

# PAMETI

## R E P O R T E R



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### From Director's Desk

Climate change leads to extreme weather abrasions which affect the productivity of agricultural crops. Although climate change is a natural phenomenon, however, human activities like burning of paddy straw and other anthropogenies has greatly accelerated this long-term process, which has had negative impacts on the environment, human health and food production.

For agriculture sector, climate change presents serious challenges. As climate patterns shift, they affect crop production, livestock, water resources, and the overall sustainability of food systems. Therefore, agricultural practices must adapt to new environmental conditions.

Sustainable practices such as mulching, zero tillage, crop rotation, agroforestry, and integrated farming can help farmers adapt to and mitigate the challenges of climate change. In harsh weathers, drought-resistant, heat-tolerant, and pest-resistant crop varieties help in getting better yield. Diversifying crops and adopting alternative income sources that are less dependent on the climate can also increase overall resilience and livelihood of the farmers.

Agricultural extension services play a pivotal role in educating farmers about the aforementioned climate-smart agricultural practices. PAMETI can play a significant role in the capacity building of extension workers to perform the above task. Extension workers can not only be trained in above technologies, but also in how to encourage and persuade farmers for the adoption of these technologies.



**Dr K B Singh**  
**Director, PAMETI**

## ICTs in Agricultural Marketing – Blockchain Technologies (Online, in collaboration with MANAGE, Hyderabad)

Blockchain technology creates a permanent digital ledger of transactional data in the form of a "chain" of "blocks." This technology improves transparency, efficiency, and traceability in agricultural marketing systems by storing information about flow of agricultural products from the farm to the consumer's plate on a computer network. Also, there are various web and mobile based applications for benefiting farmers, consumers, and other agricultural stakeholders for better marketing.

In order to share knowledge about use of blockchain technology and other ICT based agricultural marketing initiatives, an online training was organized with MANAGE, Hyderabad on August 20-22, 2024 in which 41 extension officials and scientists from all over the country participated.

Dr G Bhaskar, Assistant Director (IT), MANAGE inaugurated the training followed by sessions from various IT and marketing experts from NIAM, NAARM, CIPHET, PAMETI and other prestigious institutes.



**Exposure visit during training on  
"Integrated Pest and Disease  
Management for Citrus" organized by  
FASC, Abohar under STRY.**



**Dr G S Kochar, Dr K B Singh and PAMETI  
faculty with trainees during training on  
Vinegar Production**



**PAMETI faculty with participants during  
valedictory session of training on  
"Empowering Women Entrepreneurs"**

## Empowering Women Entrepreneurs

Women agri-preneurs have played a significant role in the business and economic growth of the nation. However, these women need to learn strong marketing skills so that they can better market their products, build strong brands and sustain their business for long-term success.

Keeping this in view, a training was organized on September 2-4, 2024. This training was attended by 30 women entrepreneurs who were earlier trained to create products like candles, soaps, and hand washes by ATMA Ferozepur. During the training, entrepreneurs were apprised about different marketing strategies including use of Internet and social media for their brand building, promotion and better sales. The participants were also taught to work in teams and build relationships with their customers through empathy, understanding and leadership.





**Practical session on “Identification of Herbal and Medicinal Plants” during STRY training.**



**Interactive session with participants during training under NMEO-OP.**



**Mr D B Singh, Director, National Informatics Center (NIC), Delhi and his Punjab team with PAMETI faculty during training on “SATHI” portal for seed traceability.**



**Online session by Mr Udit Jain from PAU in progress during training on “Video Production Skills for Extension Professionals”.**

## **Carbon Credits in Agriculture (Online, In collaboration with MANAGE, Hyderabad)**

Carbon credit is a permit or certificate that represents reduction or removal of one metric ton of carbon dioxide (CO<sub>2</sub>) or equivalent in other greenhouse gases. These credits are traded in carbon markets and used to offset emissions elsewhere. In agriculture, farmers can adopt sustainable practices like no till farming, cover cropping, etc., and can get incentivized by earning carbon credits.

Keeping the above in view, an online training with MANAGE was organized from Sept. 18-20, 2024, in which 85 trainees got registered. Training covered carbon sequestration techniques, verification & validation procedures, govt. schemes, etc. Trainees also appreciated the practical experiences of projects by CIPT in Ludhiana and CultYvate Pvt. Ltd. in Bengaluru.

## **Training under “National Mission on Edible Oil- Oil Palm”**

Through the combination of technological innovation, market support, and improved processing capacity, the National Mission on Edible Oil-Oil Palm (NMEO-OP), aims to make oilseed farming more profitable and sustainable for farmers while contributing to food security.

