



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

PAMETI Reporter

(Tri-annual Publication)

Volume 10

Issue I

April to July, 2020

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From Director's Desk

Rice-wheat is the predominant crop rotation of the state mainly due to the MSP support. Presently, cultivating the Rice and Wheat is not an innovative farming rather it is just a way of life. Often diversification is considered to be the solution for breaking this monoculture but there is a problem of marketing of produce of the alternatives to both the crops. Therefore, there is a need to make ongoing agriculture, 'market oriented' rather than 'production oriented'.



Farmers should be guided to look for the market first and then go for the farm production. They shouldn't become dependent only on one market rather they should explore alternative markets and innovative marketing strategies and methods. They will have to do the value chain mapping. After doing the market segmentation, market should be targeted by positioning the produce accordingly. Farmers should be encouraged for processing, value addition, packaging and self marketing instead of selling raw produce in the market, to enhance their income. To follow the innovative marketing practices, new emerging formats of markets include:

Farmer Producer Organizations (FPOs) are farmers' groups with membership mainly comprising small/marginal farmers. Bulk purchase by the FPO for the member farmers reduces the cost of production. Aggregation of marketable surplus of all the member farmers gives them bargaining power and they can realize higher price for their produce. **Road Side Display (RSD)** is a service provided to the consumer in which farmer sells fresh and processed farm products directly to consumers by displaying the same on the farm adjoining the highway. **Apni Mandis/ Kisan Bazaar** are the markets that help to provide a venue for farmers to sell their produce directly to the consumer by eliminating the middle men. **ATMA hut** is the establishment set up on Government offices or at public place where the farmers stock their produce and sell it directly to the consumers. **eNAM** (Electronic National Agriculture Market) is an online trading platform for agricultural commodities in India to create a unified national market for agricultural commodities. It seeks to leverage the physical infrastructure of the *Mandis* through an online trading portal, enabling buyers situated even outside the State to participate in trading at the local level. **Digital/ Internet Marketing:** It is marketing of agriculture produce using electronic or digital technologies like internet, computers, mobile applications, databases etc. This offers benefits like global reach, lower costs, measurable results and customization.

<p>Other Activities:</p> <ul style="list-style-type: none"> • Dr H S Dhaliwal, Director PAMETI gave a session on “The Happy Seeder and its benefits: Results from the Demonstration Project in Punjab” during webinar on “Addressing sector open burning” organized by CCAC/ UNEP on 16th April. • Mrs. Rupinder Kaur, DD(HRM) attended Seven-days e-learning workshop on “Research in the time of a Pandemic”, conducted by Panjab University, Chandigarh from 21-27 April. • Ms Bharti Madan, DD (IT), attended a webinar on “Learning Management System and e-Learning” organized by Center for Innovations in Public Systems (CIPS), Hyderabad on 8th May. • PAMETI faculty attended webinar on the theme, “Impact of COVID-19 on Agri-Business Industry” organised by CCS NIAM on 18th May. • Faculty PAMETI attended webinar on “Role of e-NAM in Agricultural Marketing during COVID-19 Period” organized by CCS NIAM on 21st May. 	<p>e-Extension during COVID-19</p> <p>During this critical time, when the pandemic COVID-19 has made it almost impossible to physically reach out the farmers, e-extension is the only solution. With the use of latest IT tools, extension functionaries can remain in constant touch with farmers. In order to emphasize the need for use of various Information Technology tools and methods to reach out the farmers during COVID-19 pandemic, a webinar was organized on “e-Extension during COVID-19” on 4th June, 2020 in which 109 participants from State Agriculture, Allied departments and ATMA participated.</p> <p>Dr V P Sharma, Former Director (IT), MANAGE, Hyderabad enlightened the participants about various ways to impart knowledge to the farmers through IT based extension methods. Uses of short videos, social media applications, Kisan Call Centers etc. were some of the important methods of e-Extension shared by him. Trainees participated actively in the webinar, interacted with the expert and raised their queries which were answered by the expert. Feedback of the programme was collected from the participants who gave suggestions for further improvements.</p> <p>Mental and Physical Health during COVID-19</p> <p>In order to educate the extension functionaries for their better health management amid COVID-19 pandemic, a webinar was organized on “Mental and Physical Health during COVID-19” on 15th June, 2020 in which 69 participants from State Agriculture, Allied departments and ATMA participated.</p> <p>Dr H S Dhaliwal, Director PAMETI during his interaction with the participants said that it is time to be precarious about one’s physical health as well as the mental health. COVID-19 has severely affected the overall economic conditions leading to tough situations for people especially farmers to survive and earn their livelihoods. They not only require strong immunities but also more mental strength and support.</p> <p>Dr Muktinder Singh, Homeopath, Ludhiana interacted about the immunity building against COVID-19 in his session. He laid stress on natural lifestyle and homeopathy to cure diseases. Dr Sarabjeet Singh, Director, Placement Cell, PAU emphasized on taking care of mental health along with physical. He also mentioned about the “<i>Utshah</i>” project being implemented by PAU to encourage and support distressed farmers.</p> <p>Value Addition in Livestock Products for Better Marketing Opportunities</p> <p>Value addition to livestock products is the process of increasing the economic value and consumer appeal of a livestock commodity. The key to success in value-added livestock is developing a unique product that is demanded by consumers. In order to make the participants aware about the concept of Value Addition in Livestock Products, a webinar was organized on “Value Addition in Livestock Products for Better Marketing Opportunities” on 19th June, 2020 in which 175 extension officials from the Department of Agriculture and Farmers’ welfare, Punjab, Depart-</p>
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Other Activities:

