

Attracting and Retaining Youth in Agriculture (ARYA)

Objectives of the ARYA Project:

- **Attract and empower rural youth to engage in agriculture, allied sectors, and service enterprises for sustainable income and meaningful employment.**
- **Facilitate the formation of network groups among farm youth to undertake resource- and capital-intensive activities like processing, value addition, and marketing.**
- **Establish functional linkages with institutions and stakeholders to converge opportunities from various schemes and programs for the sustainable development of rural youth.**
- **Curb the migration of rural youth to urban areas by creating attractive agricultural opportunities and retaining the agricultural workforce in rural regions.**

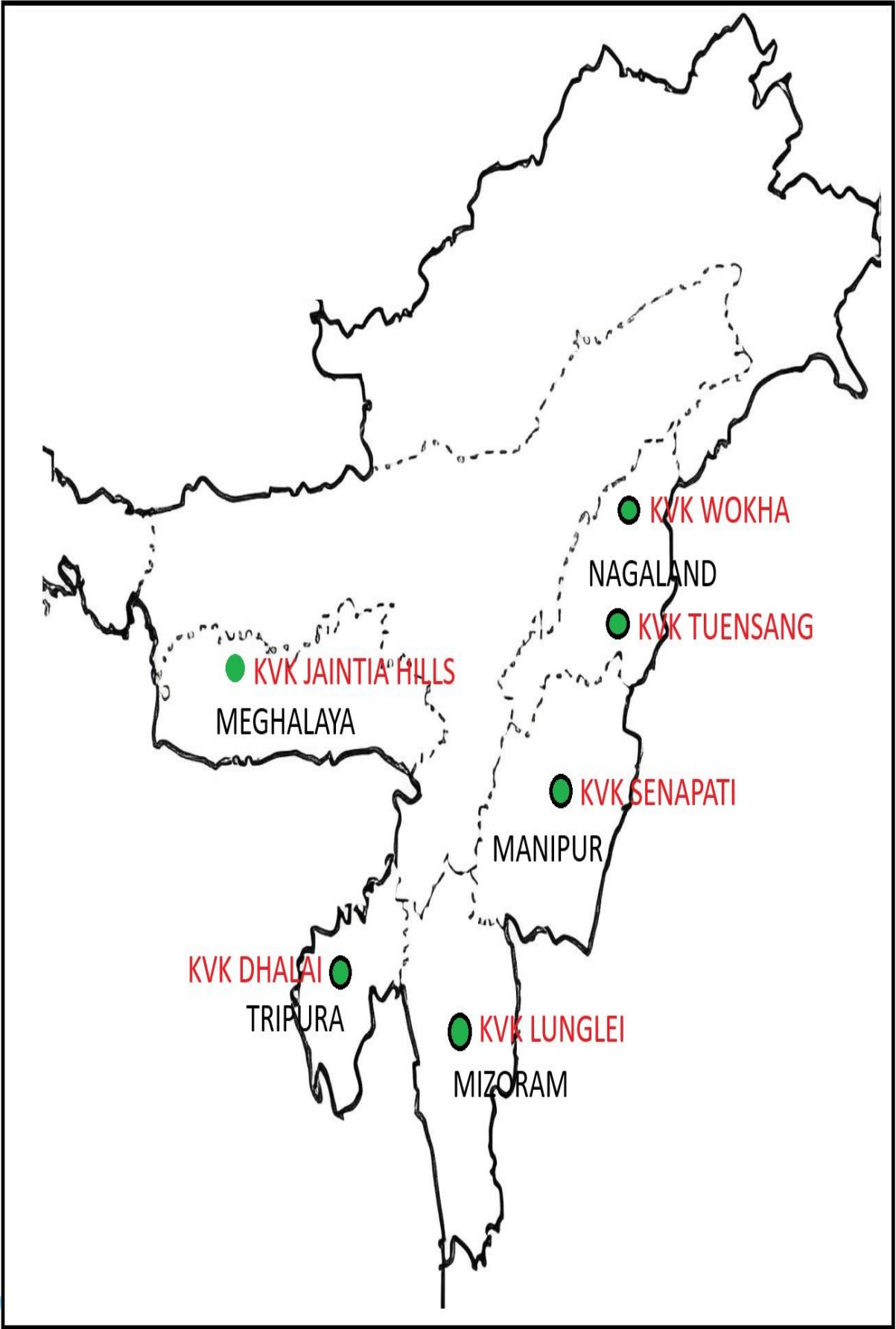
Key Features of the ARYA Project:

- ❖ **Focuses on creating model youth-led enterprises in selected districts.**
- ❖ **Promotes entrepreneurship and innovation in agriculture and allied sectors.**
- ❖ **Encourages skill development and capacity building for rural youth.**
- ❖ **Demonstrates successful models of agricultural enterprises to inspire replication.**
- ❖ **Strengthens rural livelihoods while contributing to national food security.**

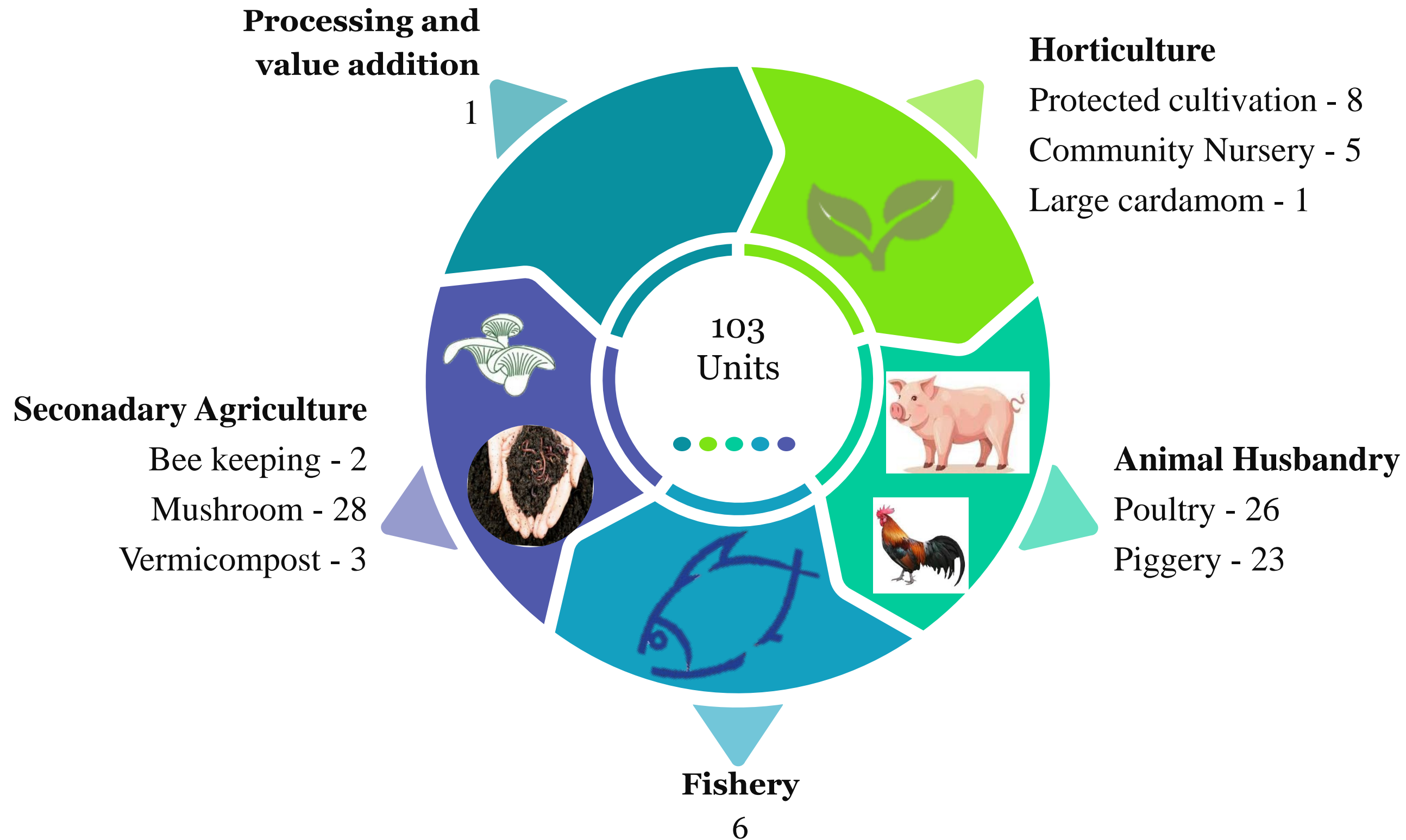
Overview

State	Name of KVKs	ARYA year of inception
Manipur	KVK Senapati	2016-2017
Nagaland	KVK Wokha	2015-2016
	KVK Tuensang	2019-2020
Mizoram	KVK Lunglei	2016-2017
Meghalaya	KVK Jaintia Hills	2019-2020
Tripura	KVK Dhalai	2018-2019

KVKs	ARYA approved enterprise under Zone VII
KVK Senapati	Mushroom, Poultry, Piggery, Fishery, Large Cardamom, Floriculture
KVK Wokha	Mushroom, Poultry, Piggery, Cut Flower
KVK Tuensang	Mushroom, Poultry, Piggery, Nursery Raising of Vegetables, Protected Cultivation, Large Cardamom
KVK Lunglei	Mushroom, Poultry, Piggery, Bee- Keeping, Vermicomposting, Protected Cultivation
KVK Jaintia Hills	Mushroom, Poultry, Piggery, Vermicompost, Value Addition of Lakadong Turmeric
KVK Dhalai	Mushroom, Poultry, Piggery, Goatery, Small Nursery



Achievements 2024-25



Impact Since Inception of ARYA Project

Key Success Indicators	Mushroom	Poultry	Piggery	Protected Cultivation	Nursery Production	Vermicompost	Processing and value addition	Large Cardamom	Fishery	Bee-Keeping	Goatery
No. of youth trained	2137	1793	1826	508	757	697	20	617	495	469	282
No. of units established	274	248	209	26	63	143	20	60	30	20	30
