



**Punjab Agricultural Management and Extension Training Institute
(PAMETI), Ludhiana**

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From Director's Desk

Natural farming (NF) is a chemical free farming. It is an extreme branch of organic farming (OF). In NF, no input from outside farm and home is used whereas many types of bio based inputs are used in OF. In short, NF can be termed as the traditional farming which was actually going on before the onset of green revolution era.

At present, NF is being promoted under the centrally sponsored scheme *Paramparagat Krishi Vikas Yojna* (PKVY). It has been estimated that around 25 lakh farmers in India are already practicing regenerative/sustainable agriculture mainly in AP, Karnataka, HP, Gujarat, UP and Kerala.

Punjab agriculture is dominated by Rice-Wheat (R-W) system which has raised many contentious issues specifically water depletion. But any change in cropping is possible only if the alternative farming gives economic returns at least equal to R-W system. However, possibilities of NF can be explored in Punjab e.g. the niche area having low irrigation and fertilizer requirements, selective crops like pulses, oilseeds and agro-forestry.

At present, there is no organized/regulated market, certification system and standards for marketing of NF produce. Therefore, public policy formulation related to market support is imperative for popularizing the NF.



Dr H S Dhaliwal,
Director PAMETI

- Operationalization of e-governance portals (ERMS, PFMS, e- Office, DBT)
- Extension Strategies for Linking Farmers to Markets (in collaboration with MANAGE)
- Promotion of Bio-fortification for ensuring Nutritional Security (In collaboration with MANAGE)

WEBINARS:

- Improving Physical and Mental Health of Extension Personnel
- Quality Certification for Agri. & Allied Products
- ICTs in Agricultural Marketing- Blockchain Technologies
- Promotion of Family Farmer Concept



Group photo during Training on "Good Agril. Practices and Certification"

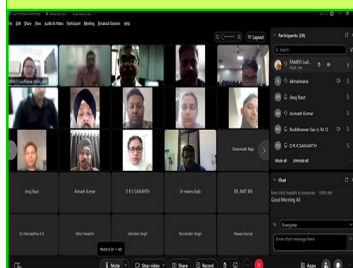
Good Agricultural Practices and Certification

Good Agricultural Practices (GAPs) are a collection of principles to apply for on-farm production and post-production processes, resulting in safe and healthy food. There is a need for farmers to understand the role of GAPs for conservation of water quality, soil health and environment.

Keeping this in view, an offline training on "Good Agricultural Practices and Certification" was organized from 19-21 April, 2022. The training was attended by 38 extension officials from State agri. and allied departments.

Other Activities:

- Ms. Vandana, DD (IT) attended online training on "Advances in ICTs in Agricultural Marketing System" organized by PAMETI in collaboration with MANAGE from 26-28 April.
- Director PAMETI attended the National Convention of SAMETIs 2022 at MANAGE from 28-29 April.
- Director PAMETI attended meeting of Inter Departmental Working Group (IDWG) and Extension Reforms (ATMA) at Chandigarh on 29th April.



Dr Shalendra from MANAGE taking interactive session during online training on "Advances in ICTs in Agril. Marketing System"

Dr S.S. Walia, Director, School of Organic Farming, PAU took the introductory session. He said that GAPs help in increasing productivity, improving quality and reducing cost of production. Dr C. S. Aulakh, from School of Organic Farming, PAU differentiated GAPs from Organic Farming. Various experts from PAU talked about the Integrated Pest Management (IPM), use of bio-control agents, need based fertilizer application, etc. during the programme. Training also included sessions on GAPs certification process.

Mr. Lakhwinder Singh, DD (Mktg.), PAMETI appealed the trainees to make aware as many farmers as possible about the GAPs. An online review of the training was held on 19th May, 2022.

Advances in ICTs in Agricultural Marketing System (In collaboration with MANAGE, Hyderabad) (Online)

In critical time of COVID-19, when the supply chain of agricultural and allied produce has been hit adversely, there is a need to guide farmers about innovative ideas to market their produce. ICT supported marketing models may be used by farmers to reach out consumers in an efficient and quick manner.

