

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, leaving 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

		during 2018-19					
West Benga l	Nimpith	7	Betel vine plantation	1	5	Betel vine cultivation in hi-tech shade net ("boroz")	Annual income of Rs. 52000/- per youth before adopting the program • Annual income of Rs. 138000/- per youth after adopting ARYA program • Other 13 youths of the districts adopted this enterprise
			Carp hatchery	1	3	Induced breeding technique with fish hormones	Annual income of Rs. 62000/- per youth before 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 catfish hatchery	1	3	Induced breeding of catfish with fish hormones and larval rearing technique	Annual income of Rs.131000/ - per farmer from three cycles with production of 1 lakh fry

							<ul style="list-style-type: none"> • Before adopting the program annual income of Rs. 67000/- per youth • Another 2 youths adopted this enterprise.
			Poultry	2	5	Poultry farming, vaccination schedule and disease management	<p>Annual income of Rs. 67000/- per youth before adopting the program</p> <ul style="list-style-type: none"> • Annual income of Rs. 124000/- per youth after adopting ARYA program • Adoption of this enterprise by

							5 youths of the districts.
Odisha	Nayagarh	6	Mushroom growers	30	75	Scientific mushroom production technique, Training & exposure visit	Annual income of Rs.42000/- per youth per unit from this enterprise <ul style="list-style-type: none"> • Before adopting the program annual income of Rs.162000/- per unit per youth • Another 25 youths adopted this enterprise.
			Stunted fingerling production	20	75	Scientific stunted fingerlings production, Training & exposure visit	Annual income of Rs.35520/- per youth before adopting the program <ul style="list-style-type: none"> • Annual income of

							Rs.135000/ - per youth after adopting ARYA program • Other 12 youths of the districts adopted this enterprise
			Backyard poultry rearing	20	50	Scientific Backyard poultry rearing, Training & exposure visit	<ul style="list-style-type: none"> • Annual income of Rs. 72345/- per youth before adopting 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