

PAMETI

R E P O R T E R



In This Issue

- Refresher Training Programme for officials of Punjab State Rural Livelihood Mission
- Agri Start ups (in collaboration with MANAGE, Hyderabad)
- Extension Strategies for Linking Farmers to Markets (in collaboration with MANAGE, Hyderabad)
- Crop Diversification Options in Punjab
- Value Addition options in Horticulture crops
- Enhancing Performance of extension personnel for transfer of technology (in collaboration with EEI, Nilokheri)

From Director's Desk

Ensuring Crop Diversification with Horticulture through policy Issues

The horticulture sector has immense potential to increase biodiversity, employment generation, environmental conservation, and improvement in livelihood of farmers and employees working along the entire value chain. Profitability per unit area basis in fruit and vegetable cultivation is better than other conventional crops. Although, cultivation of horticulture crops is considered a viable option, but to ensure crop diversification through horticulture crops, the hand holding of farmers who opt for crop diversification is must. During the pre-bearing period, the financial support equivalent to ongoing wheat-rice cropping system and during post-bearing period, minimum support price (MSP) is must for the alternate crops adopted by farmers.

During natural calamities such as drought, water logging in the region, strong winds particularly during flowering and fruiting period, there is a massive damage to the crop which results in rapid decline in productivity per unit area and in several instances, there is hundred percent crop loss. Hence, there must be provision of crop insurance for such farmers. Further, to ensure the supply of quality fruit plants with reference to root stocks, it is must to enforce existing nursery act. The sale of fruit plants must only be allowed from PAU, state horticulture department or govt. approved accredited nurseries. Region specific crop cultivation needs to be encouraged. The focus should be on crops which have history of adaptation in the region. Time bound water and electricity needs of the farmers, who opt for crop diversification, must be met on priority to ensure remunerable returns from such diversified options.



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

Refresher Training Programme for officials of Punjab State Rural Livelihood Mission

Punjab State Rural Livelihood Mission (PSRLM) is a poverty alleviation project implemented by Ministry of Rural Development, Government of India. This scheme is focused on promoting self-employment and the organization of rural poor.

In order to refresh the knowledge of the officials working under this mission, PAMETI conducted two refresher training programmes from April 19-25 and May 2-7, 2023, which were attended by 30 and 40 participants respectively. The basic objective of the trainings was to equip the trainees with skills to mobilize and motivate rural poor for starting entrepreneurial activities and earn better livelihoods.

The training included classroom lectures, brainstorming sessions, management games and exposure visits. Trainees appreciated the programmes and expressed the need to organize such more programmes in future.



Group Photo during Refresher Training for PSRLM officials

Agri Start-ups (Online training In collaboration with MANAGE, Hyderabad)

Agri startups are ventures that use innovative technologies in agriculture and allied sector to improve productivity, sustainability and profitability in farming and food production. In today's era with increasing population and demand for better quality and higher quantity of food, agri startups can provide valuable solutions in the form of products, services or applications. These need a strong push for the flourishing of agriculture sector.

Keeping this in view, a collaborative training with MANAGE was organized by PAMETI from April 24-26, 2023, in which 63 participants from all over India enrolled. Training covered the topics as making business plan, conducting market research, building teams and partnerships, etc. Training also provided a platform for successful agri startups like Just Agriculture, Dragon Flora and Punjab Agro Silage to discuss their journeys. Training ended with positive feedback from the trainees.



Practical session during Training on Women Entrepreneurship in Food Preservation under STRY

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

To create opportunities and unearth ways of linking smallholder farmers with both domestic and global markets, there is a need to strengthen agricultural extension services and improve farmers' marketing skills. Keeping this in view, an online training was organized from May 16-19, 2023, in collaboration with MANAGE, Hyderabad. A total of 19 extension functionaries attended this programme.

The training programme was inaugurated by Dr Shalendra Singh, Deputy Director (BS), MANAGE, who discussed various Govt. schemes for agricultural marketing during his session. Apart from the lecture sessions taken by marketing experts, training also included case studies of successful agri marketing models from Punjab and exposure visit to Agro Processing Center, PAU, Ludhiana.



Trainees with PAMETI faculty during training on Extension Strategies for Linking Farmers to Markets



Exposure visit of trainees to Processing Plant (Oilseeds) at PAU, Ludhiana



Practical session during Skill Training on Millets under STRY



PAMETI faculty during Management Game session with trainees



Dr Surya Rathore, NAAM, Hyderabad and Dr. Pravender, Director ATARI with PAMETI faculty and ATMA officials during their meeting about "Diagnostic study on Strengthening KVKs and ATMA" at ATARI, Ludhiana

Crop Diversification options in Punjab

Adoption of crop diversification by state farmers can greatly help in conserving groundwater, revitalizing soil health, state farmers can greatly help in conserving groundwater, revitalizing soil health, augmenting economic benefits and enhancing employment opportunities. The state extension officials need to be made aware of different crop diversification options so that they may guide the farmers and above objectives can be achieved.

