



VOL. III

ISSUE: III

May - June, 2023

Inside the issue

- Review Workshop on Implementation of DAESI Programme in West Bengal
- Second State level workshop for DAESI programme implementation at SIAET, Bhopal, Madhya Pradesh
- National Level workshop on “Capacity building of Facilitators of DAESI Program” held during 27-28 June, 2023
- State level Workshop of DAESI programme and Valedictory Ceremony at VANAMATI, Maharashtra
- A story of a housewife becoming a successful business women
- Success story of an unemployed rural woman as a para-extension worker
- Success stories reimagined: Mr. Gyaneshwar Singh- DAESI Facilitator, Lucknow

Director General’s Message

Diploma in Agricultural Extension Services for Input Dealers (DAESI) is a national scheme supported by the Ministry of Agriculture and Farmers’ Welfare, Government of India to train the agri-input dealers and prepare them to serve as para-extension workers to deliver sound technical knowledge to farmers. I can vividly recall the origin and progress of DAESI program during the last 20 years. 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 various roles that can be performed by agri-input dealers as para extension professionals such as facilitation in the formation of FPOs, start-ups, establishment of information corner and providing various consultancy services to the farmers. I also congratulate all the facilitators for effective implementation of DAESI program and for achieving the highest number of programs organized in the last two years and I strongly believe the success of the program mainly depends on the interest of the facilitator in the implementation of the program.



Best Wishes

(P. Chandrashekara)
Director General

Review Workshop on Implementation of DAESI Programme in West Bengal

A state level 'Workshop of DAESI programme' was organized during 03-04 May, 2023 at SAMETI-Narendrapur (WB) to review the status and progress of the DAESI programme in West Bengal state. The DAESI course is being implemented successfully in West Bengal since 2013, with continuous growth in terms of number of batches. At present 49 Self finance batches are running at 30 NTIs.

In the first session of the workshop, a group discussion was held by forming four zone-wise groups, followed by group presentation on different DAESI activities, issues and innovations by NTI coordinators and facilitators. After each presentation, Dr. Mahantesh Shirur and Ms. Kanchan addressed the concerns related to the implementation of DAESI programme, such as role of facilitators and NTIs, handling MIS portal, innovation in teaching, etc.

In the second session, the NTIs shared the progress of their DAESI batch activities during the workshop and got their doubt cleared on DAESI guidelines. In the valedictory session of the workshop, Chief Guest Swami Shastrajnananda, Secretary, Ramakrishna Mission Ashrama, Narendrapur addressed the participants on, integrity and diligence, quality extension delivery etc. Three best facilitators from NTIs namely- FACC- BCKV Nadia (SF), KVK- Kalyan Purulia (CSPS) and SCTC- Paschim Medinipur (SF) were awarded with certificate based on exhibition and the DAESI performance during a year. Dr. Manas Ghosh, Director, Director SAMETI- WB and Ms. Kanchan Bhagwat moderated the session with presentation on both the days. The meeting ended with a formal vote of thanks by Dr. Saurendranath Das, Senior lecturer, ATC, RKMA, Narendrapur.





Second State level workshop for DAESI programme implementation at SIAET, Bhopal, Madhya Pradesh

A state level workshop was conducted at State Institute of Agriculture Extension and Training Institute (SIAET), Bhopal, Madhya Pradesh on 05.06.2023. The one day workshop was organized for facilitators of ongoing batches who did not attend the previous workshop conducted on 19.04,2023 at SIAET, Bhopal.

At the outset, Dr. K. P. Aharwal, Director, SIAET, Bhopal, inaugurated the workshop with lightening of the lamp. In his address, he detailed about the DAESI programme implementation to the ATM and BTM who will be joining as the facilitators of new DAESI batches. Further, he also illustrated the importance of punctuality in organization of DAESI classes and timely submission of all the reports. The director, SIAET, Also emphasized on spending the funds according to the guidelines.

Mohd. Amir Khan Afghani, Section In-charge (DAESI), gave the overview of good practices in DAESI programme advised by MANAGE. He elaborated the formats of reports to be submitted by the facilitators, MIS portal entry and financial pattern of DAESI etc.

Important documents such as good practices in DAESI programme, state specific check-list was provided to the attendees of the workshop. A total of 128 participants attended the workshop.



