

ANNUAL REPORT
ATTRACTING AND RETAINING YOUTH IN AGRICULTURE (ARYA), ICAR
2025-26



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

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Annual Report for 2025-26

(A)Introduction-

Puri, renowned as the sacred abode of Lord Jagannath, is celebrated globally for its rich cultural heritage, exquisite sculptures and the iconic Black Pagoda of Konark. Geographically located at **19.81°N latitude and 85.83°E longitude**, the district lies within the East and South East Coastal Plain agro-climatic zone of Odisha.

Krishi Vigyan Kendra (KVK), Puri, established in August 2006 under the administrative control of ICAR-ATARI, Kolkata, has been actively supporting the farming community through location-specific trials, frontline demonstrations, need-based capacity-building training programs, and various extension activities. Its core mission is to enhance farmers' income by reducing production costs, promoting resource conservation technologies, and fostering entrepreneurship across agriculture and allied sectors.

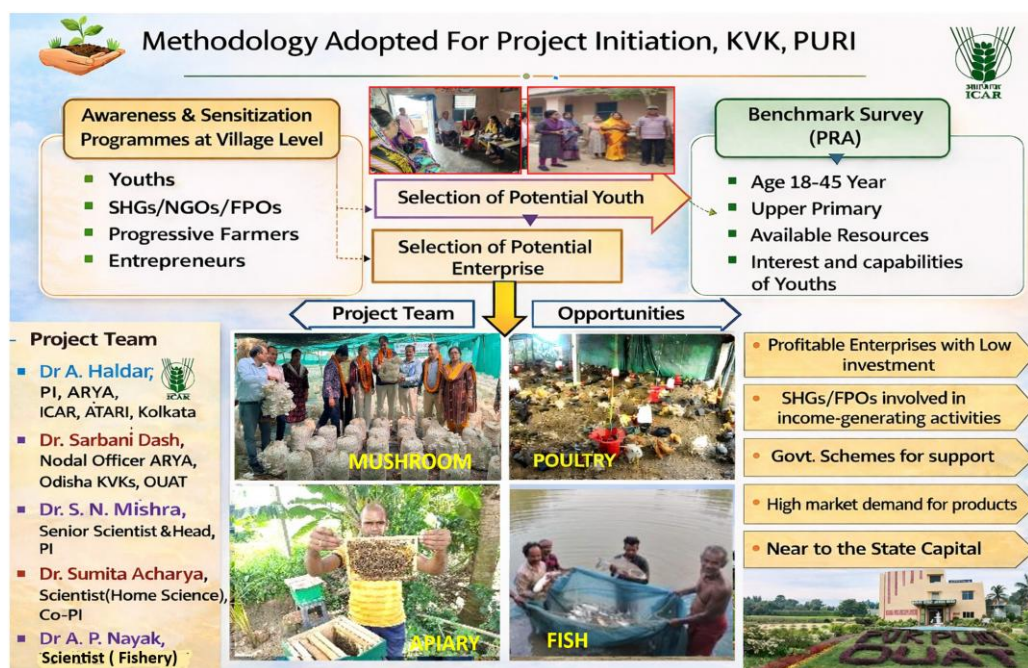
A key initiative of KVK Puri is the **Attracting and Retaining Youth in Agriculture (ARYA) project**, which has been instrumental in engaging rural youth in sustainable, income-generating agri-enterprises. Under this project, youth have been empowered through hands-on training, technical support, and market linkage in diverse sectors such as **mushroom cultivation, apiculture, poultry farming, and fish farming**. These interventions have created significant opportunities for income generation and rural employment, contributing to self-reliant and resilient farming communities in the district.

Project Initiation:

In the current scenario, rising unemployment among rural youth has become a significant concern, leading to increased migration from rural areas. Promoting Agri-based enterprises offers a viable solution by creating local employment opportunities while simultaneously strengthening the livelihoods of farming communities. The ARYA (Attracting and Retaining Youth in Agriculture) Project is a strategic initiative aimed at curbing rural migration and nurturing young entrepreneurs across various Agri-enterprises. This project was launched in the Puri district, 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 selected districts.
- 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 the convergence of opportunities available under various schemes/programs for the sustainable development of youth.
- More than 200 youths will be self-employed through the project
- Puri district will be self-sufficient in Honey Bee cultivation, Poultry, Fish with fish Sheed production, and Mushroom production during the project period, with the youth power of the district
- Integrate, composite, and relay farming system for rural Youths for their livelihood in agriculture
- Sustainable Agri-enterprises to mitigate market demand



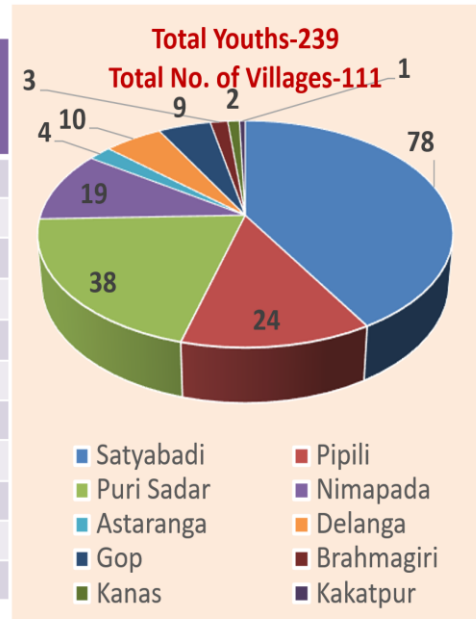
(B) KVK-wise name of ARYA villages

Sl. No.	Established enterprise	Name of ARYA village	Beneficiaries (No)
1	Mushroom	Block-Satyabadi: Sanabhimadapura, Talapatana, Kanhupur, Jipur Singhakuda, Bastapada, Itatali, Chandrabrahmapur, Bhutpada, Bhagalpur, Biswanathapur, Mathasahi, Block-Pipili: Suhagpur, Maharipokhari, Satasankha, Subalapur Block- Puri Sadar: Akhupada, Patajoshipur, Dhola, Tulashichura, Gopinathpur Block-Nimapada: Resinga, Balanga Block-Deleanga: Gobindapur, Raulapatana-Block-Gop Madhupur-Block-Astaranga	55
2	Fish production with fish seed	Blocks- Satyabadi, Puri Sadar, Delanga, Gop, Nimapada, Kanas: Billipada, Singhbrahmapur, Janakideipur, Dalabhanapur, Akhupada, Sundara, Charishra, Paikarapur, Bijayaramchandrapur, Balipada, Biranarasinghpur, Birakesharipur, Dahan Kanalpada, Samakula, Basantapur	49
3	Apiary	Block-Satyabadi: Dubduba, Panchukera, Jayapur, Nuasahi, Panakera, Nahala, Padmapur, Madhipur, Balikud, Muninda, Badakanjia, Block-Nimapada: Dalabhanapur, Gadatoriha Block-Delanga: Gobindpur Block-Puri Sadar: Ankia, Biranarasinghpur, Randio Block-Pipili: Abalapur, Barundi, Podagun, Uttarbada Block-Kakatpur: Dahikia,	55
4	Poultry	Blocks –Nimapada, Puri Sadar, Gop, Satyabadi & Kanasa: Taraboisan, Sanabhimdaspur,	39

	Gadachandapur, Talapada, jayapur, bharatipur, Raisha, Bangurusha, Hasanpur, Katunia, Gadatotihan, Gadabadaput, Resinga, Samakula, Talajanag, Kumbharpada, Bhagabansundara, Pattnaikia, Narasinghpur, Gadasanaput, Gadapadanpur, Arola	
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Project area: Villages and youths engaged in four different enterprises across various blocks of the district.

