2023-24
ANNUAL REPORT

ATTRACTING AND RETAINING YOUTH IN AGRICULTURE

(An Approach Towards Youth Empowerment)

ARYA

ICAR - Division of Agricultural Extension
Krishi Anusandhan Bhawan, New Delhi

वार्षिक प्रतिवेदन

Annual Report

2023-24

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FOREWORD

Agriculture and allied sectors play very crucial role for India's economic development, employing over half of the labour force and involving rural youth in socio-economic transformation. At present, only 5% rural youths are actively engaged in agriculture, and 45% have migrated to urban cities for search of job. Recognizing the pivotal role of rural youth in agricultural development particularly for ensuring livelihood security and sustainable income, the ICAR has been implementing the ARYA (Attracting and Retaining Youth in Agriculture) program since 2015–16 through its Agricultural Extension Division.

The ARYA project is implemented through 100 Krishi Vigyan Kendra's (KVKs) across the country with the objective to motivate and empower rural youth to engage in various agriculture-related enterprises and start enterprise of productive employment generation in their vicinity. The ARYA program identifies, mentors, and trained rural youth to develop entrepreneurial skills and establish small enterprises in agriculture and allied sectors. The project report involves comprehensive information about youth orientation, group formation, establishment of micro-enterprises, financial outcomes, and employment generation. The findings have been documented, which provides valuable insights for the effective implementation and improvement of the ARYA project at national level

Acknowledgment is extended to the Scientists of KVKs and Agricultural Technology Application Research Institutes (ATARIs) for their diligent documentation of the achievements and outcomes of the ARYA are deeply valuable for the stakeholders and policy makers of state and country level.

(Himanshu Pathak)

Dated the 27th December, 2024
New Delhi

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डॉ. उधम सिंह गौतम
उप महानिदेशक (कृषि विस्तार)

Dr. Udham Singh Gautam
Deputy Director General
(Agriculture Extension)

FOREWORD

The Indian Council of Agricultural Research (ICAR) has undertaken an ambitious program focused on rural youth to address the challenges of youth migration and enhance socio-economic conditions at the village level. The initiative, implemented through the Attracting and Retaining Youth in Agriculture (ARYA) project, aims to empower rural youth by promoting their engagement in agriculture and allied sectors, including secondary agriculture. The employment generation at the village level is of paramount, and ARYA plays a pivotal role in mitigating issues of unemployment and underemployment while reducing the migration of rural youth to urban areas in search of non-agricultural jobs.

ARYA promotes rural youth's role in improving resource efficiency and agricultural development. It fosters entrepreneurship, income generation, and employment opportunities for participants and their communities. The program encourages rural youth to pursue careers in agriculture and its allied sectors for strengthening rural livelihoods. A distinguishing feature of ARYA is to provide support for collective enterprises, promoting community-based business models rather than solely private ventures. This collaborative approach enhances the social and economic fabric of rural areas.

With great pride and enthusiasm, I extend my sincere congratulations to everyone who has engaged in ARYA project for its successful. Over the years, the project has not only expanded but also flourished, serving as a model of innovation and cooperation. It continues to inspire rural youth to actively engage in agriculture by providing sustainable and fulfilling employment opportunities that ensure regular income generation. ICAR-ATARI, Patna had been given responsibility to coordinate the project activities.

I highly commend the Scientific team at Agricultural Extension SMD at ICAR Headquarter including Dr. R. Roy Burman, ADG (AE) and Dr. Keshava, Principal Scientist who had contributed in this project at national level and ICAR-ATARI Zone IV, Patna including Dr. Anjani Kumar, Director and Dr. Amrendra Kumar, Principal Scientist for their meticulous documentation of the activities and outcomes of the ARYA project for the year 2023–24. This publication is expected to play a pivotal role in guiding the ongoing improvement and implementation of the ARYA initiative. I am confident that it will serve as a valuable resource for stakeholders engaged in agricultural and allied sector enterprises.

(Udham Singh Gautam)
DDG Extension (ICAR)
& Former VC - BUAT, Banda

Date: 27th December 2024
New Delhi

भाकृ अनुप
ICAR

डॉ राजर्षि रॉय बर्मन
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FOREWORD

The innovative initiative, Attracting and Retaining Youth in Agriculture (ARYA), was conceptualized by the Indian Council of Agricultural Research (ICAR) to promote youth entrepreneurship in agricultural and allied sectors. The primary objective of ARYA is to provide youth-centred approach, to mitigate rural-to-urban migration by creating local employment avenues, thereby enhancing rural economic stability. ARYA emphasizes the pivotal role of youth in fostering agricultural growth through efficient resource utilization and innovative practices.

The project's core components include providing rural youth with hands-on training to establish and manage small-scale agri-businesses, either individually or collectively. Over the past eight years, ARYA has achieved significant milestones, documenting scalable and adaptable technological interventions at various stages of implementation.

This report provides a comprehensive summary of the progress achieved under the ARYA project, with an enterprise-wise analysis of employment generation, economic benefits, group formation, youth orientation, and the establishment of micro-entrepreneurial units for each participating Krishi Vigyan

Kendra (KVK). This annual report celebrates the accomplishments, dedication, and teamwork of all stakeholders involved in this revolutionary initiative.

I extend my gratitude to the scientists, extension personnel, and KVK staff for their relentless efforts in bridging the gap between rural youth and research institutions, ensuring effective knowledge transfer and fostering meaningful interactions. As we progress on this transformative journey, we remain committed to implementing sustainable, youth-cantered innovations through ARYA, enhancing the capabilities of rural youth and contributing to the growth of secondary agriculture.

Rajarshi Roy Burman

(Dr. Rajarshi Roy Burman)

Date: 02 January 2025

New Delhi

PREFACE

Agriculture has long been the cornerstone of India's economy, not only providing sustenance to millions but also supporting livelihoods across rural communities. However, the sector faces significant challenges, including the migration of youth from villages to urban centres, driven by limited income opportunities and a lack of entrepreneurial avenues in agriculture. This situation poses a threat to the future of farming and rural economic stability, making it imperative to attract and empower young people to participate actively in agriculture.

To address these pressing challenges, the Indian Council of Agricultural Research (ICAR) launched the Attracting and Retaining Youth in Agriculture (ARYA) project in 2015. With a vision to revitalize the rural economy and make agriculture a lucrative and sustainable livelihood, ARYA aims to equip rural youth with the skills, knowledge, and technological support required to establish their own Agri-based entrepreneurial ventures.

The ARYA (Attracting and Retaining Youth in Agriculture) project has significantly impacted youth communities by fostering entrepreneurship and innovation in the agricultural sector. By providing skilled training, financial support, and market linkages, ARYA empowers rural youth to engage in sustainable agriculture and allied activities like mushroom production, poultry farming, goat farming, and value addition. The project addresses unemployment by creating viable livelihood opportunities, with 18,634 rural trained in FY 2023-24 alone. ARYA also encourages group formation, promoting collaboration and community development. Through technology-driven solutions and skill enhancement, the project attracts youth to agriculture, ensuring economic stability and rural revitalization.

Among the various enterprises, mushroom farming emerged as the most widely adopted, followed by poultry farming, beekeeping, and value-added processing across different regions. The average yearly income generated by these Agri-entrepreneurial units ranges from ₹ 113577/- to 388763/- , contingent upon the scale and capacity of the enterprise.

We express our sincere gratitude to Dr. Himanshu Pathak, Secretary (DARE) and Director General (ICAR), for his visionary leadership and steadfast commitment to advancing agricultural innovation. Our appreciation also extends to Dr. U. S. Gautam, Deputy Director General (Agricultural Extension), ICAR, for his strategic guidance and support throughout the implementation of the project. Special acknowledgment is due to Assistant Director General (Agricultural Extension) Dr. R. R. Burman and Dr. R. K. Singh for their indispensable contributions in guiding the project and documenting its achievements.

The dedication and tireless efforts of the Project Investigators, ATARI teams, and KVK scientists have been pivotal to the success of the ARYA initiative. Their efforts in documenting the project's activities and outcomes are deeply valued. This publication stands as a reflection of their hard work and serves as a crucial resource for the ongoing enhancement and execution of the ARYA project.

We encourage readers to delve into this report and recognize the transformative impact of the ARYA project. It offers an opportunity to envision a future where Indian agriculture thrives through sustainable, youth-centred approaches. This publication is anticipated to be an invaluable resource for all stakeholders involved in agriculture and allied industries.

Authors

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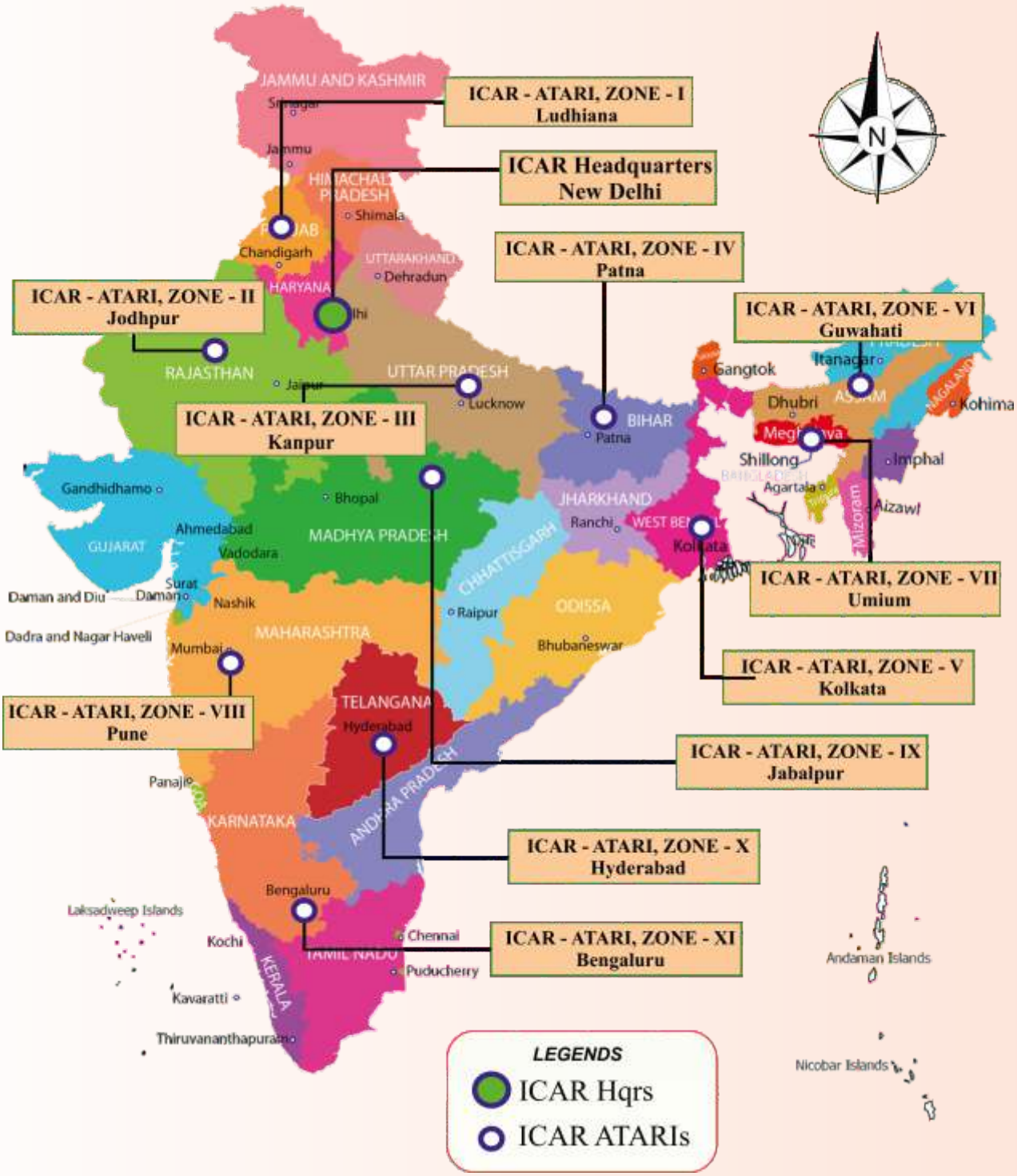
INDIAN COUNCIL OF AGRICULTURE RESEARCH

ICAR ATARI ZONES(I-XI)



EXECUTIVE SUMMARY

- ARYA project is operational in 100 KVKs through 11 ATARIs covering 29 states in India. Altogether 708 number of skill training conducted in which 18634 rural youths received skill training in different enterprises during 2023-24. Among total trainees 59.11% were male and 40.89% female participants covering 24 different enterprises of trainee's preferences.
- During the last 7 years altogether 15485 entrepreneurial units were established by the ARYA trained youths of which 4639 were run by female individually or in group. At present 9245 entrepreneurial units were functional and economically viable and about 3648 units were closed due to one or more reason at the beginning of the financial year.
- During the report period altogether 3226 new entrepreneurial units were established under different enterprises of which 1094 units established by female/women entrepreneurs.
- On the basis of trainee's preference, 08 enterprise were categorised as major; 04 as medium and 10 as minor enterprises (operation in 1-2 ATARI zones). In major category of enterprise altogether 16008 youth received skill training, while in medium 1953 youths and in minor 673 youths.
- In case of major category enterprise, rural youths' keen interest for capacity building (skill training) was observed in secondary agriculture i.e., Processing and value addition by 4808 participants followed by Mushroom Production (2614), Poultry Farming (2436), Nursery Management (2192) and Bee keeping/ Honey processing (1266).
- In case of medium category enterprise, rural youths' (882) has shown their interest in skill training of Protected cultivation of high value crops followed by Pig farming (709), Seed production of commercial crops (217) and Lac cultivation (145). It has been observed that interest in Lac cultivation is gaining momentum in Jharkhand and Chhattisgarh by tribal people.
- However, in Minor category enterprise Floriculture enterprise is most popular for skill training among youths (197) followed by Candle making (97), Bio-Input production (78) and extraction of Banana fibre (60).
- Enterprises like Sericulture, NTFPs products, IFS, Large Cardamom and Stevia are gaining interest among rural youths as their market demand is increasing day by day.
- Altogether, 1003 entrepreneurial groups were formed during the training period among them 839 groups were formed in major category enterprise,114 groups of medium category enterprise and 50 groups in minor enterprises.
- On splitting the functional entrepreneurial units, 7802 were in major enterprises while, 1188 under medium and 255 in minor enterprises. It has been seen that highest (823) discontinued entrepreneurial units were in Mushroom followed by Poultry (748), Goatery (447). This indicates that these types of enterprises are highly vulnerable to climatic variability/ seasonal changes and viral disease outbreaks resulting in discontinuation of the entrepreneurial units.
- On comparing the viable enterprises established across the Zones, Poultry farming (1776) had the highest number of viable units followed by Mushroom Production (1622), Goat Farming (1173) and Bee-Keeping (849) with percentage (22 %), (20 %), (15 %) and (10 %) respectively.

- Through the ARYA entrepreneurial units, total 60591 man-days of gainful employment generation in rural areas were made of which 13165 man-days were other than the family (hired man power). Among enterprises maximum employment generation opportunity were reported in Poultry Farming (9402) followed by Processing & Value Addition (8669), Mushroom Production (7610), Nursery Management (7260).
- Overall annual investment by 9245 entrepreneurial units established by the ARYA programmes of ICAR is ₹ 2.62 crores with gross return ₹ 6.23 crores and earned net benefit of ₹ 3.61 crores. Entrepreneurial unit established in ARYA has cost benefit ratio of 2.37.
- On the basis of operational unit in man-days some enterprises run throughout the year while others are seasonal in nature and annual incomes of entrepreneurial units large variation observed. The units having round the year operations annual income ranged between ₹ 113577/- to 388763/- minimum in Goat farming and maximum in Pig farming. In case of the seasonal nature of entrepreneurial units (minor category) annual income ranged between ₹ 6500 /- to ₹ 409500/- minimum in Candle making and maximum in large cardamom.
- On the basis of economic return (net profit) among different major enterprises indicates that Processing & Value Addition show maximum economic return per unit per year ₹. 315409/- followed by Nursery Management ₹.235551/-, Fish Farming ₹.186946/-, Poultry Farming ₹.185867/- respectively.
- In Major category the B:C ratio ranges between 1.89 to 2.81. The highest B:C ratio was in Fish Farming (2.81) followed by Vermicompost production (2.65). Similar trend was found in Medium category where, B:C ratio varied between 2.65 to 5.33 in which seed production was maximum (5.33).
- Total financial budget for FY 2023-24 was ₹454.60 lakh out of which ₹441.91 lakhs has been utilized, leaving ₹12.69 lakhs unspent across ATARI zones.

1. OVERVIEW

ARYA-Attracting and Retaining Youth in Agriculture:

In order to reduce the number of migrations of youth from rural areas to urban areas, the Indian Council of Agricultural Research (ICAR) started a project called "Attracting and Retaining Youth in Agriculture (ARYA)" in 2015–16. By allowing them to form network groups to engage in resource- and capital-intensive activities like processing, value addition, and marketing, as well as by showcasing functional links with various institutions and stakeholders for the convergence of opportunities available under various schemes for sustainable youth development, it seeks to empower and attract rural youth via the adoption of various agriculture and related sector enterprises for sustainable income and gainful employment.

Through intensive training and orientation on agriculture and allied sector activities, highly skilled groups can serve as a role model for other youngsters by demonstrating the potentiality of agriculture-based initiatives. Skill development for rural youth will not only help them to regain confidence in pursuing agriculture as a profession, but will also create new employment opportunities by fetching both underemployed and unemployed youth from rural areas in secondary agriculture and allied activities. Recently, 14981 rural youth from diverse groups were trained under the project to build micro-entrepreneurial units in 28 states and engage in establishing in various enterprises. Thus, by knowing the importance of rural youth in agriculture especially from the point of food security, ICAR has initiated a programme on “Attracting and Retaining Youth in Agriculture” with the objective given below-

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 district.

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.

1.1 Activities at a Glance

ARYA project is operational under all the ICAR-ATARI Zones from year 2015 and all together training to the rural youth (male and female) were given on 24 enterprises listed below:

1.1.1 Identified Enterprise under ARYA Project

SI. No.	Major Enterprises	No. of Zones	ATARI Zone
1.	Mushroom Production	11	All ATARI Zones
2.	Poultry Farming	10	All ATARI Zones except Zone VII
3.	Bee Keeping/ Honey Processing	09	All ATARI Zones except Zone VI and VII
4.	Processing & Value Addition	09	All ATARI Zones except Zone III and IV
5.	Goat Farming	07	All ATARI Zones except Zone I, VI, VII, and XI
6.	Fish Farming	07	All ATARI Zones except Zone I, II, III, and XI
7.	Nursery Management	09	All ATARI Zones except Zone V and VI
8.	Vermicompost Production	08	All ATARI Zones except Zone IV, VI and XI
SI. No.	**Medium Enterprises**	**No. of Zones**	**ATARI Zone**
1.	Pig Farming	04	ATARI Zone II, IV, VI and VII
2.	Protected Cultivation	06	ATARI Zone I, II, V, VI, VII and IX
3.	Seed Production	04	ATARI Zone I, III, IV and VIII
4.	Lac Cultivation/ Processing	03	ATARI Zone IV, V and IX
SI. No.	**Minor Enterprises**	**No. of Zones**	**ATARI Zone**
1.	Floriculture/ Cut flower	01	ATARI Zone I
2.	Sheep Farming	01	
3.	Candle Making	01	
4.	Paravet	01	ATARI Zone II
5.	Banana Fibre extraction & value addition	01	ATARI Zone IV
6.	Stevia Cultivation	01	ATARI Zone VI
7.	IFS	01	
8.	Sericulture	01	
9.	Pineapple Cultivation	01	
10.	Large cardamom	01	ATARI Zone VII
11.	NTFP	01	ATARI Zone IX
12.	Bio-Inputs production	01	ATARI Zone X

1.1.2 Youth trained under different Enterprise FY 2023-24

S. No.	Enterprise	Youth Trained (No.)	Group Formed (No.)
Major Enterprise			
1.	Mushroom Production	2614	215
2.	Poultry Farming	2436	200
3.	Bee Keeping/ Honey Processing	1266	85
4.	Processing & Value Addition	4808	119
5.	Goat Farming	1072	36
6.	Fish Farming	572	97
7.	Horticulture Nursery/ Management	2192	91
8.	Vermicompost Production	1048	66
Total (Major)		**16008**	**909**
Medium Enterprise			
1.	Pig Farming	709	61
2.	Protected Cultivation	731	25
3.	Seed Production	217	11
4.	Lac Cultivation/ Processing	145	7
Total (Medium)		**1802**	**104**
1.	Floriculture/ Cut flower	197	10
2.	Sheep Farming	12	2
3.	Candle Making	97	4
4.	Paravet	0	0
5.	Banana Fibre extraction & value addition	60	5
6.	Stevia Cultivation	25	2
7.	IFS	20	1
8.	Sericulture	50	8
9.	Pineapple Cultivation	39	3
10.	Large cardamom	40	10
11.	NTFP	55	4
12.	Bio-Inputs production	78	1
Total (Minor)		**673**	**50**

2. Achievements







2.1 Overall Achievements

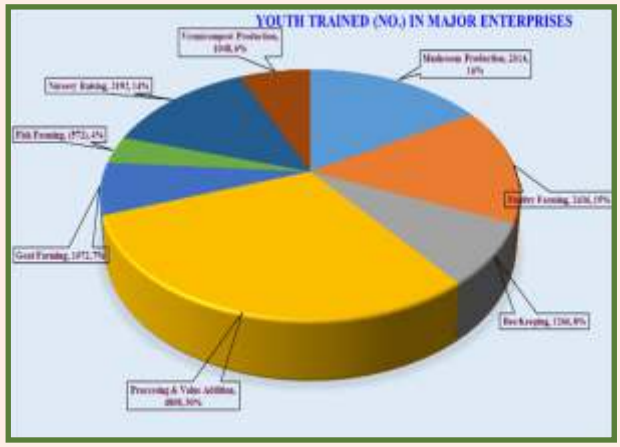
Youth in rural areas are essential for the transformation and advancement of agriculture and related industries. Recognizing the potential of rural youth in agricultural development, the ARYA initiative trained them in different enterprises such as fish farming, poultry farming, goat farming, nursery production, beekeeping, vermicompost production, mushroom production and processing & value addition. Through participating in these activities, youths not only provide economic support for their families but also improve their standard of living.

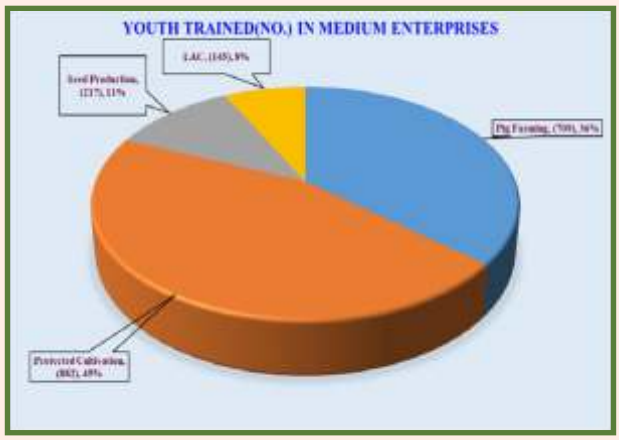
Youth Trained under Different Enterprises:

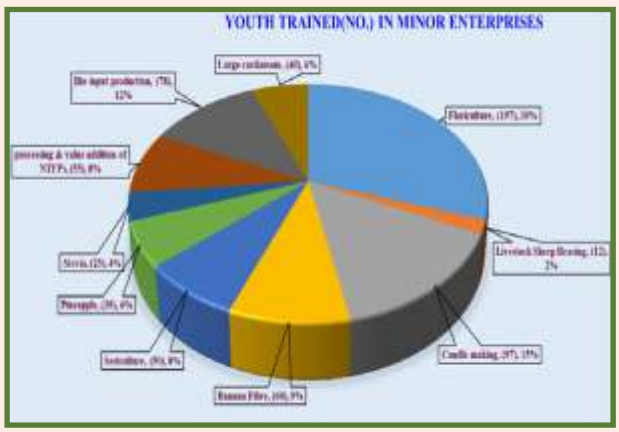
The year 2023–2024 has observed a divergent trend in the youth trained from previous year and on the basis of preference enterprise categorized into major, medium and minor enterprise selected for skill training under different ATARI. Major activities across all zones: 30% youths were trained under Processing & Value Addition; 16% youth were trained under Mushroom Production while 15% youth preferred Poultry farming and 14% youth were trained under Nursery Raising and 8% Bee- Keeping. While least interest has been shown by youth in vermicompost and fish farming skill training.

Under Medium Enterprises across the zones: Protected cultivation receives maximum interest with 45% of rural youth 36% pig farming, 19% lac cultivation and 11% Seed Production.

Under Minor Enterprises 30% youth were trained in Floriculture, Candle making (15%), Bio-Input production (12%), Sericulture and in Processing & value addition of NTFPs (8%) followed by Pineapple (6%) while, least interest has been shown by Livestock Sheep Rearing (2%).







Unit Established by Rural Youth(No.) under different Enterprises:

Establishment of enterpreneurial units by trained rural youths alone is an important indicator for the entreprise volume of business. Among different enterprises established Poultry Farming had the highest percentage of units developed in the financial year 2023-24, followed by Mushroom Production (19%) and Goat Farming

(13%), and Processing & Value Addition (11%) while Fishery only (4%) rural youth shown interest in the unit establishment. It is worth noting that Poultry, Mushroom farming and Goat farming account for more than half of all new unit establishments in India during 2023-24.

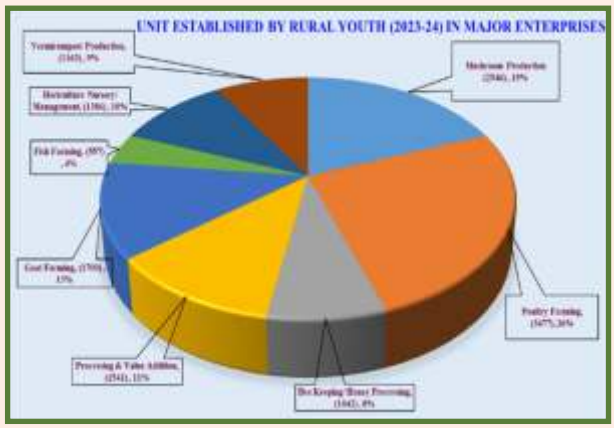
In Unit established by Rural Youth, under Medium Enterprises Protected cultivation (35%)had the highest number of units developed in the financial year 2023-24, followed by Lac Cultivation / Processing (28%) while Seed Production (10%) shows the least interest in Number of units established.

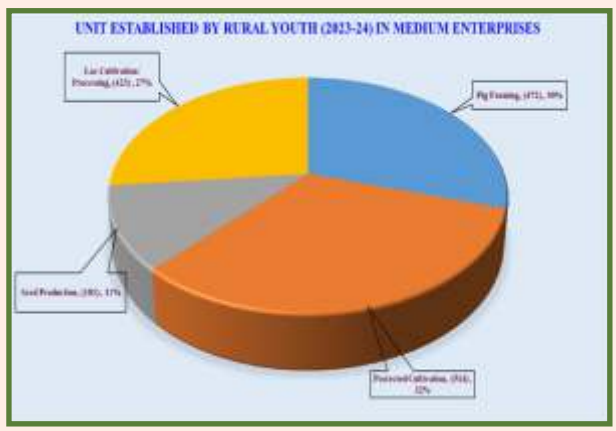
Under Minor Enterprises Floriculture/Cut Flower (29%) had preferred as enterprises followed by Sericulture (23%) while Bio-Input production and Banana fibre extraction (1%) had the least value in case of units established

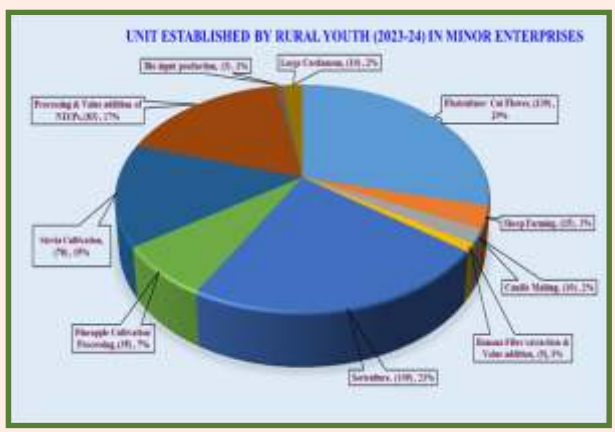
Viable Unit under different Enterprises:

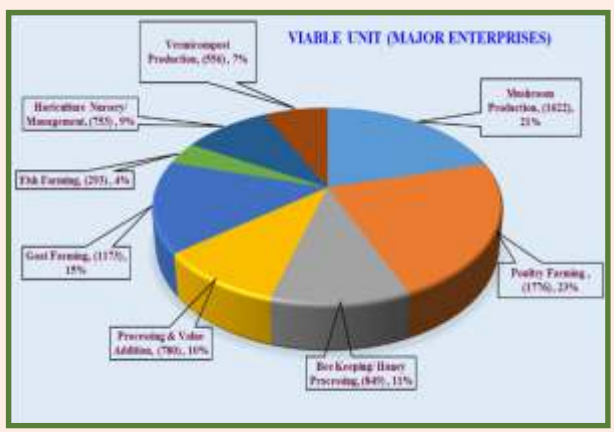
Taking a closer look on the major activities established in all zones for the financial year 2023-24, Poultry and Mushroom crowned on the top two positions while fishery is ended with least among major functional unit. It reveals that Poultry farming was the most popular entrepreneurial activity among the all zones and functioning continuously since initial year. Share of poultry farming as functional unit is (23%) followed by Mushroom farming (21%) and Goat farming (15%). It is worth noticing that poultry, mushroom farming and goat cumulatively share more than 50% of functional units all over India. In other hand, functional units under Vermicompost production were second to least preferred activity i.e., only 7%, while only 4% working units found under fisheries sector.

In Viable units, under medium enterprises category Protected Cultivation (35%), Lac cultivation / Processing (28%) had the highest









number of units functional in 2023-24, followed by Pig farming (27%) while Seed Production (10 %) shows the least interest in Viable unit.

Viable unit, under Minor enterprises categories Floriculture highest 39% units were functional, followed by Processing & Value Addition of NTFPs (23%) while Bio-Input Production (1%) shows the least interest in Viable unit.

Group Formed under different Enterprises:

In case of Group formed by the trained rural youths during FY 2023-24, Mushroom and Poultry crowned on the top two positions while Fish farming enterprise least group formed under major enterprises categories.

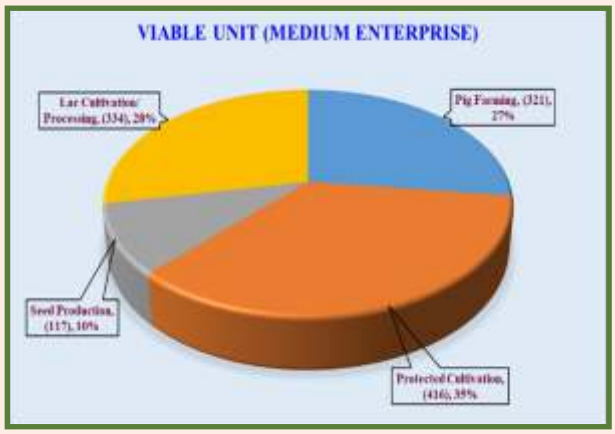
In Medium enterprises Pig farming crowned on the top position (53%) followed by Protected Cultivation (31%) and Seed Production (10%) while, Lac cultivation (6%) ended with least interest under medium enterprises in group formed.

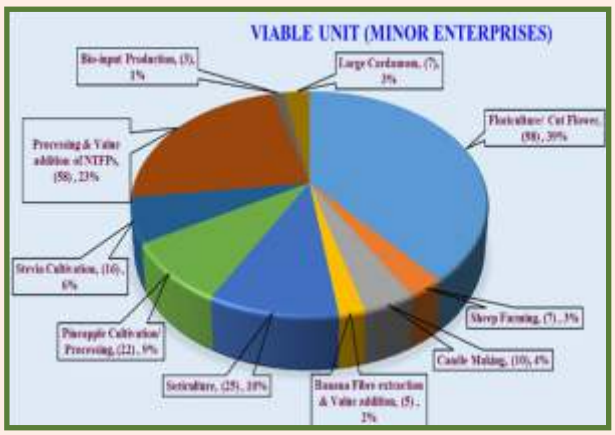
Under Minor Enterprises Floriculture crowned on the top position (27%) followed by Sericulture (24%) and Processing & value addition of NTFPs (1%) while, large cardamom and Sheep rearing with least (1%) share among minor enterprises of trained rural youth group forming activities for their business.

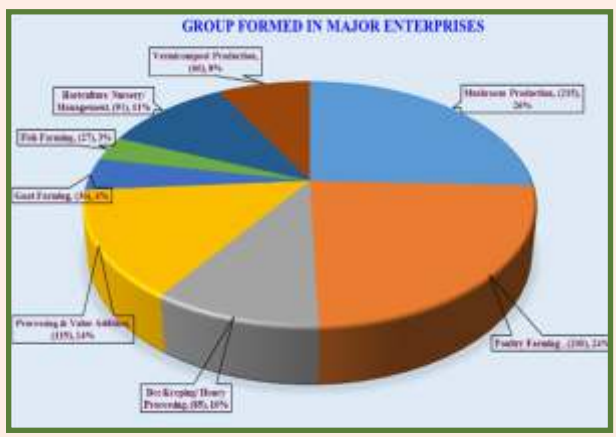
Emploment generation under different Enterprises

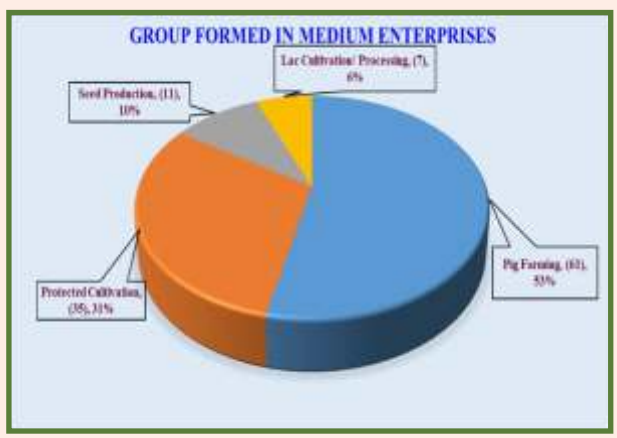
Among different entreprises categories in Major enterprises, Poultry Farming able to generate 19% share employment generation followed by Processing & Value addition enterprise 18% share, Mushroom Production 16%, Horticulture/Nursery management 15% and Goat Farming (11%) very poor scope of employment generation activity in Fish farming 6%.

