

**Guidelines for Operationalization of
Diploma in Agricultural Extension Services for Input Dealers
(DAESI) Program - 2014**



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Ministry of Agriculture
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Guidelines for operationalization of Diploma in Agricultural Extension Services for Input Dealers (DAESI)

Background

There has been a steady transformation of Indian agriculture from the food-deficit subsistence farming to food-self-sufficient commercial farming. Modern technologies, dedicated efforts of Indian farmers and the programmatic support of Central and State governments have all contributed significantly for the current land mark (2014) achievement of 264.77 million tons of food production. However, for sustaining this growth rate and achieving the required food grain production, multi-prolonged strategy, including effective and efficient farm information delivery mechanism, is required. As such, efforts are underway to proactively integrate private sector companies, farmers' organizations, Agripreneurs, NGOs, Cooperatives and other agencies in the Non-governmental sector, including practicing input dealers, into the Extension Delivery Mechanism.

In India, there are about 2.82 lakh practicing agri-input dealers, who are the prime source of farm information to the farming community. The first contact point for majority of farmers is the agri-input dealer. While purchasing different inputs required for farming operations, the farmer naturally tries to find out from the input dealer about the usage of inputs, both in terms of quality and quantity. However, most of these input dealers do not have formal agricultural education. If these input dealers can be shaped as para-extension professionals by providing requisite knowledge, they can professionalise extension services and contribute to bring a paradigm shift in Indian Agriculture.

It is in this context, the National Institute of Agriculture Extension Management (MANAGE) had designed a one-year diploma course titled 'Diploma in Agricultural Extension Services for Input Dealers (DAESI)', which imparts relevant and location-specific agricultural education to equip these input dealers with sufficient knowledge to transform them into para-extension professionals so as to enable them to address the day-to-day problems being faced by the farmers at field level.

MANAGE had launched DAESI program in the year 2003 and so far covered the practicing input dealers of Andhra Pradesh, Telangana, Tamil Nadu, Maharashtra, Orissa, Jharkhand, and West Bengal. Some of these States are meeting a part of the course fee out of RKVY funds, which encouraged more input dealers to undergo the program.

2. Mission:

To transform practicing input dealers into para-extension professionals thereby strengthening the agricultural extension system so as to enable these input dealers to serve the farmers better.

3. Objectives:

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

4. Coverage during 12th plan:

This program is upscaled to train 12,000 input dealers per year through active involvement of SAMETIs, Agribusiness companies, ATMAs, KVKs, Agriculture Colleges and NGOs under the overall supervision of State Agriculture Departments and facilitation by MANAGE.

5. Methodology

DAESI has been designed in such a way that the input dealer can pursue the program without adversely affecting his day-to-day business. The program is spread over a period of 48 weeks, with 40 classroom sessions and 8 Field visits to various institutions and farmers' fields. The classroom sessions and field visits are conducted on Sundays or local market holidays. The field visits are intended to acquaint the input dealers with location-specific field problems and expose them to relevant technologies. They are trained to identify pests,

diseases and nutritional disorders. Study material in local language is provided and multi-media instructional devices are used in the classrooms.

All the stakeholders involved in DAESI program i.e. the input dealers, resource persons, facilitators, institutions capable of delivering the program viz. ATMAs, KVKs, NGOs, Agri. Colleges etc. are located at district level. The cropping pattern, the package of practices and the field visits are location-specific. Hence, 'decentralized approach' is adopted to cover 300 batches per year. Each batch comprises of 40 input dealers. The program will be implemented by MANAGE through SAMETIs under the overall guidance and supervision of respective state departments of agriculture. MANAGE, in consultation with state agriculture department and with the approval of DAC, will assign state-wise annual targets based on the potential of each state. DAC would release funds to MANAGE, under intimation to the State department concerned. However, DAC will release the share of MANAGE (Rs. 500 per input dealer) directly to MANAGE for its role.

6. The Roles and Responsibilities of Stake-Holder Organisations

6.1. Role of MANAGE:

- (i) Creating awareness about DAESI Program throughout the country by way of conducting 'National and State-level workshops' in coordination with DAC, States/UTs, Agri-business companies and NGOs.
- (ii) MANAGE will receive grants from DOE/DAC as per approved norms and after receiving DAC's grant (based on the target assigned to the State), the MANAGE will have to collect the prescribed share from Agribusiness companies as per the scheme, and release the same to respective SAMETIs/ATMA, as per financial norms.
- (iii) Guiding and building the capacity of Officials of SAMETIs/State Agriculture departments in the process and procedures of screening and selection of Nodal Training Institutes (NTIs), who would deliver the DAESI program.
- (iv) Capacity building of faculty of SAMETIs on operationalization of DAESI Program so as to enable them, in turn, to build the capacity of other NTIs such as KVKs, Agricultural Colleges, NGOs, and that of ATMAs, who are expected to organize the DAESI Program at district level. *(The Agri-business companies may be encouraged only to sponsor the program but not to conduct the DAESI programs directly as it may lead to conflict of interest.)*

- (v) Conducting workshops to orient the 'Facilitators', nominated by State governments/SAMETIs, so as to build their capacity to organize the DAESI Programs independently.
- (v) Providing template of the training material of DAESI program to the SAMETIs to enable them to develop similar location-specific material (in local language) relevant to the area where the input dealers operate their business.
- (vi) Guidance to implementing agencies through video-conferencing and undertaking need-based visits.
- (vii) Conducting national consultative/review workshops to provide a platform to share the experiences and models of various implementing agencies, and to provide feedback to the Ministry.

