

Department of Agriculture
Govt. of Bihar

**AGRICULTURAL TECHNOLOGY MANAGEMENT AGENCY
(ATMA),
ROHTAS**

Diploma in Agricultural Extension Services for Input Dealers
(DAESI)

**Expression of Interest for Contractual Appointment of Facilitator
under DAESI Programme (Reference for Proposal)**

1. Introduction – National Institute of Agricultural Extension Management (MANAGE) has 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 the 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. The detailed objectives and its operational guidelines have been enclosed as annexure-1 for kind reference.
2. Submission of application – The applications are invited from agri professionals to work as facilitators in ATMA - Rohtas District for organizing DAESI Programme in the prescribed format enclosed as annexure- 2. The format of application and other details can be seen or downloaded from the website of <https://rohtas.nic.in>, www.bameti.org and <https://state.bihar.gov.in/krisshi/CitizenHome.html> and can be also obtained from the office of Project Director, ATMA, Rohtas during office hour.

The applicant will enclose the following documents with application form.

- 02 Self attested photographs.
 - Educational eligibility certificate (Graduate/Post Graduate/Doctorate Degree in Agriculture/ Horticulture)
 - Additional service in the Department of Agriculture/ State Agriculture University/ State Agriculture College/ Krishi Vigyan Kendra/ICAR/Other State/Central Government Research Stations etc.
 - Experience in training institute
 - Experience in field extension
 - Age Certificate (Matriculation/10th Board certificate)
 - Caste Certificate (For claiming reservation)
- 2.1 The application should reach in between **25.05.2023 to 10.06.2023** in the office of the Project Director, ATMA, Rohtas by Registered/ Speed Post or can be submitted personally/hand-to-hand in the office of Project Director, ATMA, Rohtas.
 - 2.2 If any application is not obtained or not found eligible as per norms prescribed then the Project Director, ATMA, Rohtas will complete the selection procedure by fixing another date average 12 to 15 days before announcement/issuance of the letter with the

approval of concerned District Agriculture Officer-cum-Chairman District Level Selection Committee.

2.3 The interview will be called on **12.06.2023 at 12 AM** in the chamber of the District Agriculture Officer, Rohtas for Facilitator. If it is not possible to organize the interview for appointment of the facilitator on the above mention date then District Agriculture Officer -cum- chairman of the constituted committee can fix another date for taking interview by intimating the applicants.

3. Details of post and other descriptions – Its details are given below;

S. No.	Name of the post	No. of post	Fixed Honorarium um	Educational Qualificatio ns	Work experience
1.	Facilitator	01	Rs. 17000/- per month	Graduate/ Post Graduate in Agriculture/ Horticulture	1. 05 years experience in Agriculture/ horticulture. 2. Preference would be given to Agriculture Graduates having an experience of around 20 years in Department of Agriculture/ SAU or KVK with sufficient field experience. 3. The candidate should have adequate knowledge about the agricultural activities under taken in the district, experience in organizing training programmes and should be capable of mobilizing input dealers for DAESI programme.

4. Criteria and weightage for selection of Facilitator - The following criteria and weightage for selection of facilitator will be followed by the district level constituted committee -

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 will scores more than 50% of total marks i.e. 25 marks will be eligible for selection. The merit list will be prepared on the basis of the scored obtained by the candidates who will get 25 or more marks.

5. Responsibilities of DAESI Facilitator

- Publicity to DAESI programme among input dealers in allotted district.
- Liaison with Agribusiness companies and State Governments for promotion of DAESI.
- Mobilization 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/practical's/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.

5.1. 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

5.2. 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.

