

Attracting and Retaining of Youth in Agriculture (ARYA)

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SUMMARY

This is an initiative of ICAR to develop a comprehensive model for sustainable development of youth in agriculture. In this program it is proposed to develop suitable models to encourage youth to practice agriculture like rural/agriculture incubators, one stop-shop to provide every solution, custom hiring centres, farm youth associations and networking of rural youth..

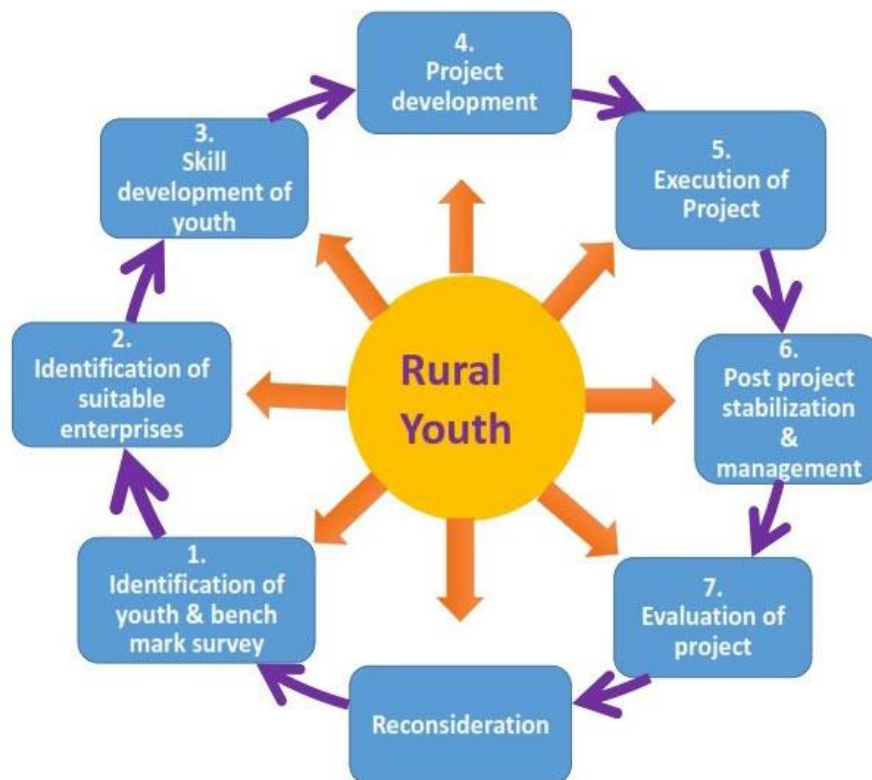
INTRODUCTION

Realizing the importance of rural youth in agricultural development especially from the point of view of food security of the country, ICAR has initiated a program on “ Attracting and Retaining Youth in Agriculture “ on 16th July 2015. Under this scheme, special efforts will be taken to attract the rural youth under the age of 35 years in agriculture so that in the migration of rural youth towards cities is controlled.

Objective of ARYA Project:

1. To attract and empower the Youth in Rural Areas to take up various Agriculture, allied and service sector enterprises for sustainable income and gainful employment in selected districts.
2. To enable the Farm Youth to establish network groups to take up resource and capital intensive activities like processing, value addition and marketing.
3. To demonstrate functional linkage with different institutions and stakeholders for convergence of opportunities available under various schemes/program for sustainable development of youth.

ARYA Project Proceeding:



Operational Mechanism:

- The project should be implemented in 25 districts (one district from each state)

- Through the KVKs of those districts.
- With technical partners from Institute of the Indian Council of Agricultural Research (ICAR), the Agricultural Universities and others.
- One or two entrepreneurial development units should be established at the kvk itself so that it serve (s) as entrepreneurial training unit (s) for the farm youth.
- The KVKs should also facilitate youth for establishing various entrepreneurial units at the farm of the youths or group of youth.

Why ARYA Programme?

- Primary sector need skilled youth with business skills to boost agriculture and allied sector.
- Youth find agriculture activities a burden some are willing to settle abroad.
- The productivity of primary sector depends on skills and new technology. It is employing more than 55% population but share in GDP is only 13.7%
- The income of rural youth would become sustainable and meaningful.
- New scheme would help develop service sector in rural area by building entrepreneurial skills.