- Mrs. Rupinder Kaur attended a National webinar on “Attitude Change Management and Work Ethics in COVID-19 Scenario”, organized by Changu Kana Thakur Arts, Commerce and Science (CKT) College, Maharashtra on 23rd May.
- Ms. Bharti Madan, Ms. Vandana and Mr Gagan-deep Singh attended two week online workshop on "e-Training guide for Administration Work" organized by Ramanujan College, University of Delhi, from 25th May – 5th June.
- Dr Harmeet Kaur completed eight weeks course of Fundamentals of Agricultural extension on AGMOOCs organized by IIT Kanpur on 30th June.
- Dr Harmeet Kaur and Ms Bharti Madan attended three days training on “Time and Stress management for organizational excellence” organized by EEI, Nilokheri from 1-3 July.
- Mrs. Rupinder Kaur attended webinar on “Coping with Covid-19 : Strategies for Farmer Producer Organizations (FPOs)” organized by MANAGE, Hyderabad on 6th July.

ment of Animal Husbandry & Department of Dairy Development, Mohali, Punjab got registered.

Dr. Manish Kumar Chatli, Prof. cum HOD, Dept. of Livestock Products Technology discussed the recent trends, future prospects, scope, need & importance of value addition in livestock products. He also discussed recent technologies used for value addition in meat and egg products and supply chain management in livestock industry. Dr. Venus Bansal, Department of Dairy Science & Technology discussed the global and national scenario of value addition & various options available for value addition in milk & milk products.

At the end, participants agreed that value addition in livestock sector is important during this challenging time of COVID-19. Participants gave positive feedback about this Webinar & highly appreciated both the lectures given by the resource persons.

Indoor Plants: Selection and Maintenance

Pollution adversely affects environment in which we live. Pollution is not just outside. It's in the places we call 'work' and 'home'. Indoor Pollution can be reduced by planting interior plants which help in providing a pleasant working environment. Plants help to reduce stress and create a feeling of well-being. In order to make aware the extension functionaries aware about the indoor pollution issues and to encourage them to actively participate in developing a safe and pleasant environment, a webinar was organized on “Indoor Plants: Selection and Maintenance” on 23rd June, 2020 in which 34 Participants from State Agriculture and Allied Departments and ATMA got registered.

Through this webinar, Dr Balwinder Singh Lakhewali who is an environmentalist and working as Deputy Director at PAMETI imparted knowledge about different kinds of indoor plants which can be grown in offices or homes to reduce indoor pollution and enhance healthier environment.

FPOs: A way forward for Khetipreneurs

Farmer Producer Organizations (FPO) has emerged as the most significant institution to enable aggregation of small farmers' produce and linking them with markets. This leads to improvements in market access of farmers. That is why, under the FPO scheme, government has set a target for the formation of 10,000 FPOs across the country in five years from 2019-24. Therefore, to emphasize the importance of FPOs and promote them in the state, a webinar was organized on “FPO: Way forward for Khetipreneurs” on 25th June, 2020 in which 99 Participants from State Agriculture and Allied Departments and ATMA got registered.

Mr. Nalin Rai, AGM, NABARD interacted with participants and discussed the successful FPOs in India. He also discussed the strategy followed by NABARD to promote FPOs. Dr Harminder Sidhu, a progressive farmer from Ludhiana who has founded a FPO (Khushaal seed producers association) also shared his experiences and success story.