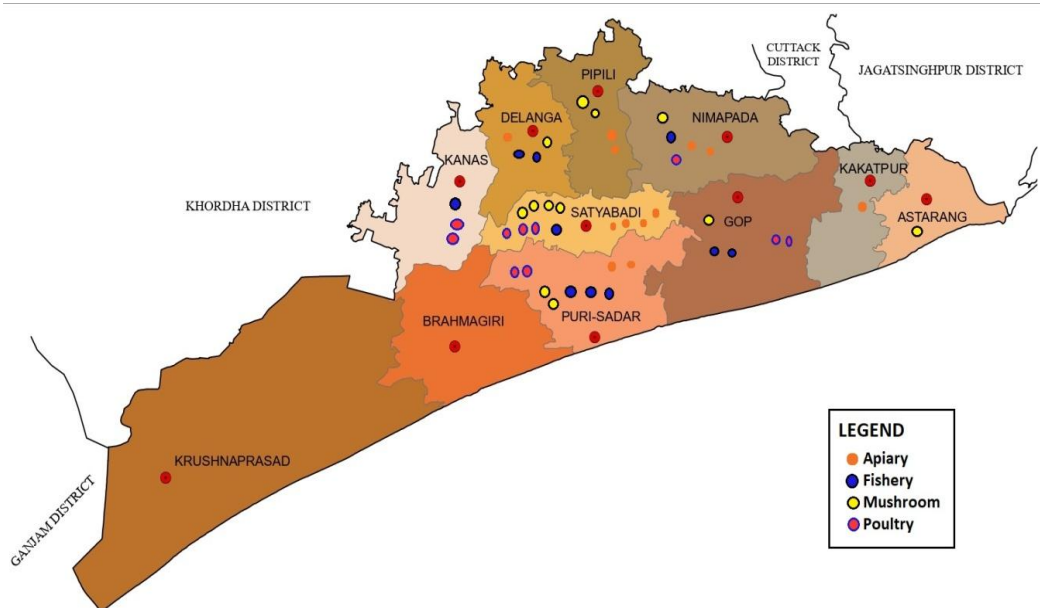
Block	Mushroom (Villages / Youths)	Apiary (Villages / Youths)	Poultry (Villages / Youths)	Fishery (Villages / Youths)	Total (Youths)
Satyabadi	19 / 41	11 / 15	5 / 7	3 / 15	78
Pipili	9 / 14	4 / 5	4 / 5	-	24
Puri Sadar	7 / 9	4 / 4	5 / 10	9 / 15	38
Nimapada	2 / 4	4 / 7	5 / 7	1 / 1	19
Astaranga	2 / 2	1 / 2	-	-	4
Delanga	1 / 1	3 / 4	-	2 / 5	10
Gop	-	1 / 1	1 / 3	3 / 5	9
Brahmagiri	-	-	-	2 / 3	3
Kanas	-	-	1 / 1	1 / 1	2
Kakatpur	-	-	1 / 1	-	1
Total	40 / 71	28 / 36	22 / 48	21 / 50	239



(C) KVK-wise

1. District Profile

Project area: Location of 4 enterprises in different blocks of the district



2. District-level data on agriculture, livestock, and farming situation

Sl. No.	Item	Detailed description		
1.	Major Farming system/enterprise	Rice-rice, rice-pulse, rice-oilseed, rice-vegetables.		
2.	Agro-climatic zone	East and Southeast coastal plain		
3.	Agroecological situation	1. Coastal alluvial command 2. Coastal alluvial non-command. 3. Coastal alluvial saline 4. Rainfed laterite 5. Rainfed red and laterite		
4.	Soil type	Red, laterite, brown forest, alluvial and saline		
5.	Productivity of major crops under cereals, pulses, oilseeds, vegetables, fruits and others	Productivity (q/ha)		
		crop	kharif (q/ha)	rabi (q/ha)
		Paddy	25.27	34.94
		Millets	5.5	5.5
		Pulses	-	2.50
		Oilseed	-	18.78
		Fibers	5.80	-
		Vegetables	91.41	85.29
Spices	5.07	4.48		
sugarcane	-	372.10		
6.	Production of major livestock products like milk, egg, meat etc.	Milk		101 TMT
		Egg		30 million
		Meat (poultry)		5 TMT
		Meat (goat & sheep)		3 TMT

3. 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

Aquatic Resources of Puri District

Freshwater resources & Brackish water resources

Freshwater ponds and tanks	No.	Area (ha)
Gram panchayat ponds	2624	934.04
Revenue/Govt. ponds	479	147.15
Private tanks	8891	1979.86
Total	11994	3061.35

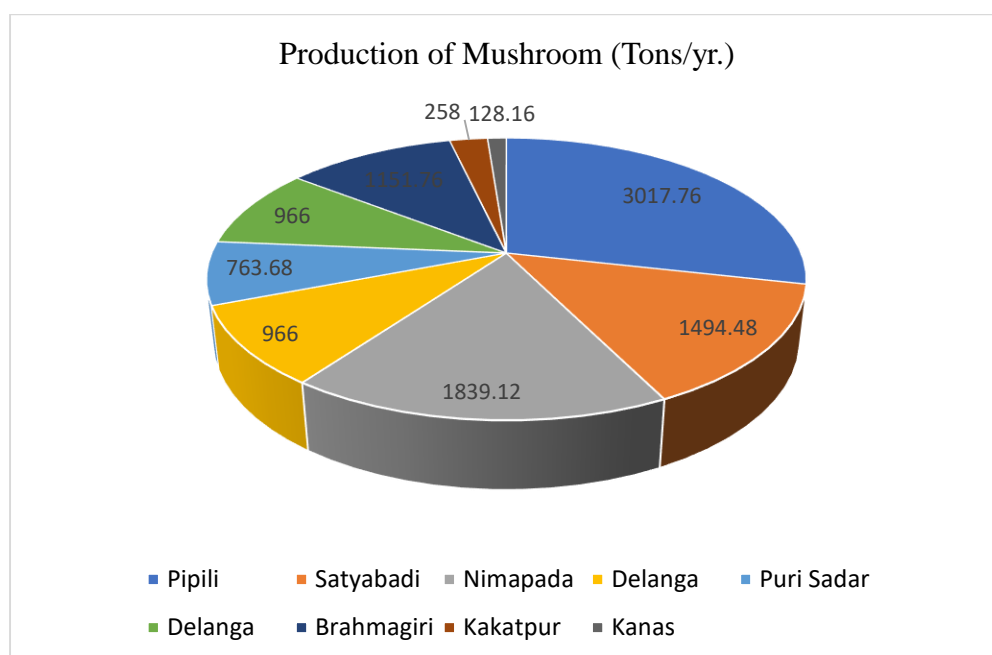
Brackish water ponds and tanks	Area available (ha)	Area utilized (ha)
Revenue/Government Ponds	11916.7	3233.84
Private tanks	3264.3	1558.69
Total	15181.0	4693.53

