

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

Venue : Lecture Hall, 2nd Floor, NASC Complex, Pusa, New Delhi

17-18 January, 2017

Dr. A K Singh DDG, (Agril. Extn.), in his Welcome address, thanked Secretary DARE and DG, ICAR and Additional Secretary DARE, FA, ICAR for their valuable guidance and support for successful implementation of ARYA Project. He said that ARYA project was inaugurated by honourable Prime Minister of India during the ICAR foundation day and National KVK Conference held at Patna during 25 July, 2015. The focus of the project is on Entrepreneurial activities, income generation and building capacity of youth groups to manage their agri-based enterprises. For the project, various enterprises have been identified, linkages with state governments, technical institutions to deal with technologies and to build innovative processes. He suggested that the incubation centres at IARI and other institutions can be linked with the project. He suggested that over a period of implementation of project, large number of partners will be involved and entrepreneurship models will be established at district level. About 100 KVKs providing skill training may be involved with ARYA project. It is emphasized to go beyond Agriculture production and accordingly need based interventions are to be planned.

Followed by welcome address by DDG (Agril. Extn.), the presentations on achievements of ARYA project were made by KVK Nimpith and KVK, Kannur, which was appreciated by the house.

Shri S. K. Singh, Additional Secretary & FA (DARE/ICAR) in his special remarks mentioned that about major share of GDP comes from urban areas though there is considerable potential in agriculture from rural areas. The migration of youth from rural areas to urban areas is increasing and therefore it is essential to augment gainful employment in rural areas. He said that in view of this, there is a need to generate entrepreneurship models that would help to retain youth in rural areas. He pointed out that the migrated youth to urban areas live low standard of living, whereas if they are attracted and retained in agriculture they can have better standard of living in rural areas itself. He also emphasized that in the review workshop based on the all presentations made by Head, KVKs, recommendations may emerge for making necessary corrections in the implementation of ARYA project. He added that while increasing investment in KVKs, there is a need to strengthen multi-sectoral and multi institutional linkages. Formation of self-help groups in ARYA project will ensure the effectiveness of the project.



Secretary, DARE and DG, ICAR, Dr T. Mohapatra, in his inaugural address emphasised that youth, skilling and start-up are very important and integral part of ARYA project. In the ARYA project apart from training youth, profitable agriculture which may be challenging is crucial for attracting and retaining youth in agriculture. He said that training youth alone would not be sufficient but linking them with various public and private institutions including financial institutions with regard to various processes to get funds. He added that analysis of local

situations and providing matching and balanced technological interventions are essential. He spoke of soil testing scheme which government is implementing. In this context he emphasised that youth can be motivated to be entrepreneur to provide relevant information on soil health and provide data, results at door steps of farmers. The modern youth can be reached through mobile and provided with soil health parameters including nutrients and microbes and entrepreneurial youth can function as soil health doctor.



He was of the view that many local products do not find place in proper market environment and therefore efforts are to be made for production, processing, value addition and effective marketing. Analysis of local needs and planning agri- prunerial activities accordingly is important. Shifting from production to processing and linkage with other organisations across various value chain is important. Secretary, DARE and DG, ICAR underscored the importance of KVKs to perform routine mandatory roles apart from implementations of projects like ARYA, Skill India and Oilseeds and Pulses demonstrations programs. He said that KVKs are getting more responsibilities and more roles to play with expanding demands from other ministries like Department of Science, Dept. of Meteorology. In this context, it is suggested that KVKs have to utilize the opportunities and spring board to success. Perfect planning is essential for KVKs to play greater role in a bigger scale and in this context there is relevancy for ARYA to get expanded.

Dr Randhir Singh, ADG(Agril Extn) conveyed Vote of thanks to all the delegates and other stakeholders. Dr P Adhiguru, Principal Scientist (Agril Extn) compered the session.