<p>Other Activities:</p> <ul style="list-style-type: none"> • PAMETI faculty attended a Webinar on "Commodity Derivatives Market" by NCDEX Institute of Commodity Markets & Research (NICR) on 14th July. • The 22nd Annual General meeting of PAMETI Governing Board was held online under the chairmanship of Sh. Anirudh Tiwari, IAS, Additional Chief Secretary, Punjab on 15th July. • Dr Harmeet Kaur attended webinar on "Agri-startups for fostering agricultural development: opportunities, challenges and way forward" organized by MANAGE on 17th July. • Director PAMETI, Dr Harmeet Kaur and Mrs. Rupinder Kaur attended a meeting on "Review of DAESI, CCINM and STRY", held by MANAGE, on 24th July. • Dr Harmeet Kaur attended four days training on "Digital Agriculture and Tools and techniques" organized by EEI, Nilokheri from 27-30th July. 	<p>Use of Mobile Phones and Social media for Digital Empowerment of Farmers</p>
<p>With the purpose to make aware participants regarding effective usage of mobile phones and social media for the benefit of farmers, a webinar was organized on "Use of Mobile Phones and Social media for Digital Empowerment of Farmers" on 1st July 2020 in which, 126 Participants from State Agriculture and Allied Departments and ATMA got registered.</p> <p>During the webinar, knowledge was imparted about ICT tools like zoom, webex or google meet for virtually interaction with one another during current pandemic situation. The usability of YouTube as content delivery media was also emphasized during the session. Whatsapp as fast communicative ICT tool, through which farmers can make their groups and share important information regarding any crop, fruit, vegetables etc. was also discussed. Webinar ended with feedback and vote of thanks from the organizers.</p>	<p>Agricultural Marketing Reforms</p>
<p>Agricultural marketing covers the services involved in moving agricultural produce from farm to consumer. These services involve planning, organizing, directing and handling agricultural produce in such a way as to satisfy farmers, intermediaries and consumers. Recently, the government has passed two ordinance namely, The Farmers (Empowerment and Protection) Agreement on Price Assurance and Farm services ordinance, 2020 and the Farmers' produce trade and commerce (Promotion and Facilitation) ordinance, 2020. A webinar was organized on "Agricultural Marketing Reforms" on 7th July, 2020 to make participants aware about these ordinances and discuss its implications on agriculture. In all, 58 Participants from State Agriculture and Allied Departments and ATMA got registered.</p> <p>Mr. Lallan Rai, Former Asstt. Agricultural Marketing Adviser, Directorate of Marketing and Inspection interacted with participants during the webinar.</p>	<p>Agriculture Commodity Derivative Trading</p>
<p>PAMETI in collaboration with National Commodity & Derivatives Exchange Limited (NCDEX), organized a webinar on "Agriculture Commodity Derivatives Market" on 14th July 2020 in which 209 Participants from State Agriculture and Allied Departments and ATMA got registered.</p> <p>Experts from NCDEX created awareness about global and domestic commodity markets. Commodity futures trading is a viable option for having a great degree of assurance on the price. It is the farmers who can gain most from trading in commodity futures. The futures market help farmers by providing the price clarity and organized marketplace. Experts talked about managing price risk through commodity derivatives Exchange and covered basic principles of Hedging, Speculation and Arbitrage. Functioning and Regulation of Exchange covering Warehousing, Deliveries and Electronic Negotiable Warehousing Receipt (eNWR) were also discussed in detail.</p>	

Forthcoming Webinars

- Farm Journalism
- Role of Public Private partnerships in Agriculture Development
- Food Safety and Nutritional Security
- Digital India and e-governance Initiatives in Agriculture and Allied sectors
- Market Led Extension for Linking Farmers to Markets
- Strengthening of Agricultural Marketing through ICTs
- Govt. sponsored schemes in Agriculture & Allied sectors
- Extension Strategy for diversification towards high income generating enterprises
- Work life Balance for Women Extension Functionaries
- Kick starting Agri./allied Startups
- Nutritional Management for Inland Fisheries
- Imparting IT skills for better Office Management
- Moral values and Work Ethics

Importance of Trees around us for adopting natural lifestyle

In order to make aware common public about the nutritional and medicinal values of locally grown trees, a facebook live session was organized by PAMETI on “Importance of Trees around us for adapting Natural lifestyle” on 16th July, 2020. The objective included encouraging people to value the trees in our ecosystems and to live a natural lifestyle.

Dr Balwinder Singh Lakhewali who is an environmentalist and working as Deputy Director at PAMETI welcomed the participants and explained to them the importance of trees in human life. He said that if we want to get fresh air, water and food & sustain our future, more and more number of trees should be planted. He also imparted knowledge about natural heritage, mythological & cultural values and medicinal properties of the plants.

Marketing of Agriculture Produce during COVID-19: Success Story of Unati Cooperative Marketing-cum-Processing Society

Cooperative is an important model used for aggregation of farmers in India. During this challenging time of pandemic COVID-19, when the individual farmers are at great risk to market their produce at profitable price, farmers aggregations may provide a viable solution. Cooperatives can procure inputs at lower transaction costs and aggregate the harvest as well to harness the benefits of economies of scale. Keeping this in view, a webinar was organized on “Marketing of Agriculture Produce during COVID-19: Success Story of Unati Cooperative Marketing-cum-Processing Society” on 28th July 2020. In all, 133 extension officials from the Agriculture, Horticulture, Forests, Dairy development department and ATMA got registered.

Mr Jyoti Syroop, General Manager, Unati Cooperative Marketing-cum-Processing Society Ltd., Talwara, Punjab discussed the structure of Unati cooperative and remarked that it started with a vision to explore Natural herbal Bio resources strength of Lower Shiwalik belt of Punjab in terms of income generation of local community. He discussed the success story of Unati and its strong network, for procurement of raw material, which could be scaled up easily to any level. At the end, participants agreed that the way forward was to integrate farming with such cooperatives for betterment of farm businesses and the farmers.

About PAMETI, Punjab

PAMETI in Punjab, known as PAMETI (Punjab Agricultural Management and Extension Training Institute) is working as an autonomous institute located in 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 2020.

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