

# DAESI SAMACHAR



Volume-I

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## MESSAGE



The DAESI Programs approved during the financial year 2020-21 had challenging time as they had to deal with the Covid-19 pandemic. Despite this, the SAMETIs and NTIs in 20 states have done their best to implement DAESI by following all guidelines both in online and offline mode.

The successful organization of the National Workshop on Good Practices in DAESI Implementation held on 17-18, June 2021 during the Covid time was very heartening. The enthusiastic participation of officials representing SAMETIs, NTIs and agri-input industry helped to discuss various issues in DAESI program implementation. The support from the Ministry of Agriculture and Farmers Welfare (MOA&FW) is highly encouraging to take the DAESI program with renewed focus. The DAESI team at MANAGE has ably coordinated in effective implementation of the DAESI program and in bringing out the proceedings of the National Workshop in the form of a book. I hope all the stakeholders will adopt the good practices discussed in the book while implementing DAESI program.

I wish that DAESI program in 2021-22 will be planned and implemented meticulously so that the objective of the program to enable the enrolled candidates to become knowledgeable para-extension workers is achieved. MANAGE will extend all necessary support in achieving the objectives of the DAESI Program.

Best Wishes

(P. Chandra Shekara)

Director General

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## 1. Proceedings of National Workshop on Good Practices in DAESI Implementation

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 with 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 53,389 input dealers have been trained under the DAESI program since inception. In order to make the DAESI program more effective, MANAGE organised an online National Workshop on Good Practices in DAESI implementation on 17-18 June, 2021. The workshop was held with the agenda given in the below schedule.

In order to realize the objectives of the DAESI program of enabling input dealers to take the role of para extension workers, it is essential that all stakeholders involved in program planning, implementation and monitoring are working with common vision and complement each other's role. In order to respond to the present challenges and opportunities in Agriculture sector in India, the actors involved in DAESI program should be continuously sensitized and oriented to adopt the new innovations and strategies in program implementation. Focusing on Good practices and success stories of DAESI program, the National Online Workshop on Good Practices in DAESI program was organized during 17-18 June 2021.

The national workshop was inaugurated on 17 June 2021 by Ms. Namita Priyadarshree, IFS Joint Secretary (EA, DM), Ministry of Agriculture and Farmers' Welfare. Dr. P. Chandra Shekara, Director General, MANAGE delivered the key note address. The officials from Ministry of Agriculture and Farmers Welfare, Directors and Nodal officers of SAMETI, NTI heads, input dealers, etc attended the inaugural.

All the SAMETI Directors presented the status of achievements of DAESI in their States. The presentation emphasized 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, constraints faced in the implementation of DAESI program and the suggestions to make the monitoring and implementation of DAESI program effective. agri-input dealers as para extension workers.

On the second day, the invited presentations from SAMETI (North) - Karnataka, SAMETI- West Bengal, VANAMATI- Maharashtra, SIAET-Bhopal Madhya Pradesh representing four different regions of the country presented their experiences and ideas on the ways to promote agri-input dealers as para extension workers.

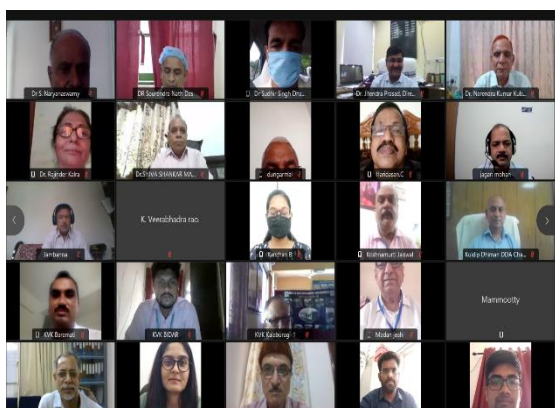
### Schedule of National Workshop on Good Practices in DAESI Implementation

