

ACTION PLAN
ATTRACTING AND RETAINING YOUTH IN
AGRICULTURE (ARYA), ICAR
2025-26



**Youth Empowerment through Mushroom, Poultry,
Apiary, Fish production with Fish Seed & Horticulture
Nursery Management**



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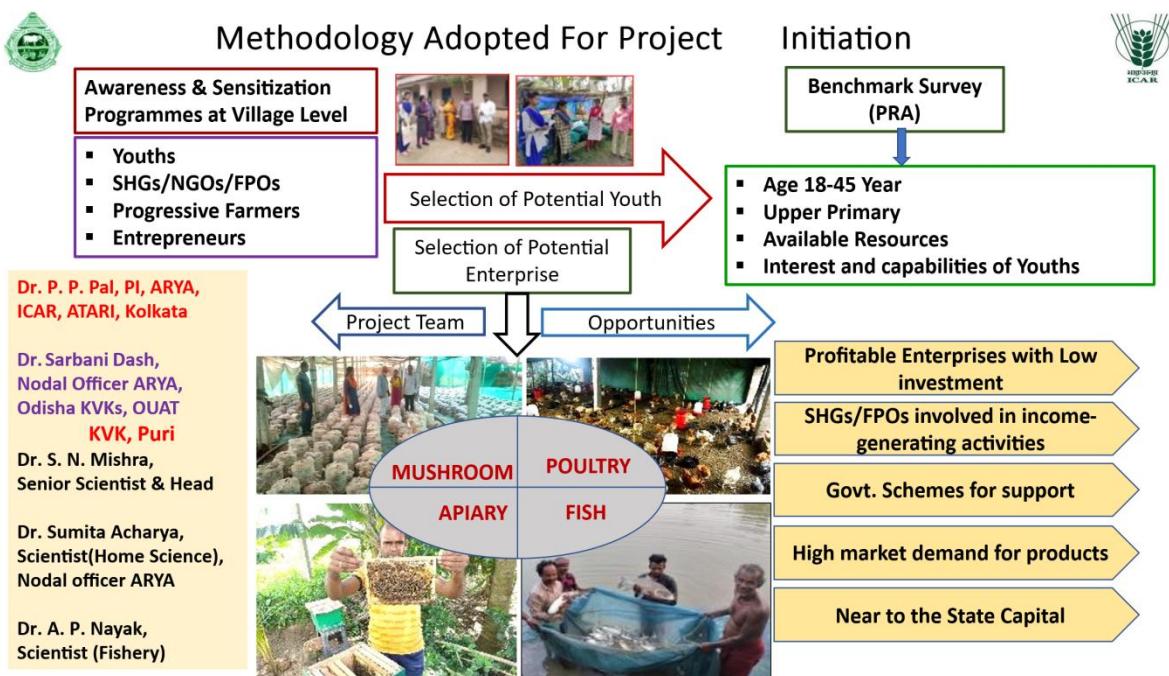
ATTRACTING AND RETAINING YOUTH IN AGRICULTURE (ARYA), ICAR ON SUSTAINABLE AGRICULTURAL EMPLOYMENT GENERATION FOR RURAL YOUTHS IN COASTAL DISTRICT OF ODISHA

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.

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.



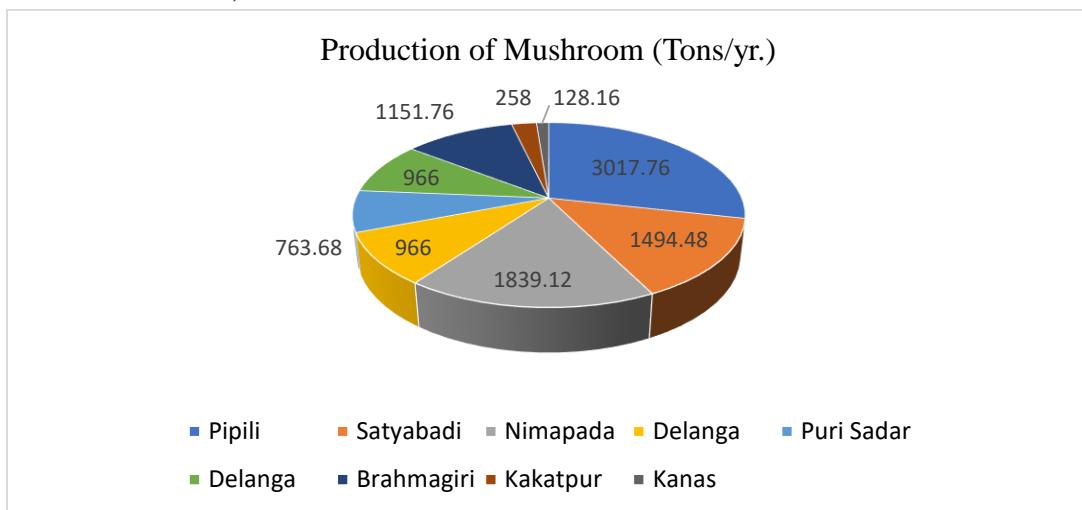
Objective:

- 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

ENTERPRISE DOMAIN: MUSHROOM

Spread in Area / No.: 2425 nos. mushroom Units (Survey Data 2023-24)