6.2. Role of State Departments of Agriculture and SAMETIs:

- (i) SAMETIs will be the State-level 'Nodal Implementing Agencies' of DAESI Program in their respective States, under the overall guidance and supervision of respective Departments of Agriculture.
- (ii) State Department of Agriculture and SAMETI will give wide publicity to DAESI Program in the State through Print and electronic Media, State Input Dealers' Association, Agribusiness companies, SAUs, KVKs, ATMAs, NGOs etc.
- (iii) State Department of Agriculture has to impress upon the Agribusiness companies in the State about the significance of DAESI program and persuade them to sponsor the course fee of input dealers, as envisaged in the scheme.
- (iv) SAMETIs will identify and select potential agencies such as KVKs, Agricultural Colleges, NGOs and other NTIs, who would implement the DAESI program.
- (v) SAMETIs will build the capacity of the officials of district-level implementing agencies on operationalization of DAESI.
- (vi) SAMETIs may utilize the services of MANAGE-trained facilitators.
- (vii) SAMETIs shall prepare the State-specific study material of the DAESI Program (about 70%) with the help of experts from SAUs and other research institutes. SAMETIs shall also ensure preparation of district-specific study material (about 30%) through district-level implementing agencies, as per the template of training material provided by MANAGE. The study material has to be in local language.
- (viii) State Departments of Agriculture need to ensure enrolling of 40 input dealers per each batch of the program by issuing necessary instructions to the district level agencies/officials.

- (ix) SAMETIs will submit Utilization Certificates (UCs) to MANAGE through DAC as well as to the Agribusiness companies after utilising the funds received from them for implementing the program.
- (x) State Department of Agriculture will monitor and review the implementation of the program by SAMETI.

6.3. Role of ATMAs and NTIs:

- (i) ATMAs will be the district-level nodal agencies for implementation of DAESI program.
- (ii) KVKs, NGOs and Agricultural colleges will be the Nodal Training Institutes (NTIs) who will actually conduct the DAESI program. However, ATMAs can also get the program conducted by engaging 'Facilitators'. Other NTIs can also utilize the services of the 'Facilitators' for conducting the program.
- (iii) Publicity to DAESI Program among input dealers in the district through various channels such as Media and Associations, and their mobilization for enrolment in the program.
- (iv) ATMA may organize more than one program simultaneously in the district, by involving different NTIs, based on the potential in the district.
- (v) The NTI that conducts the program will prepare the district-specific study material (30%) as per the template of the training material provided by MANAGE.
- (vi) ATMA shall collect the course fee share of input dealers of all the DAESI programs in the district, through DD in its favour, and retains the fund so collected with it. However, a book transfer of this fund will be made from ATMA to SAMETI, and similar book transfer will be made from SAMETI to ATMA. The rationale of these two book transfers is to prevent any likely delay in getting the funds released to ATMA from SAMETI, if the said-fund is physically transferred to SAMETI. Since the input dealers will be permitted to remit their course fee in two instalments of Rs. 5000/- each, there will be a second set of book transfers involving ATMA and SAMETI.
- (vii) In addition to the input dealer contribution, ATMA will also receive funds of DAC/State Govt./Agri-business company through MANAGE/SAMETI, as per the financial model, and will manage these funds as per the guidelines.
- (viii) ATMA/NTIs (whoever conducts the Program) will get the entire expenditure audited by a CAG-empanelled practicing Chartered Accountant. After the audit, the NTI will have to submit the UC to ATMA for onward submission to MANAGE/ SAMETI.

- (ix) Where an NTI conducts the program, ATMA will release the funds to such NTI in two instalments. The first instalment will be released as soon as 50% of the 'Input dealer contribution' is received and the date of inauguration of the program is fixed. The second instalment will be released during the 5th month of the program.
- (x) The NTI conducting the program will set the question papers, conduct examinations, evaluate answer scripts and conduct viva-voce (with the help of local experts) under the overall guidance of ATMA.
- (xi) Topper of each batch of 40 input dealers may be given a citation.
- (xii) ATMA shall ensure that DAESI-trained Input Dealers are fully involved in delivery of extension services to farmers.

7. The Cost norms for the conduct of DAESI Program

S. No	Activity	Amount (Rs.)
1	Enrolment of input dealers	5,000
2	Rent for Class Room with AV Aids @ Rs. 1000/- per day	40,000
3	Honorarium to Resource Persons @ Rs.1000/- Per Session i.e. Half day	80,000
4	Refreshment (Tea with Biscuits 2 times) & working lunch @ 75/- Per candidate per day	1,62,000
5	Hiring of Vehicle for Resource Persons @ Rs. 750/- per day for 40 days	30,000
6	Hiring of Vehicles for Field Visits (8 visits)	56,000
7	Stationery, study material etc.	30,000
8	Telephone Charges to the Facilitator for the program of one year	5,000
9	Supporting staff (One clerk & One attender)	30,000
10	Inauguration & Valedictory Functions	20,000
11	Remuneration for the Facilitator @ Rs.17,000/- per month	2,04,000
12	Monitoring and certification @Rs 2500/candidate	1,00,000
13	Miscellaneous	38,000
	Total	8,00,000

Note:

- (i) The funds earmarked under Sl. No. 1,2,4,5,6,10 and 13 shall be interchangeable without exceeding the total upper limit which is the sum total of funds allocated under Serial numbers indicated in the table.
- (ii) The amount of Rs.2500/-, earmarked for each candidate for Monitoring & Certification (Item-12), may be apportioned among SAMETI (Rs.500), ATMA (Rs.500), NTI (Rs.1000) and MANAGE (Rs. 500).

8. Eligibility Criteria for Candidates

The course is open to all the practicing input dealers, who have appeared at least for 10th standard exam, and to candidates sponsored by the input Agencies/agribusiness companies/agri-cooperatives etc. The application form is given in **Annexure-I**.

9. Duration:

The program is spread over a period of 48 weeks with 40 classroom sessions and 08 field visits.

