

**PROCEEDINGS OF 5th VIRTUAL ZONAL COMMITTEE MEETING OF
ATTRACTING & RETAINING YOUTH IN AGRICULTURE (ARYA) PROJECT
ORGANIZED AT ICAR-ATARI, JODHPUR ON 30th DECEMBER, 2020**

5th Virtual Zonal Committee Meeting of Attracting & Retaining Youth in Agriculture (ARYA) for 10 KVKs (including 7 KVKs from Rajasthan and 3 KVKs from Haryana) organized at ICAR-ATARI, Jodhpur on 30th December, 2020.

Dr. Randhir Singh, Assistant Director General (Agricultural Extension), ICAR, New Delhi being the chief guest of the occasion opined that ARYA implementing KVKs must work in convergence mode to get benefits of other central and state government schemes. For tracking progress, efficient monitoring and evaluation mechanism is required at ATARI level. Short video-films are also need to be prepared and share among peer groups for wider visibility of KVKs.

Dr. S.K. Singh, Director, ATARI, Jodhpur briefed about ARYA and its progress in Rajasthan and Haryana states. He emphasized to up-scale the entrepreneurial units on commercial basis. Hence, efforts are needed at KVKs level to facilitate them individually instead of professionally. There is need to identify the skill gaps of youth at field level for addressing the real needs to organize skill training in training programme in next phase of the training. Linking these youths with the financial institutions are required for sustaining these units. These youths can be self-employed and further they can provide employment to others on secondary agriculture. He also emphasized upon convergence of opportunities with various schemes/ stakeholders for sustainable income generation and gainful employment.

Dr. O.P. Yadav, Director, ICAR-CAZRI, Jodhpur opined that ARYA project is one of the ambitious projects of ICAR for minimizing migration of youth from rural areas to urban areas. He emphasized upon that youth of rural areas can be attracted to agriculture for gainful employment and further to become entrepreneurs. He also advocated that KVKs should document different innovations, large scale success stories and its impact. There is need to create confidence among rural youth and handholding support is needed to develop them as job providers.

Dr. Ishwar Singh, Direction of Extension Education, AU, Jodhpur; Dr. S.L. Mundra, DEE, MPUA&T, Udaipur also participated in this meeting.

In this meeting ten senior scientist & heads/ subject matter specialists of KVKs of Rajasthan and Haryana actively participated. A brief presentation on progress of 2020 and workplan for 2021 were presented. Committee has critically reviewed and committee have given comments & suggestions for modification under different enterprises.

RECOMMENDATIONS FOR ARYA IMPLEMENTING KVKs

1. A team of KVK scientists may visit first at three or four nearby villages and invite rural youth of age group between 18-35 years. Informal talks may be organized to assess their needs and based on that entrepreneurial training programmes (minimum 21 days) should be developed for skilling them.
2. DEEs must organize fortnightly meeting to review progress under the Chairmanship of Hon'ble Vice Chancellor of SAUs.
3. There is need to develop 2 to 3 good examples/success stories/enterprises under ARYA project.
4. Regular evaluation & monitoring should be done. Senior scientist & Head and concerned SMSs including contractual staff need to visit frequently in the fields. All visits under the project should be documented in a separate register.
5. Skilled training under ARYA project should be 21 days. However, it should be planned in phased manner. Second and /or third phase should be started with youth who participated in first phase.
6. All the financial transactions related to ARYA project will be documented on a register at KVK level. Hence, timely UC and other information can be provided.
7. Efforts should be made to collaborate & convergence ARYA project with centrally and state govt. projects/schemes.
8. External resource person can be invited to make training practical and but it should be very limited.
9. Organization of ex-trainees meet at KVK level is foremost requirement.
10. KVK scientists may develop success stories or award documents of ARYA youths for sending it at various platforms i.e., district, state and national level.
11. Each SMS (enterprise wise) may interact with the youth trained by KVK and also add the experts related to the enterprises from other KVK/ICAR institute, etc.
12. KVK may organize district level committee meeting for getting guidance and review of progress.
13. Utilization of fund must be as per guidelines provided by ICAR/ATARI. Fund will be exclusively used for ARYA activities.
14. Capacity building of SMSs of KVKs is required for latest update in their field.
15. Rationalization of fund for various enterprises is necessary; however, ATARI can be contacted for any query.
16. Iron boards are to be installed at each youth, for that sample has already been provided to all KVKs. Modification in board is not permissible.
17. Items related to individual enterprise are need to purchase for establishing units at village level.
18. Senior Scientist and Head may see the outcomes of ARYA project. Each SMS is nodal officer of his/her training programme.