Time	17-06-2021	Resource Person
10.00 AM	Program Registration and Setup	
10.05 AM	Welcome Address	<b>Dr. Mahantesh Shirur</b> Deputy Director (Agril. Extn.), MANAGE, Hyderabad
10.10 AM	Key Note Address	<b>Dr. P. Chandra Shekara</b> Director General MANAGE, Hyderabad
10.20 AM	Address by Chief Guest	<b>Ms. Namita Priyadarshee, IFS</b> Joint Secretary (EA, DM) Ministry of Agriculture and Farmers Welfare. GoI
10.30 AM	Vote of Thanks	<b>Dr. Mahantesh Shirur</b> Deputy Director (Agril. Extn.), MANAGE, Hyderabad
<b>10.45 AM- 05.00 PM: Presentation from SAMETIs (Directors/ State Nodal Officers)</b> <ul style="list-style-type: none"> <li>➤ Innovative Ideas followed by SAMETIs for monitoring and Implementation of DAESI Program</li> <li>➤ Good Practices followed by the NTIs in implementation of DAESI Program</li> <li>➤ Contributions/ Achievements made by the input dealers as Para Extension Workers</li> <li>➤ Constraints faced in the implementation of DAESI program</li> <li>➤ Suggestions to make the monitoring and implementation of DAESI program effective</li> </ul>		
	<b>Day – 2 (18-06-2021)</b>	
10.00 AM	Ways to convert input dealers into para extension workers to converge into Mainstream Extension	<b>1.</b> Director Of Extension & Director, SAMETI(North) -Karnataka <b>2.</b> Director, SAMETI-West Bengal <b>3.</b> Director, VANAMATI-Maharashtra <b>4.</b> Director, SIAET, Bhopal

11.10 AM	Discussion On Amendment of DAESI Guidelines and Curriculum of DAESI	<b>Dr. Shailesh Kumar Mishra</b> Director (Extn) DAC& FW
12.00 AM	Session of Finance and AUC submission	<b>Shri. N. Mallikarjun Rao</b> AAO, MANAGE <b>Ms. K. Madhavi</b> (Consultant Finance) DAESI Cell
<b>1.00 PM</b>	<b>Lunch</b>	
2:15 pm	Action Plan for 2021-22 and way forward	<b>Dr. Prashanth Armorikar</b> Addl. Commissioner (EXTN.) DAC& FW
3:30 pm	Brief report on workshop	<b>Dr. Mahantesh Shirur</b> <b>Principal Coordinator (DAESI)</b>
3.45 PM	Concluding Remarks	<b>Dr. P. Chandra Shekara</b> Director General MANAGE, Hyderabad
4.00 PM	Vote of Thanks Group Photograph (virtual)	<b>Dr. Mahantesh Shirur</b> Deputy Director (Agril. Extn.), MANAGE, Hyderabad

Other SAMETI Directors and Nodal officers also contributed about their experiences and success stories during the discussion. The session gave many innovative ways by which they can sensitize the NTIs and Input dealers in their States in the forthcoming DAESI programs. The workshop helped to document these experiences and ideas for their further dissemination.

In the sessions on amendment of DAESI guidelines and curriculum, Dr. Prashant Armorikar, Additional Commissioner, Dr. Shailesh Kumar Mishra, Director (Extn) 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. The session on finance and Audit Utilization was kept to address the pending payments and Utilization Certificates. In the last technical session, the annual action plan was discussed for effective implementation of DAESI despite the challenges of Covid pandemic.



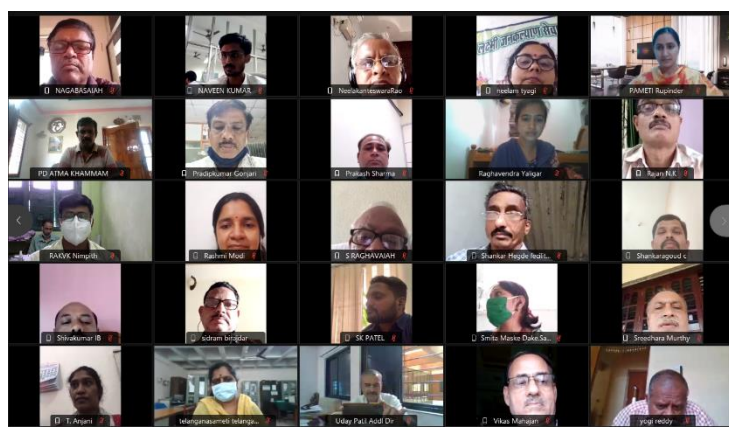
### List of Participants from SAMETI participated in workshop

