

DAESI SAMACHAR



Volume-I

Issue-II

March-April, 2021

MESSAGE



Diploma in Agricultural Extension Services for Input dealers (DAESI) is an important scheme which enables the input dealers to serve farmers with timely and sound advisories. With the constant support from Ministry of Agriculture and Farmers' Welfare, MANAGE and SAMETIs are implementing and monitoring the DAESI programme through huge network of Nodal Training Institutes (NTIs) across the country. The response for the programme is very huge.

I am happy to note that the National DAESI Workshop scheduled during 17-18 June 2021 is focusing on good practices in DAESI implementation. This is the timeliest workshop to make the program more relevant and responsive to stakeholders and to help the farmers at large.

I take this opportunity to welcome all Directors, Nodal officers, NTI heads, Facilitators and Input dealers for the National Workshop on DAESI. Due to the Covid-19 pandemic, the workshop is being held online this year. Nevertheless, it certainly gives the opportunity to address large gathering compared to offline workshop. I wish all the best for the National Workshop on Good Practices in DAESI Implementation.

Best Wishes

(P. Chandra Shekara)

Director General

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1. National Workshop on Good Practices in DAESI

National Institute of Agricultural Extension Management (MANAGE) is implementing a one year Diploma in Agricultural Extension Services for Input Dealers (DAESI) with the support of Ministry of Agriculture and Farmers Welfare (MOA&FW) under Sub Mission on Agricultural Extension (SMAE).

The major aim of DAESI program is to transform practicing input dealers into para-extension professionals so as to enable these input dealers to serve the farmers better agro advisory services. Presently the scheme is implemented through Nodal Training Institutes (NTIs) at the district level monitored by 20 SAMETIs. A total of 50,175 input dealers have been trained under the DAESI program since inception. In order to make the DAESI program more effective, MANAGE is organizing an online National Workshop on Good Practices in DAESI implementation on 17-18 June, 2021. The registration link for the workshop is given below. All the stakeholders associate with DAESI program can participate in the workshop.

Registration Link: <https://rb.gy/bbjqjd>

Schedule of National Workshop on Good Practices in DAESI Implementation

Time	Day – 1 17-06-2021	Resource Person
10.00 AM	Program Registration and Setup	
10.05 AM	Welcome Address	Dr. Mahantesh Shirur Deputy Director (Agril. Extn.), MANAGE, Hyderabad
10.10 AM	Key Note Address	Dr. P. Chandra Shekara Director General MANAGE, Hyderabad
10.20 AM	Address by Chief Guest	Ms. Namita Priyadarshee, IFS Joint Secretary (EA, DM) Ministry of Agriculture and Farmers Welfare.Goi
10.30 AM	Vote of Thanks	Dr. Mahantesh Shirur Deputy Director (Agril. Extn.), MANAGE, Hyderabad
Presentation from SAMETIs (Directors/ State Nodal Officers) <ul style="list-style-type: none">➤ 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➤ Constraints faced in the implementation of DAESI program➤ Suggestions to make the monitoring and implementation of DAESI program effective		

	Day – 2 (18-06-2021)	
10.00 AM	Ways to convert input dealers into para extension workers to converge into Mainstream Extension	1. Director Of Extension & Director, SAMETI(North) -Karnataka 2. Director, SAMETI-West Bengal 3. Director, VANAMATI-Maharashtra 4. Director, SIAET, Bhopal
11.10 AM	Discussion On Amendment of DAESI Guidelines and Curriculum of DAESI	Mr. Sanjay Khalikar Joint Director (EXTN.) DAC& FW
12.00 AM	Session of Finance and AUC submission	Shri. N. Mallikarjun Rao AAO, MANAGE Ms. K. Madhavi (Consultant Finance) DAESI Cell
1.00 PM	Lunch	
2:15 pm	Action Plan for 2021-22 and way forward	Dr. Prashanth Armorikar Addl. Commissioner (EXTN.) DAC& FW
3:15 pm	Brief report on workshop	Dr. Mahantesh Shirur Principal Coordinator (DAESI)
3.30 PM	Concluding Remarks	Dr. P. Chandra Shekara Director General MANAGE, Hyderabad
3.45 PM	Address by Chief Guest	
4.00 PM	Group Photograph (virtual) Vote of Thanks	Dr. Mahantesh Shirur Deputy Director (Agril. Extn.), MANAGE, Hyderabad

Orientation program on virtual classes for DAESI in West Bengal



An online webinar was organized on 27-04-2021 by Director, SAMETI- West Bengal regarding orientation to NTIs and Facilitators for conducting DAESI classes through online mode. This was initiated as a response to rising Covid cases in West Bengal and keeping the safety of all candidates, facilitators and resource persons in mind. Dr. Mans Ghosh, Director, SAMETI- West Bengal gave the rationale and objectives of the webinar and urged the NTIs to use the technology to continue the program despite Covid pandemic situation.