Similary medium enterprise category, Protected





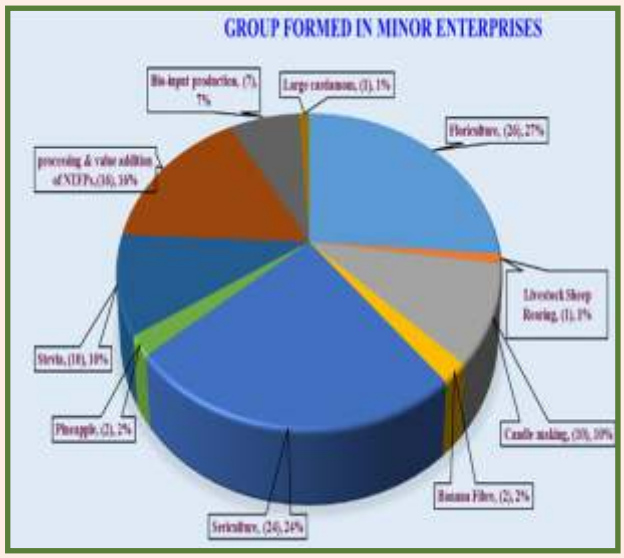


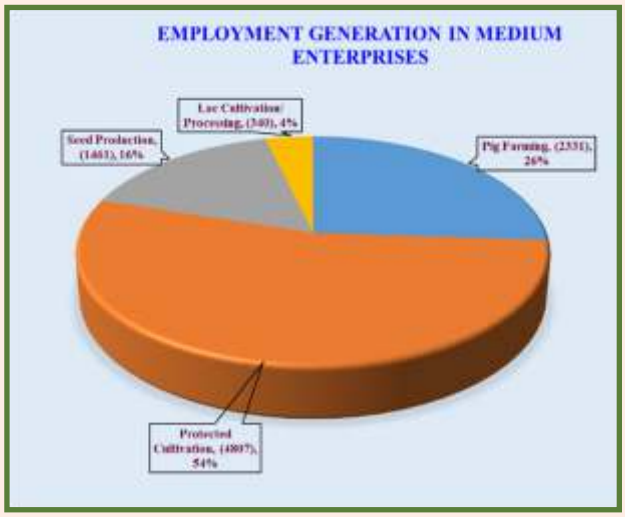


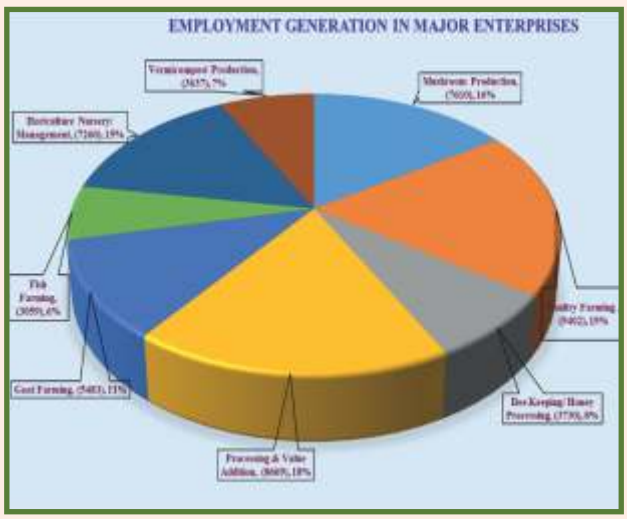
Cultivation has highest employment generation along with share among different enterprise 54% had the highest number of Employment Generation followed by Pig Farming (26%), In case of Lac cultivation (4%) share of employment generation.

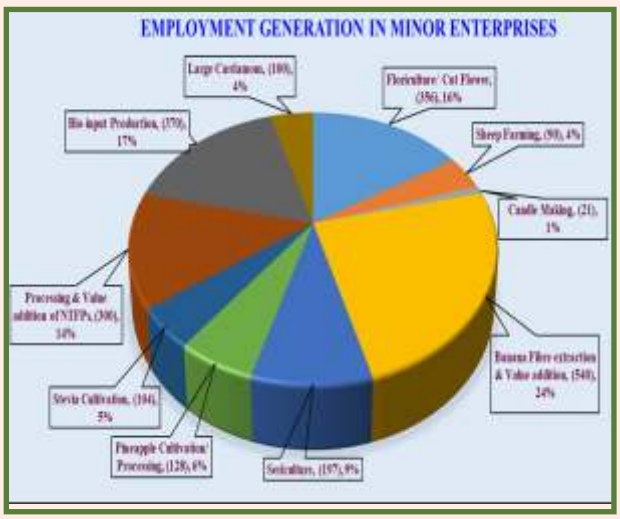
Under Minor enterprises, Banana fibre (24%) had the highest number of Employment Generation followed by Bio-input production (17%), Floriculture (16%), processing & value addition of NTFPs (14%) while Candle making (1%) shows the least interest in case of Employment generation.

ARYA project main focus is an attracting the rural youth in agriculture by setting their entrepreneur units and creating rural employment generation for the family member and villagers at local level in order to check migration of rural youth and boost the state economy apart from family income generation. Based on the preferences during training enterprises selection in different ATARIs and ARYA centre KVKs the enterprises categorised in major, medium and minor on all India level.

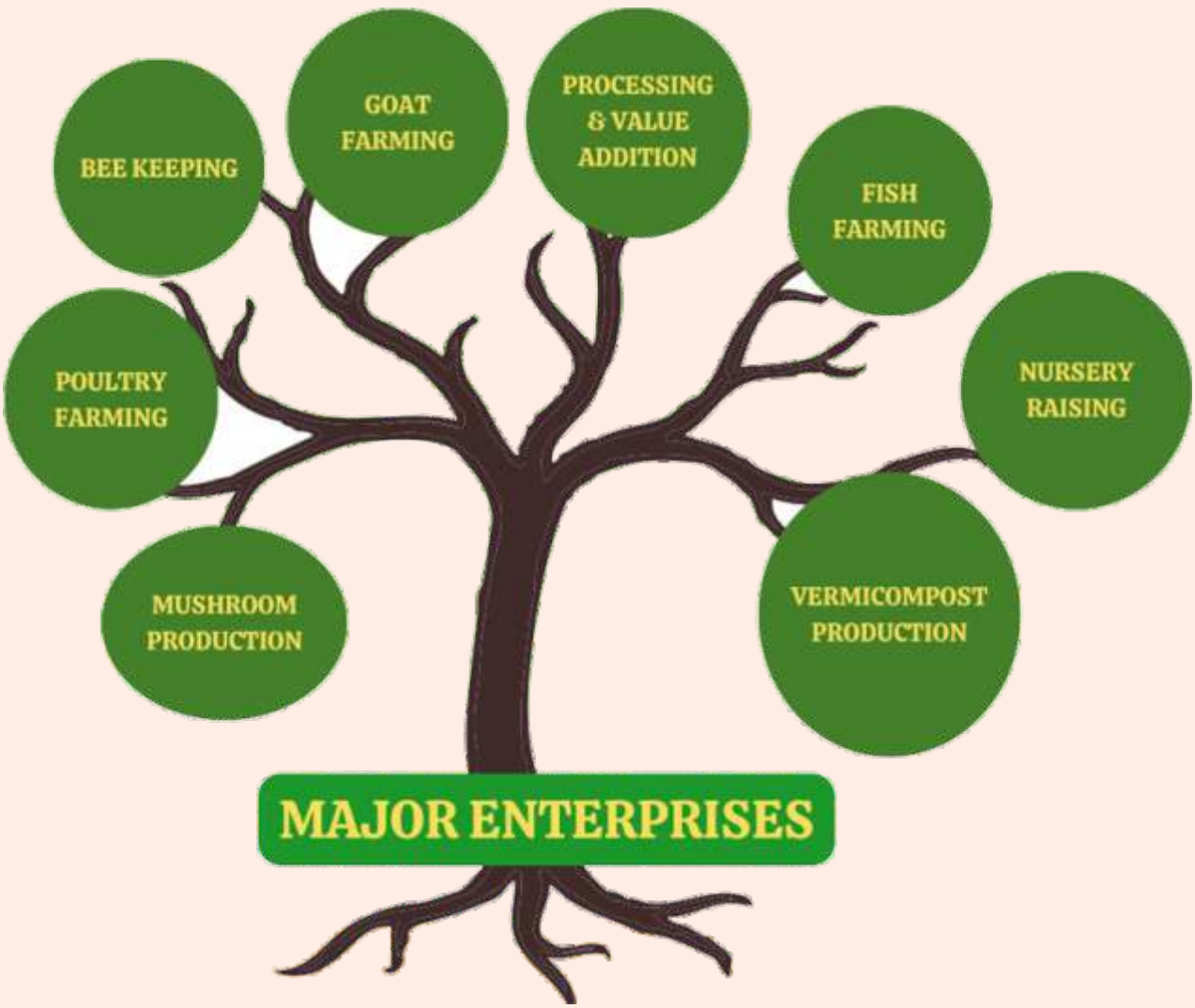








I. Achievement under ARYA Project Major enterprises



Mushroom Cultivation

I. Mushroom Cultivation:

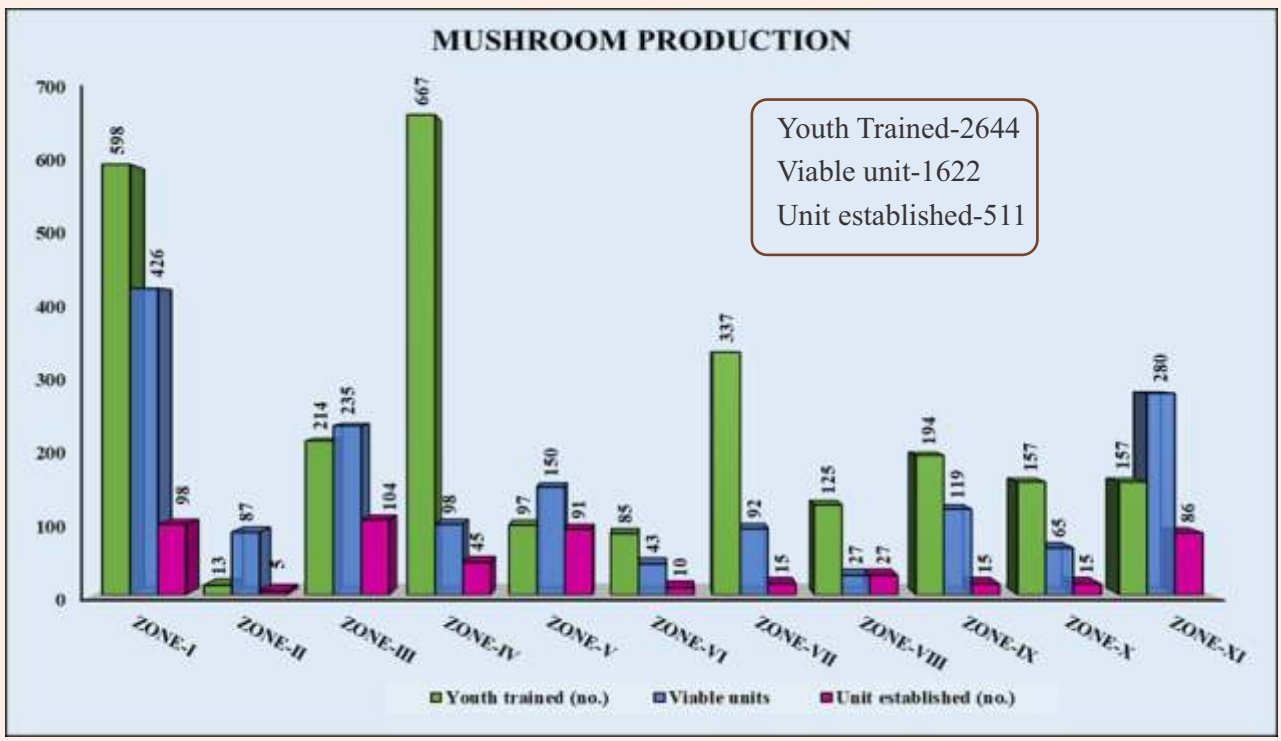
Mushroom cultivation has emerged as an important Agri-business activity which helps farmers by giving round the year returns compared to many other crops or enterprises. It also helps in reducing poverty and strengthens livelihoods through the generation of a quick return. It is considered as nutritious source of food for eliminating malnutrition and most reliable source of income generation in rural areas. Keeping these points in mind, ICAR has started providing extensive skill training on Mushroom cultivation through ARYA project in different ICAR-ATARI Zones through its KVKs.

Taking a closer look, altogether 2644 rural youth received training and 511 number of mushroom units established during the financial year 2023-24. It was observed that all ATARI Zones are extensively provided skill training and technological support for establishing the Mushroom units as an enterprise alone or in group by rural youth. Data reveals that total viable units 1622 of which in ATARI Zone I largest, 280 units in ATARI Zone XI while minimum viable units (27) in ATARI Zone VIII.

Despite this, a divergent trend has been observed in youth trained among all ATARI Zones. ATARI Zone IV has capped the top position in youth trained (667) followed by ATARI Zone I (598) and lowest (13) in ATARI Zone II. It is worth noticing that, more than 60% youth trained are from three ATARI Zone IV, I and VII over all India.

In case of unit established, ATARI Zone III has the highest number of units developed, followed by ATARI Zone I and ATARI Zone V while ATARI Zone VI along with ATARI Zone II has the lowest number of units established.

According to the data, approximately 34.28 tons of mushroom production and 7941 man-days employment in rural areas was contributed by viable unit during 2023-24. Each unit of average year from all ATARI Zones, indicates that huge



scope for the production of quality mushroom and employment generation on a 1429 kg with estimated at ₹. 1.04 lakh per year. The study observed that the 'economics of scale' operated very well on mushroom growers. In fact, adoption of better management practices by the mushroom growers ultimately benefited them and provided higher income generating capacity. It was also supported by the average net return (₹. 1.62 lakh) and benefit cost ratio (2.55). Among different states, Mizoram had highest net return followed by Odisha and Kerala while in terms of employment generation Odisha state is top position followed by Bihar.(Table - 01)

View of Mushroom production unit

Table 1: Economics of Mushroom Production / Unit / Year

ATARI Zones	State	Total production (kg)	Gross cost of Production (₹)	Gross Return (₹)	Net benefit (₹)	BC Ratio	Employment generated (man-day @ 8 hr/ day)		
							Family	Others	Total
Zone I	Himachal Pradesh	630	70000	140000	70000	2.00	191	48	239
	Punjab	2143	124250	241380	117130	1.94	179	0	179
	Uttarakhand	2358	162250	241125	78875	1.49	219	0	219
	J& K	1500	100000	180000	80000	1.80	203	79	282
Zone II	Haryana	1922	121467	225493	104027	1.86	330	20	350
Zone III	Kanpur	2387	299730	596750	297020	1.99	487	62	549
Zone IV	Bihar	1578	43200	187350	144150	4.34	374	494	868
	Jharkhand	324	12600	48600	36000	3.86	35	6	41
Zone V	Odisha	3042	184000	530690	346690	2.88	947	708	1655
	West Bengal	942	144417	306150	161733	2.12	138	209	347
Zone VI	Assam	765	56057.5	167300	111243	2.98	165	47	212
	Sikkim	1800	40000	224000	184000	5.60	45	0	45
Zone VII	Manipur	1542	72000	277560	205560	3.86	228	80	308
	Nagaland	1035	146000	263650	117650	1.81	244	36	280
	Mizoram	2500	210000	750000	540000	3.57	120	40	160
	Meghalaya	1200	158300	400000	241700	2.53	110	90	200
	Tripura	1440	85000	216000	131000	2.54	145	0	145
Zone VIII	Maharashtra	900	31500	180000	148500	5.71	66	0	66
Zone IX	Madhya Pradesh	609	40228	78833	38605	1.96	530	120	650
	Chhattisgarh	200	15300	42000	26700	2.75	120	0	120
Zone X	Andhra Pradesh	1150	95000	307500	212500	3.24	325	65	390
	Puducherry	1200	55000	120000	65000	2.18	24	0	24
	Tamil Nadu	1120	96960	224000	127040	2.31	170	48	218
Zone XI	Kerala	2000	143000	450000	307000	3.15	280	114	394
Total		34285	2506259	6398382	3892123		5675	2266	7941
Average		1429	104427	266599	162172				
BC Ratio						2.55			

Poultry Farming

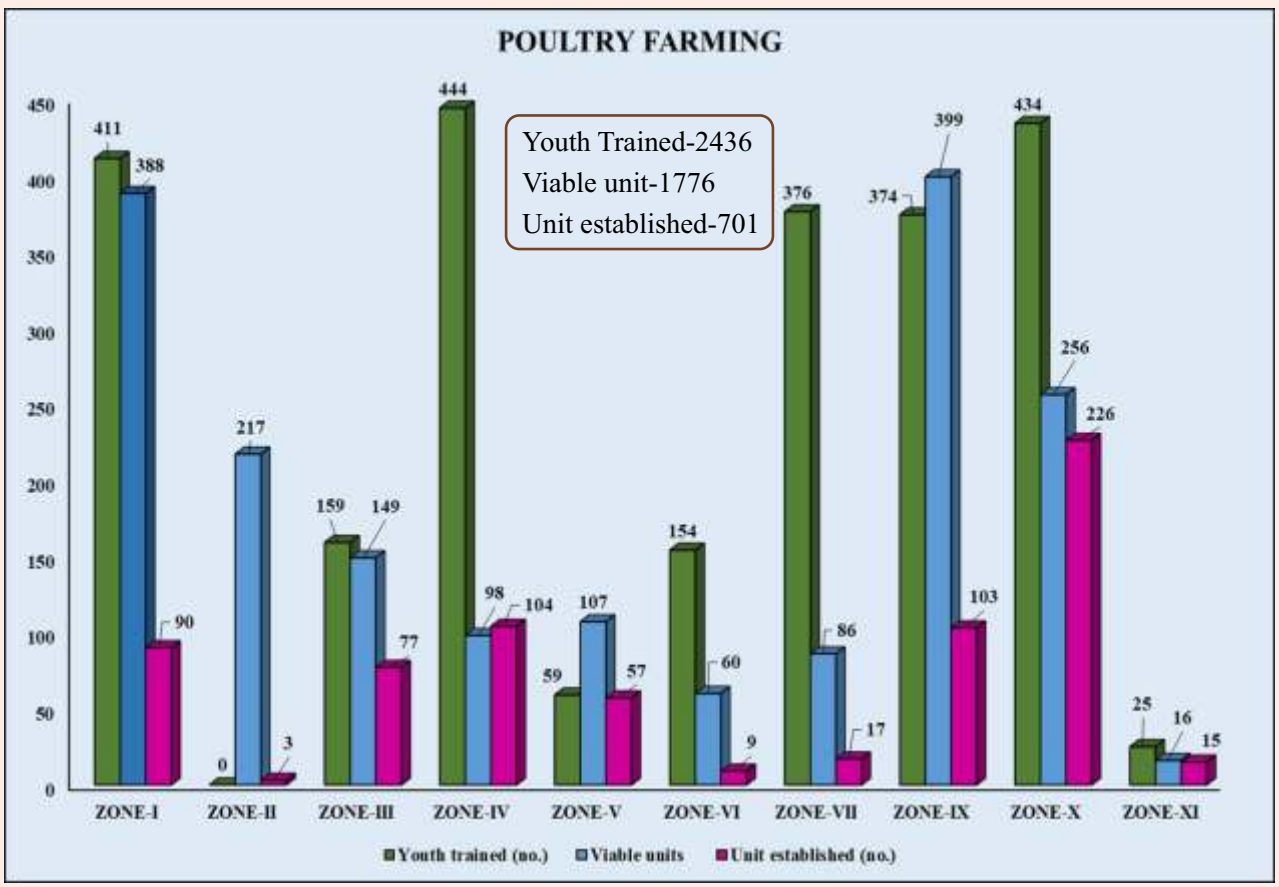
ii. Poultry Farming:

Rural India has always engaged in poultry farming, but during the past two decades, there has been a considerable change. The primary sector has quickly expanded from small-scale farming to a mega scale farming. Due to its reliable revenue flow, poultry farming has a bright potential for expansion and enables speedy economic growth that helps and support the underprivileged class. The ARYA initiative has provided technical assistance and hands-on training to rural youth, recognizing the significant growth potential and employment opportunities in poultry farming as enterprise.

Taking a closer look on the Poultry farming enterprise among ATARI Zones, it was observed that except ATARI Zones VIII other ATARI Zones are actively involved in imparting training and technical support on Poultry farming. Data reveals that, ATARI Zone IX had the highest number of viable unit (399), followed by Zone I (388), Zone X(256), Zone III(149) while ATARI Zone VII (86), Zone XI (16) had the least number of viable units. Even in youth training, a contrasting trend has been observed. Zone IV, Zone X and Zone I hold the top three positions with > 400, while Zone II occupies the bottom position .

ATARI Zones X and ATARI Zone IV had shown a greater interest in establishing additional units for the fiscal year 2023-2024.

As per the economic estimations, setting up a single poultry unit with 11819 birds that produces around 105261 number of eggs and 47890 kg meat costs with gross return of cost of



₹ 83.36 Lakh benefit ₹ 46.47 Lakh. Poultry unit able to generate of 11397 man-days of employment for rural areas. Average net returns of ₹ 1.85 lakh, and the benefit-cost ratio (2:26) in the poultry enterprises. Among different states, Rajasthan received highest net return followed by Meghalaya and Uttar Pradesh. However in terms of employment generation Chhattisgarh and Madhya Pradesh were leading states.

View of Different Poultry Units

Table 2: Economics of Poultry Farming / Unit / Year

Zones	State	Total production			Gross cost of Production (₹)	Gross Return (₹)	Net benefit (₹)	BC Ratio	Employment generated/ year (man-day @ 8 hr/ day)		
		Birds	Kg	No. of Eggs					Family	Others	Total
Zone I	Punjab			11690	84250	185400	101150	2.20	164	42	206
	Uttarakhand		3038		157000	246250	89250	1.57	360	150	510
	J& K		4767		89700	196933	107233	2.20	160	51	211
Zone II	Rajasthan		16859	4699	575917	1702325	1126408	2.96	664	230	894
	Haryana	500			157850	165000	7150	1.05	90	0	90
Zone III	Uttar Pradesh		1230		254050	677000	422950	2.66	230	21	251
Zone IV	Bihar	875	7500	19100	209500	335625	126125	1.60	336	135	471
	Jharkhand	176	168	228	77500	192000	114500	2.48	48	84	132
Zone V	Odisha		1803		91945	245259	153314	2.67	650	520	1170
	West Bengal	1760	660	18000	51253	142800	91547	2.79	248	97	345
Zone VI	Assam			25460	56900	203680	146780	3.58	112	36	148
	Arunachal Pradesh		400		130000	350000	220000	2.69	78	10	88
	Sikkim			4500	104500	165000	60500	1.58	45	0	45
Zone VII	Manipur	300	1045		162700	292600	129900	1.80	180	0	180
	Nagaland	525	1750		154000	525000	371000	3.41	300	0	300
	Mizoram	4000	450	13000	238000	380000	142000	1.60	180	0	180
	Meghalaya	1500	4987.5		396000	947625	551625	2.39	114	14	128
	Tripura	984		984	35000	88560	53560	2.53	91	8	99
Zone IX	Madhya Pradesh	799		600	156819	251674	94855	1.60	1995	0	1995
	Chhattisgarh	400			74250	175000	100750	2.36	2206	0	2206
Zone X	Andhra Pradesh		1680		140000	234000	94000	1.67	180	0	180
	Puducherry		576		120600	287000	166400	2.38	240	0	240
	Tamil Nadu		677		124250	261425	137175	2.10	825	382	1207
	Telangana		300		7500	30000	22500	4.00	30	0	30
Zone XI	Kerala			7000	40000	56000	16000	1.40	91	0	91
Total		11819	47890	105261	3689484	8336157	4646672		9617	1780	11397
Average		1074	2817	9569	147579	333446	185867				
BC Ratio								2.26			

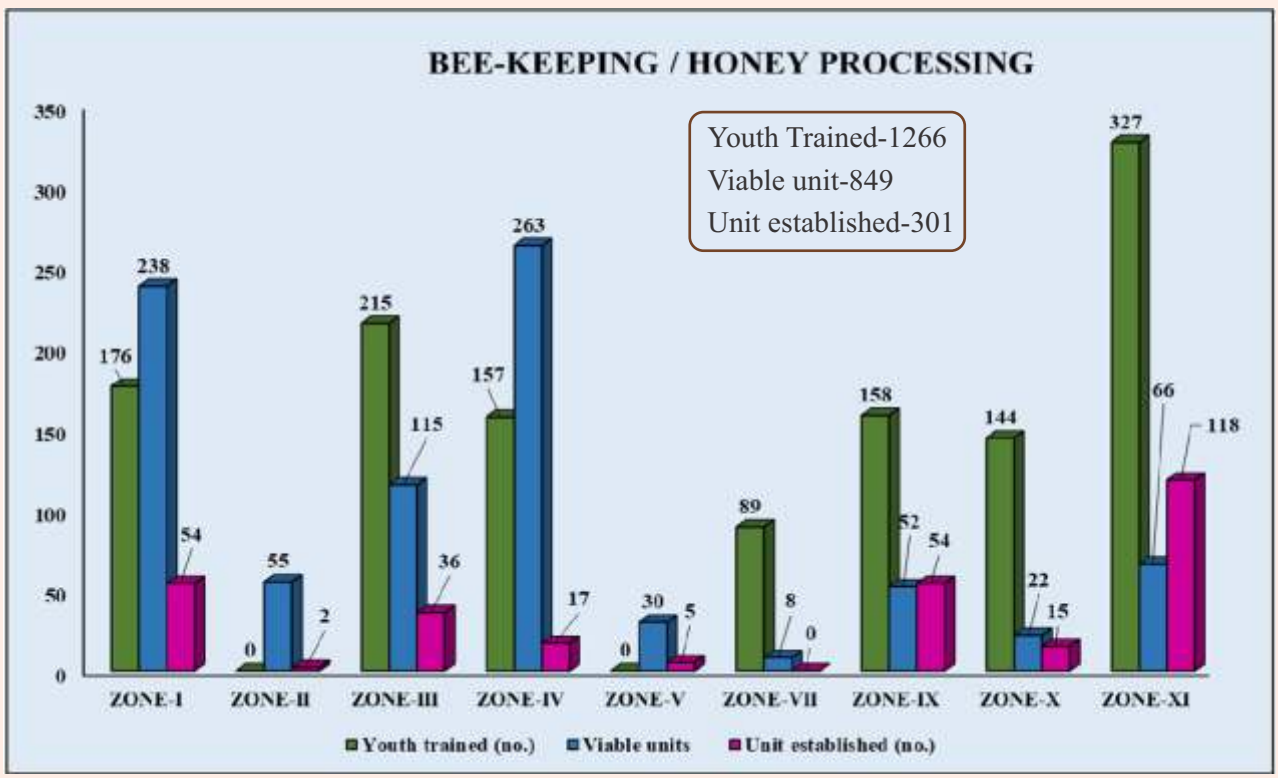
Bee Keeping/ Honey Processing

iii. Bee Keeping / Honey Processing

In India, beekeeping is sustainable and ecologically benign, integrating forestry, social forestry, and agriculture for many years. A low-investment, skill-based sector with the ability to directly employ thousands of people, particularly hill dwellers, tribal youth, and farmers, Honey production in India has the potential to become a major export for the country. For the prosperity and development of the nation's economy, this enterprises sustainability is essential. The ARYA project has started training and technical support on beekeeping for rural youth after evaluating the potential to capitalize on the surplus production of Honey, it has potential to increase the level of processing, value addition, employment generation, creating self-reliance, and promoting focused sector growth under honey. The policy recognizes honey as one of the key agricultural sectors and strives to promote an ecosystem for businesses involving honey processing and value-added activities.

A closer look at the beekeeping units in each ATARI Zone indicates that ATARI Zone IV is the most active in terms of total viable unit followed by ATARI Zone I hile ATARI Zone VII had the lowest viable units. Even in youth training, a contrasting trend has been observed: ATARI Zones XI and ATARI Zone III hold the top two positions, while ATARI Zone VII occupies the bottom position in youth training while, in terms of unit establishment ATARI Zone XI had the highest number of units followed by ATARI Zone IX while ATARI Zone VII occupies the bottom position in unit establishment.

There is a lot of room for the production of high-quality Honey, as evidenced by the figures, which show that by ARYA trained youth able to produce 29.13 tonnes of honey and 14 kg of wax.



This enterprise able to give employment for about 3529 man-days/ annually and on an average earn profit ₹1.85 lakh from the investment of ₹2.08 lakh with gross return (₹ 3.93 lakh)/ unit and Benefit-cost ratio (1:89). An in-depth analysis of the Bee-Keeping showed that, Punjab is excelling in terms of net revenue among honey producing states and the Highest number of man-days(480) has been recorded in Bihar state followed by UP (361) man-days/year.

View of Bee Keeping units

Table 3: Economics of Bee Keeping/ Honey Processing / Unit / Year

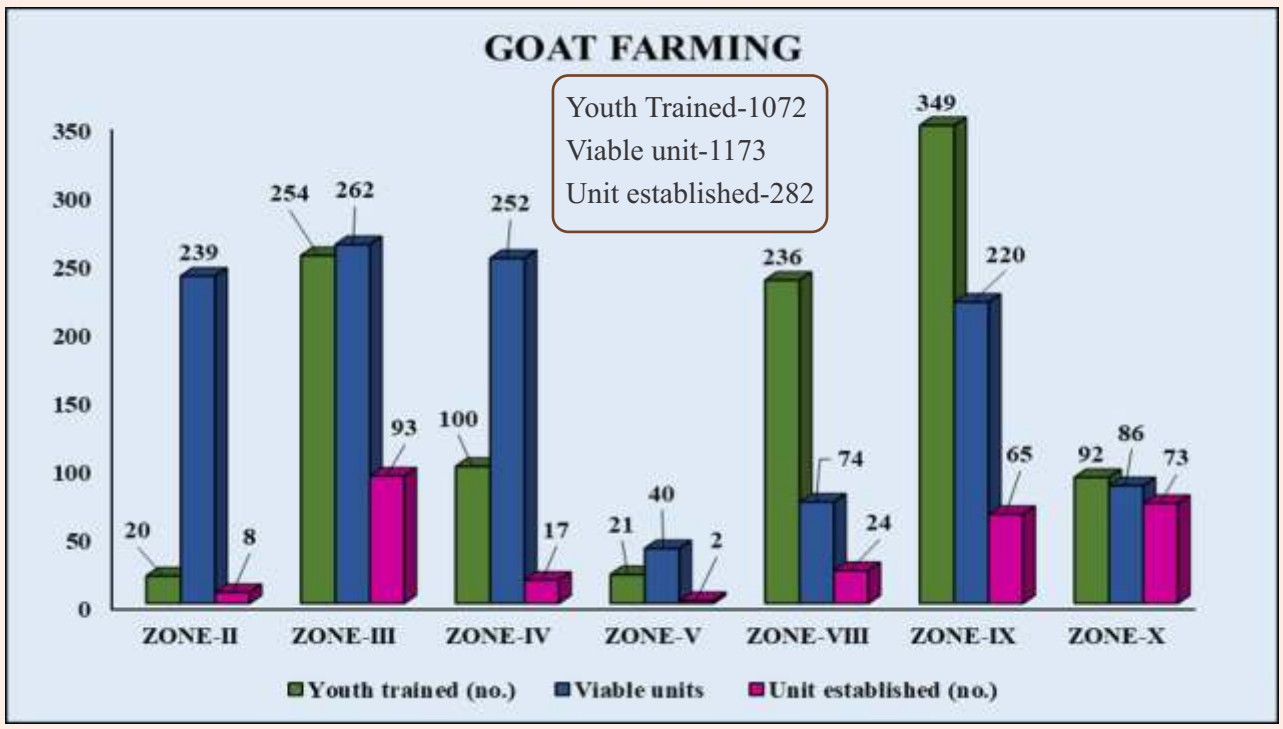
Zones	State	Total production		Gross cost of Production (₹)	Gross Return (₹)	Net benefit (₹)	BC Ratio	Employment generated/ year (man-day @ 8 hr/ day)		
		Honey (kg)	Wax (kg)					Family	Others	Total
Zone I	Punjab	3820		142100	673000	530900	4.74	194	0	194
	Uttarakhand	1373		173500	377750	204250	2.18	245	49	294
	J& K	250		10000	68000	58000	6.80	248	38	286
Zone II	Rajasthan	6880		750000	1032000	282000	1.38	120	140	260
	Haryana	5400		532780	756000	223220	1.42	120	0	120
Zone III	Uttar Pradesh	874		244550	421020	176470	1.72	349	12	361
Zone IV	Bihar	800		73500	186000	112500	2.53	180	300	480
	Jharkhand	505		25750	118250	92500	4.59	211	0	211
Zone V	Odisha	45		25000	51000	26000	2.04	27	0	27
Zone VII	Mizoram	720		415000	720000	305000	1.73	194	0	194
Zone IX	Madhya Pradesh	855	14	60000	141220	81220	2.35	180	32	212
	Chhattisgarh	900		5500	78000	72500	14.18	200	0	200
Zone X	Andhra Pradesh	2400		384000	680000	296000	1.77	245	0	245
	Tamil Nadu	4044		420560	838560	418000	1.99	253	25	278
Zone XI	Kerala	170		31750	93000	61250	2.93	90	0	90
	Karnataka	94		30750	56142.5	25393	1.83	11	66	77
Total		29130	14	3324740	6289943	2965203		2867	662	3529
Average		1821	14	207796	393121	185325				
BC Ratio							1.89			

Goat Farming

iv. Goat Farming:

Goat farming in India is a lucrative and growing sector,contributing significantly to the country's animal husbandry share. The sector is thriving due to high returns on investment and the increasing demand for goat meat, milk, and other leather. Research and development efforts are being made to improve breeds, nutrition, and shelter management practices, able to boost production and profitability. The goat business provides a sustainable livelihood for millions of marginal and landless farmers significantly supporting the national economy. Realising the full potential of goat farming technical backstopping was provided through scientific training and the establishment of a goatery unit under the ARYA Project. Now a days goatery is considered as ATM (any time money) for rural people and youth as best enterprise among different enterprises running under ARYA project.

