

Proceedings of Interactive Workshop cum Capacity Development Programme on Attracting and Retaining Youth in Agriculture (ARYA) at ICAR-ATARI, Kolkata on 28.03.2023

ICAR-ATARI Kolkata organized an Interactive Workshop-cum-Capacity Development Programme on the ICAR funded project entitled Attracting and Retaining Youth in Agriculture (ARYA) on March 28, 2023 under the Chairmanship of Dr. Pradip Dey, Director, ICAR-ATARI, Kolkata. The workshop was attended by Dr. K. Dhara, Deputy Director of Research, Extension and Farms, WBAUA&FS, Belgachia; Dr. (Mrs.) Sabita Mondal, Assistant Professor, Dept. of Agricultural Extension and Public Information Officer, UBKV; Dr. P.P. Pal, Dr. A. Haldar, Dr. S.K. Mondal, Dr. F.H. Rahman, Dr. K.S. Das, Principal Scientists, ICAR- ATARI, Kolkata, Senior Scientist & Heads, concerned Subject Matter Specialists, Senior Research Fellow and Young Professional-I of the respective KVKs and all the technical staff of ICAR-ATARI, Kolkata. For diffusion and cross learning, 5 non-ARYA KVKs were also invited for the first time to the workshop apart from all ARYA participating KVKs.

The formal welcome address was delivered by Dr. P. P. Pal, Principal Scientist, ICAR-ATARI, Kolkata. He deliberated the importance of this flagship programme and briefed about the inception, objectives, principles and achievements of ARYA project till date and elaborately described how to horizontally spread the benefit among non- beneficiaries. He briefed the overall achievements of ARYA project in West Bengal since its inception. Starting from 2015-16, till date 523 nos. of enterprise were established of which 368 were running successfully. He focused to minimize the gap between the no. of enterprise established and no. of enterprise running successfully.

Dr. P. Dey, the Chairman of the programme, laid emphasis on the basic need of the project and stated the importance of the project in addressing rural prosperity. He emphasized on entrepreneurship development and linkage to banks with involvement of Line department. He further suggested to consider 'One District- One Product' while selecting the enterprise for a district. He also told that the success of ARYA may be expanded to other non- ARYA implementing KVKs. He stressed on the documentation of each enterprise through good quality video films, articles and as a news article at ICAR website.

The DREF, WBAUA&FS and Assistant Professor, Dept. of Agricultural Extension and Public Information Officer, UBKV also discussed region specific issues regarding this programme. ARYA implementing KVKs presented the process documentation, achievements of the project and future plan of action to make it a youth- friendly platform towards entrepreneurship development. The scientists monitoring ARYA project in the KVKs shared their experiences with the help of PPT and video films. The participants of non-ARYA KVKs put forth their views regarding the suitability of enterprises in their districts. The conducive environment created through this project in rural setting towards entrepreneurship development was specially appreciated by the House.

The list of participants and glimpses of programme are given in Annexure-I and Annexure-II, respectively.

The following action points came out during the day- long deliberation:

- Formation of a Committee for conducting a survey to identify the factors responsible for the success and failure of the project as well as problem of sustainability of project.

- Monitoring and documenting diffusion of knowledge base from ARYA implementing KVKs to other KVKs.
- Signing of a tripartite MoU between KVK-FPO/FPC-ATARI.
- While identifying the enterprises, local demand as well as region specific issues should be taken into consideration.
- PESTLE (Political, Economic, Social, Technological, Legal and Environmental) analysis should be done for each enterprise so that the technology imparted should be environment friendly, gender friendly and farmers' pocket friendly. Fuzzy logic analysis might be done to represent the vagueness and uncertainty in decision making. Statistical analysis like Stepwise Regression, Principal Component Analysis followed by expert consultation should be done.
- Funding may be explored from NABARD and other banking institutions to successfully run the enterprises.
- Documentation and quantification is necessary through all the phases of implementation of the project, i.e. from youth identification to demonstration and its impact.
- High quality videography, peer-reviewed publications should be documented for the success stories of each enterprise.
- Exposure visit of the beneficiaries to successful entrepreneurial units should be conducted.
- Participation of Line Department officials should be ensured in the District Level Committee meeting for monitoring the physical achievement of this project as well as monitoring by DEE of respective university is very important.
- ARYA should be implemented in a value chain approach, i.e. encompassing production, processing and marketing as a whole. Value addition and minimum processing of raw products was recommended.
- Award giving may be initiated for best performing enterprise from the contingency fund of the project encouraging and bringing healthy competition.
- Use of SCSP fund to strengthen ARYA in the tribal dominated area.
- Diversifying the enterprises under ARYA project by introducing new interventions, e.g., piggery, floriculture, spices and medicinal plants, jute handicrafts etc. should be explored.
- Branding should be done by the KVKs for value added products to make it more popular and trustworthy. Food products should be taken under *fssai* registration to ensure its quality.
- There was a proposal for celebrating World Entrepreneurs' Day on 21st August, 2023 by publishing success stories, articles in local newspapers, KVK website and ICAR website. The session also agreed in approaching 'Indian Farming' for exclusive publication of success stories of ARYA.

The meeting ended with formal vote of thanks.

Interactive Workshop cum Capacity Development Programme on ARYA

Date: 28.03.2023





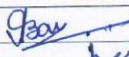
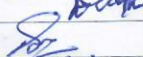

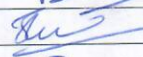
Sl. No.	Name of the Participants	Designation	Contact No.	Signature
1.	Dr. P. Dey	Director		
2.	Dr. P. P. Pal	Principal Scientist		
3.	Dr. A. Halder	Principal Scientist		
4.	Dr. S. K. Mondal	Principal Scientist	9836488588	
5.	Dr. F. H. Rahman	Principal Scientist		
6.	Dr. K. S. Das	Principal Scientist	9432581103	
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20.	Dr. Kironmay Barui	Senior Scientist and Head, Howrah KVK		
21.	Dr. Sudipta Banerjee	SMS (Agril. Extension), Howrah KVK	9933600268	
22.	Dr. Krishna Kishore Goswami	Senior Scientist and Head, Nadia KVK		

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43.	Mr. Susanta Sarkar	SSS	8420557027	Susanta Sarkar
44.	Mr. Nizam Sardar	SSS		Nizam Sardar
45.	Mr. Nepal Mondal	SSS		Nepal Mondal
46.	Mr. Piklu Das	SSS		Piklu Das
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52.	Mr. Suryamani Saha	Contractual Staff		S. Saha

Annexure-II

Glimpses of Interactive Workshop-cum-Capacity Development Programme on ARYA