No	SAMETI	Name of the Person From SAMETI Participated in workshop	Number of candidates participated in the workshop
1	Andhra Pradesh	Smt. V. V. Vijaya Lakshmi, Director, SAMETI	8
2	Bihar	Dr Jitendra Prasad, Director, BAMETI	16
3	Chhattisgarh	Dr. Praksh Shinde, State Nodal Officer (DAESI)	6
4	Gujarat	Dr. Praksh Sharma, State Nodal Officer (DAESI)	4
5	Haryana	Dr. Sagu Singh, DD & State Nodal Officer (DAESI)	4
6	Himachal Pradesh	Dr. Ashwini Dutta, Director, SAMETI	6
7	Jharkhand	Dr. Satyendra Singh, State Nodal Officer	15
8	Karnataka North	Dr. Ramesh Babu, Director of Extension Dr. M. Gopal, State Nodal Officer (DAESI)	70
9	Karnataka South	Dr. G.R. Pennobaliswamy, State Nodal Officer (DAESI)	64
10	Kerala	Smt. S. Sushama, Director, SAMETI	7
11	Madhya Pradesh	Shri K.P. Aharwal, Director, SAMETI Dr. Uttam Kumar Singh Jadon, State Nodal Officer (DAESI)	137
12	Maharashtra	Dr. Madhavi Khode (IAS), Director, VANAMATI Dr. Uday Patil, Additional Director, VANAMATI Shri Gajannan Kadoo, State Nodal Officer (DAESI)	170
13	Orissa	Shri Anurag Dasmohapatra, State Nodal Officer (DAESI)	20
14	Punjab	Rupindar Kaur, Dy. Director, PAMETI	3
15	Rajasthan	Shri K K Mangal, DD & SNO, SIAM	9
16	Tamil Nadu	M. Ibramsa, Asst. Director of Agriculture	11
17	Telangana	Smt.G Nareemani, Director I/c SAMETI	13
18	Uttar Pradesh	Dr. R.B. Singh, State Nodal Officer (DAESI)	9
19	Uttarakhand	Dr Anil Kumar Sharma, Director, SAMETI Dr. B. D. Singh, State Nodal Officer, DAESI	3
20	West Bengal	Dr. Manas Ghosh, Director, SAMETI Dr. Ranesh Topdar, State Nodal Officer.	22
<b>Grand Total</b>			<b>597</b>



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.

The workshop proceedings are compiled in the form of a book, with an introduction chapter followed by the chapters 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, Ways to convert input dealers into para extension workers to converge into

mainstream extension.

Constraints faced in the implementation of DAESI program, Suggestions to make DAESI program effective, Discussion on amendment of DAESI guidelines and curriculum of DAESI and Discussion on finance and AUC submission. In the last chapter, the recommendation from the workshop are presented. The soft copy of the book will be sent to all the SAMETIs/NTIs.

### Recommendations

Based on the deliberations and discussions of the workshop for two days, following recommendations are compiled for implementation subjected to the approval from Ministry/ MANAGE.

#### Policy / Ministry Level:

- Action on Universities and NTIs for giving DAESI certificate without following any guidelines: Ministry may give directions to all DAESI implementing institutes to follow

the guidelines issued by Ministry of Agriculture and Farmers welfare and implemented by MANAGE.

- The short duration Government schemes (INM, IPM etc.) are sufficient to renew their licenses. Many input dealers are resorting to such short courses for the purpose of renewal of their license instead of attending the DAESI program. With this they are losing the opportunity of understanding agriculture in totality.
- DAESI program implementation – As expressed by majority of NTIs, financially it is very difficult to manage the program for one year with present cost norms (framed in 2013). Needs immediate change in cost norms.
  - i. Facilitators remuneration
  - ii. Remuneration for resource persons
  - iii. Cost of Lunch/ refreshments (Presently Rs. 75/-)
  - iv. Support to infrastructure and support staff
- Pilot testing of pushing electronic content, educational videos to complement the theory and practical's during DAESI – Budgetary allocation is needed for improvements in the DAESI program.
- DAESI-II: Refresher training program to support already trained input dealers.

### **MANAGE**

- Timely release of amount to NTIs, conducting pending exams and issue certificates to completed batches after proper data entry and document submission from SAMETI.
- Initiate the refresher training programs to the already trained input dealers (DAESI-II).
- Curriculum and training module to be designed for refresher trainings
- Merger of CSPS and self-finance batches- will address the issue of shortage of candidates in many districts.
- Encouraging Public-Private Partnership and ICT applications in program implementation.
- Regular workshops and capacity building of all stakeholders of DAESI.

### **SAMETI**

- Monitoring to be strengthened – state nodal officers /Director SAMETI alone impractical especially in MH, Bihar, UP and WB. Additional staff required.

