

# **ACTION PLAN 2022-23**

**ATTRACTING AND RETAINING YOUTH IN AGRICULTURE  
(ARYA), ICAR  
ON  
SUSTAINABLE AGRICULTURAL EMPLOYMENT GENERATION FOR  
RURAL YOUTHS IN COASTAL DISTRICT OF ODISHA**

**UNDER THE SUPERVISION OF :**

**ZONE V**

**ICAR –ARARI, KOLKATA**



**କୃଷି ବିଜ୍ଞାନ କେନ୍ଦ୍ର  
कृषि विज्ञान केन्द्र  
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## **Introduction-**

Puri, the abode of 'Lord Jagannath' and enriched cultural heritage with sculpture of excellence and the black Pagoda 'Konark' makes the state of Odisha famous in the world. Krishi Vigyan Kendra Puri was established in August, 2006. It comes under the East and South East Coastal Plain zone of Odisha. KVK Puri has been extending technical support to the farming community by conducting need based location specific trials, demonstrations trainings and other extension activities. The major focus is for doubling farmers' income by decreasing production cost, popularizing resource conservation practices and promotion of entrepreneurship in different enterprises.

### **1. Project Initiation:**

In the recent scenario there is serious concern regarding unemployment of rural youths directly influencing their migration from rural areas. The promotion of agri-enterprises will not only generate employment opportunity but also at the same time would provide support to the livelihood of the farmers. The ARYA Project is an attempt to arrest the migration and develop entrepreneurs of different enterprises. The project was initiated in Puri district of Odisha during the year 2018-19.

### **2. Objective:**

- 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 Puri district.
- To enable the Farm Youth to establish network groups to take up resource and capital intensive activities like processing, value addition and marketing.
- To demonstrate functional linkage with different institutions and stakeholders for convergence of opportunities available under various schemes/program for sustainable development of youth.
- To develop entrepreneurs those act as brand ambassador for these identified enterprises for further up-scaling.
- To establish Models of agro-entrepreneurship which influence the unemployed youth to adopt new technology

## **DISTRICT AT A GLANCE**

Agro-climatic zone	East and South East Coastal plain
Geographical area ('000 ha)	264.988
Cultivated area ('000 ha)	188.745

Agro ecological situation	<ol style="list-style-type: none"> <li>1. Coastal Alluvial Command</li> <li>2. Coastal Alluvial Non-command</li> <li>3. Coastal Alluvial Saline</li> <li>4. Rainfed Laterite</li> <li>5. Rainfed Red and Laterite</li> </ol>
Annual Av. Rainfall (mm)	1408.8mm.
Soil type	Red, laterite, brown forest, alluvial and saline
Farming situation	Rainfed and irrigated
Cropping system	Rice-rice, rice- pulse, rice- oilseed, rice-vegetables
Major Crop/ enterprise	Rice, Betel vine, Coconut Vegetables Fish, Mushroom, Dairy, Poultry
Irrigation potential	145.49
Kharif ('000ha)	95.28
Rabi ('000ha)	

## DEMOGRAPHIC STATUS

Total population (2011 Census)	1697983
Male	865209(50.96%)
Female	832774(49.04%)
Sex ratio	963 (Female per ,000 male)
Population density	488
Literacy rate (%)	84.67
Male Literacy (%)	90.85
Female Literacy (%)	78.28
No. of farm families	148935
Small farmer	40487
Marginal farmer	97439
Big farmer	2073

## ENTERPRISE DOMAIN: MUSHROOM

**Spread in Area / No.:** 224 nos.

**Production:** PSM-29242 q/year

Oyster-14648 q/year

Total-43890 q/year

### Strength:

- Large no. of mushroom growers
- 44 nos. of spawn unit
- Availability of bundle straw
- Congenial climatic condition
- Existence of KVK

### Opportunities:

- Coconut orchard
- Nearer to Capital
- Govt. Schemes
- Easy access to CTMRT

### Entrepreneurial activities

- Spawn production
- Mushroom Production
- Postharvest management & marketing
- Service provider
- Value addition