- 5.3. Course Curriculum: The subjects must be covered in the logical sequence as mentioned in the operational guidelines of DAESI Programme. 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/BAMETI
 - Deploy the Resource Persons accordingly for delivering the sessions.
- 5.4. 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.
- 5.5. 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.
- 5.6. 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
 - Sensitizing 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
- 5.7. 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.
- 5.8. 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 18 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

5.9. The details of other responsibilities are given in the operational guidelines of DAESI programme.

6. Constitution of appointment committee -

6.1. For completing the procedures for contractual appointment of facilitator, the following committee at district level is proposed to be constituted;

- | | | |
|--|---|------------------|
| <input type="checkbox"/> District Agriculture Officer | - | Chairman |
| <input type="checkbox"/> Senior Scientist and Head, KVK | - | Member |
| <input type="checkbox"/> Assistant Director Horticulture | - | Member |
| <input type="checkbox"/> Assistant Director Plant Protection | - | Member |
| <input type="checkbox"/> Project Director, ATMA | - | Member Secretary |

Project Director, ATMA will perform the responsibility of "Appointment Authority".

7. Reservation of Roaster – By the order of Director General, MANAGE Hyderabad the facilitator of DAESI appointment is purely on temporary basis for a period of one year and not required to follow the roaster system.

8. Selection procedure -

- The appointment committee constituted at District Level will complete all the procedures/formalities for the contractual appointment of Facilitator.
- The candidates will come with their required original certificates on the date of interview for verification. The Chairman of the committee can fix another date for interview as per the convenience of the committee.
- Merit list will be prepared on the basis of the score obtained by the candidate.
- The candidate who will obtain the maximum marks will be selected.
- Those candidates who will resign/ leave the work, then other candidate will be selected/appointed by the Project Director, ATMA on the basis of the merit list after the approval of the District Agriculture Officer.
- If no application is obtained or any applicant is not found eligible/qualified for selection as per norms prescribed then the concerned Project Director, ATMA will announce another date average 12 to 15 days before announcement/issuance of the letter for getting applications and conduct the interview with the approval of the concerned District Agriculture Officer-cum-Chairman District Level Selection Committee. The selection procedure of the Facilitator on contractual basis will be followed and completed in the light of the above norms until the selection is completed.
- If only one candidate is found qualified then he can be selected as a Facilitator for that district.

9. Period of contractual appointment -

- The period of contractual appointment will be for 01 year and it can be renewed based on performance and requirement of DAESI Programme.

- The service of Facilitator can be removed by District Agriculture Officer on the recommendation of concerned Project Director, ATMA at any time if his work is found unsatisfactory.
- If the Facilitator has been selected for 2023-24 then they can be renewed for 2024-25 by the committee if the work of the Facilitator is found satisfactory.
- The facilitator can organize two DAESI batches in a single district or in adjacent district.
- The facilitator organizing two batches are entitled to draw the salary of both the batches.

10. Agreement - Agreement between the contractual employee (Facilitator) and Project Director, ATMA and Director BAMETI will be done. The performa of agreement is enclosed as annexure - 3.

Project Director
ATMA- Rohtas

A. 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 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 professionalize 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 Bihar, 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:

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, Agril. 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 Organizations

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, Agribusiness 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 utilizing 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.

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/ATMA 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/ATMA 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.

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.

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.

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:

- ATMA/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: 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
- Sensitizing 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 18 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 authorized 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.

19.2. Submission of monthly physical and financial progress reports to ATMA with copy to SAMETI on or before 5th of every succeeding month.

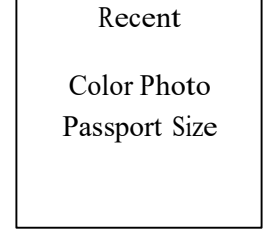
20. Involvement of Trained input dealers in Extension Activities:

- 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.

