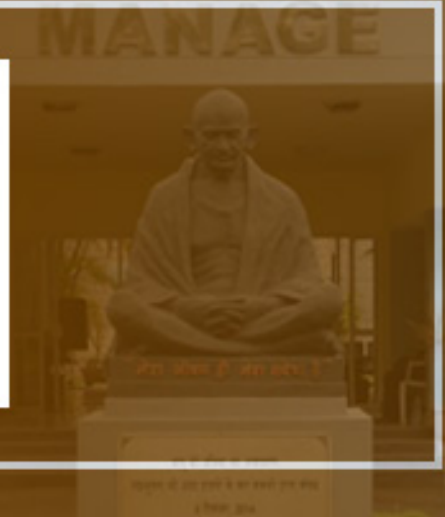




DAESI SAMACHAR



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March-April, 2023

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Director General's Message

The input dealers are an important means of information and input delivery to farmers. Integrating the input dealers into the mainstream extension by training them through a diploma program is a unique extension strategy demonstrated successfully in India. I am happy that every diploma holder is sensitized to engage themselves in serving the farmers with higher enthusiasm and motivation. Highlighting the importance of input dealers as para extension workers, there is a need of covering 50 thousand input dealers of the country under DAESI Diploma Programme in a span of one year.



I applaud the efforts of SAMETI Directors, State Nodal Officers for the wide reach of the programme. May the year 2023-24 will be more productive and rewarding in the implementation of DAESI Program in all the states.

Best wishes

(P. Chandrashekara)
Director General

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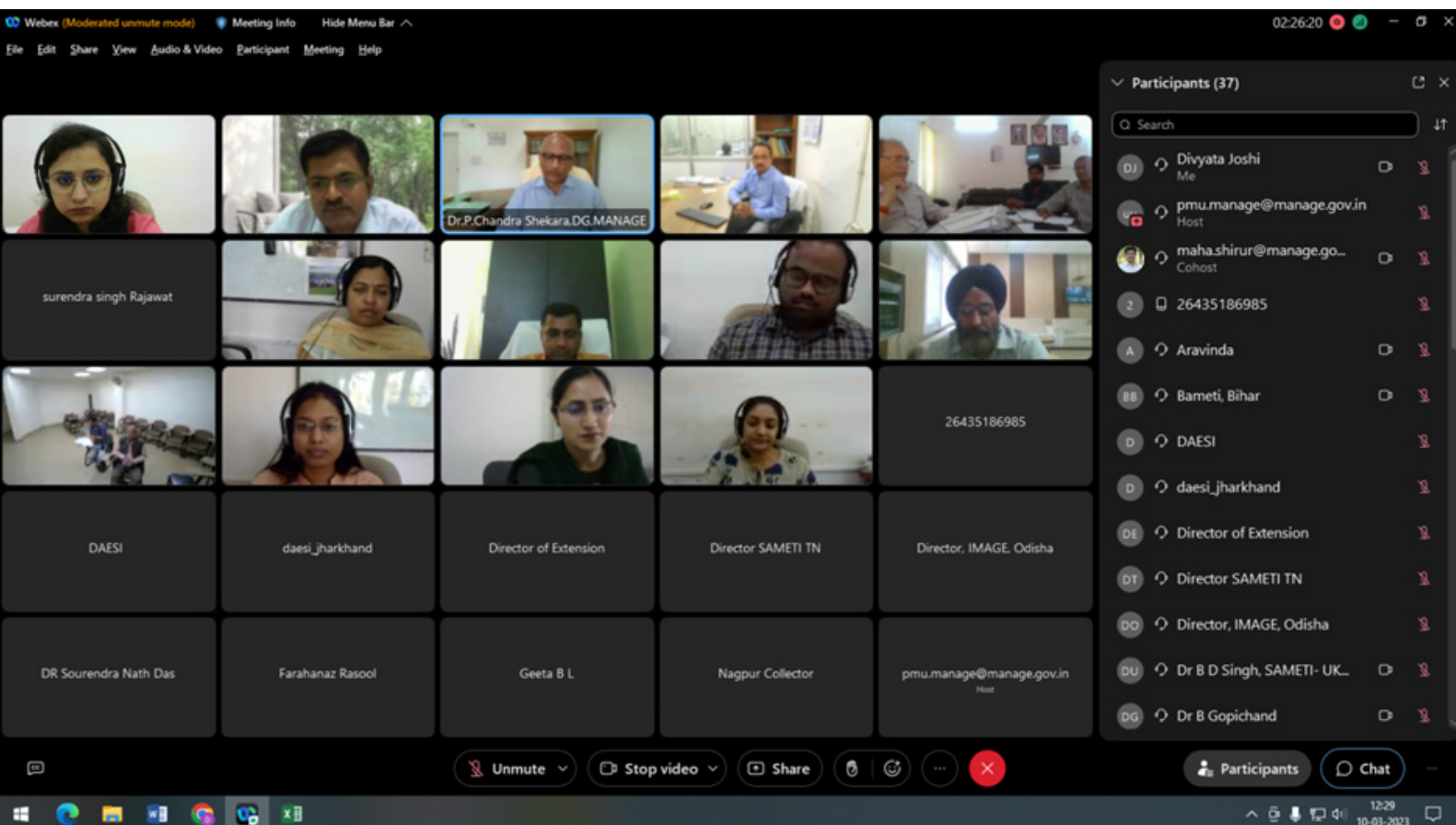
Review Meeting on Progress of DAESI Programme and AUC Submission with SAMETI Directors/SNOs of DAESI

