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From Director's Desk

Biodiversity comprises of two words "biological" and "diversity." It refers to all the variety of life that can be found on Earth (plants, animals, fungi and micro-organisms) as well as to the communities that they form and the habitats in which they live. Humans cannot exist without this biodiversity. Biodiversity is essential for humans to breathe, eat, drink, clothe and shelter. Natural world provide these all for humans to survive.

In Punjab, due to its diverse agro ecosystems, there is rich biodiversity in terms of flora and fauna. In terms of agrobiodiversity in Punjab, its 82 percent land area is under agriculture so the cropland ecosystem is dominant here. Earlier, Punjab was known to have great genetic variability in agriculture. Different types of cereals like Wheat, Maize, Barley, *Raagi* (Finger Millet), *Jowar* (Sorghum), *Bajra* (Pearl Millet), etc. were cultivated in the state. Oilseed crops like Mustard, Sunflower, Groundnut, Sesame, Soyabean were also grown. In addition to this, farmers used to grow variety of pulses, vegetables and fruits.

However, due to more emphasis on food grains production for country's food security, a drastic change in cropping pattern has happened. Now, it is dominated by wheat and paddy crops. With ever growing population, agricultural sustainability while ensuring food security and safety is a major challenge to agrobiodiversity. Various crops and their different varieties need to be revived. This is possible only by providing support to farmers both in terms of production as well as associated policies/schemes for ensuring better economic returns while securing ecological ends.



Inside this Issue: (Contd..)

- Kick starting Agri/Allied Startups
- Work Life Balance for Women Extension Functionaries
- Emerging formats of markets for enhancing farmers' income
- Nutritional Management for Inland Fisheries
- Moral Values and Work Ethics
- Imparting IT skills for better Office Management

Other Activities: Farm Journalism

- Dr Harmeet Kaur, DD (BM), PAMETI attended a webinar entitled “An Interactive session with FPOs and Policy Makers on Price Risk Management” organized by NCDEX on 14th August.
- PAMETI faculty attended MOOC training programme on “Market Led Extension” organized by MANAGE from 14-23rd August.
- Dr Harmeet Kaur, attended 4 days FDP ‘Qlik2Learn’ conducted by K.L.E. Society’s Shri Kadasiddeshwar Arts Zcollege & H.S. Kotambri Science Institute, Hubballi, Karnataka from 17 - 20th August.
- Mr Ravneet Singh, DD (PHT), PAMETI attended webinar on “Best practices in Agri Logistics– A journey of *Apna Godam*” organized by NIAM, Jaipur on 31st August.

In order to make aware participants about the importance of farm journalism in agriculture and allied extension and its changing facets during pandemic COVID-19, a webinar was organized on “**Farm Journalism**” on 11th August. In all, 79 participants from State Agriculture and Allied Departments and ATMA got registered for this webinar.

Prof. Gurbhajan Gill, Retd. Prof. from communication center, PAU delivered lecture on documentation of successes stories. He shared his experiences and gave practical tips in this regard. Dr. Sarabjeet Singh, Prof., AJLC, PAU communicated about role of various media like radio, TV, newspaper and internet for content delivery.

Participants actively took part in this webinar and were advised to share their learnings with colleagues in their respective offices, highlight more and more progressive farmers’ success stories so that their models may be communicated in the whole state.

Role of Public Private Partnership in Agriculture Development

The contribution of state public extension system in attaining self- reliance in food production is very well recognized. But with changing times, it is facing certain obstacles such as limited resources, multiplicity of technology transfer system, poor communication capacity and wide ratio between farmers and extension personnel. Therefore, the need of the hour is to involve all the stakeholders in agricultural development process such as unemployed agricultural graduates, progressive farmers, farmers’ organizations, co-operatives, non-governmental organizations, input dealers and other private sector firms etc.

