

MNG-25/CCA-19/2019
16th October, 2019

Dear Sir,

I am happy that SAMETIs are actively involved in implementing DAESI program effectively across the country. So far, a total of 21393 input dealers have been trained under DAESI and awarded diploma. Currently, 18640 input dealers are enrolled and undergoing DAESI program. This is possible due to the active involvement of SAMETIs and NTIs. DAESI program enhances technical knowledge and awareness about the good practices of agriculture to the input dealers.

Further, it is to inform that CropLife India, an 18 Member Company Association (Indian & MNC) of R&D based Crop Protection Industry, has organized a 'One-Day Awareness Campaign on Anti-Counterfeit and Safe & Judicious Use of Crop Protection Products on 12th September 2019 in 20 Centers of KVKs/ ATC/ NTIs across West Bengal in collaboration with SAMETI, Narendrapur, wherein more than 1600 input dealers actively participated. This awareness program has sensitized the input dealers about the ill-effects of using counterfeit agrochemicals. They also developed a content about the counterfeit agrochemicals.

In view of this, it is suggested that other SAMETIs may also may use the learning material developed by CropLife India to sensitize the enrolled input dealers in the running batches about the counterfeit agrochemicals. Copy of the study material is attached.

With regards,

Yours sincerely,

(V.Usha Rani)

16/10/19

To

Directors of SAMETIs – where DAESI is in progress

राष्ट्रीय कृषि विस्तार प्रबंध संस्थान (मैनेज)

(कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार का संगठन, राजेन्द्रनगर, हैदराबाद - 500 030. टी.एस., भारत)

NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT (MANAGE)

(An organization of Ministry of Agriculture and Farmers Welfare, Government of India)

Rajendranagar, Hyderabad - 500 030, T.S., INDIA.

Ph : +91 (40) 24594505, 24015253 (O), Fax : +91 (040) 24015388,

E-mail : dgmanage@manage.gov.in, Web : www.manage.gov.in