National Level workshop on “Capacity building of Facilitators of DAESI Program” held during 27-28 June, 2023

National Level workshop on “Capacity building of facilitators of DAESI Program” was held on 27-28 June, 2023 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. From 5 States 29 participants representing six SAMETIs from Andhra Pradesh, Kerala, SAMETI-S Karnataka SAMETI-N Karnataka, Telangana and Tamil Nadu were attended the workshop.

Dr. Mahantesh Shirur, Deputy Director, Agricultural Extension and Principal coordinator, DAESI in his welcome address 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. The workshop was planned under 8 technical sessions to cover different aspects of effective DAESI program implementation.

Technical session 1: Ice breaking session and brainstorming on expectations about 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.

Technical session 2: Maintenance of DAESI records: Cross learning among the participants

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.

Technical session 3: Hands on training on preparation of annual session plan

The 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. Manu Nayaka.

Technical session 4: MIS of DAESI

The objective of the session on MIS of DAESI was 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.

Technical session 5: Participatory Learning Methods (PLM) for DAESI Programme: R.B. Hiremath ADA (Rtd.) Dharwad

The session on "Participatory Learning Methods (PLM) for DAESI Programme" was handled by Shri R.B. Hiremath, retired Assistant Director of Agriculture (ADA), Dharwad. He expressed his rich experiences in working as facilitator for more than 7 batches of DAESI programme.

Technical session 6: Documenting success stories of agri-input dealers

The technical session 6 was designed to make the facilitators acquainted with writing effective success story and to provide them stepwise guidance in writing the success story.

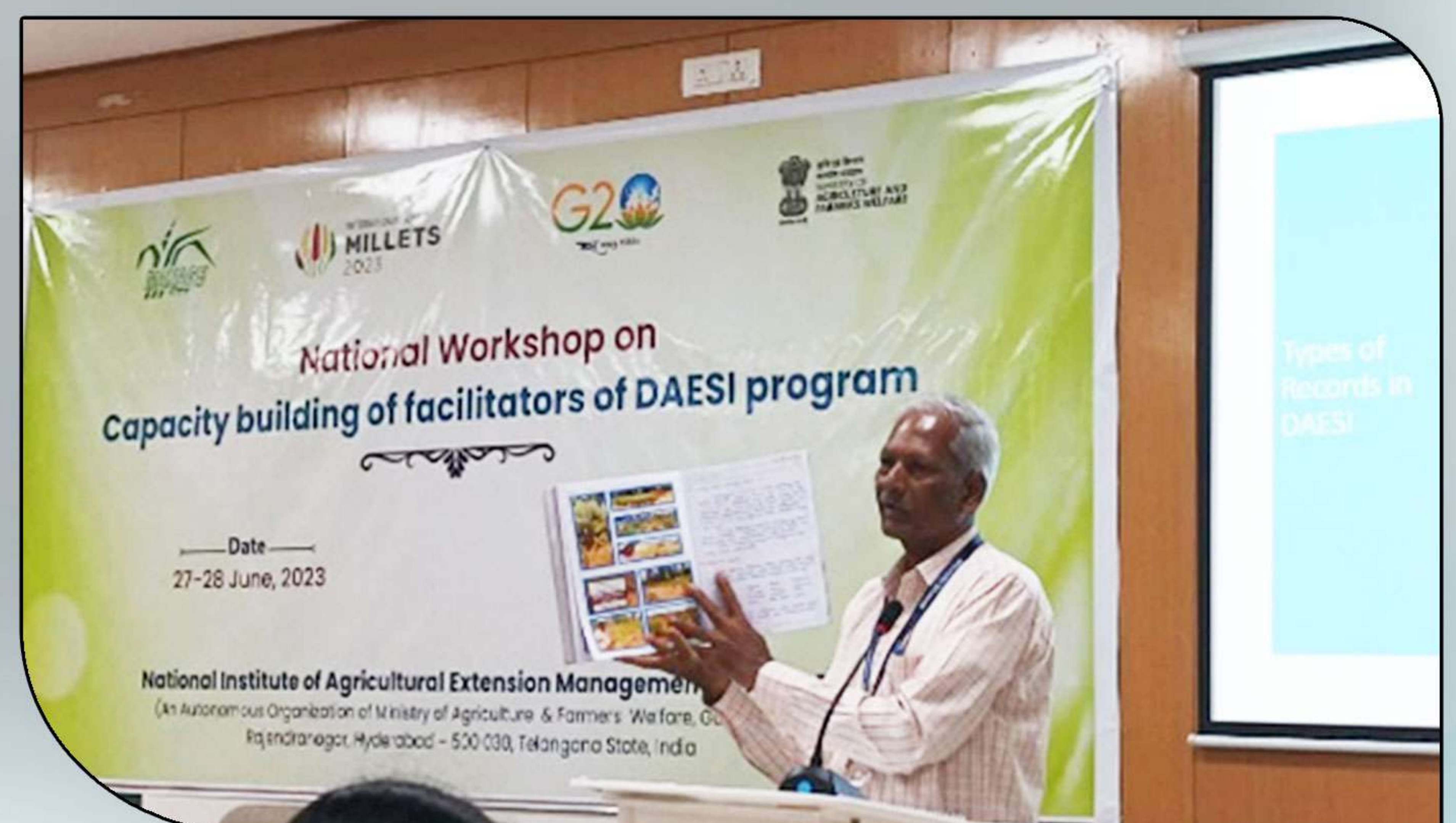
Technical session 7: Hands on training on financial management and record keeping