TECHNICAL SESSION

Chairman	: Dr. Randhir Singh, ADG (AE)
Members	Dr. S.K. Singh, Director, ATARI, Jodhpur Dr. O.P. Yadav, Director, CAZRI, Jodhpur Dr. Ishwar Singh, DEE, AU, Kota
Convener	: Dr. M. S. Meena, PS (AE) ATARI, Jodhpur
Rapporteur	: Dr. Ramesh Kumar, KVK, Mahendergarh : Dr. Pradeep Pagaria, KVK, Barmer-II : Dr. P.C. Bhatnagar, KVK, Udaipur-I : Mr. Arvind Nagar, KVK, Jhalawar

KVK wise suggestions are given below for necessary action.

1. KVK, Banswara

- KVK have three enterprises *i.e.*, poultry farming, nursery raising & management and goat farming.
- During current year no training has been organized, hence planning should be done within a week and report should be submitted.
- Ex-trainees meet for youths under various enterprises for feedback should regularly be organized.
- Functional linkage & convergence with different government schemes related to adopted enterprises should be developed.
- The progress is not satisfactory. Hence, there is need to monitor the functioning of the ARYA project critically from the Directorate of Extension Education.
- There is need to focus on nursery raising and management aspect where KVK has hardly made any progress.

Overall performance is rated very discouraging which needs much efforts in dedicated manner. DEE, MPUA&T must see this issue on weekly basis.

2. KVK, Gurugram

- KVK have four enterprises *i.e.*, goat farming, mushroom production, protected cultivation, and processing & value addition.
- Protected cultivation/mushroom cultivation should be promoted in Peri-Urban areas.
- No new addition in goat farming, however, youth who were trained in goatry will be monitored for data generation.
- Scientific intervention should be taken up and data should be generated for future reference.
- Field visits of all SMSs are required in place of individual SMS. The quality of photographs is also not up to mark.
- Form SHGs and facilitate them in registration and other interventions.
- KVKs are focussing only the women who are already working in the food processing. Hence need to focus on other women of nearby villages. More effects for other farm women.

- The progress under mushroom and protected cultivation is also not satisfactory. Which need must attention and more entrepreneurs are to be trained in this area.
- There is need to organise skill-oriented trainings in phase manner. Training of 21 days in single phase is not acceptable.
- Daily attendance of participants and photographs are essential.
- Propose the training under value addition, protect cultivation for the month of January 2021. Training modules, and evaluation format (pre & post) is essential before organisation of training.
- Iron board is also needed to fix at each youth, for that sample has already been provided to all KVKs.

Overall progress of scheme is not satisfactory which needs escalating efforts.

3. KVK, Alwar-I

- KVK have four enterprises under ARYA project i.e. goat farming, nursery management, poultry farming and processing & value addition.
- Board should be prepared as per guidelines of the project and established at the site of units.
- Description of technological backstopping provided by the KVK to the youths for establishment of goat and poultry enterprises should be cleared.
- Speed up the project activities for utilization of allotted budget.
- Trainings should be organized on timely under various enterprises.
- Propose the training for all the enterprises for January 2021.

Overall performance is not as per expectation which needs much dedicated efforts.

4. KVK, Barmer-II

- KVK have five enterprises under ARYA project *i.e.* nursery management, goat farming, poultry processing & value addition and Paravet.
- Board should be prepared as per guidelines of the project and established at the site of units.
- Prepare the training modules and evaluation format (Pre and post) before organisation of training.

Overall performance is not visible as desired and more rigours efforts are to be done as this is important KVK of our zone.

5. KVK, Bundi

- KVK have four enterprises under ARYA project *i.e.* goat farming, poultry, processing & value addition and bee-keeping.
- Actual report of technological management of units under various enterprises should be presented.
- Board should be prepared as per guidelines of the project and established at the site of units.
- Scientific input to youths for establishment of profitable & sustainable business venture should be provided.

- Focus on value addition activities through SHGs and linking them to markets.
- Fund should be used in related items of project only. For any diversion, Senior Scientist and Head will be responsible.

Very poor performance in case of goat & poultry enterprises which needs much attention with scientific base. Selection of entrepreneurs for poultry and goatry units must be need based by following bottom-up approach.

6. KVK, Jaipur-I

- KVK have four enterprises *i.e.*, goat farming, nursery management, processing & value addition and poultry.
- In Jaipur district, major area comes under urban hinterland, hence focus should be given on floriculture, pomology & olericulture. Accordingly, related activities must be promoted for maximization of profit commercialization of enterprises.
- Under nursery management enterprise, vegetable seedling production should be promoted on large scale round the year.
- Banner at each youth's door step must be installed.

