

DAESI SAMACHAR



Vol-III

Issue –V

September-October, 2022

Director General's Message

DAESI trained input dealers have a big opportunity to grow in their profession by joining hands with state department/ATMA at their districts to serve as para-extension workers by timely dissemination of need based information among farming communities. MANAGE has been promoting the idea of DAESI 2.0 to give refresher training to already trained input dealers .



Dr. P. Chandra Shekara
Director General, MANAGE

We recently organised “Need based training programme” for trained input dealers in six districts of Telangana state for refreshing and updating their knowledge on recent advances in agriculture and allied sectors. The programme was highly appreciated by all the trainees. SAMETIs must conduct more of such refresher trainings in their states.

In this Issue

- ♦ **Need-Based Training Programs for Input Dealers-A New Initiative**
- ♦ **Review of DAESI in SAMETI-S Karnataka by Director General, MANAGE**
- ♦ **Review Meeting (online) of DAESI Program in Odisha**
- ♦ **Gajanan Krishi Mall: A Success story in Maharashtra**

Now SAMETIs officials are given the option to see the MIS data with their logins. I am sure this will help in the effective monitoring and implementation of the DAESI program in all the states. As decided in the annual national workshop, all states must organise the review meeting with all the stakeholders at the state before this financial year. I am hopeful that SAMETIs will help in achieving the objective of making the agri input dealers as the para extension workers to serve the farmers in their locality.

Best Wishes

(P. Chandra Shekara)

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Need-Based Training Programs for Input Dealers-a New Initiative

MANAGE in collaboration with International Fertilizer Development Centre (IFDC), a multinational NGO organized six need-based refresher training programs under the project 'Accelerating farm Income' in five districts (Sangareddy, Medak, Rangareddy, Siddipet and Mahabubnagar) of Telangana state. The purpose of the training was to enable the agri-input dealers to effectively transfer potential technologies to farmers' by updating and refreshing their knowledge on recent advances in the field of agriculture.

The training module was designed based on the training needs of the input dealers. The DAESI facilitators in these districts coordinated the training programs by mobilizing the input dealers, arranging the resource persons and organizing sessions and field visits. The training was conducted for six days spread across three weeks or six weeks consisting of 16 classroom sessions, exposure visits and a panel discussion. A total of 192 agri-input dealers were trained at six different NTIs.

The valedictory of these six Need-Based Training Programs was organized at MANAGE, Hyderabad on 21st October 2022. The ceremony was presided over by Dr. P. Chandra Shekara, Director General, MANAGE and was chaired by Dr. V. Sudharani, Director of Extension (PJTSAU), Hyderabad, Shri. TS Vamsidhar Reddy, Project Manager, IFDC AFI project and Dr. Mahantesh Shirur, Principal Coordinator, DAESI and Deputy Director Agricultural Extension, MANAGE were also present.

The Chief Guest, Dr. V. Sudharani, lauded the

initiative of MANAGE and IFDC in organizing refresher training for input dealers. She urged the input dealers to function as green army in providing qualitative and timely services to farmers. Shri. TS Vamsidhar Reddy, Project Manager, IFDC AFI project asked the input dealers to widen their roles as para extension workers and assist in accelerating the income of farmers.

The Director General MANAGE, Dr. P. Chandra Shekara in his presidential remarks said that the input dealers are the primary source of information to farmers and hence the capacity building of input dealers strengthens the extension system and the prosperity of input dealers and also ensuring the well-being of farmers.

The input dealers thanked MANAGE and IFDC for this initiative of refreshing and updating their knowledge on recent advances. They opined that such courses should be organized every year. Post-evaluation results of the training programs revealed that the training was effective in terms of resource persons, facilitators, study material and literature and facilities and support received with a mean score ranging from 2.51-2.82 on a maximum possible score of 3.00. The results of the study also indicated that, there was positive change in knowledge, skill and attitude of the respondents after attending the need based refresher training programs.

The certificates were distributed to all the 192 successful candidates. The event was live-streamed on MANAGE YouTube channel (<https://www.youtube.com/manageindia>) and was covered widely in local newspapers.



Dr. P. Chandra Shekara, DG, MANAGE, Dr. V. Sudharani, Chief Guest Felicitating Input dealers



DG, MANAGE Addressing the participants

Review of DAESI in SAMETI-S Karnataka by Director General, MANAGE

A meeting to review the progress of DAESI programme in SAMETI South Karnataka was held at GKVK, Bangalore on 11 October 2022. Dr. P. Chandra Shekara, Director General MANAGE reviewed the progress of DAESI at GKVK, Bengaluru, Karnataka (South) in the presence of Director of Extension, University of Agriculture Sciences, Bangalore. Dr. B Kalpana, State Nodal Officer (DAESI) explained the status and achievements of the DAESI in the Karnataka South and assured its better implementation by effective monitoring.