- AUC and Expenditure statement – pending for all the previous financial years must be settled on priority.
- Remitting unspent balance – With respect to Unspent balances under CSPS and Self-finance schemes, Director General MANAGE in consultation with officials from Ministry has taken a decision to collect all the unspent amount from NTIs and remit entire unspent amount to MANAGE through SAMETIs. Hence, all SAMETI Directors are requested to take immediate action for collection of all the unspent amount from NTIs and remitting the same to MANAGE along with statement of year wise remittances by SAMETI to MANAGE.
- Promoting DAESI trained input dealers as Para Extension Workers: Engaging ATMA, and State departments to use their field experience and connect them with input dealers in service and information delivery to the farmers.

## **NTI**

Facilitators – Recruit experienced candidates who are willing to serve, passionate with agriculture development. The facilitators should be computer proficient and able to enter all data of program from time to time and submit regular reports to SAMETIs and MANAGE through e-mails.

- NTIs Heads – Active involvements from Heads of NTIs with time to time guidance to the facilitators and proper monitoring.
- Documenting success stories of Input dealers and communicating to MANAGE for compilation.
- Timely submission of results and updating MIS
- Promoting para extension workers from the trained input dealers: Facilitate meetings with input dealers and officials of ATMA and State Department of Agriculture.
- Programs approved in 2021-22 to follow the new guidelines.

Based on the workshop, Dos and Don'ts in MIS portal was developed for circulation among all the stakeholders for effective management of MIS Portal.



## Good Practices: Do's and Don'ts during data entry in MIS Portal

### Trainee Details

1. Name of the candidate and Father Name should be entered as per records of SSC. If any changes in the name, it should be supported with Notary.
2. If NTI has female candidates, the facilitator has to ensure D/o or W/o to be entered. Proper affidavit has to be produced while submitting the results for female candidates in case of deviation.
3. Gender and Relationship should be selected carefully as the data once entered will not be edited and the same will be printed on the certificate
4. In case of CSPS Batches, type of license should be updated compulsorily
5. Course Fees and DD Date should be uploaded correctly
6. The Photographs of the candidates should be uploaded with proper uniform and ID Card
7. The maximum size limit for uploading the photographs is 100 Kb

### Session Details

1. The session details should be entered within a week of completion of the class or before the next session commences to avoid the wrong entry of date and class numbers.
2. In case, there is any change in the conduct of DAESI class other than the scheduled day, it should be intimated in advance to the concerned consultant through email. The reason for change in class should be mentioned in remarks section
3. The topic names of both morning and afternoon session should be entered separately.
4. In Remarks section, the absentee candidates of the both the session should be entered along with their names and Id Numbers.
5. The details of quiz exams, Midterm, Practical and Final examinations should be entered within a week of completion of the exams.

### Financial Details

1. Audited UC details should be entered compulsorily in the MIS Portal

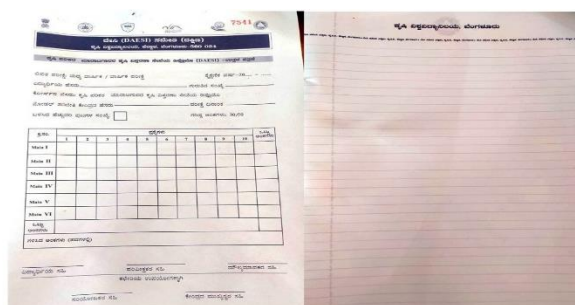
2. In CSPS batches, the 50 % amount received from DAC& FW should be entered as Rs. 3, 60,000 if ATMA is an NTI and when the NTI is other than ATMA (KVK, College, NGO etc.) it should be entered as Rs. 3, 40,000.
3. In Self-Finance batches, the monitoring charges of Rs. 20,000/- remitted to MANAGE should be entered along with UTR number/ DD/ Cheque Number and Date of Transaction immediately after the resumption of the batch and a copy should be submitted to MANAGE through email.
4. In case of Self –Finance, the amount received from input dealers should be entered as Rs. 7,60,000 if ATMA is an NTI and when the NTI is other than ATMA (KVK, College, NGO etc.) it should be entered as Rs. 7, 40,000.

