

PAMETI

R E P O R T E R



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From Director's Desk

Women are not only contributors but also drivers of India's agricultural transformation and economic progress. Women who once stepped into the fields out of necessity are now evolving into agri-leaders and enterprise owners. Women entrepreneurs are reshaping India's agricultural and food processing landscape. They are not only enhancing family incomes but also generating employment and preserving India's traditional wisdom in sustainable farming.

Punjab has wide range of prospects in the food processing industry ranging from millets, milk, Basmati (Rice), grains, fruits, and vegetables. Women entrepreneurs have great scope in creating food products which carry the magic of mother's touch. Women, with strong traditional culinary expertise and indigenous knowledge can not only nurture families, but also now nurturing communities, livelihoods and pride.

However, there are many challenges ahead. Social norms and gender biases hinder women's mobility. They often have limited access to training and credit support. Market fluctuations and intense competition from larger firms and intermediaries is also a threat to their success.

PAMETI has launched *BUSINESS BIBAZ's* programme which aims to empower farm women by transforming them into successful agri-entrepreneurs. Its mission is to equip women with the knowledge, skills, institutional linkages and technological exposure required to establish, manage and scale profitable agri-enterprises. The initiative will focus on promoting access to finance, markets, digital tools and mentorship, through converging and synergizing the scheme components which are already being implemented by various government agencies.

This initiative will help in supporting women with entrepreneurial potential through capacity building and sustained motivation. Every success story will light the way for others, strengthening families, inspiring communities and energizing the rural ecosystem.



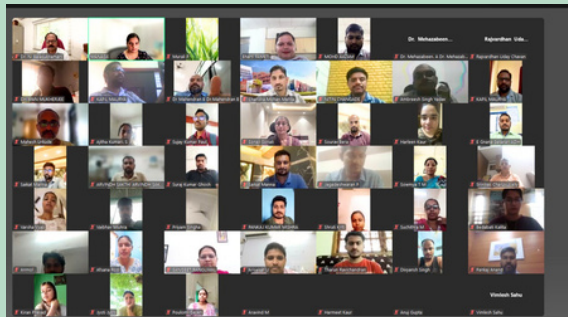
Dr K B Singh
Director, PAMETI

Carbon Credits in Agriculture (with MANAGE)

Carbon credits are tradable certificates that represent the reduction or removal of one metric ton of carbon dioxide from the atmosphere. There is a need to enhance awareness and educate the farmers about various sustainable agricultural practices/technologies that can generate these credits.

In view of the above objective, an online training was organized with MANAGE from August 6-8, 2025. It drew over 100 participants including extension workers, scientists, research scholars and farmers from across the country.

Scientists from various reputed institutions delivered interactive sessions about carbon sequestration technologies for agriculture, validation and verification processes involved and steps to develop carbon credit projects. Examples of successful carbon credit projects were also shared.



Dr N Subramani, Director (CCA), MANAGE presiding over the valedictory session during online training on “Carbon Credits in Agriculture”.

Induction Training for Newly Recruited Agriculture Development Officers (ADOs)

As frontline officers, ADOs play a critical role in disseminating scientific recommendations, implementing government schemes and guiding farmers. As the Dept. of Agriculture & Farmers' Welfare, Punjab appointed 184 ADOs, the induction training for these officers was essential to strengthen the effectiveness of agricultural extension services in the state.

Therefore, under the overall guidance of Dr. Jaswant Singh, Director Agriculture, Punjab, induction trainings were scheduled in three batches (one week each) from August 11-29, 2025.

Heads (Joint Directors) of various sections of the dept. explained the operations of their respective wings. Apart from knowledge of departmental procedures, the training included technical competencies, field-level responsibilities and communication skills required for effective service delivery. The training helped the ADOs to begin their careers with clarity, confidence and a strong commitment to public service.



Dr Jaswant Singh, Director, Dept. of Agriculture and Farmers' Welfare, Punjab with Director PAMETI, faculty and newly recruited ADOs during their Induction Training.



Ongoing expert session during Induction Training for ADOs.

Latest IT Innovations in Agriculture Sector (with MANAGE)

Applications of IT technologies (Artificial Intelligence(AI), Internet of Things (IoT), Robotics, Drones, Remote Sensing (RS) and Geographic Information Systems (GIS), Block Chain, etc. in agriculture and allied fields play a crucial role in transforming traditional farming for better resource use, higher yields, improved profitability and more sustainable agricultural practices.

