

# DAESI SAMAACHAR



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## Director General's Message

MANAGE is implementing the DAESI program and training input dealers in order to build their technical competency in agriculture and to serve the farming community better. I am very happy to see the non-license holders enrolling in DAESI program in large numbers every year. The National Workshop on DAESI held on 13-14th July in Hindi was a great success and will surely translate into effective implementation of the program in all the states. I congratulate the DAESI team for successfully organizing the workshop.



Converging efforts of State Agricultural Universities and input dealers through DAESI 2.0 to effectively deliver extension services to farmers and the urgency to train around 2.0 lakh DAESI dealers in the forthcoming years is of prime importance. Trained DAESI Input Dealers must take a bigger responsibility in sharing agricultural knowledge with farmers.

Best Wishes

**(P. Chandrashekara)**  
**Director General**



## National Level workshop on “Capacity building of Facilitators of DAESI Program”

National Level workshop on “Capacity building of facilitators of DAESI Program” was held on 13-14 July, 2023 in Hindi language at National Institute of Agricultural Extension Management (MANAGE) Hyderabad Focusing on monitoring and implementation of DAESI program. The workshop was organized for facilitators and State Nodal Officers of DAESI program. 43 Participants from 10 States i.e. Bihar, Chhattisgarh, Maharashtra, Madhya Pradesh, Odisha, Punjab Rajasthan, Uttar Pradesh, Uttarakhand and West Bengal attended the workshop in Hindi language.

Dr. Mahantesh Shirur, Deputy Director, Agricultural Extension and Principal Coordinator, DAESI welcomed chief guest Dr. P. Chandra Shekara, Director General, MANAGE and all the participants for the two days national level workshop. He presented the progress of DAESI program in the last three years and mentioned the objective of the workshop as to orient and to train the facilitators to become master trainers and sensitize all other facilitators about good practices and guidelines of DAESI program implementation through organizing State level workshops.

Inaugurating the national workshop, Dr. P. Chandra Shekara, Director General, MANAGE delivered the key note address. DG MANAGE recollected the origin and progress of DAESI program during the last 20 years. So far, 71,342 input dealers were trained and another 22,400 input dealers are being trained at present. 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 workshop was planned under 7 technical sessions to cover different aspects of effective DAESI program implementation. On day one, an ice-breaking session was held and the candidates brainstormed on their expectations about the workshop. The participants of the workshop were divided into five groups of five facilitators each along with three nodal officers in each group and were asked to name their group and to identify

their group leader. The ice-breaking exercise helped the participants to break their stereotypic thinking and to express their views without any hesitation to their group members.

To orient the facilitators on best record management practices, a session on maintenance of DAESI records: cross learning among the participants was designed. The major learning objective of this session is to create awareness on importance of record writing by Input dealers in learning, to understand the facilitator role in record keeping and to come up with standard evaluation criteria of records.

The third session on Hands on training on preparation of annual session plan was conceived with the learning objective to orient the facilitators to plan the sessions according to course curriculum for better learning experience to know the importance of sequence of classes to be planned to enhance adult learning and to have a synchronous learning of theory class room sessions with practical classes/skill practice. The session was handled by Ms.Kanchan Bhagwat and Dr. Manunayaka.G

The fourth session was on MIS of DAESI which was designed with an objective to orient the participants about the functioning of MIS system and to teach them about Do’s and Don’ts while entering the details in the MIS Portal. Dr. Naveen Kumar Gattupalli, Academic Associate, MANAGE, demonstrated the stepwise handling of MIS portal.

The technical session 5 was designed to make the facilitators acquainted with writing effective success story and to provide them stepwise guidance in writing the success story. Dr. Tanya Saklani and Dr. Shilpa B. handled the session guiding the participants about various aspects of designing, writing and publishing an ideal success story.

The objective of the session on Hands on training on financial management and record keeping



session is to orient the facilitators and SAMETI officers on importance of “Book Keeping and Accounting” function, Books of accounts to be maintained at various levels and their purpose and guidance in timely submission of AUCs to MANAGE. The session was handled by Mr. Rajendra Babu, Consultant (Finance), MANAGE.

