

# PAMETI

## R E P O R T E R



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### Empowering unemployed rural youth through capacity building for livelihood security under Rashtriya Krishi Vikas Yojna

Since its inception, PAMETI has played a vital role in conducting capacity building programmes in varied subjects of agriculture and allied sectors. This includes programmes implemented under various govt. sponsored schemes as well as need based/sponsored trainings demanded by various public or private institutions.

In year 2022-23, the state farmers were also included as beneficiaries of PAMETI trainings. With the feedback received from the trainees, it has been noted that there is a great need to strengthen the rural youth in Punjab towards income generating livelihood options in agriculture and allied sectors.

More and more number of unemployed rural youth is migrating to foreign countries because of lack of appropriate knowledge and skills to create livelihood opportunities. Although, PAMETI was already organizing trainings under various government schemes such as Skill Training of Rural Youth (STRY), skill trainings under Agriculture Skill Council of India (ASCI), etc. However, there was a need to organize more short duration courses to cope up with the demand of providing skills to rural youth for better livelihood options.

Seeing this, PAMETI opted for a project "Empowering unemployed rural youth through capacity building for livelihood security" under RKVY scheme for the year 2023-24. During August-November, 2023, PAMETI successfully completed the project by conducting 12 trainings for unemployed youth. A total of 286 participants including 101 males and 185 females were trained under these 3 days trainings.

### Contd...

- Livelihood options for Women
- Mushroom Production
- Urban Agriculture
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## Entrepreneurship in Fish Processing and Value Addition

To get success in the area of fish processing and value addition, an entrepreneur should focus on modern preservation techniques, quality control, and exploration of innovative products like smoked or marinated fish. Understanding market demands and building a strong supply chain are also critical factors.

In order to train the fish farmers who want to pursue fish processing and value addition, a three-day training course was organized under RKVY scheme from August 8-10, 2023. It was organized in collaboration with College of Fisheries, GADVASU, Ludhiana and was attended by 21 farmers from western Punjab.

The training mainly included practical sessions, where farmers learnt different techniques for enhancing shelf life of their produce. They were also taught to prepare pickles and frozen products. Trainees expressed their willingness to adopt the techniques learnt during the course.



**Group Photo with trainees during training on "Fish Processing and Value Addition"**



**Group photo during Training on Food Preservation at Food Industry Business Incubation Centre, PAU, Ludhiana**

## Food Preservation

Food preservation is integral to ensuring a stable and secure food supply, reducing waste, extending shelf life, preserving nutrient value and supporting economic stability. Women can play significant role in food preservation. Women can easily hold and pass down skills and knowledge about food preservation within families and communities. This includes techniques such as canning, pickling, drying, and fermenting.

Keeping this in view, a training, in association with Dept. of Food Science and Technology, PAU was organized by PAMETI from August 16-18, 2023, in which 24 women participated. Training included demonstration sessions on preparation of *sharbats*, squashes, ready-to-serve drinks, *chutneys*, jams, pickles, etc. Trainees were also apprised about various government schemes for the benefit of women entrepreneurs and self help groups. Trainees keenly attended all the sessions and appreciated the practical approach of the training.



**Dr Neeraj Rani from School of Organic Farming, PAU delivering a session during training on "Organic Farming"**

## Organic Farming

Organic farming practices prioritize the use of natural processes and resources, avoiding synthetic chemicals and fertilizers. By focusing on sustainable practices, organic farming supports the long-term viability of agriculture. The demand for organic products has been steadily increasing as consumers become more conscious of health and environmental issues. Engaging in organic farming provides economic opportunities for farmers who can tap into this growing market.

Therefore, a training programme on this topic was conducted in association with School of Organic Farming, PAU from August 23-25, 2023. It was attended by 29 farmers who learnt the organic production methods for fruits, vegetables, medicinal, and aromatic plants. Training also included exposure visits to Integrated Farming System model and organic crops demonstration fields at PAU, Ludhiana.





**Dr Nitika Goel, addressing trainees during their visit to Dairy Plant, GADVASU, Ludhiana for practicals**



**ATMA officials from across Punjab during workshop for promotion of central govt. sponsored schemes**



**Dr Shivani Rana from Dept. of Resource Management and Consumer Science, PAU giving demo of candle making to the trainees during training on "Livelihood options for Women"**



**Practical session on preparing value added products of millets at Dept. of Food and Nutrition, PAU**

## **Milk Value Addition: Comprehensive Training for Farm level Dairy Products**

For Punjab dairy farmers, incorporating value addition into their operations can lead to a more resilient and profitable business model. Value addition not only helps in utilizing surplus milk efficiently but also allows farmers to diversify their products which command higher market prices. However, this requires deep knowledge of modern processing technologies, market dynamics, and quality standard requirements.