The objective of this 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.

Technical session 8: Para extensional roles for DAESI trained candidates

The para-extension roles of input dealers are important for extension services delivery. 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. Mahantesh Shirur, Deputy Director (Agricultural Extension).



State level Workshop of DAESI programme and Valedictory Ceremony at VANAMATI, Maharashtra

A state level 'Workshop of DAESI programme' was organized during 30 June-1st July, 2023 at VANAMATI, Maharashtra to review the status and progress of the DAESI programme in Maharashtra state.

In the inaugural of the workshop, Mr. Subodh Moharil (Deputy Director), VANAMATI, Namdeo Krishnarao Atkari (State Nodal Officer), Dr. Mahantesh Shirur, Principal Coordinator (DAESI), MANAGE, Hyderabad and Dr. B. Shilpa, (Consultant) from MANAGE, Hyderabad were present. 38 Facilitators of ongoing DAESI batches and 1 National Facilitator attended the workshop.

Dr. Mahantesh Shirur, Principal Coordinator (DAESI), MANAGE, Hyderabad addressed the audience by explaining the strength of DAESI Programme all over India, Facilitator role in carrying out the programme and also sensitized about the good practices of the

programme. He also emphasized on records maintenance and their importance, imparting discipline in candidates, conducting group discussions, giving weekly assignments and recap of classes every week to keep updated with the previous class, Practical visits immediately after theory classes and importance of annual action plan. The DAESI-trained resource pool of agri-input dealers shall be involved in technology dissemination activities of the state department of agriculture and also shall be encouraged to maintain extension corners at their shops outlets.

Dr. Bolleboina Shilpa, Consultant, MANAGE, presented the status of Maharashtra regarding DAESI. 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, maintenance of records, attendance registers etc.



The valedictory programme was conducted at VANAMATI, Maharashtra as a part of Krishi Din on July 1st and Dr. Mahantesh Shirur, Principal Coordinator (DAESI) was invited as Chief Guest from MANAGE, Hyderabad. Dr. Mittali Sethi, Director VANAMATI in her address shared her views on DAESI Programme implementation and para extension worker role of input dealers. Toppers of the batch

(Gold, Silver, Bronze) of 22 NTIs in Maharashtra were invited to VANAMATI, honoured them with prizes and certificates were distributed. Dr. Mahantesh Shirur addressed the gathering and shared his happiness of attending the programme and also congratulated all the toppers and reminded their role of para extension worker and helping for overall development of farmers.



A story of a housewife becoming a successful business women



Mrs. Shakuntala Kuiry

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Shakuntala Kuiry belongs to a small village from Baghmundi block of Purulia district in West Bengal. Most of the people in her village are dependent on Agriculture. After passing the Secondary Examination, she was married off at young age and was leading her life as a housewife. One day she discussed with her husband to open a agri input business from their house. Since, farmers in their area are producing different type of vegetables (off/on season) throughout the year they decided on this business.

Initially, she didn't understand anything about business then she took the help from family members. After sometimes, she realized that she couldn't solve most of the technical problems of the farmers who came to her shop. Farmers were not even in a position to go out of remote villages and meet with agriculture expert to seek solution. Then she thought that if she takes training in agriculture practices, then she can solve the farmer's field problems to some extent. Then she started to attend the short duration training courses organised by agriculture departments/ATMA. Later she came to know about the 'DAESI' course and got enrolled in the year 2020-21.