10. Course Fee: Rs.20,000/-

- (i) The course fee will be subsidized by DAC, GoI, to the extent of Rs.10,000/- per input dealer. However, where Agribusiness Companies are involved, the Company will contribute Rs.10,000/- and the balance Rs.10,000/- will be contributed equally by DAC and the input dealer @ Rs.5,000 each.
- (ii) Agribusiness companies' sponsorship can be considered for tax benefit under 35 CCC, subject to other conditions laid in the notification.
- (iii) The States of Jharkhand and Orissa are contributing Rs.15,000/- per input dealer from RKVY funds thus reducing the course fee share of input dealer to Rs.5000/- only. It is suggested to continue this model in these States, and other States may also adopt this model.
- (iv) The GoI share would be released to MANAGE directly on the basis of targets assigned to the respective States.
- (v) The input dealers will have an option to pay their share of course fee i.e. Rs.10,000/- in a single instalment or in two instalments of Rs.5,000/- each. In the latter case, the first instalment should be paid at the time of enrolment, and the second instalment within 4 months of commencement of the program.

11. Criteria for selection of Facilitator

Applications will be invited by SAMETI from agri-professionals to work as 'Facilitators' for organizing DAESI program. The Facilitator will be located at the allotted District. The appointment will be on 'contract basis' for one year, and can be renewed based on performance. The Facilitator will be selected based on the following criteria:

- ❖ Graduate/post graduate in Agriculture/Horticulture with 5 years experience in these sectors. Preference would be given to Agriculture graduates having an experience of around 20 years in Department of Agriculture, SAUs or KVKs with sufficient field experience.
- ❖ The candidate should have adequate knowledge about the agricultural activities undertaken in the districts, experience in organising training programs and should be capable of mobilizing input dealers for DAESI Program.

11(a). Criteria and Weightage for selection of Facilitator

Applications will be invited by SAMETI from agri-professionals to work as 'Facilitators' for organizing DAESI programme. The Facilitator will be located at the allotted District. The appointment will be on 'contract basis' for one year, and can be renewed based on performance. The Facilitator will be selected based on the following criteria:

- ❖ Graduate/post graduate in Agriculture/ Horticulture with 5 years experience in these sectors. Preference would be given to Agriculture graduates having an experience of around 20 years in Department of Agriculture.
- ❖ The candidate should have adequate knowledge about the agricultural activities undertaken in the districts, experience in organizing training programs and should be capable of mobilizing input dealers for DAESI Program.

Sl. No.	Criteria	Weightage
1.	M.Sc. (Agriculture and allied subjects)	4 marks
2.	Doctorate in Agriculture and allied subjects	6 marks
3.	Additional Service (more than 20 years) each year of additional service carry weightage of one.	15 marks (max)
4.	Experience in training institute (one mark for each year of service)	6 marks
5.	Experience in field extension (one mark for each year of service)	7 marks
6.	Interview	12 marks
	Total:	50 marks

Note: Candidate who scores more than 50% of the total marks, i.e., 25 marks will be considered for selection.

12. Responsibilities of DAESI Facilitator

- ❖ Publicity to DAESI program among input dealers in allotted district.
- ❖ Liaison with Agribusiness companies and State Governments for promotion of DAESI.
- ❖ Mobilisation of input Dealers for the program and collection of input dealer contribution towards course fee (DD) in favour of ATMA.
- ❖ Identification of resource persons for sessions and institutes/research stations/progressive farmers' fields for field visits.
- ❖ Organizing Classes on Sundays or on Market Holidays.
- ❖ Preparation of location-specific study material.
- ❖ Conducting quizzes/practicals/final exam/viva-voce and evaluation.
- ❖ Documentation of success stories and data management.
- ❖ Coordination with Officials of NTIs, ATMA and SAMETI, as required.
- ❖ Maintenance of records and submission of reports.
- ❖ Any other activities assigned by NTIs/ATMA.

13. Criteria for Selection of Nodal Training Institutes (NTIs)

Public and private institutes with the following credentials are eligible for selection as NTIs for organising the program:

- i. At least 3 years experience in organizing training programs and implementation of Central/State Govt. schemes related to Agriculture.
- ii. Availability of infrastructure (Class room facility, teaching aids including Computer, LCD projector etc.) and ability to mobilize appropriate resource persons to handle sessions and field visits.
- iii. Should have an official (on rolls) with Agriculture knowledge with three years of experience in conducting related training programs.
- iv. Private organisations/NGOs must have an annual turnover of minimum of Rs.5,00,000/- for the last 3 years.

Interested training institutes shall submit their applications in the format provided at **Annexure-II**. The selection of NTI shall be based on the criteria given in **Annexure-III**.

14. MoU between SAMETI, ATMA and NTI

The selected NTI shall enter into a tripartite agreement with ATMA and SAMETI for organizing DAESI program. Out of Rs. 20,000/- earmarked for each candidate as per the cost norms, The NTI will be released Rs.17500/-per candidate by ATMA for organising the program. The balance amount of Rs. 2500/candidate will be apportioned among NTI, ATMA, SAMETI and MANAGE as indicated at Note (ii) of the Cost Norms to be used as coordination charges. The proforma of the tripartite agreement is given in **Annexure - IV**.

15. Curriculum

- i. **Technical:** To make the dealers technically more competent, topics like agro-climatic conditions, soils, soil analysis, land use planning, Integrated Nutrient Management (INM), Integrated Pest Management (IPM), Farm mechanization and Crop Production Technology in respect of all major crops being grown in the district, including horticultural crops, vegetable crops, floriculture etc. are covered.
- ii. **Extension Management:** To improve Communication Skills, a few sessions on Extension Education, Extension Methods, Diffusion and Adoption of Innovation, Role of Mass media etc., are offered.