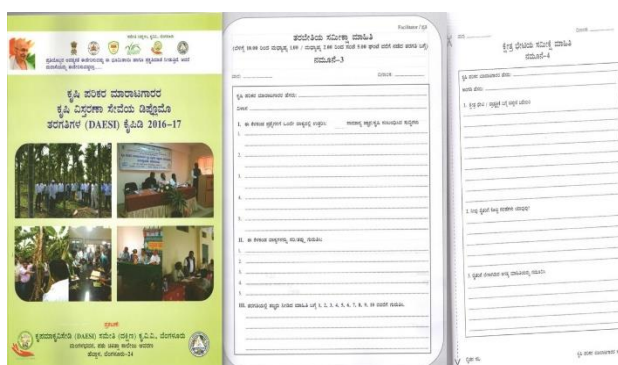
### Exam Marks

1. While entering the results, the candidate name should be selected carefully
2. While entering the marks, the attendance should be entered for number of sessions attended by the candidate not the number of weeks
3. If the candidate has discontinued from the course, while entering exam marks in Status Cell it should be mentioned as discontinued and in case of shortage of attendance it should be mentioned as shortage of attendance.
4. The marks of the candidates should be entered carefully, a wrong entry of the marks will lead to failure of the candidates.

### Innovative practices adopted by SAMETIs/NTIs/Facilitators

1. The answer sheets to write Mid-term & Final exams are printed at SAMETI (S) Karnataka with university & MANAGE logo & supplied to NTIS before examination.





2. Handbook of DAESI developed by SAMETI-S Karnataka and given to the candidates of DAESI Program to answer some selected questions of the topic discussed in the class (two times), One time in the class & 2nd time as home assignment.

## Success stories of DAESI trained input dealers

### 1. Journey of Mr. Kuber Maurya an input dealer to Dr. Saheb among farmers

Mr. Kuber Maurya S/o Shri Ajay Pal Maurya is a resident of Kachauna, Hardoi, Uttar Pradesh. Presently he is running an Agricultural Input Shop (Seed, Pesticides and Fertilizers) named “M/S- Sushila KisaanVikas Kendra” at his hometown Kachauna, Hardoi.

#### Training and Motivation

When the Indian government made it mandatory to acquire a Bachelor of Agriculture degree in order to sell fertilizers and insecticides, it was a huge step forward. Many shopkeepers, like Kuber Maurya, were worried about continuing their business until the District Agricultural Officer Office informed them that a one-year diploma programme called "Diploma in Agricultural Extension Services for Input Dealers" (DAESI) will be introduced by the National Institute of Agricultural Extension Management (MANAGE)-Hyderabad, and that those who complete the programme will receive a certificate. Their license will be renewed based on this certificate. He also registered in this diploma programme, but his goal was to earn a certificate in order to keep his business functioning.

He wasn't really interested in the diploma programme, but when he arrived at class, he was greeted by a slew of other fertilizer and pesticide distributors, dealers, and retailers. This makes the classroom more fascinating, and he made a lot of friends in the class. Following that, he realized the value of business ties and began to attend lessons every week without fail.

Dr. Ashutosh Mishra, the Deputy Director of Agriculture, gave a presentation on the topic of "Control of Insect Pests," in which he discussed how an input supplier is comparable to a medical specialist. An input dealer should prescribe medicine for the treatment of disease and pests with quantity just like a doctor prescribes a medicine for any treatment, with the amount of medicine and how to use it. Many fertilizer and pesticide sellers do not do this, despite the fact that they also play the role of a doctor, and in many cases, the farmer is unaware of the uses and dose of that particular pesticide. On the same day, Mr. Maurya decided to prescribe the doses and methods of pesticides and fertilizers on a letter pad, and the next day, he began selling pesticides and fertilizers to farmers using this method, as well as guiding them. People mocked and criticized him at first, but he saw this as an opportunity and continued to follow the procedure after that. His shop became well-known as a result of his excellent results. Many farmers in his locality now refer to him as "Dr. Saheb."

**According to Mr. Maurya, he benefited a lot from this practice.**

- The biggest benefit is that they started giving authentic and fruitful information to the



farmers.

- Now no one can accuse them from getting punished in many statutory procedures.
- He still note down the issues of farmers on the Problem Solution Register, which has created a data base of his farmers, that helps him to estimate purchasing of the amount of fertilizers and pesticides in their business, which helps them to take benefits of many schemes.
- According to him during the DAESI program, he visited the dairy farm of women farmer Mrs. Sudha Pandey, where he had seen the unit of Vermi production, now he

encourages his vegetable producing farmers to adopt organic farming, and he also provide them Vermi compost from Sudha Pandey ji Dairy farms, which benefits all three of them.

- Mr. Maurya said that when farmers called him Dr. Saheb, he get motivated and felt more responsible for spreading awareness among farmers about importance of using fertilizers and pesticides with correct method

### **Contributing factors:**

He is a young and committed agri-entrepreneur and now working in the agricultural sector as Para extension worker. He is participating in many more agricultural Extension programs run by the Agriculture department and other Institutions. He tries his best to solve all the issues of the farmers about farming, but he cannot solve all issues so he consults the experts of that field and make sure to resolve the issue. He keeps in touch with Experts of various Agricultural institutes.

