

Shri KIRAN C M

HOD in Economics

Seshadripuram Independent PU College

Magadi Road Branch, Bangalore, Karnataka, India.

Email Id: kiran.cm88@gmail.com

Attracting and Retaining Youth in Agriculture (ARYA) Scheme: Its progress and challenges in India

Abstract

India is a country of villages where agriculture is the main occupation of more than 50% of the population. Yet agriculture is not a profitable occupation for many farmers, still they depend upon agriculture for their livelihood. Majority of the youths are not showing much interest in agriculture. So, to attract and retain youths in the field of agriculture the Modi Government had taken an initiative and launched various programs. On 25th July 2015 our Honorable Prime Minister Narendra Modi introduced the Attracting and Retaining Youth in Agriculture (ARYA) program. In this article based on secondary sources we are finding out whether this program helped farmers or not? , Is this program profitable to improve their skills and standard of living? Is this program confined to only a few parts of India or to the whole country?

Key Words: Agriculture, Youths, Income, Skills, Sustainable and migration etc.

Introduction

India is primarily an agrarian economy where more than half of the population is engaged in agricultural activities. However, climate changes, frequent drought and floods make agriculture extremely risky. Indian agriculture is gambling with monsoon. Youth are the primary productive human resources of socio-economic development. Youth minds are creative and they are capable of handling risk factors such as monsoon management, climate change adoption and poverty in an efficient way using various technologies. But, the majority of the farmers don't want their next generation to continue with their traditional profession, because of low income from agriculture and poor quality of life in rural areas.

Head of National Commission on Farmers, scientist and father of India's green revolution, M.S. Swaminathan, says "The youth can be attracted to and retained in farming only if it becomes economically rewarding and intellectually satisfying. Therefore, the government has taken a number of steps like Farmers FIRST, Student READY, and ARYA etc, to attract youth to enter into agricultural activities. The new scheme ARYA has recently been launched by the Indian Council of Agricultural Research (ICRA). This program is planned to be implemented through Krishi Vigyan Kendras (KVK- Farm science centres) in 25 states of our country.

Each KVK would train about 200 to 300 youth in taking up agriculture's allied and supplementary activities such as poultry farming, dairying, fisheries, goat rearing, mushroom production and other similar activities which keep the rural youth attached to agriculture, either directly or indirectly. Finally, the trained young entrepreneurs would be assisted in preparing project reports for seeking bank loans.

Objectives of ARYA

1. To attract and empower the rural youth to take up various agriculture allied and service sector enterprises.
2. To demonstrate sustainable, attractive, remunerative and climate smart agri-based job opportunities for rural youth at village level and create gainful employment.
3. To upgrade youth-capacity in specific agri-preneurship model adoption.
4. To establish network groups to take up resource and capital intensive activities like processing, value addition and marketing.
5. To backstop technology dissemination chain and it's up scaling.
6. To demonstrate functional linkage with different institutions and stakeholders.
7. To curb rural migration.

Activities performed by Trained Youth

- Identify the barren land on respective villages and promote farmers to grow pulse of them.
- To promote farmers to grow something else after harvesting paddy.
- To inspire farmers to use fertilizers as per Soil Health Card.
- To propagate the use of neem coated urea.
- To promote farmers for agriculture of Rabbi.
- To inspire farmers for Prime Minister Crop Insurance Scheme.
- To register farmers on Farmer Portal.
- To provide farmers new technology by telephoning Kisan Call Center.
- To promote seed treatment.

Realizing the importance of rural youth in agricultural development especially from the point of view of food security of the country and to empower rural youth, the ICAR has initiated a program on 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 activities 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 level 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. Under the project 4280 youth in various groups have been oriented for establishing micro-entrepreneurial units in 25 districts listed in Table1. Taking up various enterprises as listed, in Table2. The number of youth engaged in different enterprises is given in Table3. Number of youths oriented and entrepreneurial units established.

Table.1: State wise list of ARYA centers

| State | District | State | District |
|-------------------|----------------------------|----------------|-----------------------|
| Haryana | Gurgaon | Uttar Pradesh | Muzaffar Nagar |
| Punjab | Batinda | Andra Pradesh | Nellor |
| Himachal Pradesh | Hamirpur | Telangana | Nalagonda(Kampasagar) |
| Jammu and Kashmir | Kathua | Maharashtra | Nagpur |
| Bihar | East Champaran | Gujarat | Rajkot |
| West Bengal | Nimpith(South24 paraganas) | Rajasthan | Banswara |
| Manipur | Senapati | Madhya Pradesh | Gwalior |
| Nagaland | Wokha | Chattisgarh | Dantewada |
| Assam | Karbi Anglong | Odisha | Nayagarh (Panipola) |
| Mizoram | Lunglei | Karnataka | Bengaluru-Rural |
| Uttarkhand | Haridwar | Tamil Nadu | Kanyakumari |
| Sikkim | North Sikkim | Kerala | Kannur |
| Jharkhand | Gumla | | |

Table 2: List of identified Enterprises

| Sl. No. | Enterprise | Sl. No. | Enterprise |
|---------|-------------------------|---------|--|
| 1 | Goat rearing | 11 | Turkey farming |
| 2 | Protected cultivation | 12 | Poultry |
| 3 | Mushroom production | 13 | Piggery |
| 4 | Bee Keeping | 14 | Large cardamom |
| 5 | Horticulture | 15 | Pineapple |
| 6 | Commercial floriculture | 16 | Fruits and vegetable nursery |
| 7 | Broiler farming | 17 | Fruits and vegetable processing |
| 8 | Betelive cultivation | 18 | Vermicompost |
| 9 | Fish hatcheries | 19 | Lac cultivation |
| 10 | Duck farming | 20 | Value added products of banana and coconut |

