

Proceeding of 2nd Zonal Committee Meeting of Attracting & Retaining Youth in Agriculture (ARYA) Project for Rajasthan & Haryana organised at ICAR-ATARI, Jodhpur

2nd Zonal Committee Meeting for ARYA Project for Rajasthan & Haryana was organised at ICAR-ATARI, Jodhpur on 21st December 2017 at ICAR-ATARI, Jodhpur. The following members were participated in the workshop.

1. **Dr S.K. Singh**, Director, ICAR-ATARI, Jodhpur---Chairman
2. **Dr. O.P. Yadav**, Director, ICAR-CAZRI, Jodhpur--- Member
3. **Dr. Ishwar Singh**, Director of Extension Education, AU, Jodhpur---Member
4. **Dr. V.K. Pandey**, Joint Director, Agriculture----Member
5. **Dr. M.S. Meena**, Principal Investigator & Member Secretary
6. **Sh. P.K. Sathpathy**, In charge, AFAO--Member
7. **Sh. Narpat Singh Gehlot**, AAO—Member
8. **Dr. B.L. Soni**, Senior Scientist and Head, KVK, Banswara
9. **Dr. R.N. Sharma**, Senior Scientist and Head, KVK, Gurugram
10. SMSs from KVK, Banswara and Gurugram
11. Other staff from ATARI

Dr. S. K. Singh, Director, ICAR-ATARI, Jodhpur in his inaugural address informed that ARYA is one of the important projects out of four ambitious projects which were announced in National KVK Conference at Patna in 2015. For implementation of ARYA, total 25 KVKs has been sanctioned under in the country and Zone-II is having two KVKs i.e., Banswara in Rajasthan and Gurgaon in Haryana. He opined that Youth are between age group of 15-35 years and consists of 35 per cent of population and 75 per cent of Youth are from Rural areas. There is a need to attract Rural Youth for taking up agriculture as profession and there is a recent trend to opt out agriculture as a profession by 40% of Rural Youth as per the NSSO survey. For establishment of enterprises by Rural Youth local specific skill and market linkages are to be established by linking the Rural Youth with Banks. KVKs have a major role to play by opting consumer preference approach, proper economic models, convergence of opportunities, etc. so that Rural Youth will be attracted for taking up agriculture as a profession. The ARYA project should be monitored in an efficient manner by convening monthly review meeting by Vice Chancellors/Directors of Extension Education and the impact should be visible and reason for non-acceptance of technology by Rural Youth should carefully be analysed. Experience and outcome of ARYA project should be replicated to other stakeholders in a phased manner. Hence, Doubling Farmer Income by 2022 will be possible he urged.

In the meeting, Dr. O. P. Yadav, Director, ICAR-CAZRI, Jodhpur has stressed to develop youth as role model to attract the more youth in agriculture. The success of ARYA project must be replicated and project activities are to be considered a regular phenomenon of KVK after completion of ARYA project. However, the priority must be to minimise the technology gap. Feedback of youth is also important to reorient the activities.

Dr. M.S. Meena, Principal Scientist (AE) & Principal Investigator of ARYA project presented the progress of ARYA project and emphasized the system of implementation and basic purpose of the project along with expected outcome and impact. He also stressed that target of establishing entrepreneurs of 200 Rural Youth in each implementing districts should

be achieved timely. He stated that socio-economic impact of the intervention is need to be measured quantitatively and qualitatively.

Dr. Ishwar Singh, Director of Extension Education, Agricultural University, Jodhpur; Dr. V. K. Pandey, Joint Director, Agricultural Extension, Jodhpur were also present and reviewed the progress of KVK, Banswara and KVK, Gurgaon and provided their valuable comments for better implementation of the project.

GENERAL RECOMMENDATION TO KVKs


1. The skill development and establishing units at doorstep of all 200 youth to be done by KVKs. The activities will be done in collaborative mode involving other departments, convergence of various central and state govt. schemes while using limited resources of KVKs (fund and manpower).
2. Fortnightly meeting must be organized under chairmanship of Hon'ble Vice-Chancellor to monitor and review of progress for Sustainable income generation and gainful employment.
3. Establishment of Co-ordination and linkages for providing credit to establish desired employment oriented enterprises (As per training needs).
4. Documentation of success cases of ARYA by KVK (short video/success story/case study) is needed in consultation with ICAR-ATARI, Jodhpur.
5. The nodal SMSs (each activity) in respective discipline/enterprises is responsible for accomplishing the project task in a scientific manner. Timely reporting of project with quality photographs is also essential.
6. The field visits/meeting under the project is to be documented in a separate register. A separate register for Senior Research Fellow is to be maintained for daily activities/field visits and other important activities.
7. The important scheme being implemented by KVK like NFSM/NMOOP/TSP etc., must be linked to the ARYA youth for efficient implementation and monitoring of activities.
8. Emphasis must be given to promote/mobilise the youth into the SHGs/FPOs. The youth are also need to link with market for remunerative price of their produce.
9. It was also realised that monitoring of ARYA project (in field) from the directorate/host institute was not satisfactory, which need to be done time to time for efficient implementation of project.

SPECIFIC RECOMMENDATION OF THE COMMITTEE

1. Rural youth must be selected under ARYA according to the priority of district and interest of the youth for making it as profession.
2. Trained youth (2-3 youth) can be motivated to develop their own hatchery for fulfilling the need of chicks in the district/area.
3. The KVK should develop the youth's skills in such a way that the enterprise should sustain, and youth must be remained in the profession.
4. Technological gap fulfilled & income enhancement due to technological interventions must be presented by KVKs.
5. Feedback from rural youth who have undertaken enterprises must be taken up for corrective measures.
6. Ex-trainee meet on regular basis (month wise) must be encouraged for sharing experiences and problems to ICAR-ATARI, Jodhpur.

7. Nodal SMSs must visit frequently to the units (poultry/nursery/goatry, etc.) for mobilizing them into groups/diseases/corrective measures etc.
8. SRF must visit in the field and data generation is required from each youth undertaking the enterprises.
9. Networking of youth through ICTs is required and information need to generate in terms of expert linked, disease diagnosed, total youth linked, problem solved, loss due to disease etc.
10. KVK must realize future demand of the planting material to fulfil the demand of farmers of the district and nearby districts/region. KVK should develop seedling of vegetables/fruits of suitable variety of region and provide to rural youth/farmers to full fill their current demand.
11. All the trainings on poultry/nursery management/goatry/value addition etc. must be organised in KVK premises where successful youth must be called as resource person to share the experiences and his unit also to be used as demo unit to build the confidence among other youth.
12. KVK need to promote those enterprises which are socially acceptable, economically viable and easily marketable.
13. There is need to develop the successful case study to attract other youth in locality/region.
14. Priority must be given to those youth who are already engaged or have some experience in the enterprises on a small scale.
15. There is need to develop model/lead youth to motivate other youth and train them in their locality. They must be used as master trainer and their farm as demonstration unit. The record of same is to be maintained for record.
16. KVK, Gurugram may take up activities like mushroom, floriculture & other remunerative enterprises according to the priority of the district.

The meeting ended with the vote of thanks.


 (S.K. Singh)
 Director
 24/11/18

Copy to:

1. Hon'ble DDG, Agricultural Extension, KAB-I, New Delhi for kind information.
2. Directors of Extension Education, MPUAT, Udaipur and IARI, New Delhi.
3. Senior Scientist & Heads/ SMSs of implementing KVKs (KVK, Banswara/Gurugram).