Viewing this, an online training on "Advances in ICTs in Agril. Marketing System" was organized in collaboration with MANAGE from 26-28 April, 2022. In all, 67 participants from agriculture and allied depts., Dept. of Cooperation, Milk-fed, Markfed, ICAR/SAUs/KVKs, etc. registered for the programme.

During the introductory session, Dr Shalendra, Dy. Director (BS), MANAGE explained agricultural marketing process and how ICTs can be used to facilitate this process. Ms. Bharti Madan, Dy. Director (IT), PAMETI made participants aware about ICT initiatives which are used to strengthen agril. marketing Dr Ramesh Mittal, Director, CCS NIAM, Jaipur introduced Block Chain Technologies and Traceability. Training included experience sharing by experts from Market Mirchi.com, Tamil Nadu Agri-tech portal and *Apni Kheti*.

Participants, during the feedback, said that the need of the hour is to reduce the gap between the prices paid by the consumers and realized by the producers by effectively using latest ICTs supported marketing strategies. Training ended with vote of thanks to the organizers. An online review of the training was also conducted on 26th May, 2022.



Dr S S Walia, Director, SOF, PAU with trainees during their field visit to Integrated Farm at PAU

Other Activities:

- Mr Ravneet Singh, DD (PHT) and Ms. Vandana, DD(IT) attended training on “Waste Management Strategies in agri and allied sectors” organized by PAMETI with EEI, Nilokheri from 10-13 May.
- Director PAMETI delivered a session to DAESI candidates at KVK Handaya, Barnala on 21st May.
- Director PAMETI attended the 10th meeting of State Level Project Sanctioning Committee (SLPSC) for reviewing the project proposals under RKVY at Chandigarh on 23rd May.
- Mr Ravneet Singh attended online training on “Extension Strategies for Scaling Up of Biofortified Crops” held by MANAGE – ICAR – CTCRI from May 23-27.



Trainees participating in Management Game session during trg. on Leadership Skills

Waste Management Strategies in agri. and allied sectors (in collaboration with EEI, Nilokheri)

There is a need for farmers to understand the various options for managing farm waste including both in situ and ex situ for conservation of water quality, soil health and environment for agricultural sustainability. Capacity building of extension officials in this regard is very important. Therefore, an offline training on “Waste Management Strategies in agri and allied sectors” was organized in collaboration with EEI, Nilokheri from 10-13 May, 2022. The training was attended by 31 extension officials from SAMETIs, SAUs and allied departments.

During inauguration, Director PAMETI explained the importance of waste management at individual and at farm level. Dr S S Walia from PAU explained recycling processes of waste material in the Integrated Farming System. Training included sessions on composting at household level and setting up of bio gas plants by dairy units. A visit to expose trainees with Crop Residue Management machinery was also organized.

Dr Nasib Singh, Regional Director and Dr Jasvinder Kaur, Asstt. Prof. from EEI, Nilokheri took the valedictory session. Online review of the training was conducted on 13th June, 2022.

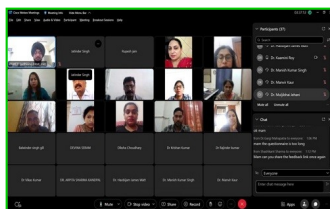
Leadership Skills for Employee Relationship Management

With the objective to enhance the leadership skills of extension officials for bringing effectiveness in their work areas through better relationship management, an offline training on “Leadership Skills for Employee Relationship Management” was organized from 17-19 May, 2022. In this workshop, 28 extension officials participated.

Director, PAMETI, during inaugural session, stated that leaders are not born; these skills can be developed with training. Ms Rupinder Kaur, Dy Director-HRM, PAMETI interacted with participants about ‘Dealing with Difficult People at workplace’. The participants were enlightened by various experts for different sessions such as the communication style of leaders, leadership drills, delegation, maintaining work relationships and emotional labour, etc. The programme was highly appreciated by all the participants. Online review of the training was organized on 17th June, 2022.