In order to build capacity of extension personnel and farmers in the above area, an online training, with MANAGE, was organized from Sept. 2-4, 2025, in which 75 trainees participated. Experts delivered detailed sessions on use of modern IT technologies in agriculture as well of livestock production and aquaculture.

Participants appreciated the programme and discussed ways to integrate these technologies in field-level extension work by scaling digital solutions for small and marginal farmers.



Dr Navneet Kumar, Principal Scientist, ICAR-NAARM, Hyderabad (on screen) taking online session on “Digital Transformation in Agriculture”.



Classroom session during training on "Video Production" in progress.



Dr Simrat Kathuria, Dietitian, Ludhiana giving "Nutritional advice for Physical and Mental Health" to the women officers.



Smt. Rakhee Gupta Bhandari, IAS, Principal Secretary, Food Processing, Punjab; Dr J P S Gill, the Hon'ble VC, GADVASU; Dr Kiran Bains, Dean, College of Community Sc., PAU; Dr M S Bhullar, DEE, PAU; Dr R S Grewal, DEE, GADVASU, Director PAMETI and faculty releasing book "She-Preneurship" on "Rashtriya Mahila Kisan Diwas".



The Dignitaries launching the BUSINESS BIBAZ' initiative.

On this occasion, a book titled, "She-preneurship: Crafting Ideas into Impact", was also released along with a brochure of standard operating procedures (SOPs) for Business BIBAZ'. The event concluded with the distribution of appreciation trophies to outstanding women entrepreneurs. The celebration reaffirmed Punjab's vision to make women the "backbone of an inclusive and sustainable agri-business."

Video Production Skills for Extension Professionals

Videos have emerged as one of the most powerful tools to educate, motivate, and connect with farming communities. These are often engaging and are cost-effective. Extension professionals should be trained to plan, produce and deliver effective educational videos so as to improve the reach, clarity and impact of extension messages.

With this in view, a training programme was organized from Sept. 23-25, 2025. A group of 24 extension officials from agriculture and allied sectors attended this programme. The programme covered topics like script writing, translating technical information into clear visual narratives and craft videos that capture and hold the attention of the farmers. Training strengthened the video recording skills as well as basic video editing through practical sessions. Trainees appreciated program's strong emphasis on hands-on learning and practical application.

Work Life Balance for Women Extension Functionaries

Women professionals are increasingly taking on diverse roles and higher responsibilities. Doing this, they face multiple challenges, including long working hours, field travel, family responsibilities and societal expectations which often create stress and limit career growth. Capacity-building of women is needed to ensure that they remain motivated, confident and empowered to contribute meaningfully to the agricultural development landscape.

So, keeping the above objective in view, a training was organized on October 14-16, 2025 in which 25 women officers from different state departments participated. The programme addressed the emotional, physical and social dimensions of women's work-life challenges to enhance their overall effectiveness through interactive sessions, meditation practices and management games.

Celebration of Rashtriya Mahila Kisan Diwas

In order to commemorate the untiring efforts of women farmers, Self-Help Groups (SHGs) and rural entrepreneurs, *Rashtriya Mahila Kisan Diwas* was celebrated by PAMETI on 15 October, 2025. The Chief Guest on this occasion, Smt. Rakhee Gupta Bhandari, Principal Secretary, Food Processing, Punjab launched a grassroot initiative 'BUSINESS BIBAZ'. This initiative aims to transform traditional farming into "Sunshine Industry" driven by food processing, agri-innovation and women entrepreneurship through capacity building.

Dr J P S Gill, Honorable Vice Chancellor, GADVASU, Ludhiana; Dr M S Bhullar, DEE, PAU; Dr Kiran Bains, Dean, College of Community Science, PAU and other dignitaries presided over the event. Exhibition-cum-Sale of products, made by Women Self-Help Groups was the center of attraction of the event that displayed a diverse range of agri-based processed products.

Agro-Tourism: An Emerging Agri-Venture

Agro-tourism refers to connecting agriculture with tourism by allowing visitors to experience rural life, farming activities and local traditions. It offers a promising economic opportunity for Punjab's farming community, helping diversify income sources and preserve cultural heritage in villages.

