

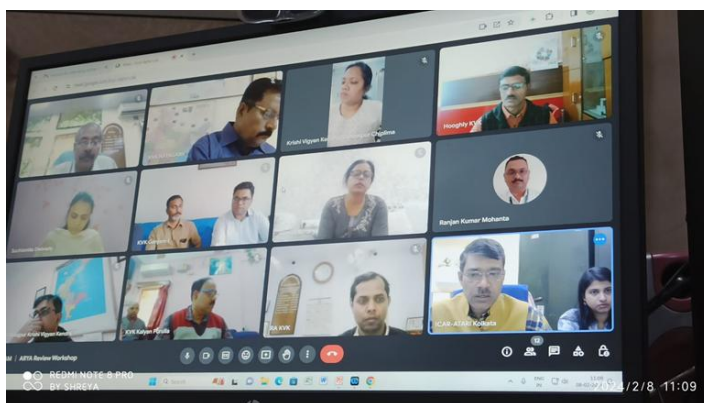
# ICAR-ATARI, Kolkata organized Annual Review Workshop of Flagship ARYA Project

8 February 2024, Kolkata

One day Annual Review Workshop of ICAR flagship project on *Attracting and Retaining Youth in Agriculture* (ARYA) was organised by ICAR-ATARI, Kolkata today through hybrid mode under the Chairmanship of the Director, Dr. Pradip Dey. All ARYA implementing KVKs (Hooghly, Nimpith, Purulia, Uttar Dinajpur, Cuttack, Nayagarh, Ganjam-I, Puri and Sambalpur) under Zone V participated in this programme.

In his address, Dr. Dey called for linkage with banking institutes, particularly NABARD for external funding and State/ District marketing board for adequate marketing opportunity of the ARYA products. He added that there is a need for exposure of ARYA youth through Business Incubation Centres and specialized training on entrepreneurship development. Dr. Dey underscored the need for branding of value added products under FSSAI banner for better acceptance. Also the KVKs were suggested to develop group entrepreneurship for better marketing and return for ARYA beneficiaries.

In the beginning, Dr. P.P. Pal, Principal Scientist and Nodal Officer, welcomed all and proposed for horizontal spread in strengthening the entrepreneurship development. ARYA implementing KVKs presented the process documentation, achievements of the project, constraints faced by them, reasons behind the discontinuation of some ARYA enterprises, region and factor specific suggestions for sustainably running the projects, fund issues and future plan of action to make it a youth-friendly platform towards entrepreneurship development.



The following salient points of the project emerged during technical session:

- Out of 404 enterprises established under ARYA project, 89% are running successfully with an average of 96 youth employed per unit.
- The constraints faced were limited external fund support for entrepreneurship development, weak marketing linkage and unorganized marketing sector, inaccessibility of business incubation centres due to monetary constraints, non-availability of specialized institutions for entrepreneurship development, non-branding of processed product and less number of group entrepreneurship developments.
- A total of 82 ARYA youths prepared and submitted the DPR (Detailed Project Report).
- Influenced by the success of ARYA entrepreneurs, a total of 523 entrepreneurial units were established in nearby areas.

More than 30 participants including the Heads of KVKs, Nodal Subject Matter Specialists, Senior Research Fellows, Young Professionals of KVK and all the Staff of ICAR-ATARI, Kolkata were present in the workshop.