

# PAMETI

## REPORTER



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### From Director's Desk

Nutrition Garden is of great importance for ensuring nutritive diet. It includes both vegetables and fruits. In Nutrition Garden, fruit plants and vegetables are selected in such a way that the garden remains productive and provide nutrition throughout the year. Further, it ensures dietary diversification.

Punjab Agricultural University (PAU), Ludhiana has recently recommended Fruit Nutrition Garden for adoption by rural and urban /peri-urban households. As per the model suggested by PAU, in about 625 sq. m. area, 21 kinds of fruit plants can be planted. In the proposed model, fruit plants have been planned on the basis of their kind i.e. evergreen or deciduous, growth and bearing habit.

Similarly, model for Vegetable Nutrition Garden of 6mx6m has been recommended by PAU. As per the model, three different annual vegetables can be grown on the same piece of land. The vegetables can be grown using either organic or bio fertilizers.

To have a balanced approach towards physical and mental fitness, it is of special interest of the consumers to grow vegetables and fruits themselves with minimum or no use of chemicals.



**Dr Manav Indra Singh Gill,  
Registrar, PAU, Ludhiana  
took additional charge as  
Director, PAMETI  
on 23-02-2023**

### WEBINARS:

- Innovations in e-Extension
- CSR for Agricultural Development

## Value Addition in Fisheries for Better Income

Value can be added to fish and the fishery products can be prepared according to different consumer needs. Fishery products range from live fish to ready-to-serve convenience food. Marketing of the fish products is completely different from traditional fish markets and require new channels. There is a need to motivate state fish farmers to prepare innovative fish products in order to get better profit from their raw produce.

Keeping this in view, a training was organized from December 6-8, 2022, which was attended by 25 extension officials from Department of Fisheries, Punjab and ATMA.

During the training, experts from College of Fisheries, GADVASU, Ludhiana discussed various value addition techniques for producing good quality fish products, their packaging and marketing. Training included practical sessions and exposure visit to the fish processing lab, GADVASU.



**Dr Abhed Pandey, GADVASU and PAMETI faculty with officials from Department of Fisheries, Punjab**



**Trainees during Yoga Session at PAMETI**



**Watershed Development Committee members (Pathankot) during their sponsored training on Mushroom Cultivation**

## Developing Work-Life Well-being

Advances in digital technologies have made it easier for extension officials to work from anywhere at any time. While this has resulted in increased productivity, it has blurred the boundaries between personal and professional lives of the employees. It has also put additional stress.

To address this issue, PAMETI organized training from December 13-16, 2022 for the benefit of extension functionaries in which 48 officials participated. The training focused on helping the trainees to develop skills required to maintain a healthy work life balance, leading to a happier and more fulfilling life. These skills were imparted to trainees through various activities, games and exercises including sessions on Yoga under the guidance of Mr Sanjeev Tyagi and his team from Everest Yoga Institute, Ludhiana. All the trainees enthusiastically participated in the training activities, learnt from them and promised to practice the skills in their day to day life.

## Innovative Agricultural Marketing Strategies

With an aim to identify and propose innovative marketing practices both to promote agricultural products and to connect food processing/production with marketplace conditions, an online training was organized from December 19-21, 2022, in collaboration with MANAGE, Hyderabad. A total of 89 extension functionaries and entrepreneurs from across the country registered for this programme.

The scientists from the areas of business management, agricultural economics and information technology took sessions about different agricultural marketing aspects. The training gave an opportunity to the participants to interact with different successful agri-preneurs who have come up with out of the box agri business ideas and adopted innovative strategies to market their produce.





**Exposure visit of trainees to Precision Agriculture Lab at PAU, Ludhiana**



**Trainees during their exposure visit to Farmers Agrimart, an FPO at village Mushkabad, Ludhiana**



**Dr Jaswinder Pal Singh Grewal, JDA (Inputs) from Dept. of Agriculture & Farmers' Welfare, Punjab addressing the enforcement officers during the training**

Keeping this objective in mind, a training was organized from February 13-15, 2023, in which 56 enforcement officers from Dept. of Agriculture and Farmers' Welfare, Punjab participated. During the training, experts from Central Fertilizer Quality Control & Training Institute, Faridabad interacted with the trainees and discussed the process involved in drawl, inspection and analysis of both indigenous and imported fertilizers. They also discussed the operation of Fertilizer Quality Control System (FCQS)- a software developed for the fertilizer samples collected and sent to laboratories for testing. Dr J S Grewal, JDA (Inputs) from State Agriculture Department also addressed the trainees and apprised them about Fertilizer Control Order, 1985. Trainees appreciated the programme during the feedback.