The best performance shown by ATARI Zone III in terms of unit formation as well as training and technical help for rural youth. In case of functional unit statistics, ATARI Zone III and ATARI Zone IV had the highest number of functional units at the beginning of the fiscal year, while ATARI Zones V had the fewest. Youth training data also showed that ATARI Zones IX and ATARI Zones III held the top two spots, with ATARI Zones V and ATARI Zone II had least number of trained youths among ATARI wise data sheet. Large number of units established during 2023-24 in ATARI Zone III , followed by ATARI Zone X, while unwillingness was noted in ATARI Zones V and ATARI Zones II. During the report period goat farming 282 new units established by 9 states comprising of ATARIs which able to produce 161 goats, 2100 kg mutton and 4000 kg manures.



Economics of goat farming reveals that establishing a goatery unit costing ₹ 85446 and able to provides 5448 man-days of employment generation in rural areas. The benefit-cost ratio for the goatery unit is 2:33, and the average net returns for the current financial year are ₹1.13 lakh. Uttar Pradesh followed by Jharkhand, has the highest net income ₹ 3.28 lakh / year In terms of employment generation, MP (1644) is at the top of the list. More research is required to establish the overall economic impact.

View of Goat Farming unit

Table 4: Economics of Goat Farming / Unit / Year

Zones	State	Total production			Gross cost of production (₹)	Gross Return (₹)	Net benefit (₹)	BC Ratio	Employment generated/ year (man days @ 8 hr/ day)		
		No of Goats	Meat, Kg	Manure					Family	Others	Total
Zone II	Rajasthan	26	322	4000	183333	274300	90967	1.50	1578	0	1578
Zone III	Uttar Pradesh	5	984		207400	535980	328580	2.58	315	38	353
Zone IV	Jharkhand	36			37780	189000	151220	5.00	455	0	455
Zone V	Odisha		400		52000	168000	116000	3.23	250	120	370
	West Bengal	40	180		70000	180000	110000	2.57	365	12	377
Zone VIII	Maharashtra	26	214		70900	154100	83200	2.17	486	0	486
Zone IX	Madhya Pradesh	14			43204	123833	80629	2.87	1644	0	1644
	Chhattisgarh	7			45000	70000	25000	1.56	60	0	60
Zone X	Tamil Nadu	7			59400	96000	36600	1.62	125	0	125
Total		161	2100	4000	769017	1791213	1022196		5278	170	5448
Average		20	420	4000	85446	199024	113577				
BC Ratio								2.33			

Processing and Value addition

v. Processing and Value Addition :

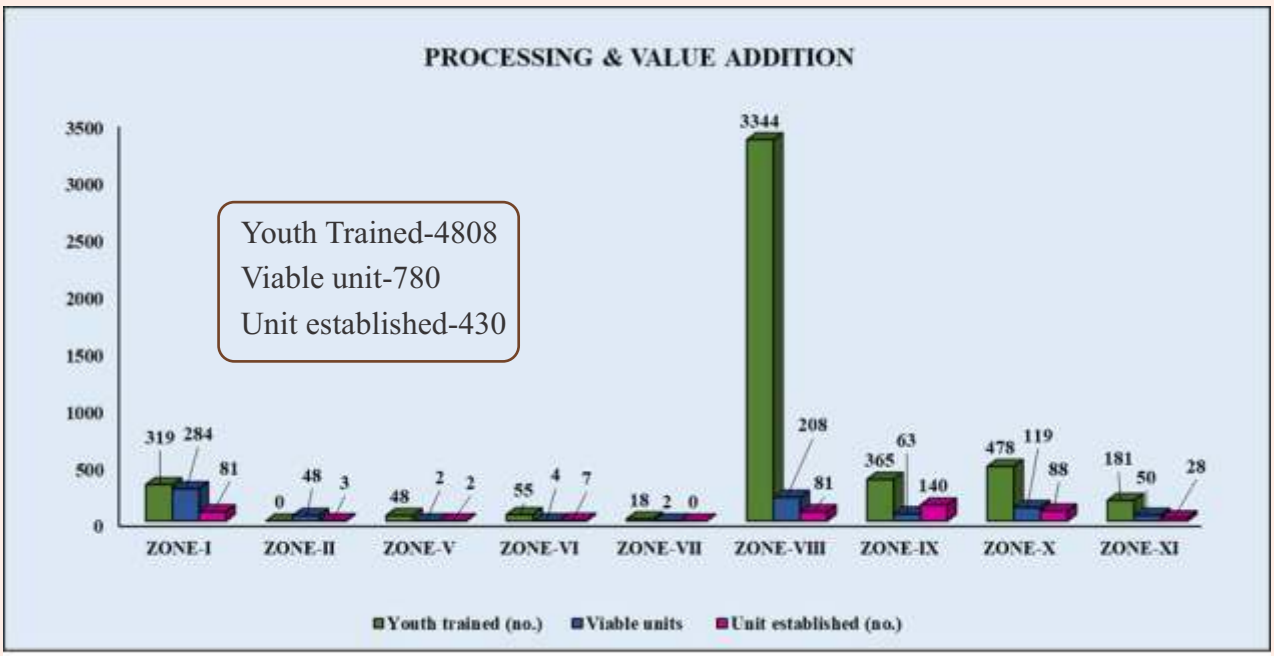
A robust and vibrant agro food processing enterprise is essential for reducing the loss of perishable agricultural products, extending the shelf life of food items, ensuring the value addition of agricultural products, diversifying and commercialising agriculture, creating jobs, and raising farmers' incomes. Additionally, through a specialised processing technique, value added products contributes to raising the value of basic agricultural commodities. Small-scale processing facilities, organic food processing, Agri-tourism, and the development of biofuels are a few examples of value-added initiatives that have helped to encourage the creation of new jobs in rural regions.

Under ARYA project, rural youths provided skill training and technical support not only on primary processing and value addition but also on unit establishment. Most of ATARI Zones contributed on training and technical support on processing and value addition and trained (4808) youths, among them, ATARI Zone VIII has trained the highest no. of youth (3344) followed by ATARI Zones X (478) and ATARI Zones IX (365).

Additionally, the data indicates an alike tendency as that of youth trained in terms of functional units. ATARI Zone I and ATARI Zone VIII hold the top two positions while ATARI Zone V and ATARI Zone VII occupying the bottom position.

ATARI Zone IX (Jabalpur) and ATARI Zone X (Hyderabad) have shown a greater willingness in establishing additional units for the fiscal year 2023–2024, in contrast to youth training.

The food processing enterprises generates 7.40 tonnes of processed products and generate 8559 man-days of employment for rural youths annually, indicating significant potential. The average cost of production a single unit with ₹ 2.8 lakh and average return ₹ 6.01 lakh per year. The "economies of scale" in the food business worked quite effectively. In reality, the



entrepreneurs' adoption of superior management practises finally paid off and gave them a stronger potential for income generation. Additionally support average net return of ₹ 3.15 lakh and the Benefit Cost Ratio of 2.10.

View of Processing and Value Addition unit

Table 5: Economics of Processing and Value addition / Unit / Year

Zones	State	Total production		Gross cost of production (₹)	Gross Return (₹)	Net benefit (₹)	BC Ratio	Employment generated/ year (man-day @ 8 hr/ day)		
		Kg	Litre					Family	Others	Total
Zone I	HP	3000		21000	80000	59000	3.81	150	0	150
	Punjab	2568		216154	401600	185446	1.86	138	0	138
	J& K	2750		58250	187500	129250	3.22	104	23	127
Zone II	Rajasthan	10420		462500	1387500	925000	3.00	780	680	1460
	Haryana	12392		1027422	1733170	705748	1.69	285	360	645
Zone V	West Bengal	1450		133950	257000	123050	1.92	85	155	240
Zone VI	Sikkim	1560		480000	624000	144000	1.30	24	48	72
	Arunachal Pradesh	1000		110000	800000	690000	7.27	72	15	87
Zone VII	Meghalaya	2750		438026	827700	389674	1.89	60	0	60
Zone VIII	Gujrat	36641	6000	552038	973500	421463	1.76	1657	236	1893
	Maharashtra	35995	2738	326722	717045	390323	2.19	310	68	378
Zone IX	Madhya Pradesh	550		72500	106000	33500	1.46	252	0	252
	Chhattisgarh	5569	220	88293	331309	243016	3.75	1015	235	1250
Zone X	Andhra Pradesh	2360		282267	457733	175467	1.62	540	36	576
	Puducherry	2000		80000	220000	140000	2.75	20		20
	Tamil Nadu	4886		525560	1168800	643240	2.22	700	295	995
Zone XI	Kerala	452		54833	158667	103833	2.89	128	9	137
	Karnataka	6930		220250	395600	175350	1.80	59	20	79
Total		133272	8958	5149764	10827124	5677359		6379	2180	8559
Average		7404	2986	286098	601507	315409				
BC Ratio							2.10			

Vermi-compost Production

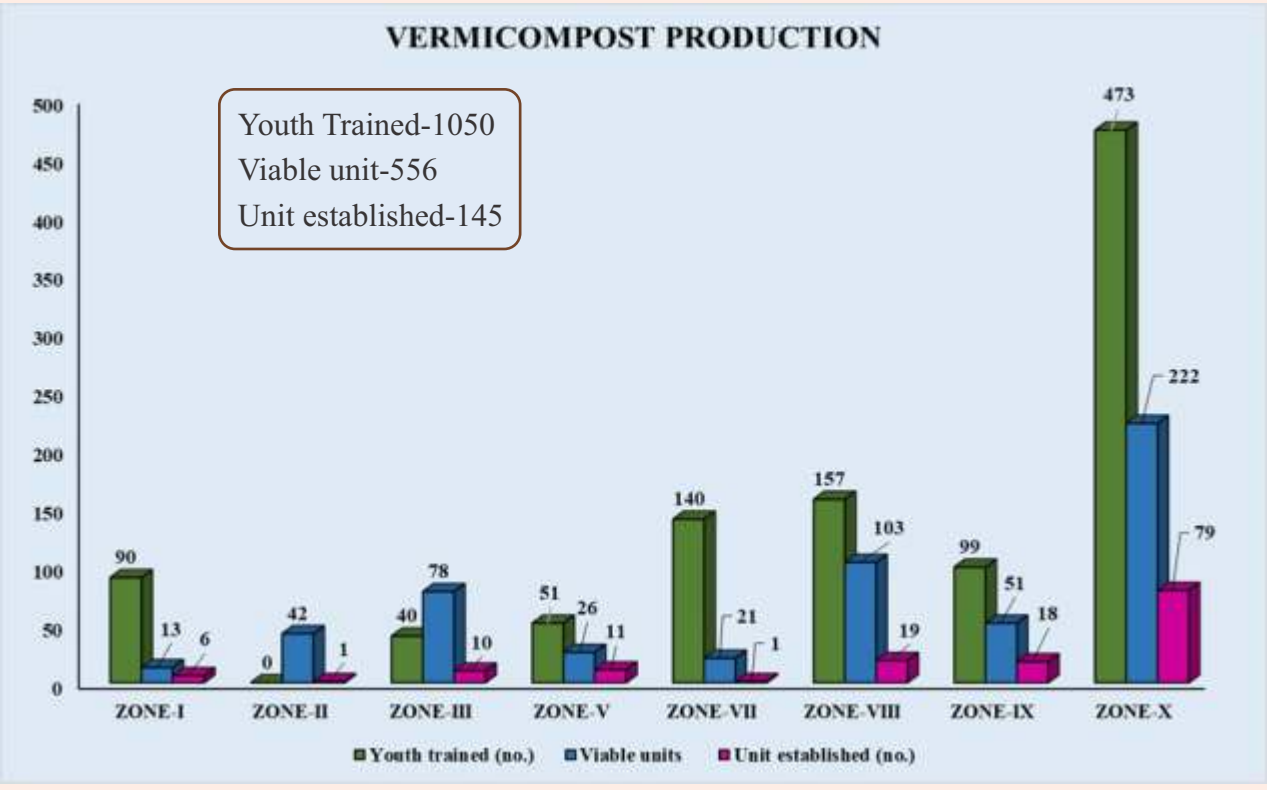
vi. Vermi-compost Production :

In recent years organic agriculture produce is getting high popularity and demand for quality organic manures is increasing day by day. But sufficient quantity of organic manures is not available to growers at reasonable price therefore, vermicompost production technique skill training under ARYA project is a better option for the unemployed rural youths for generating additional income as well as minimizing the environmental pollution. Realizing the growing market potential for producing vermicompost from agricultural wastes, technical backstopping was provided in establishment of vermicompost units. It comprised of following components viz., Introduction of vermicompost production through orientation of rural youth. Selection of interested beneficiaries as an entrepreneur. Inputs support to establish the enterprise and to demonstrate the vermicompost production techniques to the interested rural youth and horizontal dissemination through monitoring, documentation and reporting.

The data on functional units indicates that, ATARI Zone X occupied the top position (222) followed by ATARI Zone VIII (103), while ATARI Zone I has least functional units (13) in FY 2023-24.

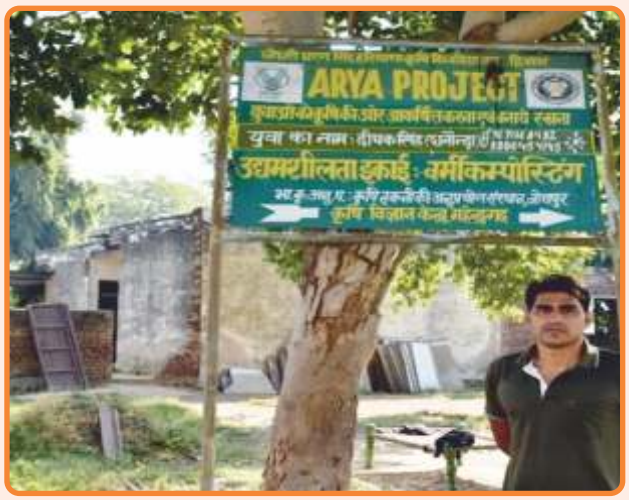
Somewhat similar trend is observed for youth training and ATARI Zone X leads in the number of youths trained (473) followed by ATARI Zone VIII (157) and ATARI Zone VII (140). In case of unit establishment by entrepreneur's unit in ATARI Zone X (79) followed by ATARI Zone VIII (19) and ATARI Zone IX (18).

A single unit able to produce vermicompost with cost about ₹ 1.02 lakh to establish and provide ₹2.70 lakh as gross return with net benefit ₹ 1.68 lakh per unit vermicompost able to generate



3637 man-days of employment rural youth and 271 tonnes compost were produced annually by KVKs of all Zones with . benefit-cost ratio (B: C) is 2.65. Haryana has the highest net income (₹ 5.36 lakh), followed by state of U.P. (₹ 3.13). When it comes to the growth of employment prospects in the same industry, the state Tamil Nadu is doing well. To determine the entire economic impact, more investigation is necessary.

View of Different Vermicompost Production units



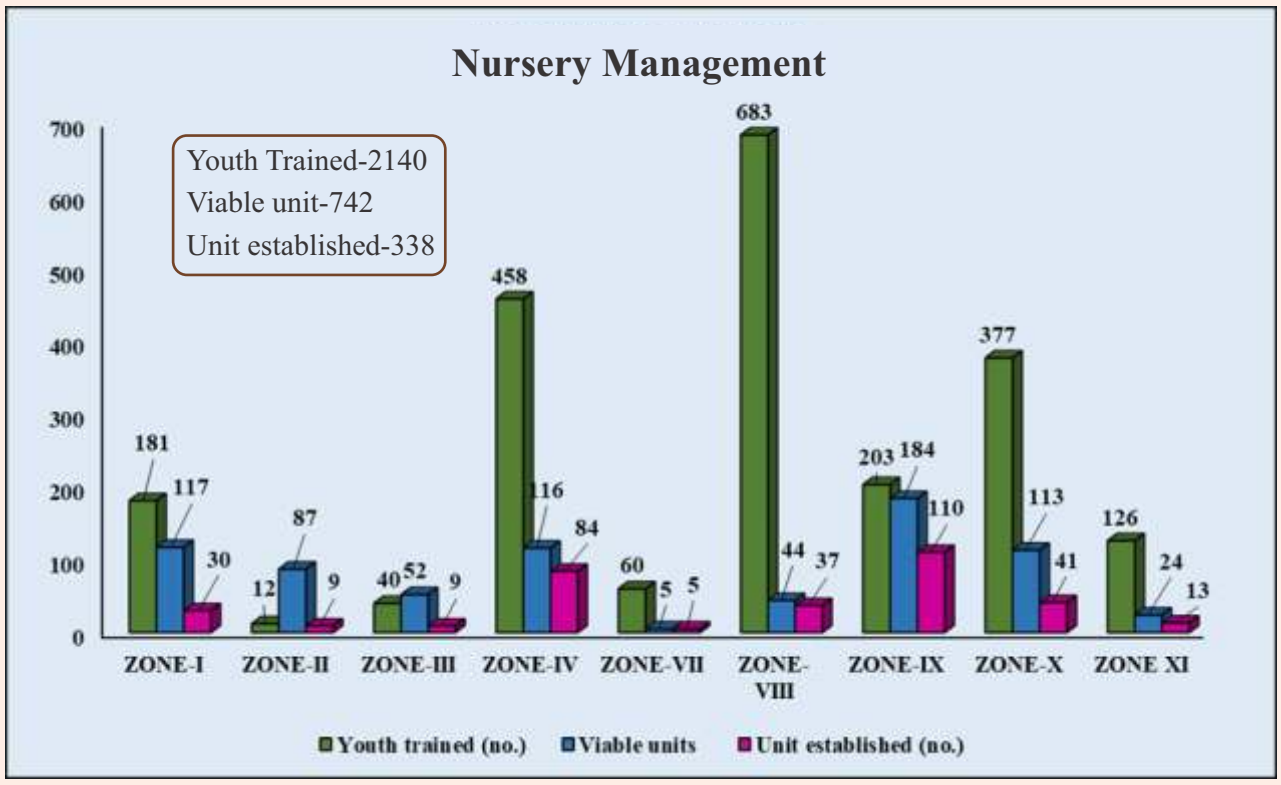
Nursery Management

vii. Nursery Management:

The essential element of horticulture is the nursery. Best quality planting material impact is well realized fact for persons engaged in horticulture fields. However, excellent quality and assured planting material at a reasonable price is not easily available in the country. Recognising the potential for producing plants, bulbs, rhizomes, suckers, and grafts, skill development of rural youth in nursery raising activities was identified as one of the areas for self-employment. Considering the demand for quality planting material for fruit and vegetable crops and the opportunity to promote as a horticulture business enterprise in potential pockets across different regions in the country, ARYA Project has started providing training and technical support to rural youths on Nursery raising entrepreneurship. It has also begun to cultivate high value crops in poly-houses, in addition to commercial crops. During the off-season, nurseries of vegetable crops were also raised in poly houses when it was not feasible to grow in open situations owing to climatic condition sustainability.

According to a detailed analysis data nursery unit operations in each ATARI Zone, ATARI Zone VIII performs best in terms of unit establishment as well as skill training and technical assistance for rural youth. The data on functional units show that ATARI Zones IX (184) viable unit, followed by ATARI Zone I (117) and Zone IV(116) while Zone VII had only 05 unit. Moreover, youth training data revealed that ATARI Zones VIII trained maximum (683) rural youth followed by ATARI IV (458) and Zone X (377), while ATARI Zone II was at the bottom line and able to trained only 12 rural youths.

The majority of units (110) formed during FY 2023-2024 are in ATARI Zone IX (Jabalpur),



followed by ATARI Zone IV (84), and only 5 unit established in ATARI Zone VII.

Data presented in table 07 indicates that average gross product of cost of nursery unit ₹ 1.66 lakh single nursery unit with 3.22 lakh saplings production and 1.55 lakh seedlings annually. Data reveals that 8835 man-days of employment generated across all ATARI Zones. The average net returns for the current ₹ 2.35 lakh unit with (B: C) 2.41 recorded. On the basis of the economic analysis, Jharkhand state had the greatest net income (₹ 5.90 lakh/unit) of followed by Gujarat state (₹ 5.43 lakh) and U.P. (₹ 4.00 lakh) and least ₹ 0.50 lakh in Kerala.

View of Nursery unit





Table 7: Economics of Nursery Management / Unit / Year

Zone	State	Total production		Gross cost of production (₹)	Gross Return (₹)	Net benefit (₹)	BC Ratio	Employment generated/ year (man-day @ 8 hr/ day)		
		Saplings (no.)	Seedlings (no.)					Family	Others	Total
Zone I	HP	4000	6500	69700	323000	253300	4.63	189	49	238
	J& K	1000		32500	125000	92500	3.85	103	30	133
Zone II	Rajasthan	80313	239270	354263	608754	254491	1.72	1245	180	1425
	Haryana	2369000		650000	1026500	376500	1.58	250	60	310
Zone III	Uttar Pradesh		89000	100000	500000	400000	5.00	365	0	365
Zone IV	Bihar		53667	166000	336667	170667	2.03	280	162	442
	Jharkhand		150000	370000	960000	590000	2.59	48	36	84
Zone V	Odisha		140675	93788	275697	181909	2.94	538	320	858
	West Bengal		42000	84000	135000	51000	1.61	535	98	633
Zone VII	Nagaland		85000	50850	161500	110650	3.18	146	30	176
	Mizoram		160575	95678	301796	206118	3.15	522	310	832
Zone VIII	Gujarat		514667	248000	791667	543667	3.19	310	224	534
	Maharashtra		162250	150000	425000	275000	2.83	280	74	354
Zone IX	Madhya Pradesh	70000	33750	65225	204500	139275	3.14	931	0	931
	Chhattisgarh	23200		100000	232000	132000	2.32	92	0	92
Zone X	Andhra Pradesh		375000	135000	450000	315000	3.33	480	20	500
	Tamil Nadu		62000	140500	250000	109500	1.78	418	21	439
	Telangana		225000	220000	425000	205000	1.93	215	160	375
Zone XI	Karnataka	11250		137550	392000	254450	2.85	44	24	68
	Kerala	20000		75000	125000	50000	1.67	46	0	46
Total		2578763	2339353	3338054	8049081	4711026		7037	1798	8835
Average		322345	155957	166903	402454	235551				
BC Ratio							2.41			

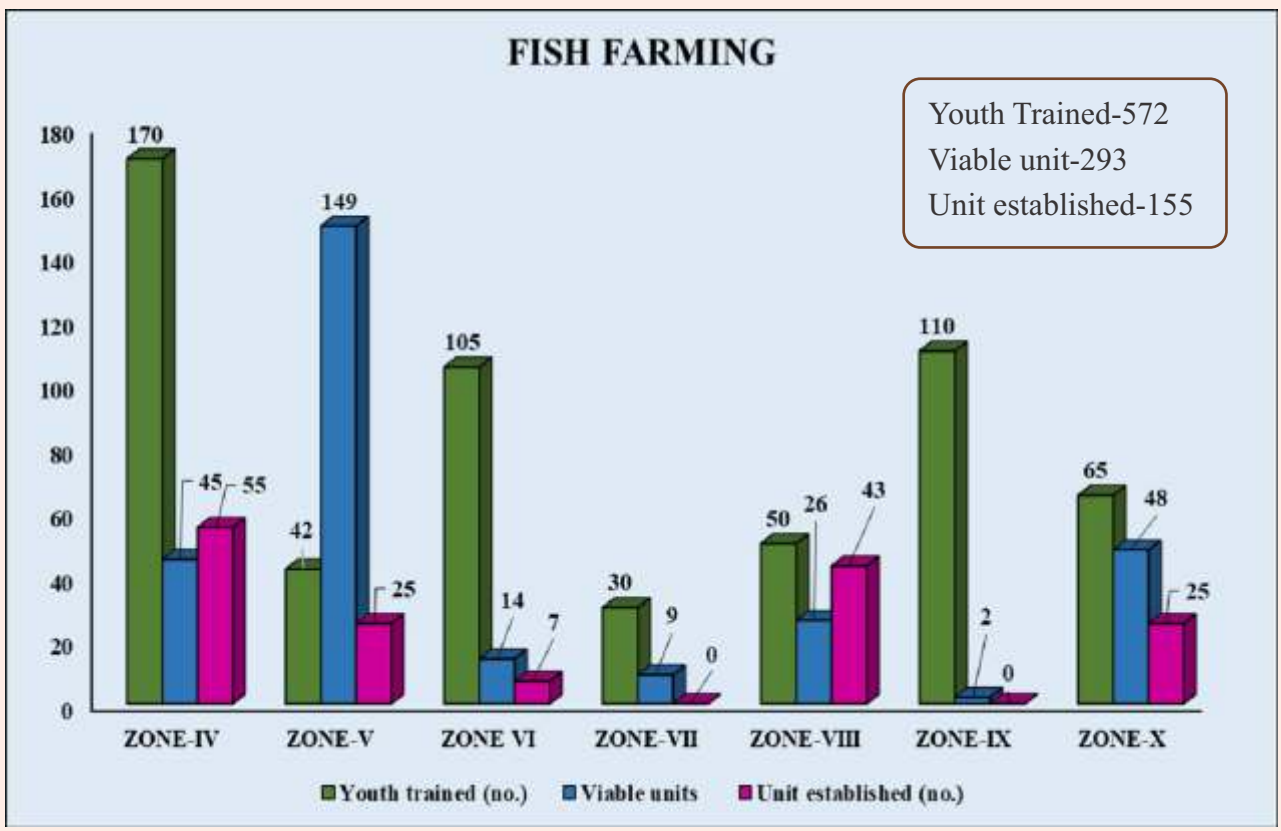
Fish Farming

viii. Fish Farming:

Fish farming, a vital part of India's economy, is a 'Sunrise sector' with significant employment and export potential. It supports around 28 million fishers and farmers, particularly marginalized communities, and generates employment for millions people in the seafood and ancillary industries. However, fishing communities face challenges such as lack of knowledge, access to credit and insurance, low incomes, limited value addition, inadequate social security measures, mechanization, cold storage facilities, and market linkages. An ARYA project aimed to double farmers' income by providing scientific training and technical support, addressing these challenges. The sector's significance lies in its two-dimensional impact on the economy.

A comprehensive review of the fishery unit found that few ATARI Zones are performing admirably well. The data indicates that ATARI Zone V had the highest functional units(149) followed by ATARI Zone X (48) and fewest (02) ATARI Zone IX. Furthermore, statistics on youth training indicates that ATARI Zones IV (170) and IX (190). In case of new unit established during FY 2023-24 ATARI Zone IV with (55 units) is at top position followed by ATARI Zone VIII (43) and ATARI Zone V(25) and Zone X (25) each.

On an average a fishery unit is capable of producing ₹ 45.44 lakh fingerlings and 2052 kg of fish involving cost ₹ 1.03 lakh and returns ₹ 2.90 lakhs. India's fishing industry has recently experienced tremendous growth, generating more than 3059 man-days of employment, as well as 16 tonnes of fish and 90.88 lakh fingerlings by all entrepreneurs. According to the report, the fisheries industry exhibited excellent 'economies of scale' operations. Additionally supporting it were the average net return of ₹



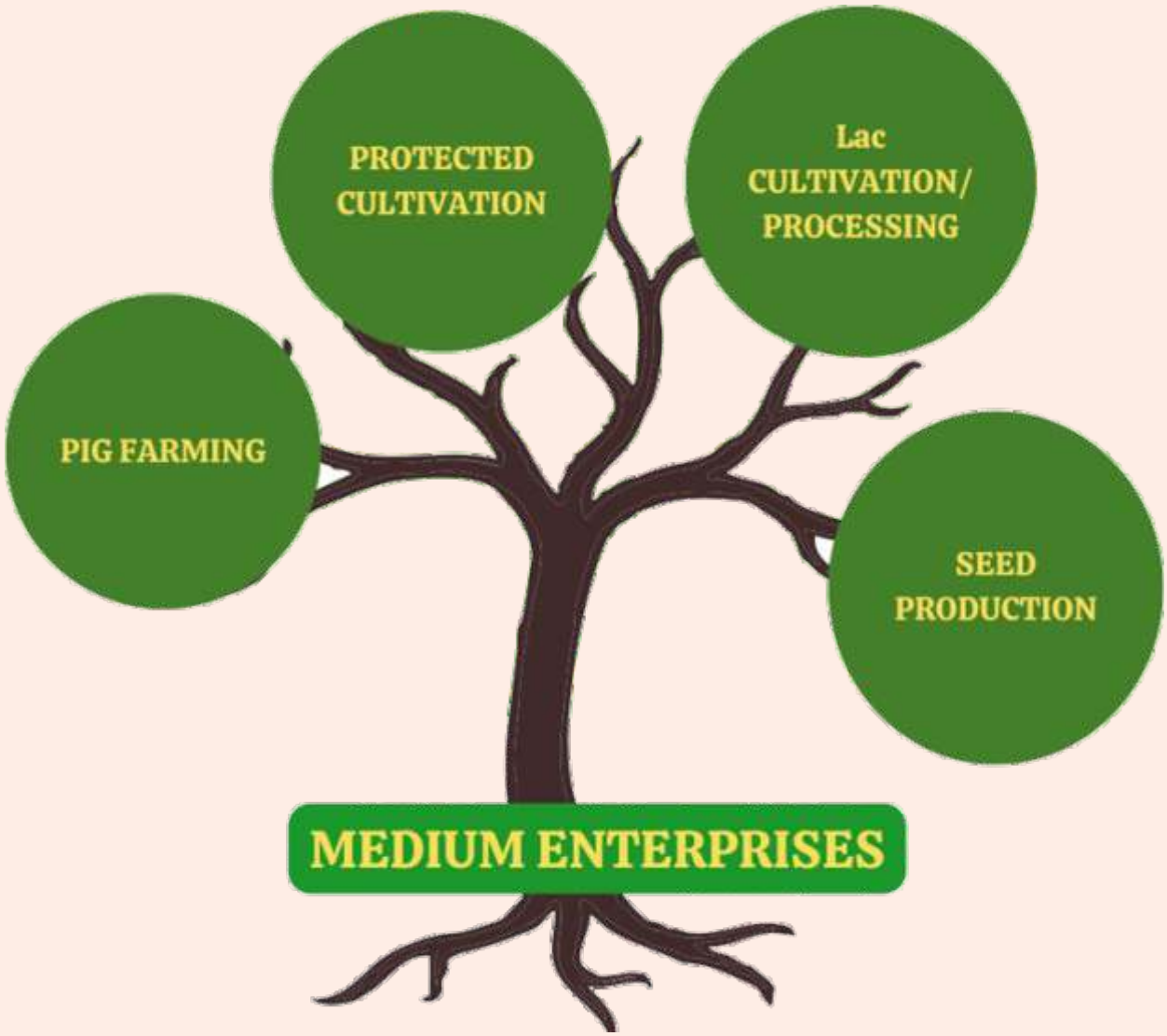
1.89 lakh and the benefit cost ratio of 2.81. According to a thorough review of the fishing industry, Chhattisgarh has the highest net income, followed by Manipur, West Bengal and Odisha. Enterprise is performing well when it comes to the expansion of employment opportunities in the same sector.