- iii. **Personality Development:** Topics on the importance of Meditation, Business Principles and Business ethics are covered. Other general topics like National Integration, Privatisation, Liberalization, Globalisation, WTO regime etc., are also covered.
- iv. **Legal:** Laws related to Agricultural Inputs (Seed Act and Seed Rules, Fertilizer Control Order and Insecticides Act and Rules), Essential Commodities Act, Consumer Protection Act, Limitation Act, Civil Procedure Code, Criminal Procedure Code etc., to the extent relevant to input dealers, are also covered. The above-mentioned content of the course is divided into different modules. The topics covered under theory and practical classes are given in **Annexure-V**.

16. Process of organizing DAESI program:

The following process has to be adopted for successful conduct of the DAESI program.

16.1. Publicity: It is important to give wide publicity on DAESI in order to create awareness among input dealers through Press and Media by the Joint Director of Agriculture or District head of Agriculture department. It can also be ensured as follows:

- ❖ Distribution of Brochures/Pamphlets on DAESI to input dealers
- ❖ Providing information on DAESI to officials of Agricultural department and Input Dealers' Association.

16.2. Enrolment of Candidates: A minimum of 40 candidates have to be enrolled for a batch. The enrolment may be done through-

- ❖ The Facilitator by contacting the input dealers individually,
- ❖ Through the officials of Agriculture department/ATMA and
- ❖ Through dealers' association.

16.3. Venue for classes: The Venue should be convenient to all the candidates and also resource persons. The following venues may be used for conducting the classes:

- ❖ Krishi Vigyan Kendra/Research Stations/institutes

- ❖ University Campus/Agriculture college/Farmers Training Centres
- ❖ Any Government/NGO/Private buildings

16.4. Resource persons: The Resource person should have sound knowledge on the topic to be covered as well as good communication skills. The resource persons may be identified from the following institutes:

- ❖ Krishi Vigyan Kendra/Agricultural Research Stations/Institutes
- ❖ Agriculture Department officials
- ❖ Any freelance consultant or experts on the specific topics

16.5. Audio-visual Aids: The facilitator should ensure that the selected venue must have the following audio visual aids.

- ❖ Computer with internet and web cam and LCD Projector
- ❖ Block Board/Chalk, White Board/Markers
- ❖ Charts/Posters

16.6. Preparation and supply of study material: It is the responsibility of the facilitator to obtain session-wise study material in advance from the concerned resource persons and distribute the same to the participants before commencement of each session. This material is in addition to the DAESI Course study material supplied at the beginning of the program. The Facilitator should identify the major issues and field problems of the farmers in the district concerned. The Facilitator also needs to prepare/collect location-specific technical information from the experts, compile and translate it into local language and distribute the same to the trainees. At least 30 % of the content of the syllabus should be location-specific. Sub-themes to be covered under each topic should be briefed to the resource persons in advance. Any other study materials (Printed/CDs), found relevant, may be purchased and supplied to the input dealers.

16.7. Course Curriculum: The subjects must be covered in the logical sequence as mentioned in **Annexure-V**. In order to achieve this, the following procedure has to be adopted by the Facilitator:

- ❖ Preparation of date-wise, topic-wise Annual Program Schedule in the logical sequence and submit the same to SAMETI
- ❖ Deploy the Resource Persons accordingly for delivering the sessions.

16.8. Uniform to the participants: Wearing of uniform by input dealers in the classroom and during field visits will provide them identity and also visibility to the program. The uniform may consist of T-Shirt and Cap with DAESI logo. This may be done by the input dealers themselves with their own money by taking guidance from the Facilitator/NTI.

16.9. Identity cards to the participants: The Facilitator should arrange to issue identity cards to the participants with the signature of Project Director, ATMA of the respective District.

16.10. Time schedule:

Pre-Lunch session	: 10.00 a.m. to 1.00 p.m. (with a tea-break)
Lunch	: 1.00 p.m. to 2.00 p.m.
Post-Lunch session	: 2.00 p.m. to 5.00 p.m. (with a tea-break)

16.11. Hands on experience: The Facilitator must ensure coverage of more practical exercises on various topics such as-

- ❖ Soil sampling
- ❖ Seed treatment
- ❖ Seed germination test
- ❖ Identification of pests
- ❖ Identification of diseases
- ❖ Identification of nutrient deficiencies etc.

16.12. Field visits: The Facilitator shall organize field visits to familiarize the input dealers with the critical stages of various crops and important field problems. The following steps are needed to be taken up for better learning and appreciation of field problems and remedies:

- ❖ Identify suitable demonstration farms/research stations/laboratories/progressive farmers in advance, and brief them about the purpose of the visit

- ❖ Sensitising the input dealers about the objective of the visit
- ❖ Scheduling the visits at critical stages of the crops
- ❖ Relate the learning in the field with the class room teaching
- ❖ Supplement with study material related to field visit

16.13. Maintenance of Attendance and Enrolment Registers: The Facilitator should maintain attendance for classroom sessions (40 days x 2 sessions/day= 80 sessions) and field visits (8 full days). Each candidate should have attended at least 64 classroom sessions and at least Six (6) field visits to qualify for appearing for the final examination. The facilitator has to obtain the signature of the dealers during both pre and post-lunch classroom sessions and field visits. The Enrolment register should contain the name of the input dealer, address, telephone number and fees paid.

17. Evaluation

The evaluation process includes the following:

17.1. Theory Examinations (100 Marks): The marks allotted to various exams are given below:

- i. **Quizzes:** Four quizzes of objective type, 2 before the mid-term exam and 2 after it, shall be conducted for evaluating classroom performance. (25 Marks/Quiz; Total: 25 X 4 = 100, to be converted to 20 Marks).
- ii. **Mid-term Examination:** Mid-term examination of descriptive type shall be conducted on completion of 50 percent of the sessions. (30 Marks.)
- iii. **Final Examination:** This is also of descriptive type and shall be conducted after completion of the entire syllabus, including the field visits. (50 Marks.)