Enterprise Domain- A.MUSHROOM				
Capacity Building Activities with Budget				
Sl. No.	Activities	Nos	Rate(Rs.)	Amount(Rs.)
1	Training on Project formulation & marketing strategy ( <b>No. of Days-2</b> )	20 youths	150/day	6,000
2	Training on Mushroom Spawn Production ( <b>No. of Days-4</b> )	10 youths	150/day	6000
3	Training Materials	30 nos. each	40/trainee	1200
4	Banner	2 Nos. (6'x3')	-	500
5	Resource person fee for Training	6 (4 classes /day)	Rs.1000/-	6,000
6	Exposure Visit to <b>CTMRT, Bhubaneswar &amp; Progressive Farmers field</b>	20 youths	-	10,000
			<b>Total</b>	<b>29,700</b>

## ENTERPRISE DOMAIN: POULTRY PRODUCTION

Spread in No. : 975430

Production: o.45TMT

### Strength:

- SHG
- KVK
- Landless/Marginal farmers
- Functional Hatchery unit-1

### Opportunities:

- CPDO
- IPDP Bhubaneswar

### Entrepreneurial activities:

- Hatchery
- Input services
- Poultry production
- Service provider (Paravet)
- Marketing of birds.

Enterprise Domain- B. POULTRY PRODUCTION				
Capacity Building Activities with Budget				
Sl. No.	Activities	Nos	Rate(Rs.)	Amount(Rs.)
1	Training on Rearing of Backyard Poultry (No. of Days-2)	20 youths	150/day	6,000
2	Training on Management of Hatchery Unit (No. of Days-2)	10 youths	150/day	3,000
3	Training Materials	30	40/trainee	1200
4	Banner	2 nos.	-	500
5	Resource person fee for Training	04 (4classes /day)	1000/-	4000
6	Exposure Visit to IPDP, Laxmisagar, OPOLFED, Bhubaneswar and progressive farmers field	20 youths	-	10000
			Total	24,700

## ENTERPRISE DOMAIN: APIARY

**Spread in No. :** 72 Entrepreneurs

**Production:**22q

### Strength:

- AICRP honey bee,
- CDB,
- KVK,
- Existence of Flora & Fauna

### Opportunities:

- Govt. schemes to promote bee cultivation in the district
- High market demand

### Entrepreneurial activities:

- Input
- Technology
- Production
- Processing and marketing

Enterprise Domain- D. APIARY				
Capacity Building Activities with Budget				
Sl. No.	Activities	Nos	Rate(Rs.)	Amount(Rs.)
1	Training on Bee Management & By-products preparation (No. of Days- 3)	20 youths	150/day	9000
2	Training on Project Formulation & Marketing Strategy (No. of Days-2 )	10 Youths	150/day	3000
3	Training Materials	30 nos. each	40/trainee	1200
4	Banner	02(6'x3')	-	500
5	Resource person fee for 5 days	05 (4 classes /day)	Rs.1000/-	5,000
6	Exposure Visit to AICRP Honey Bees & Pollinator, Bhubaneswar & Progressive Farmers field	20 youths	-	10000
			<b>Total</b>	<b>28,700</b>

## ENTERPRISE DOMAIN: FISH PRODUCTION WITH FISH SEED

**Spread in Area :** 5323 ha

**Production:** 20583.5 MT

### Strength:

- Lowland 70%
- CIFA, annual rainfall
- More no of perennial ponds
- Existence of KVK
- Co-ordination with stakeholders

### Opportunities:

- Nearer to capital
- Govt schemes
- High market demand

### Entrepreneurial activities:

- Spawn production
- Input supplier
- Yearling Production
- Marketing
- Service provider

Enterprise Domain- C. QUALITY FISH SEED (SFL/SYL) PRODUCTION				
Capacity Building Activities with Budget				
Sl. No.	Activities	Nos	Rate(Rs.)	Amount(Rs.)
1	Training on package of practices for Multiple Cropping pattern in Pisciculture (No. of Days-3)	20 youths	150/day	9,000
2	Training on Bio-floc fish seed rearing (No. of Days-2 )	10 youths	150/day	3,000
3	Training Materials	30 nos. each	40/trainee	1200
4	Banner	2 nos.	-	500
5	Resource person fee for 5 days	05 (4 classes /day)	1000	5,000
6	Exposure Visit to ICAR-CIFA, Kausalyaganga and progressive farmers	20 youths	-	10000
			<b>Sub Total</b>	<b>28,700</b>