### **Influence on other input dealers**

His work is recognized and appreciated by the District Agriculture Officer and other officials on every platform; likewise other input dealers of his batch are also inspired to adopt this process.

## **2. Success Story of Smt Saritha Naryan**

Smt Saritha Naryan was born in the year 1984 in Chittaguppa village of Bidar district. She had her schooling in Chitaguppa and graduated (B.A) from Bidar College. Her father encouraged Saritha to participate in all extracurricular activities of school and college. She inherited a input dealership shop by name sri Prabhu krishi centre in Sulepet of Chicholi taluk of Kalaburgi. Smt Saritha was married to Sri Narayana Kottaraki who hails from a progressive farmer's family in Chincholi taluk of Kalaburgi who took up the business of Agri input dealer in Chincholi town.

### **Sources of motivation to adopt present occupation and training received.**

In herited Agro centre from her grandmother was the first exposure of enterprise. She married Nrayana Kottaraki who was in Argi input business which was her 2<sup>nd</sup> exposure to this line enterprise. She got admitted to DAESI course in KVK Kalaburgi during which she got motivation from faculty, Progressive farmers, officers and scientists.



## Technology and innovation adopted

- 1) Mechanized turmeric processing in her own farm to improve the quality of dried turmeric.
- 2) Advocating and demonstration of mixed cropping (As advised in DAESI class) to farmers growing single crop. (Now her client-farmers practice 3 rows of black gram between 2 rows of tur which was successfully demonstrated by smt Saritha, obviously this has increased the income of farmers.
- 3) Demonstration of increased crop yield by way adopting seed treatment with Bio fertilizers.
- 4) Suggesting seed replacement for Tur crop in her service villages (replacement of GRG811, TS3R Variety for local gulyal variety of Tur variety)
- 5) Popularization of **"Pulse magic"** "manufactured by KVK which has resulted in augmenting the yield of pulse crop in the area



## Achievement/Results

- 1) Dispensing of right chemicals and fertilizers to farmers as per advice experts of KVK whom she will contact in case of doubts.
- 2) Advocacy on crop production, pest management to the clients visiting her shop.
- 3) Take up field visits and advise farmers and contact KVK in case doubt.
- 4) Small trainings to farmers in their premises on seed treatment.
- 5) Involve in the mass programmes of Agriculture department.
- 6) Farmers posing problems on plant protection has made her to consult the concerned scientist for correct solution which has greatly influenced in enhancing her knowledge.
- 7) She covers 1000 farmers of about 25-30 villages covering 4 hoblis.



## Activities undertaken

Saritha is active in service villages and disseminate latest information to the farmers both on phone and one to one visit. Some success events shared by Smt Saritha were:

- 1) The menace of Mekli (Pod fly) was a major problem which resulted in pod damage in Tur crop resulting in 30% yield loss in Tur crop. When saritha contacted Dr.Raju Teggelli Senior Scientist and Head KVK Kalaburgi for solution, Dr.Raju Teggelli suggested to take up systemic insecticide spray at grain filling stage.
- 2) Saritha actually selected her 2 fields and fields of 6 other farmers and sprayed dimethuete as first dose and Imamectin benzoate +Acephate as 2<sup>nd</sup> second dose after 15 days. This has yielded good result. Saritha advocated to all farmers having this problem and there was miraculous result.
- 3) Continued field visit and appraised farmers to take up micro nutrient and gypsum application in tur crop.
- 4) She also made extensive propaganda on **nip budding** “of tur crop for increasing the yield
- 5) Continued small trainings on preperiton spray liquids.

Smt Sarita and sri Narayan says that they are thank full to KVK Kalaburgi and MANAGE Hyderabad for arranging the DAESI Programme for the upgradation of knowledge of Agriculture in put dealers in the district.

## Overview of DAESI Program

1. Number of SAMETIs Implementing DAESI program-21
2. Number of Input Dealers trained under DDAESI Program- 53389
3. Number of Input Dealers trained under CSPS – 34,312
4. Number of Input Dealers trained under Self-Finance Scheme- 17,583
5. Number of Input dealers trained under others schemes (RKVY)- 1494
6. Total number of batches completed - 1269
7. Number of Ongoing Batches-509
8. Number of Male candidates trained under DAESI-51164
9. Number of Female candidates trained under DAESI- 2225



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