Production- 20583.5 MT/year

Mushroom Production in Puri District

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

Production: 10,514 tons/annum

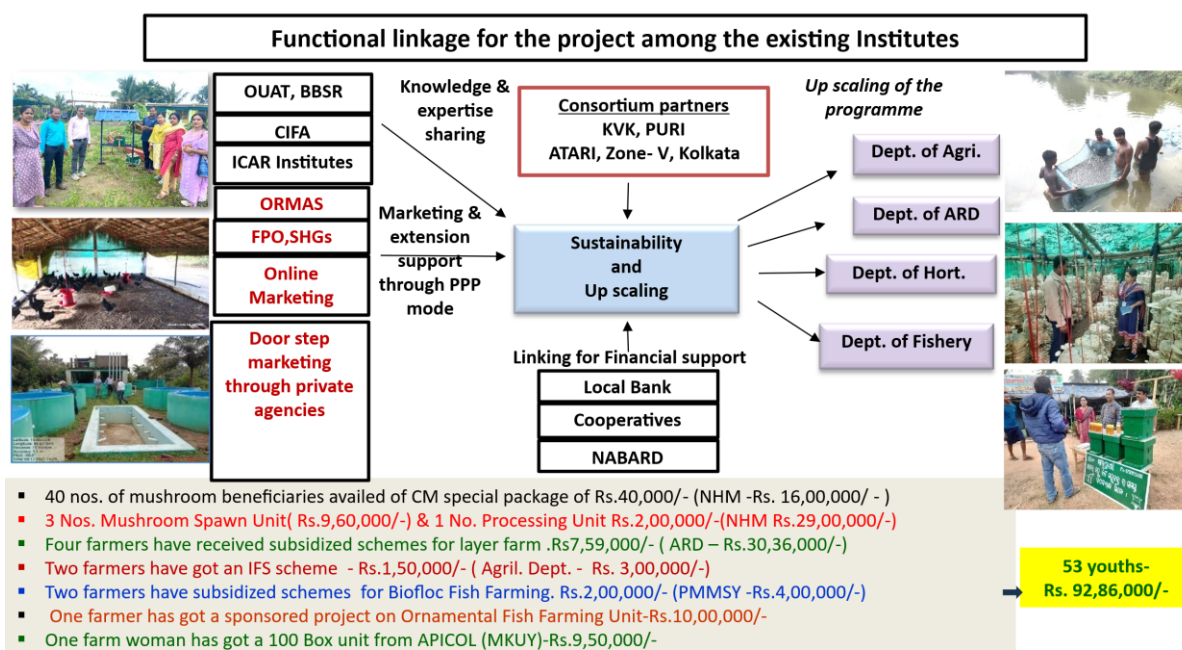


(Compiled from the data collected from the Horticulture Dept. and Mushroom Federation, Odisha-2023-24)

4. Name of cooperating Institutions for technical support

- ICAR-Agricultural Technology Application Research Institute, Kolkata (Zone-V)
- ICAR, Indian Institute of Water Management, Bhubaneswar
- Central Institute for Women in Agriculture (ICAR-CIWA), Bhubaneswar

- Central Institute of Freshwater Aquaculture (CIFA), ICAR, Bhubaneswar
- Central Inland Capture Fisheries Institute, Barrackpore, Kolkata
- Centre for Tropical Mushroom Research and Training (CTMRT), Odisha University of Agriculture and Technology (OUAT), Bhubaneswar
- Central Poultry Development Organization, Intensive Poultry Development Project, Bhubaneswar
- All India Coordinated Research Projects on Honey Bees & Pollinators, OUAT, Bhubaneswar
- National Bank for Agriculture and Rural Development (NABARD), Puri
- Animal Husbandry Department, Puri
- District Agriculture Office, Puri
- Horticulture Department, Puri
- Fishery Department, Puri
- Agricultural Technology Management Agency (ATMA), Puri
- Agricultural Promotion & Investment Corporation of Odisha Limited (APICOL)



5. Brief Report of activities undertaken (2025 - 26)

Sl. No	Activity	Enterprise			
		Mushroom	Poultry	Fishery	APIARY
1	No. of training programmes conducted in the year 2025-26	2	0	1	0
2	No. of male and female youths trained in the year 2025-26	M:5 F:35	M: 0, F: 0	M:19 F:1	M: 0 F:0
3	No. of units established in the year 2025-26	04	02	03	02
4	No. of enterprises established	71	48	50	70

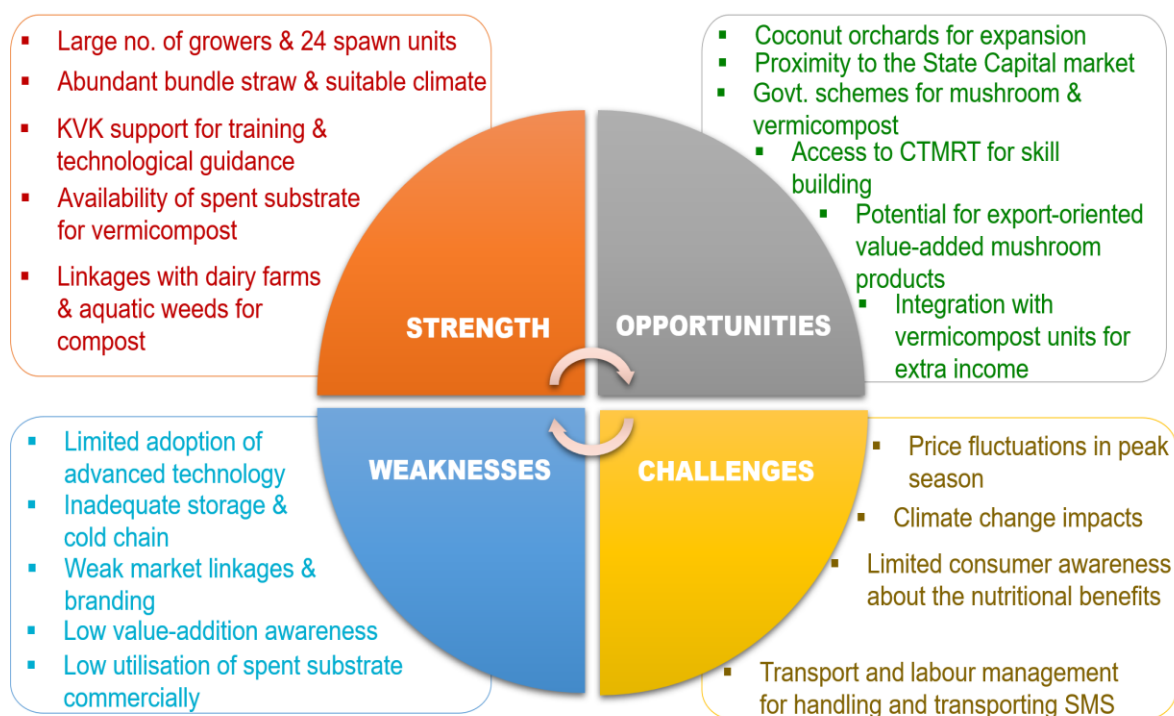
	till 2025-26				
5	No. of enterprises running successfully in the year 2025-26	66	32	47	59
6	No. of discontinued entrepreneurial units in the year 2025-26	5	16	3	11
7	Reason for their discontinuation	Seasonal fluctuations, poor storage, pest/contamination issues, and limited technical knowledge.	Bird flu & disease mortality, high feed costs, and poor veterinary support.	Brood sac disease, poor management, limited credit/equipment, and migration issues.	Disease & water quality issues, high input costs, limited technical know-how, and market/price fluctuations.
8	No. of employment/manpower generated in the year 2025-26	Avg. employment: 2 300 days/person	Avg employment :1 75 days/person	Avg employment: 2 123 days/person	Avg employment : 1 27 days/person
9	No. of groups formed in the year 2025-26	2	1	2	1
10	Gross and Net Income of ARYA youths in the year 2025-26	Avg. GR: 5,88,000/500 0Beds NR: 3,66,000	Avg. GR: 3,02,895/20 00 Birds NR: 1,44,670	Avg. GR: 4,56,500/h a NR: 2,58,900	Avg. GR: 51,000/10 Boxes NR: 27,000
11	Enterprise-wise Maximum and Minimum income calculation along with the BC ratio (B: C)	Max Net income: 4,32,000, BC: 3.2 Min Net Income:1,44,000, BC: 2.1	Max Net income: 98,000, BC: 2.1 Min Net Income:42,000, BC: 1.98	Max Net income: 2,70,000, BC:2.7 Min Net Income:1,90,000, BC: 2.2	Max Net income: 1,33,000, BC: 2.6 Min Net Income:24,000, BC: 1.4
12	Horizontal spread/ No. of non-ARYA youth started the enterprise after watching the success of ARYA youth	38	22	24	17
13	No. of products branded (local/ <i>fssai</i>) in the year 2025-26	2	0	2	1
14	Linkages established with the market, banking institutions, and other organizations in the year 2025-26	3	1	4	1