Strengthening Nutrition-sensitive Agriculture capacities of Mid-senior level officers (In collaboration with MANAGE) (Online)

Nutrition-sensitive agriculture is an approach to agril. development that puts nutritionally rich foods and dietary diversity as priority in support of overcoming malnutrition. In order to understand this concept and its importance, an online training on “Strengthening Nutrition-sensitive Agriculture capacities of Mid-senior level officers” was organized in collaboration with MANAGE from 7-10 June, 2022. In all, 76 extension functionaries from Agri. & Allied depts., Dept. of Cooperation, Milkfed, Markfed, ICAR, SAUs and ATMA attended the training.



Director, PAMETI taking valedictory session during online trg. on "Nutrition Sensitive Agriculture"

Other Activities

- Director PAMETI attended the 21st meeting of SLPSC under RKVY cafeteria scheme at Chandigarh on 6th June.
- Ms. Vandana attended online training on "Strengthening Nutrition-sensitive Agriculture Capacities of Mid-Senior Level Officers" organized by PAMETI in collaboration with MANAGE from 7-10 June.
- Dr Harmeet Kaur attended online training on "Training Skills and Tools for Online mode of Training" organized by EEI, Jorhat from 7-10 June.
- Director PAMETI & Ms Rupinder Kaur took an online meeting of NTIs to monitor the progress of DAESI batches in Punjab on 9th June.



Visit of trainees to PHPTC during trg. on "Micro Processing tech. in Horticulture"

Dr Veenita Kumari, Dy. Director (GS), MANAGE welcomed all the participants and informed that MANAGE has already developed the training curriculum under FAO project for this programme which comprises 12 sessions/modules. Dr Kiran Bains, from Dept. of Food & Nutrition, PAU explained the basics of Nutrition and prevalence of Malnutrition. Trainees were motivated to promote locally available nutritious or bio-fortified crops to meet the nutritional security.

During feedback, Director PAMETI and Ms. Bharti Madan, DD (IT), PAMETI-Programme Coordinator asked the trainees about their learning. Participants said that there is a need for sustainable solutions to promote and ensure nutritional security and they would make efforts to strengthen NSA. Training ended with a vote of thanks to the chair. Online review of the training was conducted on 11th July, 2022.

Women Empowerment through Entrepreneurial Skills

With the objective to make participants aware about various entrepreneurship options that could empower farm-women to become financially independent, an offline training on "Women Empowerment through Entrepreneurial Skills" was organized from 15-17 June 2022. In all, 22 participants from state agri. & allied depts. and ATMA attended this programme.

Director PAMETI inaugurated the training and briefly discussed its objective. He highlighted the need to raise the status of women through education, awareness and training. The participants were imparted knowledge about various govt. schemes for farm women. Experience sharing with successful women entrepreneurs and exposure visit to small scale units for self-employment in PAU, were also part of the training. During valedictory, Ms. Vandana, DD (IT), PAMETI took feedback. Online review of training was conducted on 18th July, 2022.

Micro Processing Techniques in Horticulture

Horticulture processing takes care of all possible waste that occurs in the distribution and marketing of fruits and vegetables. It also helps in utilizing excess produce during glut season. State farmers should be made aware of small scale techniques for minimizing food wastage and handling excess produce resulting in better income.

In view of this, an offline training on "Micro Processing Techniques in Horticulture" was organized from 21-23 June, 2022. In all, 37 extension officials (including 5 farmers) from the Dept. of Agriculture, Horticulture, Cooperation and Markfed got registered for this training. The objective was to make trainees aware about small scale ripening technologies for processing of fruits and vegetables.

Dr. BVC Mahajan, Director, PHPTC and other faculty members from the Institute interacted with the trainees and discussed ripening technologies, packaging for increasing shelf life, low cost extrusion technology, etc. Practical session on squash making from fruits and dehydration of bitter gourd was also conducted during the programme.