## ACTIVITY GANTT CHART

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		58,000/-	Youth each	
2	a. Start up Inputs for Poultry b. Implement for Feed Making	18,000/- 21,852/-	30 nos. youth 1 Group-5 nos, Youth	52,957/-
3	a. Start up Inputs for Fish	1,37,060/-	20 nos. youth	1,23,955/-
4	a. Start up Inputs for APIARY b. Strengthening of APIARY Unit in KVK Campus	80,000/- 10,000/-	20nos. youth	90,000/-
<b>TOTAL</b>				<b>4,00,000/-</b>

### BUDGET UNDER CAPITAL HEAD-2022-23

**Proposed Balance Rs.4,00,000/- as per Budget estimate of ATARI, KOLKATA**

Sl. No.	Items	Quantity (nos.)	Rate	Approx Amount (Rs.)	Purpose	Purchase Method
<b>Enterprise-MUSHROOM</b>						
1	Hot air oven	1	23,238	23,238	Drying of Mushroom	GEM/ Authorized dealer
2	Iron Racks	2	4,000	8,000	Storage of Mushroom Spawn	GEM/ Authorized dealer
3	Air Conditioner	1	38,000	38,000	To maintain the room temperature of Processing Unit	GEM/ Authorized dealer
4	Weighing Machine	1	5,850	5,850	Weighing of value added products and preservatives	GEM/ Authorized dealer
5	Paddy Straw cutting Machine for Oyster Mushroom	2	29,000	58,000	Straw cutting for Oyster mushroom cultivation	GEM/ Authorized dealer
				<b>1,33,088</b>		
<b>Enterprise-POULTRY</b>						
1	Insulated vaccine carrier	30	600	18000	Keep vaccine safe and available	Authorized dealer
2	Mini pelletizer feed plant (part-I)	1	34,957	34,957	Making of Powdered	GEM/

					Feed	Authorized dealer
				<b>52,957</b>		
<b>Enterprise-FISHERY</b>						
1	Mini pelletizer feed plant (Part-II)	1	34,957	34,957	Making of Powdered Feed	GEM/ Authorized dealer
2	Fry drag net	18	4000	72000	For fish seed harvesting	Authorized dealer
3	Live fish transport device	1	17000	17000	For transportation of fish	Authorized dealer
				<b>1,23,955</b>		
<b>Enterprise-APIARY</b>						
1	Bee Box	20	2,400	48,000	For Honey bee rearing by ARYA Youths	Authorized dealer
2	Nucleus Box	10	1,200	12,000	For capturing of Bee Colonies	Authorized dealer
3	Bee Box Stand	20	1,000	20,000	For safe keeping of Bee box	Authorized dealer
4	Strengthening of APIARY Unit in KVK Campus	1	10,000	10,000	For Honey, Bee colonies production & Skill training	Authorized dealer
				<b>90,000</b>		
			<b>Total</b>	<b>4,00,000</b>		

<b>C. Capital Revalidation (2021-22) Subject to revalidation from ICAR-ATARI, Kolkata</b>				
<b>Sl No</b>	<b>Budget Head</b>	<b>Amount (Rs)</b>	<b>Nos</b>	<b>Total (Rs)</b>
<b>1</b>	a. Establishment of Mushroom Spawn Production Unit at Village level	2,43,850/-	1 Group-5 nos, Youth	<b>3,14,000/-</b>
	b. Start up Inputs for Mushroom Production	69,000/-	3 Groups-5 nos, Youth each	
	c. Renovation of Spawn Unit at KVK	60,000/-	-	
<b>2</b>	a. Establishment of 2 Hatchery Unit at Village level	2,58,958/-	2 Groups-5 nos, Youth each	<b>2,98,958/-</b>
	b. Renovation of Brooding Unit in KVK Campus	40,000/-	-	

<b>3</b>	a. Inputs for LIVE FISH TRANSPORTATION b. Renovation of KVK's Biofloc fish seed farming unit along with electricity back-up facility	1,62,588 75,200/-	4 Youths -	<b>2,37,788/-</b>
<b>4</b>	a. Inputs Supply Unit for APIARY at village level  b. Strengthening of APIARY Unit in KVK Campus	27,000/- 23,404/-	1 Group-5 nos, Youth -	<b>1,09,254/-</b>
<b>5</b>	Miscellaneous	29,807/-	-	<b>29,807/-</b>
<b>TOTAL</b>				<b>9,89,807/-</b>