15	No. of ARYA entrepreneurs submitted the DPR (Detailed Project Report) in the year 2025-26	4	0	4	2
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6. Enterprise details (For each enterprise)-

i. Detailed description

Enterprise Domain- Mushroom



ii. Input /Support provided to youths:

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

iv. Progress made (Avg.)

Measurable indicators	Before	After	% Change
Avg. production paddy straw mushroom kg/bed	0.6	0.9	50
Avg. annual Production Mushroom (kg/unit/year)	864	4480	490.27

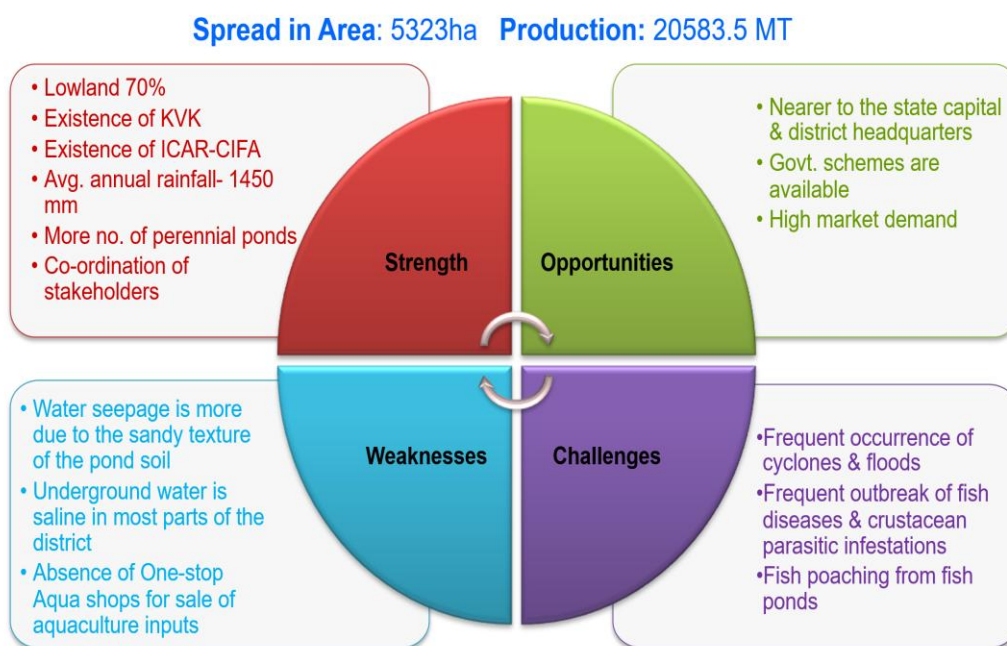
Avg. Cost of production (Rs. /unit/year)	69120	222000	221.18
Avg. Gross Return (Rs. /unit/year)	86400	588000	580.55
Avg. Net Return (Rs. /unit/year)	17280	366000	2018.05
B: C Ratio	1.25	2.58	106.4

Photographs of KVK Interventions

		
Preparation of Mushroom Bed in Racks	Paddy straw Mushroom Beds in Winter – Substrate management	Visit of the Director, ATARI, Pune, to Mushroom Unit
		
Interaction of Scientists from AICRP Mushroom, OUAT with ARYA Youths	Paddy straw Mushroom cultivation in Semi-compost method	Paddy straw Mushroom cultivation in Semi-compost method
		
Use of CaCO ₃ for Oyster Mushroom cultivation	Drying of Oyster Mushroom in Solar Dryer	Oyster Mushroom Unit

Enterprise Domain- Fish production with fish seed

i. Detail description

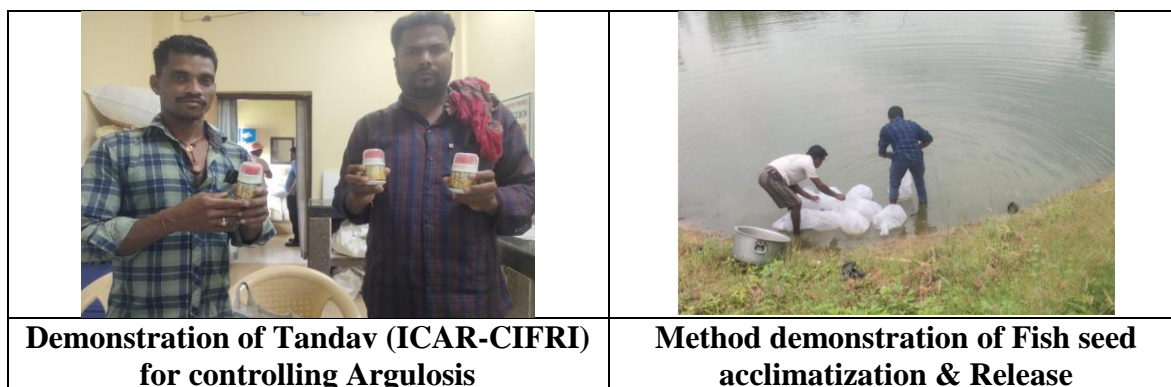


ii. Input /Support provided

iii. Progress made:(Avg.)