View of Fishery unit

Table 8: Economics of Fish Farming / Unit / Year

Zones	State	Total production		Gross cost of production (₹)	Gross Return (₹)	Net benefit (₹)	BC Ratio	Employment generated/ year (man-day @ 8 hr/ day)		
		Fingerlings (No.)	Kg					Family	Others	Total
Zone IV	Bihar		1500	125000	250000	125000	2.00	75	15	90
Zone V	Odisha		2383	128606	301300	172694	2.34	185	443	628
	West Bengal	9024000	8500	195300	399233	203933	2.04	590	160	750
Zone VI	Arunachal Pradesh		200	27000	60000	33000	2.22	60	7	67
	Assam		600	80000	135000	55000	1.69	296	0	296
Zone VII	Manipur		2200	239560	660000	420440	2.76	122	64	186
Zone VIII	Maharashtra		510	12000	61200	49200	5.10	28	4	32
Zone IX	Chhattisgarh	64500		90000	650000	560000	7.22	365	285	650
Zone X	Tamil Nadu		525	33000	96250	63250	2.92	180	180	360
Total		9088500	16418	930466	2612983	1682517		1901	1158	3059
Average		4544250	2052	103385	290331	186946				
BC Ratio							2.81			

II. Achievement under ARYA Project Medium enterprises



Seed Production

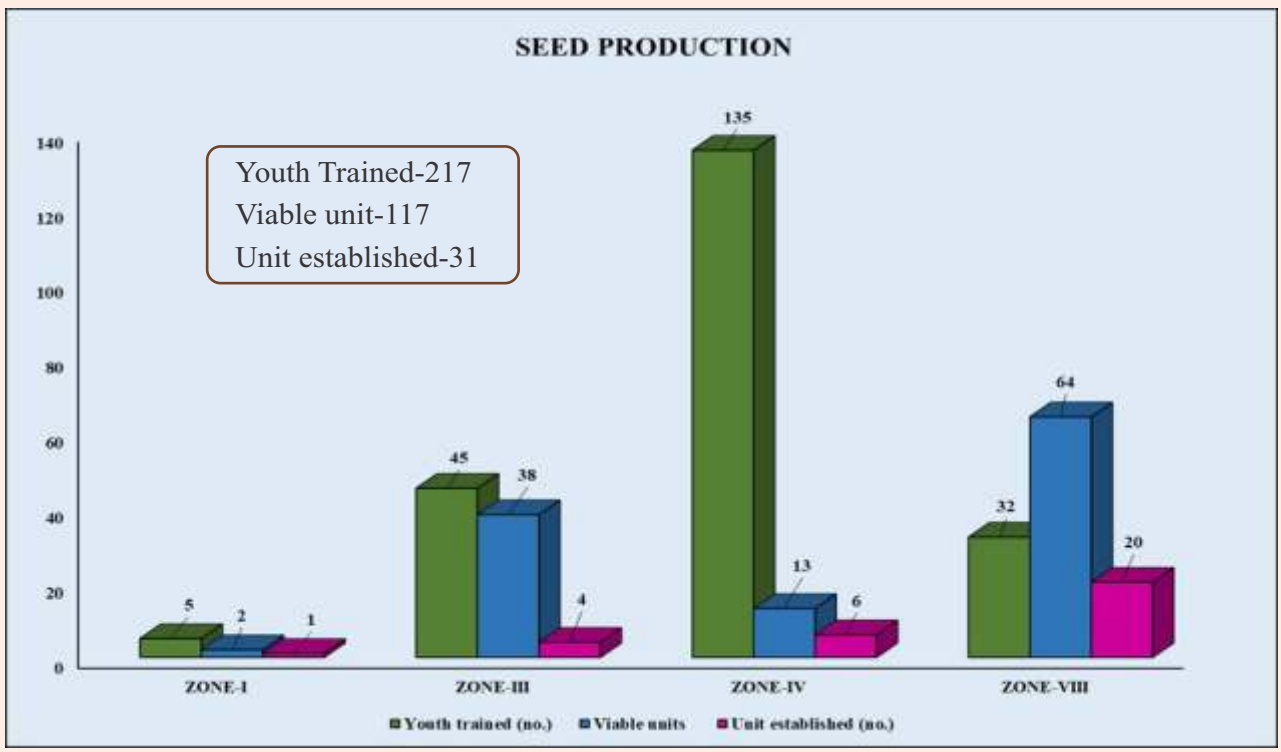
1. Seed Production:

Although India is the world's greatest producer of a variety of agricultural and horticultural commodities, many of these crops have relatively low production levels in comparison to world averages. The prevalent issue for the farming community, for small and marginal farmers, are the lack of quality seed material at the appropriate time and place. The potential yield of a crop determined by the quality of the seed used for planting. On an essential quality seeds alone can increase agricultural production 10-15 % along with good management practices.

To address the rising need for high-quality seed and planting material for vegetables, spices, medicinal, and aromatic plants, the nucleus/breeder seed production programme has been expanded in new directions. Through ARYA project, ICAR has launched need-based training programme for rural youths aiming to meet the growing demand for quality seed and planting materials, updating information on seed technology, certification requirements, and seed production, processing, and storage.

Data presented in fig. indicated that 4 ATARI Zone are actively engaged in seed production enterprises and among them ATARI Zone VIII being the most active in terms of functional unit (64), where ATARI Zone I(02) is still in their infancy. According to the statistics, ATARI Zone IV (Patna) has emerged as the best training (135) provider during year. However, new unit established ATARI Zone VIII is at the top position (20) followed by ATARI Zone IV (06) and ATARI Zone III(04).

Economic statistics show that all entrepreneurs ATARI Zones able to produce 13550 kg seeds and generate 1461 man-days of employment in rural areas youth. This shows that there is a significant market for high-quality seed production. On an average with investing ₹ 0.35 lakh is annually able to produce 3388 kg and earned ₹ 1.54 lakh as net benefit.



Seed Production Unit

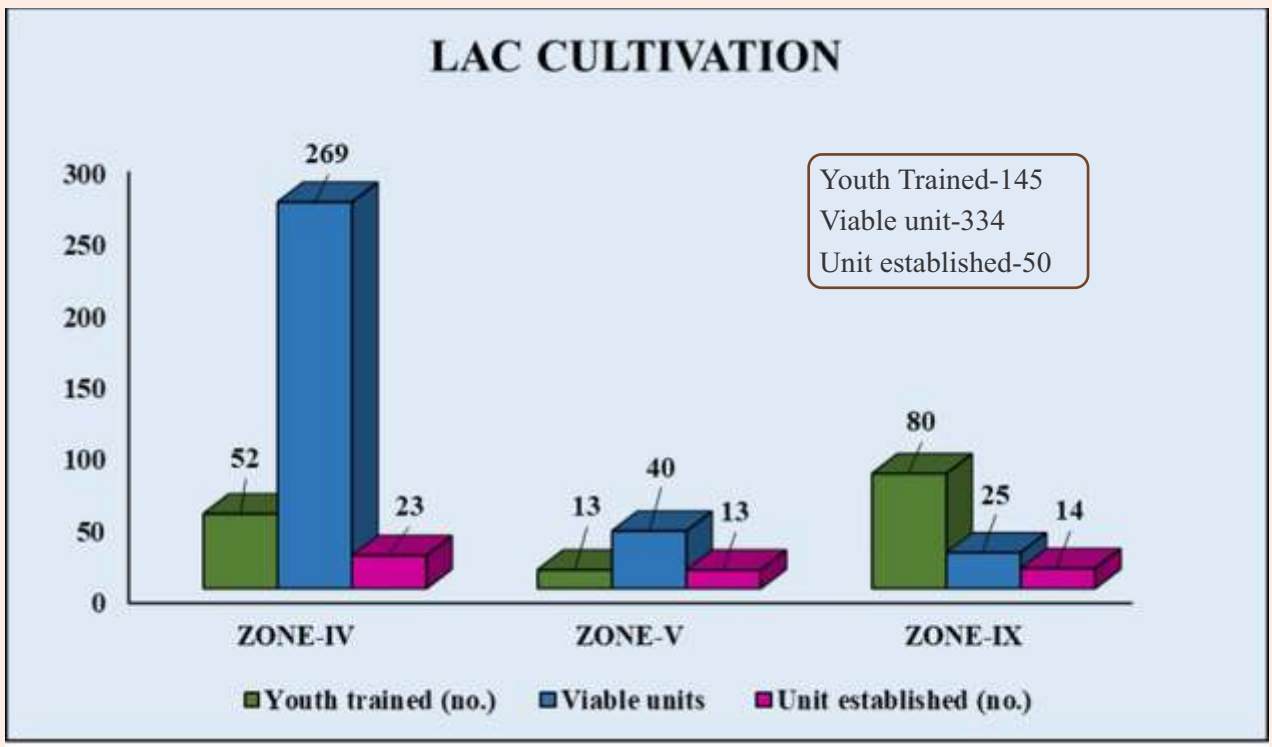
Lac Cultivation/ Processing

2. Lac Cultivation:

India's agricultural sector, including crop, horticultural, dairy, and poultry farming, plays a crucial role in boosting the country's economy. One such industry is lac farming, which can be established on a small to large scale and generate millions of dollars at a low cost investment. India is the major producer of lac, accounting for 70% of the world's lac production. The majority of lac is produced in the Jharkhand and Chhattisgarh regions. Lac is the third-most profitable insect after honeybees and silkworms, benefiting the entire human race. Various lac species reared on the tree plants like Ber, Kusum, Plas tree, etc. Farmers are increasingly interested in lac farming; various value-added products are prepared leading to increased productivity. The ICAR has launched a need-based training program for rural youths through the ARYA project to modernize the Indian lac industry.

A closer look at the lac farming units in each ATARI Zone indicates that, only three ATARI Zones are actively involved in unit formation, with ATARI Zone IV is excelling in functioning of existing unit(269) and new unit(23) establishment as compared to youth training. ATARI Zone IX should be mentioned as a scientific training provider for commercial lac enterpriser. It is worth noting that ATARI Zones IV account for over 80% of all viable unit, making it the most active ATARI Zones in terms of these areas.

The Indian lac sector has grown significantly, employing 373 people and generating around 5.9 q of brood lac and 5.5 q of stick lac. The average annual unit of lac enterprises cost is around ₹ 42 thousand and an average net return of ₹ 1.59 lakh with a benefit-cost ratio of 4:80. An in-depth examination of the Lac industry revealed that Chhattisgarh and Jharkhand excel in terms of employment generation with 181 and 123 man-days annually and West Bengal in terms of net return.



Lac Cultivation






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Table 9 Economics of Seed Production / Unit / Year

ATARI Zones	State	Total production (kg)	Gross cost of production (₹)	Gross Return (₹)	Net benefit (₹)	BC Ratio	Employment generated/ year (man day @ 8 hr/ day)		
							Family	Other than Family	Total
Zone I	J& K	1000	7000	52000	45000	7.43	135	0	135
Zone III	UP	8200	87000	437000	350000	5.02	365	270	635
Zone IV	Jharkhand	3000	26600	160000	133400	6.02	346	250	596
Zone VIII	Maharashtra	1350	22200	112500	90300	5.07	95	0	95
Total		13550	142800	761500	618700		941	520	1461
Average		3388	35700	190375	154675				
BC Ratio						5.33			

Table 10: Economics of Lac cultivation / Unit / Year

ATARI Zones	State	Total production		Gross cost of production (₹)	Gross Return (₹)	Net benefit (₹)	BC Ratio	Employment generated/ year (man-day @ 8 hr/ day)		
		Brood Lac (qt)	Stick Lac (qt)					Family	Other than Family	Total
Zone IV	Jharkhand	2.4		34700	182750	148050	5.27	123	0	123
Zone V	West Bengal	3.5	3.5	65000	353000	288000	5.43	31	38	69
Zone IX	Chhattisgarh		2.0	26425	70000	43575	2.65	181	0	181
Total		5.9	5.5	126125	605750	479625		335	38	373
Average		2.9	2.8	42042	201917	159875				
BC Ratio							4.80			

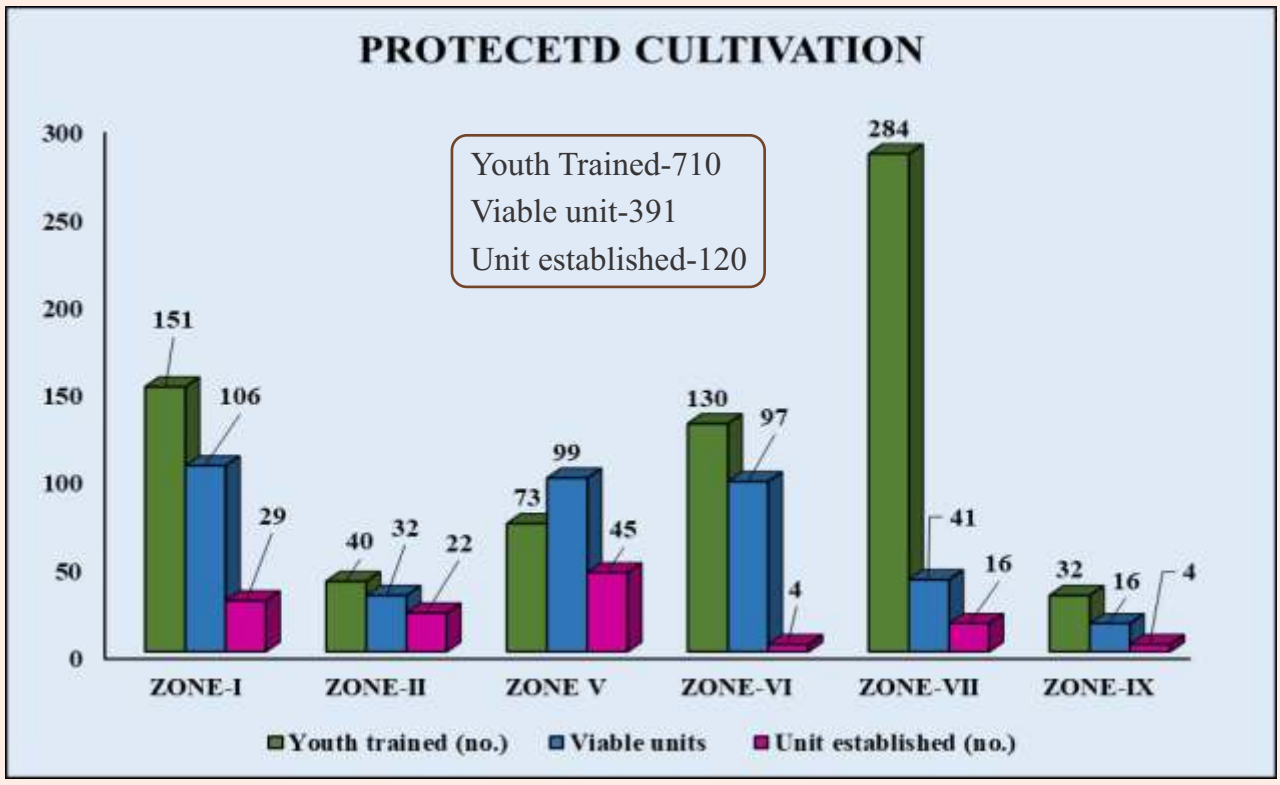
Protected Cultivation

3. Protected Cultivation :

Protected cultivation of horticultural crops is a promising approach to open field agriculture on an assumption production ranged from 6-7 MT/ha under protected cultivation of several crops like tomato, capsicum, cucumber, watermelon etc. This high-tech method uses innovative structures to grow crops in a controlled environment, ensuring high productivity and quality. It also generates employment, boosts farm income, and generates foreign exchange revenue, while effectively utilizing scarce agricultural resources. Recognising the considerable development potential and employment prospects in protected agriculture, the ARYA programme has offered technical help and hands-on training to rural youth on the same.

From table and graph, the protected agriculture units in each ATARI Zone in more detail reveals that ATARI Zone VII is leading in terms of training (284 youth) and technical help for rural youth followed by ATARI Zone I (151) and Zone VI (130). However, in terms of functional unit ATARI Zone I (106) is leading followed by Zones V (99) and Zone VI (97). In case of new unit establishment ATARI Zone V is leading (45 unit) followed by ATARI Zone I (29) ATARI Zone II (22) unit.

Entrepreneurs of all Zones able to produce 39350 cut flower, 400 potted plants and 242000 leaves and production of 64930 kg fruits. This enterprise able to generate employment 3727-man days. Average net profit of ₹ 2.63 lakh with an average annual cost of production of ₹ 1.42 lakh per unit with benefic cost ration 2.85. The state Rajasthan has highest benefit of (₹ 5.98 lakh), followed by Jammu & Kashmir (₹ 4.28 lakh) and HP (₹ 4.10 lakh).



View of Protected Cultivation unit

Table 11: Economics of Protected Cultivation / Unit / Year

ATARI Zones	State	Total production				Gross cost of production (₹)	Gross Return (₹)	Net benefit (₹)	BC Ratio	Employment generated/ year (man-day @ 8 hr/ day)		
		No. of seedlings/ Saplings or Leaves			Production, Kg					Family	Other than Family	Total
		Leaves	Cut flower Stalk/ Bulb	Potted Plants								
Zone I (Veg Prod.)	HP				140	150000	560000	410000	3.73	150	26	176
	J& K				190	162300	590000	427700	3.64	120	0	120
Zone II	Rajasthan				50000	332500	930000	597500	2.80	450	540	990
Zone V	West Bengal	242000				32250	181250	149000	5.62	900	200	1100
Zone VI	Assam				10400	25000	75000	50000	3.00	85	5	90
	Sikkim				3200	43000	248000	205000	5.77	90		90
Zone VII	Mizoram		22500			445000	815000	370000	1.83	150	0	150
	Manipur		2000	400		58000	184000	126000	3.17	300	120	420
	Nagaland		14850			161500	452500	291000	2.80	466	35	501
Zone IX	Madhya Pradesh				1000	18000	30000	12000	1.67	90		90
Total		242000	39350	400	64930	1427550	4065750	2638200		2801	926	3727
Average		242000	13117	400	10822	142755	406575	263820				
BC Ratio									2.85			

Pig Farming

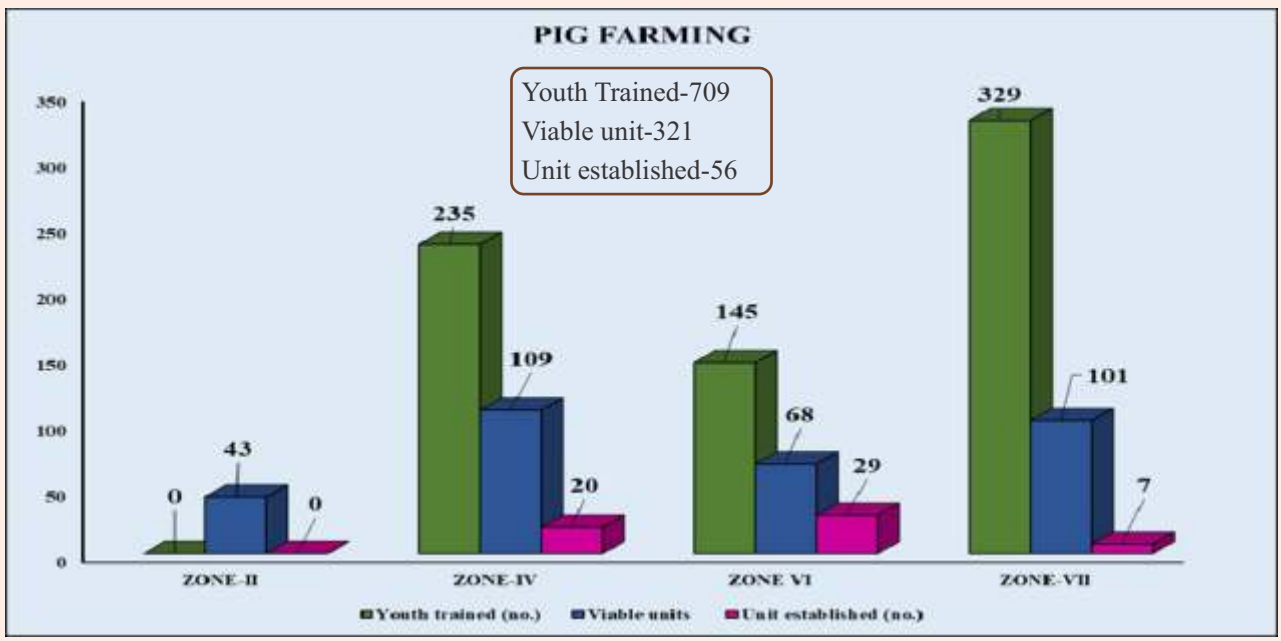
4. Pig Farming:

Animal husbandry is a wide sector industry in India, but now pig farming emerged as one of the most lucrative sector for rural youth is tribal areas. It has always given the rural poor, especially the socioeconomically weaker sectors, a means of surviving. But they were not aware of the for improved management practice and scientific pig farming. As a result, relatively low income was generated from unit. In order to modernise the Indian pig sector and increase the productivity of small-scale rural pig farms, appropriate plans to popularise scientific pig breeding and the raising of meat-producing animals with proper financial support are required.

The commercial pig farming in India has emerged as a new employment source for rural youths, farmers, and entrepreneurs. Technical advancements have improved breeding, feeding, and house /shelter management practices, as well as other aspects of the value chain, including production, processing, and sale of pork to markets. Rural youths were provided skill training know-how, not just on enhanced breeding, feeding, and management practices, but also on value addition, through the ARYA initiative in KVKs involvements.

Only 04 ATARI Zones are providing skill training on these lucrative enterprises only. Altogether 709 youth received skill training of which 56 unit established and 321 viable units. In terms of viable unit ATARI Zone IV is at top position (109) followed by ATARI Zone VII (101) and ATARI Zones VI (68).

Pig farming has the ability to significantly improve the nutritional and financial security of depressed society's most vulnerable groups. According to economic analysis, average unit costs 2.35 lakh to start up a single piggery unit that produces on an average 98 piglets and 760 kg of pork every year and total number of pigs is 23. In India, 2331 man-days of employment for rural youth were created annually, showed the vast potential of pig farming. On the basis of the adoption of scientific management techniques eventually helped piggery farmers to generate better income and improve the livelihood status. The average net return (₹ 3.89 lakh/unit) and benefit cost ratio (2.65) can be harnessed. Manipur, Mizoram and Meghalaya, had the higher profit from the enterprise but Jharkhand is the leading state in terms of employment generation. It is worth noting that the NE states outperform the rest of the states in terms of piggery.



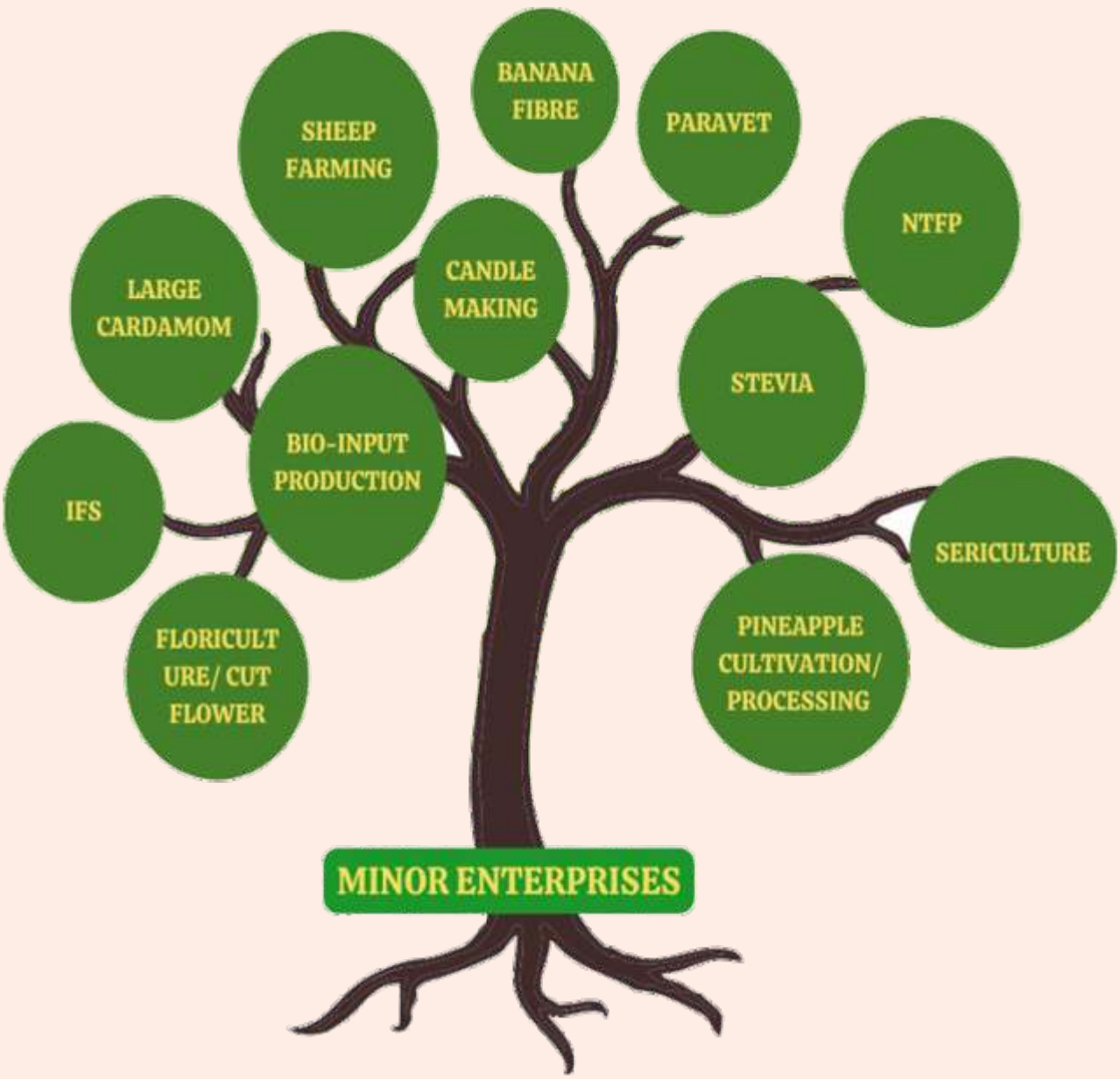
Pig Unit


आर्या-(ARYA)
(Attracting and Retaining Youth in Agriculture)
FOLLOW UP PIG UNIT
KUBATOLI
दिनांक : 22.07.2023

Table 12: Economics of Pig Farming / Unit / Year

ATARI Zones	State	Total production			Gross cost of production (₹)	Gross Return (₹)	Net benefit (₹)	BC Ratio	Employment generated/ year (man-day @ 8 hr/ day)		
		Pig (No.)	Piglet (No.)	Pork (kg)					Family	Other than Family	Total
Zone II	Haryana	60			175000	540000	365000	3.09	130	0	130
Zone IV	Jharkhand	37	103		210280	480750	270470	2.29	408	260	668
Zone VI	Assam	4	39	224	75793	243840	168047	3.22	320	63	383
	Sikkim	5	64		126000	320000	194000	2.54	45	0	45
Zone VII	Manipur	22	185	1026	545000	1500000	955000	2.75	303	0	303
	Mizoram	10	110	1030	327000	985000	658000	3.01	160	0	160
	Nagaland		45		165000	270000	105000	1.64	310	0	310
	Meghalaya		160		336650	800000	463350	2.38	136	14	150
	Tripura		80		160000	480000	320000	3.00	160	22	182
Total		138	786	2280	2120723	5619590	3498867		1972	359	2331
Average		23	98	760	235636	624399	388763				
BC Ratio								2.65			

III. Achievement under ARYA Project Minor enterprises

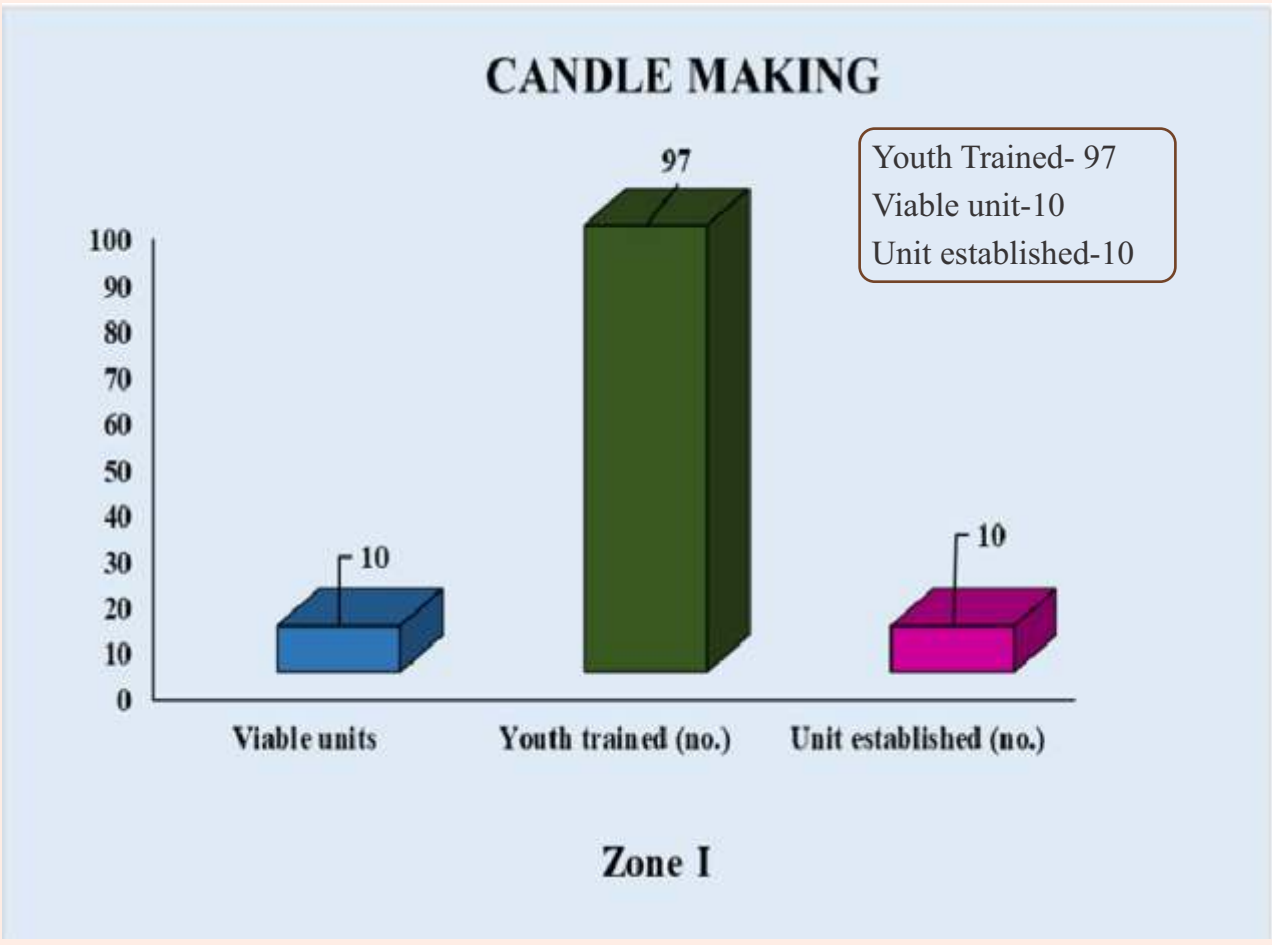


Candle Making

1. Candle Making:

Decorative candle making offers a creative and profitable opportunity for employment generation, especially in rural areas. With low startup costs, individuals can produce unique, handcrafted candles for various occasions and markets. Training in candle making techniques, color mixing, and design enhances skills and enables entrepreneurs to cater to both local and urban demand. This venture not only provides a steady income but also taps into the growing market for handmade, eco-friendly, and aesthetically appealing products, supporting local economic growth. But still its growth is confined to only small area.

As per the data, In Zone I, 97 individuals received candle making training. Of those trained, 10 viable units were identified, and all 10 were successfully established. This indicates a 100% success rate in converting viable units into established businesses within the zone. The Indian candle making sector has significantly slow growth, generating employment of 21 man-days, producing around 500 kgs of decorative candle with an average net return of ₹ 6500 and a benefit-cost ratio of 1.41.(Table 13) The future prospects for decorative candle making are promising, driven by increasing demand for unique, artisanal, and eco-friendly products. But due to lack of effective branding and online marketing, candle makers are unable to sustain in long-term growth and sustainability.



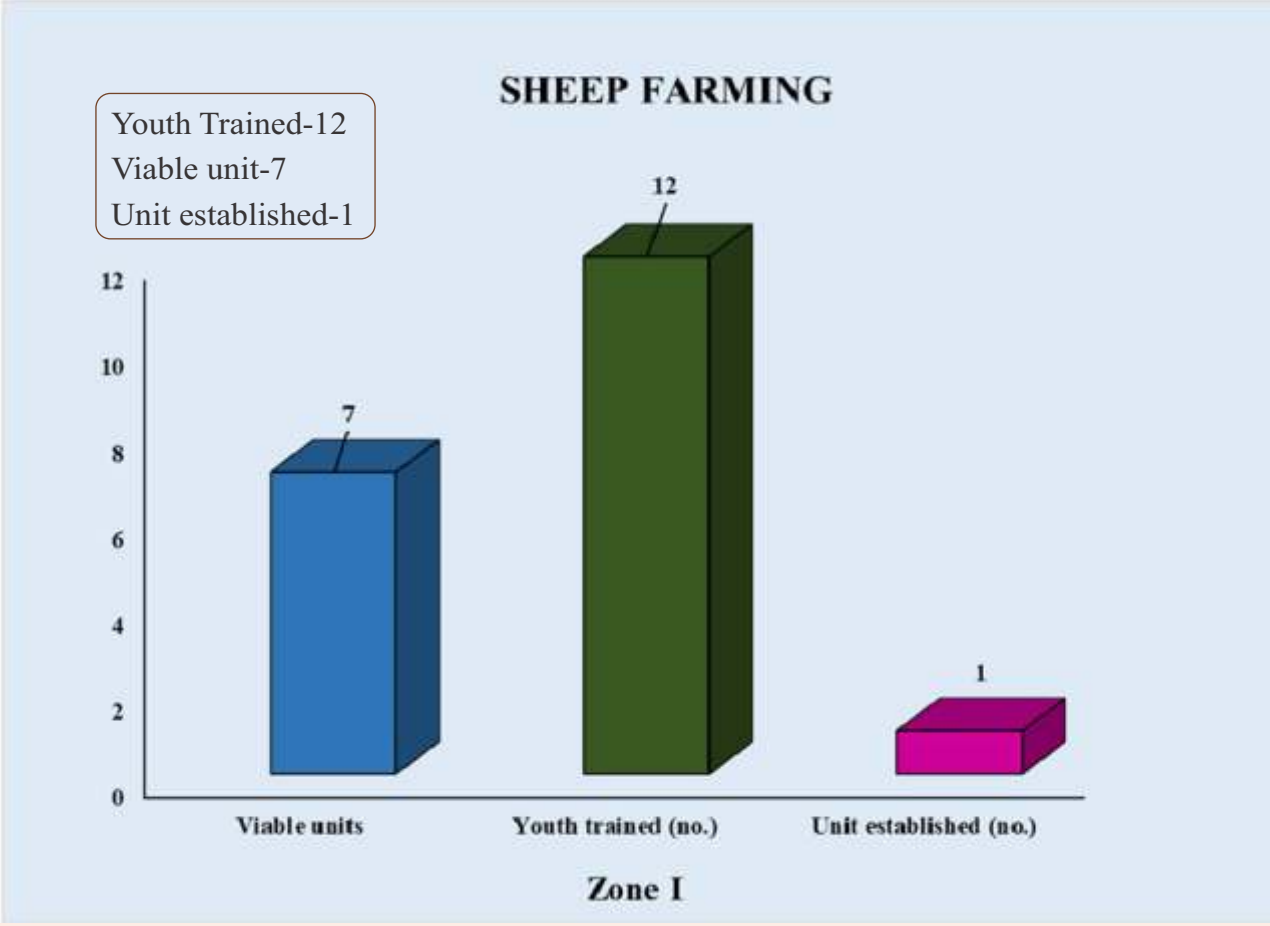
Candle Making

Sheep Farming

3. Sheep Farming :

Sheep farming presents a valuable employment opportunity among livestock's, especially in rural and semi-arid regions of J&K. Raising sheep for wool, meat, and milk provides multiple revenue streams and supports local economies. With training in sheep care and disease management, individuals can establish profitable ventures with relatively low investment. Sheep farming contributes to sustainable livelihoods, as wool and meat are in high demand, while also offering by-products like manure for agriculture, thus promoting a well-rounded source of rural employment.