She was working as an Input Dealer since 2016. Although, she was involved in this agri-business as well as Para-extension worker to serve the farming community for 4 years, she was not confident to give the proper advice/recommendations to farmers. But after completion of DAESI Course, she gathered knowledge about different type of improved agricultural practices which are suitable for her district e.g., judicious fertilizer application, use of different herbicides, identification of different diseases, pests and other recommendations.

Mrs. Shakuntala is actively working with some SHG's of her locality and also she trained them to make Agri-entrepreneurship development through mushroom cultivation, vermicomposting, raising healthy vegetable seedlings in plug trays as a source of income for their livelihood.

Besides that, she is also circulating weather information as a bulletin form published by KVK to the farming community for better planting of the agricultural activities. Now, she is one of the leading input dealer of her area.



Success story of an unemployed rural woman as a para-extension worker



Mrs. Saswati Goswami

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Saswati is a young, ambitious girl from Chakaltore village in Purulia District West Bengal. After completion of graduation, she started to appear for various Government/Private jobs, but she couldn't achieve desired success for a long time. Income source of her family was only her father's Agri Input Shop.

During the COVID pandemic, she realised that, agriculture sector will offer an everlasting opportunity to do the business sustainably. Having seen her father doing agri input business, she decided to continue the business looked after by her aging father.

Then, she got information from KVK, Kalyan, Purulia Website regarding DAESI course and also from the office of the Assistant Director of Agriculture, Purulia-I and also knew the details regarding this course and also enrolled herself for the DAESI course in the year 2021-22.

From day first of her DAESI course, she took keen interest in all the subjects as she could learn so many new things that were potentially very helpful for her to address several problems faced by the farmers.

During this course she gathered knowledge about recent improved agricultural technologies like System of Rice Intensification (SRI), Nursery raising and Management, Importance of round the year vegetable cultivation for income generation, Orchard Development, Micro-Irrigation, Mulching, Application methods and importance of micro-nutrient and use of different agricultural implements/machineries etc. Before enrolled in DAESI course she was unaware about such agricultural technologies.

Now, she is very much popular in her area for getting suggestions/recommendations on problems in the field of agriculture. Now, she is happy to continue not only as a business woman but also as a farmer's friend in her locality and the farmers are procuring agricultural inputs from her shop and they are also taking some agricultural knowledge from her. Now, she feels happy to serve the farming community for their better livelihood through her knowledge on agriculture.



Success stories reimagined: Mr. Gyaneshwar Singh- DAESI Facilitator, Lucknow

Mr. Gyaneshwar Singh is a DAESI facilitator in Lucknow who is currently running his third DAESI batch. His approach of quantifying and drawing conclusions out of the success story records submitted by the trainee input dealers reflects his commitment and dedication to the efficient running of the DAESI program.