Measurable indicator		% increase
Before	After	
Avg. body wt. of fish (kg)- 0.520	Avg. body weight of fish (kg)- 0.830	59.61
Avg. fish production (q/ha/year)- 28.75	Avg. fish production (q/ha/year)- 41.50	44.34
Avg. gross return (Rs. /ha/year)- 2,87,500	Avg. gross return (Rs. /ha/year)- 4,56,500	58.78
Avg. employment generation/ annum- 97	Avg. employment generation/ annum- 123	26.80
Net return –Rs. 1,27,000 (B: C Ratio-2.2)	Net Return-Rs. 2,58,900 (B: C ratio-2.31)	103.8

Photographs of KVK Interventions (Fishery):



	
Summer (off-season) fish seed rearing	Production of Java Puntli seeds for intercropping in IMCs

Enterprise Domain- Poultry production
i. Details description

Spread (No.) - 975430 Production (T) – 450 T

<p style="text-align: center;">STRENGTH</p> <ul style="list-style-type: none"> Strong base of WSHGs involved in poultry rearing KVK support for training & demonstrations Large participation of landless and marginal farmers Functional 2 hatchery units ensuring year-round chick supply 	<p style="text-align: center;">WEAKNESS</p> <ul style="list-style-type: none"> Limited access to veterinary health care & vaccination Poor housing & biosecurity measures Low adoption of improved breeds Un-organised marketing channels 	<p style="text-align: center;">OPPORTUNITIES</p> <ul style="list-style-type: none"> Support from CPDO, IPDP, DPR, and OUAT. Rising demand for desi eggs & meat Scope for integration with feed units & value addition Government subsidies & training schemes 	<p style="text-align: center;">CHALLENGES</p> <ul style="list-style-type: none"> Disease outbreaks (Bird-flu, Ranikhet, Fowl Pox) Predation losses in free-range rearing Feed cost fluctuations Impact of extreme weather events on birds' survival
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i. Input /Support provided

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

iii. Progress made

Measurable indicators	Before	After	% Change
Avg. body weight (kg/bird)	1.8	2.25	25

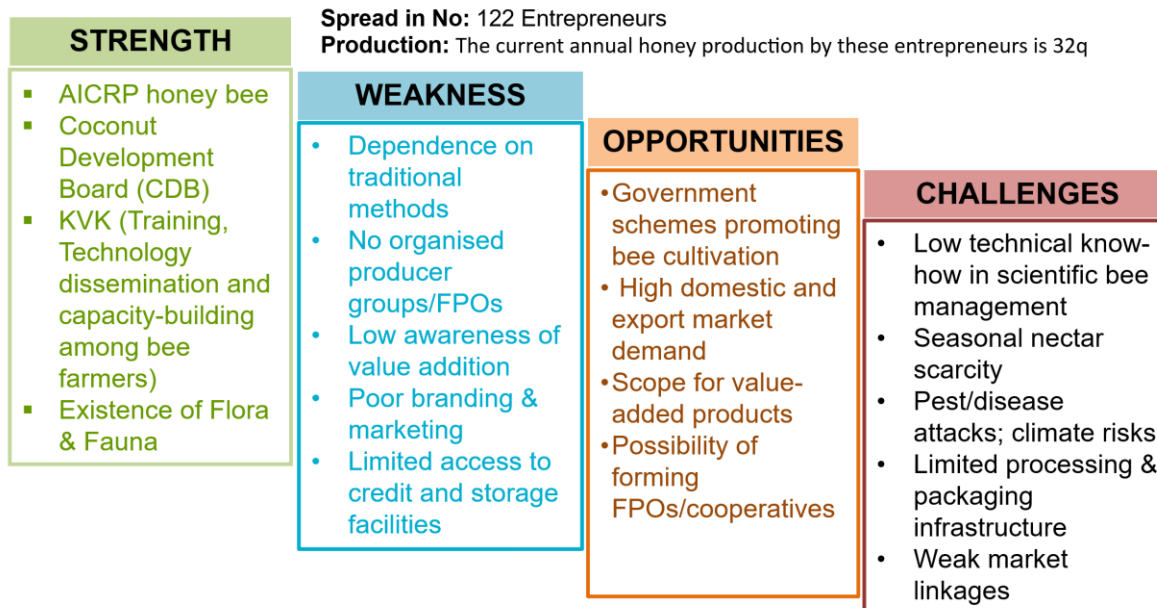
Mortality (%)	24	4	-83.33
Avg. Cost of production (Rs. /annum)	14800	158225	969.08
Avg. Gross Return (Rs. /annum)	21600	302895	1302.29
Avg. Net Return (Rs. /annum)	6800	144670	2027.5
B: C Ratio	1.45	1.91	31.72

Photographs of KVK Interventions Poultry:

	
Poultry Unit	Poultry Unit
	
Supply of 21 days of brooded chicks by the youths	

Enterprise Domain- Apiary

i. Detail description



ii. Honey Bee Rearing start-up

iii. Progress made

Before adopting ARYA	After adopting ARYA	% increase			
			Gross cost (Rs.)	Gross return (Rs.)	B: C Ratio
Avg. annual employment generation per year-12	Avg. annual employment generation per year-27	125	Rs. 40000/-		
Avg. honey production/box- 2kg No colony	Avg. honey production/box: 4.5 kg Bee colony- 1no./box	50	Avg. box/unit- 10 nos.		
Avg. annual gross income-Rs.1800/box	Avg. annual gross income-Rs. 5100/box	161	1 st Year)	Rs. (51000/ Unit (3 rd year)	2.12

Photographs of KVK Interventions APIARY:



Bee Colony Division: *Apis cerena indica*

Youths Harvesting Honey

Supervision of Bee Box by ARYA Youths

Demonstration on Comb Honey

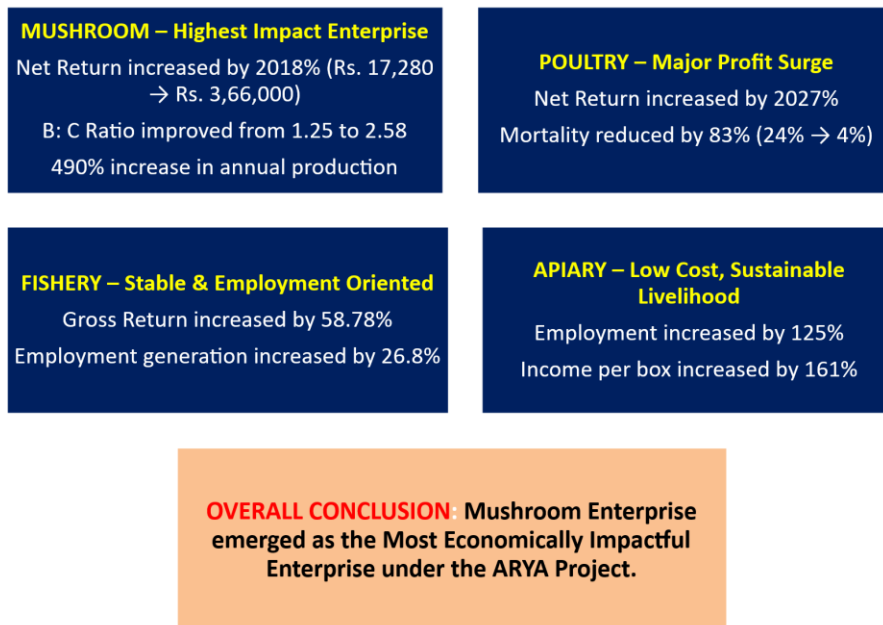
V. Capital Generation: Nil

VI. Income level

Key Success Indicators	Mushroom Production & Value Addition	Fish production with fish seed	Backyard Poultry	APIARY
The average size of each entrepreneurial unit (e.g., No. of goats/poultry birds/ beehive boxes/pigs, etc., per enterprise unit)	5,400 Beds	1 ha	400 poultry	10 Boxes
Average net income earned (Rs/unit/year)	3,66,000	2,58,900	1,44,670	27,000
Average no of youth employed (per unit)	2	2	1	1
Average no of days of employment (per person/year)	300	123	75	27
Average income generation (Rs/person/year)	90,000	61,500	37,500	13,500

VI. Impact since the inception of the ARYA project

High-Impact Economic Summary of ARYA Enterprises



Vii. Achievements of ARYA Youths

Success Story (Mushroom)

Name of the Enterprise: Mushroom Production with Integrated Farming

Name: Mr Rajkishore Sethi

Address: Village–Chandraberhampur, Block–Satyabadi

Mobile Number: 6371006451

Brief description about the entrepreneur:

Mr Rajkishore Sethi, 28 years old and a graduate, is a young and dynamic agri-entrepreneur with 2.0 acres of land. He is actively engaged in paddy cultivation, vegetable farming, areca nut plantation, and mushroom production. With a strong inclination towards innovative agriculture, he has adopted diversified farming practices to enhance income and livelihood security.

Induction into ARYA Project:

Before joining the ARYA Project, Mr Sethi was practising conventional farming with moderate returns. He faced several challenges, such as low productivity in mushroom beds, pest and disease infestation in paddy, and a lack of technical know-how. In search of better opportunities, he approached KVK, Puri and was inducted into the ICAR ARYA Project. Under this programme, he received training on scientific mushroom cultivation, Integrated Disease and Pest Management in paddy, and a demonstration on Kadaknath poultry farming.

Benchmark (Before Inclusion under ARYA):

Names	Area (Acre)/Number	Production (Q/Liter/No.)	Gross Income (Rs.)	Net Income (Rs.)
Paddy	1.0	17.5 q	22,750	10,750
Brinjal	0.2	70 q	42,000	20,560
Okra	0.2	16 q	12,800	5,504
Areca nut	50 plants	54 kg	4,380	1,864
Paddy Straw Mushroom	12,000 beds	9,600 kg	9,60,000	6,00,000
Total			10,41,930	6,38,678

Progress made:

After inclusion under the ARYA Project, Mr Sethi adopted scientific mushroom cultivation techniques, which significantly improved productivity and quality. He also implemented IDM & IPM practices in paddy, reducing pest and disease incidence. Further, he diversified his farming system by introducing Kadaknath poultry, which provided an additional source of income. The improved management practices led to better resource utilization, higher efficiency, and reduced cost of production in mushroom cultivation.

Economic development over the period:

Initially, Mr Sethi earned a net annual income of Rs. 6,38,678/- from farming activities. After adopting improved technologies and diversification under ARYA, his income increased considerably, along with a cost saving of Rs. 23,500/- in mushroom production.

Names	Area (Acre)/No	Production (Q/Liter/No.)	Gross Income (Rs.)	Net Income (Rs.)
Paddy	1.0	22 q	39,820	24,820
Areca nut	30 plants	54.7 kg	16,400	14,000
Poultry (Kadaknath)	100 birds	150 kg of meat	67,500	38,500
Paddy Straw Mushroom	12,000 beds	12,000 kg	14,40,000	7,20,000
Total			15,63,720	7,97,320

Conclusion:

Mr. Rajkishore Sethi successfully transformed his farming system through scientific interventions and diversification under the ARYA Project. The integration of improved mushroom cultivation and Kadaknath poultry significantly enhanced his income and reduced production risks. He is now a successful young agri-entrepreneur and serves as a role model for other rural youth, motivating them to adopt modern and profitable agricultural practices.



Success Story Fishery

Name of the Enterprise: Integrated Farming System with Fish Hatchery

Name: Sri Sailendra Narayan Behera

Address: At–Bijipur, PO–Bentapur, Block–Brahmagiri

Mobile Number: 9937440996

Brief description about the entrepreneur:

Sri Sailendra Narayan Behera, 48 years of age and educated up to +3 Arts, is a progressive and experienced farmer of Bijipur village under Brahmagiri block. He owns 7.0 acres of land and is engaged in multiple farming activities, including paddy cultivation, coconut plantation, and dairy farming. His family actively supports him in all agricultural operations. He has a strong interest in adopting improved technologies and modern practices for increasing farm productivity and income.

Induction into ARYA Project:

Before inclusion in the ARYA Project, Sri Behera was practising traditional farming methods. Although he had a good land holding, his income was limited due to several constraints, such as frequent cyclone damage, lack of scientific management practices, and use of low-yielding varieties. In search of better opportunities and technical support, he approached KVK, Puri and was inducted into the ICAR ARYA Project. Under this programme, he received training, demonstrations, and continuous guidance on improved agricultural practices, high-yielding and disease-resistant varieties of paddy, scientific dairy management, and fishery-based enterprises.

Benchmark (Before ARYA):

Names	Area (Acre)/Number	Production (Q/Liter/No.)	Gross Income (Rs.)	Net Income (Rs.)
Paddy	7.0	120 q	1,20,000	80,000
Coconut	110 plants	9000 nuts	90,000	88,000
Dairy	2 milking cows with calves	3000 litres	60,000	35,000
Total			2,70,000	2,03,000

Progress made:

After being associated with the ARYA Project, Sri Behera diversified his farming system by integrating fishery along with existing enterprises. With technical guidance from KVK, he established a carp fish hatchery along with broodstock and nursery tanks, which became a major turning point in his farming system. He also adopted high-yielding and disease-resistant paddy varieties and improved management practices in coconut and dairy. The introduction of fish seed production not only enhanced income but also ensured better utilization of farm resources and reduced dependency on traditional crops. His confidence

and technical knowledge improved significantly, enabling him to manage multiple enterprises efficiently.

Economic development over the period:

Earlier, Sri Behera earned an annual gross income of Rs. 2,70,000/- with a net income of Rs. 2,03,000/- from paddy, coconut, and dairy. After the adoption of improved technologies and diversification with the fish hatchery under ARYA, his income increased remarkably.

