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# Welcome...



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**Ministry of Agriculture & Farmers Welfare,  
Government of India**

## **Attracting and Retaining Youth in Agriculture (ARYA)**



Attract and empower the youth in rural areas.

Take up various agriculture, allied and service sector enterprises for sustainable income and gainful employment.

Emphasis on processing, value addition, marketing and networking.

Entrepreneurship and value chain management.

200-300 youth per district are involved to 25 KVKs in 25 states. ARYA is to be expanded in 75 more districts



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## What is ARYA ?

Realizing the importance of rural youth in agriculture development of the country ,ICAR has initiated a programme on “Attracting and Retaining Youth in Agriculture” on 16 July 2015.

Under this scheme, special efforts will be taken to attract rural youth under the age of 35 years in agriculture so that we can control the migration of rural youth into cities.



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## Why ARYA Programme?

01

Primary sector need skilled youth with business skills to boost agriculture and allied sector.

02

Youth find agriculture activities a burden some are willing to settle abroad.

03

The productivity of primary sector depends on skills and new technology, but share in GDP is only 13.7%. (*Economic survey report:- 2016-17*)

04

The income of rural youth would become sustainable and meaningful.

05

New scheme would help develop service sector in rural area by building entrepreneurial skills .



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# Objectives of ARYA

- To enable the farm youth to establish network groups to take up resources and capital intensive activities like processing ,value addition and marketing .
- To demonstrate functional linkage with different institutions and stakeholders for convergence of opportunities available under various schemes/programs for sustainable development of youth



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# Need of ARYA

- It is a matter of worry that in a farming economy like India ,rural youth are looking down at agriculture and moving to towns , cities and urban centers in search of better jobs
- What is really worrying is the fact even the educated rural youth , including agricultural graduates , are almost totally not interested in taking up farming as a profession
- Even the majority of farmers do not want their next generation to do this job, their traditional profession



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# Views to ATTRACT YOUTH TOWARDS AGRICULTURE

The need for a strategy to keep youth grounded in agriculture was first voiced by the national commission on farmers , headed by scientist and father of India green revolution , M . S. Swaminathan , in 2006. “ The youth can be attracted to and retaining in farming only if it becomes economically rewarding and intellectually satisfying”.

Radha Mohan Singh also stated that , agriculture has become unprofitable enterprise for small and marginal farmers. This sector not only needs integrated approach but certain structural reforms to deal with farm crises .



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## Cont...

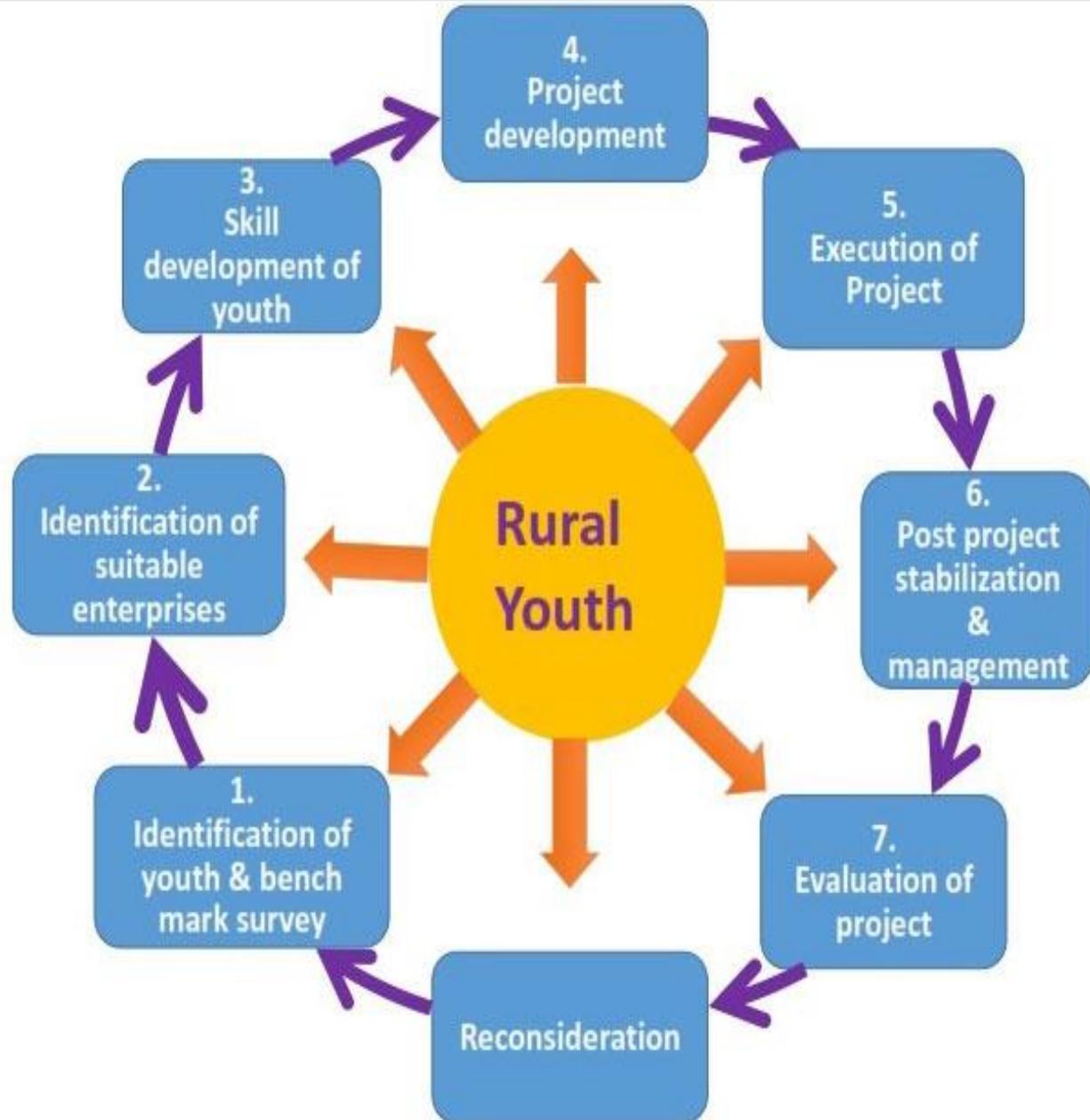
It has also stressed the need for providing essential facilities such as power , roads , education and health care , among others in rural areas .