A review meeting was organized on 10.03.2023 at MANAGE (online) to discuss the progress and issues on implementation of DAESI Programme. Director General, MANAGE presided over the meeting. In the beginning, Dr. Mahantesh Shirur, Principal Coordinator (DAESI) briefed the agenda of the review meeting and appreciated SAMETIs for working efficiently in implementation of DAESI programme. He also pointed the need for state level workshop for the facilitators and selected input dealers of each state in the coming months.

The progress on approvals taken and commencement of batches for FY 2022-23 was reviewed. All issues related to pending certificates and pending examinations were also addressed State wise. The meeting also sensitised the facilitators about the core objectives of the DAESI programme and to make

them acquainted with the technical knowhow. Dr. Shirur appealed SAMETIs not to compromise with the intent and content of DAESI programme implementation. The SAMETI Directors/SNOs made commitments to expand the reach of DAESI batches, ensure proper monitoring and timely completion of the DAESI batches and to submit the pending AUCs at the earliest.

Dr.Chandra Shekara, Director General gave points of action for all the SAMETI Directors, first including the need for having two facilitators in every district and to start a batch at any time in the year. Further, DG pointed multiple roles of SAMETI not limiting to only financial mediation in DAESI programme but also for sensitizing ATMA and coordinating and monitoring them for effective programme implementation.



Online review meeting with SAMETI Directors and SNOs of DAESI

State Level Workshop for DAESI programme implementation at SIAET, Bhopal

One day state level workshop on DAESI was conducted on 19th April 2023 at SIAET, Bhopal. The Workshop was held under the chairmanship of Director SIAET, Shri K. P. Aharwal. Dr. Mahantesh Shirur, Deputy Director, Agricultural Extension and Principal Coordinator, DAESI, MANAGE was the chief guest and Dr. Divyata Joshi, Consultant (DAESI) MANAGE facilitated the workshop. Representatives from 23 districts including facilitators, coordinators and data entry operators of ongoing batches attended the workshop.



Dr. Mahantesh Shirur, Principal Coordinator, DAESI addressing the participants of the workshop

The main aim of the workshop was to make the facilitators and coordinators acquainted with the good practices in organizing DAESI programme and their effective implementation from the current year batches.

Shri K. P. Aharwal, Director, SIAET, after welcoming he chief guest, facilitators and State Nodal officers, briefed about the activities of SIAET including DAESI program implementation. He emphasized for the utilization of funds according to the guidelines and for ensuring commencement of classes within a fortnight of approval. Shri Aharwal also showed the checklist made specifically for Madhya Pradesh state and asked the facilitators to follow the same.

Dr. Mahantesh Shirur, Principal Coordinator, DAESI, in his address, emphasized to follow the guidelines

and circulars issued time to time by MANAGE. He also pointed out major issues in the state regarding DAESI programme such as discipline for attendance, timely submission of all the reports, timely remittance of unspent balance, malpractices during examinations, following the annual action plan and appointing retired professionals as DAESI facilitators, etc



Participants of the workshop with Director, SIAET and Principal Coordinator DAESI

Dr. Divyata Joshi, Consultant, MANAGE, presented the status of DAESI in Madhya Pradesh and congratulated the state for commencing maximum number of batches in the year 2022-23. She also shared good practices in implementation of DAESI programme such as format of submission of approvals and reports, photographs to be added on MIS, exam and certification process etc. During the workshop seven facilitators from Bhopal, Chhindwara, Chhatarpur, Shajapur, Narmadapuram, Jhabua and Narsinghpur districts presented the overview of DAESI programme in their respective districts.

The workshop provided valuable opportunity for participants to share their experiences and to resolve the issues they were facing in implementation of the programme.