In order to emphasize this, a webinar on “Role of Public Private Partnership in Agriculture Development” was conducted on 18th August. In all, 108 extension officials from the Agriculture and Allied Departments and ATMA participated.

During the webinar, Dr Kushdeep Dharni, from School of Business Management, PAU discussed concept, framework and importance of Public-Private Partnership in Extension for overall Agricultural Development. He also explained how to draft MoU and MoA for partnerships.

Food Safety and Nutritional Security

Food safety and Nutritional Security is concerned with sustainable production, processing, preparation and marketing of safe, affordable, nutritious and quality food commodities. Unsafe or nutrition deficit food cannot sustain human health and has tragic social and economic consequences. Ensuring safe and nutritious food for all is a challenging task.

With the objective of informing and educating the extension officials regarding latest innovative approaches to ensure food safety and nutritional security, a webinar was organized on “Food Safety & Nutritional Security” on 26th August. In all, 90 extension officials from agriculture & allied departments got registered for this



Other Activities:

- Ms. Rupinder Kaur, DD (HRM) attended MOOC training programme on “Gender Mainstreaming in Agricultural Extension Management” organized by MANAGE from 7-11th September.
- Dr Harmeet Kaur attended Training Program on "Agri Export Management" organized by MANAGE from 14-18th September.
- Ms. Bharti Madan delivered two sessions during training on “Use of ICTs and Social Media for Better Extension Services” organized by EEI, Nilokheri on 22nd and 23rd September.
- Dr Harmeet Kaur attended online training programme on "One stop shop for FPOs” organized by CCS National Institute of Agricultural Marketing, Jaipur on 23rd September.
- Director, PAMETI Delivered lecture on Citizen Science for Air Quality Monitoring conducted by U. S. Embassy on 23rd September.



webinar.

Dr. Venus Bansal, Asst. prof., Dept. of Dairy Sci. & Tech, GADVASU discussed the Food Safety, FSSAI guidelines and nutritional quality of milk & milk products in India. Dr. Poonam Aggarwal, HOD, Dept. of Food Sci. & Tech., PAU, Ludhiana covered topics including HACCP measures in processed food industry, food safety during Covid-19 and impact of nutrition deficiency on human health.

Market Led Extension for Linking Farmers to Market

There is a need to guide the farmers about producing agricultural commodities according to the customized needs of the consumers. Emphasis should be given on advising them about what, when, where & how to produce and sell. Extension officials and farmers should be made aware of different innovative strategies and approaches for marketing of agricultural produce to increase their income.

In view of this objective, PAMETI in collaboration with MANAGE, Hyderabad organized an online training programme from 9-11 September for extension officials. In all, 35 participants from agriculture and allied depts. from Punjab and J &K attended the training.

Dr Shalendra, DD(BS), MANAGE discussed agricultural marketing system in detail. Topics like commodity markets, use of RSD model for direct marketing of agri produce and other such emerging marketing methods were also discussed. Training ended with valedictory session presided over by Dr G Jayalakshmi, IAS, DG, MANAGE.

Strengthening Agricultural Marketing through ICTs

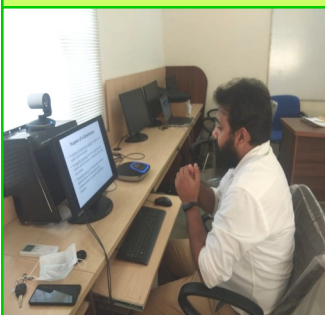
During this critical time of COVID-19, the supply chain of agricultural and allied produce was hit adversely, there is a need of innovative ideas to market the agricultural produce. The need of the hour is to reduce the gap between the prices paid by the consumers and prices realized by the producers. This gap may be reduced effectively by using latest marketing strategies supported by IT applications.

Therefore, a webinar was organized on “Strengthening Agricultural Marketing through ICTs” on 15th September, in which 75 participants from state agriculture and allied departments including ATMA got registered.