Names	Area (Acre)/No	Production (Q/Liter/No.)	Gross Income (Rs.)	Net Income (Rs.)
Paddy	1.0	20 q	22,000	12,000
Coconut	110 plants	9500 nuts	1,14,000	1,10,000
Dairy	2 cows with calves and 1 heifer	3080 litres	90,000	42,000
Carp Hatchery, Broodstock & Nursery Tanks	1 unit (8 tanks, 6 acres)	100 q fish fingerlings	15,00,000	8,90,000
Total			17,26,000	10,54,000

Conclusion:

Sri Sailendra Narayan Behera successfully transformed his traditional farming system into a profitable and sustainable integrated farming model with support from the ARYA Project. The introduction of fish hatchery, along with improved crop and dairy management practices, significantly enhanced his income and livelihood security. His enterprise not only increased resilience to natural calamities such as cyclones but also created employment opportunities. Today, he stands as a successful agri-entrepreneur and a role model for other farmers in the region, inspiring them to adopt diversified and scientific farming practices.



Carp Hatchery Operation



Netting for matured broodstock

(F) Profile of ARYA youths earning more than Rs. 10000 and more than Rs. 50000

Sl. No.	Names & addresses of entrepreneurs (Mobile No.)	Brief description of the enterprise	
		Before (2018-19)	After (2025-26)
1	Manoj Kumar Behera Mob. No. 9937130988	12000	Paddy straw Mushroom-10 Months Oyster Mushroom- 4 Months Income/Month-Rs.26700/-
2	Ranjan Behera .No.9777788896	14000	Mushroom Marketing, Input Supply, Value addition, Mushroom Production Income/Month-Rs.33000/-
3	Kamalini Rout Mob. No. 7735853367	4000	Paddy straw Mushroom Production throughout the year Income/Month-Rs.10650/-
4	Sujata Swain Mob. No. 7008828370	6700	Paddy straw Mushroom Production throughout the year Income/Month-Rs.12550/-
5	Renubala Das Mob. No. 7978661280	19000	Mushroom Processing Unit Mushroom Spawn Production Oyster Mushroom Production Income/Month-Rs.28000/-
6	Binapani Behera Mob. No. 9668462128	12000	Paddy straw Mushroom-10 Months Oyster Mushroom- 4 Months Income/Month- Rs.21000/-
7	Radheya Bhoi Mob. No. 7653056906	4000	Paddy straw Mushroom Production throughout the year Paddy straw supply to mushroom growers. Income/Month-Rs.18000/-
8	Rajkishor Sethi Mob. No. 6371006451	24000	Paddy straw Mushroom Production throughout the year Paddy straw supply to mushroom growers. Income/Month-Rs.34000/-
9	Kurshanchandra Pradhan Mob. No. 8018128530	10000	Paddy straw Mushroom-10 Months Income/Month-Rs.14562/-
10	Sardhanjali Gil Mob. No. 8658098875	18000	Paddy straw Mushroom-10 Months Mushroom Spawn Production Income/Month-Rs.28400/-
11	Damburudhar Behera Mob. No. 8117024243	13000	Paddy straw Mushroom-10 Months Income/Month-Rs.17800/-
12	Pratap Behera Mob. No. 9938518823	7000	Paddy straw Mushroom-10 Months Income/Month-Rs.14500/-
13	Sadashib Behera Mob. No. 9937325522	11600	Paddy straw Mushroom-10 Months Income/Month-Rs.12,600/-
14	Purnachandra Behera Mob. No. 8917387010	8700	Paddy straw Mushroom-10 Months Income/Month-Rs.16000/-
15	Aswini Baral Mob. No. 8337993108	20000	Paddy straw Mushroom-10 Months Input supply to mushroom growers Mushroom marketing Income/Month- Rs.24000/-

16	Satyabrat Sahoo Mob. No. 8249912462	16000	Paddy straw Mushroom-10 Months Income Month- Rs.20500/-
17	Karttik Behera Mob. No. 6371285818	4500	Paddy straw Mushroom-10 Months Income/Month- Rs.14500/-
18	Chhabi Bhoi Mob. No. 8917374684	19200	Paddy straw Mushroom-10 Months Income/Month- Rs.30000/-
19	Anil Sethy Mob. No. 9776239161	8000	Paddy straw Mushroom Production throughout the year Income/Month- Rs.24000/-
20	Sukanta swain Mob. No. 9348491616	13900	Paddy straw Mushroom-10 Months Oyster Mushroom- 4 Months Income/Month- Rs. 28000/-
21	Mahabir Swain Mob. No. 8144515436	23000	Paddy straw Mushroom-10 Months Oyster Mushroom- 4 Months Mushroom Spawn production Income/Month-Rs.32000/-
22	Prashant Kumar Sethy Mob. No. 7504062725	14000	Paddy straw Mushroom-10 Months Income/Month-Rs.20000/-
23	Ratnakar Kandi Mob. No. 9348241053	11200	Paddy straw Mushroom-10 Months Income/Month-Rs.22000/-
24	Parsuram Baral Mob. No. 7692637675	17000	Paddy straw Mushroom-10 Months Vermicompost from spent mushroom substrate Income/Month-Rs.19500/-
25	Kahnu Charan Bhoi Mob. No. 9348952818	28000	Paddy straw Mushroom-10 Months Oyster mushroom-4 Month Vermicompost from spent mushroom substrate Income/Month-Rs.36000/-
26	Sarbeswar Swain Mob. No. 6370501007	17300	Paddy straw Mushroom-10 Months Oyster mushroom-4 Month Vermicompost from spent mushroom substrate Income/Month-Rs.24000/
27	Jitendra Swain Mob. No. 6371704034	12000	Paddy straw Mushroom-10 Months Income/Month-Rs.16000/-
28	Milimani Swain Mob. No. 9337130346	20400	Paddy straw Mushroom-10 Months Oyster Mushroom- 4 Months Mushroom Spawn production Income/Month-Rs. 32000/-
29	Karan Bhoi Mob. No. 6372446322	17000	Paddy straw Mushroom-10 Months Oyster Mushroom- 4 Months Income/Month-21500/-
30	Keshab Swain Mob. No. 9861859206	16100	Paddy straw Mushroom Production throughout the year, Income/ Month- Rs.22000/-
Enterprise-Backyard poultry			
1	Tapan Kumar Behera 9556909081	2000	Backyard poultry-Kadaknath, Banaraja Income/ Month-Rs.10000/-