Overall performance of ARYA is not as per expectations.

7. KVK, Jhalwar

- KVK have four enterprises under ARYA project namely nursery management, protected cultivation, bee-keeping and vermi-compost.
- Board should be prepared as per guidelines of the project and established at the site of units.
- Actual & reasonable cost of cultivation incurred under nursery management units should be presented.
- Detailed information about the units established under ARYA (*i.e.*, area, type of land etc.) should be provided.
- Speed up the work under ARYA as desired by Division of Agrl. Extension, New Delhi.

There is lack of devotion amongst SMSs to address real needs of youths under this scheme.

8. KVK, Udaipur-I

- KVK have four enterprises namely poultry, goat rearing, nursery management and processing & value addition.
- Detailed information about the units established under ARYA (*i.e.*, area, type of land etc.) should be provided.
- In presentation, quantification of each information should be mentioned.
- Board in the fields with necessary details is to be fixed.

Very poor performance and devotion towards scheme is lacking especially in nursery and value addition.

9. KVK, Ambala

- KVK have four enterprises, *i.e.*, poultry, nursery management, mushroom production and piggery.
- Mushroom production is based on season, then for income generation round the year, nursery management unit should be merged with mushroom production.
- If piggery and poultry are more profitable units then rural youth should be increased in these enterprises.
- Results of vermi-composting is not visible, needs much efforts.
- Modify/change enterprises which are not income generating round the year and having problems of marketing/establishment.
- SRF must be used for all the SMSs engaged under ARYA.

Intensify the efforts of SMS of horticulture and animal science must be reflected. Both must select at least 20 youth after conducting bottom-up approach in different villages & accordingly skill development may be done among the selected rural youth.

10. KVK, Mahendragarh

- KVK have four enterprises under ARYA project namely processing & value addition, bee-keeping, vermi-compost and mushroom production.
- To reduce mortality of poultry chicks, season based (summer and winter management) techniques should be incorporated.
- Training schedule for planned training must be sent to ATARI before finalisation. Pre and post evaluation should also be prepared for pre and post evaluation.

Rigorous efforts are needed to organize need-based training programmes.

COMMENTS/SUGGESTIONS BY COMMITTEE MEMBERS

Dr. Randhir Singh ADG (AE), ICAR, New Delhi

- Profitable enterprises should be identified as per local needs.
- Impact assessment and process documentation of success stories are need to be focused.
- Linkage of ARYA with various schemes & programmes for rural youth should be developed.

Dr. O.P. Yadav, Director, ICAR-CAZRI, Jodhpur

- Guidelines of ARYA project to be followed strictly and activities should be carried out accordingly.
- There should be round the year self-employment generation opportunities to uplift the employment generation to uplift the living standard of the youths.
- There is need to identify difficulties/issues in the enterprises at village level.

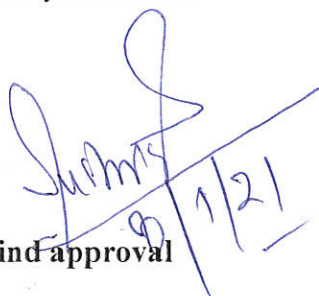
Dr. Ishwar Singh, Director Extension Education, AU, Jodhpur

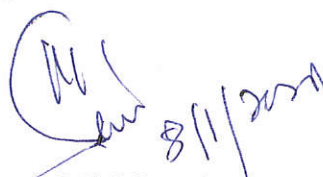
- Holistic approach, linkage of market and regional balance should be kept in mind while preparing need-based training under ARYA.

Dr. S.K. Singh, Director, ICAR-ATARI, Jodhpur

- Attract the rural youth for agricultural entrepreneurship so that they can do the activities in a professional manner.
- Detailed lessons plans must be prepared.
- More emphasis should be on gainful employment and sustainable income generation activities round the year.
- Timely and proper communication of queries and information to ATARI.
- Develop proper action plan for each enterprise under ARYA project as the project is dealing with heterogeneous group of rural community.
- More focus should be on identification of suitable youths under different enterprises.
- More focus should be on development of role model for sustainable income under ARYA project.

After completion of presentations and suggestions from committee members, the meeting was ended with the vote of thanks by Director, ICAR-ATARI, Jodhpur to Chairman, committee members, Senior Scientists and Head and SMSs of ARYA implementing KVKs across Rajasthan and Haryana states.


Director for kind approval
9/1/21


(M. S. Meena)
Member Secretary

Copy to: All KVKs, DEEs and respective host institutes.