During the introductory session, Ms. Bharti Madan, Deputy Director (IT), PAMETI make participants aware about the latest innovative ICT initiatives which are being taken both by public as well as private sector to strengthen the marketing of agriculture and allied produce in the country. Use of various web portals and mobile applications such as AGMARKNET, Kisan Rath, Kisan Suvidha, Apni Kheti, E-pashuhaat etc. were discussed in this regard. Dr Shalendra, DD (BS), MANAGE took a session on National Agriculture Market (e-NAM). He explained its purpose, operation and benefits along with future challenges with the participants. Webinar ended with vote of thanks from the organizers.

Other Activities

- Ms. Rupinder Kaur, DD(HRM) & Dr Harmeet Kaur delivered sessions on “Purpose driven Life” and “Good Loans-Bad Loans” respectively during online training programme on “Farmers Distress Management” organized by PAU and MANAGE from 5-7th October.
- Director PAMETI inaugurated Road Side Display-a self marketing model of agri produce at Vill. Kot Khurd, Nabha, Patiala on 7th Oct.
- Mr Ashutosh Barnwal, Principal Commissioner, GST Commissionerate, Ludhiana visited PAMETI and inspected CRM machinery handed over by PAMETI to cooperative societies and KVKs.
- Mr Ravneet Singh, attended webinar on “Farm in Farm to Fork: The US approach to sustainable agriculture through



Digital India and e-governance initiatives in Agriculture and Allied sectors

The Pandemic COVID-19 has affected all the areas of life and business. It becomes difficult for extension workers to provide extension services to farmers effectively. Digital India Vision of the Govt. of India is one of the instrument in solving situation in present Scenario. In view of this, a webinar on “Digital India and e-governance initiatives” was organized on 21st September, in which, 52 Participants from State Agriculture and Allied Departments and ATMA got registered.

Ms. Bharti Madan, Deputy Director (IT), PAMETI took the introductory session where she threw light on the idea and overall objectives of Digital India with emphasis on its importance with respect to Agriculture & Allied sectors. With the use of various web portals & mobile applications designed & developed under Digital India Projects and using cashless transaction methods, more farmer centric, transparent & timely services can be provided to farmers. Mr. Udit Jain, PAU discussed the importance of e-governance and key initiatives in India.

Govt. sponsored schemes in Agriculture & Allied sectors

In order to inform and educate the extension officials about ongoing operational government sponsored schemes in agriculture sector, a webinar on “Government Sponsored Schemes in Agriculture” on 25 September was organized, in which, 108 extension officials from the Department of Agriculture and Farmers’ welfare, Punjab & allied departments got registered for this webinar.

Dr. Jagtar Singh Brar, JDA (Inputs), Punjab discussed guidelines, support provided to farmers, time frame and procedures under various govt. schemes in agriculture. He emphasized that extension officials should come up with innovative ideas, create projects and get funding under various scheme to ultimately bring change at ground level and benefit the farmers.

Ms. Sonia Sharma, Manager-IT, MG-NREGA, Ludhiana discussed the convergence of MGNREGA with Agriculture. She discussed its operational guidelines, structure and benefits to rural communities.

Extension Strategy for diversification towards high income generating enterprises

With the objective of promoting successful diversified agri-models for their replication on wider scale, a webinar was organized on “Extension Strategy for Diversification towards High Income Generating Enterprises” on 6th October. In all, 102 extension officials from agriculture and allied Depts. and ATMA staff registered for this webinar.

During webinar, S. Davinder Singh, Musakabad, S Sukhwinder Singh Grewal, Kotli Ludhiana and S Nirbhai Singh Khalsa from Bathinda shared experiences about their successful ventures of protected vegetable cultivation, piggery and RSD direct agri-marketing model respectively. Participants agreed that such models should be replicated in the state for crop diversification and increase in farmers’ income.

Other Activities

Innovation” conducted by USDA office of the Chief Scientist, USA on 14th October.