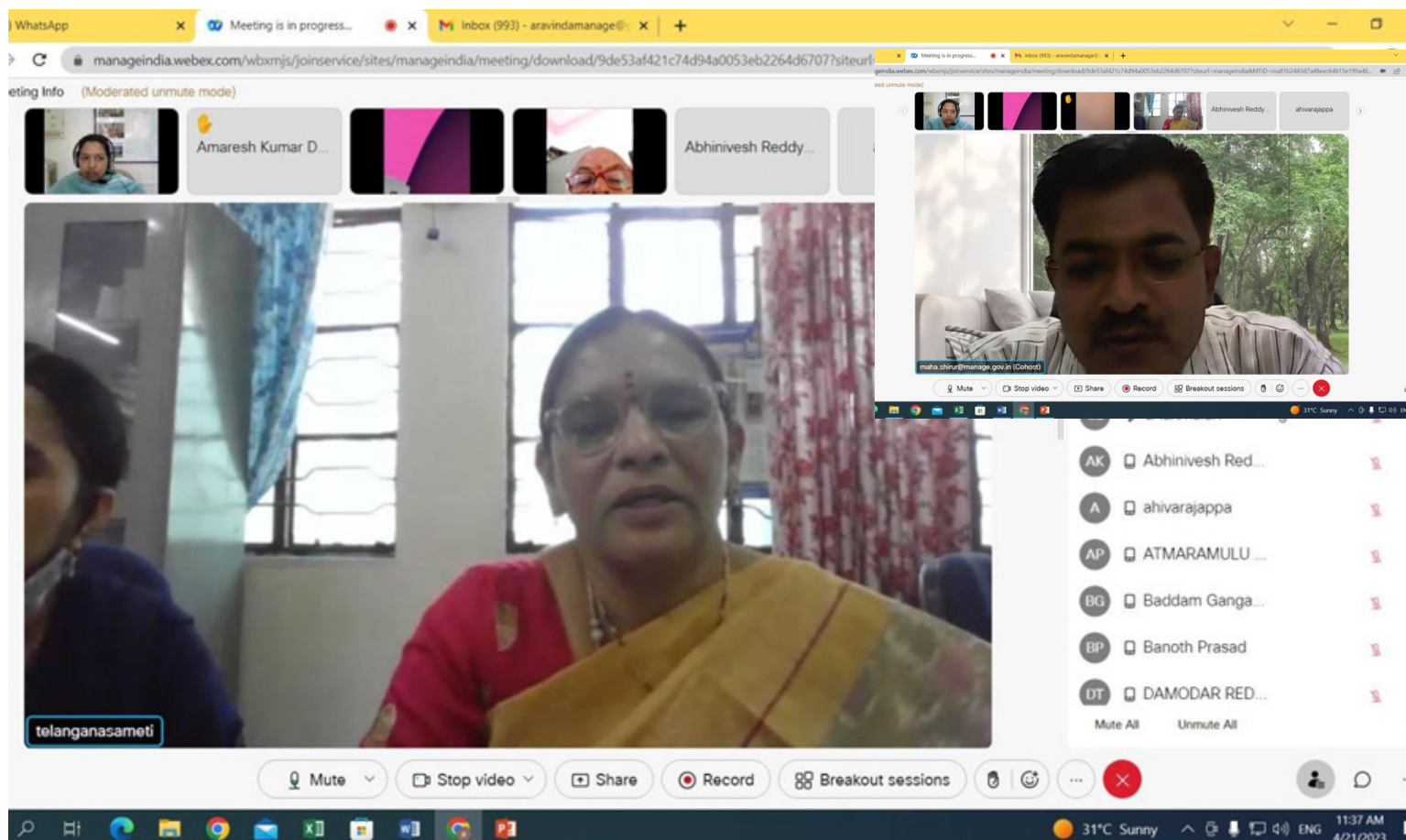
Orientation and Review Meeting for DAESI Facilitators in Telangana State

An orientation cum review meeting (online) was organized on 21.04.2023 to orient newly recruited DAESI facilitators and to address certain observations for effective implementation of DAESI program in Telangana state. Dr. Mahantesh Shirur, Principal Coordinator (DAESI), presided over the meeting and Dr. G. Naveen Kumar, Academic Associate and Dr. Aravinda. D, Consultant (DAESI), MANAGE moderated the session. The meeting was attended by about 45 participants including SAMETI officials, DAESI facilitators, NTI coordinators and ATMA staff concerned with the implementation of DAESI program in Telangana state.