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The final technical session was on the para-extension roles of input dealers. To know the facilitators perception on the para-extension services a Q-Sort exercise was designed for the participants. Dr. Gopichand, Consultant MANAGE, gave a

demonstration on the Q-sort technique to the facilitators.

At the end of the workshop, facilitators shared their feedback and suggestion from the workshop. This was followed by certificate distribution ceremony. Certificate of participation was provided to all the participants of the workshop in the presence of Dr. P. Chandra Shekara, Director General, MANAGE and Dr. Mahantesh Shirur, Deputy Director (Agricultural Extension).

Dr. P. Chandra Shekara, Director General, MANAGE in his address, congratulated all the facilitators and state nodal officers for making the workshop successful and complemented the participants for their active participation. He also lauded the efforts of all the consultants under DAESI programme who were also actively engaged in the workshop.

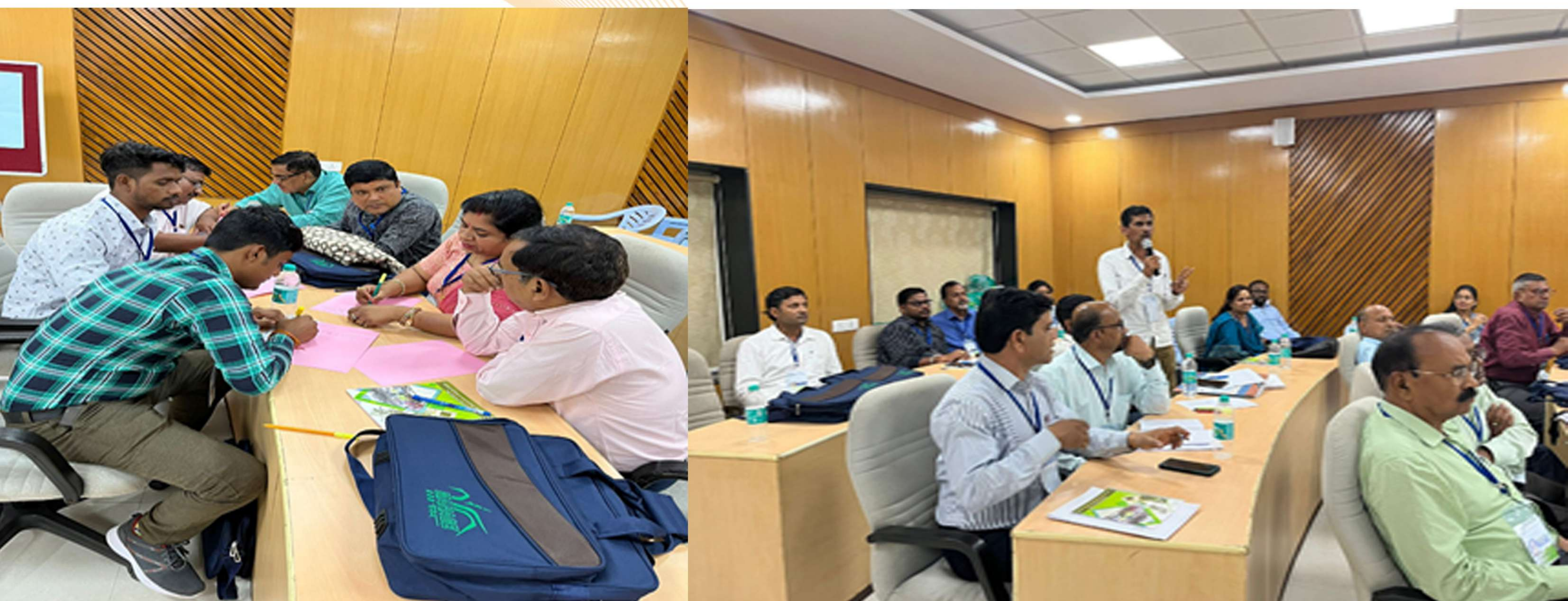


## National level DAESI facilitators at MANAGE Hyderabad



**Director General, MANAGE addressing the facilitators of DAESI during workshop at MANAGE Hyderabad**





## DAESI facilitators in action during the workshop

Forty Input Dealers attending Diploma in Agricultural Extension Services for Input Dealers (DAESI) program in Mahboobnagar district visited National Institute of Agricultural Extension Management (MANAGE) Hyderabad on 19.8.23.

