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**Proceedings of Orientation Workshop on “Attracting & Retaining Youth in
Agriculture” held on 29/06/2019**

One day Orientation workshop on “Attracting & Retaining Youth in Agriculture (ARYA)” of 10 KVKs (Muzaffarnagar, Saharanpur, Basti, Varanasi, Gorakhpur-I, Lucknow, Deoria, Ghazipur, Pratapgarh & Kaushambi) was organized on 29/06/2019 at ICAR-ATARI, Kanpur. At the outset Dr. S.K. Dubey PS (AE), welcome all the participants and shared the origin of ARYA project at Country level initially with 25 districts. Considering the encouraging results of this project in 2019, 100 KVKs are included in this project. All income



generating enterprises are selected as the intervention in this project. In every ARYA project 200 youth covering different enterprises are to be covered. Dr. Atar Singh Director ICAR-ATARI, Kanpur said that rural youth migration is growing from villages to city every day. ARYA project shall help to halt such migration of rural youth by developing entrepreneurship among them. KVKs are to apply need based location specific interventions in ARYA Project for entrepreneurship development rather than the traditional demonstration of technology among youth. In Uttar Pradesh 10 KVKs have been sanctioned ARYA project which represent different host institutions namely SVPDAT, Meerut (2 KVKs); NDUAT, Faizabad (3 KVKs); ICAR institutes (2 KVKs) and NGO (3 KVKs), Dr Atar Singh further added..

Thereafter, presentation was made by the KVK, Muzaffarnagar which is implementing the project since the year 2016-17. Dr. PK Singh, Head shared his experiences and mode of operation for making these projects a successful. KVK Muzaffarnagar is implementing there enterprises namely beekeeping, poultry and mushroom cultivation with their respective coverage of 14 youths, 102 youths and 61 youths. However, except for honey bee production, the numbers of youth have been dropped also considerably in poultry (32%) and mushroom (50%). All the three scientists from KVK Muzaffarnagar shared their experiences for the benefit of other new KVKs who were attending this workshop. The successful cases of few farmers in every enterprises were also presented for the benefit of other participants.

After the thorough discussion, other KVKs were also asked to present their action plan, time frame and strategies to implement ARYA project in most effective manner. Based on the discussion, following decisions were also taken.



- i. Every new KVK has to identify the potential rural youth in the respective enterprises which they have selected. The selection process needs to be very careful as this will decide the success or failure of the project.
- ii. KVK, Muzaffarnagar has to bring out the complete and detailed document (enterprise wise and farmer wise) of experiences of ARYA project right from beginning till date so that it may be compiled and printed suitably.
- iii. KVK, Muzaffarnagar was also instructed to bring out the reasons for which the youth are continuing the given enterprises and also the reasons of discontinuance of the enterprises in details in the research paper format.
- iv. The benchmarking of the selected youth in every enterprises must be done by every KVK so that advantages incurred on various income and employment parameters may be compared in future.
- v. House felt if there could be possibility to employ the young professionals (YP1) in every project to facilitate the effective execution of the project. Therefore, it was decided that this proposal shall be mooted to ICAR for getting their concurrence or otherwise.

At the end, the entire programme was summed up by Dr Sadhna Pandey, PS (H.Sc. Exten.) with her concluding remarks and the workshop was then closed.

(SK DUBEY)

(SADHNA PANDEY)

(ATAR SINGH)