Trainees appreciated the efforts and said that their knowledge has been refreshed. Online review of the training was also conducted on 22nd July, 2022.



Group photo during trg. on "E-Governance portals"

Operationalization of e-governance portals (ERMS, PFMS, e- Office, DBT)

e-Governance is understood as the use of Information and Communication Technology (ICT) by Government in order to provide speedy, convenient, efficient and transparent services to the citizens and businesses. With the aim to impart knowledge about e-Governance and its importance in agriculture and allied sectors, an offline training on "Operationalization of e-gov. portals" was organized from 12-14 July, 2022. It was attended by 27 computer programmers and accountants from state agri. & allied depts. and ATMA.

Other Activities

- Dr Harmeet Kaur and Ms. Rupinder Kaur attended online meeting on PGDAEM held by MANAGE on 22nd June.
- Mr Ravneet Singh attended workshop organized by PAU & Punjab Agro Corporation on "Prime Minister Formalization of Micro Food Processing Enterprise Scheme" at PAU, Ludhiana on 28th June.
- Ms. Bharti Madan, DD (IT) attended webinar on "Empowering Farmers through Digital Journalism" organized by MANAGE on 8th July.
- Ms. Vandana, attended online workshop on "Drones for Agril. development" held by MANAGE from 11-15 July.

Director PAMETI inaugurated the training and explained the course objectives and content in detail. During the training, trainees were imparted practical know how about various e-gov. web portals like Extension Reforms Monitoring System (ERMS), Public Financial Management System (PFMS), e-Office and Direct Benefit Transfer (DBT) etc. Trainees were advised to share their learning with colleagues in their respective offices and implement the concepts learned. They were also informed that an online review of the training will be held on 12th Aug., 2022.

Extension Strategies for Linking Farmers to Markets (in collaboration with MANAGE, Hyderabad)

Demand driven production is the need of the hour for which market oriented extension is necessary. Accordingly, there is a need to create awareness among farmers and extension officials about different marketing strategies so as to reduce the gap between the price paid by the consumers and the price realized by the producers. This gap reduction will help farmers to get better profits.

Viewing this, an offline training on "Extension Strategies for Linking Farmers to Markets" was organized from 18-21 July, 2022. In all, 31 extension officials from agri. and allied depts., Milkfed, Markfed, SAUs, ICARs and Dept. of Cooperation attended the training.

Director PAMETI inaugurated the training and explained the course content. Dr Shalendra Singh, DD (BS), MANAGE took introductory online session on reforms in Agril. Marketing. During the programme, different innovative strategies and approaches for marketing of agri-produce and value-added products were discussed in detail. Participants also visited Namdhari Seeds at Vill. Bhaini Sahib, district Ludhiana where they were exposed to various packaging, grading and sorting techniques of fruits and vegetables. The programme concluded with positive feedback from participants. An online review of the training is scheduled on 22nd Aug., 2022.

Promotion of Bio fortification for ensuring Nutritional Security (in collaboration with MANAGE, Hyderabad) (Online)

To address the issue of malnutrition, bio-fortification is the best approach for providing nutrients to the rural poor, who rarely have access to commercially fortified foods. Bio fortification is the process of improving the nutritional quality of food crops. This can be achieved through agronomic practices, conventional breeding or biotechnology-based approaches like genetic engineering and genome editing.

Considering the importance of creating awareness in this area, PAMETI organized an



Trainees at Namdhari Seeds, Ludhiana during trg. on "Extension Strategies for Linking Farmers to Markets"



Mr Prateek Uniyal from Harvest Plus, taking session during online trg. on "Bio fortification"

Other Activities

- Dr Harmeet Kaur attended online training on "Agri. Entrepreneurship Development for Women held by MANAGE in collaboration with UH, Karnataka from 11-15 July, 2022.