Effective strategies and opportunities to attract youth:

1. Income Generating Activities in Agriculture:

The income generating agribusiness activities, youth/ farmer can take up are Mobile Soil/water testing kits/laboratories; Land preparation consultancy/ customized land preparation techniques for farmers; Compost preparation out of rural waste and marketing; Vermicomposting; Micro-irrigation lay out consultancy by less studied rural youth as professional graduates charge more; Hybrid Seed production skills/ hybridization techniques for rural youth; Weed control through customized implements manually operated/petrol operated by letting these small & low cost implements; Plant protection techniques such as extracting neem oil, production of NPV at labs and preparation and marketing of Trichoderma cards; Price forecasting consultancy and charging for the service and Agriculture Journalism as a source of income in foreign exchange activity. Some policy recommendations to be adopted immediately to bring for attracting and retaining youth in agriculture, Installation of Agri information kiosk at every village panchayat level and training by the corporates, NGO's, KVK and SHG's.

2. Income Generating Activities in Animal Husbandry:

To develop livestock, youth should take up interest and enter into value addition and small scale industries in the enterprises such as Dairy farming, Meat production and processing technologies by developing indigenously. Livestock can be a largest source of employment and income generating activity by commercializing it with all the natural resources available in India. Role of Indian Women in generating income and their savings, will benefit investment in Animal Husbandry for Infrastructure and inputs.

3. Income Generating Activities in Fisheries –

A farmer/youth/women can take up to as a profitable business and also, in creating employment to rural people of both coastal and Inland fisheries practitioners such as Fish / shrimp Farm Managers; Shrimp / fish Hatchery Managers; Shrimp hatchery technicians; Aqua lab technicians; Aqua lab Managers; Fish Retail outlets; Mobile Fish retail outlets for Fish Value added products; Ornamental fish rearing and breeding units; Ornamental fish fabricating units; Ornamental retail fish marketing shops.

4. SBI Programmes for Promotion of Youth Involvement in Agriculture:

The State Bank of India (SBI) in partnership with reputed NGOs like MSSRF, BAIF Development Research Foundation and Seva Mandir initiated the SBI Youth for India programme which is a rural fellowship program launched in 2011 to draw youth to rural developmental activities. Available opportunities provided by the SBIRD to the rural youth to take agriculture and its development are Value chain and Food Processing industry finance; Customized Farm mechanizations and Combined harvesters; Finances for Irrigation, dig well, bore

wells, sprinkler, drip etc.; Cold storages and rural ware houses finance Export of processed medicinal and aromatic crop finance; Dairy value chain (scheme Dairy plus) and Chilling centre finance; Poultry finance and Contract farming finance and Quick gold loans for farmers to invest in their agribusiness.

Role of Extension Person to Attract Youth in Agriculture

- Motivation** - As young people see the neglect and backwardness of the rural areas, they lose inspiration and often see little hope for their own futures.
- Training** - Many young people will have been formally educated but still lack the skills required to make a living in the rural areas. Often youth is ill-prepared and ill-equipped for the demands of rural development.
- Involvement** -Often young people feel isolated and unable to get involved in local rural development activities. They have no representation and no means of making their voice heard.
- Opportunities** -There are too few programmes which attempt to reach young people, or projects which seek to integrate the youth into rural development activities.

CONCLUSION

Realizing the importance of rural youth in agricultural development especially from the point view of food security of the country and to empower rural youth, the Indian Council of Agricultural Research (ICAR) has initiated a programme on “Attracting and Retaining Youth in Agriculture (ARYA) during 2015-16. Under this scheme, special efforts are being taken up to attract the rural youth under the age of 35 years in agriculture to provide income generating opportunities and engage them in agriculture. The oriented youth groups may function as role model for other youths by demonstrating the potentiality of the agri-based enterprises and also by imparting training to others. Skill development of rural youth is helping in regaining their confidence levels to pursue farming as a profession, besides generating additional employment opportunities to absorb under employed and unemployed rural youth in secondary agriculture and service related activities in rural areas.

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