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Release of Study material of DAESI by Shri. Shobhana K .Pattanayak, IAS, Secretary, DAC & FW, GOI.

Introduction to DAESI:

India has achieved 253.16 million tonnes of food grain production in the year 2015-16, however for sustaining this production and growth rate, multi-pronged strategy, including effective and efficient technology transfer and delivery mechanism is required.

New extension approaches through input dealers by transforming them into para-extension Professionals will further strengthen technology transfer.

Input dealers are prime source of farm information to farming community, as majority farmers, approach input dealers for agricultural inputs and information. There are about 2.82 lakh practicing agri-input dealers in the country.

Most of these input dealers do not have formal agricultural education, though they are selling critical inputs like seeds, fertilisers and pesticides.

MANAGE has brought out a comprehensive book as study material for DAESI programme, with the help of experts from National Institutes, SAUs and practitioners in the respective fields.

The book consists of 12 modules covering various aspects of Agricultural Extension, Statutory Acts, Rules and Regulations related to agricultural inputs. This book has been released by Hon'ble Shri. Shobhana K. Pattanayak, IAS, Secretary DAC & FW, GOI, at MANAGE, Hyderabad on 12th Aug, 2016. Shri. Kumar Sanjay Krishna, IAS, Addl. Secy & Financial Adviser, Shri. Dinesh Kumar, IAS, Joint Secretary (IT, Extn, & policy) and Smt. V. Usha Rani, IAS, Director General, MANAGE were present during the release of book.

This book has been sent to all SAMETIs and State governments to translate into local language and distribute to the candidates.



Inauguration of State level Workshop on DAESI by the Director General, MANAGE, at SAMETI West Bengal.

A state level Workshop on DAESI programme was organized by SAMETI at Ramakrishna Mission Ashrama, Kolkata, West Bengal on 27th Oct, 2016, wherein 81 input dealers who have completed the DAESI programme were awarded diploma by Mrs. V. Usha Rani, IAS, Director General, MANAGE. The other guests who participated in the workshop were Smt. Madhumita Choudhury, IAS, Commissioner Agriculture, Shri Pradip Majumder, Advisor to the Chief Minister on Agriculture and Allied sectors, Govt. of West Bengal and Swami Sarvalokananda, Secretary, Ramakrishna Mission Ashram, Kolkata. On this occasion, three new batches of DAESI under Central Sector Plan Scheme and two batches of self-finance for the year 2016-17 were also inaugurated.

It is observed that most of the dealers recommend agricultural inputs based on their own experience and commercial interest. It leads to indiscriminate and unbalanced application of inputs by farmers. Further, leading to increase in the cost of cultivation and deteriorate the quality of natural resources and affect the environment.

Hence there is a need to transform these input dealers into para - extension professionals by providing requisite knowledge and skills to professionalise extension services.

In this context, National Institute of Agricultural Extension Management (MANAGE) has designed a one year diploma programme titled “**DIPLOMA IN AGRICULTURAL EXTENSION SERVICES FOR INPUT DEALERS**” (DAESI). This program was launched in the year 2003 on pilot basis on self-financing mode. The sole objective of this program is to impart technical knowledge on agriculture to input dealers and to transform them into para- extension professionals, so as to enable them to address the day to day problems and issues faced by the farmers at field level.

Objectives of DAESI

- To orient input dealers on location specific crop production technologies of broad based agriculture with reference to field problems.
- To build the capacity of input dealers in efficient handling of inputs.
- To impart knowledge about the laws governing regulations of agricultural inputs and
- To make input dealers an effective source of farm information at village level (one stop shop) for the farmers.

Based on the success of the pilot program, DAESI was made as Central Sector Plan Scheme from the year 2015-16 by Ministry of Agriculture and Farmers Welfare, GoI by subsidising 50% of the course fee for the Licenced input dealers and upscaled to across the country.

Brief Guidelines

The programme is being implemented by MANAGE through SAMETIs under overall guidance and supervision of respective state departments.

The programme is spread over a period of 48 weeks with 40 classroom sessions and 8 field visits preferably Sunday or on Market holidays at district level.

Eligibility for enrolment

The program is open to all the practising input dealers who have minimum of tenth standard, and the candidates sponsored by input agencies / agri business companies and agri cooperatives etc.

Prospective dealers who do not have licence are not eligible for financial subsidy under Central Sector Plan scheme. However, they can enrol for the program by paying entire course fee of Rs. 20,000/-.

Enrolment of candidates is done by facilitators, officials of Agriculture department, ATMA and dealers associations etc.

Models of Financing

The course fee is Rs 20,000/- per input dealer. The various financial models of course fee is shown below.

1. 100 % contribution by input dealer as self finance.
2. Course fee is subsidized by DAC, GoI to the extent of Rs 10,000/- per input dealer and the balance is to be paid by Input dealer. However, where Agri business companies are involved, the company may contribute Rs 10,000/- and the balance Rs 10,000/- will be contributed equally by DAC and Input dealer @ Rs 5,000/- each.
3. States may mobilise funds from RKVY.

The course curriculum comprises of Technical, Extension management, Personality development and statutory laws relating to inputs. Resource persons for the course will be from KVK, Agril research stations/ Institutes, Agril. Dept. Officials and freelance consultants or experts. There will be a facilitator at each centre to coordinate and organize the program.

Evaluation will be done through Theory and Practical exams including Records and Assignments. Those candidates who have minimum of 80 % of attendance and score minimum 40 % marks will be awarded diploma.

Further details are given in the DAESI guidelines, in the link

<http://ww.manage.gov.in/daesi/guidelines.pdf>.

Institutes involved in Implementation



Inauguration of V batch of DAESI programme by Dr. M. Rajendran, IAS, Director of Agriculture, Tamilnadu

DAESI program (V batch) Organized by VAPS Madurai was Inaugurated on 15.10.2015 by Dr. M. Rajendran, IAS, Director of Agriculture Tamilnadu along with Dr. S kumar, Dean, R.V.S. Padmavathy Horticultural college, senpatti, Tirur. Shri. Ravichandran, Joint Director Agril, Madurai, Secretary, VAPS and DAESI facilitator. Valedictory function of IV batch was also organized on the same day.



Inauguration of DAESI programme by Shri. Shriman Shukla, District Collector at KVK Dhar.

The first batch of DAESI was Inaugurated by Shri Shriman Shukla, IAS, District Collector, Dhar, Madhya Pradesh on 4th October, 2016. Shri. Y.P.Singh IFS, and senior officials from agriculture and allied departments also participated.

Status of DAESI programs during 2015-16 and 2016-17

SI No	State & SAMETI	No of batches in progress(2015-16)			No of batches in progress(2016-17)			Total
		CSPS	RKVY	Total	CSPS	RKVY	Self finance	
1	AP, Chattisgarh, Jharkhand, Karnataka, MP, Maharashtra, Orissa, Rajasthan, Tamilnadu, Telangana, UP, W.Bengal.							
	Total	26	1	27	50	9	16	75

Activities at Nodal Training Institutes.



Visit of DAESI participants of Jajpur Centre of Dharmashala district to soil testing laboratory, Cuttack on 27-10-2016 for hands -on experience in interpretation of soil health card and advice based on soil test results.



Visit of DAESI participants of Ongole Centre of Prakasam district of AP to Thippayya palem and Nandyal Watershed on 16th Oct, 2016. They were given practical insights into Watershed Management.

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