



DAESI SAMACHAR



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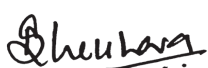
Director General's Message

MANAGE is implementing the DAESI program and training the input dealers in order to build their technical competency in agriculture and to serve the farming community better. I am delighted to witness a remarkable surge in the enrollment of non-license holders into the DAESI program with each passing year. The program's success is not only evident in its increasing numbers but also in the effective implementation and rigorous quality regulation that underpin its excellence. SAMETI, Telangana took one step in this direction by organizing a State level workshop on Capacity Building of DAESI Facilitators held on 21st-22nd September. The event was a great success and it shall motivate SAMETIs across the country to organize such workshops in their respective states. I congratulate SAMETI, Telangana and the DAESI team for successfully organizing the workshop. Further, the effort by SAMETI, South-Karnataka state to organise DAESI Sammelana on 18th October is a giant step towards bringing the DAESI activities to the forefront and bringing the DAESI diploma holders on a unique platform projecting their commitment towards serving as para-extension workers.



It is high time to inject fresh ideas and implement DAESI 2.0 by enabling agri-input dealers to mobilize FPOs and offer services to farmers like establish collective cold storage warehouses and actively engage in the effective delivery of extension services to the farmers. Creating a skilled resource of DAESI Input Dealers sensitized for taking bigger responsibility in sharing agricultural knowledge with farmers will go a long way in expanding the extension network at the grassroot levels. I hope we shall succeed as a team in this endeavour.

Best wishes


(P. Chandrashekara)
Director General

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National level DAESI SAMMELANA- 2023: a novel event to celebrate the spirit of DAESI

Directorate of Extension, SAMETI (Karnataka South), Staff Training Unit, GKV, UAS, Bangalore in collaboration with National Institute of Agricultural Extension Management (MANAGE), Hyderabad and Karnataka State Department of Agriculture organized DAESI Sammelana on 18th October 2023 at Dr. Babu Rajendra Prasad International Convention Center, UAS, GKV, Campus, Bangalore. DAESI Sammelana is the first of its kind in the country to create a platform for the Diploma in Agricultural Extension Services Input dealers (DAESI) and to showcase the activities of DAESI certified input dealers as Para extension professionals.

Dr. S.V. Suresha, Vice-Chancellor delivered the welcome speech and highlighted the significant achievements of the DAESI programme in Karnataka (South). Honorable Chief Minister of Karnataka Sri Siddaramaiah inaugurated the programme and urged the input dealers to work as para extension workers for welfare of farmers at grass root level like erstwhile Gramasevaks who worked earlier in the Karnataka State Department of Agriculture.

Sri. N. Chaluvayaswamy, Honorable Minister of Agriculture, GoK appreciated the aim of upgrading the knowledge and skills of the DAESI candidates and input dealers who are locally available to the farmers at times when their services are needed. Sri Krishna Byregowda, Honorable Minister of Revenue, GoK, presided over the programme and appealed the input dealers to be honest and have social responsibility apart from business in his presidential address. Sri. Sharath Bachegowda- Member of legislative assembly (Hosakote) and Member Board of Management, UASB, Sri. Narendraswamy- Member of legislative assembly (Malavalli), Dr. P. Chandra Shekara- Director General (MANAGE), Hyderabad, Dr. G.T. Putra- Director and State Nodal Officer (ATMA), KSDA, served as Guests of Honour. Members of Board of Management, UASB, Dr. V.L. Madhuprasad- Director of Extension, Dr. Mahantesh Shirur- Deputy Director (MANAGE), Dr. K. Shivaramu- Training Coordinator and Organising secretary and Dr. Kalpana. B.- State Nodal Officer (DAESI) and Treasurer graced the occasion.



Chief Minister of Karnataka Sri Siddaramaiah addressing the attendees of DAESI Sammelana

Dignitaries addressing the attendees of DAESI Sammelana-2023



Sri N. Chaluvarayaswamy
Agriculture Minister-
Government of Karnataka



Dr. S. V. Suresha
Vice Chancellor, University of
Agricultural Sciences, Bangalore



Dr. P. Chandra Shekara
Director General, MANAGE,
Hyderabad



Dr. Mahantesh Shirur
Principal Coordinator, DAESI



Dr. Madhuprasad
Director, SAMETI-S Karnataka



Dr. B. Kalpana
State Nodal Officer, SAMETI-S
Karnataka

Dr. P. Chandra Shekara, Director General (MANAGE), Hyderabad delivered the key note address in the Technical session. Dr. Mahantesh Shirur, Deputy Director (MANAGE) addressed the gathering on the progress and achievements of DAESI in our country followed by a lecture on “Role of input dealers in quality management” by Dr. K.G.Anup, Additional Director of Agriculture (Vigilance), KSDA, Bangalore. Selected DAESI facilitators also shared their experiences during the programme.