Therefore, with an objective to train farmers in oilseed crop production, post-harvest management and value addition, a training was organized on Sept. 25-26, 2024, in which 21 farmers participated. Scientists from different departments of PAU, Ludhiana delivered sessions on production practices of oilseed crops. An exposure visit to Crop Museum and Oilseeds Processing Center in PAU was also organized as part of the training. Farmers discussed the practical problems they usually face in the fields with the experts and appreciated the efforts of the organizers.

## **Agricultural Marketing for Extension Professionals (Online, In collaboration with MANAGE, Hyderabad)**

Extension agents should support the farmers and agri-entrepreneurs in finding new markets for their produce and coming up with creative marketing plans. By doing so, their whole business operations and revenue will be improved.

Keeping this in view, an online training with MANAGE was conducted on Sept. 24-27, 2024, which was attended by 99 field functionaries, scientists and agri-preneurs across the country. Director, PAMETI, in his inaugural address, emphasized the need to strengthen supply chain in agriculture and find alternate ways to market the farmers' produce. Dr Shalendra, Director (Agricultural Marketing), MANAGE, Hyderabad discussed the intricacies of agricultural marketing systems, their strengths and future challenges. Trainees appreciated the programme and shared their valued feedback during the valedictory session.

## Rashtriya Mahila Kisan Diwas Celebration

Every year on October 15, our nation observes *Rashtriya Mahila Kisan Diwas*, also known as National Women Farmers' Day, to honor and appreciate the contributions made by women farmers to the agricultural sector. To commemorate this day, PAMETI arranged a workshop and exhibition for women. 79 women from agriculture and related fields, including progressive farmers (individual and SHGs), attended this programme and displayed their goods.

The event was inaugurated by Smt. Neelima, IAS, Commissioner of Agriculture, Government of Punjab. She emphasized how important women are to the rural economy and how they help with household management, community development, and agricultural productivity.

Sessions on different business alternatives and obtaining financial aid from MSME through government schemes were part of the event. The workshop also covered the role of women in promoting nutritional security and enhancing the marketing abilities of female businesses. Customers responded well to the display and the products were quickly sold out. The participants expressed gratitude to the organizers for their hard work and praised the manner the program was run.

## Video Production Skills for Extension Professionals (Online, In collaboration with MANAGE, Hyderabad)

Videos combine images, sound, and text, making them more engaging and effective than text-based content alone. They can capture attention more quickly and retain it longer. Extension officials should be trained for creating impactful and professional quality videos to effectively communicate the agricultural technologies/advisories to the farmers.

With the above aim, an online training with MANAGE was organized on October 18-20, 2024, which was attended by 43 extension officials. The course addressed a variety of topics related to video production, including writing scripts, shooting videos, operating cameras, and sound design.

The experts also conducted practical sessions on video editing with mobile apps like Inshot, professional software like Adobe Premiere Pro, and YouTube video sharing. Trainees eagerly studied the useful tools, put them into practice, and shared their videos.

## Good Horticultural Practices for Better Marketing (Online, In collaboration with MANAGE, Hyderabad)

Good Horticultural Practices (GHPs) focus on efficient production, proper post-harvest handling and sustainability for enhancing the quality, yield, and marketability of horticultural products. Farmers can increase their profitability and gain the trust of consumers by implementing these practices.

Therefore, knowledge about these practices need to be disseminated to the farmers through extension services. With this aim, an online training with MANAGE was organized on November 12-14, 2024, which was attended by 34 extension officials from throughout the country.

Programme laid emphasis on adoption of practices like quality seed selection, proper planting, right harvesting, managing residue, etc., which can enhance quality production and minimize post-harvest losses. The training also included sessions on certification and adherence to different quality standards.



**Smt. Neelima, IAS, Commissioner of Agriculture, Punjab with Director PAMETI and other dignitaries during *Rashtriya Mahila Kisan Diwas* Celebration event**



**Women Entrepreneurs exhibiting their products during the event**



**The chief guest with Director PAMETI, faculty members and women entrepreneurs at the event**



## Post Graduate Diploma in Agricultural Extension Management (PGDAEM)

Over time, extension functionaries' roles have undergone significant change. They must act as facilitators to empower farmers and provide them the ability to make decisions, in addition to informing them of scientific and technological advancements in the agricultural sector. Therefore, extension functionaries' capacity must be increased in order to increase their efficacy in the extension delivery system.

PGDAEM is a one-year distance education program offered by MANAGE for the extension functionaries to enhance their techno-managerial competence. This diploma includes theory courses and practicals in the form of assignments and project work. The programme is supported by printed reading material, contact classes and e-learning resources. So far, 17 batches of this course have been successfully completed since 2007 through PAMETI. Extension officials, graduated in agriculture and allied sectors and currently employed in the departments of agriculture/allied sectors, SAUs, KVKs, or ATMA, are eligible for this diploma. The diploma is sponsored under NMAET for govt. officials, however, for private sector, the fee is Rs. 15,000/-.

