Mahato in his poultry farm and dealer shop interacting with MANAGE Representative Dr. Shabbir Patel, NTI Co-ordinator Dr. Mahato and SAMETI representative Shri. Satyajit.



Officials with the successful input dealer in his integrated farming units- poultry, animal husbandry and field crops

Overview of DAESI Program (As on 31-08-2022)

No. of Candidates trained under DAESI Diploma 52296

Number of Candidate enrolled in ongoing DAESI Diploma 22080

In the upcoming issue

- Refresher training held for DAESI trained input dealers.
- Review meeting by Director General, MAANGE held at SAMETI-Karnataka South.
- Gajanan Krishi Mall– A Success Story in Maharashtra

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