

PAMETI

R E P O R T E R



In This Issue

- Linking Farmers to Markets
- Time and Stress Management for Professional Excellence
- Quality Fodder Production, Preservation and Marketing
- One-day State Level Workshop on "Central Govt. Sponsored Schemes financed through MANAGE"
- Agro Tourism: An emerging agri-venture
- Techno-Managerial Support to Producer Groups
- Mobile Journalism and Video Production
- IDEA: Initiative for Development of agri or allied ventures
- Innovative Income Generating Avenues in Agro-forestry
- Awareness Programme on New Generation Watershed Development Projects (WDC-PMKSY 2.0)"
- Good Horticultural Practices for Better Marketing
- Fermentation and Fortification of Dairy Products

Millets are known as "miracle grains" or "crops of the future" since they not only thrive in tough environments but also demand few external inputs. Also, to address the issues of malnutrition and micronutrient deficiency in Indian population, adding millets in our daily diet is very important.

However, millets cultivated area under millets has been reduced over time. Reasons are low crop productivity, high labour, inadequate marketing infrastructure, and easy availability of processed & convenience foods in the market.

With the intention of raising awareness and increasing millets production and consumption, the United Nations, at the request of the Indian government, declared the year 2023 as International Year of Millets. Various steps are being taken by Govt. of India to promote millet production and value addition in the country.

The capacity building of both extension workers and farmers in this context is required. The trained extension staff can be effectively used to promote and popularize millets' cultivation and consumption and PAMETI can play an important role in this area.



**Dr Shammi Kapoor,
Registrar, PAU, Ludhiana
took additional charge as
Director, PAMETI
on 05-08-2022**

WEBINARS:

- Future of Food Tech Start-ups
- MDP for Women in Development Sector
- Punjab Financial Rules
- Quality Production and Marketing of Jaggery and its by-products

Linking Farmers to Markets

Although agricultural production in the state has achieved heights; still, it is the marketing of produce where the farmers lack. Farmers do not get true market value of their produce. This necessitates the need to educate them about various marketing strategies for profit maximization.

Keeping this in mind, an online training course, in collaboration with MANAGE, was organized from August 16-18, 2022. This was attended by 26 trainees across the country. To demonstrate successful marketing models in the state, training included sessions from innovative agripreneurs who have established their brands. Emphasis was given on processing, packaging, labeling and branding of agricultural produce to add more value to farmers' produce and generate more income. Trainees interacted well with the speakers, applauded their work and discussed practicalities of the marketing models presented during the training.



Practical Session on "How to take Soil Sample" during Training on "Organic Farming" under STRY

Time and Stress Management for Professional Excellence

Due to changing extension system and wide farmer-extension personnel ratio, extension officers need to perform variety of tasks at one time. This leads to work related stress especially due to lack of time, which adversely affects their personal and professional life.

Considering this, PAMETI organized training from August 23-26, 2022, for the benefit of extension functionaries in which 36 officials participated. The training focused on various strategies/techniques to earn more time and feel less stressed to help trainees in improving their overall work performance. Experts in the areas of Management, Psychology and Human Development, interacted with participants about various time and stress management approaches. Stress relieving exercises through Yoga were also practiced by the trainees under the guidance of Mr Sanjeev Tyagi and his team from Everest Yoga Institute, Ludhiana. Different games and activities were also a part of the training.



Trainees during Yoga Session at PAMETI

Quality Fodder Production, Preservation and Marketing

Green fodder is an economic source of nutrients for the livestock. However, its availability in the country is limited. With the limited land under fodder cultivation, there is a need to focus towards improving productivity of fodder crops and conserve surplus green fodder for the lean period. Keeping this objective in view, a training programme was organized from September 06-08, 2022, with 27 participants from Dept. of Dairy, Animal Husbandry, Milkfed and ATMA.

Scientists from PAU discussed cultivation practices for quality production of both Kharif and Rabi fodder crops. GADVASU experts demonstrated fodder preservation techniques (Hay and Silage making). An exposure visit was also conducted to Punjab Agro Silage Plant, Ludhiana for more exposure to the subject.



Exposure Visit of trainees to Punjab Agro Silage Plant, Ludhiana



Project Directors, ATMA and Facilitators, DAESI with PAMETI faculty during workshop on September 9, 2022

One-day State Level Workshop on "Central Govt. Sponsored Schemes financed through MANAGE"

PAMETI is entrusted to implement several Govt. of India schemes sponsored through MANAGE such as Diploma in Agricultural Extension Services for Input Dealers (DAESI); Skill Training for Rural Youth (STRY); Post-graduate Diploma in Agricultural Extension Management (PGDAEM) and Agri-clinics & Agri-business Centers (AC&ABC). For the promotion of these schemes in the state, a state-level workshop was organized on September 9, 2022 for Project Directors of ATMA and DAESI facilitators, which was attended by 29 officials. The workshop was an effort to motivate the district ATMA heads to implement these schemes and share their experiences.