- PAMETI participated in online celebration of *Mahila Kisan Diwas* organized by DAC & FW, Punjab on 15th October.
- PAMETI Faculty attended “Massive outreach programme” for recent enacted Farm Acts on Agriculture on 16th October.
- Mr Ravneet Singh, DD(PHT), PAMETI attended webinar on “India-Agri. Tech presentations” facilitated by the PSA’s office and supported by NSRCEL, IIMB, Bangluru on 17th October.
- PAMETI Faculty attended webinar on “Public Health Response to COVID-19” conducted by DAC& FW launched under *Jan Andolan* campaign on COVID -19 on 29th October.



Soft Skills for Extension

Soft skills play very important role in bringing efficiency both personal and professional lives. These skills include Adaptability, Communication, Critical thinking, Teamwork, Positivity, Time management, Self-motivation and many more. With the purpose to enhance these skills, a webinar on “Soft Skills for Extension” was organized on 13th October, in which, 49 officials from agriculture and allied Depts. and ATMA got registered.

Dr. Sarabjeet Singh, Prof. and HOD of AJLC, PAU delivered lecture on “Attitude determines Altitude”. He discussed that having a positive attitude and an initiative to work well, without around-the-clock supervision is a vital soft skill for any employee.

Dr. Harpreet Singh, PRO from GADVASU delivered lecture on how to communicate effectively with farmers. He discussed the language qualities of an extension worker and also said that able communicators can adjust their tone and style according to their audience, comprehend and act efficiently on instructions. Participants appreciated both the sessions.

Kick starting Agri/Allied Startups

To help participants understand the concept of Agri Startups and how to assist farmers in getting finance from traditional and innovative routes, a webinar was organized on “Kick starting Agri/Allied Startups” on 20th October. A total of 81 officials from agriculture and allied Depts. and ATMA got registered for this webinar.

Dr Harmeet Kaur, DD(BM) discussed how government is assisting farmers and agripreneurs to pursue their dream to own a venture either under ACABC or RKVY-RAFTAR Agri-business incubator scheme. Dr Pragati Gokhale from Maharashtra discussed her venture ‘Market Mirchi.com’ which is an online platform to assist buyers and sellers of agri commodities to trade. Mr Harmanpreet Singh Jhand, a progressive farmer discussed his story of successfully cultivating avocado in Punjab and earning a good income.

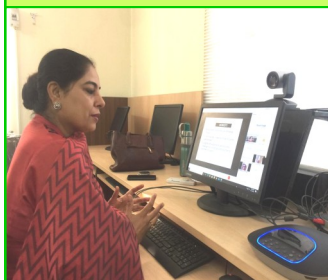
Work Life Balance for Women Extension Functionaries

‘Work Life Balance’ is a term used to describe the balance between an individual's personal and professional life. This healthy balance assumes great significance for working women as pressures from both family and workplace pose several challenges for them especially during this pandemic time. Therefore, a webinar on this topic was organized on 27th October, in which 73 extension officials from agriculture & allied depts., ATMA, PAU and GADVASU participated.

Ms Avneet Kaur from Game of Life Foundation, Delhi during her session on mindful living highlighted the importance of understanding ‘self’ and its significance in creating required balance. Dr Rachna Jain, Parenting Expert, Ludhiana enlightened participants about parenting issues and discussed how parents can connect with their children for their better growth, helping in creating balance in their lives.

Other Activities

- Assessment of students enrolled in job role “Agricultural Extension Service Provider” under Agricultural Skill Council of India (ASCI) programme was conducted on 4th and 5th November.
- Director PAMETI served as board member in online interviews for the position of Consultant in MANAGE on 27th November.
- Dr Harmeet Kaur & Mr Lakhwinder Singh attended 3 day training titled, “Export Competitiveness of Indian Agricultural Commodities” conducted by Agricultural College, Bapatla in collaboration with MANAGE from 25-27th November.
- Director PAMETI got nominated as Member of Extension Council of GADVASU, Ludhiana



Emerging Formats of Markets for Enhancing Farmers' Income

Webinar on “Emerging Formats of Markets for Enhancing Farmers' Income” was organized on 3rd November for creating awareness on different formats of agricultural marketing to enhance farmers' income. In all, 76 extension officials from agriculture and allied depts. and ATMA staff registered for this webinar.