Average net income earned (Rs/unit/year)	Rs.164666	Rs. 172207	Rs.395250	Rs.114500	Rs.106487	Rs.76716	Rs.1631500	Rs.428625	Rs.516800	Rs. 180000	Rs.111700
Average no. of youth employed (per unit)	4	3	4	3	3	3	20	3	3	3	2
Average man days (per unit/year)	132	200	180	145	231	39	225	110	122	22	136
How many farmers in the village started this enterprise	46	35	40	12	10	24	6	18	26	22	55
No. of neighbouring villages it spread to	12	13	16	4	5	6	1	2	17	4	15

An insight into successful implementation

Financial Benefits and Collaborations

- KVK Jaintia Hills has received total financial benefits amounting to approximately Rs. 10,00,000 from various schemes and programs, including CM Elevate, PMEGP, the Horticulture Department, MGNREGS, and NABARD.

Adoption of Model Village for Poultry Farming

-the model village of *Sohphoh* for poultry farming focuses on empowering rural youth through sustainable agricultural practices.

TRYSEFA Programme Support

- In collaboration with the Basic Agriculture Training Centre, Upper Shillong, KVK Jaintia Hills provided financial assistance of ₹1 lakh each to five youths under the TRYSEFA Programme

Skilled Training for Rural Youths (STRY)

- In partnership with MANAGE, Hyderabad, KVKs conducts training programs for rural youth under the Skilled Training for Rural Youths (STRY) initiative, equipping them with essential skills for sustainable livelihoods.

Product Branding and Commercialization

Linkage with KUBHA SHG to provide training, branding, and commercialization support for mushroom-based products. These efforts have led to the successful launch of the brand “*Mushroom Chanachur*”, creating new opportunities for rural entrepreneurship.