Our country so heavily depends on agriculture cannot develop without making agriculture profitable .



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## Achievements of ARYA project

In Karbi Anglong (Assam) total 111 rural youth benefited from different enterprises like poultry , piggery , pineaapple and mushroom .

In senapati (Manipur) 120 rural youth got training about mushroom cultivation, piggery ,poultry , fisheries .

In Lunglei ( Mizoram) 145 rural youth benefited with various enterprises such as piggery, poultry , mushroom and bee keeping .



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## Cont....

In workha ( Nagaland) 90 rural youth succeed in attaining several enterprises like mushroom , poultry , piggery and cut flowers .

In north Sikkim 90 rural youth gained diverse enterprises like cardamom cultivation in protected cultivation, piglet cultivation , off season vegetable production under walk in tunnel.



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# SWOT analysis of rural youth

## **STRENGTHS**

They possess good energy

They have capacity & ability to produce more.

Due to their exposure to media, they are capable of accepting new ideas in farming.

## **WEAKNESS**

Elderly farmers in the family take the decisions in farming

They lack training in improved methods & skills

Non- remunerative prices to agricultural produce.



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# SWOT analysis of rural youth

## Opportunities

Increased market for agricultural produce & secondary agricultural commodities , which ensure good income to young farmers .

Training opportunities through KVKs & other training insitutions .

Farmer friendly policies, incentives & schemes of the Government in the field of agriculture.

## Threats

- Increased migration to urban areas .
- Less respect for agriculture profession .
- Poverty and unemployment in rural areas.
- Lack of education



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# Role of Extension person to attract youth in Agriculture

1. Motivation
2. Training
3. Involvement
4. Opportunities



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# Advantages

Improves Agro- productivity in the country

Controls rural migration of youth

Income of rural youth become sustainable and meaningful

Develops services sector in the rural area

Business and entrepreneurial skill of youth get developed

## **Disadvantages**

Youth would remain confined to rural areas .



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# Agri-preneurship

- ❖ Agripreneurship refers to entrepreneurship in agriculture .
- ❖ Agripreneurship defined as entrepreneur whose main business is agriculture or agriculture related.
- ❖ Agriculture + Entrepreneur = Agripreneur



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## *Agripreneuship Segments*



**Input:**  
This segment performs the primary activities on farmland e.g clearing, cultivation, planting, application of manure/fertilizer, harvesting e.t.c.

**Processing:**  
This segment processes the harvested farm produce and convert them into unfinished, semi-finished and finished products.



**Marketing:**  
The marketing segment engages in promotion, advertisement and selling of the farm produce and processed products



**Transport:**  
This segment conveys farm produce within the farm premises to the consumers.



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# BENEFITS OF AGRI- PRENEURSHIP

It helps in reducing food costs , supply uncertainties and improving the diets of the rural and urban poor in the country

It also generates growth , increasing income ,and providing entrepreneurial opportunities in both rural and urban areas.

Agri- preneurship for women empowerment

Land ownership

Agricultural cooperatives

Self help groups: SHG

MSME in agriculture

ICT tools

Policy implications



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# Cont.....

## **PROMOTING AGRI-PRENEURSHIP IN INDIA.**

Creating products or services for which s/he must find a market and customers.

Adapting to changing consumer requirements and technological possibilities.

