

Punjab Agricultural Management and Extension Training Institute (PAMETI)

PAU Campus, Ludhiana

In collaboration with

Extension Education Institute (EEI), Nilokheri, Karnal

organises

Training Programme on

"Communication and Media Skills for Field Functionaries"

(24-27 June, 2025)

REVISED Programme Schedule

Time	TOPICS	RESOURCE PERSON
24 June, 2025 (Tuesday)		
09:30-10:00	Registration	Mr. Gagandeep Singh, PAMETI
10:00-10:15	Tea Break	
Inaugural Session		
10:15-10:30	Introduction to the Training Programme	Dr Jasvinder Kaur Asst. Prof., EEI, Nilokheri
10:30-11:15	Inaugural Address	Dr. K B Singh Director, PAMETI
Ice Breaking Session		
11:15-12:00	Ice Breaking Session with the participants	Ms. Bharti Madan Deputy Director(IT), PAMETI
Technical Sessions		
12:00-13:00	We can not NOT COMMUNICATE	Dr Sarabjit Singh Former Head and Professor, Dept. of AJLC, PAU, Ludhiana
13:00-14:00	Lunch Break	
14:00-15:15	Beyond Words: Power of Non-Verbal Communication	Dr Gagandeep Kaur Asst. Prof., Dept. of Sociology, PAU
15:15-15:30	Tea Break	
15:30-17:00	Assertive Communication	Dr Rupinder Kaur Deputy Director (HRM), PAMETI
25 June, 2025 (Wednesday)		
09:30-10:30	Written Communication : Words that work	Dr Sumedha Bhandari Associate Prof., Dept. of AJLC, PAU
10:30-11:15	Plagiarism and Copyrights	Dr Hina Goyal Assistant Professor, Dept. of AJLC, PAU
11:15-11:30	Tea Break	
11:30-13:00	Listening Skills	Dr Ashu Toor Asst. Prof., Dept. of AJLC, PAU
13:00-14:00	Lunch Break	
14:00-15:15	Writing and Delivering for Television	Dr H S Dhaliwal Former Director, PAMETI
15:15-15:30	Tea Break	
15:30-17:00	Writing and Delivering for Television Practical	Dr Dharminder Singh Principal Extension Scientist Dept. of Extension Education, PAU

Time	TOPICS	RESOURCE PERSON
26 June, 2025 (Thursday)		
09:30 -10:30	Digital Content Creation and Delivery	Ms Bharti Madan Deputy Director (IT), PAMETI
12:45-2:15	Journey of Apni Kheti in the service of farmers	Mr Taranpreet Singh Sidhu Founder and Director, Apni Kheti
3:15-4:15	Use of Communication and media skills for effective extension services over Internet: Exposure Visit	Mr Chamkaur Singh Team Lead, Business Development, Apni Kheti, Mohali office
27 June, 2025 (Friday)		
09:30-10:45	Preparing and Delivering Radio Talk	Mr Navdeep Singh Former Programme Executive FM Gold Radio Station All India Radio, Ludhiana
10:45-11:00	Tea Break	
11:00-13:00	Creating short videos for agricultural extension	Mr Parvesh Sharma Founder Chromatic Pixcels Ludhiana
13:00-14:00	Lunch Break	
Feedback and Valedictory Session		
14:00-15:00	Discussion and Feedback from Participants	Director, PAMETI and Faculty
15:00-15:15	Tea Break	
15:15-17:00	Back Home Action Plan	

Chamkaur Singh

Bharti

Navdeep Singh
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Director
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