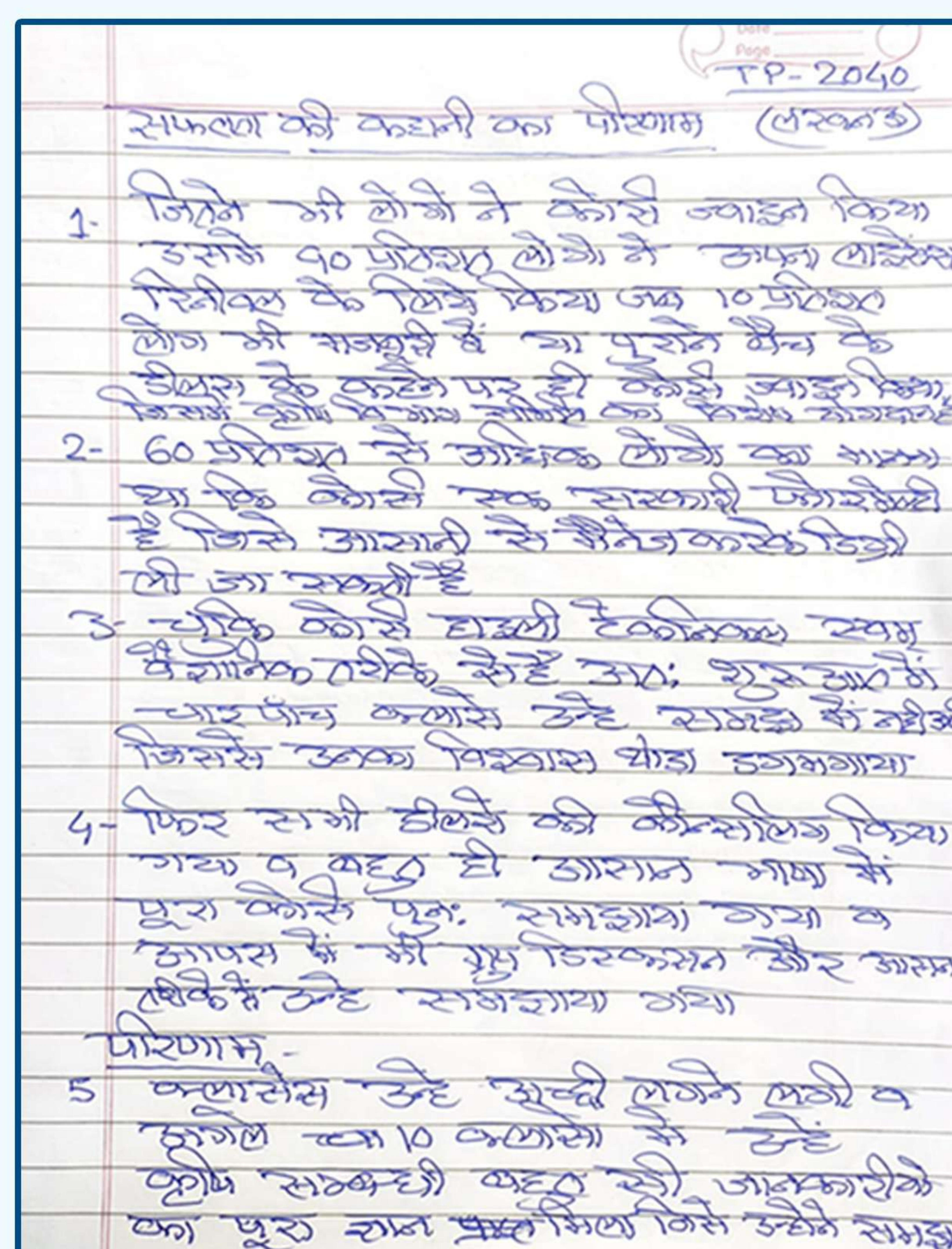
DG MANAGE distributing participation certificate to Mr. Gyaneshwar

Instead of just submitting the success story records from the trainees of his batch, he minutely goes through the descriptions provided by the trainees in their success stories. He then compiles the information keeping certain points in mind like why the input dealer joined the DAESI program, what their apprehensions regarding DAESI are, what all problems they faced during classes, what is their feedback regarding the classes, etc. and summarizes his assessment of all the records.

These assessment results bring to light the relevant issues that trainees come across during DAESI classes. The data also serves as a feedback for the batch. He then goes on to address the problems faced by trainees by incorporating motivational sessions and conducting group discussions to orient the trainees towards advanced sessions in classes.

The information thus generated assists him in managing the current batch and planning future batches in an effective manner. Some of the heads under which he compiles his assessment reports are:

- Various reasons given by input dealers for joining DAESI program.
- Perception of input dealers towards DAESI program.
- Perception of input dealers about theory and practical classes.
- Change in the self-confidence and self-respect of input dealers before and after enrolling in DAESI program.



Excerpts from Mr. Gyaneshwar's assessment report

His approach to transform the information available through the trainees' records into relevant data is proof of his scientific thinking and commitment to DAESI. Mr. Gyaneshwar is a true representative of the facilitators who understand the true spirit behind DAESI and are going the extra mile to make it successful.

Overview of DAESI Program (As on 30/06/2023)

Number of candidates trained under DAESI Diploma – 73992

Number of candidates enrolled in ongoing DAESI Diploma-21840

In the upcoming Issue

- National level workshop on Capacity building of Facilitators of DAESI Program held during 13-14 July, 2023
- Visit of DAESI Input dealers to MANAGE, Hyderabad
- Success story: DAESI – A mechanism for scientific crop advisory to the farmers
- Good Practices in implementation of DAESI Program

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