Dr. B. Shilpa, Consultant welcomed all the participants and facilitator Mr. Balaiah to MANAGE. She explained about the activities of DAESI Program. She also highlighted all the good practices of DAESI, importance of attendance, record maintenance and reminded their role as a para extension worker in serving farmers community.

Dr. G. Naveen Kumar, Academic Associate addressed the participants and emphasized on the importance of DAESI Program. He also explained the various activities that are undergoing in different centres such as Center for Public Private Partnership, Center for FPO and Monitoring & Evaluation, Center for Gender studies, Nutritional Security and Urban Agriculture, Center for Supply Chain Management & Marketing, Center for Climate Change and Adaptation etc. and their nature of work.



## DAESI trainees at MANAGE Hyderabad





## Success Story: DAESI – A mechanism for scientific crop advisory to the farmers

Ramakant Singh, started agri-input venture “YARA CROP NUTRITION CENTRE” in NAYA BHOJPUR, Block-Dumraon, Distt – Buxar, Bihar in the year 2017. He enrolled into Diploma in Agriculture Extension Services for Input Dealers (DAESI) in the year 2021-22 at ATMA, Buxar. Previously, he had retail business of pesticides and seeds and after DAESI training, the venture was expanded to include fertilizers also



Before the DAESI training he was unsure of advising farmers on crop production and management. After getting trained under DAESI, he learnt various practices on production technology of cereal crops, vegetables and fruits, Mushroom production, Bee keeping, Organic farming, Seed act and Integrated Pest Management, Schemes of department of agriculture, horticulture etc. He started working as an active para extension worker in the dissemination of agricultural knowledge in the surrounding areas and started attracting more farmers to his shop by. Farmers in the area who were completely dependent on chemicals to control insect/pest became aware of organic farming and Integrated Pest Management practices. DAESI training has significantly increased the income as well as enhanced the technical competency of Mr. Ramakant Singh which indirectly made him opinion leader in the eyes of the farmers. Mr. Singh expressed his gratitude to DAESI programme and also thanked ATMA Buxar for their efforts in educating the input dealers in a righteous manner.

### Good practices in implementation of DAESI programme

Karnataka is one of the leading states in implementation of DAESI programmes in the country. Many facilitators have set very high standards in implementation of DAESI programme in Karnataka. Spacious classrooms, high quality LCD projectors, arranging sessions through skilled resource persons, provisions for relevant field visits, demonstrations, institute visits etc. have been the reasons of their success. The same have made the training interesting among the input dealers. Facilitators deserve appreciation for conducting DAESI classes with zeal and enthusiasm. It is their interest and efforts that motivate the input dealers and largely determines the success of the programme. DAESI course curriculum has a right mix

of both theory and practical classes. Input dealers are expected to maintain six types of records to ensure practical learning. The six records are,

- Sketch records
- Feld visits records
- Problem solution register
- Herbarium collection (combination of pest, disease and weed management)
- Assignment write-ups
- Success story of input dealers as para-extension workers