Online Awareness program about Natural Farming being attended by Gram Pradhans at Jalandhar

- Ms Rupinder Kaur attended online National Workshop on Effective Implementation and Monitoring of DAESI held by MANAGE from 27-28 July.
- Dr Harmeet Kaur attended monthly meetings of STRY held by MANAGE.



DAESI candidates during their practical session at PAU

online training on "Promotion of Bio-fortification for Ensuring Nutritional Security" in collaboration with MANAGE and Harvest Plus from 27-29 July, 2022. In all, 104 extension officials from agri. and allied dept., ATMA, scientists from ICAR institutes and SAUs took part in this training.

Mr Ravinder Grover, Program Lead, Harvest Plus, inaugurated the training. He said that we need to promote the concept of 'Smart Plate/Food' among the population. Various principal scientists from different ICAR institutes, Dept. of Plant Breeding and Genetics, PAU and Harvest Plus discussed about bio-fortification in different crops such as rice, wheat, pearl millet, tuber crops, maize and vegetables, etc. Dr D.K. Yadava, Assistant Director General (Seed), ICAR, New Delhi interacted with participants regarding development of farmer-oriented seed system for promoting bio-fortified crops. Effective marketing strategies, standards and regulatory environment for bio-fortification were also discussed in the training.

During the valedictory, trainees appreciated the efforts put in by PAMETI, MANAGE and Harvest Plus. Online review of training is scheduled on 29th Aug., 2022.

Natural Farming

Natural Farming is considered as agro ecology based diversified farming system which integrates crops, trees and livestock with functional biodiversity. It is aimed at promoting traditional indigenous practices which reduces externally purchased inputs.

Considering the importance of Natural Farming, MANAGE has been designated as the Nodal Organization by the Ministry of Agriculture and Farmers' Welfare, GoI for creating awareness on this subject. In view of this, MANAGE and SAMETIs have been entrusted to organize capacity building programmes of *Gram Pradhans* at district level.

In this context, PAMETI organized 25 Webinars for 23 districts of Punjab and trained 1350 Gram Pradhans and progressive farmers in the state.

Diploma in Agricultural Extension Services for Input Dealers (DAESI)

National Institute of Agricultural Extension Management (MANAGE), Hyderabad has launched a one-year "Diploma in Agricultural Extension Services for Input Dealers (DAESI)" under centrally sponsored and self-financed mode in every state through SAMETIs. The main objective of this diploma programme is to build technical competency of input dealers so that they can act as para-extension professionals and can serve the farmers better.

Currently, 7 batches of DAESI are being run under PAMETI in different districts. Two batches of DAESI got successfully completed, of which the valedictory function was organized on 11th May, 2022. Dr Manjit Singh Kang, former Vice Chancellor, PAU, Ludhiana was the Chief Guest for the function. He congratulated all the candidates for successful completion of their diploma. Ms. Kanchan, Consultant, DAESI from MANAGE was the Guest of Honour. She appreciated the efforts of PAMETI faculty and staff for successfully organizing the diploma course.

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Dr M S Kang, former Vice Chancellor, PAU; Mr PPS Pangli, President, Borloug Farmers Association of South Asia; Ms Kanchan, Consultant, DAESI, MANAGE and Dr H S Dhaliwal, Director, PAMETI with PAMETI faculty, DAESI facilitators and candidates during Valedictory Session

Forthcoming Programmes (Both in Online and Offline Modes)

Online Mode:

- Future of Food Tech Start-ups
- Linking Farmers to Markets (in collaboration with MANAGE, Hyderabad)
- MDP for Women in Development Sector
- Punjab Financial Rules
- Quality Production and Marketing of Jaggery and its By-products

Offline Mode:

- Time and Stress Management for Professional Excellence
- Quality Fodder Production, Preservation (Silage and Hay making) and Marketing
- Agro Tourism-An emerging agri venture
- Mobile Journalism and Video Production
- IDEA: Initiative for development of agri or allied ventures
- Innovative Income generating avenues in Agro forestry
- Fermentation and Bio fortification in Dairy Products

About PAMETI, Punjab

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

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