Advertising in TV, Newspapers, Pamplates and wall posters about Agri- Preneurship



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## **Agri - Tourism :-**

- It refers to people visiting working farms or other agriculture operations for the purpose of enjoyment, education or other active involvement .

## **Father of Agro – Tourism in India**

**Pandurang taware**



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Agri- tourism is a sustainable form of tourism business.

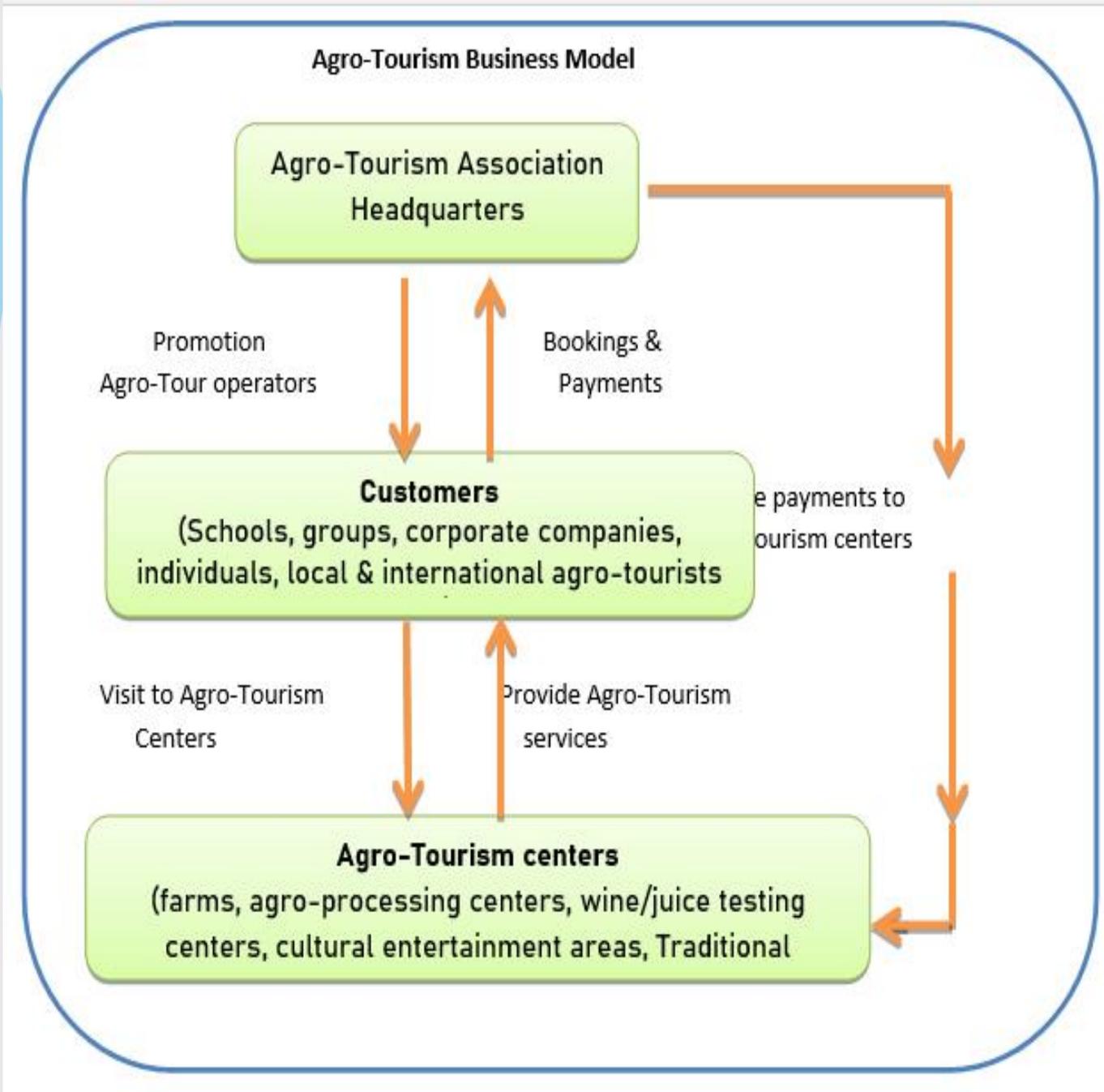
It provides an additional source of income for the farmers. It gives prestige to rural life and creates new jobs at local levels





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## **PROMOTION OF AGRI-TOURISM**

Give a wide publicity of their tourism centre by newspapers, television etc. and develop contacts with the schools, colleges, NGOs, clubs, unions, organizations etc.

Train their staff or family members for reception and hospitality of the Agri-tourists.

Understand the customers' demands and their expectations and serve them accordingly.

Charge optimum rent and charges for the facilities/services on the commercial base.

Develop a website and update from time to time to attract foreign tourists and take their feedback and comments about the service and suggestions for more development and modification.

Develop different Agri-tour packages for different types of tourist and their expectations.

Small farmers can develop their Agri-tourism centers on the basis of cooperative society.