Trainees during their exposure visit to Gary Agro-tourism Farm, Patiala

Agro Tourism: An emerging agri-venture

Agro-tourism is an innovative agricultural activity related to tourism. To the urban clients, it gives an opportunity to experience the real rural life, to taste the local traditional food and to get familiar with old age culture and heritage. It has great potential to generate better income for the farmers.

Keeping this in view, training was organized from September 20-22, 2022. The programme was for the benefit of state extension functionaries, in which 23 officials participated. Experts from Dept. of Extension Education, PAU discussed about concept, potential and strategies for promotion of Agro-Tourism. An exposure visit was also conducted at Gary Agro-tourism Farm, Patiala, where Mr. Avjinder Singh interacted with the trainees and explained all the activities done at his farm. Programme ended with positive feedback from the trainees.



Trainees with experts from NRLM and PAMETI faculty

Techno-Managerial Support to Producer Groups

A producer group is a business organization owned and managed by the poor and marginal producers or small entrepreneurs. This gives the members, an access to common facilities like infrastructure, capacity building, hand-holding, financial support & markets linkages on a sustainable basis. The officers, working under Punjab State Rural Livelihood Mission, need to be trained to form sustainable producer groups at village level. Therefore, PAMETI, in association with Rural Development and Panchayat Department, organized a training from 27th Sept. - 1st Oct. 2022 which was attended by 33 officers from Punjab.

Training included sessions on mobilizing producer group members, performing feasibility analysis, business opportunity assessment, goal setting, risk evaluation, making business plan, book keeping, performance monitoring and fund management, etc. An exposure visit was also conducted where participants interacted with villagers and tried to practically put in the use the concepts learnt during the programme.

Mobile Journalism and Video Production

Mobile Journalism is a form of digital storytelling where smart phone is primarily used for creating, editing and sharing digital content including images, audio and video. For effective extension, there is a need to develop digital content which should be effective in terms of its context, location and accessibility. Accordingly, to improve the trainees' skills in digital content writing and publication, training was organized from October 3-4, 2022. The programme was meant for state extension officials and was attended by 17 participants.

Various experts from PAU; PAMETI and other institutes took practical sessions on "Canva", video editing, creating youtube channel and uploading videos. Participants actively participated in the training and shared their digital content created during the practical sessions. They said that they will practise the software learnt and would put it in use for the benefit of farmers.



Trainees getting hands-on experience on software learnt during Mobile Journalism Training

IDEA: Initiative for Development of agri or allied ventures

To increase the profit of farmers, they should be motivated to divert their traditional agricultural practices towards agri-ventures. Extension officials should guide farmers to come up with innovative ideas and become agri-preneurs. Keeping this in view, training from October 18-20, 2022 was organized in which 18 state extension officials participated.

Training included sessions about selecting business ideas and testing their practical feasibility. Several successful entrepreneurs shared their experiences of running their ventures such as commercial fodder processing, agro-processing units and dairy products processing, etc. Exposure visits to practically demonstrate setting up of nursery units and integrated farming system were also conducted.



Exposure Visit to Stylish Hub Decor Nursery at Ludhiana

Innovative Income Generating Avenues in Agro-forestry

The different parts of trees like roots, stems, leaves, etc. may be used for making various products. However, there is little awareness about which parts of trees may be used and how.

Also, there is a need to impart knowledge about laws against wild-life crime to the officers working in this discipline.

Considering this, a training was organized from November 09-11, 2022 which was attended by 43 officials from state Dept. of Forests and Wild Life Preservation. Training included technical sessions about agro-forestry taken by PAU experts. A tree walk at PAU campus was also organized where trainees identified and understood the importance of different trees. Mr. Nikhil Sangar, Human-Wildlife conflict expert, Patiala discussed about rescue and rehabilitation of wildlife. Dr. Vineet Kumar, FRI, Dehradun took online session on value addition and marketing of agro-forestry. Trainees appreciated both the course content and delivery. They showed an urge to attend such trainings in future too.



Interactive Session with trainees during training on agro-forestry



Watershed Committee Members from Pathankot with officials from Dept. of Soil and Water Conservation, Punjab and PAMETI faculty



Practical session in progress during training on Mushroom Cultivation under STRY



Group photo with trainees during training on Fermentation and Fortification of dairy products

In an effort to train state extension officials about the use of these technologies, training was organized from November 22-24, 2022 which was attended by 27 officials from state Dept. of Animal Husbandry; Dairy; Milkfed and ATMA. In addition to technical lecture sessions, practical on fermented dairy products and fortified flavored milk were also arranged during the training. An exposure visit to GADVASU dairy plant was also conducted. Trainees appreciated the practical approach of the training.