As a part of the DAESI Sammelana, an exhibition was organized and a model input dealer shop by DAESI candidates was showcased along with other input dealers and university stalls. The souvenir “DAESI Dhvani” was released. Over 2750 DAESI input dealers; other dignitaries and guests participated in the DAESI Sammelana.

State level workshop on “Capacity Building of Facilitators” held during 21-22 September, 2023 at SAMETI, Telangana

A state level workshop of DAESI programme was organized during 21-22 September, 2023 at SAMETI, Telangana to review the status and progress of the DAESI programme implementation in Telangana state. A total of 26 DAESI facilitators attended the two day workshop.

In the inaugural session, Mrs. Nareemani (Director-SAMETI, Telangana), Mrs. Sudharani (ADA, State Nodal Officer), Dr. Mahantesh Shirur (Deputy Director & Principal Coordinator, DAESI), Dr. Shalendra (Director, Agricultural Marketing, MANAGE), Dr. Naveen Kumar (Academic Associate), Dr. B. Shilpa and Dr. Chaitra (Consultants) were present.

In his opening remarks, Dr. Mahantesh Shirur welcomed the participants, congratulated SAMETI, Telangana for organizing State level workshop immediately after the National workshop held at MANAGE during June, 2023 and briefed about the roles and responsibilities of a facilitator and how the energy and vibrance of a facilitator should move the

NTIs in conducting the DAESI programme a better way. He also appreciated all the retired employees who are showing interest in running DAESI batches and contributing their part to the agriculture sector.

Dr. Shalendra, Director (Agricultural Marketing), MANAGE, addressed the facilitators in realizing their full potential to contribute to the DAESI implementation. He also stated that the idea of workshop is to rededicate to the programme guidelines and work in an effective manner. He also explained in detail about the schemes that are ongoing in MANAGE such as AC&ABC, STRY, Diploma courses- AEM, AWM and mentioned that the programmes are the means and the end result is the welfare of agriculture.

Mrs. Nareemani, Director SAMETI, Telangana, in her speech stressed the importance of transfer of technology to the beneficiaries in agriculture and also congratulated facilitators for the way DAESI programme is being organized and suggested to be



Participants of the workshop with the dignitaries

more responsible in verification of the input dealer's data before enrolling the batches.

The workshop was planned under various technical sessions following the national workshop held at MANAGE to cover different aspects of effective DAESI program implementation. Ice-breaking session and brainstorming on expectations about workshop proceeded the sessions on Maintenance of DAESI records, Hands-on training on preparation of annual session plan, MIS of DAESI, Documenting success stories of agri-input dealers, financial management and record keeping. The Master trainers who have been trained in National Workshop organized at MANAGE had lead most of the sessions, whereas MIS session was delivered by Dr. Naveen Kumar and Documentation of success stories session was taken by Dr. Shilpa.

In the valedictory programme, feedback and suggestions were taken by the participants and they requested SAMETI to supply study material in local language, recognition of facilitators for their outstanding work in implementation of DAESI, number of sessions to be increased per resource person and the shortage of resource persons in the remote areas where DAESI is being implemented. Dr. Mahantesh Shirur (Principal Coordinator- DAESI) appreciated the



Facilitators engaged in session activities

active participation of the facilitators for the two day workshop and briefed the importance of having trained input dealers in bridging the gap between farmer and extension professional. Mr. Hanumant K, IAS (Special Commissioner of Agriculture), Chief Guest for the programme, addressed the participants on the importance of training for the benefit of farmers and emphasized on the influence of one-to-one meetings in effective sharing of knowledge. Certificate of participation was provided to all the participants of the workshop.