Webinar included discussions on various emerging formats of markets like FPOs, Road Side Display (RSD)-a self marketing model, Kisan Bazar, eNAM, Internet Marketing, Contract Farming, , ApniMandi, and ATMA Huts etc. Different value addition options including agricultural processing complexes (APCs) were also discussed that can be used by farmers to attain higher market price of their produce.

Nutritional Management for Inland Fisheries

In order to get better productivity and profitability in aquaculture, there is a need for species & stage specific nutritionally balanced supplementary fish feed in addition to natural feed. Therefore, it is important to take care of nutritional requirements of fishes while formulating supplementary fish feed. Moreover, farmers should follow proper feeding strategies w.r.t. feeding rate, method, time and frequency etc. to get higher production per unit area.

With the purpose to inform and educate the extension officials regarding latest approaches in fish feed management, a webinar was organized on “ Nutritional Management for Inland Fisheries” on 10th November. In all, 66 extension officials from the Agriculture and Fisheries dept. got registered for this webinar.

Dr. Abhed Pandey and Dr. Abhishek Srivastava from College of Fisheries, GADVASU, Ludhiana discussed formulations and Nutritional requirements of fish feed respectively during their sessions.

Moral Values and Work Ethics

The behavior and working culture of extension officials is of utmost importance for overall development of the sector as they are the link between farmers and researchers or policy makers. Therefore, it is very important to educate extension functionaries regarding development of morality and work ethics, which will ultimately help in bringing professionalism and efficiency in extension delivery.

Keeping this in mind, a webinar was organized on “Moral Values and Work Ethics” on 17th November. In this webinar, 66 extension officials from state agriculture and allied depts. and ATMA participated.

Dr Deepika Vig, Dept. of Human Development and Family Studies, PAU discussed various human values, which should be imbibed by extension professionals for positive work environment. Dr Sarabjeet Singh, HOD, AJLC, PAU emphasized that officials should uphold ethical standards, which would serve as base for effective extension services.

Forthcoming Webinars

- Role of ICTs in Agricultural Knowledge Management
- Post Harvest Management and marketing of Agricultural, Forestry and Horticultural Produce
- Extension Plus: Expanding roles of extension (in collaboration with MANAGE, Hyderabad)
- Innovative Extension Strategies
- Brainstorming workshop for State Level Training Needs Assessment
- WTO and Agri/Allied Export Management (in collaboration with NIPHM, Hyderabad)
- Time and Stress Management
- Promoting agrobiodiversity and PPV&FR
- CSR for Agricultural Development

PAMETI Reporter



Valedictory Session of Diploma in Agricultural Extension Services for Input Dealers (DAESI) 2nd Batch

Imparting IT skills for better Office Management

In current times of COVID-19, office management has become a challenge which can only be coped up with the help of appropriate information technology tools. Most of the organizations need knowledge of office software programs which can be used for efficient handling of day to day office operations and administration tasks.

In view of this, a webinar was organized on “Imparting IT skills for better Office Management” on 24th November. In all, 52 participants from agriculture and allied depts. and ATMA got registered for this webinar.

Ms. Vandana, DD (IT), PAMETI pointed out need of Information Technology in our daily lives. She explained the concept of Google forms, how to create and share them with others for data collection and collaborative office work. Mr Udit Jain, programmer, PAU trained participants in using e-Office software for office work management. Emphasis was laid on providing practical training to the attendees on using these software applications. Webinar ended with feedback from the trainees.

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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