Awareness Programme on New Generation Watershed Development Projects (WDC- PMKSY 2.0)

Watershed development approach has now changed from soil & water conservation to the integrated way of managing its biological, physical and social elements. The vision of Watershed Development Projects (WDC-PMKSY2.0) is to increase the agricultural economic growth by following ecological development principles. Capacity-building of the stakeholders in this area needs to be done.

Therefore, PAMETI, in association with Dept. of Soil and Water Conservation Punjab, conducted 9 awareness programme (Nov. 2022) for the watershed committee members from Pathankot, Hoshiarpur, SAS Nagar and SBS Nagar. During the trainings, members were explained the scheme components in detail, their role and output expected. Trainees actively took part in the PRA activities and management games.

Good Horticultural Practices for Better Marketing

The Horticulture sector encompasses crops namely fruits, vegetables, ornamental, medicinal, aromatic plants, etc. The aim of horticulture extension is to disseminate information to the farmers on prices, markets and post-harvest management in addition to the production and protection practices. Seeing this, an online training was organized from November 14-16, 2022, in collaboration with MANAGE in which 45 extension officials from all over the country participated.

During the training, innovative horticultural marketing ideas, prospects of self-marketing and exports were discussed by various experts. Benefits of good horticultural practices such as less food wastage, more food safety and better marketing opportunities were also discussed. Trainees, during the feedback, highlighted the need of new policy initiatives in horticultural marketing system.

Fermentation and Fortification of Dairy Products

Fermentation and fortification processes increase the nutrition and shelf-life of food products. In Dairy sector, where the shelf-life of products is low, these technologies may prove very useful. For preserving food for longer periods and ensuring the nutritional security, there is a need to make dairy farmers aware about these technologies.

Other Activities

- PAMETI bidden farewell to Mr Lakhwinder Singh, DD(Marketing).
- Ms. Vandana, attended online training on "Linking Farmers to Markets" and "Application of Remote Sensing and Geographical Information Systems in Agricultural Development".
- Ms. Rupinder Kaur attended online training on "Mainstreaming Gender Concerns in agriculture and allied sectors".
- Ms. Bharti Madan attended online training on "Green Roofs and Green Walls- A Novel Approach for Urban Farming".
- PAMETI, in association with Dept. of Agriculture and Farmers' Welfare, Punjab celebrated state level "Mahila Kisan Diwas".
- Ms. Rupinder Kaur attended online meeting on "Review of Progress of DAESI implementation".
- PAMETI conducted "State Level Training Need Assessment Workshop" for finalizing Annual Training Calendar (2023-24) which was attended by all the state heads from agriculture & allied departments, dept. of cooperation, Milkfed, Markfed and representatives of DEE from PAU and GADVASU.
- Two STRY trainings on "Organic Farming" and "Mushroom Cultivation" were organized at PAMETI campus.



Dr H S Dhaliwal relinquished as Director PAMETI

Dr Harjeet Singh Dhaliwal, Director PAMETI relinquished the charge on the afternoon of July 31, 2022. He was merit scholarship holder during B.Sc. (Agri. Honours) and M.Sc. Agril. Finance from PAU and joined university service in 1982 as Assistant Professor. He became Senior Extension Specialist and served on different administrative positions namely, Addl. Director Extension Education (2009-2014); Director, Agro-processing & Marketing-additional charge (2012-13) and Director Extension Education-additional charge (2013-2014) in the university before joining PAMETI as Director in February 2014.

After joining PAMETI, Dr Dhaliwal took keen interest in adopting innovative ideas to increase the effectiveness of the trainings organized. Various training methods including Management Games, Brainstorming, Case Studies, and Experience Sharing, etc. was adopted to deliver course content. During his tenure, Dept. of Cooperation; Milkfed and Markfed were also added in the beneficiaries of the PAMETI trainings.

Dr Dhaliwal started, closely inspected and guided the construction work of PAMETI building expansion and furnishing. A new training hall (60 seating capacity), two office rooms and one State of the Art Information Technology Lab was completed during his tenure. He understood the significance of Information Technology in modern extension sphere and equipped the institute with latest video conferencing systems, smart LED TVs, structured computer networking, computers, printers, etc.

As Director, PAMETI, Dr Dhaliwal developed linkages with both national and international institutes to acquire projects and draw resource persons for the trainings. Owing to his sincere efforts, PAMETI successfully completed two prestigious international projects with FAO (2016-17) and UNEP (May 2017-December 2020). Two projects under RKVY-RAFTAAR for strengthening PAMETI infrastructure and making it energy efficient and environment friendly were also taken up. As a leader, he motivated and helped PAMETI faculty and staff in their overall professional growth. PAMETI wishes him a healthy and prosperous life ahead.

ABOUT PAMETI, Punjab

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



Punjab Agricultural Management and Extension Training Institute (PAMETI)
Punjab Agricultural University Campus, Ludhiana-141 004
Ph. No. 0161-2401960-79, Ext. 422; Tel: 0161-2770059; E-mail: pametiludhiana@gmail.com