## ARYA (2018-19)

Engaging youth in agriculture has been a prominent topic recently and has risen up the development agenda, as there is growing concern world-wide that young people have become disenchanted with agriculture. In a country like India where most young people are living in rural areas, this vast youth force must be involved in agriculture for the betterment of the country. As per the UN World Health Organization, by 2030, six out of every ten people will live in a city, and by 2050 this proportion will increase to seven out of ten people, meaning that more young people than ever before are moving to cities and towns to find work, leaning few behind to work in rural areas/agriculture. Challenging the mind set of youth that agriculture is a life of toil, hardship and poverty is not easy, but it can be done – and must be done to secure our future food security. By identifying young people and showing them the potential of agriculture as a challenging but rewarding business, we can bring a new generation to the farms. Attracting and Retaining Youth in Agriculture (ARYA) is a flagship programme of Indian Council of Agricultural Research, New Delhi to promote and empower the rural youths in various agriculture, allied and service sector enterprises in the entire country. This project was launched with the objective to attract and retain the rural youths to take up various enterprises from agriculture and allied sectors. Provision is also kept to enable the youths to establish network groups to take up capital and resource intensive activities like processing and value addition. Establishing functional linkage with different institutions and stakeholders is also a fundamental purpose of this project. Retaining youth in agriculture is a big challenge faced by our country. Also, there is a continuous increase in the migration of rural youths to urban areas. The states of Odisha and West Bengal are also experiencing the same trend like other parts of the country. In spite of having adequate opportunity, rural unemployed youths are not that much inclined to self-employment through available agro-based resources. During 2018-19 altogether 9 KVKs including 2 existing KVKs namely, KVK Nimpith from West Bengal and KVK Nayagarh from Odisha and 7 newly sanctioned KVKs namely, KVK Hooghly, Uttar Dinajpur, Purulia from West Bengal and KVK Sambalpur, Ganjam-I, Puri, Cuttack from Odisha are carrying out this ARYA project under ICAR-ATARI, Kolkata. KVK Nimpith promoted enterprises like fishery unit including carp hatchery and Asian catfish hatchery, betelvine cultivation in climate smart hi-tech shade net boroz and horticulture nursery under ARYA project. A number of 230 rural youths are trained through 7 training programmes organized in the year 2018-19 in different enterprises. A fund support of Rs.16.72 lakh was provided to the KVK for running the ARYA activities. KVK Nayagarh promoted ARYA

project to attract the rural youths for adopting resource specific need based alternative remunerative occupation at a sustainable level like stunted fingerlings production, mushroom production, backyard poultry farming. KVK Nayagarh organized 6 training programmes by which 80 rural youths are trained in the above mentioned identified enterprises. A fund support of Rs.20.31 lakh was provided to the KVK under ARYA project. Among the new KVKs, Hooghly KVK selected nursery raising of vegetables (Tomato, Capsicum, Cauliflower, Chilli), backyard poultry (Gramapriya/ Vanaraja), mushroom cultivation, vermi-compost unit for implementing ARYA activities. KVK Purulia identified four enterprises under ARYA project like nursery raising of vegetables (Tomato, Brinjal, Chilli, Capsicum, Cauliflower, Cabbage, Brocolli and Red Cabbage), goatery, mushroom cultivation, vermi-compost unit. KVK Uttar Dinajpur identifiedenterprises like production, value addition and marketing of mushroom (Terai zone), fish fingerlings production of Carps, vermi-compost unit, value addition and processing in pineapple. KVK Cuttack identified 4 enterprises for ARYA activities i.e. broiler production (Gramapriya/ Vanaraja), mushroom cultivation, Black Bengal goat farming and protected cultivation of tomato, cucumber and capsicum. Sambalpur KVK selected to promote mushroom cultivation, poultry production, nursery for horticulture crop: tomato, brinjal, cauliflower, cabbage, chilli, papaya, drumstick. KVK Ganjam-I identified mushroom cultivation, poultry production, nursery for horticulture crop tomato, brinjal, chilli, capcicum, cabbage, cauliflower and fish production for empowering the rural youths at village level. Puri KVK identified mushroom cultivation, poultry production, apiary and fish production. Each KVK of newly proposed KVKs were provided with Rs.6.84 lakh for implementing ARYA project. These KVKs initiated the programme. In implementing the programme, ICAR sanctioned the fund support to ICAR-ATARI, Kolkata to the extent of Rs.95.23 lakh for 2018-19. Altogether 310 rural youths were provided skill development training in entrepreneurial activities of which 90 youths are benefitted for establishment of microenterprise units. The details of enterprises identified for this programme during 2018-19 by the KVKs were as follows