Chief Guest Shri Hanumant, K. distributing certificates to the participants of the workshop

State-level Workshop on “Central Government Sponsored Schemes in the Agriculture Sector,” at PAMETI- Ludhiana, Punjab



ATMA officials at the workshop at PAMETI

Punjab Agricultural Management & Extension Training Institute (PAMETI) organized a state-level workshop at PAMETI-Ludhiana. The workshop aimed to educate ATMA officials about the operational and financial guidelines to effectively implement various central government-sponsored schemes in Punjab

funded through MANAGE, Hyderabad. 87 ATMA officials from various districts, attended the workshop. Dr. Rupinder Kaur, Deputy Director-HRM and State Coordinator (DAESI), explained the guidelines and the process of operationalizing DAESI at the district level.

ADDA: A legacy carved by trained DAESI alumni

AGCASS DAESI Alumni Association (ADDA), Erode is a registered society under Tamil Nadu Societies Registration Act, 1975 established on 19th January 2022. The main of the society is to unite all DAESI students of AGCASS Erode to get regular technical support and guidance from their institutions and maximum beneficiaries are the farming community and ADDA members.

The Agricultural Graduates Consultancy and Service Society (AGCASS) has been active in providing advisory in the areas of agriculture, animal husbandry, dairying, fisheries, and health by collaborating with the retired professionals of Department of Agriculture. It also works to

eradicate poverty and pushes the cause of women empowerment.

The formal body of the society constitutes of the President, Vice President, Secretary, Joint Secretary, Treasurer and ten executive members. At present, the society consists of 194 members who has paid a membership fees of Rs. 1000 followed by annual subscription fee of Rs. 200. The society office bearers frequently update the revised guidelines for the input dealers. They are also connected through WhatsApp groups. They further form groups by themselves to create awareness of major diseases and pests in the area and share knowledge on control measures.



Release of ADDA logo by the members of the association

ADDA, in its third general body meeting, plans to go a step ahead by initiation of talks with the Agricultural department officials to address their problems. Further, they have decided to conduct village meetings frequently to demonstrate recent technologies such as drone spraying for integrated

pest management. To meet the vegetable requirement of the households, roof top gardening is also promoted by the ADDA. The societies established like ADDA will definitely change the inputs delivery organization system and streamline the para-extension activities by the private players.



ADDA Executive Council meeting in progress

Success story: From a sceptical trainee to a confident para-extension worker- the story of Smt. Manjula

Background:

Smt. Manjula hails from Chitradurga, Karnataka and has a vast experience in teaching, accounting at banks of cooperative societies. She is also involved in sales for the fertilizers and PDS system. She possessed a fertilizer license and she used to visit farmers' fields and recommend solutions based on the knowledge she had. However, somewhere she felt that there was a need to improve her technical aspects of agriculture to give better advisory services to farmers.

The DAESI Intervention:

The President of PACS observed her interest in farmers advisory and in order to satisfy the dual interest of serving farmers and renewal of license of fertilizer license, he suggested her to join the DAESI program. Initially, she was not confident of the completion of the classes as she faced difficulty to keep up with the schedule and assignments. But the vast experience of Mr. AV. Purushottam as a DAESI facilitator shaped her into a model para-extension worker within 28 weeks of DAESI class.

Outcome of DAESI programme:

Smt. Manjula has developed a material with the major pests and diseases of that area along with

control measures. This material will be used for demonstration during the farmers' visits to PACS and also to solve the queries in the field. The facilitator has been astonished by her performance and excited about the interventions she would make after the completion of DAESI diploma. The frequency of farmers visit to the PACS has increased due to Smt. Manjula's appropriate and informed advisory services and this has further improved the distribution of the fertilizers. The farmers are also extremely satisfied by the services rendered by her.

Social recognition:

PACS has promoted Smt. Manjula to the Secretary position and she has decided to start the pesticide business once she completes the DAESI course. Her work has been appreciated by the Director General MANAGE in the 'DAESI Sammelana', 2023. Praising her, Dr. Mahantesh Shirur- Principal Coordinator DAESI, remarked that if we have even a single DAESI candidate like her for 10 villages, it would make a big impact in the Agricultural Extension services of the nation.



Smt. Manjula visiting a contact farmer's field



MANAGE representative interacting with Smt. Manjula during his visit

Overview of DAESI Program (As on 31-10-2023)

Number of candidates trained under DAESI Diploma - 19,560

Number of candidates enrolled in ongoing DAESI Diploma - 79,321

In the upcoming issue

- Good practices in implementation of DAESI program

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