During 2023-24, 12 rural youth received skill training out of which only one entrepreneurial unit was established. A total of 07 units were found to be sustainable and earning ₹. 70000 per unit annually for their family livelihood support. In terms of annual employment generation, these initiatives generated 90 man-days of work for rural youth. (Table 15)



Sheep Farming

Table 13: Economics of Candle Making / Unit / Year

ATARI Zones	State	Total production (kg)	Gross cost of production (₹)	Gross Return (₹)	Net benefit (₹)	BC Ratio	Employment generated/ year (man day @ 8 hr/ day)		
							Family	Other than Family	Total
Zone I	Uttarakhand	500	16000	22500	6500	1.41	21	0	21

Table 14: Economics of Floriculture/ Cut Flower/ Unit / Year

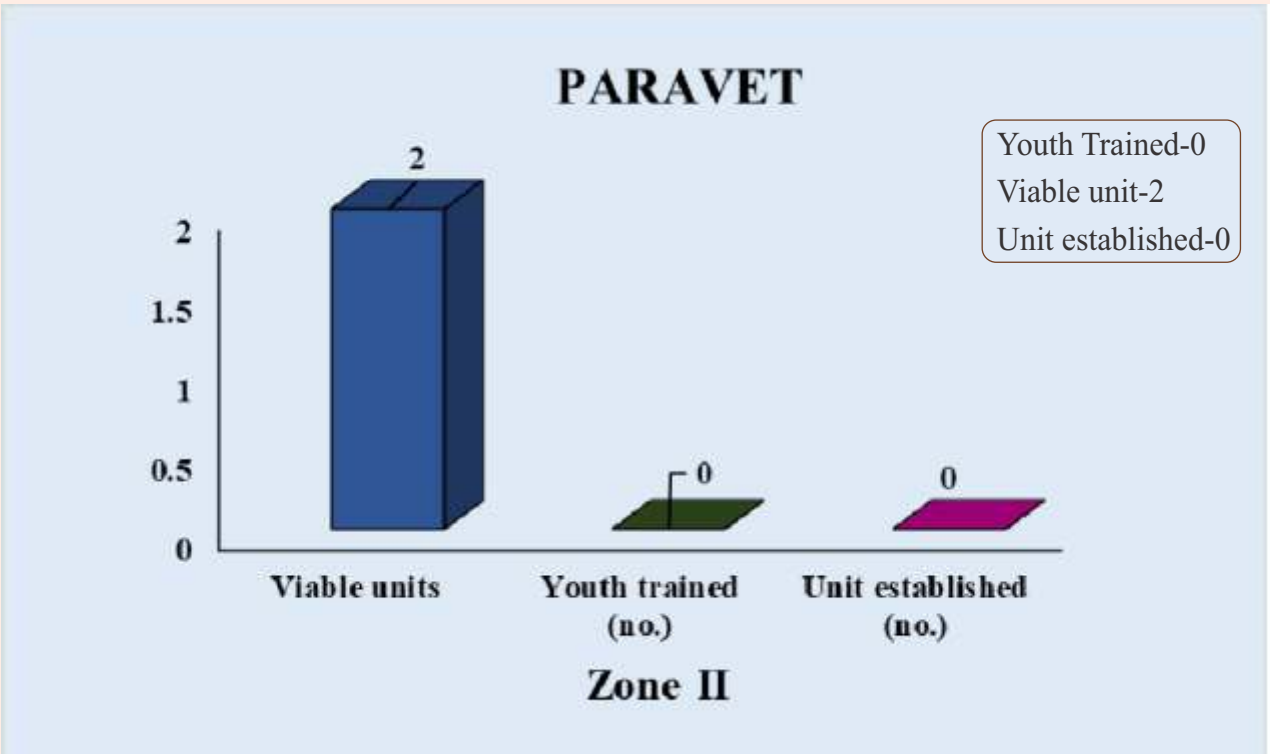
ATARI Zones	State	Total production (kg)		Gross cost of production (₹)	Gross Return (₹)	Net benefit (₹)	BC Ratio	Employment generated/ year (manday @ 8 hr/ day)		
		No. of cut flowers	Quintal					Family	Other than Family	Total
Zone I	HP	125000		225000	562500	337500	2.50	174	0	174
	J& K		117	122350	366600	244250	3.00	121	61	182
Total								295	61	356
Average		125000	117	173675	464550	290875				
BC Ratio							2.67			

Table 15: Economics of Sheep Farming

ATARI Zones	State	Total production (kg)	Gross cost of production (₹)	Gross Return (₹)	Net benefit (₹)	BC Ratio	Employment generated/ year (man day @ 8 hr/ day)		
							Family	Other than Family	Total
Zone I	J&K	264	65000	135000	70000	2.08	75	15	90

4. Paravet Practice:

Paravet practice offering a novel opportunity for rural youth employment generation. This role is essential in rural regions where access to veterinary care is limited. They are trained animal health workers who support veterinarians by providing basic veterinary services, such as vaccinations, first aid, and livestock health monitoring. By empowering youth with paravet skills, communities' benefit from healthier livestock, increased productivity, and reduced mortality rates. In order to generate employment and give rural youths a stable source of income, Zone II seized the chance and started offering training and technical assistance to rural youth on vaccinations, first aid, and livestock health monitoring to enhances their livelihoods, fosters animal welfare, and promotes sustainable agricultural practices. A single Paravet practitioner can get an approximately 300 days of employment and gets average net income of ₹ 1.17 lakh annually from single unit. (Table 16)



5. Banana fiber extraction & Value addition:

Banana fiber extraction and value addition offer an exciting venture for rural youth. By extracting fiber from banana stems, typically discarded as waste, they can create eco-friendly, sustainable products. This process can lead to a variety of profitable items, such as textiles, paper, ropes, and handicrafts. Training in extraction and processing adds valuable skills, enabling youth to tap into growing markets for sustainable goods. This venture promotes environmental responsibility while providing income and empowering rural communities.

This venture not only generated income but also fostered rural entrepreneurship, supporting sustainable agriculture and rural development in ATARI Zone IV. During the year 2023-24, 60 youth received skill training, of them 2 new entrepreneurial units established. Altogether 05 units were found sustainable and earning ₹. 2.35 lakhs annually from the waste of banana pseudo stem. In terms of employment generation, these initiatives created 540 man-days of work for rural youths per annum. (Table 17)

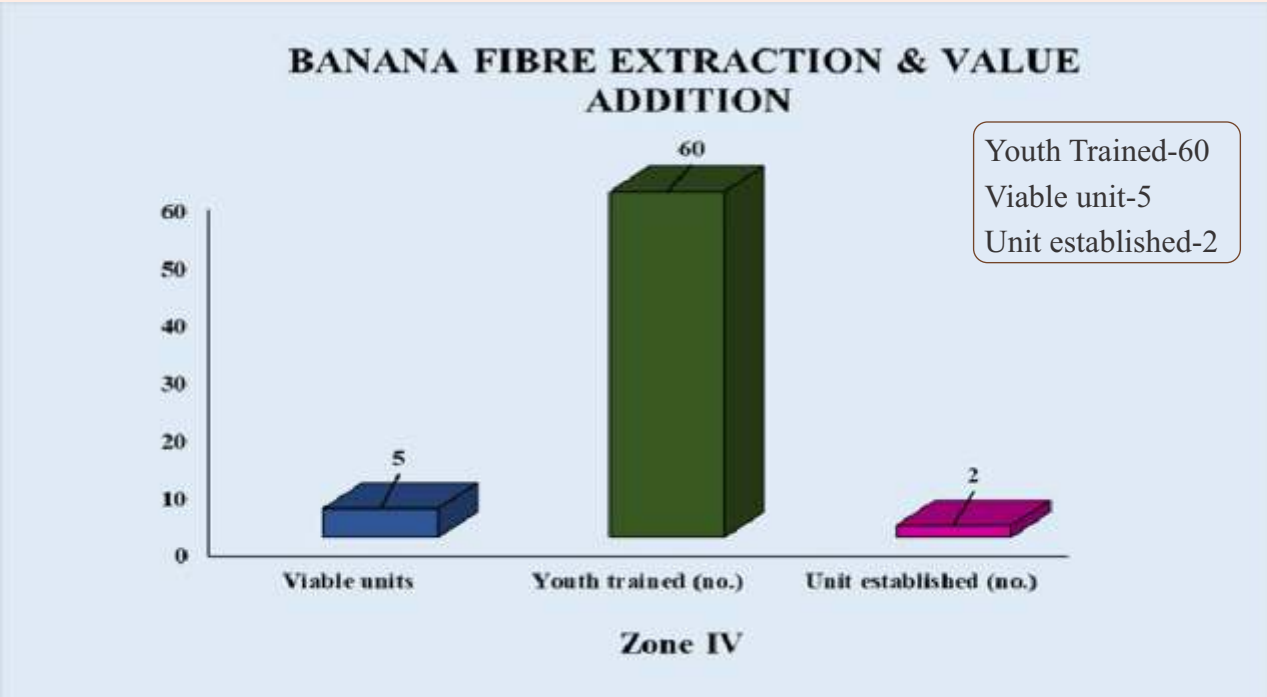


Table 16: Economics of Paravet / Unit / Year

ATARI Zones	State	Total production (AI in No)	Gross cost of production (₹)	Gross Return (₹)	Net benefit (₹)	BC Ratio	Employment generated/ year (man day @ 8 hr/ day)		
							Family	Other than Family	Total
Zone II	Rajasthan	360	63000	180000	117000	2.86	300	0	300

Table 17: Economics of Banana Fibre Extraction & Value Addition / Unit / Year

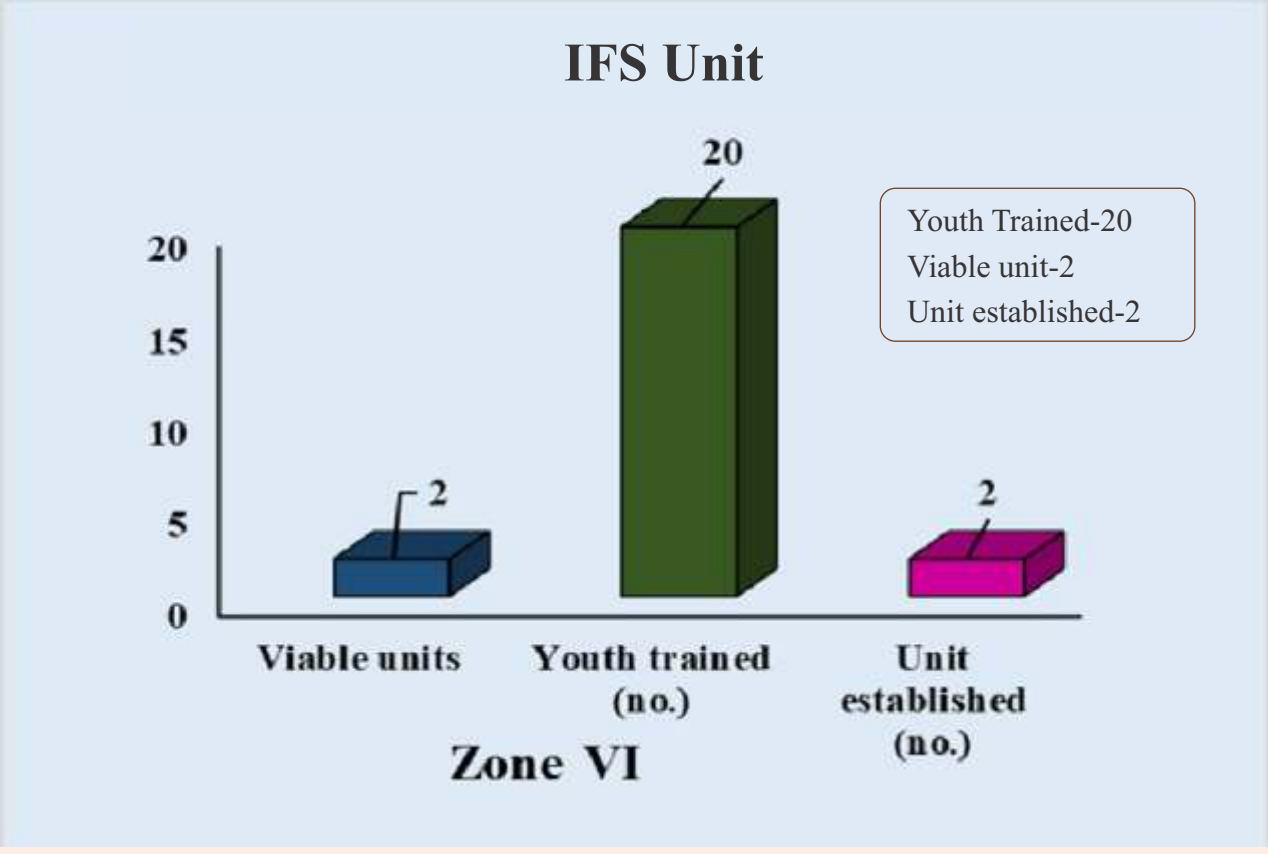
ATARI Zones	State	Total production (Kg)	Gross cost of production (₹)	Gross Return (₹)	Net benefit (₹)	BC Ratio	Employment generated/ year (man day @ 8 hr/ day)		
							Family	Other than Family	Total
Zone IV	Bihar	3600	165000	400000	235000	2.42	180	360	540

6. IFS unit :

An Integrated Farming System (IFS) offers a promising venture for rural youth, maximizing resource use and income. Youth can raise pigs and farm fish simultaneously, achieving faster growth and dual revenue streams. This sustainable approach reduces waste, cuts expenses, and generates steady income, empowering rural youth with a profitable, eco-friendly business model suited to local resources. Taking advantage of the opportunity, under the ARYA initiative, Zone VI began providing training and technical support in IFS unit establishment, with the purpose of employment generation and providing sustainable livelihood to rural youths.

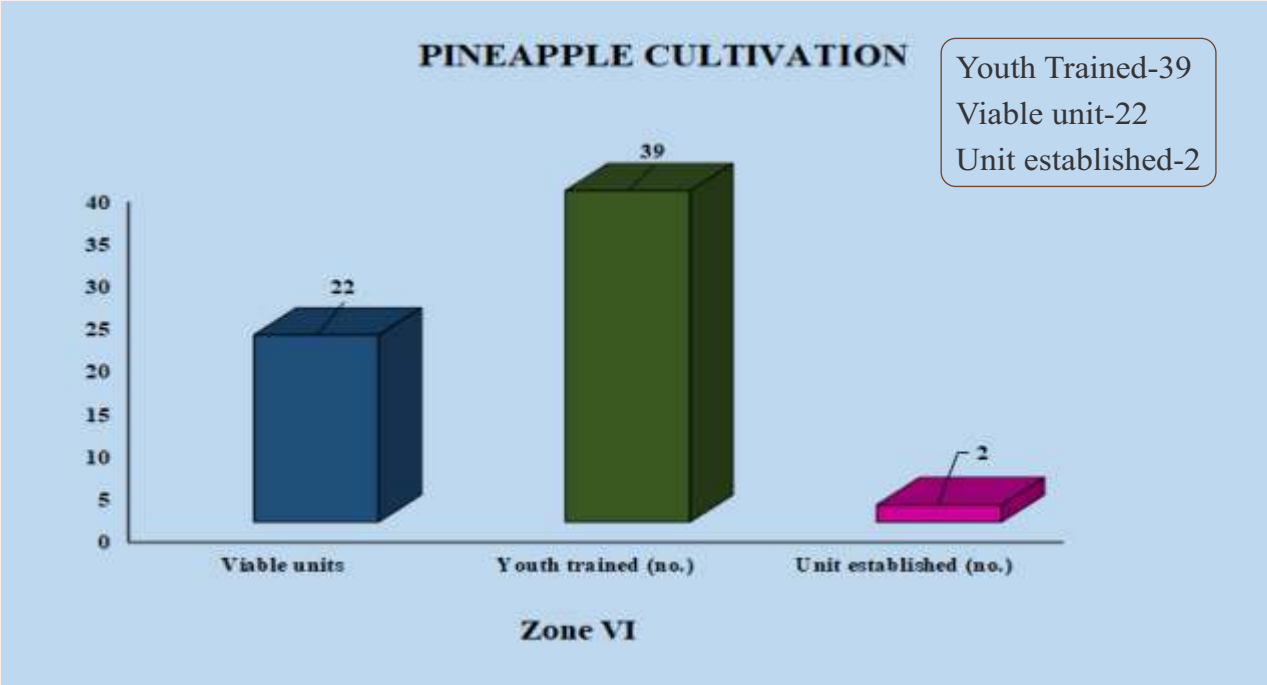
In an Integrated Farming System (IFS) initiative, 20 youth were trained in sustainable and profitable agricultural practices. Among them, two viable units were identified and successfully established, showcasing the effectiveness of the training program in creating tangible opportunities for income generation and resource optimization.

Data (Table 18) reveals that establishing a single IFS unit with 5 adult pigs and 0.13 ha fish pond size costs ₹ 1.80 Lakh and provides 296 man-days of employment for rural youths. The benefit-cost ratio (B: C) for this unit is 2.06, and the average net returns for the current financial year are ₹ 1.91 lakh.



7. Pineapple Cultivation:

Pineapple production and marketing present a profitable new venture for rural youth, especially in North-eastern region. Pineapples lead demand both locally and internationally, and young entrepreneurs can leverage modern farming techniques to improve yield and quality. Value addition, such as producing dried pineapple or juice, boosts profitability. By tapping this opportunity, KVKs have started providing training and hand on training on pineapple cultivation and its marketing through which rural youth can turn pineapple farming into a sustainable, income-generating business, fostering economic growth in their communities. Altogether 39 rural youths received skill training and 25 units were functional and 2 units established newly. On an average single unit marketed 7500 number of pineapples and earned ₹. 57500 per unit yearly (Table 19).



8. Sericulture cultivation :

Sericulture cultivation, processing, and value addition are promising ventures for rural youth, providing sustainable income through silkworm rearing, value addition, such as finished silk fabrics or handcrafted items, adds profitability, boosts employment, preserves traditional skills, and fosters economic growth in rural areas. With this view, Zone VI started providing training and technical support on silkworms rearing, cocoons harvesting, and processing and creating high-quality products from silk for local and international markets.

Data showed that during the report period, 50 rural youth received skill training of which 24 entrepreneurial units established. Altogether 25 units were found viable and earning on an average ₹. 3.18 / unit annually by production of cocoons, yarn and larvae for their family livelihood support (Table 20).

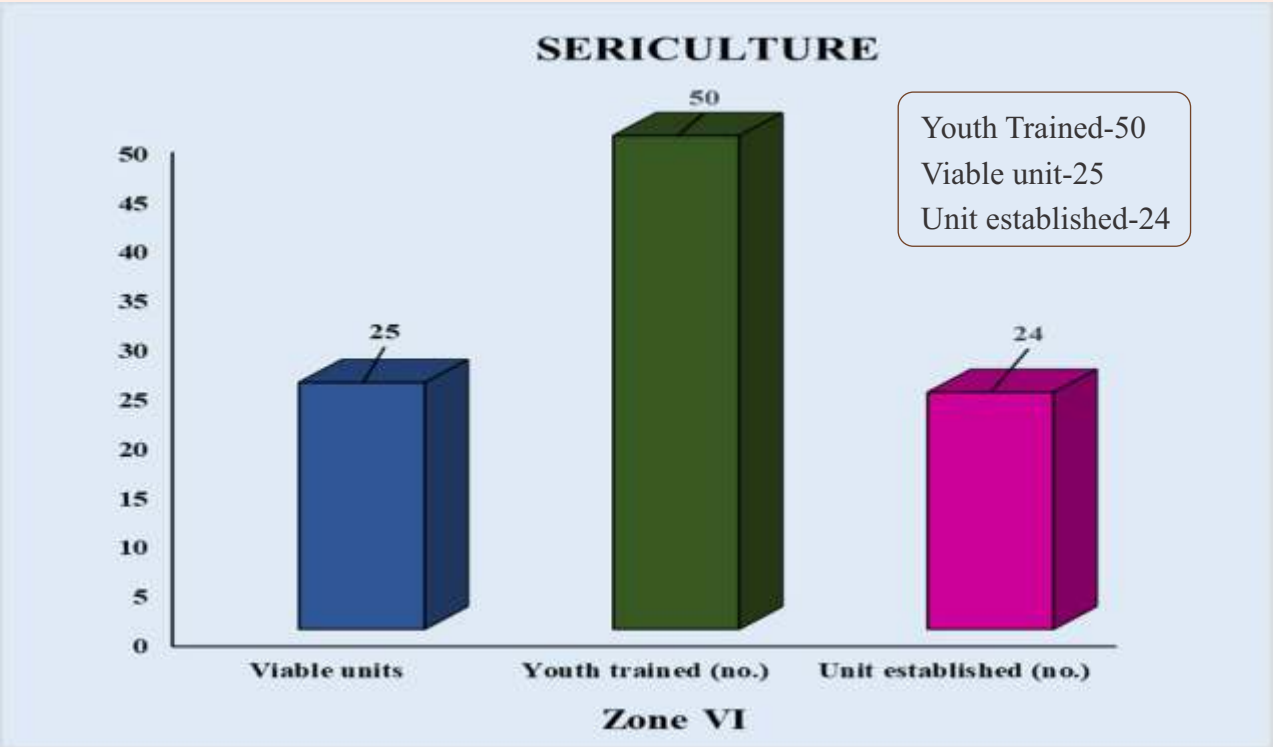


Table 18: Economics of IFS / Unit / Year

ATARI Zones	State	Total production			Gross cost of production (₹)	Gross Return (₹)	Net benefit (₹)	BC Ratio	Employment generated/ year (manday @ 8 hr/ day)		
		No. of Piglet	Pork, Kg	Table Fish, kg					Family	Other than Family	Total
Zone VI	Assam	52	800	900	180000	371000	191000	2.06	296	0	296

Table 19: Economics of Pineapple Cultivation / Unit / Year

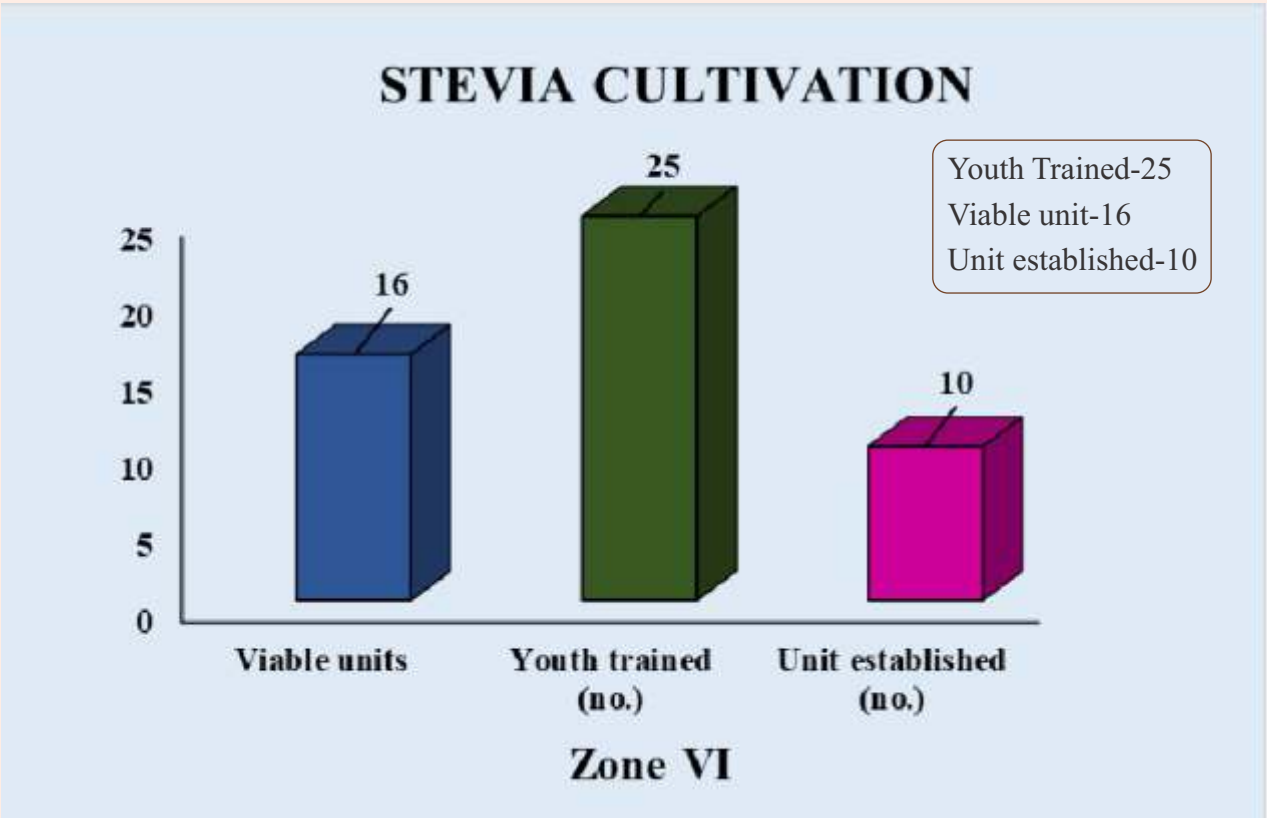
ATARI Zones	State	Total production (No. of Pineapple)	Gross cost of production (₹)	Gross Return (₹)	Net benefit (₹)	BC Ratio	Employment generated/ year (man day @ 8 hr/ day)		
							Family	Other than Family	Total
Zone VI	Assam	7500	55000	112500	57500	2.05	82	46	128

Table 20: Economics of Sericulture/ Unit / Year

ATARI Zones	State	Total production			Gross cost of production (₹)	Gross Return (₹)	Net benefit (₹)	BC Ratio	Employment generated/ year (man day @ 8 hr/ day)		
		Cocoon(kg)	Yarn (kg)	Larvae, kg					Family	Other than Family	Total
Zone VI	Assam	75	68	375	111500	430000	318500	3.86	137	60	197

9. Stevia Cultivation:

The northeast state has the potential to lead the world in stevia production, which would benefit farmers there and boost the local economy. Stevia cultivation offers a lucrative new venture for rural youth, capitalizing on the global shift toward natural sweeteners. With minimal investment, it provides a sustainable income source, promoting rural development and self-reliance among health-conscious consumers, and directly to food and beverage industries. The Indian stevia sector has grown significantly, employing 104 people and generating around 15 kg of production with an average net return of ₹ 36875 and a benefit-cost ratio of 1.38, the 'economies of scale' work effectively. (Table 21)



10. Large Cardamom :

Large cardamom production and its preliminary processing and marketing offer an exciting new venture for rural youth, especially in mountainous regions where the crop naturally thrives. This high-value spice has growing demand in local and international markets, providing young entrepreneurs with a lucrative opportunity to create a sustainable business within their communities. Keeping this in mind, ATARI Zone VII, with the help of KVK, provided scientific training and technical support under the ARYA project. Data reveals that, 40 rural youth received skill training but only 01 entrepreneurial units was established and 07 functional units with the production of 920 kg, gaining ₹ 4.01 lakh/unit annually (Table 22).

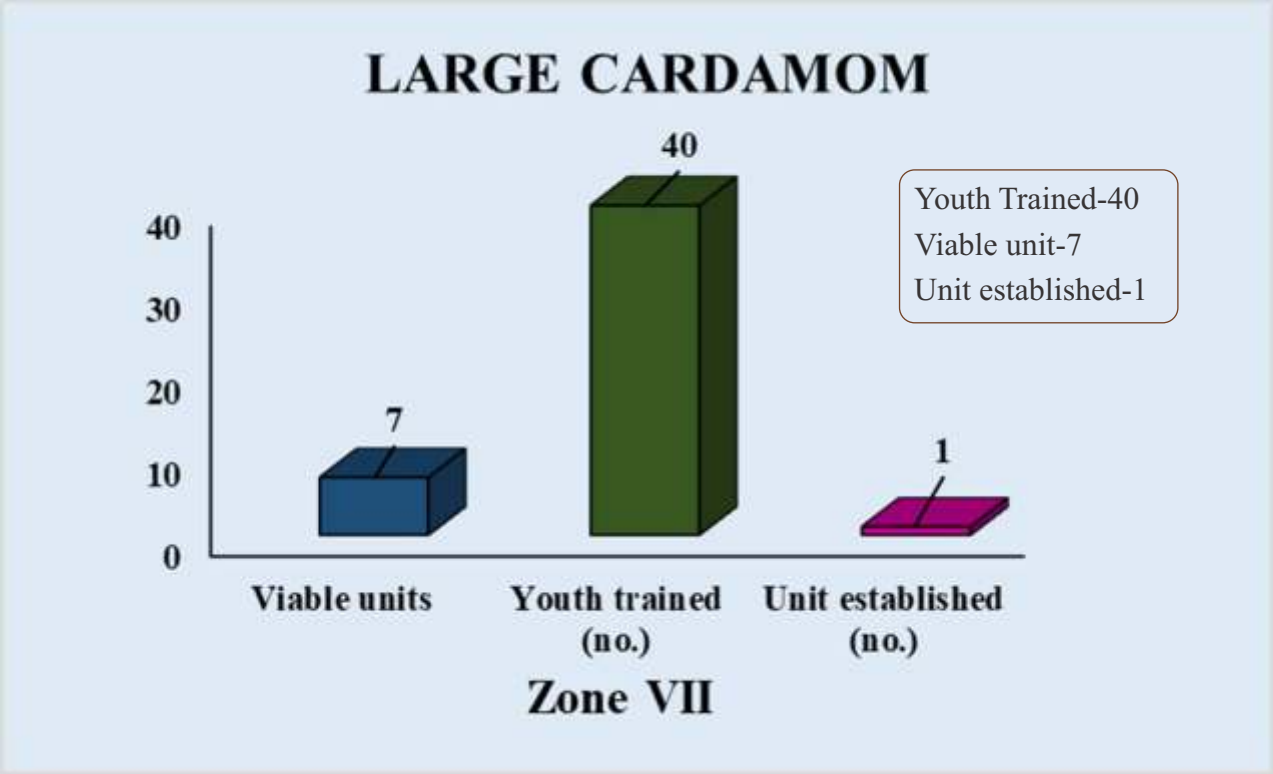


Table 21: Economics of Stevia Cultivation / Unit / Year

ATARI Zones	State	Total production (kg)	Gross cost of production (₹)	Gross Return (₹)	Net benefit (₹)	BC Ratio	Employment generated/ year (man day @ 8 hr/ day)		
							Family	Other than Family	Total
Zone VI	Assam	15	98125	135000	36875	1.38	80	24	104

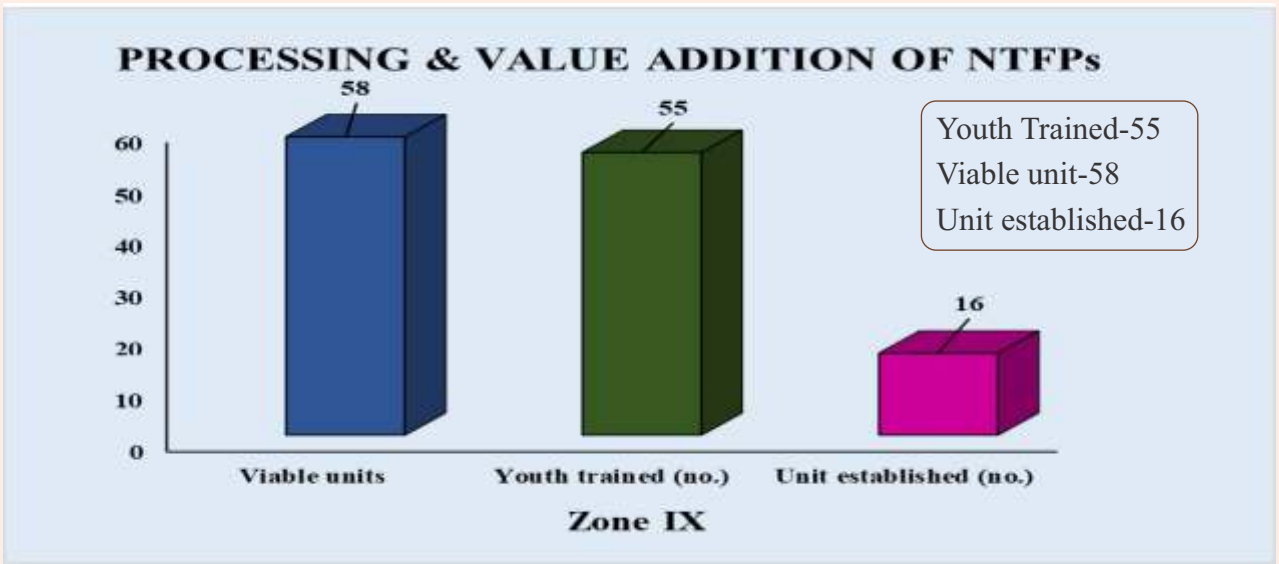
Table 22: Economics of Large Cardamom / Unit / Year

ATARI Zones	State	Total production (Kg)	Gross cost of production (₹)	Gross Return (₹)	Net benefit (₹)	BC Ratio	Employment generated/ year (man day @ 8 hr/ day)		
							Family	Other than Family	Total
Zone VII	Manipur	920	142500	552000	409500	3.87	100	0	100

11.Non-timber forest products (NTFPs) :

Non-Timber Forest Product (NTFP) as an enterprise is vital for forest-dependent communities and contributes significantly to rural economies, biodiversity conservation, and cultural preservation. They provide livelihood opportunities, particularly for marginalized communities, while meeting the increasing demand for natural, sustainable products. To thrive, however, NTFP enterprises need technical assistance in the form of on processing and value addition of NTFPs, access to markets, financing, infrastructure, and skills training. A holistic approach that addresses these challenges can help NTFP enterprises grow sustainably and make a positive impact on both the economy and the environment. Keeping this in mind, ATARI Zone IX, took positive step through ARYA project in providing skill trainings to rural youth for their sustainable development.