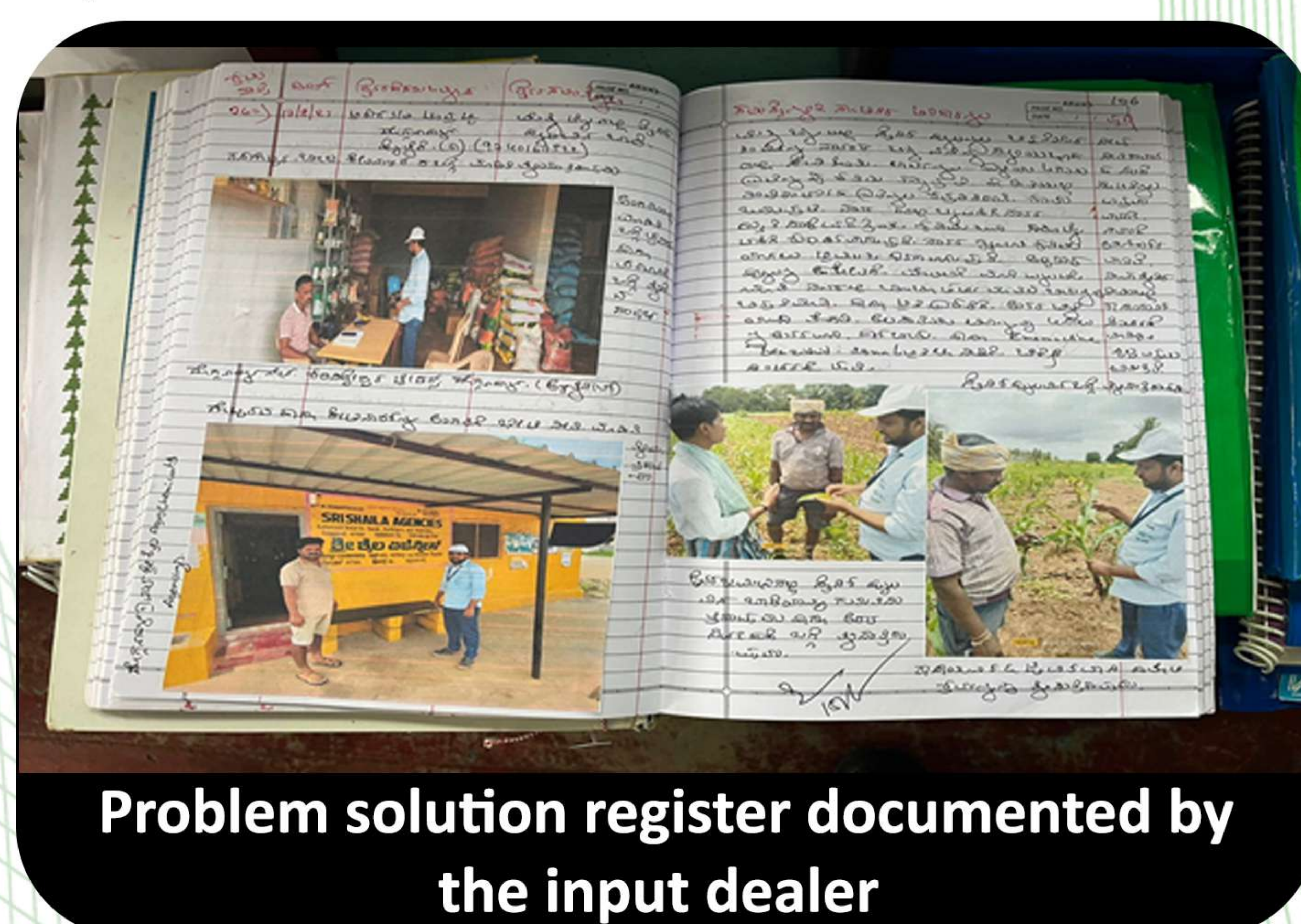


## Verification of DAESI records by MANAGE Consultant (DAESI)

These records serve as repository of knowledge for the input dealers even after completion of the DAESI course. They provide information on important crop diseases, major pests and insects, dangerous weeds, kind of problems faced by farmers in the region, etc. DAESI brings together on a single platform input dealers, extension functionaries, scientists as well as progressive farmers and establish a network which is necessary for exchange of information and dissemination of technologies. Through institute visits and field visits the DAESI programme enlightens them about different agriculture institutes working in the region and to make use of services provided by these institutes.

One of the Training institute in Karnataka has made commendable efforts in implementing the DAESI programme with innovative ideas and practices.