Dr. D. Aravinda, Consultant, MANAGE flagged the major issues in implementation of the programme and requested to peruse the DAESI guidelines and Checklist for monitoring and evaluation of DAESI program to get acquainted with the roles and responsibilities for different stakeholders involved in the implementation of DAESI program. Instructions were given for data

entry in MIS portal along with the entry of results. Dr. Mahantesh Shirur, Principal Coordinator in his address urged SAMETI and ATMA's to assume a proactive role in monitoring the DAESI program in the state through audio and video calls, surprise visits and deputing their personnel for conducting DAESI final exams. The DAESI-trained resource pool of agri-input dealers shall be involved in department and technology dissemination activities and also shall be encouraged to maintain extension corners at their outlets.

The discussion was followed by the Question and Answer session. The facilitators expressed concerns over delay in the release of first instalment budget, relaxation of timings during summer months, limited budget for lunch, refreshments and field visits and scarcity of resource persons in view of increase in number of DAESI programs in the state. The SNO (DAESI) was informed by PC (DAESI) to take necessary action for timely release of funds to NTIs



VISIT of DAESI input Dealers to MANAGE, Hyderabad

Eighty input dealers attending the Diploma in Agriculture Extension Services for Input Dealers (DAESI) program in Bhadradi Kothagudem and ATMA-Warangal district visited National Institute of Agricultural Extension Management (MANAGE), Hyderabad on 20-04-2023 & 27-04-2023.

Dr. Mahantesh Shirur, Principal Coordinator (DAESI) and Deputy Director (Extension), Dr. Aravinda Dabbadi, Consultant (DAESI), Dr. G. Naveen Kumar, Academic Associate were present and interacted with DAESI participants on various activities of MANAGE and agripreneurship opportunities for agri-input dealers.

Dr. Aravinda Dabbadi, Consultant (DAESI) welcomed all the input dealers and facilitator Mr. David Jayapal and Mr. Ramachandrarao Jojula to MANAGE. She explained about the activities of DAESI program,

& 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 activities related to the theme of the centre.

Dr. Shirur, Principal Coordinator (DAESI), addressed the trainees regarding how the technologies learnt are to be transferred to the farming community with good advisories on crop production, weather, marketing etc. Principal Coordinator (DAESI) explained the role of para extension worker in the farming community and informed the participants to open up an extension corner in every shop of the input dealers to provide information on latest technologies and innovations to the farmers.

The session concluded with vote of thanks by Dr. Aravinda.



Trainees of DAESI batch with MANAGE Faculty

guidelines and procedures to be followed during the examinations and she also explained about various ministry schemes implemented by MANAGE.

Dr. G. Naveen Kumar, Academic Associate, explained about the different activities carried out by MANAGE through different centres, such as Center for Public Private Partnership, Center for FPO and Monitoring



Success Story : DAESI – A Path finder for Input Dealers

Rajkumar Huria, started his venture with the name 'Huria Khad Bhandar' in Lalpur, P.O. - Lalpur, Tehsil- Rudrapur, Distt: US Nagar, Uttarakhand in year 1999. He finished DAESI Diploma in Agriculture Extension Service for Input Dealers in the year 2021-22 from Govind Ballabh Pant University of Agriculture and Technology, Pantnagar (Uttarakhand). Previously, he was only running a retail shop of pesticides and was selling agricultural inputs. As an untrained input seller he was facing various types of problems on giving proper advice to farmers coming to his unit.

After getting enrolled and trained in DAESI, he learnt various practices on production technology of crops, vegetables and fruits, Mushroom production, Bee keeping, Organic farming, Seed act and Integrated Pest Management, Schemes of department of agriculture, horticulture and animal husbandry etc. He started working as an active para extension worker in the dissemination of agricultural knowledge in his village and started attracting more farmers to his shop by spreading the knowledge. Farmers in his area who were completely dependent on chemicals to control insect/pest or disease infestation, started following IPM techniques and there is a balance in use of chemicals to control disease and pest infestation.



Mr. Rajkumar Huria in his input shop

This course has been proved a boon to him with a rise in his income by 20 per cent. DAESI has enhanced his economic status as well as social status. RajKumar expressed his gratitude towards DAESI course which is a key for the successful running of business and also thanked Govind Ballabh Pant University of Agriculture and Technology for their efforts in educating the input dealers in a righteous manner.

Overview of DAESI Program (As on 31-04-2023)

Number of candidates trained under DAESI Diploma - 71342

Number of candidates enrolled in ongoing DAESI Diploma-24240

In the upcoming issue

- ▶ State level workshop for DAESI implementation in West Bengal State
- ▶ Input dealers visit to MANAGE
- ▶ National Level workshop on Capacity building of facilitators of DAESI program.

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