Dr. Mahantesh Shirur, Principal Coordinator DAESI, appreciated the initiative and efforts of SAMETI-West Bengal in organizing this webinar. A total of 74 Nodal Training Institutes participated in the webinar. In the webinar, the resource persons explained about the various software's/ tools/ platforms available for conducting virtual classes, their mode of operation, procedure to create the meeting link, sharing invitation, etc. The resource persons also explained the preparation of reports, presentations and other features required for communication. A short discussion was held after the meeting, where the Director, SAMETI, resource persons and Principal Coordinator DAESI clarified all the questions raised by the participants

Action plan of DAESI for the year 2021-22

An action plan for the year 2021-22 has been submitted to Ministry of Agriculture and Farmers Welfare (MoA & FW) after consultation with the SAMETI Directors/ State Nodal Officers. A total of 300 batches were proposed to MoA & FW for the fund release.

The State wise action plan for the year 2021-22 is given below

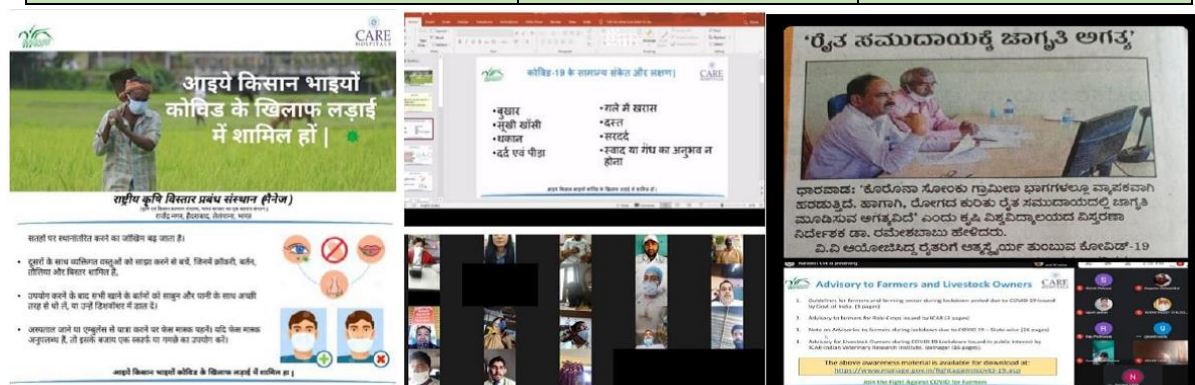
S.No.	SAMETI	Tentative number of batches for 2021-22
1	Andhra Pradesh	13
2	Bihar	39
3	Chattisgarh	10
4	Gujarat	5
5	Haryana	2
6	Himachal Pradesh	8
7	Jammu & Kashmir	3
8	Jharkhand	13
9	Karnataka North	15
10	Karnataka South	1
11	Kerala	6
12	Madhya Pradesh	20
13	Maharashtra	61
14	Orissa	10
15	Punjab	4
16	Rajasthan	15
17	Tamil Nadu	4
18	Telangana	15
19	Uttar Pradesh	51
20	Uttarakhand	1
21	West Bengal	3
22	Tripura	01
Total		300

Covid-19 outreach awareness program conducted by DAESI NTI/ Facilitators/ SAMETIs / Input Dealers

MANAGE has initiated a mission to Fight against COVID-19 for Farmers through our partners. A PowerPoint presentation was prepared in collaboration with CARE Hospitals and including advisory/guidelines issued by Govt. of India, As desired by Director General, MANAGE in the Faculty Meeting, Directors / Centre Heads / In-charges of Schemes and Programs were requested to send this awareness material along with a covering letter by DG to all partners implementing programs/schemes.

With the Directions of DG, MANAGE, the SAMETIs/ NTIs/ Facilitators have conducted awareness programs to all the input dealers through online webinars.

Sl. No.	Name of the SAMETI	No of Webinars	No of People Reached
1	SAMETI-N Karnataka	4	302
2	HAMETI-Haryana	1	37
3	IMAGE- Odisha	2	67
4	SAMETI-Bihar	12	544
5	SAMETI-Jharkhand	4	92
6	SAMETI-Maharashtra	16	581
7	SAMETI- S Karnataka	3	110
8	SAMETI-Telangana	7	243
9	SAMETI-Uttar Pradesh	1	37
10	SIAET-Madhya Pradesh	9	626
11	SIAM-Rajasthan	4	182
Total		63	2821



Dr. Ramesh Babu, Director- SAMETI-N Karnataka, conducted a webinar to all the NTIs and Facilitators on 12-05-2021, by NTIs implementing. A total of 63 webinars were conducted and 2821 people were reached through these webinars. The SAMETI wise outreach program is given above.

Success stories of Input Dealers

Journey of Mrs. Barnali Dhara from a House Wife to National Mahila Kisan Award

Mrs. Barnali Dhara is a licensed agri input dealer. She completed her diploma in DAESI during 2017-18 session from Ramkrishna Ashram Krishi Vigyan Kendra, Nimpith. She came to know about the DAESI course from a neighbouring dealer who completed the course previous year. She was very curious about the uniform and logos of the DAESI course. She would often enquire from the neighbouring dealer about the course content and teaching methodologies. She talked to her husband and asked him to get her enrolled to the course. But her husband didn't show any interest. She then decided to apply for the course by herself. However, her husband didn't object to this, thinking that she will drop out in-between. She justified that the course will help in their business development and give their establishment an edge over their competitors in respect of farm advisory.