17.2. Records and Assignment (30 Marks):

- i. Each input dealer has to maintain two Records. The first one is 'Field Record' for recording the field observations. The second one is 'Record for sketches' for drawing sketches of insect pests, damages caused by important insect pests & diseases and symptoms of nutritional disorders on crops. Each record is evaluated for 10 marks. (Total 20 Marks).
- ii. Each input dealer shall study and make a presentation on a locally relevant topic assigned, and also submit the written assignment. (5 Marks).

iii. Each input dealer shall maintain a ‘Problem-Solution-Record’ containing queries of the farmers during their visits to the input dealer’s shop and the advice rendered by the input dealer during the course of the DAESI program. This record will testify the qualitative changes in the advice given by the input dealer to farmers as a result of DAESI program. (5 Marks.)

17.3. Practical Examination (20 Marks): It consists of Spotting (Identification of symptoms of damage caused by Pests, Diseases and Nutritional deficiency & other specimens) and Viva.

17.4. Distribution of Marks:

Theory Exams	Quizzes	20 Marks
	Mid-term Exam	30 Marks
	Final Exam	50 Marks
	Sub-total	100 Marks
Records & Assignment	Field Record	10 Marks
	Record for Sketches	10 Marks
	Presentation of Assignment	5 Marks
	Problem-solution-record	5 Marks
	Sub-total	30 Marks
Practical Exams	Spotting	10 Marks
	Viva-voce	10 Marks
	Sub-total	20 Marks
Grand Total		150 Marks

Note: The total marks of 150 allotted to ‘Theory’, ‘Records & Assignment’ and ‘Practical exams’ shall be converted to 100 marks for declaring the final results.

17.5. Question Paper Setting and Evaluation:

The Facilitator is responsible for all the activities such as setting of Question papers, conducting the examinations and evaluating the answer scripts, records and assignment. However, the practical examination consisting of spotting and viva-voce will be conducted with the help of external expert. The pass percentage to obtain the diploma is 40. Failed input dealers will be given an opportunity to appear only for the ‘Final Theory Exam’ along with the input

dealers of immediate subsequent batch. In case there is no subsequent batch, the NTI will conduct a special exam for the failed candidates within a period of six months based on the same syllabus.

The results will be declared based on the marks obtained by the individual candidates as given below:

Range of Marks	Result
40 and above	Pass
60 – 80	First Class
Above 80	Distinction

18. Certification:

Diploma will be awarded to the successful input dealers by SAMETIs of respective States on being authorised by DAC, Ministry of Agriculture, GoI.

19. Reporting Mechanism:

The NTI has to submit the following reports to ATMA/SAMETI:

19.1. Weekly report should be sent to ATMA as per the proforma given in **Annexure-VI**.

19.2. Submission of monthly physical and financial progress reports to ATMA with copy to SAMETI on or before 5th of every succeeding month in the Proformae given in **Annexures-VII & VIII** respectively.

20. Involvement of Trained input dealers in Extension Activities:

- i. The Agriculture Departments shall utilize the services of DAESI-trained input dealers in providing extension services to farmers.
- ii. DAESI-trained input dealers may be associated with farmer-centric programs, wherever relevant.
- iii. Research & Extensions system may obtain feedback from the DAESI-trained input dealers

- iv. Literature, bulletins, low cost publications of Agriculture Departments may be distributed to input dealers for displaying in their business establishments for the benefit of farmers.

Annexure – I

Application form for enrolment in DAESI

Year _____ DAESI Centre _____

Affix recent
Passport size
Photograph
here

S.No. (For office use only): _____

(Please fill the form in capital letter in your own handwriting carefully)

Name in capital letters	:			
Father's / Guardian's Name	:			
Date of Birth	:			
Sex	:			
Tel. No. with STD Code	:			
E- mail ID	:			
Postal Address for Correspondence	:			
Educational Qualification				
Sl. No.	Examination	Year	School / College	University
1	SSC			
2	Intermediate			
3	Degree			
4	Post-graduation			
Are you an input dealer	:	Yes / No		
If no, Name and details of the sponsoring firm.	:			
Address with Telephone Nos.	:			
License No.	:			

Enclosures

10th certificate : Yes/No

10+2/Degree certificate : Yes/No

Any other (specify) : _____

I hereby certify that all the information furnished above by me is correct to the best of my knowledge and belief. I understand and accept that furnishing of any false information on my part will automatically lead to disqualification of my candidature/enrolment and forfeiture of all payments made by me towards DAESI Program. I agree to abide by the code of conduct and rules as may be framed from time to time by authorities for smooth conduct of the program.

Date

Signature

Place

Name

Note:

- i) After finalization of admissions, Course fee paid will not be returned.
- ii) Two recent photographs should be submitted in a separate cover duly superscribed as 'Photographs', along with application form.

Annexure – II

APPLICATION FORMAT FOR NODAL TRAINING INSTITUTES (NTIs) FOR FRANCHISING DAESI PROGRAM

Sl.No	PARTICULARS	
1.	Name of the Organization	
	Address	
	Contact details	
2.	Name of the Head of the organization	
	a) Address	
	b) Mobile No.	
	c) E-mail address	
	d) Web site	
3.	Year of Establishment	
4.	Registration No.(if any)	
5.	Type of Organization	
	a) State and Central Govt. Organizations	
	b) NGO-KVK	
	c) Others (NGO)	
6.	Experience of Organization	
	a) 1-5 years	
	b) > 5-10 years	
	c) > 10 years	
7.	Experience in mobilizing candidates (minimum 25/ program) and conducting the training program for the last 3 years	
	a) Up to 5 programs	
	b) 6 – 10 programs	
	c) > 10 programs	

