

Proceedings

Zonal Review Workshop on Attracting and Retaining Youth in Agriculture (ARYA)

Organized by ICAR-ATARI, Pune at KVK, Kolhapur-I

12th December, 2019

Review cum Action Plan Workshop on ARYA (Attracting and Retaining Youth in Agriculture) was organized by the ICAR-ATARI, Pune at Kolhapur on 12th December, 2019. In this workshop, 11 ARYA-KVKs (Nagpur, Rajkot-I, Osmanabad, Bhavnagar, Pune-II, Kheda, Washim, Navsari, Solapur-I, Anand and Nasik-I) presented their progress (2019-20) and action plan (2020-21).

The workshop was inaugurated Dr. K. Narayangowda, Ex-Vice Chancellor, UAS, Bengaluru. In his remarks, he focused more on identifying willing rural youths, empowering them to take up various agricultural and allied sector enterprises, orienting towards entrepreneurial skill development for sustainable income and gainful employment. He said that younger generation is not willing to be in agriculture. Farming is not considered profitable. Making farming more profitable, is the major challenge. In rural areas, vacuum of farming should be filled up. Enterprises should be identified as per demand of the locality/villagers, required inputs and market. Value addition, processing and export market provide ample opportunities to the rural youths for their sustainable income. How to market, where to market, when to market? play important role. Organized institutions and market led extension are to be created. Relevant organizations should be identified for effective/functional linkage. If a rural youth is earning about Rs 20000/month in rural areas, then he may be retaining in the village. Other additional expenses of stay in the city will be saved. Financial support from other agencies should also be explored for sustenance of enterprise.

Dr. Lakhan Singh, Director, ATARI, Pune urged the KVK experts to develop entrepreneurial skill among identified rural youths. They should be vigilant about market demand, visualize calculated risk, choosing right enterprise, building confidence, quality products, etc. for gainful employment.

At this occasion, Dr. P.G. Ingole, Dean Agriculture (PDKV, Akola); Dr. Devsarkar, Director Extension Education, VNMKV, Parbhani; Dr. A.K. Gupta, Executive Director (DYPES, Kolhapur); Dr. Ankush Kamble; 11 Heads/concerned SMS of KVKs; 55 SMSs/scientists of KVKs, SAUs and ICAR institutes were present. The workshop was coordinated by Mr Jayant Jagtap, Head, KVK, Kolhapur-I.

Centre wise critical review of ARYA project was done by the reviewers. The brief about progress made by KVKs are as under:

- i. **Nagpur:** Focus on production of disease free seedlings of citrus fruit and vegetable processing was given. Further, they provided trainings for preparation of squash, pickles, murraba and pulp extraction to ten group members of marginal farm women of SHG.
- ii. **Rajkot-I:** The PI, ARYA gave emphasis on group formation of rural youths for establishment of Namkeen making machine, formation of enthusiastic youths' group for establishment of Milk-Mava making unit, formation of group for establishment of enterprise of Mini Oil Mill unit, etc. He was suggested to identify youth of age group 18-35 years based on local demand of agricultural needs.
- iii. **Osmanabad:** Mr. Suryawashi focussed on enterprises like nursery management, fruit and vegetable processing, goat farming and vermi-compost production which were started under the ARYA project. In action plan of the year 2020-21, seed production of chickpea as well as pulses and oilseed processing has been included.
- iv. **Bhavnagar:** Dr. Shukla presented information about baseline survey, awareness meetings, training for strengthening of home scale value addition unit, vermi composting, etc. He was suggested to identify right person for right type of enterprise for sustenance in long run.

- v. **Pune-II:** Mr. Prashant G Shete presented progress about enterprises like vermi compost & vermi wash production, pickles making unit, tomato processing, vegetable dehydration (onion & leafy vegetables), etc. They are planning to start the group based enterprises of tomato and custard apple processing through women SHGs.
- vi. **Kheda:** Dr P.K. Sharma presented progress about home-scale processing of pulse, tomato and potato. Study on what extent youths are being attracted and retained should be done.
- vii. **Washim:** Dr. Nivrutti Patil (SMS Horticulture) presented progress about programmes organized to attract rural youth. His main focus was on capacity building, motivating rural youths, creating awareness about value addition in fruits and vegetables.
- viii. **Navsari:** The PI, ARYA presented about various activities like mango processing training. His main concern was make connectivity with market and also to raise their regular income.
- ix. **Solapur-I:** Dr. L.R. Tambade gave detailed information about enterprises started under the project like vermi-compost production, value addition in sorghum, commercial goat farming of Osmanabadi breed and chickpea seed production. In action plan (2020-21), activities like training on processing, packing and marketing of seed in chick pea, strengthening of seed processing unit and group formation and use of ICT were included.
- x. **Anand:** Dr. G.G. Patel (SMS Agronomy) gave the detailed information about chilli nursery unit started under the project as well as fish seed production unit for Indian major carps.
- xi. **Nasik-I:** Mr. Raosaheb Patil presented brief information about entrepreneurship development and value addition of fruits and vegetables, custom hiring entrepreneurship in mechanized paddy harvesting through vertical conveyer reaper for tribal rural youths, entrepreneurship development through primary value addition in paddy through mini rice mill for youths, promotion and establishment of layer poultry unit as a small enterprise, etc.

Different demonstration units like nutrition garden, mushroom unit, organic farm products, Gaushala and instructional farm were visited at KVK, Kolhapur-II. Museum depicting Indian culture and ancient agriculture related models with short messages was seen. Main focus has given on promotion of organic farming; rural resources based enterprises, etc. KVK, Kolhapur-I was also visited by the participants. At the centre, protected cultivation, value addition, dragon fruits, dairy, etc. were observed and valuable lessons were learnt.

Major Recommendations

- Focus should be given on processing of fruits and vegetables which is emerging demand in consumer market.
- Promotion of disease free seedlings production unit through rural youths is needed.
- Equipments purchased should be handed over directly to the beneficiaries with making a MoU between farmers group and project implementing agency. It should be communicated to the ICAR and ATARI, Pune.
- Facilitate linking the farmers to the market for selling their products.
- Develop the brand of processed products with quality to stand in the competitive market.
- Along with major farm based enterprises, attention should be given on supplementary enterprises like poultry, fishery, goat rearing for additional family income.
- Instead of development of huge cost fish seed production unit, facilitate group of farmers to purchase it from available sources.
- Need to promote customised hiring centre.
- Need to promote solar dryer for dehydration, mini oil units for processing of groundnut, herbal jaggery, dairy, goat rearing, value addition in sorghum, carp hatchery and poultry, etc.
- Jackfruit processing and minor millet based enterprises were also suggested.

Director, ICAR-ATARI, Pune