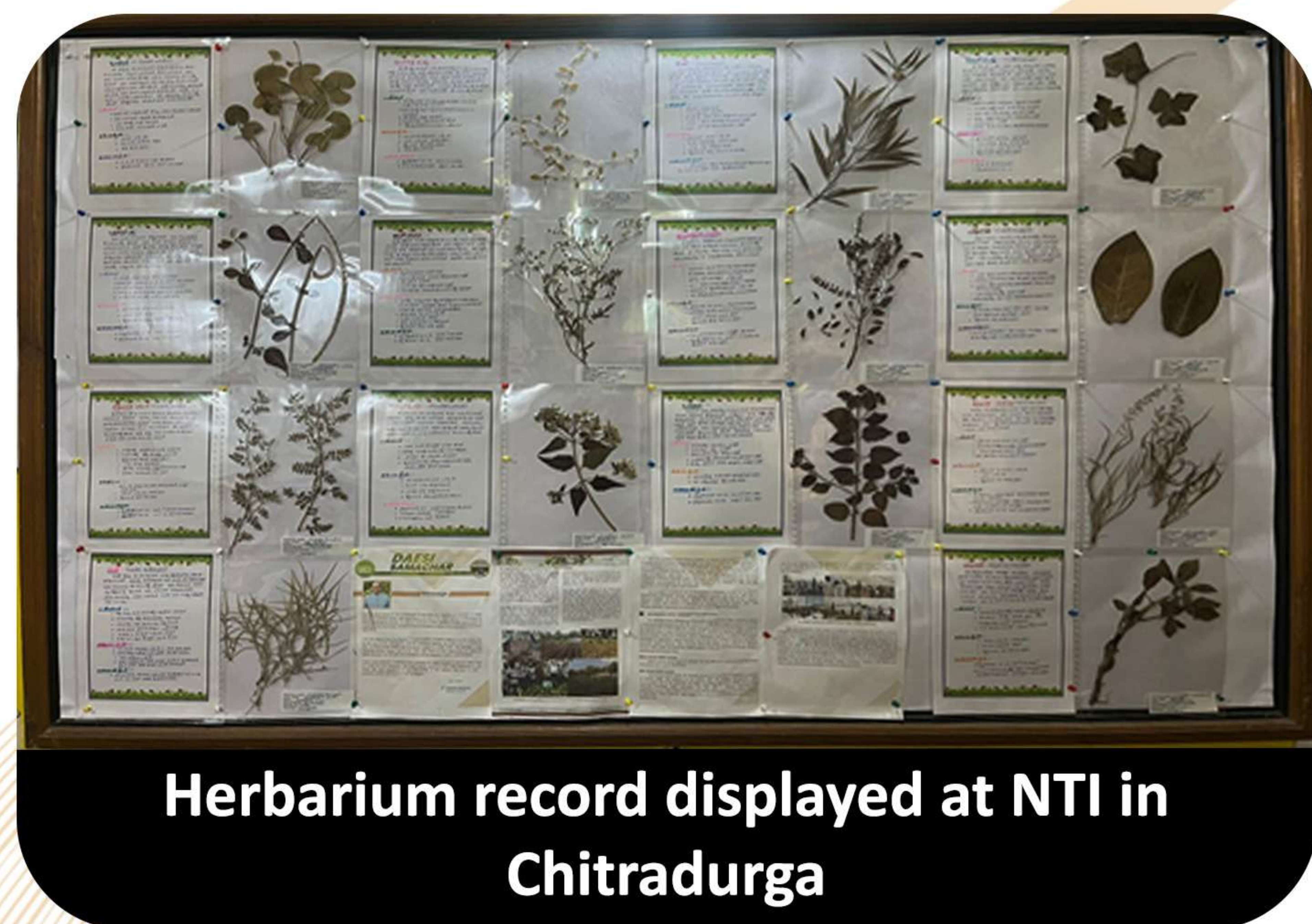
The facilitator, Mr. A. V. Purushotam handling DAESI batches in Chitradurga, Shivamogga and Davangere districts from 2016 is setting examples for implementing such good practices in DAESI program implementation.



**Problem solution register documented by the input dealer**



Herbarium records consists of important weeds in the surrounding areas. It is very well maintained with one digital photograph of sample and one perfectly dried sample along with its description. All the candidates collected minimum of 40 specimens.



**Herbarium record displayed at NTI in Chitradurga**

Sketch records were very well drawn with clear demarcation of symptoms and life cycle. Each candidate given 5 assignments and all of them were documented with photographs and all are hand written. Apart from this, the insect collection and practical records are also maintained.



**Verification of sketch records in NTI**





## Overview of DAESI Program (As on 31/08/2023)

Number of candidates trained under DAESI Diploma – 76301

Number of candidates enrolled in ongoing DAESI Diploma-20440

## In the upcoming Issue

- State Level Workshop on Capacity Building of Facilitators of DAESI Program in Telangana State
- State Level workshop at PAMETI-Punjab
- Success Stories in DAESI Program
- Good Practices in implementation of DAESI Program

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