8.	Location	
	a) District Head Quarters	
	b) Taluk / equivalent Head Quarters	
	c) Block / equivalent Head Quarters	
9.	Training Facilities	
	a) Class Rooms (Training Halls)	
	1) Own	
	2) Rented	
	b) Boarding / Catering Facilities	
	1) Own facility	
	2) Out Sourced	
10.	C) Teaching Aids	
	1) Computers with Internet, printers, speakers and Web cams	
	2) Projector including LCD Screens etc.	
11.	Transport Facilities	
	1) Own Transport	
	2) Out Sourced	
12.	Facilitator / Resource Persons	
	i. Facilitator	
	A) Qualification	
	Graduation in Agriculture	
	Post-graduation in Agriculture	
	B) Work experience in State Department of Agriculture	
	Upto 10 years	
	> 10 years - 15 years	
	> 15 years - 20 years	
	> 20 years	
	C) Facilitators' experience in Training	
	Upto 3 years	
	> 3 years - 4 years	
	> 4 years - 5 years	
	> 5 years	

	D) Familiarity of the district where DAESI is organized	
	Familiar	
	Not familiar	
	ii. Availability of Research Organizations on Agriculture to get the required number of resource persons for handling sessions	
	Within the district	
	In the adjacent district	
13.	Financial (Only for Private firms/NGOs)	
	i. Net worth of Assets	
	More than Rs.15 lakhs	
	Rs.10 to Rs.15 Lakhs	
	Less than Rs.10 lakhs	
	ii. Income over expenditure (3 years' Balance sheet)	
	Positive for three years	
	Positive for two years	
	Positive for one year	
14.	Experience in Capacity building programs	
	More than 5 years	
	3-5 years	
	< 3 years	
15.	Association with Govt. Programs	
	i. Associated (mention details)	
	ii. Not Associated	
16.	Accreditation	
	i. Recognized/Rated by Central/State Government	
	ii. Rated by Private agencies	
	iii. Not Rated/Not recognized by any Agency	
17.	Awards / Recognition	
	i. National Awards	
	ii. State Awards	
	iii. Others	
18.	Sector of Involvement	
	i. Related to Agriculture	
	ii. Education / capacity building	
	iv. Rural Development	
19.	Indicate the experiences of your organization in conducting trainings to input dealers, if any.	

20.	Indicate your association with state Department of Agriculture / State Agriculture University	
21.	Describe the preparedness of your organization for conducting DAESI program (Mention the capability of mobilizing the required no. of input dealers (40nos/batch) for the course and Resource persons for the subjects to be dealt in the course)	

Place

Name

Designation

Signature

Annexure – III

Criteria for selection of Nodal Training Institutes

Name of the Institute:

Parameters	Marks allocated	Maximum	Marks Awarded
I . Type of Organization		3	
a) State and Central Govt. Organizations	3		
b) NGO - KVK	2		
c) Others(NGO)	1		
II. No. of years of experience to the organization		3	
a) 1-5 years	1		
b) > 5 - 10 years	2		
c) > 10 years	3		
III. Experience in mobilizing candidates (minimum 25/ program) and conducting the training program for the last 3 years		6	
a. Upto 5 programs	2		
b. 6 – 10 programs	4		
c. > 10 programs	6		
IV. Location		3	
a) District Head Quarters	3		
b) Taluk / Equivalent Head Quarters	2		
c) Block / Equivalent Head Quarters	1		
V. Training Facilities		2	
a) Class Rooms (Training Halls)			
1) Own	2		
2) Rented	1		
b) Boarding / Catering Facilities			
1) Own facility	2		
2) Out Sourced	1		
c). Teaching Aids		2	
1) Computers with Internet, printers, Web cam and speakers	2		

2) Projection facilities including LCD, Screens, etc.	1			
VI. Transport Facilities		2		
1) Own Transport facility	2			
2) Out Sourced	1			
VII. Facilitator / Resource Persons				
i) Facilitators				
A). Qualification of facilitator		2		
Graduation in Agriculture				1
Post-graduation in Agriculture				2
B). Working experience in State dept. of Agri.		5		
> 20 years				5
> 15 years to < 20 years				4
> 10 years to < 15 years				3
10 years				2
C). Facilitator having experience in Training Institute		5		
> 5 years				5
> 4 years -- < 5 years				4
> 3 years -- < 4 years				3
Up to 3 years				2
D). Familiarity of the district where DAESI is organized		1		
1) Familiar				1
2) Not familiar				0
ii. Availability of Research Organizations on Agriculture to get the required no. of resource persons for handling sessions		3		
1) within the district				2
2) In the adjacent district				1
VIII. Financial (Only on Private firms/NGOs)		3		
i. Net worth of Assets.				
1) More than Rs.15 lakhs				3
2) Rs.10 to Rs.15 Lakhs				2

3) Less than Rs.10 lakhs	1		
ii. Income Over Expenditure (3 years Balance sheet)		3	
1) Positive for three years	3		
2) Positive for two years	2		
3) Positive for one year	1		
IX. Experience in Capacity building program		4	
1) More than 5 years	4		
2) 3-5 years	3		
3) < 3 years	2		
X. Association with Govt. Programs		1	
1) Associated	1		
2) Not Associated	0		
XI. Accreditation		3	
1) Recognized / Rated by Central/State Government	3		
2) Rated by Private agencies	2		
XII. Awards/ Recognition		6	
1) National Awards	3		
2) State Awards	2		
3) Others	1		
XIII. Sector of Involvement		6	
1) Related to Agriculture	3		
2) Education / Capacity building	2		
3) Rural Development	1		
XIV. Joint programmes conducted with state Department of Agriculture / State Agriculture University		5	
a) 1-2 programmes	2	5	
b) 3-4 programmes	4		
c) 5 and above programmes	5		
TOTAL		75	

- ❖ The organization securing more than 50 marks out of 75 marks allocated will be called for interaction with the state level committee constituted for this purpose.
- ❖ A committee consisting of Director of SAMETI, Senior officer in-charge of inputs from Directorate of Agriculture and State Coordinator (ATMA) will be constituted for selection of the NTIs.
- ❖ The said-committee will assess the organisation's credibility and capability for organising DAESI program through personal interaction with the organization concerned. The organization which secures minimum of 10 marks out of 25 will be selected for conducting DAESI program.