### BUDGET UNDER CAPITAL HEAD-2021-22

**Proposed Balance Rs.9,89,807/- as per Budget for Revalidation**

<b>Sl. No</b>	<b>Items</b>	<b>Quantity (nos.)</b>	<b>Rate</b>	<b>Approx Amount (Rs.)</b>	<b>Purpose</b>	<b>Purchase Method</b>
<b>A. Enterprise-MUSHROOM</b>						
1	Laminar air flow	1	76,000	76,000	Inoculation of mycelium	GEM/ Authorized dealer
2	Autoclave	1	99,000	99,000	Sterilization of Spawn Bottles	GEM/ Authorized dealer
3	Gas Stove with 2 cylinders	1	7,000	7,000	For Boiling of Wheat	Authorized dealer
4	Table	1	8,000	8,000	For keeping Gas	GEM/ Authorized dealer
5.	Stool	2	1,000	2,000	For sitting while doing inoculation of spawn Bottle	GEM/ Authorized dealer
6	Iron Racks	2	4,000	8,000	Storage of Mushroom Spawn	GEM/ Authorized dealer
7	Air Conditioner	1	38,000	38,000	To maintain the room temperature of Spawn Unit	GEM/ Authorized dealer
8	Renovation of Spawn Unit in KVK farm	1	60,000	60,000	For quality Spawn Production	Authorized dealer
9	Weighing Machine	01	5,850	5,850	Weighing of inputs in Spawn Unit	GEM
10	Paddy Straw	03	23,000	69,000	Straw cutting for mushroom	Authorized dealer

	cutting Machine-				cultivation	
				<b>3,72,850</b>		
<b>B. Enterprise-POULTRY</b>						
10	Incubator cum Hatcher (300 egg capacity)	2	76,490	1,52,980	Hatching of eggs by beneficiaries	GEM
11	Inverter	2	40,000	80,000	Power backup for incubator cum Hatcher	GEM /Authorized dealer
12	Refrigerator	2	12,989	25,978	Storage of medicines, vaccines of chicks	GEM
13	Renovation of Brooding Unit in KVK Campus	1	40,000	40,000	For brooded chicks' production	Authorized dealer
				<b>2,98,958</b>		
<b>C. Enterprise-FISHERY</b>						
14	Oxygen Cylinder	4	17,697	70,788	For packaging & transportation of fish seed	GEM
15	Plastic Crate	28	600	16,800	For application of inputs in pond water, transportation & sale of table-size fish	GEM
16	3 HP (Petrol/Diesel) Self priming , monobloc water pump	03	25,000	75,000	For transportation of live fish yearlings	GEM
17	Renovation of KVK's Biofloc ornamental fish farming unit along with electricity back-up facility	01	75,200	75,200	For demonstration of ornamental fish farming in Biofloc unit and conducting hands-on training to youth	Authorized dealer
				<b>2,37,788</b>		
<b>D. Enterprise-APIARY</b>						
18	Carpentry Machine (Wood Cutter, Drill, Planner, Sander, Vile Clamps)	1 Set	20,000	20,000	Bee Box Making	GEM /Authorized dealer
19	Aluminium Foil Sealing Machine	1	7,000	7,000	Sealing of Honey Bottles	GEM
20	Strengthening of APIARY Unit in KVK Campus	1	23,404	23,404	For Honey, Bee colonies production & Skill training to youths	Authorized dealer
				<b>50,404</b>		
			<b>Total</b>	<b>9,60,000</b>		

<b>MISCELLANEOUS</b>						
<b>1</b>	White board adjustable both sided (2*3)	2no	5500	11,000	To use during training	GEM
<b>2</b>	Display Board	1 no.	18,000	18,507	For display of important information	GEM/Authorized dealer
			Sub total	29,807		
			<b>Total</b>	<b>9,89,807</b>		

**Sd/-S.K.Mohanty**  
**Senior Scientist & Head**  
**KVK,Puri**