## Emerging Artificial Intelligent Applications in Agri and Allied Sectors

Artificial Intelligence (AI) is the simulation of human intelligence by computers. In agriculture sector, AI technologies are widely used to help yield healthier crops, control pests, monitor soil, organize data for farmers, help with the workload, and improve a wide range of agriculture-related tasks in the entire food supply chain.

With the objective to spread awareness about use of these latest technologies, a training was organized from January 9-11, 2023, which was attended by 19 extension officials. The training included sessions on expert systems, intelligent farming, AI based geographic information systems, robotics, drones, etc. Trainees also visited Precision Agriculture Lab at PAU, Ludhiana as part of the training and appreciated the programme.

## Extension Strategies for Sustainable Development of FPOs

Farmer Producer Organization (FPO) is a legal entity formed by the farmers to ensure better income through economies of scale. The Government of India has approved and launched the Central Sector Scheme of "Formation and Promotion of 10,000 Farmer Producer Organizations(FPOs)" to form and intend to promote 10,000 new FPOs till 2027-28. There is a need for building capacities of extension officials in this regard so that the above goal can be achieved.

Keeping this in view, a training was organized from January 23-25, 2023, in which, 23 extension officials participated. Training was focused on various approaches to mobilize and to aggregate the farmers, make them understand the concept of FPOs, its implementation and motivate them so that they can get better profits.

## Orientation Training on "Fertilizer Quality Control" for enforcement officers

It is essential to ensure the supply of good quality fertilizers to the farmers as the agricultural productivity is affected by poor quality fertilizers to a large extent. The state fertilizer quality control enforcement officers need to be made aware about the fertilizer sample collection, testing, analysis and reporting as per the Fertilizer Control Order, 1985.

## Agripreneurship Development for Rural Youth

There is a need to promote entrepreneurship in agriculture and allied areas by empowering the rural youth and helping them to identify agriculture related business opportunities. This will not only lead to self-employment but also generate job opportunities for others, ultimately leading to an overall economic development.

With this objective, an online training was organized from March 20-22, 2023, in collaboration with MANAGE. A total of 53 extension officials and entrepreneurs attended this programme. Different experts from both PAU and GADVASU made the trainees aware about various entrepreneurial options in agriculture and allied sectors. Training included sharing of journeys of successful entrepreneurs so that lessons can be learnt from their experiences.



**Dr S S Walia, School of Organic Farming interacting with trainees during their visit to Integrated Farming System (IFS) Farm at PAU, Ludhiana**

## Crop Diversification options in Punjab

In Punjab, concerted efforts are required to shift the cropping pattern from dominant wheat-paddy crops to production of alternate crops. The crops like oilseeds, millets, pulses, sugarcane, etc. should be promoted among farmers not only to improve soil fertility and decrease depletion of ground water but also to increase farmers' income. The state extension officials need to be trained in this regard.

Keeping this in mind, the following training programmes were organized under Crop Diversification Programme (CDP) for the state extension officials:-

- February 6-7, 2023 --- Amritsar
- February 20-21, 2023 --- Amritsar
- February 21-22, 2023 --- Moga
- February 22-23, 2023 --- Barnala
- February 23-24, 2023 --- Moga
- February 27-28, 2023 --- Moga



**Exposure visit of trainees to Field Demonstration area for pulses at PAU**

## Trainings under Pradhan Mantri Krishi Sinchayee Yojana (PMKSY)

Department of Soil & Water Conservation, Punjab entrusted PAMETI to conduct awareness programmes on "New Generation Watershed Development Projects" under PMKSY scheme for the Watershed Development Committee (WDC) members. A total of three one-day trainings were organized in December, 2022 for the WDC members from Pathankot, SAS Nagar and Roopnagar. A training on Mushroom Cultivation was also organized for WDC-Pathankot members from December 5-6, 2022.



**Group photo of trainees during their visit to CIPHET where they were apprised about various millet based products and other food processing technologies**





**Sh S R Ingle, Joint Director, MoA&FW, with Director PAMETI and faculty while inaugurating the exhibition**



**Interaction with women entrepreneurs during the exhibition**



**Dr R K Dhaliwal, Dean, CoA, PAU addressing the women participants during the event**



**Sh. S R Ingle, Joint Director, MoA&FW, Dr Veenita Kumari, Dy. Director, MANAGE, Dr MIS Gill, Director PAMETI with faculty and participants during the G20 side event**

## **Awareness Programme on Agripreneurship-cum-Exhibition for Farm Women – a side event of G20**

As India holds Presidency on G20 on the theme "Women Led Development", a side event titled "Awareness Programme on Agripreneurship-cum-Exhibition for Farm Women" was organized by PAMETI in collaboration with MANAGE, as per the directions of Ministry of Agriculture & Farmers Welfare, Government of India sponsored by Department of Agriculture and Farmers' Welfare, Punjab on March 28, 2023.