Annexure - IV
Memorandum of Understanding (MoU)
for franchising Diploma in Agricultural Extension
Services for Input Dealers (DAESI) program

This MoU is made on this day _____ between the parties'
viz.,

SAMETI of _____ State
ATMA of _____ District
and Nodal Training Institute (NTI) named _____

regarding conduct of DAESI program in _____ District of
_____ State. The parties herein include their successors,
assignees and representatives.

Whereas NTI named _____
proposed to franchise DAESI program for _____ District of
_____ State. SAMETI, ATMA and NTI have agreed for the said
proposal on the following Terms & Conditions.

1. That the enrolment of Input Dealers shall be voluntary.
2. That the Input Dealers shall be eligible as per the guidelines.
3. That the SAMETI, ATMA and NTI will undertake all the roles and responsibilities enlisted in the guidelines against respective stakeholders.
4. The program will be implemented as per the financial and technical norms given in the guidelines.
5. That the NTI shall not dilute the quality of the program on the ground of reducing the fee of the Input Dealers.
6. That the NTI ensures involvement of Senior Officials from the State Department of Agriculture of the State concerned at the time of inauguration and valedictory programs of the course.
7. On violation of guidelines, the NTI shall pay penalty as decided by the Committee consisting of Director, SAMETI, Senior Officer of the Input Division of Directorate of Agriculture and State Coordinator (ATMA).

8. That the disputes, if any, shall be referred to the above-mentioned committee (Item 7) and its verdict shall be final and binding on all the parties.

In witness whereof the parties herein to this MoU have set their hands on this, the day of _____.

Director,
SAMETI/Authorised
signatory
(Name of the
Director & Address
of the SAMETI
along with stamp)

P.D., ATMA
(Name of PD & Address
of ATMA along with
stamp)

Authorized signatory
of NTI
(Name of Head of NTI
& Address of the NTI
along with stamp)

Witnesses:

1.

2.

Annexure - V

Module-wise Coverage of Theory and Practical Sessions

I. Theory (classroom sessions)

1. Agro Ecological Situations

Sl. No	Contents
1.	Overview of Agricultural Production Systems
2.	Agro-ecological situation and Agro-eco system approach
3.	Weather parameters and their impact on Agricultural Production
4.	Suitable cropping systems for the existing Agro-ecological situation
5.	Relevance of Agro-meteorological information for crop production

2. Soil Health Management

Sl.No	Contents
1.	Soil-Profile, Types, Characteristics, Properties (Physical, Chemical and Biological)
2.	Importance of soil testing, method of soil sampling, interpretation and farm advisory, based on soil test results.
3.	Problematic soils and their management
4.	Macro-Micro Nutrient deficiencies and their symptoms
5.	Integrated Nutrient Management
6.	Liquid Fertilizers
7.	Plant Growth Regulators

3. Rainfed Farming

Sl.No	Contents
1.	Crop planning in Rainfed Areas
2.	Importance of Water Management in Crop Production
3.	Natural Resource Management for Dryland Agriculture
4.	Climate Change and adaptation strategies for Rainfed agriculture
5.	Integrated watershed management

4. Seed & Seed Production

Sl.No	Contents
1.	Difference between seeds and grains
2.	Importance of Quality Seeds in crop production
3.	Seed treatment- Importance and procedure
4.	Types of seeds
5.	Seed storage and maintenance
6.	Principles and practices of Seed Production
7.	Seed Certification Process

5. Irrigation Techniques and their Management

Sl.No	Contents
1.	Basic Principles in irrigation
2.	Water use Efficiency System and Methods of Irrigation
3.	Installation and Management of Micro irrigation Systems (Sprinkler & Drip Irrigation)
4.	Budget requirement for Installation of Micro Irrigation System

6. Weed Management

Sl.No.	Contents
1.	Importance of Weed management in crops
2.	Types of Weeds
3.	Integrated Weed Management (Physical, Chemical, Biological method)

7. Farm Implements and Machinery

Sl.No	Contents
1.	Farm Mechanisation: Scope and Importance
2.	Name and utility of various farm implements and machinery
3.	Sources and approximate cost of Farm implements and machinery
4.	Repairs and maintenance of farm implements and Machinery
5.	Custom hiring Centers: Concept and Importance in the present context as a business model

8. Pest and disease Control in Agriculture

Sl.No	Contents
1.	Importance of Pest and Disease Control in Agriculture
2.	Difference between Harmful and Beneficial insects
3.	Insect and Disease Symptoms
4.	Difference between Nutrition deficiency and Disease Symptoms
5.	Classification of Pesticides
6.	New Generation Pesticides
7.	Compatibility of Agro Chemical
8.	Storage pests and their Management
9.	Harmful effect of indiscriminate use of agricultural inputs
10.	Integrated Pest Management
11.	Residual Analysis
12.	Precautionary Measures in procurement, handling and application of Chemicals and other agricultural inputs
13.	First Aid

9. Crop Production Technology of major local crops.

Sl.No	Contents
1.	Paddy,
2.	Cereals: Jowar, Bajra, Maize
3.	Pulses: Red gram, Green gram, Black gram and Bengal gram
4.	Oilseeds: Groundnut, Sesamum, Safflower, Sunflower, Soybean and Castor
5.	Commercial Crops: Cotton, Chillies, Sugarcane, Turmeric etc. Horticulture Crops: Mango, Sapota, Guava, Custard Apple, Amla, Grape and Pomogranate
6.	Vegetables: Tomato, Brinjal, Cole Crops, Cucurbits
7.	Medicinal and Aromatic Plants,
8.	Floriculture,
9.	Landscaping and Lawn maintenance,