Seeing this, a training course was organized from Sept. 18-20, 2023, in which, 22 dairy farmers participated. During the training, various experts from College of Dairy Science and Technology, GADVASU, Ludhiana, took practical sessions on preparing milk products like high quality *Paneer*, *Dahi* and *Lassi*. Farmers were also made aware about FSSAI quality certification guidelines. Trainees wholeheartedly appreciated the course.

## **Promotion of Central Government Sponsored Schemes in Agriculture Sector**

With the idea to promote centrally sponsored schemes in agriculture sector namely Diploma in Agricultural Extension Services for Input Dealers (DAESI), Skill Training of Rural Youth (STRY) and Post Graduate Diploma in Agricultural Extension Management (PGDAEM), a state level workshop was organized by PAMETI on Sept. 4, 2023. This was attended by 87 ATMA officials from different districts of Punjab.

During the workshop, financial and operational guidelines for these schemes were discussed in detail. Experience sharing from Nodal Training Institutes (NTIs) including issues faced and future challenges were also part of the workshop.

## **Value added Products of Millets**

Millets are a group of small-seeded grasses with great nutritional benefits and resilience in diverse environments. Value-added millet products offer convenience, and versatility compared to raw millet grains. If rural women are trained in preparing these products at household level and adding them into their diet, their food and nutritional security can be addressed.

Considering this, a training course in association with Dept. of Food and Nutrition, PAU was organized by PAMETI from September 20-22, 2023, in which 27 trainees took part.

The training majorly included practical demonstration on preparation of millet based fermented products, dessert and puddings, nutritional snacks and bakery items. Trainees keenly took part in the course and learnt the recipes. They thanked the experts and organizers for their effort.

## Agriculture Export Potential (in collaboration with MANAGE, Hyderabad, Online)

Improvements in global commodity prices and growth in emerging economies are expanding the export market prospects by creating opportunities for smallholder farmers who can sell their products in international markets. However, capacity building in this area is essential to get success.

In view of this, PAMETI, in collaboration with MANAGE, organized an online training from October 3-6, 2023, in which 174 extension officials got registered from all over the country.

Dr Shalendra Singh, Director (Agril. Marketing), MANAGE explained promotional government schemes for exports during his inaugural session. Prof. Amit Budhiraja, Director, Utopia Logistics, New Delhi discussed agriculture export procedure in detail. Other experts from NIPHM and DGFT, shared their knowledge about quarantine and foreign trade of agricultural commodities during their sessions. Trainees well interacted with the experts and gave positive feedback about the course.



**Group Photo during Training on "Food Processing" conducted by ATMA Fazilka under STRY**



**Dr Balwinder Singh interacting with trainees during his lecture-cum-herbal garden visit at PAMETI**

## Kitchen Gardening

Kitchen gardening is the practice of growing edible plants, like vegetables, herbs, and fruits, in a small, controlled space at home. The goal is to produce fresh, healthy, and chemical-free produce thereby promoting sustainability. In order to make kitchen gardening experience more successful, it is important to enhance both knowledge and skills.

Therefore, a training programme was organized on this topic from October 11-13, 2023, in which 22 rural youth participated. During the training, various experts from PAU, Ludhiana delivered sessions on nutritional value of vegetables & fruits, organic cultivation practices, terrace gardening, and management of household waste.



**Dr Kiran Grover, Head, Dept. of Food and Nutrition, PAU with her faculty and trainees during training on "Bakery Products"**

## Bakery Products

PAMETI, in association with Department of Food and Nutrition, PAU organized a skill training program titled "Bakery Products" from October 16-18, 2023. A total of 27 participants from in and around Ludhiana attended this training.

The training program offered a comprehensive curriculum that covered a wide range of bakery products including preparation of breads, cakes, donuts, and cookies. The participants got hands-on experience in creating mouthwatering bakery treats. The trainers imparted scientific knowledge in the field and guided the trainees through every step of process during practical sessions. The course was not only focused on skill development but also addressed the need to create self-help groups and use of IT tools for better marketing of bakery products. During the valedictory session, trainees shared their positive feedback. They expressed that they have learnt a lot and could not wait to apply these bakery techniques furthermore.





**Learning by Doing: trainees preparing compost for “Mushroom Cultivation”**



**Group photo during training on “Urban Agriculture” at PAMETI**



**“Chocolate Making” session for women where they learnt to prepare exquisite chocolates**



**Session on “Preparing Paper Bags” in progress for women trainees during training on “Livelihood options for women”**

## Mushroom Production

In Punjab, Mushroom cultivation has gained popularity as a lucrative alternative to traditional wheat-rice cultivation. Favorable climate conditions, use of agro waste in the form of wheat straw or paddy husk, and market demand has positioned mushroom cultivation as a thriving sector for budding entrepreneurs.