After the completion of the course, Mrs. Dhara has become very popular in her area as a knowledgeable input dealer who practices and advices on soil testing, seed treatment and judicious application of agro-chemicals. As an input dealer, she has contact with more than 500 farmers in and around her village with whom she shares her knowledge regarding good agricultural practices and other related information accrued from different extension and research Institutes and social media. Appreciates her contribution as para extension workers.



Success story of Sh. Sukhpal Rana – living the moto of Jai Jawan Jai Kisan

Sh. Sukhpal Rana from Tehsil Dehra, Distt Kangra Himachal Pradesh joined Indian Army and served the country as a soldier for 20 years and retired as Hav (GD) in the year 2014. After the retirement, the goal of Sukhpal was to practice the preaching of Jai Jawan Jai Kisan and turned to farmer. The area is experiencing dry land agriculture and when Sukhpal Rana started agriculture on the ancestral land, he faced lot of problems i.e. scarcity of water, input availability etc. In the year 2015, he became input dealer with (No. PLP-15/2015) and started the work of input dealer i.e. selling of PPM without basic knowledge of agriculture inputs. He enrolled for DAESI program in the year 2017-18 and completed in the year 2019.

During this diploma course the thought process of Sh. Sukhpal Rana changed and then he started the agriculture in a scientific way. He also improved the input shop with latest need based inputs like seeds, plant protection material and farmer friendly tools. Sh. Sukhpal Rana has created water storage structure with Roof Top Water Harvesting near to house and then connected it to a polylined tank constructed near nursery area. He has constructed 3 Nos. polyhouses covering 250 Sqm area under each and got 80% subsidy from Department of Agriculture and Horticulture, Himachal Pradesh.

New intervention by Sh. Sukhpal Rana is creation of Hot Chamber in one corner of Polyhouse providing Heaters and cooler with cooling pads to create the favourable environment for germination, development and growth of seedling. This technique works in extreme winter and summer as, the time required for seedling is reduced to 40 to 60 %. Temperature of chamber varies from 20°C - 40°C. This Hot Chamber has space to accommodate 80 trays of 40 Poly bag/ trays, containing 3200 seedlings or 1000 plug trays of 98 holes per tray containing 98000 Seedling. These trays are kept for one week in chamber and then transferred to general poly house. In the winter i.e. from December to mid-March the nursery raising take 35-45 days for transplanting. In this technique the seedling are ready for transplanting in 20-25 days. This has resulted in more seedlings being raised within same transplanting season. The open nursery is raised with the help of small poly tunnels. The work continues throughout the year. Mr. Rana has solved the problem of labour by purchasing manual pro tray seeder machine and saved time and labour cost. This machine cost around Rs. 35,000/- The capacity of this machine is seeding 1000-1200 plug trays of 98 holes per day. These trays are then transferred to the hot chamber and kept for 7-10 days maintains the optimum temperature required for germination and development. The healthy nurseries of different seasonal vegetables are raised by Sh. Sukhpal Rana throughout year continue.

The work of nursery are unaffected even during winter i.e. from December to mid- March Onion, cucurbits, capsicum and Marigold are raised this session. March to June chilies, bitter gourd, snake gourd and flowers are raised. July to Oct cauliflower, cabbage and some exotic vegetable Tomato, Capsicum (based on time of planting i.e. early varieties timely sown varieties and late sown varieties are grown.

The seedlings raised by the input dealers Sh. Sukhpal Rana are marketed through shop sale point and other input dealers covering an area of 30 Km radius. Healthy and quality seedling material as well as the plant protection material is the main reason for his success and productivity as nursery owner. Mr. Rana told that he used high quality seed and raising best quality healthy seedling which is the major reason for his success among farmers and input dealers. Sh. S.S. Rana has developed infrastructure after the completion of DAESI program during 2019-20. This programme has helped him improving his communication skills, management skills, and marketing skills. With this he is able to communicate and interact with the officers of all developmental Departments like Agriculture, Horticulture, and Rural Development etc. It helped him to create precision farming facilities (poly house), mechanization through power tiller, and creation of water storage structure for best use of aain water in agriculture.

Market linkage has been developed upto 30 KM radius from his shop (Dhaliara). So many farmers of surrounding are linked to Mr. S.S. Rana for quality seeds, seedlings and plant protection material, farmer friendly agricultural tools and nutrients. Rana told that prior to sale he shares technical knowledge gained in DAESI programmes with farmers.



Overview of DAESI Program

1. Number of SAMETIs Implementing DAESI program-21
2. Number of Input Dealers trained under DDAESI Program- 50,778
3. Number of Input Dealers trained under CSPS – 32,266
4. Number of Input Dealers trained under Self Finance Scheme- 17,018
5. Number of Input dealers trained under others schemes (RKVY)- 1494
6. Total number of batches completed - 1269
7. Number of Ongoing Batches-549
8. Number of Male candidates trained under DAESI-48716
9. Number of Female candidates trained under DAESI- 2061

Published by : Dr. P.Chandra Shekara, Director General.

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