Sh. S R Ingle, Joint Director, Ministry of Agriculture & Farmers Welfare, New Delhi was the Chief Guest and inaugurated the event which was attended by 336 participants from all over the state. Dr. MIS Gill, Director, PAMETI-cum-Registrar, PAU; Dr RK Dhaliwal, Dean, College of Agriculture, PAU and Dr. Veenita Kumari, Dy. Director (Gender Studies), MANAGE, Hyderabad graced the occasion.

The event was aimed at promoting entrepreneurship among farm women so that they can start their own small scale ventures and improve their livelihoods. Experts, in the area of food processing and marketing, apprised the attendees about creating various food products and marketing digitally.

Various Govt. schemes launched for the benefit of farm women were also discussed during the event.

The exhibition included innovative products prepared by successful farm women and entrepreneurs, such as bamboo pickle, amla burfi, tamarind candies, millet cakes, cookies and handmade crafts, etc. It, not only attracted a large number of buyers but also served as a platform for the entrepreneurs to interact, share knowledge and learn through their experience.

The programme ended with facilitation of experts and women entrepreneurs. Participants highly appreciated the team effort put in by the PAMETI faculty and staff for the successful conduct of the programme.



## Other Activities

- PAMETI conducted "State Level Training Need Assessment Workshop" for finalizing Annual Training Calendar (2023-24) which was attended by representatives from state heads from agri. & allied departments, Dept. of Cooperation, Milkfed, Markfed, PAU and GADVASU.
- Ms. Bharti Madan, DD(IT) attended online trainings on "Opportunities and Challenges of Family Farmer in India" and "Case Methodology and Writing".
- Ms. Rupinder Kaur, DD(HRM) attended online training on "What Strategies Can Work to Address Malnutrition through Bio-fortification" and "Review of Progress of DAESI implementation".
- Ms. Bharti Madan took sessions on "Role of PAMETI in organizing trainings", "Team Work & Team Building" and "Digital content Development in agri. extension"
- Term-end examinations for Post-graduate Diploma in Agricultural Extension management (PGDAEM) were conducted.
- Ms Rupinder Kaur, Ms Bharti Madan and Dr Harmeet Kaur took sessions during training on "HRM: Need based interventions for livelihood upliftment and awareness on Government policies and plans in SC clusters"
- Mr Ravneet Singh, DD(PHT) was special invitee and delivered a lecture on "Organic farming and ATMA Kisan Hut" at ATMA, Barnala.
- Ms Vandana, DD (IT) attended online trainings on "Agricultural Journalism", "e-extension in Agriculture" and "Agri-Startups".



**Dr Satbir Singh Gosal, the Worthy Vice Chancellor, PAU, Dr G S Buttar, Director of Extension Education, PAU, Dr H S Dhaliwal, Former Director, PAMETI and Dr MIS Gill, Director, PAMETI during DAESI inauguration**

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

In an effort to shape input dealers as para-extension professionals by providing them requisite agricultural knowledge, DAESI programme is being conducted by PAMETI in different districts under the guidance of MANAGE.

Dr Satbir Singh Gosal, the Worthy Vice Chancellor, PAU, Ludhiana inaugurated two DAESI batches at PAMETI campus on March 18, 2023. Dr GS Buttar, Director of Extension Education, PAU and Dr HS Dhaliwal, former Director, PAMETI also graced the occasion. Apart from this, three batches were started at ATMA-Faridkot (1) and Sri Muktsar Sahib (2).

### Skill Training of Rural Youth (STRY)

In order to train rural unemployed youth in various agriculture and allied areas like mushroom cultivation, bee keeping, dairy farming, organic farming, nursery production, etc., PAMETI successfully conducted 47 trainings under STRY scheme. These trainings were conducted by collaborating with various institutes/organizations like Dairy Training Centers (DTCs), ATMA in different districts and private sector agricultural universities. Following were the major areas of trainings conducted under STRY:

- Urban Agriculture
- Organic Farming
- Bee Keeping
- Clean Milk Production
- Commercial Dairy Farming

In addition to the above, specific women centered trainings in skill areas like knitting, crochet, dyeing, painting, and food preservation, etc. were also organized.

## 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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