Production: 10,514 tons/annum



Strength:

- Large no. of mushroom growers
- 44 nos. of spawn units
- 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 of mushroom
- Vermicompost production from spent mushroom substrates
- Service provider
- Value addition

Capacity Building Activities with Budget					
Sl. No.	Particulars	Duration	Nos	Rate (Rs.)	Amount (Rs.)
1	Training on Mushroom value addition & post-harvest management	4 days	20	150/day	12000
2	Exposure visit to nearby successful model	1day	-	-	3000
3	Training materials for Value addition skill training	-	-	-	2000
4	Certificate	-	20	25	500
5	Pen, Pad & Folder	-	20 nos. each	80/trainee	1600
6	Resource person fee	-	02 (2 classes /day)	Rs.1000/-	2000
7	Banner	-	01	-	500
				Sub Total	21,600

ENTERPRISE DOMAIN: VERMICOMPOST PRODUCTION

Spread in Area / No.: 126 Vermicompost production units

Production: 274 tons/annum

Strength:

- Large no. of mushroom growers & availability of spent mushroom beds for vermicomposting
- Availability of aquatic weeds in large quantities
- Perennial availability of cow dung from dairy farms
- Suitable climatic condition
- Existence of KVK

Opportunities:

- Nearer to state Capital & district head quarters
- Availability of Govt. Schemes for vermicomposting
- Easy access to KVK & district horticulture deptt. for technological backstopping
- Existence of large nos. of plant nurseries for vegetable, fruits and ornamental plant seedlings, saplings & graft production

Entrepreneurial activities

- Vermicompost production from agri-wastes, spent mushroom substrates, aquatic weeds etc.
- Vermiculture / earthworm production
- Postharvest value addition & marketing of enriched vermicompost
- Service provider for packing, transportation & marketing
- Mass production of vermicompost through involvement of SHGs & FPOs

Capacity Building Activities with Budget for Vemicompost production					
Sl. No.	Particulars	Duration	Nos	Rate (Rs.)	Amount (Rs.)
1	Training on Vermicompost production	2 days	20	150/day	6000
2	Training Material(Vermiculture)	-	4kg	500/kg	2000
3	Exposure visit to nearby successful model	1day	-	-	3000
4	Certificate	-	20	25	500
5	Pen, Pad & Folder	-	20 nos. each	80/trainee	1600
6	Resource person fee	-	02 (2 classes /day)	Rs.1000/-	2000
7	Banner	-	01	-	500
				Sub Total	15,600

Vermicompost production start-up input for 1 Youth				
1	Construction of cemented twin tanks each with dimension 10'x5'x3' with common partition	2 units	10000	20000
2	Shed over the vermicompost tanks	2 nos.	Farmers' contribution	
			Sub Total	20000

ENTERPRISE DOMAIN: BACKYARD POULTRY PRODUCTION

Spread in Nos.: 127544

Production: 0.45TMT

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.

POULTRY PRODUCTION				
Start Up input for 5 Youths				
1	Poultry Feed	5 units	-	15000
			Sub Total	15000

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: FISH PRODUCTION WITH FISH SEED**Spread in Area:** 5323 ha**Production:** 20583.5 MT**Strength:**

- Lowland 70%
- Existence of ICAR-CIFA
- Avg. annual rainfall- 1450 mm
- More no. of perennial ponds
- Existence of KVK
- Co-ordination with stakeholders

Opportunities:

- Nearer to state capital & district headquarters

- Govt schemes
- High market demand

Entrepreneurial activities:

- Spawn production
- Input suppliers
- Year-round table-size fish production
- Round the year stunted fingerlings / yearlings production
- Marketing
- Service providers for harvesting

Enterprise Domain- FISH PRODUCTION WITH FISH SEED					
Capacity Building Activities with Budget					
Sl. No.	Particulars	Duration	Nos	Rate (Rs.)	Amount (Rs.)
1	Training on package of practices for Multiple Cropping pattern in Pisciculture (2 days)	3 days	20	150/day	9,000
2	Exposure visit to nearby successful model	1day	-	-	3000
3	Certificate	-	20	25	500
4	Pen, Pad & Folder	-	20 nos. each	80/trainee	1600
5	Resource person fee	-	02 (2 classes /day)	Rs.1000/-	2000
6	Banner	-	01	-	500
				Sub Total	16600

SUMMARY OF BUDGET 2025-26: R&O Exp. (General)**Proposed Allocation Rs.6,25,000 /- as per Budget estimate of ATARI, KOLKATA**

Sl no.	Particulars	R&O Expenses (Rs.)
1	Enterprise 1: Mushroom (Training-1 No. 5days)	21600
2	Enterprise 2: Vermicompost production (Training-1 No. 3days)	15600
3	Enterprise 5: Fish (Trainings-1 Nos. 4days)	16600
4	TA	30000
5	POL for Vehicle	10000
6	Salary of Young professional (12 Months) @Rs.30,000/Month	360000
7	District Level Committee meeting	2000
8	Office Expenses	6000
9	Input support (Poultry, and vermin-compost production)	35000
10	Miscellaneous	1777
	Total	4,98,577

**Senior Scientist & Head
KVK, Puri**