Application Form for contractual appointment of Facilitator in DAESI
Programme

सभी वर्ग के उम्मीदवारों के लिए आवेदन निःशुल्क स्वीकार किया जाएगा।

1. Name of the candidate :
(In Block Letters)
2. Father's/Husband's Name :
3. Date of Birth :
4. Sex :
5. Permanent Address with Pin code
Village/Mohalla -
Path/Street Name & Number -
Post Office -
P.S. -
District -
State-
Pin Code-
6. Address for correspondence with Pin code :
Village/Mohalla -
Path/Street Name & Number -
Post Office -
P.S. -
District -
State-
Pin Code-
7. Phone No./ Mobile No. :
8. Email ID :
9. Reservation Category - :



10. Details of educational qualification

Name of Exam	Sector (Agril./ Hort.)	Year of passing	Name of Institute/ University/ Board	Main Subjects	Result		
					Maximum Marks	Marks Obtained	Percentage Marks
Graduation							
Post Graduation							
Doctorate							

11. Experience

S.No.	Details of Experience	Name of the department/ institution	Type of institution (Govt./ Semi Govt./ Govt. Undertaking)	Working period	Working experience in years
1.	Additional Service Experience				
2.	Experience in Training Institute				
3.	Experience in Field Extension				

Note - Self attested photocopy of the experience certificate must be enclosed.

It is certified that the above statement made by me is true to the best of my knowledge and believe. If any statement is found false/untrue my application should be cancelled and legal action can be taken against me.

Date

(Signature of the Candidate)

Place

संविदा के आधार पर नियोजन हेतु एकरारनामा

यह एकरारनामा परियोजना निदेशक, आत्मा एवं चयनित/नियोजित श्री/श्रीमती/सुश्री..... के बीच निम्नलिखित शर्तों के साथ किया जा रहा है -

1. यह नियोजन केवल (पद का नाम) के लिए किया गया है।
2. संविदा की अवधि की समाप्ति पर ऐसा नियोजन स्वतः समाप्त समझा जाएगा। इस हेतु कोई आदेश निर्गत किया जाना अपेक्षित नहीं होगा।
3. संविदा के आधार पर नियोजित श्री/श्रीमती/सुश्री..... को रू0 17000/- (सत्रह हजार मात्र रूपये) एकमुश्त पारिश्रमिक के रूप में देय होगा एवं इसके अतिरिक्त अन्य कोई राशि या भत्ता देय नहीं होगा।
4. इस तरह के नियोजित व्यक्ति को इस नियोजन के आधार पर सरकारी सेवकों को देय कोई अन्य सुविधा अनुमान्य नहीं होगी।
5. इस नियोजन के आधार पर भविष्य में नियमित अस्थायी या स्थायी नियुक्ति हेतु अथवा अन्यथा कोई दावा अनुमान्य नहीं होगा।
6. संविदा पर नियोजित व्यक्ति की सेवा स्थानान्तरणीय नहीं होगी।
7. नियोजन के समय नियमानुसार स्वास्थ्य प्रमाण पत्र जमा करना अनिवार्य होगा।
8. इस प्रकार का नियोजन संविदा अवधि (Contract Period) की समाप्ति के पूर्व उभय पक्षों द्वारा एक माह की पूर्व सूचना देकर या एक माह की संविदा राशि का एकमुश्त भुगतान कर समाप्त की जा सकेगी।
9. वर्तमान में यह नियोजन केवल एक वर्ष के लिए किया गया है। मूल्यांकन के उपरांत कार्य संतोषजनक पाए जाने एवं संबंधित जिला में DAESI कार्यक्रम के कार्यान्वयन के लिए लक्ष्य उपलब्ध रहने की स्थिति में सेवा अवधि का विस्तार किया जा सकता है।
10. संविदा पर नियोजन के पश्चात दोनों पक्षों को एकरारनामा की उपर्युक्त शर्तें मान्य होंगी। नियोजित व्यक्ति उपर्युक्त एकरारनामा के किसी भी शर्त का उल्लंघन करेंगे तो एकरारनामा स्वतः समाप्त समझा जायेगा।
11. यह एकरारनामा दिनांक से प्रभावी होगा।

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परियोजना निदेशक
आत्मा,

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नियोजित व्यक्ति (Facilitator)