With the aim to disseminate knowledge about this concept and discuss its practicalities, a training was organized from October 27-29, 2025 which was attended by extension officers, entrepreneurs and farmers. Programme was focused on guiding trainees about developing a working model of farm stay operations. Successful case studies of agro-tourism, not only in Punjab but also in other states were also discussed. Exposure visit to Hansali Organic Farms, Fatehgarh Sahib was also conducted. Training concluded with positive feedback from the participants.



Exposure visit of trainees to the Hansali Farm, Fatehgarh Sahib during training on "Agro-Tourism".

Commercial Dairy Farming

In order to make dairy farming a sustainable and commercially profitable venture, there is a need to guide farmers about improved scientific production technologies, risk management, quality control, value addition and effective marketing strategies. Extension officers can play an important role in this regard.

Therefore, a training programme was organized from October 29-31, 2025 which was attended by 25 officials from Department of Cooperation, Animal Husbandry, Dairy Development, Milkfed and ATMA.

The training covered recent technologies in commercial dairy farming through expert sessions from GADVASU, Ludhiana. Govt. schemes for dairy farmers, value addition for small dairy enterprises and marketing were also discussed. Participants also attended an exposure visit to the Experimental Dairy Plant where they gained hands-on experience in assessing milk quality and detecting adulterants. Participants highlighted the usefulness of the programme and expressed a strong need for more such practical trainings in future.



Exposure visit of trainees to the College of Dairy and Food Sc. Technology, GADVASU, Ludhiana for practical sessions on "Assessing Milk Quality".

Agro-Forestry

Agro-Forestry not only provide environmental protection by improving soil structure and organic carbon, but also enhance farmers' income through timber, fuelwood, fodder, etc. There is a need to sensitize farmers about integrating trees with crops and livestock for sustainable income and environmental benefits.

With this aim, a one-day training programme was organized for the field functionaries of *Manav Vikas Sansthan*, an NGO from HP on November 16, 2025 which was attended by 18 trainees.

Experts from Department of Forestry and Natural resources, PAU discussed suitable agro-forestry species and models for Punjab conditions. An exposure visit to the agro-forestry nursery in PAU for demonstrating propagation techniques and nursery raising practices for agro-forestry crops, was also conducted during the training. The training concluded with positive feedback from the participants.



Dr Ashok Kumar Dhakad from Dept. of Forestry and Natural Resources, PAU explaining the propagation technique of Poplar trees to the field functionaries of *Manav Vikas Sansthan*, an NGO.



Dr Hari Ram, Prof. and Head, Dept. of Agronomy, PAU taking session on "Agronomical practices for Wheat cultivation in Punjab."



DAESI candidates during their exposure visit to Rajinder Agri Clinic, Amritsar.



Dr S S Gosal, the Hon'ble Vice Chancellor, PAU addressing the DAESI candidates during the inauguration of DAESI batches at PAMETI.



Term End Examinations for first semester of 18th batch PGDAEM candidates in progress.

Wheat Cultivation

Due to large wheat growing area and high productivity, Punjab farmers are already getting high yields of wheat crop and playing a major role in ensuring national food security. However, training in modern scientific agronomic practices, improved seed selection and judicious use of agro-chemicals is a must for sustaining these yields, adapting to climate change and reduce environmental impacts.

With this in mind, *Manav Vikas Sansthan*, an NGO from HP entrusted PAMETI to conduct one-day trainings on Wheat Cultivation for their field functionaries. The four trainings were held on November 17, 18, 19 and 20, 2025. A total of 98 extension officials were trained from different parts of the state.

Trainees were imparted latest knowledge about scientific cultivation of wheat crop as per the Package of Practices (PoPs) recommended by the Punjab Agricultural University, Ludhiana. These officers, who are in direct touch with the farmers, affirmed that they will disseminate the knowledge gained to the farmers.

Diploma in Agricultural Extension Services for Input Dealers (DAESI)

The DAESI programme is a flagship national initiative designed to build the technical competency of agri-input dealers by equipping them with scientific knowledge on crops, inputs and extension services. At present, nine batches of DAESI are underway across Punjab including centres at Ludhiana, Moga, Faridkot, Sri Muktsar Sahib and Gurdaspur districts.