Therefore, a training programme was organized from May 25-26, 2023 under Crop Diversification Programme (CDP) for the extension officials from Amritsar district, which was attended by 19 participants. During the training, officials were oriented about cultivation and marketing of alternate crops such as maize, pulses, oilseeds, and millets. Exposure visits to the crop demonstration plots and agro processing unit at PAU, Ludhiana were also conducted as part of the training.

Value Addition options in Horticulture crops (Online training in collaboration with MANAGE, Hyderabad)

With an objective to make aware the extension officers about ongoing post harvest losses in horticulture sector and ways to reduce them, an online training was organized from June 06-09, 2023 in collaboration with MANAGE. This training was attended by 38 officers from all over the country.

During the training, latest technologies for processing of fruits, vegetables, mushrooms, flowers and medicinal plants were discussed by experts from institutes like IIHR, Bengaluru, FRI, Dehradun, DMR Solan, CIPHET, PHPTC and PAU, Ludhiana. Trainees interacted well with the experts, learnt the ideas, and cleared the doubts.

Enhancing Performance of extension personnel for transfer of technology (in collaboration with EEI, Nilokheri)

An extension official need to serve as a leader, information provider, facilitator and motivator. These different roles and changing extension needs require effective strategies for better performance. Keeping this in mind, PAMETI organized a training from July 04-07, 2023, in collaboration with EEI, Nilokheri. In total, 35 extension officials participated in this training.

The training focused on imparting management skills like leadership, communication, delegation, etc. through role plays and management games. Also, sessions on stress management and maintaining both physical and mental health were also conducted. Participants highly appreciated the efforts made by EEI and PAMETI for the conduct of this program.

Other Activities

- Annual meeting of PAMETI Governing Board was held under the chairmanship of the Principal Secretary, Agriculture and Farmers' Welfare, Punjab at Chandigarh which was attended by Director PAMETI and faculty.
- Ms. Bharti Madan, DD(IT) and Ms. Rupinder Kaur, DD (HRM) presented PAMETI's project during 11th RKVY – State Level Project Screening Committee (SLPSC) meeting under the chairmanship of Principal Secretary, Agriculture & Farmers' Welfare, Punjab.
- Director PAMETI, Dr Balwinder Singh, DD (Agril. Extn.) and Mr Ravneet Singh, DD (PHT) attended meeting on "Strengthening of ATMA in Punjab" with Dr Sukhpal Singh, Chairman, The Punjab State Farmers Commission & his team at PAMETI.
- Mr Ravneet Singh and Dr Harmeet Kaur, DD(BM) attended meeting on "Diagnostic study on Strengthening KVKs and ATMA" at ATARI, Ludhiana.
- Ms Vandana, DD (IT) attended online trainings on "Agri Startups", "Video Production Techniques for Dissemination of Information in Agriculture" and "Value addition options in horticulture crops".
- Contact classes for Post-graduate Diploma in Agricultural Extension Management (PGDAEM) batch-16 were conducted.
- Ms Rupinder Kaur conducted both online and offline meetings with DAESI facilitators regarding successful conduct of DAESI program in Punjab.
- Ms Rupinder Kaur visited ATMA Tarn Taran, KVK Barnala and Chandigarh University, Mohali in context with DAESI.
- Mr Ravneet Singh attended online trainings on "Agri Startups", "Value-Added Dairy Products: Opportunities and Challenges for Dairy Startups", and "Value Addition Options in Horticulture Crops".



Practical session and exposure visit for DAESI candidates

Diploma in Agricultural Extension Services for Input Dealers (DAESI)

To address the problem of excessive use of agro chemicals by farmers, it is indeed required to educate the agri input dealers because they act as first contact point for farmers for seeking advice. Therefore, PAMETI is running a one year diploma course, DAESI with 7 batches at 6 districts of the state.

This programme aims to provide formal scientific agricultural knowledge to agri input dealers so that they may become para extension professionals and guide the farmers accordingly. In the month of June, final examinations for four batches: ATMA- Ferozepur, ATMA- Tarn-taran, ATMA- Sri Muktsar Sahib, and KVK- Barnala were conducted successfully.

Skill Training of Rural Youth (STRY)

Skill Training of Rural Youth (STRY) aims at imparting skill based training to rural youth on Agro based vocational areas in compliance with National Policy on Skill development and Entrepreneurship, 2015. These programmes are coordinated by MANAGE at national level and implemented through SAMETIs at state level. These skill trainings to rural youths may also be imparted through KVKs, NYKs, FTCs and/or any other identified training institutions at state/district level.

PAMETI organized following trainings under STRY from the month of April 2023 to July 2023:

- Women Entrepreneurship in Food Preservation
- Processing and Value addition of Millets
- Cooking options for Millets

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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