In order to equip the mushroom growers with scientific knowledge and modern technologies of mushroom cultivation, a training programme was organized in association with Dept. of Microbiology, PAU from November 1-3, 2023. This training was attended by 20 farmers from in and around Ludhiana.

Emphasis was given on giving practical exposure to trainees about latest scientific innovations and sustainable practices in mushroom farming. Trainees were also guided by the experts on how to increase profits by increasing the shelf life of the produce.

## Urban Agriculture

Urban Agriculture means cultivating crops and raising livestock within city limits, giving communities access to fresh, locally-produced food. From farmers' markets to farm-to-table restaurants, the demand for locally grown produce creates avenues for small-scale farmers.

Therefore, to impart scientific knowledge to youth about urban agriculture, a training was conducted from Nov. 7-9, 2023, which was attended by 19 participants. Training emphasized on the need to understand connection between food, health, and the environment. Exposure visits and preparation of household waste into compost and bio enzymes were part of the training program.

## Entrepreneurship Options for Rural Women

Entrepreneurship has emerged as a powerful avenue for empowering rural women, providing them with a range of options to achieve economic independence. Women should be trained and encouraged to start their own micro or small-scale retail ventures.

Keeping this in view, PAMETI organized three skill training programmes for women from Oct. 25-27, Nov. 6-8 and Nov. 20-22, 2023. In these programmes, women from in or around Ludhiana participated who aspired to become self employed.

These trainings included practical sessions on preparing candles, handicraft from paddy straw, paper bags, chocolates, handwash and dishwash etc. Participants thanked the organizers for giving them such practical training and expressed their immense interest in starting own ventures.

## Other Activities

- Ms. Vandana, DD(IT) attended online trainings on "Internet of Things in Agriculture and Allied Sector" and "Drones for Agricultural Development".
- Ms. Bharti Madan, DD (IT) delivered a session on "Social Media: New Generation Tools for Extension Professionals" during online training on "Social Media for Agricultural Extension" organized by MANAGE, Hyderabad.
- Ms. Amanpreet Luthra- women entrepreneur trained under STRY by PAMETI got selected to attend International conference "From research to Impact: Towards just and resilient agri-food systems" at New Delhi and exhibited her products including homemade soaps and oils.
- Dr. Rupinder Kaur, DD(HRM) attended a review meeting about funds utilization under RKVY 2023-24 conducted by Department of Agriculture & Farmers' Welfare, Punjab.
- Ms. Bharti Madan delivered a session about "Role of PAMETI in Agricultural Extension" to B.Sc. (Community Science) students from PAU, Ludhiana.
- Ms. Bharti Madan, DD(IT) and Dr Harmeet Kaur, DD(BM) attended online meeting conducted under the Chairmanship of Additional Commissioner (Extension), DA&FW, about exploring the possibilities for conducting training programmes under PM Vishwakarma Scheme.
- Dr. Rupinder Kaur and Ms. Bharti Madan delivered sessions to students during Skill Development Programme under Institutional Development Plan at GADVASU, Ludhiana.
- A sponsored training on "Backyard Poultry Farming and Value Addition" was conducted at PAMETI in association with GADVASU, Ludhiana for the members of Watershed Development Committees.



**Dr G S Buttar, DEE, PAU; Dr R K Dhaliwal, Dean, College of Agriculture, PAU; Dr H S Dhaliwal, Former Director PAMETI with DAESI trained candidates and facilitators**



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

The National Institute of Agriculture Extension Management (MANAGE) had designed a one-year diploma programme and entrusted PAMETI to implement it in Punjab. The objective of the diploma is to provide formal agricultural knowledge to agri-input dealers and train them as para-extension professionals. PAMETI is implementing this diploma programme since 2018 in different districts.

Currently, five (5) batches of DAESI are successfully conducting classes two at PAMETI, one at ATMA-Faridkot and two at ATMA- Sri Muktsar Sahib. PAMETI conducted valedictory function for two batches of DAESI, in which degrees were distributed and participants with distinction were also honored.

## Skill Training of Rural Youth (STRY)

Skill Training for Rural Youth (STRY) programme provides skill-based training to rural youth in agri-based vocational areas. The norms of the scheme are executed as per the standards mentioned by the National Policy on Skill Development and Entrepreneurship 2015. In Punjab, PAMETI is the nodal agency for conducting trainings under this programme.

PAMETI organized following trainings under STRY from the month of August 2023 to November 2023:

- Clean Milk Production
- Integrated Dairy Development
- Selection, Operation & Maintenance of Paddy crop residue Machinery
- Goat Rearing and Management
- Fruit Processing
- Planting, Execution and Maintenance of Landscape

## ABOUT PAMETI, Punjab

PAMETI 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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