

## **Attracting and Retaining Youth in Agriculture (ARYA)**

In 2015-16, the Indian Council of Agriculture Research (ICAR) announced the ARYA project to fully utilize the potential of rural youth and reverse migration from urban areas to rural areas. This project is founded on the tenets of social inclusion, gender equality, and rural development that is sustainable. Firstly, the council started the project in 25 states across the nation, this program will be carried out through Krishi Vigyan Kendras (KVK-Agriculture Science Centres). Presently it has been implemented in 100 ARYA centers across the country. In Zone VIII, Pune it was implemented initially in two KVKs (Nagpur-I in Maharashtra and Rajkot-I in Gujarat). In 2019-20, ten more ARYA centers have been given to KVKs (5 in Maharashtra and 5 in Gujarat state). Presently 12 ARYA centers are working through KVKs under ICAR-ATARI, Pune, Zone-VIII.

### **Objectives of the project**

- To attract and empower the youth in rural areas to take up various agriculture, allied, and service sector enterprises for sustainable income and gainful employment in selected districts.
- To enable the Farm Youth to establish network groups to take up resource and capital-intensive activities like processing, value addition, and marketing.
- To demonstrate functional linkage with different institutions and stakeholders for convergence of opportunities available under various schemes/ programs for sustainable development of youth.
- To upgrade youth capacity in specific agri-partnership model adoption.
- To establish a network group to take up resource and capital-intensive activities like processing, value addition, and marketing.

### **Rural area and Different type of Entrepreneurship**

Rural entrepreneurship can be considered one of the solutions to reduce poverty, migration, unemployment and to develop rural areas. Choosing the best enterprise is the main basis of any successful entrepreneurship development in a particular area. Mainly, the availability of resources, raw material, labour force, and agro-ecological sustainability is the key factor for successful entrepreneurship in rural areas. Under the ARYA project, basis of these above-mentioned points, different enterprises are selected at different centers like Beekeeping, mushroom cultivation, post-harvest processing and value addition, fish production, seed

production, vermicomposting, goatary and backyard poultry etc. To impart the necessary skills in rural youth, training related to different enterprises is the best way, Across various Krishi Vigyan Kendra (KVK) locations, a diverse range of entrepreneurial training activities are being undertaken.

### **Achievement under ARYA project during 2022-23**

The table shows the impactful initiatives undertaken by ARYA centers in Maharashtra and Gujarat. In Maharashtra, a total of 50 training courses were conducted, benefiting 1,848 rural youths. These efforts resulted in the establishment of 231 entrepreneurial units and the formation of 48 groups. Notable achievements include Nagpur-I, where 460 youths (100 males and 360 females) were trained, leading to the establishment of 16 entrepreneurial units and 20 groups. Similarly, in Gujarat, 57 training courses were organized, reaching 2,671 youths. A significant endeavor was seen in Amreli, where 1,314 rural youths received training, resulting in the establishment of 8 entrepreneurial units and 8 groups. Across both states, a grand total of 4,519 youths were trained, 253 entrepreneurial units were established, and 69 groups were formed, demonstrating the substantial impact of these programs on rural youth empowerment and entrepreneurship in the region.

State/ARYA centers	No. of training courses	No. of rural youth trained			No. of youth established units			No. of entrepreneurial units established	No. of Group formed
		M	F	Total	M	F	Total		
<b>Maharashtra</b>									
Nagpur - I	8	100	360	460	5	11	16	16	20
Nashik - I	10	181	239	420	39	19	58	46	5
Osmanabad	7	23	187	210	7	1	8	8	6
Pune - II	8	187	110	297	16	9	25	25	0
Washim	10	173	50	223	81	8	89	89	9
Solapur - I	7	176	62	238	42	5	47	47	8
<b>Total</b>	<b>50</b>	<b>840</b>	<b>1008</b>	<b>1848</b>	<b>190</b>	<b>53</b>	<b>243</b>	<b>231</b>	<b>48</b>
<b>Gujarat</b>									
Rajkot I	3	72	0	72	5	0	5	2	0
Bhavnagar	7	140	96	236	5	7	12	2	2
Kheda	7	78	156	234	6	6	12	4	4
Navsari	23	423	352	775	1	3	4	4	7
Anand	2	40	0	40	2	0	2	2	0
Amreli	15	953	361	1314	4	4	8	8	8
<b>Total</b>	<b>57</b>	<b>1706</b>	<b>965</b>	<b>2671</b>	<b>23</b>	<b>20</b>	<b>43</b>	<b>22</b>	<b>21</b>
<b>Grand Total</b>	<b>107</b>	<b>2546</b>	<b>1973</b>	<b>4519</b>	<b>213</b>	<b>73</b>	<b>286</b>	<b>253</b>	<b>69</b>