## Skill Training of Rural Youth (STRY)

Skill training programs for rural youth can help them to achieve economic independence, improve local economies and reduce migration to urban areas. PAMETI, during August-November 2024, successfully conducted two trainings under STRY scheme.

A training on "Integrated pest and Disease Management in Citrus" was organised by FASC, Fazilka, on Sept. 2-7, 2024, which was attended by 28 candidates. PAMETI also organised a training on "Crop Diversification in Punjab" on Sept. 2-7, 2024, in which 17 candidates took part.

## Diploma in Agricultural Extension Services for Input Dealers (DAESI)

A specialized curriculum, called the Diploma in Agricultural Extension Services for Input Dealers (DAESI), aims to improve the abilities and expertise of input dealers in the agricultural sector. The goal of this certification course is to enhance their capacity to offer farmers insightful counsel and assistance about agricultural inputs, which can result in improved farming methods and higher yields. Currently, this diploma is being conducted in six districts of Punjab, namely, Ludhiana, Faridkot, Ferozepur, Sri Muktsar Sahib, Bathinda and Moga.

The valedictory program of five batches was conducted during this period. The valedictory program at PAMETI was graced by Sh. Ajit Balaji Joshi (IAS), Secretary Agriculture & Farmers' Welfare, Punjab and Sh. Jaswant Singh, Director of Agriculture, Punjab. Certificates, issued by MANAGE, GoI were awarded to all the participants. Candidates, who scored highest marks, cleared with distinction and 100% attendance were also honored with certificates of appreciation.



**Term End examinations for second semester of PGDAEM (17th batch) candidates in progress.**



**Exposure visit of DAESI Candidates at Rajinder Agri-Clinics, Amritsar**



**Sh. Ajit Balaji Joshi, IAS, Secretary Agriculture & Farmers' Welfare, Punjab, S. Jaswant Singh, Director of Agriculture, Punjab, Director PAMETI, faculty and other dignitaries with DAESI facilitators and candidates during valedictory programme.**

## Other Activities

- Mr. Ravneet Singh, DD (PHT) attended an online training titled "Nutrition Sensitive Agriculture" organized by SAMETI, Puducherry and MANAGE from 12-14 August.
- Ms. Vandana, DD(IT) and Mr. Ravneet Singh attended an online training on "ICT in Agricultural Marketing-Block Chain Technologies" organized by PAMETI and MANAGE from 20-22 August.
- Mr. Ravneet Singh held meeting with Hon'ble Special Chief Secretary, Agriculture and Farmers' Welfare, Punjab, Chandigarh on 17 September to discuss PAMETI budget.
- Dr Harmeet Kaur, DD(BM) and Ms. Vandana attended online training programme on "Carbon Credits in Agriculture" organized by PAMETI and MANAGE from 18-20 September.
- Mr. Ravneet Singh met the Hon'ble Principal Secretary of Agriculture & Farmers' Welfare, Punjab, and the Director of Agriculture, Punjab on 1st and 4th October regarding NMAET funds.
- Director PAMETI and Ms. Vandana attended "Faculty Development Programme" at MANAGE, Hyderabad from 1-4 October.
- Mr. Ravneet Singh met Hon'ble Commissioner Agriculture & Farmers' Welfare, Punjab, Director of Agriculture, Punjab and Joint Director Agriculture on 10th October regarding funds under NMAET.
- Director PAMETI and Mr. Ravneet Singh attended the 23rd State Level Project Sanctioning Committee meeting under RKVY and 2nd meeting of *Krishionnati Yojna* for year 2024-25 on 22 October.
- Ms Bharti Madan, DD (IT) conducted PGDAEM contact classes (17th batch) and examinations (16th and 17th batches) for both the semesters.
- Director PAMETI and Mr. Ravneet Singh held meeting with Hon'ble Commissioner Agriculture & Agriculture Minister on 22 October to discuss delay in salaries of ATMA staff.
- Dr Rupinder Kaur, DD(HRM) and Ms. Vandana attended online training programme on "Video Production Skills for Extension Professionals" organized by PAMETI with MANAGE from 23-25 October.
- Director PAMETI visited the demonstration of Residue Management Machinery at village Satoj, Sangrur on 26th October.
- Director PAMETI and Mr. Ravneet Singh attended the review meeting for PAMETI budget with Hon'ble Secretary, Agriculture Punjab on 5th and 26th November.
- Ms. Vandana attended online trainings on "Agricultural Marketing for Extension Professionals", "Behavioural Skills and Strategic Synergy for Effective Extension Management" and "Good Horticultural Practices for Better Marketing" organized by MANAGE.

## ABOUT PAMETI, Punjab

SAMETI in Punjab, known as PAMETI (Punjab Agricultural Management and Extension Training Institute), is working as an autonomous institute at Punjab Agricultural University campus, Ludhiana to provide extension and management trainings to the state extension staff. The institute is registered under the Societies Act 1860 and started functioning in 2000.



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