An extensive examination of this activity showed that it is mostly conducted in MP and Chhattisgarh, and that Chhattisgarh is outperforming in terms of youth training and functional unit number while in terms of functional unit's MP's performance is best. An annual establishment cost of around ₹ 37975/- is estimated for a single unit with a 440 kg capacity. Also, Data also shows that 880 kg of NTFP goods were generated annually throughout the zone, providing 300 man-days of work for forest dwellers. The unit's benefit-cost ratio (B:C) is 1.93 and its average gross returns for the current fiscal year are ₹ 73200/- per unit.



12. Bio-input production:

Bio-input production enterprises focus on creating environmentally friendly agricultural inputs, such as bio-fertilizers, bio-pesticides, and bio-stimulants. These inputs support sustainable farming practices by improving soil health, sustainable crop yields, and reducing chemical use in agriculture. These enterprises play a crucial role in the shift toward eco-conscious farming, meeting the demand for organic produce, and addressing climate change. Bio-inputs are gaining popularity globally, creating growth opportunities for businesses committed to green innovation in agriculture. Taking advantage of the opportunity, under the ARYA initiative, Zone X began providing training and technical support in bio-input production, with the purpose of employment generation and providing sustainable livelihood to rural youths.

Looking more closely at data revealed that Bio-input production enterprises is gaining popularity and leading in youth coming forward for training and unit establishment. During the FY 2023-24, it indicates that the benefit-cost ratio (B:C) is 1.50. It is worth noting that this enterprise provides the finest revenue creation prospects for rural youths. In terms of employment generation these programmes generated 370 man-days of labour for rural youths annualy (Table 24).

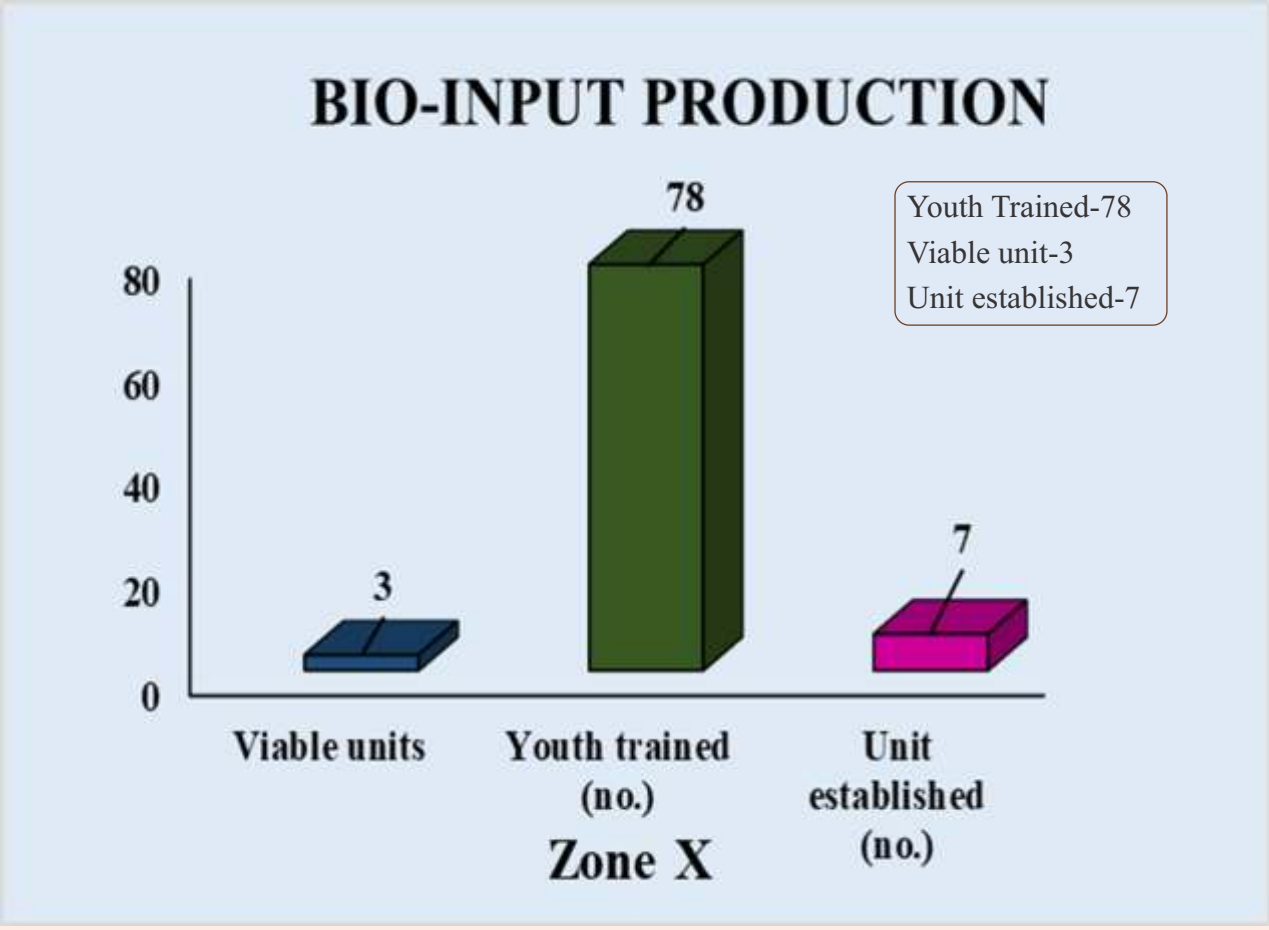


Table 23: Economics of Processing & Value Addition of NTFPs / Unit / Year

ATARI Zones	State	Total production (kg)	Gross cost of production (₹)	Gross Return (₹)	Net benefit (₹)	BC Ratio	Employment generated/ year (manday @ 8 hr/ day)		
							Family	Other than Family	Total
Zone IX	Chhattisgarh	400	70100	120000	49900	1.71	250	0	250
	Madhya Pradesh	480	5850	26400	20550	4.51	45	5	50
Total							295	5	300
Average		440	37975	73200	35225				
BC Ratio						1.93			

Table 24: Economics of Bio-Input Production/ Unit / Year

ATARI Zones	State	Total production (Kg)	Gross cost of production (₹)	Gross Return (₹)	Net benefit (₹)	BC Ratio	Employment generated/ year (man day @ 8 hr/ day)		
							Family	Other than Family	Total
Zone X	Tamil Nadu	3000	364100	546500	182400	1.50	185	185	370

Entrepreneur's SUCCESS STORIES






List of ARYA Entrepreneurs

Sr. No	Entrepreneur Name	Name of Enterprise	Name of the KVK	ATARI Zone
1.	Tony Kumar	Floriculture	Kathua	Zone-I
2.	Naresh Thakur	Nursery	Solan	
3.	Rakesh Kumar	Goatery	Udaipur	Zone-II
4.	Dinesh Kumar	Nursery	Gurugram	
5.	Govind Patidar	Prot. Cultivation	Jhalawar	
6.	Dayanand Yadav	Mushroom	Gorakhpur	Zone-III
7.	Ankur Sharma	Mushroom	Saharanpur	
8.	Abhishek Kumar	Mushroom	Aurangabad	Zone-IV
9.	Rizwana Praveen	Bee Keeping	Bhojpur	
10.	Birendra Kumar	Seed Production	Chatra	
11.	Satyananda Tiwari	Mushroom	East Champaran	
12.	Rohit Kumar	Poultry	East Champaran	
13.	Rajni Kanta Tirkey	Pig	Gumla	
14.	Kamlendu Soren	Poultry	East Singhbhum	
15.	Rupa Kumari Binha	Goatery (IFS)	Ranchi	
16.	Atul Vats	Mushroom	West Champaran	
17.	Bhasker Pal	Poultry	Hoogly	Zone-V
18.	Sanjay Das	Mushroom	Hoogly	
19.	Madhusudan Bauri	Lac	Purulia	
20.	Malaya Kumar Nayak	Fishery	Nayagarh	

List of ARYA Entrepreneurs

Sr. No	Entrepreneur Name	Name of Enterprise	Name of the KVK	ATARI Zone
21.	Kabit Tayeng	Pro. Cultivation	East Siang	Zone-VI
22.	Ponung Tapak Rseti	Value addition	East Siang	
23.	Damaechwa Laloo	Vermicompost	Jayantia Hills	Zone-VII
24.	Malsawmtluanga	Poultry	Lunglei	
25.	Lalbiaknunga Fanai	Prot. Cultivation	Lunglei	
26.	Shivaji Keshav Navgire	Value addition	Osmanabad	Zone-VIII
27.	Nareshbhai Dineshbhai Solanki	Value addition	Kheda	
28.	Vinodbhai Abhubhai Talpada	Fishery	Anand	
29.	Gangaran/Nana	Prot. Cultivation	Jhabua	Zone-IX
30.	Lalita Patel	Lac	Kanker	
31.	Ashish Sahu	Poultry	Narmadapuram	
32.	Bola. Pravallika	Value addition	Nellore	Zone-X
33.	Mrs. A.M Ann Sony	Mushroom	Kanyakumari	
34.	Kanchi Somaiah	IFS (Poultry + Sheep)	Nalgonda	
35.	Mrs. Leelavathi	Value addition	Shivamoga	Zone-XI
36.	Bhargav Jayant Hegde	Nursery	Uttar Kannada	

ATARI Zone I Ludhiana

Name of Entrepreneur : Tony Kumar
Address : Chak Desa Singh, Kathua
Age : 27 Yr
Education : Graduate

Impact analysis:

Particulars	Before ARYA intervention	After ARYA intervention (2023)
Name of enterprise	Floriculture + Cereal Crops	Floriculture
Size of enterprises (Area)	0.125 acre	0.75 acre
Individual / Group	Individual	Individual
Production (Kg)	300	2400
Cost of Production / unit (₹.)	8000	60000
Gross income (₹. /Year)	21000	192000
Net income (₹. /Year)	13000	132000
Marketing	Local Flower Vendor	Local Flower Vendor
No. of functional unit at start	: 01	
No. of functional unit at present	: 03	

Write up in brief:

Tony Kumar, a 27-year-old graduate from Chak Desa Singh village, began practicing traditional farming alongside his father. Eager to explore new opportunities, he learned about marigold cultivation and decided to grow the flowers on his small piece of land. However, he encountered challenges such as limited technical knowledge, pest and insect management, and issues with weed and water control. Determined to transition from traditional farming to floriculture, Tony reached KVK-Kathua and received comprehensive training and technical assistance through the ARYA project. With the support of this program, he started marigold cultivation and took benefits from subsidy of quality seedlings. KVK-Kathua also provided Trichoderma for producing disease-free seedlings, which significantly higher germination and survival. Selling marigold seedlings locally and own cultivation, Tony generated a substantial income and continues to collaborate with KVK scientists to enhance his knowledge and develop effective marketing strategies for his flower.

Activity related photograph:

Floriculture Farming in Full Bloom

Name of Entrepreneur : Naresh Thakur
Address : Vill- Kyar, PO-Jhajha, Kandaghat
Age : 35 Yr
Education : Graduate

Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	Chemical Cultivation of Exotic vegetables	Organic cultivation of Exotic vegetables
Size of enterprises (Area)	1.6 acre	2 acre
Individual / Group	Individual	Group
Production (q)	110	142
Cost of Production / unit (₹.)	195000	150000
Gross income (₹. /Year)	650000	852000
Net income (₹./Year)	455000	702000
Marketing	Delhi, Chandigarh	Delhi, Chandigarh, Chail
No. of functional unit at start : 01		
No. of functional unit at present : 05		

Write up in brief:

Mr. Naresh Thakur, a dynamic and forward-thinking young farmer from Kyar village in Solan district, Himachal Pradesh, has carved a niche for himself as an exotic vegetable cultivator. Through his efforts, he has demonstrated the potential of innovative farming practices to transform agriculture in his region. Trained under the ARYA project by Krishi Vigyan Kendra, Solan, Mr. Thakur adopted organic farming techniques, which not only ensured healthier produce but also fetched premium prices in the lucrative organic market. Motivated by the success of his initial ventures, he expanded his cultivation area to grow a variety of exotic vegetables, achieving remarkable productivity and profitability. His journey has inspired many small and marginal farmers in Himachal Pradesh, significantly improving their livelihoods by showcasing the benefits of organic farming. His dedication serves as a model for sustainable agriculture, driving economic growth and environmental conservation in the region.

Activity related photograph:

Organic Exotic Vegetables Cultivation for a Sustainable Tomorrow

ATARI Zone II Jodhpur

Name of Entrepreneur : Rakesh Kumar
Address : Turgarh, Tehsil – Jhadol, Dist.– Udaipur
Age : 25 Yr
Education : 12th

Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	Traditional farming with parents	Goatery
Size of enterprises (No)	Agriculture	45-50 (Sirohi breed)
Individual / Group	-	Individual
Production (No.)	-	13 Buck & 19 Female Goat
Cost of Production / unit (₹.)	-	95000
Gross income (₹./Year)	-	319000
Net income (₹./Year)	120000	224000
Marketing	-	Local Market
No. of functional unit at start : 01		
No. of functional unit at present : 01		

Write up in brief:

Before joining the ARYA project, Rakesh Kumar, a young tribal from a rural village primarily focused on studies along with his father engaged in traditional farming, earning an annual income of ₹.1.00–1.20 lakh. However, the adoption of goat farming as a sustainable enterprise under ARYA in 2023 marked a turning point. He gained skills in housing management, feeding management, breeding management, maintenance of newborn kids, control and prevention of common diseases, and about medications. Starting as an individual enterprise Rakesh established a goat-rearing enterprise with 45-50 Sirohi breed goats, selling 13-15 bucks, 15-20 goats, and 1100-1200 liters of milk annually. This venture now generates a net income of ₹.2.25–2.50 lakh, transforming his livelihood and inspiring other's. The entrepreneur's dedication and the support received under ARYA have not only transformed a small enterprise into a thriving business but also inspired others in the community to consider goat farming as a viable livelihood option. Today, the goatery remains a single yet highly functional unit, showcasing remarkable growth and profitability.

Activity related photograph:

Goat Farming: Nurturing Livestock for Sustainable Agriculture

Name of Entrepreneur : Dinesh Kumar
Address : Gurugram
Age : 27 Yr
Education : Graduate

Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	Farming	Nursery management
Size of enterprises(Area)	2 acre	3000 m^2
Individual / Group	Individual	Individual
Production	Pearl millet grain-1800 kg Mustard grain -775 kg Wheat grain -1950 kg	Seedlings of cauliflower, cabbage, brinjal and chilli -11.00 -12.50lakh and sold @. ₹. 0.75/pc as improved varieties & @ ₹. 1.50/pc as hybrid varieties of vegetables
Cost of Production / unit (₹.)	42800	3,65700
Gross income (₹. /Year)	Pearl millet-₹. 42000 Mustard-₹. 42625 Wheat- ₹. 58500 Total ₹. 143125	Seedlings of Improved varieties 1050000 @ ₹. 0.75 = ₹. 787500 Seedlings of hybrid varieties 1,50,000 @ ₹.1.50 = ₹. 225000 Total ₹.1012500
Net income (₹. /Year)	100325	646800
Marketing	Local market	Local market& Nearby City
No. of functional unit at start : 01		
No. of functional unit at present : 01		

Write up in brief:

Dinesh Kumar, a 27-year-old graduate manages his family's 2 acre farm and is passionate about modern agriculture. Observing the rising demand for vegetable seedlings, flower stalks, and ornamental and fruit plant saplings in the NCR and nearby industrial regions, he ventured into nursery farming. In 2022-23, Dinesh underwent specialized training at KVK, Shikohpur, Gurugram, where he learned advanced techniques in seedling and sapling raising, fruit and flower grafting, and plant layering. With the guidance of KVK experts, he established a 3000 m² nursery, including a 100 m² polyhouse. KVK supported him with essential materials such as insect-proof nets, polythene, seedling trays, and coco peat. In 2023-24, Dinesh sold approximately 12.5 lakh vegetable seedlings, earning a net income of ₹646800. His journey demonstrates the significant opportunities in modern nursery farming and serves as an inspiration for aspiring farmers.

Activity related photograph:

Seedling Cultivation in a Polyhouse

Cauliflower Seedlings thriving in Open Field

Name of Entrepreneur : **Govind Patidar**

Address : **Kala Khakra, Vill.- Dhanwara, Distt. – Jhalawar (Raj.)-326001**

Age : **23 Yr**

Education : **Graduate**

Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	Traditional farming with his father	Established Protected Cultivation unit (Cucumber)
Size of enterprises (Area)	Nil	4000 m^2
Individual / Group	-	Individual
Production (q / year)	-	380
Cost of Production / unit (₹.)	-	270000
Gross income (₹. / Year)	-	722000
Net income (₹. / Year)	-	452000
Marketing	-	Local market and Muhana mandi, Jaipur
No. of functional unit at start : 00		
No. of functional unit at present : 01		

Write up in brief:

Mr. Govind Patidar, a motivated rural youth from Dhanwara, embraced modern agricultural practices to enhance his livelihood. In December 2023, he participated in a specialized training on "Protected Cultivation" conducted by KVK, Jhalawar, under the ARYA project. During the program, he acquired comprehensive knowledge about polyhouse management, nursery bed preparation for off-season vegetables, cutting and mulching techniques, raising seedlings in pro-trays, Integrated Disease Management (IDM), Integrated Nutrient Management (INM), and effective marketing channels. With financial assistance and forward linkages from the Department of Horticulture (DOH), Jhalawar, Mr. Patidar established a 4000 m^2 shade net house in his village. Leveraging drip irrigation and mulching techniques, he began cultivating off-season vegetables such as cucumbers, achieving remarkable success in 2024. Encouraged by his achievements, he plans to expand his shade net house by an additional 2000 m^2 using self-financing. His journey highlights the potential of protected cultivation in rural farming.

Activity related photograph:

Vegetable production under protected cultivation

ATARI Zone III Kanpur

Name of Entrepreneur : **Dayanand Yadav**
Address : **Vill. Lohara Meera, Block. Urwa, Distt. Gorakhpur, U.P.**
Age : **27 Yr**
Education : **Graduate**

Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	Agriculture & Fisheries	Agriculture & Fisheries + Mushroom Production (ARYA)
Size of enterprises (Area)	Agri. Land-1.6 ha. Fish Pond-0.2 ha.	Agri. Land-1.4 ha., Fish Pond-0.2 ha., + Button Mushroom2000 sq fit
Individual / Group	Individual	Individual
Production (q)	Paddy-38,Wheat-35, Mustard-4.5,Pigeon pea-1.5, Fish-11	Paddy-34, Wheat-31, Mustard-4.0, Pigeon pea-2.0, Fish-12 + Mushroom-11
Cost of Production / unit (₹.)	142000	147500 + 45500 (10% of fixed cost) = 193000
Gross income (₹./Year)	313100	318000 + 110000 = 428000
Net income (₹./Year)	171100	170500 + 64500 = 235000
Marketing	Local	Local
No. of functional unit at start	: 01	
No. of functional unit at present	:01	

Write up in brief:

Dayanand Yadav, 27 years old an entrepreneur, initially operated an agriculture and fisheries business on 1.6 hectares of land and 0.2 hectares of fish pond. His gross income was ₹. 313100. However, limited diversification challenges posed to increasing profits. By adopting ARYA (Agriculture, Fisheries, and Mushroom production), Yadav diversified his business by adding a button mushroom production unit and reducing agricultural land to 1.4 hectares. This led to a higher gross income of ₹. 428000 and a net income of ₹. 235000. The adoption of ARYA improved production efficiency and income, making the enterprise more resilient and profitable.

Activity related photograph:

Mushroom Production Unit

Name of Entrepreneur : Ankur Sharma
Address : Vill-Chhadwan Post –Chhadwan, Distt Saharanpur UP
Age : 42 Yr
Education : MBA

Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	White Button Mushroom Production	White Button Mushroom Production& Value addition
Size of enterprises	400 bags	1000 q
Individual / Group	Individual	Individual
Production (Kg)	1000	21000
Cost of Production / unit (₹.)	45150	756000
Gross income (₹./Year)	101250	2310230
Net income (₹./Year)	56100	1554230 Value added Mushroom product (Protein powder, Pickle,Biscuit etc)-250000
Marketing	local market	local markets and nearby districts mandi
No. of functional unit at start : 01		
No. of functional unit at present : 02		

Write up in brief:

Ankur Sharma, formerly employed by a private company in Gurgaon, relocated to his village in 2020 to start an enterprise in Agricultural Sector. After undergoing scientific training on mushroom production and its value addition at KVK Saharanpur, he began producing white button mushrooms seasonally. He set up a control unit and a pasteurization tunnel for compost production. Partnering with MNS Mushroom Farm and Gangoh Farmer Producer Company Limited, he now generates an annual income of ₹. 18.04 lakhs. His enterprise employs 52 team members. Ankur's efforts have earned him recognition from Krishi Vigyan Kendra, the Agriculture Department, and Sardar Vallabhbhai Patel University of Agriculture and Technology, Meerut, for his contributions to the agricultural sector.

Activity related photograph:

Mushroom production and value addition

ATARI Zone IV Patna

Name of Entrepreneur : Abhishek Kumar
Address : Ratanpura, Barun, Aurangabad
Age : 32 Yr
Education : B.A.

Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	Paddy, Wheat	Mushroom
Size of enterprises	3 acres	3000 Bag
Individual / Group	Individual	Individual
Production (Kgs)	8700	7800
Cost of Production / unit (₹.)	25500	395000
Gross income (₹. /Year)	130500	1020700
Net income (₹. /Year)	104500	625700
Marketing	Local	Local
No. of functional unit at start	: 01	
No. of functional unit at present	: 02	

Write up in brief:

The ARYA program catalyzed the remarkable transformation of Abhishek Kumar transitioning from paddy-wheat farming to mushroom cultivation. Initially, he managed 3 acres of land producing paddy and wheat, yielding 8700 kg annually. Despite a low production cost of ₹25500, the net income reached only ₹104500 per year, limiting financial growth.

After adopting ARYA in 2023, Abhishek ventured into mushroom cultivation and started with 400 functional bags. By optimizing techniques and know-how, he scaled his unit to 3000 bags, and production efficiency improved, yielding 7800 kg annually. Although the cost of production increased significantly due to infrastructure and inputs, the gross income skyrocketed to ₹1020700, representing a sixfold increase in net income.

Marketing remained localized, leveraging existing networks to distribute the high-value mushrooms. This transformation highlights the economic potential of diversifying into high-value crops like mushrooms under expert guidance. The ARYA program proved instrumental in enhancing productivity and profitability, showcasing a scalable model for agricultural entrepreneurship. This success story underscores the critical role of innovation and strategic support in transforming traditional farming into lucrative enterprises.

Activity related photograph:

Mushroom Cultivation

Name of Entrepreneur : Rizwana Praveen
Address : Village – Begumpur, Post - Ara, Bhojpur
Age : 35 Yr
Education : Non-Matric

Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	Animal Husbandry	Honey Production + Animal Husbandry
Size of enterprises	2 Cow	20 Box + 2 Cow
Individual / Group	Individual	Individual
Production	10 x 240 = 2400 Liter	300Kg + 2400 Liter
Cost of Production / unit (₹.)	45000	40400 + 45000 = 85400
Gross income (₹. /Year)	96000	75000 + 96000 = 171000
Net income (₹. /Year)	51000	34600 + 51000 = 85600
Marketing	Local Supply	Local Supply
No. of functional unit at start	:01	
No. of functional unit at present	:01	

Write up in brief:

The ARYA program sparked the evolution of a conventional animal husbandry business into a multifaceted operation that integrates honey production with dairy farming. Initially, Rijwana Praveen managed two cows, producing 2400 liters of milk annually. With a production cost of ₹ .45000, yielding a net income of ₹ .51000. In 2023, with ARYA's guidance, the enterprise expanded to include 20 bee boxes along with the two cows. Honey production added 300 kg annually, with 2400 liters of milk. The gross income from honey and dairy reached ₹ 171000, resulting in a net income of ₹ .85600 with 68% increase in her net income.

Both honey and milk were marketed locally, ensuring steady demand and income. The integration of honey production not only increased revenue but also enhanced farm sustainability, promoting pollination and biodiversity.

This success story demonstrates the viability of integrated farming models under ARYA, showcasing how diversification and strategic investments can significantly improve rural livelihoods. The case highlights the importance of innovation and government support in enhancing income and sustainability for small-scale farmers. Now she is role model in the district.

Activity related photograph:

Beekeeping unit

Name of Entrepreneur : Birendra Kumar
Address : Village – Unta, Post – Unta, District – Chatra State – Jharkhand
Age : 37 Yr
Education : Intermediate

Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	**Grain Production (Rice)**	**Seed Production (Paddy)**
Size of enterprises (Area)	2 ha	2 ha area with each (20 Youth)
Individual / Group	Individual	Group
Production (q)	48	72
Cost of Production / unit (₹.)	42000	72000
Gross income (₹./Year)	86000	230400
Net income (₹./Year)	44000	158400
Marketing	Sell as grain in local market	Supply in government programme.
No. of functional unit at start	: 02 (Individual)	
No. of functional unit at present	:0	

Write up in brief:

The ARYA program facilitated the transformation of a traditional grain production enterprise into a high-value paddy seed production venture, significantly improving profitability and community engagement. Initially, Birendra Kumar cultivated 2 hectares for rice grain production, yielding 48 quintals annually, resulting in a modest net income of ₹ .44000.

In 2023, Birendra Kumar, along with 19 other youths, transitioned to paddy seed production under ARYA's guidance. Operating as a group across 2 hectares each started seed production of rice crop covering 40 ha area with improved varieties i.e. Sahbhagi and IR 64 DRT-1, production increased to 72 quintals per unit. Despite higher production costs of ₹ .72000 gross income surged to ₹ .230400 yielding a net income of ₹ .158400—a 260% increase in profitability. The group supplied certified seeds to government programs, ensuring consistent demand and better pricing compared to local grain markets. The functional units expanded from 2 individual setups to 12 group-operated units, creating employment opportunities and fostering rural development. This success story underscores the potential of value addition in agriculture, leveraging organized group efforts and institutional support. The transition to seed production not only enhanced economic returns but also contributed to strengthening the agricultural supply chain in the region. Now the group leader and members are satisfied.

Activity related photograph:

Paddy Seed production field view

Name of Entrepreneur : Satyananda Tiwari
Address : Ward no.-8, via-Damodarpur, Parshurampur, East Champaran
Age : 36 Yr
Education : Post Graduation

Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (20 23)
Name of enterprise	Mushroom Production	Mushroom Production
Size of enterprises (Bags)	200	750
Individual / Group	Individual	Individual
Production (Kg)	280	1118 and 200 Dry Mushroom
Cost of Production / unit (₹.)	21420	55250
Gross income (₹./Year)	42000	207700
Net income (₹./Year)	20580	152450
Marketing	Local Market	Local Market and nearby Cities.
No. of functional unit at start : 01		
No. of functional unit at present : 01		

Write up in brief:

Small scale mushroom production enterprise was managed by Mr. Tiwari, with 200 bags producing 280 kg of mushrooms annually. This individual-run business generated a modest gross income of ₹ .42000, with a net profit of ₹ .20580. Marketing efforts were confined to the local market, limiting growth opportunities. To address this issue, he learned about scientific mushroom production and marketing.

By 2023, after adopting ARYA's scientific techniques and capacity-building programs, the enterprise underwent a significant transformation. The scale of production expanded to 750 bags, yielding 1118 kg of fresh mushrooms and an additional 200 kg of dry mushrooms. The cost of production increased to ₹ .55250, but the adoption of improved cultivation methods and diversified products led to a remarkable gross income of ₹ .207700 and a net profit of ₹ .15450.

Scientific interventions introduced by ARYA included optimized substrate preparation, improved spawn quality, and controlled environmental conditions. Additionally, the program enabled the entrepreneur to access broader markets, extending sales to nearby cities. At present he is also one of the motivator for rural youth in his area.

Activity related photograph:

Overview of the mushroom cultivation unit

Name of Entrepreneur : Rohit Kumar
Address : A/p Khodadpur Madhuban, East Champaran, Bihar
Age : 22 Yr
Education : Graduation

Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	Poultry Farming	Poultry Farming
Size of enterprises (Nos)	1000 Birds	3500 Birds
Individual / Group	Individual	Individual
Production (Kgs/ No.)	1960 kg and 960 eggs	6860 kg and 2100 eggs
Cost of Production / unit (₹.)	176150	546500
Gross income (₹./Year)	235200	823000
Net income (₹./Year)	59050	276500
Marketing	Local Market	Local Market
No. of functional unit at start	: 01	
No. of functional unit at present	: 02	

Write up in brief:

Rohit Kumar, an aspiring poultry farmer from backward community, operated a modest enterprise with 1,000 birds. His farm produced 1960 kg of meat and 960 eggs annually, generating a gross income of ₹. 235200. However, the high production cost of ₹. 176150 left him with a net income of only ₹. 59050. Despite its functionality, the operation remained limited to a single unit and struggled to achieve significant growth.

Under the ARYA initiative, he received skill training, technical support, and guidance on modern poultry farming techniques. This empowerment enabled him to expand his unit to two functional units with 3500 birds. His production skyrocketed to 6860 kg of meat and 2100 eggs annually.

With the improved scale and efficiency, his net income surged to ₹. 276500, reflecting the program's impact. Rohit continues to sell his products in the local market, now with enhanced profitability and sustainability. This story showcases how ARYA can transform small-scale agricultural enterprises into thriving ventures, inspiring rural youth to embrace agriculture as a lucrative livelihood.

Activity related photograph:

Empowering Growth: The Journey of Poultry Farming Expansion Under ARYA

Name of Entrepreneur : Rajni Kanta Tirkey
Address : Simlabar Toli, Block Chainpur, Dist. Gumla, Jharkhand
Age : 33 Yr
Education : 8th

Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	Pig Farming	Pig Farming
Size of enterprises (No.)	8 Pigs & 36 Piglets	20 Pigs & 140 Piglets
Individual / Group	Individual	Individual
Production (q.)	5.92	28.00
Cost of Production / unit (₹.)	57130	277900
Gross income (₹./Year)	88800	854000
Net income (₹./Year)	31670	576100
Marketing	Meat sells in local market	Piglets sells in doorstep
No. of functional unit at start : 01		
No. of functional unit at present : 01		

Write up in brief:

Smt. Rajni Kanta Tirkey from Jharkhand had small scale pig farming enterprise with unit of 8 Adult pigs and 36 piglets and facing numerous problems related mortality and low productivity. In 2018 under ICAR-ARYA Project she got skill training on pig farming at KVK Gumla. Due to scientific farming system and ARYA input support, from last three years she able to sell 120 to 180 piglets (Jharsuk breed) per year at her doorstep. Now she became one of most successful entrepreneur pig farming women in Chainpur block of Gumla district. After getting training from KVK Gumla on scientific rearing, nutrition, sanitation, vaccination, etc. of pigs, she increased his unit to 20 adult pigs and 140 piglets. She rears pigs for pork purpose and piglet production. Now, her income raised to ₹. 5.7 Lakh annually and also inspires her villagers for pig farming.

Activity related photograph:

Piggery: Sustainable Livestock Management

Name of Entrepreneur : Kamalendu Soren
Address : Barakhurshi East Singhbhum
Age : 39 Yr
Education : 9th

Impact analysis:

Particulars		Before start of ARYA	After adoption of ARYA (20 23)
Name of enterprise		**Poultry**	**Poultry**
Size of enterprises (No.)		15 for home consumption	50 no of Sonali and 20 no of Aseel
Individual / Group		Individual	Individual
Cost of Production / unit (₹.)		3500	35000
Yield	Sold as a Meat purpose, No.	15	165
	Sold as fighter birds, No.	3	15
Cost of Production		3500	35000
Gross income (₹./Year)	Sold as a Meat purpose	4500	74250
	Sold as fighter birds	3000	45000
Net income (₹. /Year)		4000	84250
Marketing		Local Market	Local Market
No. of functional unit at start : 01			
No. of functional unit at present : 01			

Write up in brief:

A rural youth from Barakhurshi village in Jharkhand, Mr. Kamalendu initially engaged in backyard poultry for home consumption. He faced challenges with diseases, mortality and poor growth in his poultry. Seeking solutions, he approached KVK, where he received skill training and technical knowledge about commercial broiler poultry production through the ARYA project. With the KVK support, he received 50 numbers of Sonali birds and 20 number of fighter birds as a critical input and continuous assistance on poultry raring, vaccination schedule. He formed an entrepreneurial unit and sold 165 poultry birds for meat purposes and 15 fighter birds in the year 2023-24. This led to a higher net income of ₹. 84250 annually. The adoption of ARYA improved production efficiency and income, making the enterprise more resilient and profitable. His determination and the technical guidance from KVK have transformed his enterprise into a successful and sustainable business model.

Activity related photograph:

Distribution of healthy chicks

Efficient Feeding System in a Chicken Coop

Name of Entrepreneur : Rupa Kumari Binha
Address : Rarha Balwapani, Kanke, Ranchi
Age : 26 Yr
Education : M.A.

Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	Goat farming	Goatery based integrated farming
Size of enterprises (No.)	35	58
Individual / Group	Individual	Individual
Production (Kg)	180	230
Cost of Production / unit (₹.)	1800	2500
Gross income (₹./Year)	99000	149500
Net income (₹./Year)	97200	147000
Marketing	Local	Local
No. of functional unit at start	:01	
No. of functional unit at present	:01	

Write up in brief:

Rupa's journey highlights how ARYA equips rural entrepreneurs with the tools to transform traditional enterprises into sustainable and profitable models, fostering youth engagement in agriculture. Earlier as a small-scale goat farmer, she managed a modest herd of 35 goats. Her farm produced 180 kg of meat annually, generating a gross income of ₹.99000. Despite minimal production costs of ₹.1800 per unit, her net income remained ₹. 97200. The venture operated with a single functional unit, catering to local market demands but lacked scalability and innovation. Through the ARYA program, Rupa learned advanced techniques in goat farming and integrated farming practices. With these new skills, she expanded her herd to 58 goats and incorporated sustainable farming methods, leading to a diversified, integrated system. Her annual production increased to 230 kg of meat. The gross income climbed to ₹.149500, while production costs rose slightly to ₹ 2500 per unit. However, her efficient management ensured her net income soared to ₹.147000. Despite operating from a single functional unit, the integration of farming systems allowed her to maximize returns and improve resource utilization.

Activity related photograph:

Empowering Growth: The Journey of Poultry Farming Expansion Under ARYA

Name of Entrepreneur : **Atul Vats**
Address : **Mahana, Pandey Tola, Chanpatiya, West Champaran**
Age : **33 Yr**
Education : **Tech graduate**

Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	Daily wages working	Mushroom Production (Hare Krishn Mushroom Farm)
Size of enterprises (Area)	-	850 m^2
Individual / Group	-	Individual
Production (q)		80
Cost of Production / unit (₹.)	-	21500
Gross income (₹./Year)	-	81500
Net income (₹./Year)	120000	60000
Marketing	-	Local, mandi, exhibition, Kisan mela & supply on demand to restaurants
No. of functional unit at start	:00	
No. of functional unit at present	:01	

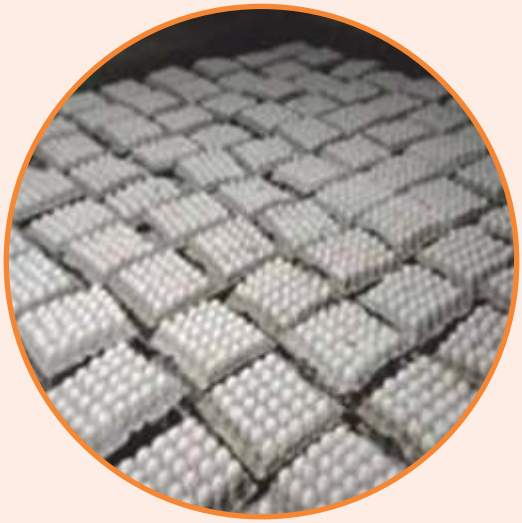
Write up in brief:

Before adopting ARYA, Mr. Atul from Chanpatiya worked as a daily wage laborer, facing financial instability and limited opportunities for growth. He embraced mushroom production under the ARYA project, establishing "Hare Krishn Mushroom Farm" on 850 m² of land with the support of KVK West Champaran. Through skill training and technical guidance, he achieved a production capacity of 80 quintals of mushrooms annually. The cost of production stands at ₹. 21500 while gross income has reached ₹. 81500 per year. Despite an initial decrease in net income his diversified marketing channels—including local markets, mandis, exhibitions, Kisan Melas, and direct supply to restaurants, promise steady growth.

The ARYA initiative empowered him to transition from daily labor to entrepreneurship, creating a sustainable business model with potential for expansion. His story is a testament to how agricultural innovation can transform livelihoods.

Activity related photograph:

Mushroom and Spawn Production Unit: A Sustainable Farming Approach



ATARI Zone V Kolkata

Name of Entrepreneur : **Bhaskar Pal**
Address : **Vill:Kaikala, Block: Haripal,Dist. Hooghly, WB-712405**
Age : **33 Yr**
Education : **7th**

Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	Kaikala Oikyo Dal	Kaikala Oikyo Dal
Size of enterprises (No.)	2000 chicks	5000 chicks
Individual / Group	Group	Individual and Group
Production	Meat-1400 kg Eggs-16600 nos.	Meat-2500 kg Eggs-32000 nos.
	Meat-112000(@₹.80/kg) Eggs-83500(@₹.5/pc)	Meat-200000(@₹.80/kg) Eggs-160000(@₹.5/pc)
Cost of Production / unit (₹.)	95000	127200
Gross income (₹./Year)	195000	360000
Net income (₹./Year)	100000	232800
Marketing	Local market	Local market
No. of functional unit at start : 01		
No. of functional unit at present : 01		

Write up in brief:

Kaikala Oikyo Dal, initially a group-based poultry enterprise, managed 2000 chicks, producing 1400 kg of meat and 16600 eggs annually. With a gross income of ₹. 195000 and a net income of ₹. 100000, the business faced limitations in scaling, mortality, feed & disease management. They approached KVK Hooghly for scientific poultry farming learning. With ARYA's support, the enterprise expanded to 5000 chicks, operating as both a group and individual initiative. Production soared to 2500 kg of meat and 32000 eggs annually. Gross income doubled to ₹. 360000 and net income jumped to ₹. 232800 despite increased production costs. Kaikala Oikyo Dal supplies its products to local markets, meeting growing demand. The expansion showcases the potential of ARYA in transforming small-scale enterprises into profitable ventures, significantly improving income and livelihood opportunities for its members.

Activity related photograph:

Poultry Farming: Hatchlings and High-Quality Egg Production

Name of Entrepreneur : Sanjay Das
Address : Jarura, Polba dadpur
Age : 42 Yr
Education : Graduate B. Com

Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	Mushroom production	Mushroom production
Size of enterprises (No)	1200 bag/ 1800 sq. ft.	1500 bags/ 3800 sq. ft.
Individual / Group	Individual	Individual
Production	Mushroom: 1800 (1.5 Kg/bag)	Mushroom: 2250 (1.5 Kg/Bags)
	Spawn: 24 Kg/ yr	Spawn: 52 Kg/ yr
Cost of Production / unit (₹.)	79470	100560
Gross income (₹./Year)	Mushroom: 252000 (140 ₹./Kg) Spawn: 3000 (125 ₹./Kg) Total: 255000	Mushroom: 315000 (140 ₹.per Kg) Spawn: 6500 (125 ₹./Kg) Total 321500
Net income (₹./Year)	194250	245000
Marketing	Local	Local and nearby districts
No. of functional unit at start : 01		
No. of functional unit at present : 02		

Write up in brief:

Sanjay Das, a small farmer, turned his passion for mushroom production into a thriving enterprise. Before joining the ARYA project, he operated a small-scale mushroom production enterprise with 1200 bags over 1800 ft^2, yielding 1800 kg of mushrooms and 24 kg of spawn annually. The venture generated a gross income of ₹. 255000. But he was facing the problem of fungal contamination, green mold and similar disease. With guidance from Krishi Vigyan Kendra and support from the ARYA project, he received specialized training in mushroom cultivation and its management. He expanded operations to 1500 bags across 3800 ft^2 and production increased to 2250 kg of mushrooms and 52 kg of spawn annually. By leveraging diverse marketing channels, including local markets and direct sales, Mr. Sanjay now earns ₹. 315000 from mushrooms (@ ₹. 140/kg) and ₹. 6500 from spawn (@ ₹. 125/kg). With two functional units and a larger enterprise, he exemplifies how ARYA fosters growth and self-reliance in agriculture.

Activity related photograph:

Spawn production

Mushroom production unit

Name of Entrepreneur : **Madhusudan Bauri**
Address : **Village- Deuli Block- Para District- Purulia Pin- 723155 West Bengal**
Age : **30 Yr**
Education : **Higher Secondary**

Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (20 23)
Name of enterprise	Lac Cultivation	Scientific Lac Cultivation
Size of enterprises (No.)	30-50 trees (Palas trees only for Rangeeni Lac Cultivation)	275 palas trees, 50 ber trees and 5 kusum trees
Individual / Group	Individual	Individual
Production	35-40 stick lac Kg/season	200-250 Kgbrood lac, 150-200 Kgstick lac (Rangeeni lac) and 120 -150 Kgkusum brood lac Kusum saplings-5000
Cost of Production / unit (₹.)	5000	150000
Gross income (₹./Year)	20000	300000
Net income (₹./Year)	15000	150000
Marketing	Local market	Local market as well as Ranchi market
No. of functional unit at start : 02		
No. of functional unit at present:13 (Kusum trees, ber trees as well as a large number ofpalas trees utilized for lac cultivation after adoption of ARYA)		

Write up in brief:

Earlier, Madhusudan Bauri practiced traditional lac cultivation on 30-50 palas trees, producing 35-40 kg of stick lac per season. With limited resources, the enterprise generated a modest gross income of ₹. 20000, serving only the local market. In 2021, with training and support under the ARYA project, he transitioned to scientific lac cultivation. The enterprise expanded to 275 palas trees, 50 ber trees, and 5 kusum trees, along with planting 5000 kusum saplings. Annual production increased significantly, yielding 200-250 kg of brood lac, 150-200 kg of stick lac (Rangeeni lac), and 120-150 kg of kusum brood lac. This expansion led to a gross income of ₹. 300000. Marketing efforts now extend to Ranchi, alongside local sales. The number of functional units increased from 2 to 13, utilizing a diverse range of trees for lac cultivation. Through, ARYA, has transformed a traditional practice into a thriving, sustainable enterprise, showcasing the potential of scientific methods in boosting productivity and income.

Activity related photograph:

Lac Cultivation: Sustainable Resin Production from Lac Insects

Name of Entrepreneur : **Malaya Kumar Nayak**
Address : **At- Solapata, Bl- Odogaon, Dist- Nayagarh**
Age : **30Yr**
Education : **Higher Secondary**

Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	Conventional Fish Farming + Textile Worker	Scientific fish roe production along with a pond-based IFS unit, Hatchery unit
Size of enterprises	1 ha; 2 nos. of pond	3.5 ha; 9 nos. of pond
Individual / Group	Individual	Individual
Production (q)	25 of fish roe (seeds)annually from 1 ha pond	170 of fish roe annually from 3.5 ha pond
Cost of Production / unit (₹.)	28200	129560
Gross income (₹./Year)	55000	374000
Net income (₹./Year)	26800	244440
Marketing	Selling at the villagers at their doorstep	Local market selling as well as in the nearby district
No. of functional unit at start : 01		
No. of functional unit at present : 12		

Write up in brief:

Before joining the ARYA project, Malaya Kumar Nayak managed conventional fish farming on a 1-hectare area with two ponds, producing 25 quintals of fish roe annually. Alongside this, he worked in the textile industry for additional income. The enterprise earned a gross income of ₹. 55000 relying on local doorstep sales. In 2022, after adopting ARYA's training and support, he established a scientific fish roe production system, coupled with a pond-based Integrated Farming System (IFS) and a hatchery unit. The enterprise expanded to 3.5 hectares, incorporating nine ponds, and production soared to 170 quintals of fish roe annually. Gross income rose to ₹. 374000 with a net income of ₹. 244440 despite increased production costs. With 12 functional units, marketing expanded to local and nearby district markets, significantly boosting reach and profitability. This success demonstrates the transformative impact of ARYA's scientific approach, turning a conventional fish farm into a thriving enterprise.

Activity related photograph:

Efficient Aquaculture Practices for Healthy Fish Production

ATARI Zone VI Guwahati

Name of Entrepreneur : Kabit Tayeng
Address : Bodak Village, East Siang, Arunachal Pradesh
Age : 38 Yr
Education : B.A Passed

Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	Paddy cultivation	Protected Cultivation
Size of enterprises (Area)	1 ha	100 m^2
Individual / Group	Individual	Individual
Production (q)	15	1.8of fresh king chili and nursery of vegetables
Cost of Production / unit (₹.)	18000	27600
Gross income (₹./Year)	33000	120600
Net income (₹./Year)	15000	93000
Marketing	Local Market	Pasighat Market
No. of functional unit at start	: 00	
No. of functional unit at present	: 01	

Write up in brief:

Mr. Kabit Tayeng, previously a paddy cultivator, producing 15 quintals annually from 1 ha area. The enterprise generated a modest gross income of ₹. 33000 relying solely on the local market. In 2022, with ARYA's support, he transitioned to protected cultivation, utilizing a 100 m^2 area for growing fresh king chilies and vegetable nurseries. This shift dramatically increased profitability, with an annual production of 1.8 q of king chilies and vegetable saplings. Gross income soared to ₹. 120600. Marketing efforts expanded to the Pasighat market, enhancing outreach and income potential. With one fully functional unit, he demonstrates how adopting modern farming techniques can transform traditional practices into lucrative and sustainable ventures and leading a sustainable life and uplifted from BPL.

Activity related photograph:

Flourishing King Chilly Cultivation Under Protected Conditions

Name of Entrepreneur : Ponung Tapak Rseti
Address : Tigra, Mirbuk, East Siang, Arunachal Pradesh
Age : 34 Yr
Education : Engineering

Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	Bakery	Cake, Biscuits, Cookies and Value-added products preparation from Millets, Orange, Pineapple, Ginger
Size of enterprises (No./ Kg)	40 to 50 cakes per year	900 Kg of products per year
Individual / Group	Individual	Individual
Production	35 Kg cakes	900 Kg
Cost of Production / unit (₹.)	14000	136000
Gross income (₹./year)	21000	232000
Net income (₹./year)	7000	96000
Marketing	On order	Ruksin, Pasighat, Rani, Junai market
No. of functional unit at start : 01		
No. of functional unit at present : 01		

Write up in brief:

Initially, Ms. Ponung Tapak Rseti, from Tigra Mirbuk operated a small-scale bakery unit, producing 35 kg of cakes and earning a modest gross income of ₹. 21000 annually. The enterprise was limited to on-demand orders, with minimal opportunities for expansion.

In 2022, under ARYA training and support, she expanded the unit to include value-added products like biscuits, cookies, and specialty items made from millets, orange, pineapple, and ginger. Annual production surged to 900 kg, generating a gross income of ₹. 232000 and a net gain of ₹. 96000. The venture now markets its products across Ruksin, Pasighat, Rani, and Junai markets, significantly increasing its reach and customer base. With a single functional unit operating at full capacity, she has successfully transformed a small bakery into a profitable and innovative enterprise. This success showcases the potential of value addition and diversification in creating sustainable livelihoods and seeing her success other rural youths are getting inspiration.

Activity related photograph:

Value-Added Products: Dried Snacks, Sweets, and Pickles

ATARI Zone VII Umiam

Name of Entrepreneur : Damaechwa Laloo
Address : Modymmai, Thadlaskein Block, West Jaintia Hills, Meghalaya
Age : 37 Yr
Education : 12th Pass

Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	Daily Worker	Vermi-compost
Size of enterprises (No.)	--	12 Vermipits
Individual / Group	--	Group
Production (kgs)	--	12000
Cost of Production / unit (₹.)	--	143200
Gross income (₹./Year)	--	300000
Net income (₹./Year)	60000	156800
Marketing		Supplier to NGOs, Government and Private Agencies, and local retailer
No. of functional unit at start	: 00	
No. of functional unit at present	: 02	

Write up in brief:

Mr. Damaechwa Laloo, a visionary farm educator and entrepreneur from Moodymmai village was earlier relied on daily wage labor with limited income and no structured business activities. Recognizing the potential for change, he has transformed his 1.2 hectare farm into a vibrant Integrated Farming System (IFS) unit with the support of KVK. Recognizing the potential of diversified farming, he expanded his operations to include vermicompost production and apiculture through ARYA initiative. His enterprise has become a hub of learning and innovation, earning him an annual remuneration of ₹. 156800. To maximize the potential of his farm, Mr. Laloo promoted it as an agri-tourism destination. This initiative not only increased his income but also provided a platform for educating visitors about sustainable farming practices. His vermicompost production and processing unit, a key element of his venture, serves as a model for organic waste management and soil health improvement. As a lead entrepreneur, Mr. Laloo's dedication to sustainable practices and community empowerment has inspired many. His journey illustrates how innovative farming approaches and collective efforts can transform rural livelihoods and promote environmental sustainability.

Activity related photograph:

Sustainable Vermicomposting: Transforming Waste into Organic Gold

Name of Entrepreneur : Malsawmtluanga
Address : Hnahthial, Lunglei District
Age : 31 Yr
Education : 7th

Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	Poultry (Rearing of local birds)	Poultry (Backyard rearing & improved dual purpose birds)
Size of enterprises (No.)	7	43
Individual / Group	Individual	Individual
Production (No.)	325 eggs/ annum	5700 eggs/annum
Cost of Production / unit (₹.)	2708	20357
Gross income (₹./Year)	4875	57000
Net income (₹./Year)	2167	36643
Marketing	Sale of eggs at local market	Sale of eggs at local market
No. of functional unit at start : 01		
No. of functional unit at present : 01		

Write up in brief:

Mr. Malsawmtluanga, a poultry farmer from Hnahthial, Lunglei District, struggled with high feed costs, poor-quality chicks, and limited knowledge of modern farming practices. In 2021, through the ARYA project by KVK Lunglei District, he attended comprehensive training sessions on poultry management, feed formulation, disease prevention, and marketing strategies. Implementing these practices, he introduced improved housing, effective vaccination schedules, and customized feed formulations, significantly enhancing productivity. He also formed strategic partnerships with feed suppliers, veterinary services, and local markets, ensuring product quality and a steady demand for his poultry.

Mr. Malsawmtluanga's success inspired fellow farmers, who began seeking his guidance. Sharing his experiences and knowledge, he empowered others to adopt better practices and improve their livelihoods. His journey demonstrates how innovation, training, and collaboration can transform challenges into opportunities, creating a ripple effect of progress within the farming community.

Activity related photograph:

Fostering Rural Livelihoods through poultry Farming

Name of Entrepreneur : Lalbiaknunga Fanai
Address : Darzo Village, Lunglei District
Age : 35 Yr
Education : 9th

Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	Open Cultivation	Protected Cultivation
Size of enterprises (Area)	115m^2	1 Polyhouse (100m^2)
Individual / Group	Individual	Individual
Production (q.)	3	7.20 & 2000 seedlings
Cost of Production / unit (₹.)	8200	18000
Gross income (₹. /Year)	18000	63200
Net income (₹. /Year)	9800	45200
Marketing	Sale of tomato	Sale of fresh tomato & seedlings
No. of functional unit at start	: 01	
No. of functional unit at present	: 01	

Write up in brief:

Mr. Lalbiaknunga Fanai, a vegetable grower from Darzo village in Lunglei District, began cultivating tomatoes in 2016 but faced challenges like pest infestations, soil degradation, and market uncertainties. In search of solutions, he approached KVK and aquatinted with ARYA Project, which focused on empowering youth through training, technology, and market linkages. Lalbiaknunga participated in various training sessions and hands-on demonstrations, learning effective cultivation and protection techniques. Applying this newfound knowledge, he achieved an average tomato yield of 7.2 quintals and 2,000 seedlings annually. His success turned his farm into a model for others, and he credits the ARYA Project for his achievements. With the right training and determination, Lalbiaknunga now enjoys a successful farming business, proving that with persistence and knowledge, even the toughest challenges can lead to prosperity.

Activity related photograph:

Thriving Tomato Cultivation Under Protected Conditions

ATARI Zone VIII Pune

Name of Entrepreneur : Shivaji Keshav Navgire
Address : A/P Barul, Tq. Tuljapur Dist Osmanabad
Age : 40 Yr
Education : 9th

Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	Oil Extraction Unit	Expansion Oil Extraction Unit
Size of enterprises (Area)	10x10 ft	33x23 ft
Individual / Group	Individual	Individual
Production (Kg)	700	2000
Cost of Production / unit (₹.)	88500	398000
Gross income (₹./Year)	195500	601000
Net income (₹./Year)	107000	203000
Marketing	Local	District level
No. of functional unit at start : 01		
No. of functional unit at present : 01		

Write up in brief:

Before joining ARYA project, A plumbing worker Mr. Shivaji Navgire was operating the small-scale oil extraction unit, with a production capacity of 700 kg per year and gaining net income of ₹. 107000 annually. But he was facing the challenges like quality, low production and marketing. He approached KVK and received hand on training on oil extraction process under ARYA project. After joining the ARYA Project in 2023, the unit expanded significantly increasing production to 2000 kg per year and the net income increased to ₹. 203000 annually. Marketing also expanded to district-level, broadening the market reach and boosting sales. Despite maintaining the same number of functional units, the improvements in production, income, and market access demonstrate the positive impact of ARYA on business growth and sustainability.

Activity related photograph:

Oil Extraction Unit

Name of Entrepreneur : Nareshbhai Dineshbhai Solanki
Address : A/P- Bamroli, Ta. – Vaso, Dist.- Kheda, Gujarat
Age : 30 Yr
Education : 12th

Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	Worked as milk Collector	Milk Cream Separator with Deep Freezer
Size of enterprises	Small Size	10 x 10 Feet (165 lph cream separator & 400 lit deep freezer)
Individual / Group	-	Individual
Production	-	8351 Kg · Cream-280 Kg(used in 216 kg ghee making) · Curd-4650 Kg(₹. 60/Kg) · Ghee -216 Kg(₹. 600/Kg) · Pedha-350 Kg(₹. 340/Kg) · Butter milk-3410 liter (3485 in Kg) (₹. 40/liter) Total -8351 Kg
Cost of Production / unit (₹.)	-	303400
Gross income (₹./Year)	-	521300
Net income (₹./Year)	60000	272300
Marketing	-	Local Marketing
No. of functional unit at start	: 00	
No. of functional unit at present	: 01	

Write up in brief:

Nareshbhai, initially employed as a milk collector, had an annual net income of ₹. 60000 but was dissatisfied with his economic situation. This prompted him to consider migrating to a nearby town for better opportunities. During this period, he came into contact with Krishi Vigyan Kendra (KVK), Kheda, and acquainted about the ARYA (Attracting and Retaining Youth in Agriculture) project. Under the guidance of KVK scientists, Nareshbhai received comprehensive training in entrepreneurship development. In 2021, he established a Milk Cream Separator unit with a Deep Freezer as part of his entrepreneurial venture. Utilizing this setup, he processed 5905 liters of milk, producing various value-added dairy products, including 4650 kg of curd, 216 kg of ghee, 3410 liters of buttermilk, and 350 kg of pedha. This diversification enabled him to achieve an annual net income of ₹. 272300 significantly improving his livelihood.

Activity related photograph:

Milk Cream Separator Unit

Name of Entrepreneur : Mr. Vinodbhai Abhubhai Talpada
Address : At:- Padra, Ta: -Tarapur, Dist: - Anand
Age : 22 Yr
Education : Graduate

Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (20 23)
Name of enterprise	Engaged in family work	Fish seed rearing
Size of enterprises (No.)	-	100000 Fingerlings (1 acre)
Individual / Group	-	Individual
Production (No.)	-	55000 fingerlings
Cost of Production / unit (₹.)	-	34000
Gross income (₹. /Year)	-	137500
Net income (₹. /Year)	-	103500
Marketing	-	Sold to other fish farmers of nearby villages
No. of functional unit at start :00		
No. of functional unit at present : 01		

Write up in brief:

Mr. Talpada, an unemployed youth from Anand district, established a fish seed rearing enterprise through the ARYA initiative. In 2023, he produced 55000 fingerlings annually, generating a net income of ₹.103500. The venture, supported by ARYA, showcases the economic potential of fish seed rearing and provides a model for rural youth to engage in profitable enterprises. By combining technical expertise and localized marketing, the entrepreneur demonstrated how innovative farming techniques can lead to significant income generation and rural development.

Activity related photograph:

Carp Seedling Raising

ATARI Zone IX Jabalpur

Name of Entrepreneur : **Gangaran Nana**
Address : **Mohankot Semalkundia, Petalabad, Jhabua**
Age : **29 Yr**
Education : **8th**

Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	Tomato and other agriculture production	Tomato production under protected condition
Size of enterprises (Area)	0.75ha	1ha
Individual / Group	Individual	Individual
Production (q/ha)	300	600
Cost of Production /unit (₹.)	40000	160000
Gross income (₹./Year)	120000	480000
Net income (₹./Year)	80000	320000
Marketing	Local marketing in weekly market (₹.8/kg)	Local market as well as Delhi, Mumbai, Indore
No. of functional unit at start	:03	
No. of functional unit at present	:03	

Write up in brief:

Gangaran Nana, a tomato farmer, managed a 1 hectare land with conventional farming methods. The annual production stood at 300 quintals per hectare, with a cost of production of ₹. 40000 per quintal. His gross income was ₹. 120000, and after deducting costs, his net income was ₹. 80000 annually. Marketing was limited to local weekly markets. In 2023, after incorporating scientific methods learned in ARYA training, Gangaran doubled his production to 600 quintals per hectare. Although the cost of production increased to ₹. 160000 per quintal, his gross income soared to ₹. 480000 annually. This increase in efficiency translated into four times more than earlier. The marketing strategy expanded beyond local markets to reach larger cities like Delhi, Bombay, and Indore, significantly widening his customer base. Despite maintaining the same number of functional units, the scientific approach helped Gangaran scale up operations and grow his profits, demonstrating the transformative power of modern agricultural practices. The success story highlights how adopting innovative methods can revolutionize production and profitability.

Activity related photograph:

Growing Tomato in Open field

Growing Tomato in Shed Net

Selling of Tomato

Name of Entrepreneur : Lalita Patel
Address : Bhandaripara Kanker
Age : 34 Yr
Education : 12th

Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	Rice & a small lac farming	Semialata lac cultivation
Size of enterprises (Area)	1 acre	1 acre
Individual / Group	Individual	Individual
Production (kg)	1800	350
Cost of Production /unit (₹.)	17500	78000
Gross income (₹./Year)	55800	175000
Net income (₹./Year)	38300	97000
Marketing	Sold to cooperative society	Minor Forest Produce Federation
No. of functional unit at start	: 00	
No. of functional unit at present	: 01	

Write up in brief:

Initially Ms. Lalita cultivated rice on a 1 acre plot, producing 1,800 kg annually, earning a net income of ₹. 38300 per year. The produce was sold to a cooperative society, with limited potential for income enhancement. For income generation and sustainable livelihood, she approached KVK, where she got hands-on training on lac cultivation. She transitioned to lac production using Semialata under the ARYA project. Despite the smaller production quantity of 350 kg, the shift to lac—an economically valuable forest product—proved transformative. The cost of production rose to ₹. 78000 due to specialized techniques, but the gross income reached ₹. 175000 annually, tripling the revenue and demonstrating the profitability of the enterprise. Marketing strategies evolved as the farmer partnered with the Minor Forest Produce Federation, ensuring better pricing and expanded market access. Additionally, the establishment of a functional unit for processing lac further enhanced value addition and income generation. This success story underscores the economic and environmental advantages of adopting ARYA-promoted innovations, showcasing how diversification and scientific practices can create sustainable livelihoods in agriculture. After this venture she has become a inspirational model for others in the region.

Activity related photograph:

LAC Cultivation

Name of Entrepreneur : Ashish Sahu
Address : Village- Dhadav, Tehsil - Bankhedi
Age : 25 Yr
Education : 12th

Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	Grocery store	Poultry farming + Grocery store
Size of enterprises (No.)	-	250
Individual / Group	Individual	Individual
Production (No.)	-	Egg –6500 (sale-value–15/ pc) Bird–140 (sale-value–700)
Cost of Production /unit (₹.)	300000	96000
Gross income (₹./Year)	420000	97500 (Eggs) + 98000 Birds = 195500
Net income (₹. /Year)	120000*	99500 + 120000* Total = 217500
Marketing	Local	Local
No. of functional unit at start :01		
No. of functional unit at present :01		

(*Grocery store income)

Write up in brief:

Ashish initially operated a grocery store with an annual income of ₹. 120000. While the business was stable, it had limited growth potential. In 2023, he diversified his business by adopting poultry farming alongside the grocery store, supported by scientific management practices. With a flock of 250 birds, the poultry enterprise produced 6500 eggs annually, sold at ₹. 15 each, generating ₹. 97500. Additionally, 140 birds were sold at ₹. 700 each, contributing ₹. 98000 to the total income. This integrated approach led to a combined gross income of ₹. 195500 from poultry farming alone. Including the grocery store's steady contribution the total net income increased to ₹. 217500. The entrepreneur retained one functional unit, combining the grocery store and poultry sales. This diversification highlights how integrating complementary enterprises can enhance financial stability and sustainability. Adopting scientific poultry practices ensured consistent productivity and profitability, making this a model for rural entrepreneurship.

Activity related photograph:

Poultry Unit

ATARI Zone X Hyderabad

Name of Entrepreneur :Bola Pravallika
Address : SPSR Nellore
Age :34 Yr
Education :10th

Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	-	Sridevi pickles.
Size of enterprises (Area)	-	50 x 80 sq ft
Individual / Group	-	Group
Production (Kg)	-	1200 (1300/-per Kg)
Cost of Production /unit (₹.)	-	₹.1200000
Gross income (₹./Year)	-	₹.1560000
Net income (₹./Year)	-	₹.360000
Marketing	-	Local marketing
No. of functional unit at start : 00		
No. of functional unit at present : 01		

Write up in brief:

Smt. Lakshmi, a 32-year-old entrepreneur from Muthukur village, Nellore district, transformed her livelihood through value addition in fish and prawns. A matriculate who previously worked as a daily wage earner cleaning fish and prawns, she attended entrepreneurship training at KVK, Nellore under the ARYA project. The training focused on value addition to fish, prawns, millets, leafy greens, and acid lime. Leveraging this knowledge, Lakshmi began producing fish and prawn pickles on a small scale from home. Gradually, she partnered with two others to establish a shop selling pickles of korramenu, metthalu, prawn with gongura, chicken, and mutton. Her products, branded as Sridevi Pickles, are FSSAI-registered, ensuring quality and market trust. The group gained expertise in raw material procurement, equipment sourcing, and product packaging and labeling. Today, they earn ₹. 10000 per month, showcasing the potential of value addition for sustainable rural livelihoods. this group business flourishes and giving inspiration to nearby ladies of the region.

Activity related photograph:



Preparation ⇨ **Packaging** ⇨ **Branding and Marketing**

Name of Entrepreneur : A. M. Ann Sony
Address : Cithirancode, Thuckalay
Age : 35 Yr
Education : Degree

Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	Mushroom production	Mushroom and spawn production
Size of enterprises	Produced at home.	150 Bags/ month & 50 Kg Spawn
Individual / Group	Individual	Group
Production (Kg)	150	750Kgmushroom 300 Kg Spawn
Cost of Production / unit (₹.)	6000	60000
Gross income (₹./ Year)	14000	200000
Net income (₹./ Year)	8000	140000
Marketing	Neighbors, local area shop	The fresh mushroom is marketed as "AARYAN Mushroom" and mushroom spawn is marketed as "The Cape Comorin" in retail market.
No. of functional unit at start	: 01	
No. of functional unit at present	: 02	

Write up in brief:

Mrs Sony, struggled with low income, earning only ₹. 8000 annually from small-scale mushroom production at home due to lack of technology knowledge & management practice, and Marketing. In 2023 after adopting ARYA's scientific practices, the entrepreneur expanded the operation into a group enterprise. The production capacity increased to 750 kg of mushrooms and 300 kg of mushroom spawn per year. The gross income surged to ₹. 200000, and net income increased to ₹. 140000. The marketing strategy evolved with the introduction of branded products: "AARYAN Mushroom" for fresh produce and "The Cape Comorin" for spawn. These brands expanded the reach of the products into retail markets. The expansion of functional units to two, including both mushroom and spawn production, reflects the impact of scientific farming practices, leading to greater profitability and market visibility.

Activity related photograph:

Oyster mushroom unit

Spawn production unit

Name of Entrepreneur : Kanchi Somaiah
Address : Neelaigudem (Vill), Tripuraram (Mdl), Nalgonda
Age : 35 Yr
Education : SSC

Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	Engaged in Agriculture along with family	Poultry and sheep under Integrated Farming System
Size of enterprises (No.)	-	600 Sq. ft.-Sheep: 10+ Poultry: 100
Individual / Group	-	Individual
Production (Kg/No.)	-	1200 eggs,180kg chicken, 240kg mutton
Cost of Production/ unit (₹.)	-	60000
Gross income (₹./Year)	-	240000
Net income (₹./Year)	-	180000
Marketing	-	Local market
No. of functional unit at start : 00		
No. of functional unit at present : 01		

Write up in brief:

Mr. Kanchi Somaiah is an SSC educated youth implemented an Integrated Farming System (IFS) on a 600 sq. ft. plot, combining poultry (100 poultry birds) and sheep (10 sheep) farming and utilizing scientific management practices to optimize production.

With this integrated approach, the production was diversified, resulting in 1200 eggs, 180 kg of chicken, and 240 kg of mutton annually and earning ₹. 180000 annually. Marketing was carried out through local channels, ensuring consistent demand for the products. The adoption of ARYA's scientific farming practices, including effective feed management, disease prevention, and proper housing, contributed to increased productivity and profitability. The establishment of one functional unit for poultry and sheep farming has enhanced resource utilization, provided a sustainable livelihood and improved his financial stability. This success illustrates the benefits of adopting integrated farming practices and scientific management for rural entrepreneurship.

Activity related photograph:

IFS unit (Poultry & Sheep)

ATARI Zone X Bengaluru

Name of Entrepreneur : Mrs. Leelavathi
Address : Badra colony, Hale Seegebagi, Bhadravathi, Shivamogga
Age : 36 Yr
Education : PUC

Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	House wife	Millets Value addition
Size of enterprises (Kg)	-	5000
Individual / Group	-	Individual
Production (Kg /hectare)	-	5300
Cost of Production /unit (₹.)	-	110500
Gross income (₹./Year)	-	322500
Net income (₹./Year)	-	212000
Marketing	-	Local and exhibitions
No. of functional unit at start	: 00	
No. of functional unit at present	: 01	

Write up in brief:

Leelavathi, a homemaker, transitioned herself into a millet value addition enterprise through the ARYA program. With advanced processing and packaging techniques, she produced 5300 kg of millets products annually, costing ₹. 110500. By marketing value-added millet products through local outlets and exhibitions, she generated a net income of ₹. 212000. The establishment of a functional unit for millet value addition enhanced efficiency and output. This success story highlights the importance of value addition and diversified marketing channels in transforming agricultural outputs into profitable ventures, inspiring rural communities to adopt similar models.