Dr. Satbir Singh Gosal, Honorable Vice-Chancellor, PAU inaugurated two batches of DAESI on August 28, 2025. Dr H S Dhaliwal, Former Director, PAMETI also graced the occasion with his presence. One batch of this diploma was also inaugurated at ATMA, Sri Muktsar Sahib and valedictory programme for two batches were conducted at ATMA, Moga and Faridkot.

Post Graduate Diploma in Agricultural Extension Management (PGDAEM)

The National Institute of Agricultural Extension Management (MANAGE) has entrusted PAMETI to conduct this one-year distance learning diploma in Agricultural Extension Management for the public and private extension functionaries to enhance their techno-managerial competence. It is offered in two semesters each having five courses. The programme includes project work and is supported with printed reading material, contact classes and e-learning resources. The contact classes and exams are organized at PAMETI.

PAMETI is organizing this diploma since 2007-08 and has enrolled 197 candidates till date. Currently, 18th batch of this diploma is in progress. On November 17-21, the term end examinations for first semester of 18th batch were conducted.



Dr S S Gosal, Hon'ble Vice Chancellor, PAU; Dr H S Dhaliwal, Former Director PAMETI; Dr K B Singh, Director PAMETI and other dignitaries with DAESI Facilitators and Candidates during the inauguration of DAESI batches on 28.08.2025.

Other Activities

- Director, PAMETI attended a meeting under the chairmanship of Sh. Basant Garg, IAS, Hon'ble Administrative Secretary, Agriculture and Farmers' Welfare, Punjab to deliberate on ensuring a smooth and timely flow of funds to PAMETI on August 1, 2025 at Chandigarh.
- Director, PAMETI attended a meeting chaired by Sh. K. A. P. Sinha, IAS, Hon'ble Chief Secretary, Punjab to discuss measures for strengthening of PAMETI's work on August 8, 2025 at Chandigarh.
- Director, PAMETI attended a meeting under the chairmanship of Hon'ble Special Secretary Agriculture, Punjab to discuss the manpower and workflow of PAMETI on August 19, 2025 at Chandigarh.
- Director, PAMETI attended a meeting with the Hon'ble Finance Minister of Punjab, S Harpal Singh Cheema to discuss the smooth flow of funds to PAMETI on August 25, 2025 at Chandigarh.
- Director, PAMETI attended Regional Workshop on "Managing Water Resources for Sustainable Agriculture under Changing Climatic Scenario" at Mahatma Gandhi State Institute of Public Administration (MGSIPA), Chandigarh on August 26, 2025.
- Director, PAMETI monitored STRY training held at Guru Kashi University, Talwandi Sabo, Bathinda on August 29, 2025.
- Mr. Ravneet Singh, Deputy Director-PHT delivered lecture about PAMETI to the post graduate fisheries students on Sept. 15, 2025.
- Director, PAMETI chaired the event "International Agronomist Day, 2025" themed as "Agronomy for a Sustainable and Climate-resilient Future", solemnized by Lovely Professional University, Phagwara on Sept. 20, 2025.
- Dr. Rupinder Kaur, Deputy Director-HRM attended online monthly review meetings of the DAESI programme, organized by MANAGE, Hyderabad and Ministry of Agriculture & Farmers' Welfare, Govt. of India on October 14 and November 10, 2025.
- Ms. Vandana, Deputy Director-IT attended online trainings on "Carbon Credits in Agriculture", "Latest IT Innovations for Agriculture Sector" and "Climate Smart Agriculture Technologies" organized by MANAGE, Hyderabad.
- Ms. Bharti Madan, Deputy Director-IT took a session during online training on "Digitization for Enhancing Market Access" organized by MANAGE on November 10, 2025.

ABOUT PAMETI, Punjab

PAMETI in Punjab, known as PAMETI (Punjab Agricultural Management and Extension Training Institute), is a state-level training institute established on the campus of Punjab Agricultural University, Ludhiana. The institute imparts training to root and middle level extension functionaries from agriculture and allied departments in the areas of agricultural management and extension. It is the sole autonomous training institute in the state functioning by the funds provided under the "Krishionnati Yojna." (60:40) of Ministry of Agriculture and Farmers' Welfare, Govt. of India. It started functioning in Dec., 2000.



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