Table 3: Number of youths oriented and entrepreneurial units established

| Sl. No. | Major Enterprises | No. of youths oriented | No. of youths established their own entrepreneurial units | Oriented/ Established (Col.3/Col.4) |
|---------|----------------------|------------------------|---|-------------------------------------|
| 1 | 2 | 3 | 4 | 5 |
| 1 | Mushroom Production | 847 | 291 | 34% |
| 2 | Poultry | 792 | 280 | 35% |
| 3 | Lac Cultivation | 230 | 100 | 43% |
| 4 | Pig Farming | 387 | 91 | 31% |
| 5 | Bee Keeping | 406 | 82 | 20% |
| 6 | Fishery | 80 | 80 | 100% |
| 7 | Goat Farming | 221 | 69 | 31% |
| 8 | Broiler duck farming | 55 | 46 | 83% |
| 9 | Value Addition | 40 | 40 | 100% |
| 10 | Nursery Management | 72 | 13 | 18% |

Krishi Vigyan Kendra (KVK) – Bengaluru Rural

Bengaluru Rural districts have 0.61 lakh hectare area under millets with a production of 0.99 tonnes with productivity of 1634 Kg/hectare. Under ARYA project' the KVK-Bengaluru Rural has created awareness among farm youth about importance of millet cultivation and also expanded area under these crops in the district. With the support of the project, the registered Commodity Based Association (CBA) has been formed in the district for promotion of millets.

Under the ARYA project, Annapurneshwari Nutri-millet Growers and Processors Association has been formed in 2016 at Perumagondanahalli, Doddaballapura Taluk, Bengaluru rural districts with 35 members. A total of 21 capacity building programs have been organized on production technologies, processing, preparation of value added products, branding including FSSAI licence and market linkages.

The KVK has also emphasized on value addition of Jack fruit. The Jack fruit is cultivated in an area of 944 hectare with a production of 0.21 lakh tonnes and it has got good potential for value addition into several products like squash, jam, candy, halwa and ready to serve beverages. With the support of ARYA project, the KVK has supported formation of CBA in the district for promotion of jackfruit and its value added products and provided technical backstopping.

Enterprise 1: Nutri-millet processing

- No. of youth trained :35
- No. of groups formed :1
- No. of youth established their own units : 35
- No. of youth remaining the units sustainably :20
- Cost of production per unit : Rs. 6,82,248
- Sale Value : Rs. 250/kg

- Net economic gains (Rs./unit/year) Rs. 212lakh
- Employment generation: 35 youth employed for 250 days in a year.

Enterprise 2: Jack fruit processing and value addition

- No. of youth trained : 35
- No. of groups formed : 1
- No. of youth established their own units sustainably: 35
- Cost of production per unit: Rs. 4,47, 119
- Sale value: Rs. 300/kg
- Net economic gains (Rs./unit/year) : Rs. 20.3 lakh
- Employment generation: 35 youth employed for 160 days in a year.

Critical Analysis

1. By the above mentioned statistical information it is clearly states that, ARYA program is more profitable to the rural youths.
2. It avoids rural migration to urban areas.
3. Improves Agro-productivity in the country.
4. ARYA program is most successful program in almost all the area where it has been implemented.
5. Unplanned urbanization can be avoided.
6. It is useful for exports and income generation to the government.
7. Most of the dry land and barren land can be converted for agriculture and allied activities.
8. Business and Entrepreneurial skills of youth get developed.
9. Income of rural youth becomes sustainable and meaningful.
10. Develops service sector in the rural area.
11. ARYA is a best remedy for poverty eradication and employment generation to the rural youths.
12. This program has to reach nook and corners of the villages in India.
13. Youth would remain confined to rural areas.
14. This program confined only to selected districts in India.
15. The Government has to create more awareness about this program through various channels.
16. This program is lagging in reaching majority of the youths in India.

17. Minimum support price and effective marketing facilities has to be provided by the government.
18. Sometimes it leads to the problem of disguised unemployment, when too much youth depends upon agriculture.
19. The need of the hour is to involve more people in service and secondary sector.
20. At present more importance has to be given for research and development to attract and retain youths in the field of agriculture.

Conclusion

Agriculture is the backbone of our country. ARYA scheme has all potential to keep the educated youths in rural areas. However, its success depends upon efficient and effective implementation of the program throughout India by the government.

BIBLIOGRPHY

1. Government of India (2017) Agriculture Statistics at a Glance. Ministry of Agriculture, Cooperation and Farmers' Welfare, Directorate of Economics and Statistics.
2. Government of India (2018) Report of the Committee on Doubling Farmers' Income (Chaired by Ashok Dalwai). 14 Volumes, Department of Agriculture, Cooperation and Farmers welfare, Ministry of Agriculture and Farmers' Welfare, 201pp
3. Government of India (2019) Report on Policies and Action Plan for a secure and Sustainable Agriculture (Chaired by R.S. Paroda). Submitted to the Principal Scientific Adviser to the Government of India, 198pp
4. Government of India (2007) National Policy for Farmers. Department of Agriculture and Cooperation, Ministry of Agriculture.
5. Singh R B (2015) Zero Hunger India: The Challenge. Dr. A.B. Joshi Memorial Lecture National Academy of Agricultural Sciences, New Delhi, 44p
6. <https://dfr.icar.gov.in>
7. <https://www.slideshare.net>
8. <https://www.bankexamstoday.com>
9. <https://ruralmarketing.in>
10. <https://www.researchgate.net>
11. <https://baliens.com>