10. Acts, Rules and Regulations related to Agricultural Inputs

Sl. No.	Contents
1.	Seed Act
2.	Insecticide Act
3.	Fertilizer Control Order
4.	Essential Commodity Act
5.	Consumer Protection Act, Food Adulteration Act
6.	APMC Act
7.	Sales Tax / VAT etc.
8.	Benefits of above Acts, Rules and Regulations related to Agricultural Inputs to farmers and for the traders

11. Schemes related to Agricultural Sector

Sl. No	Contents
1.	Major flagship programs of Central/State Governments related to agricultural development. Title, Purpose/objectives components, who are eligible beneficiaries and benefits

12. Extension Approaches and Methods

Sl. No	Contents
1.	Communication Skills
2.	Negotiation
3.	Motivation
4.	Counselling: Application of these concepts for convincing the farmers for better adoption of technologies
5.	Extension Reforms: Concept, Organizational Mechanism and role of input dealers in the organizational structure

6.	Cyber Extension: Concept, various Agricultural information sources, How to access and disseminate agricultural related information to the farmers
7.	Market-led Extension: Meaning, Role of Input dealers in promoting forward and backward linkages of farmers
8.	Extension Methods such as Training, Demonstration, Exhibition, Kisan melas (purpose and procedure for organising each methods)

13. Other Optional Areas based on requirement

Sl.No	Contents
1.	Rural Credit – Micro Finance
2.	Crop Insurance
3.	Use of Plastics in Agriculture
4.	Nursery Management
5.	Precision farming
6.	SRI Cultivation
7.	Ornithology
8.	Stress management
9.	Values and ethics in business
10.	Kisan Call Centre

II. Proposed Practical Sessions / field visits against each module

Sl. No	Module	Proposed Practical Sessions / field visits against each module
1	Agro-Ecological Situations and its relevance to Agricultural Production Systems	Visit to a Agro-meteorological laboratory to acquaint with various weather parameters
2	Soil Health Management	Hands on experience in Soil sampling Hands on experience in interpretation and advice based on soil test results Field visit to farmers' field/Research Station/KVK/Biofertilizer/Vermicompost production units (four sessions) Identification of deficiency symptoms of different crops
3	Rainfed Farming	Visit to Watershed areas
4	Seeds & Seed Production	Hands-on-experience on Seed treatment, identification of different types of seeds based on various categories of labels, Germination test etc. Field visits to seed production plots

5	Irrigation Techniques and their Management	Visit to Progressive Farmers' Field to acquaint with drip and sprinkler system Visit to Agro-Service Centers Visit to field for identification of different weeds Hands-on-experience on operation of farm implements, Plant protection equipment and its maintenance
6	Weeds & Weed Management	Exposure to various weeds and weed management practices
7	Farm Implements and equipments	Hands-on-experience in handling farm implements and equipments
8	Integrated Pest & Disease Management (IPDM)	Hands-on-experience on differentiating the pest and diseases by drawing, colouring and labelling of insects and their damages, disease symptoms and nutrient deficiencies
		Field Visit -Identification of useful and harmful insects/Identification of symptoms of diseases/ Visit to Bio-control Laboratory
		Agro-ecological situation analysis in field by the participants
		Visit to warehouses/godowns/market yards
		Hands-on-experience on handling of agro chemicals during their application, and usage of first aid during unforeseen situations
9	Package of Practices on predominant crops of the district	Visit to Progressive Farmers' Field to show the standing crops which are predominantly grown in the concerned district
10	Acts, Rules and Regulations related to Agricultural Inputs	Presentation by the participants on Acts, Rules and Regulations related to Agricultural Inputs
11	Extension Approaches and Methods	Hands-on-experience in using computers for accessing agriculture and market information
		Hands-on-experience in designing, developing and delivery of messages related to crop production, weather and market information through mobile phones
		Hands-on-experience in organizing extension methods

Annexure - VI

Format for Weekly report of DAESI for the Week of
(Weekly report to be sent from NTI to ATMA)

Name of the Facilitator

NTI.....DistrictState.....

Sl.No	Particulars	Information to be furnished
1	Date of Inauguration	
2	Date of commencement of the classes	
3	Indicate the week of DAESI calendar year	
4	1 st session (pre-lunch) dealt	
	a. Name of the Resource person	
	b. Name of the Topic covered	
5.	2 nd session (post-lunch) dealt	
	a. Name of the Resource person	
	b. Name of the Topic covered	
6.	No. of participants enrolled	
7.	No. of participants attended	
8.	No. of participants Absent	
9.	Remarks	

Signature of the Facilitator

Annexure - VII

Format for monthly physical progress report of DAESI for the month of 201
(Monthly report to be sent from NTI to ATMA with a copy to SAMETI)

Name of the NTI

Name of the Facilitator.

.....

Sl. No.	Date of class	Name of the Resource Person	Name of the topic	Number of Input Dealers			Remarks
	conducted	& Designation	covered	Enrolled	Present	Absent	
	2	3	4	5	6	7	8

Signature of the Facilitator

Annexure - VIII

Format for monthly financial progress report of DAESI for the month of 201

(Monthly report to be sent from NTI to ATMA with a copy to SAMETI)

Name of the NTI

Name of the Facilitator

Sl. No.	Course fee paid						Balance course fee to be remitted to ATMA			Remarks
	1 st Instalment			2 nd Instalment			1 st Instalment	2 nd Instalment	Total	
	No. of Input Dealers	Amount paid	DD No. & Date	No. of Input Dealers	Amount paid	DD No. & Date				
1	2	3	4	5	6	7	8	9	10	11

Signature of the Facilitator