On this occasion, Director General, MANAGE emphasized the importance of DAESI in serving the

farming community and said the input dealers are best means to achieve last mile delivery of extension services. He also shared his experience in framing and implementation of the program and said that the potential of the input dealers is broader and larger than we experience now. They will also be among the top three opinion leaders/technical advisors preferred by the farmers. Highlighting facilitators' role, Dr. P. Chandra Shekara said that the facilitators should be trained on ICT usage in implementation of the program and updating the MIS portal on regular basis which will pave the way for effective monitoring of the program.



Review Meeting (online) of DAESI Program in Odisha

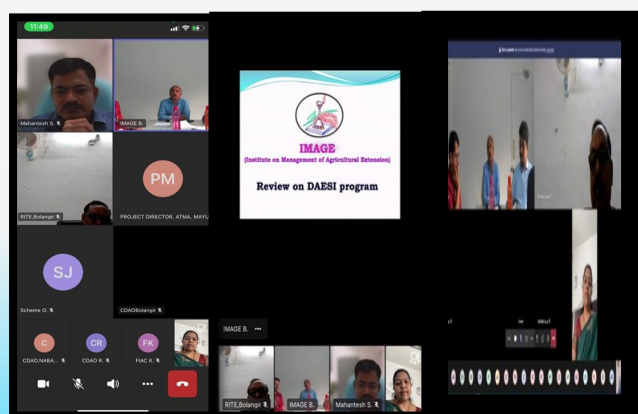
An online review meeting was organized on 26.10.2022 by IMAGE, Odisha to discuss the progress and issues on implementation of DAESI Programme in Odisha state. The meeting was chaired by Director, IMAGE, Dr. Mahantesh Shirur, Deputy Director (Agricultural Extension) and Principal Coordinator DAESI, Director, IMAGE, and Dr. Aravinda, Consultant (DAESI) MANAGE.

At the outset, Dr. Mahantesh Shirur Principal coordinator DAESI, congratulated IMAGE, Odisha for organizing the review meeting. He addressed the gathering regarding the timely submission of Audited Utilization Certificates, recruitment of regular facilitators for DAESI programs, encouragement of DAESI batches in districts with no DAESI programs and prompt updation of data in MIS portal.

Shri. Kumuda Chandra Padhy, Deputy Director, IMAGE presented the current status of DAESI batches in Odisha state. The issues of submission of weekly reports, updating data in MIS

portal, refund of unspent balance and submission of AUCs were reviewed for all NTIs. The NTI coordinators had committed to submit the AUCs latest by the end of November 2022.

Representatives from all the 30 districts of Odisha along with course coordinators of ongoing DAESI batches attended the review meeting. Dr. Shirur and Dr. Aravinda addressed the queries raised by the NTI coordinators.



Gajanan Krishi Mall: A Success story in Maharashtra

Shri Sambhaji Mandre of Pune (Maharashtra) opted to pursue agriculture business and become agri input dealer. After his graduation, he started as Gajanan Agro Mall, in which fertilizers, animal feed, irrigation equipment, agricultural machinery are being sold. Apart from selling inputs, many agriculture related services are also being provided in the mall such as soil testing, agro-advisory etc. Being a commerce graduate, Mr. Mandhare did not have sufficient knowledge on activities related to agriculture, but he had a keen interest in learning agriculture.

Mr. Sambhaji joined DAESI program at Pune



and knowledge on the package of practices of various crops, soil testing, Pest and Disease Management, weed management etc. helpful for his occupation. Sessions on topics on the use of bio-pesticides and on organic agriculture helped him to have sufficient knowledge about agriculture. Field visits to various agricultural institutions and progressive farmer areas helped him to see the

different techniques and innovations adopted in agriculture and also helped him a lot to understand agriculture practically.

One year diploma taught Shri Sambhaji about modern agricultural practices, judicious use of pesticides and helped him to be able to provide training to farmers on the importance of fertilizer and soil testing. He is providing all agriculture services under one roof in his agri mall, explaining the activities of Krishi Mall to the farmers. He improved his knowledge and gained confidence in handling the business. In his agricultural mall, he also arranges regular workshops/trainings and has about 800 to 1000 farmers. As his customers, DAESI Candidates also visit Krishi Mall during DAESI training.

Mr. Sambhaji thanks the Facilitator Mr. Avadhoot Kadam and expresses gratitude for his efforts in dissemination of technology through eminent resource persons and for planning field visits to various places.

Name of Input Dealer- Shri Sambhaji Mandhare

Name of Input Shop - Gajanan Agro Mall, Shikrapur, Taluka, Shirur, District-Pune

Number of employees at Input Shop - 6

Year of Training - 2019-20

Contact No.: +91- 9657284611

Nodal Training Institute -Shashwat Sheti Vikas Pratishthan Pune.

Compiled by- Shri Avadhoot Kadam (Head of Eternal Sheti Vikas Pratishthan Pune Institute)



Overview of DAESI Program (As on 31-10-2022)

No. of Candidates trained under DAESI Diploma	60677
No. of Candidate enrolled in ongoing DAESI Diploma	22160



In the upcoming issue

- Online Review Meeting by Principal Coordinator (DAESI) with SAMETI's
- SAMETI, Lucknow holds meeting of facilitators to review the progress of DAESI in Uttar Pradesh
- Journey of an input dealer to Agripreneur



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