Activity related photograph:

Preparation of Product

Exhibition participation

Name of Entrepreneur : Bhargav Jayant Hegde
Address : Kabbagara, Sirsi Taluk, Uttara Kannada, Karnataka
Age : 22 Yr
Education : BSc Horticulture

Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	Nursery production	Nursery production
Size of enterprises (Area)	0.05 acre	0.25 acre
Individual / Group	Individual	Individual
Production (No.)	6100	100000
Cost of Production /unit (₹.)	88000	368000
Gross income (₹./Year)	183000	873000
Net income (₹./Year)	95000	505000
Marketing	Local market	Buyback system
No. of functional unit at start : 1 (Arecanut)		
No. of functional unit at present : 2 (Arecanut and Black pepper)		

Write up in brief:

Mr. Bhargav Hegde, an agriculture graduate, earns ₹. 95000 annually through a small-scale nursery unit of 0.05 acres, focusing solely on areca nut seedlings, producing 6100 plants annually and marketing them in the local area. To have a better livelihood and income source, he went through ARYA training on scientific nursery management. After incorporating these scientific methods, not only did the nursery expand to 0.25 acres, but additionally, it diversified into producing both areca nut and pepper seedlings, establishing a second functional unit, increasing production to 100000 plants, and the net income grew significantly to ₹. 505000. The marketing strategy evolved with the introduction of a buyback system, ensuring a more reliable income stream. This expansion and diversification reflect the effectiveness of scientific practices in enhancing production, profitability, and market access.

Activity related photograph:

Prospering Areca nut and Black pepper Nursery

Annexure - I

ATARI wise Budget utilization during FY 2023-24

Budget allocation and utilization under ARYA FY 2023-24 by different zones (₹ in Lakhs)			
ICAR- ATARI, Zones	**BE/RE**	**Expenditure**	**Balance**
Zone-I, Ludhiana	36.55	36.46	0.09
Zone-II, Jodhpur	39.77	39.58	0.19
Zone-III, Kanpur	34.54	33.21	1.33
Zone-IV, Patna	34.50	32.38	2.12
Zone-V, Kolkata	33.07	32.90	0.17
Zone-VI, Guwahati	44.57	43.95	0.62
Zone-VII, Umiam	33.40	33.40	0.00
Zone-VIII, Pune	63.03	57.48	5.55
Zone-IX, Jabalpur	49.07	49.00	0.07
Zone-X, Hyderabad	57.75	57.15	0.60
Zone-XI, Bengaluru	28.35	26.40	1.95
Grand Total	**454.60**	**441.91**	**12.69**

Annexure - II

KVK wise Budget utilization during FY 2023-24 (₹ in Lakhs)

ATARI	Name of KVK	BE/RE	Expenditure	Balance
Zone-I, Ludhiana	Bathinda	3.83	3.83	0.00
	Hamirpur	3.15	3.15	0.00
	Kathua	2.87	2.87	0.00
	Haridwar	1.79	1.79	0.00
	Baramulla	1.20	1.20	0.00
	Barnala	3.40	3.37	0.03
	Kulgam	2.98	2.98	0.00
	Nainital	1.89	1.89	0.00
	Reasi	3.00	2.95	0.05
	Solan	4.40	4.40	0.00
	Total	**28.51**	**28.43**	**0.08**
Zone-II, Jodhpur	Alwar-I	3.04	3.04	0.00
	Banswara	3.78	3.78	0.00
	Barmer-II	4.05	4.03	0.02
	Bundi	3.14	3.02	0.12
	Jaipur-I	3.17	3.17	0.00
	Jhalawar	3.83	3.83	0.00
	Udaipur-I	3.08	3.07	0.01
	Ambala	3.04	3.04	0.00
	Gurugram	3.93	3.91	0.02
	Mahendragarh	3.93	3.91	0.02
	Total	**34.99**	**34.80**	**0.19**

ATARI	Name of KVK	BE/RE	Expenditure	Balance
Zone-III, Kanpur	Lucknow	2.25	0.1	2.15
	Basti	2.45	2.42	0.03
	Gorakhpur - I	2.50	2.46	0.04
	Deoria	3.38	4.38	-1.00
	Varanasi	2.83	2.82	0.01
	Saharanpur	2.25	2.25	0.00
	Ghazipur - I	3.38	3.38	0.00
	Pratapgarh	3.38	3.38	0.00
	Kaushambi	3.38	3.38	0.00
	Muzaffarnagar - I	2.25	2.23	0.02
	Total	**28.04**	**26.80**	**1.24**
Zone-IV, Patna	Aurangabad	1.75	1.75	0.00
	Bhojpur	1.75	1.75	0.00
	Bhagalpur	1.75	1.75	0.00
	East Champaran	2.23	2.21	0.02
	West Champaran	4.52	2.50	2.02
	Vaishali	1.76	1.74	0.02
	Chatra	3.42	3.48	-0.06
	East singhbhum	1.75	1.75	0.00
	Gumla	2.45	2.33	0.12
	Ranchi	4.58	4.58	0.00
	Total	**25.96**	**23.84**	**2.12**

ATARI	Name of KVK	BE/RE	Expenditure	Balance
Zone- V, Kolkata	Nimpith	3.97	3.97	0.00
	Purulia	2.00	2.00	0.00
	UDP	3.47	3.40	0.07
	Hooghly	3.77	3.76	0.01
	ICAR-NRRI Cuttack	2.37	2.29	0.08
	Nayagarh	3.68	3.68	0.00
	Ganjam-I	3.62	3.62	0.00
	Puri	2.00	2.00	0.00
	Sambalpur	3.19	3.19	0.00
	Total	**28.07**	**27.91**	**0.16**
Zone-VI, Guwahati	Karbi Anglong	6.30	6.27	0.03
	Kokrajhar	11.07	11.07	0.00
	Lakhimpur	6.30	6.30	0.00
	East Siang	4.43	4.44	-0.01
	North Sikkim	8.36	8.36	0.00
	Total	**36.46**	**36.44**	**0.02**
Zone-VII, Umiam	Senapati	4.88	4.88	0.00
	Wokha	4.88	4.88	0.00
	Tuensang	4.88	4.88	0.00
	Lunglei	4.88	4.88	0.00
	Jaintia Hills	4.88	4.88	0.00
	Dhalai	4.88	4.88	0.00
	Total	**29.28**	**29.28**	**0.00**

ATARI	Name of KVK	BE/RE	Expenditure	Balance
Zone-VIII, Pune	Nagpur-I	6.29	6.09	0.20
	Nashik-I	5.02	4.99	0.03
	Osmanabad	4.78	4.78	0.00
	Pune-II	5.38	5.38	0.00
	Solapur-I	5.45	5.45	0.00
	Washim	4.78	5.06	-0.28
	Bhavnagar	2.09	2.12	-0.03
	Kheda	4.78	4.23	0.55
	Navsari	5.71	5.71	0.00
	Anand	4.78	4.78	0.00
	Rajkot-I	4.00	1.54	2.46
	Amreli	4.78	2.17	2.61
	Total	**57.84**	**52.30**	**5.54**
Zone-IX, Jabalpur	Dhar	3.57	3.57	0.00
	Gwalior	3.57	3.56	0.01
	Jhabua	3.57	3.57	0.00
	Morena	3.57	3.55	0.02
	Neemuch	3.57	3.57	0.00
	Sheopur	3.57	3.56	0.01
	Narmadapuram	4.18	4.15	0.03
	Satna	3.98	3.98	0.00
	Dantewada	3.57	3.57	0.00
	Kanker	3.57	3.57	0.00
	Raipur	3.57	3.57	0.00
	Surguja	3.57	3.57	0.00
	Total	**43.86**	**43.79**	**0.07**
Zone-X, Hyderabad	Kadappa (Utkur)	5.25	5.25	0.00
	Nellore	4.87	4.83	0.04
	West Godavari (VRG)	5.62	5.62	0.00
	Nalgonda (Kampasagar)	5.63	5.59	0.04
	Warrangal (Malyal)	4.88	4.64	0.24
	Dharmapuri	5.63	5.63	0.00
	Kanyakumari	4.87	4.87	0.00

ATARI	Name of KVK	BE/RE	Expenditure	Balance
	Sivaganga	5.25	5.19	0.06
	Erode	7.05	6.95	0.10
	Puducherry	6.50	6.38	0.12
	Total	**55.55**	**54.95**	**0.60**
Zone-XI, Bengaluru	Bengaluru Rural	4.92	4.92	0.00
	Uttara Kannada	3.65	3.64	0.01
	Shivamogga	3.65	1.71	1.94
	Kannur	4.74	4.74	0.00
	Malappuram	4.15	4.15	0.00
	Pathanamthitta	4.20	4.20	0.00
	Total	**25.31**	**23.36**	**1.95**

Annexure - III

ATARI-wise Nodal Officers under ARYA

ICAR-ATARI, ZONES	DIRECTOR	NODAL OFFICER	SRF/YP-II	YP-I
Zone-I, Ludhiana	Dr. Parvender Sheoran	Dr. Rajesh K Rana	Sarang Monga	
Zone-II, Jodhpur	Dr J P Mishra	Dr.M.S.Meena	Sumit Kumar	
Zone-III, Kanpur	Dr. S.K. Dubey	Dr. Raghwendra Singh	Kunwar Akhand Pratap Singh	Fareed Ahmad (DEO)
Zone-IV, Patna	Dr. Anjani Kumar	Dr. Amrendra Kumar	Somya	Sanjeev Kumar
Zone-V, Kolkata	Dr. Pradip Dey	Dr. P. P. Pal	Shreya Das	
Zone-VI, Guwahati	Dr. G. Kadirvel	Dr. Bagish Kumar	Musliha Nasrin	
Zone-VII, Barapani	Dr. A. K. Mohanty	Dr. Amrutha T		
Zone-VIII, Pune	Dr. S.K. Roy	Dr. Rajesh T	Mahesh Jadhav	
Zone-IX, Jabalpur	Dr. S.R.K. Singh	Dr. A. A. Raut		Prashant Kumar Chapekar (DEO)
Zone-X, Hyderabad	Dr. Shaik N Meera	Dr. A. Bhaskaran	G. Ramesh	
Zone-XI Bengaluru	Dr. V. Venkatasubramanian	Dr. Thimmappa K		

Annexure - IV

KVK-Wise P.I. under ARYA

ICAR-ATARI	Sl. No.	Name of ARYA Centre	Name of P. I	Contact No.	E-mail Id
Zone-I, Ludhiana	1	**Bathinda**	Dr.Gurdeep Singh	8872200121	kvkbtd@pau.edu
	2	**Hamirpur**	Dr. Navneet Jaryal	7018049478	jaryalhpau@gmail.com
	3	**Kathua**	Dr. Vishal Mahajan	9419150840	kvkkathua@gmail.com
	4	**Haridwar**	Dr. Purushottam Kumar	8475002233	kvkharidwar@gmail.com,
	5	**Baramulla**	Dr. Wasim Hassan Raja	8082023230	kvkbaramulla@gmail.com
	6	**Barnala**	Dr. Prahalad Singh Tanwar	8196080643	kvkbarnala@gmail.com
	7	**Kulgam**	Dr Manzoor Ahmad Ganai	7006853560	kvkkulgam@gmail.com
	8	**Nainital**	Dr. C Tiwari	7500241504	kvknainital@rediffmail.com
	9	**Reasi**	Dr. Banarsi Lal	7889875590	kvkreasi@gmail.com
	10	**Solan**	Dr Amit Vikram	7018762798	kvkkandaghat@gmail.com
Zone-II, Jodhpur	1	Alwar-I	Dr. Vikas Kumar Arya	9413536407	kvknavgaon@gmail.com
	2	Banswara	Sh. Akshat Joshi	7976604200	akshatjoshi2411@gmail.com
	3	Barmer-II	Dr. Geetesh Mishra	9351209060	geeteshmishra09@gmail.com
	4	Bundi	Dr. Harish Verma	7014601475	phulwaria24@yahoo.com
	5	Jaipur-I	SH. L.N. Verma	9784155926	lnverma84@gmail.com
	6	Jhalawar	Dr. Arvind Nagar	8700870572	arvindiari90@gmail.com
	7	Udaipur-I	Dr. P.C. Bhatnagar	9799208669	pcbhatnagar@vidyabhawan.in
	8	Ambala	Dr. Rajan Mishra	9532422637	mishrarajan560@gmail.com
	9	Gurugram	Dr. Bharat Singh	9250335820	singhbharat1967@gmail.com
	10	Mahendergarh	Dr. Narender Singh	9416760406	narenderyadav273@gmail.com
Zone-III, Kanpur	1	Lucknow	Dr. A. K. Dubey	9569851954	akdubeykvk@yahoo.com
	2	Basti	Dr. Prem Shanker	9616297380	drprem.ppa@gmail.com
	3	Gorakhpur - I	Dr. S.K. Tomar	9415155518	kvkgorakhpur@gmail.com
	4	Deoria	Dr Rajneesh Srivastava	9918566808	kvkdeoria98@gmail.com
	5	Varanasi	Dr. Naveen Kumar Singh	7985831438	kvkkallipurvns@gmail.com
	6	Saharanpur	Dr. Manoj Singh	9897494833	kvksaharanpur01@gmail.com
	7	Ghazipur - I	Dr. Vinod Kumar Singh	8005434271	ghazipurkvk@gmail.com

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	8	Pratapgarh	Dr A.K. Srivastava	9415143774	kvkpratapgarh@gmail.com
	9	Kaushambi	Dr Ajay Kumar	9450965185	kvkkaushambi@gmail.com
	10	Muzaffarnagar - I	Dr. Hansraj Singh	9411263753	kvkmuzaffarnagar@gmail.com
Zone-IV, Patna	1	Aurangabad	Dr. Binay Kumar Mandal	8298641285	aurangabadkvk@gmail.com
	2	Bhojpur	Dr P K Dwivedi	9431091369	bhokpurkvk@gmail.com
	3	Bhagalpur	Dr. Rajesh Kumar	9939626493	bhagalpurkvk@gmail.com
	4	East Champaran	Dr. Gayatri Kumari Padhi	9827877132	head.kvk.piprakothi@rpcau.ac.in
	5	West Champaran	Dr. Abhishek Pratap Singh	8409999358	head.kvk.madhopur@rpcau.ac.in
	6	Vaishali	Dr. Anil Kumar Singh	6287797172	head.kvk.vaishali@rpcau.ac.in
	7	Chatra	Dr. Ranjay Kumar Singh	9431339380	chatrakvk@gmail.com
	8	East singhbhum	Dr. Arti Beena Ekka	9709010792	eastsinghbhum2024@gmail.com
	9	Gumla	Dr. Sanjay Kumar	7366082870	kvk.gumla@gmail.com
	10	Ranchi	Dr Ajeet Kumar Singh	9430379197	kvk.divyayan@gmail.com
Zone-V, Kolkata	1	Nimpith	Dr. Chandan Kumar Mondal	9239443957	nimpithkvk1979@gmail.com
	2	Kalyan	Dr. Manas Bhattacharjya	8798313063	kvkkalyanpurulia@gmail.com
	3	UDP	Dr. Debdas Sekhar	8942837517	udpkvk@gmail.com
	4	Hooghly	Dr. Nitai Mudi	9932900659	drnitaimudi@gmail.com
	5	ICAR-NRRI Cuttack	Dr. Ranjan Kumar Mohanta	7735538940	kvkcuttack@gmail.com
	6	Nayagarh	Er. Suchismita Dwivedy	8763821161	suchismitadwivedi@ouat.ac.in
	7	Ganjam-I	Dr.Sutanu Kumar Satapathy	9437619310	satapathysk@rediffmail.com
	8	Puri	Dr. Surya Narayan Mishra	9668509504	kvk.puri@ouat.ac.in
	9	Sambalpur	Dr. Swagatika Srichandan	8093815999	swagatikaselugelu@gmail.com, kvk.sambalpur@ouat.ac.in
Zone-VI, Guwahati	1	Karbianglong	Dr. Subal Maibangsa	9859824022	kvk_diphu@gmail.com
	2	Kokrajahar	Mrs. Porna Sarmah	9435286898	kvk_kokrajhar@aau.ac.in
	3	Lakhimpur	Dr. P.K. Pathak	9647247554	kvk_lakhimpur@aau.ac.in
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	5	North Sikkim	Sh.T.T.Bhutia	9564930630	kvkmangan@gmail.com

ICAR-ATARI	Sl. No.	Name of ARYA Centre	Name of P. I	Contact No.	E-mail Id
Zone-VII, Umiam	1	Senapati	Dr.N.Jyotsna	9774666174	kvksenapati@gmail.com
	2	Wokha	Dr. Sandeep Deshmukh	7744947236	kvkwokha2013@gmail.com
	3	Tuensang	Dr.Pijush Kanti Biswas	9402343069	drpijushpckvk@gmail.com
	4	Lunglei	Dr. Henry Saplalrinliana	9436190701	henry_sapa@yahoo.com
	5	Jaintia Hills	Smt. Larika L Challam	9436118174	kvkjaintiahills@gmail.com
	6	Dhalai	Dr. Abhijit Debnath	9612394594	kvkdhalai@gmail.com
Zone-VIII, Pune	1	Nagpur-I	Dr. Ramkrushna G. I.	8308359617	kvk.nagpur@icar.gov.in
	2	Nashik-I	Dr.Niteen J.Thoke	9359924062	kvknashik@rediffmail.com
	3	Osmanabad	Er. S. L. Suryawanshi	9850773023	kvktuljapur@gmail.com
	4	Pune-II	Mr. P G Shete	9766456683	gmnkvk@rediffmail.com
	5	Solapur-I	Dr.Lalasaheb R Tambade	8411894295	kvksolapur@gmail.com
	6	Washim	Dr. R L Kale	7350205746	fishrlk@gmail.com
	7	Bhavnagar	Dr. N. P Shukla	9426895453	kvkbhavnagar@gmail.com
	8	Kheda	Dr. P K Sharma	9427159810	kvkkheda@gmail.com
	9	Navsari	Dr.Rashmikant A. Gurjar	9574545436	kvknavsari@nau.in
	10	Anand	Dr. Y. C. Lakum	9601261783	kvkdevataj@aau.in
	11	Rajkot-I	Dr.G.V. Marviya	9825554434	gvmaravia@jau.in
	12	Amreli	Parmar Virendrakumar Sobanbhai	9724926891	vparmar801@gmail.com
Zone-IX, Jabalpur	1	Dhar	Dr. S.S. Chauhan	9826509604	kvk.dhar@rvskvv.net
	2	Gwalior	Dr. S.S. Kushwaha	9425442793	kvk.gwalior@rvskvv.net
	3	Jhabua	Dr. Jagdish Morya	9893967135	kvk.jhabua@rvskvv.net
	4	Morena	Dr. Prashant Gupta	9993460785	kvk.morena@rvskvv.net
	5	Neemuch	Dr. C.P. Pachauri	9329468805	kvk.neemuch@rvskvv.net
	6	Sheopur	Dr. Kayam Singh	9009534624	kvk.sheopur@rvskvv.net
	7	Narmadapuram	Dr. Sanjeev Kumar Garg	9074929751	kvkgovindnagar2017@gmail.com
	8	Satna	Mr. A.K. Jagre	8770965618	kvksatna@dri.org.in
	9	Dantewada	Dr. Praween Nishad	7898315828	kvk.dantewada@igkv.ac.in
	10	Kanker	Dr. Birbal Sahu	7999785007	kvk.kanker@igkv.ac.in

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	12	Surguja	Sh. Rajesh Chouksey	7354015625	kvk.surguja@igkv.ac.in
Zone-X, Hyderabad	1	Kadappa (Utkur)	Dr.A.Veeraiah	9989623826	kvk.utukur@angrau.ac.in
	2	Nellore	Dr.G.L. Siva Jyothi	9989623828	kvk.nellore@angrau.ac.in
	3	West Godavari (VRG)	Dr.E.Karunasree	7382633692	kvkvenktaramannagudem@gmail.com
	4	Nalgonda (Kampasagar)	Dr. S. Srinivasa Rao	9010406447	kvk_kampasagar@rediffmail.com
	5	Warrangal (Malyal)	Dr. S. Malathi	9849988231	kvk.wgl@gmail.com
	6	Dharmapuri	Dr. M.A.Vennila	9952406703	kvkdpri@tnau.ac.in
	7	Kanyakumari	Dr. S. Suresh	7598229153	kvkppi@tnau.ac.in
	8	Sivaganga	Dr.Sendur Kumaran, S.	9443869408	kvk.sivaganga@icar.gov.in
	9	Erode	Dr.P.Alagesan	9443897654	myradakvk@gmail.com
	10	Puducherry	Dr. N. Vijayakumar	9442525675	pkkvk.py@gov.in
Zone-X, Bengaluru	1	Bengaluru Rural	Hanumantharaya, B.G.		kvk.BengaluruRural@icar.gov.in
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	3	Shivamogga	G. K. Girijesh		kvk.shivamogga@icar.gov.in
	4	Kannur	Jayaraj .P		kvk.Kannur@icar.gov.in
	5	Malappuram	Priya G. Nair		kvk.Malappuram@icar.gov.in
	6	Pathanamthitta	Christin P. Robert		kvk.Pathanamthitta@icar.gov.in

Annexure- V

Annual Report

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B. L. Meena, Geetesh Mishra and Gajanand (2023) Sustainable fodder production round-the- year in the arid zone of Rajasthan. The Agriculture Magazine. Vol: 2 (11).

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Success story

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डॉ बी एस भाटी, लेखू कुमार एवं डॉ जी एल कोठारी (2023)–कड़कनाथ मुर्गीपालन

मोहम्मद युनुस, टी. सी. वर्मा. सुनीता कुमारी एवं दिनेश चौधरी (2023)–मूल्य वाली बागवानी फसलों की संरक्षित खेती, अभिनव कृषि वर्ष–5, अंक–2, पृ.सं. 21–23

भरत सिंह, अनामिका शर्मा एवं राघवेन्द्र प्रताप सिंह (2024) आय बढ़ाने हेतु बटन मशरुम की खेती, प्रसारदूत, जनवरी – मार्च, पेज 12–15, कृषि प्रौद्योगिकी सूचना केंद्र (ATIC) ICAR –भारतीय कृषि अनुसन्धान संस्थान, नई दिल्ली –110012

कविता बिष्ट, अनामिका शर्मा , राघवेन्द्र प्रताप सिंह एवम दीप्ति धिन्ध्सा(2024) खाद्य प्रसंस्करण एवं मूल्य संवर्धन के माध्यम से महिला एवं स्वयं सहायता समूहों का उद्यमिता, विकास प्रसार दूतय जनवरी – मार्च, पेज, पेज 1– 5, कृषि प्रौद्योगिकी सूचना केंद्र (ATIC) ICAR –भारतीय कृषि अनुसन्धान संस्थान, नई दिल्ली– 110012

TECHNOLOGY CERTIFICATION

ATARI	Certificate/Award name	Year	Conferring agency	Institution/ Entrepreneurs	Description
Zone VIII	Vocational Service Leadership Award	2024	Rotary Club of Nashik	Awarded to KVK, Nashik-I	To recognize Vocational Excellence of the highest order

Doordarshan Coverage

कृषि दर्शन प्रसारण–07.06.2024,5.30 PM और 10.30 PM ,डीडी राजस्थान पर विषय–

1. खबरें खेती की मंडी भाव एवं मौसम ,विषय– सफलता की कहानी– कृषि प्रसंस्करण एवं मूल्य संवर्धन में अग्रसर बूंदी जिले की प्रगतिशील कृषक उद्यमी ज्योति माहेश्वरी की सफलता की कहानी –स्थान –हिंडोली जिला बूंदी.
2. दैनिक नवज्योति 7 मार्च (2024) ज्योति ने रुपये से अचार बनाना शुरू किया अब अन्य महिलाओ को भी रोजगार दे रही
3. दैनिक भास्कर 14 मार्च (2023) एक आईडिया से आज 20 महिलाओ को मिल रहा रोजगार
4. यू टयूब–द बूंदी टाइम्स 17 जुलाई (2023)– आर्या परयोजना से महिलाये घर बैठे कमा रही लाखो रुपये
5. डी डी किसान बागबान की रसोई एपिसोड –22
6. राजस्थान पत्रिका– आर्या परियोजना प्रशिक्षण का सुखद परिणाम– अचार से महिलाओ ने बदली अपनी किस्मत

Media Coverage

1. उद्यानिकी में स्नातक किया, नौकरी के कई अवसर मिले, मगर गांव आकर खेती को अपनाया, अब किसानों को दे रहे आधुनिक खेती के गुर (दैनिक भास्कर, झालावाड़ः 21 अगस्त 023)
2. आर्या परियोजना के तहत् प्रशिक्षणार्थियों ने सीखी लॉ–टनल तकनीक (दैनिक नवज्योतिः 20 दिसम्बर, 2023)
3. युवा किसानों को मिलेगी संरक्षित खेती की निःशुल्क ट्रेनिंग (पाटन एक्सप्रेस दै.ः 06 दिसम्बर 2023)
4. युवा किसानों को मिलेगी संरक्षित खेती की निःशुल्क ट्रेनिंग (सिटी ऑफ बेल्सः 06 दिसम्बर 2023)
5. मधुमक्खी पालन पर निःशुल्क ट्रेनिंग 22 से (पाटन एक्सप्रेस दै.ः 18 दिसम्बर 2023)
6. प्रशिक्षणार्थियों ने सीखी लॉ–टनल तकनीक (पाटन एक्सप्रेस दै.ः 20 दिसम्बर 2023)
7. सीखी लो–टनल खेती की तकनीक (झालावाड़ पत्रिकाः 20 दिसम्बर 2023)
8. 7 दिवसीय संरक्षित खेती पर प्रशिक्षण सम्पन्न (पाटन एक्सप्रेस दै.ः 21 दिसम्बर 2023)
9. किसानों को संरक्षित खेती पर 7 दिन देंगे प्रशिक्षण (झालावाड़ भास्करः 06 दिसम्बर 2023)
10. युवा किसानों ने सीखी लॉ–टनल तकनीक (झालावाड़ भास्करः 20 दिसम्बर 2023)
11. लो–टनल में शुरू किया सब्जी उत्पादन, आय हुई (हलधर टाईम्स, जयपुरः 08–14 जनवरी, 2024, वर्ष–19 अंक–8)

12. किसान ने नेट हाउस के जरिए शुरू की खीरे की खेती, सालाना कमा रहा लाखों का मुनाफा
13. किसान ने नेट हाउस के जरिए शुरू की खीरे की खेती, सालाना है लाखों की कमाई
14. 24 साल के युवा किसान – पोलीहाउस से ज्यादा फायदेमंद है, नेटहाऊस
15. ''मधुमक्खी पालन'' पर किसानों को मिलेगी निःशुल्क ट्रेनिंग, इस दिन से आयोजित होगा आर्या परियोजनान्तर्गत कार्यक्रम
16. युवा किसानों को मिलेगी संरक्षित खेती की निःशुल्क ट्रेनिंगः पॉलीहाउस शेडनेट, मल्चिंग ड्रिप सिंचाई से बढ़ेगी सब्जियों की पैदावार
17. 40 युवा कृषकों ने ली संरक्षित खेती की ट्रेनिंगः आर्या परियोजना के तहत लगाया गया था 7 दिवसीय कैंप
18. आर्या परियोजना के तहत प्रशिक्षणार्थियों ने सीखी लॉ–टनल तकनीक
19. कृषि विज्ञान केंद्र में संरक्षित खेती विषय पर 7 दिनों तक किसानों को दिया गया प्रशिक्षण

Youtube link

https://hindi.news18.com/news/rajasthan/kota-farmer-starts-cultivating-cucumbers-through-net-house-earing-millions of-profits-annually-6392071.html

https://hindi.news18.com/news/rajasthan/kota-farmer-starts-cultivating-cucumbers-through-net-house-earning-millions-of-profits-annually-6392071.html

https://youtu.be/cZt49L4MYVk

https://hindi.krishijagran.com/news/beekeeping-training-free-training-in-beekeeping-madhumakhi-palan-ki-free-training-agricultural-science-center-jhalawar-benefits-of-beekeeping-madhumakkhi-palan-ke-fayde/

https://www.youtube.com/watch?v=4U88XLNcLX4

https://dainik-b.in/ohN7AuqahFb

https://dainik-b.in38Sdco6mGFb

https://www.facebook.com/100067604149110/posts/683687947228004/?mibextid=UyTHkb

https://www.youtube.com/watch?v=6J1XjC5nwPU

Arya Project Aims to Technically Empower Rural Youth of Selected Districts : Dr. US Gautam

PATNA : OPEN SEARCH

Two-day National Workshop on Arya Project inaugurated in Bodh Gaya

A two-day national workshop is being organized under the Arya Project run by the Indian Council of Agricultural Research, New Delhi, which was inaugurated on Thursday, February 22, in which senior officials of the Indian Council of Agricultural Research, New Delhi, Directors and senior scientists from 100 Krishi Vigyan Kendras across the country participated. Dr. US Gautam, Deputy Director General, Indian Council of Agricultural Research, New Delhi was present as the chief guest on the inaugural occasion of the national workshop.Dr. US Gautam said in his address, "The Arya Project was launched by the Government of India in the financial year 2015-16 with 25 Krishi Vigyan 100 crore. It is currently running in 100 Krishi Vigyan Kendras. The objective of the Arya project is to technically empower the rural youth of the selected districts so that they are attracted to agriculture and get gainful employment and sustainable income. In addition, it aims to develop linkages with various organizations for the opportunities available under various schemes and programmes and to increase the interest and confidence of the youth towards agriculture."He encouraged all the Krishi Vigyan Kendras for the successful implementation of the project. Dr. Gautam also gave a detailed account of the efforts being made at the Council level for the

In addition, it aims to develop linkages with various organizations for the opportunities available under various schemes and programmes and to increase the interest and confidence of the youth towards agriculture.

Vigyan Kendras. He also encouraged Krishi Vigyan Kendras to conduct social science research along with the frontline extension system. Former Deputy Director General (Agricultural Extension) Dr. KD Kokate emphasized on linking the participants of Arya project and also stressed the need to formulate strategies on how to promote them at national and international level and to focus on creating agri-tech startups associated with agriculture. During the program, Dr. MM Adhikari, former Vice Chancellor of Bidhan Vishwavidyalaya Nadia, while sharing his views, said that the progressive farmers have been doing better work even in the past years, but through this project, the number and income of such farmer entrepreneurs has seen all-round development. Dr. RR Barman, Assistant Director General, Indian Council of Agricultural Research, New Delhi, while about the project, said that the Council laid the foundation of the project in the year 2015-16 seeing the migration of rural youth in the field of agriculture. Through Krishi Vigyan Kendras, the interest of youth was seen in 10 major agriculture related enterprises, and it was also found that there is a lot of interest and income of youth in small businesses like goat rearing, poultry farming, nursery production, bee keeping, mushroom production etc.Dr. Anjani Kumar, Director, ICAR-ATARI, Patna, while inaugurating the program, cordially welcomed all the distinguished guests and participants to the holy land of Gaya. He also highlighted the outline of Arya project and the importance and objectives of the nation

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गया आसपास

ग्रामीण युवाओं को तकनीकी रूप से सक्षम बनाना आर्या परियोजना का मुख्य

कृषि के क्षेत्र में ग्रामीण युवाओं [illegible] देखते हुए इस परियोजना की

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2 दैनिक जागरण पटना 23 फरवरी, 2024

गया जागरण

युवाओं को सक्षम बना कृषि की ओर किया जाएगा आकर्षित

अनुसंधान परिषद के उप महानिदेशक ने परियोजना के सफल क्रियान्वयन के लिए कृषि विज्ञान केंद्र का बढ़ाया उत्साह

कृषि विज्ञान केंद्रों को प्रोत्साहन [illegible] सामाजिक विज्ञान से संबंधित शोध के लिए दिया प्रोत्साहित

युवाओं के प्रेरणास्रोत हैं स्वामी विवेकानंद

लाख उत्पादन की जानकारी दी गयी

भुट्टार सङ्गे माशरुम मिशियें पपकर्न

माशरूमके घिरे स्वनिर्भरतार स्वप्न चोपड़ाय

गुमला में मधुमक्खी पालन प्रशिक्षण शुरू

गुमला, संवाददाता। कृषि विज्ञान केंद्र में मधुमक्खी पालन को लेकर सात दिवसीय प्रशिक्षण शुरू हुआ। प्रशिक्षण के उद्घाटन सत्र की अध्यक्षता कर रहे विकास भारती के संयुक्त सचिव महेंद्र भगत संयुक्त ने कहा कि विकास भारती अपने शुरुआत काल से ही पर्यावरण के प्रति काफी सजग रहा है। साथ ही पर्यावरण संरक्षण के लिए किसानों को प्रेरित करते रहा है।

उन्होंने कहा कि विकास भारती के साथ कृषि विज्ञान केंद्र जुड़ने से वैज्ञानिक तरीके से मधुमक्खी पालन की शुरुआत की गई । जिससे जिले कई युवा मधुमक्खी पालन से जुड़ कर आज अच्छी आमदनी प्राप्त कर रहे हैं। केंद्र के वरीय वैज्ञानिक एवं प्रधान डॉ संजय कुमार ने इस प्रशिक्षण ले रहे किसानों को संबोधित करते हुए कहा कि राष्ट्रीय मधुमक्खी पालन व शहद मिशन के अंतर्गत प्रशिक्षण आयोजित की गई है।

गुमला में रविवार को प्रशिक्षण में भाग ले रहे किसान। • हिन्दुस्तान

Notes

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ICAR - Division of Agricultural Extension
Krishi Anusandhan Bhawan, New Delhi