State	Name of	No. of	Enterprise	No. of	No. of	Skill	Overall
	the	training	S	unit	youths	imparted	Success/
	KVK	programm	promoted	develope	identifie		Impact
		e		d	d		
		conducted					

Table: KVK-wise details of ARYA project during 2018-19

		during					
		2018-19					
West	Nimpith	7	Betel vine	1	5	Betel vine	Annual
Benga			plantation			cultivation	income of
1						in	Rs. 52000/-
						hi-tech	per youth
						shade	before
						net	adopting
						("boroz")	the
							program
							• Annual
							income of
							Rs.
							138000/-
							per youth
							after
							adopting
							ARYA
							program
							• Other 13
							youths of
							the districts
							adopted
							this
							enterprise
			Carp	1	3	Induced	Annual
			hatchery			breeding	income of
						technique	Rs. 62000/-
						with	per youth
						fish	before
						hormones	adopting
							the
							program
							• Annual
							income of

					Rs.
					122000/-
					per youth
					after
					adopting
					ARYA
					program
					• Other
					youths of
					the districts
					are
					willing to
					adopt this
					technology
					by seeing
					the
					achieveme
					nt and
					one youth
					already
					adopted
					this
					enterprise
					by his own.
	Asian	1	3	Induced	Annual
	catfish			breeding of	income of
	hatchery			catfish with	Rs.131000/
				fish	-
				hormones	per farmer
				and larval	from three
				rearing	cycles
				technique	with
					production
					of 1 lakh
					fry

					• Before
					adopting
					the
					program
					annual
					income of
					Rs. 67000/-
					per youth
					• Another 2
					youths
					adopted
					this
					enterprise.
	Poultry	2	5	Poultry	Annual
	5			farming,	income of
				vaccination	Rs. 67000/-
				schedule	per youth
				and disease	before
				manageme	adopting
				nt	the
					program
					• Annual
					income of
					Rs.
					124000/-
					per youth
					after
					adopting
					ARYA
					program
					Adoption
					of this
					enterprise
					by
					0y

							5 youths of the districts
Odish a	Nayagar h	6	Mushroom growers	30	75	Scientific mushroom production technique, Training & exposure visit	districts. Annual income of Rs.42000/- per youth per unit from this enterprise • Before adopting the program
							annual income of Rs.162000/ - per unit per youth • Another 25 youths adopted this
			Stunted fingerling production	20	75	Scientific stunted fingerlings production, Training & exposure visit	enterprise. Annual income of Rs.35520/- per youth before adopting the program • Annual income of

					Rs.135000/
					-
					per youth
					after
					adopting
					ARYA
					program
					• Other 12
					youths of
					the districts
					adopted
					this .
					enterprise
	Backyard	20	50	Scientific	• Annual
	poultry			Backyard	income of
	rearing			poultry	Rs. 72345/-
				rearing,	per youth
				Training &	before
				exposure	adopting
				visit	the
					program
					• Yearly
					income of
					Rs. 92035/-
					to 100000/-
					per farmer
					from
					this
					enterprise.
					• Adoption
					of this
					enterprise
					by
					18 youths
					of the
					districts

Besides, a launching workshop of ARYA was organized on 28.03.19 at ICAR- Agricultural Technology Application Research Institute, Kolkata for the newly proposed seven KVKs (KVK Sambalpur, Ganjam-I, Puri, Cuttack, Uttar Dinajpur, Hooghly and Purulia) and two existing KVKs (KVK Nimpith & Nayagarh) of West Bengal and Odisha. The Launching Workshop was chaired by Dr. S.S. Singh, Director, ICARATARI, Kolkata. The workshop was attended by Prof. P. Bandyopadhyay, Director of Extension Education, BCKV, Nadia; Dr. M.P. Nayak, Joint Director, OUAT, Bhubaneswar; Dr. P. Adhiguru, Principal Scientist, ICAR, New Delhi; Dr. S.K. Roy, Dr. P.P. Pal, Dr. A. Haldar, Dr. S.K. Mondal, Dr. F.H. Rahman, Dr. K.S. Das, Principal Scientist, ICARATARI, Kolkata, Senior Scientist & Heads and the concerned Subject Matter Specialists of the respective KVKs. In this workshop basic purpose of the project was discussed. The existing KVKs presented their achievement of ARYA project during 2015-16 to 2018-19 and the newly sanctioned KVKs presented their action plan and interacted with the dignitaries.

## **Budget Sanction for FY 2018-19:**

ICAR-ATARI Kolkata has been sanctioned an amount of Rs.95.23 lakh for the financial year 2018-19.



**Mushroom cultivation** 

Poultry



Fishery