2	Dipti Ranjan Chhatoi 6372874418	8500	Backyard poultry-Kadakhnath, Banaraja, Sonali Income/ Month-Rs.12000/-
3	Rupali Patra 9937703801,	8000	Backyard poultry-Kadakhnath, Banaraja Income/ Month-Rs.12000/-
4	Rajalaxmi Mohanty 9861313681	5600	Backyard poultry-Kadakhnath, Banaraja, RIR, Sonali, Quail, Hatchery Unit Income/ Month-Rs.15000/-
5	Sangaram Kishore Patra 9937741915	7800	Backyard poultry-Kadakhnath, Banaraja, Quail Income/ Month-Rs.15000/-
6	Sujit Kumar Nanda 993761955	6200	Backyard poultry- Banaraja, Sonali Income/ Month-Rs.12000/-
7	Chandan Pradhan 9556044179	4300	Backyard poultry- Banaraja, Sonali Income/ Month-Rs.12000/-
8	Prasanta Rout 6372798943	Nil	Backyard poultry-Kadakhnath, Banaraja, RIR, Sonali Income/ Month-Rs.10000/-
9	Pratha Sarathi Behera 7326866423	2000	Backyard poultry-Kadakhnath, Banaraja, RIR, Sonali Income/ Month-Rs.10000/-
10	Suchitra Patra 6370317323	Nil	Backyard poultry-Banaraja Income/ Month-Rs.15000/-
11	Rajat Behera 8018233214	Nil	Backyard poultry-Banaraja Income/ Month-Rs.10000/-
12	Ranjita Nayak 7064877869	Nil	Backyard poultry-Banaraja, Kadakhnath Income/ Month-Rs.10000/-
13	Rudra Narayan Patra 7327985139	Nil	Backyard poultry-Banaraja Income/ Month-Rs.10000/-
14	Akash Kumar Biswal 9949931826	Nil	Backyard poultry-Banaraja Income/ Month-Rs.10000/-
15	Sanatan Behera 9861156720	4000	Backyard poultry-Kadakhnath, Banaraja, RIR, Sonali, Quail Income/ Month-Rs. 14000/-
16	Biswajit Jena 7809446566	Nil	Backyard poultry-Banaraja Income/ Month-Rs. 12000/-
17	Biswaranjan Bhoi 9348191783	Nil	Backyard poultry-Banaraja Income/ Month-Rs. 10000/-
18	Jyoti Ranjan Biswal 9861603635	Nil	Backyard poultry-Banaraja, Sonali Income/ Month-Rs. 10000/-
Enterprise-Fishery			
1	Prakash Chandra Parida 6374864313	34600	Income/ Month-Rs.68000/-
2	Swapna Ranjan Mishra 9937010655	20000	Income/ Month-Rs.25000/-
3	Baban Das 8249271980	7000	Income/ Month-Rs.10000/-
4	Suresh Das 8249778445	22000	Income/ Month-Rs.25000/-
5	Santosh kumar Das 8249087691	19600	Fish & fish seed production One stop Aqua shop

			Income/ Month-Rs.30000/-
6	Rasmi Ranjan Routaray 9348940081	14800	Income/ Month-Rs.20000/-
7	Chinmaya Sankar Patra 6370689118	27100	Fish & fish seed production Pond based IFS Income/ Month-Rs.35000/-
8	Manoj kumar Pradhan 9124916279	7800	Income/ Month-Rs.12000/-
9	Smitanjali Swain 8763938803	14000	Income/ Month-Rs.18000/-
10	Sidhartha Sankar Behera 8114981979	Nil	Income/ Month-Rs.10000/-
11	Ramakurshana Pradhan 9556873726	14000	Fish & fish seed production Income/ Month-Rs.30000/-
12	Prafulla Behera 9556972102	Nil	Income/ Month-Rs.10000/-
13	Deepak kumar Pradhan 9337892544	Nil	Income/ Month-Rs.12000/-
14	Gyanedra Swarup Sahoo 9438648687	Nil	Income/ Month-Rs.40000/-
15	Bichitrakumar Pradhan 8144391411	10000	Income/ Month-Rs.25000/-
16	Gyanaranjan Behera 9437544038	Nil	Income/ Month-Rs.13000/-
17	Gyanaranjan Sahoo 8270308478	Nil	Income/ Month-Rs.10000/
18	Manas ranjan Mishra 9439855685	13000	Income/ Month-Rs.20000/-
19	Abhijit Sahoo 8339008441	Nil	Income/ Month-Rs.15000/-
20	Rajat Baral 7894279460	Nil	Income/ Month-Rs.10000/-
21	Abinash Jagadev 9348150277	Nil	Income/ Month-Rs.12000/-
22	Sukanta Kumar Dalabehera 9937565189	24000	Income/ Month-Rs.32000/-
23	Jajnaseni Mishra 7873220144	Nil	Income/ Month-Rs.15000/-
Enterprise-APIARY Net Income/ annum			
1	Basanti Biswal 7205229041	Nil	No. of Boxes-4 Net Income-Rs.10000/-
2	Sujata Biswal 7978757460	Nil	No. of Boxes-6 Net Income-Rs.12000/-
3	Rajesh Biswal 9348314116	43000	No. of Boxes-26 Supply of Bee colonies, bee boxes Master Trainer, Net Income-200000/-
4	Santosh Kumar Behera	Nil	No. of Boxes-4

	9777521004		Net Income-Rs.10000/-
5	Sarbeswar Maharana 9348900544	4000	No. of Boxes-12 Supply of Bee colonies Net Income-Rs.21000/-
6	Somyaranjan Mahapatra 7326948714	Nil	No. of Boxes-10 Net Income-Rs.14000/-
7	Prasanna Kumar Pradhan 6370022738	Nil	Net Income-8 Net Income-Rs.12000/-
8	Sanjay Bhanja 9556804829	Nil	No. of Boxes-24 Net Income-Rs.42000/-
9	Dama Maharana 9776152456	64000	No. of Boxes-86 APIARY Input Supply Unit Net Income-270000/-
10	Babuli Muduli 8637203499	Nil	Net Income-8 Net Income-Rs.12000/-
11	Sahadeb Pradhan 7377853877	16000	Net Income-12 Net Income-Rs.22000/-
12	Dibakar Maharana 9583801806	7500	Net Income-8 Net Income-Rs.14000/-
13	Sima Mishra 9438340379	Nil	No. of Boxes -25 Net Income-Rs.30000/-
14	SusantaKu.Sahoo 9658980187	46000	No. of Boxes-55 APIARY Input Supply Unit Master Trainer Net Income-200000/-
15	Biranchi Narayan Mahapatra 9937345207	8200	No. of Boxes -8 Net Income-Rs.14000/-
16	Sibaprasad Sahoo 8260429608	Nil	No. of Boxes -8 Net Income-Rs.16000/-
17	Anu Maharana 8658653349	17000	No. of Boxes -18 Net Income-Rs.40000/-
18	Kanchanbala Choudhry 8763039887	6000	No. of Boxes -12 Net Income-Rs.18000/-
19	Bibhudatta Pradhan 9861857855	Nil	No. of Boxes -6 Net Income-Rs.14000/-
20	Subhashree Panda 7847045796	Nil	No. of Boxes -100 Net Income-Rs.44000/-
21	Arun Ku.Pradhan 8144165638	Nil	No. of Boxes -8 Net Income-Rs.14000/-
22	Sambit Ku.Sahoo 9437282619	Nil	No. of Boxes -10 Master Trainer Net Income-Rs.18000/-
24	Prasanna Kumar Pradhan 7751036847	Nil	No. of Boxes -6 Net Income-Rs.14000/-
25	Anusaya Jena 773598773	Nil	No. of Boxes -15 Net Income-Rs.24000/-
26	Annanta ku. Sahoo 9777573802	Nil	No. of Boxes -7 Net Income-Rs.12000/-

27	Amiya Ku.Jena 9178059182	Nil	No. of Boxes -5 Net Income-Rs.10000/-
28	Sudam Maharana 7873057373	11000	No. of Boxes -16 Net Income-Rs.14000/-
29	Ashok Kumar Kandi 8260429608	Nil	No. of Boxes -14 Net Income-Rs.24000/-
30	Dillip Kumar Maharana 7873305526	Nil	No. of Boxes -6 Net Income-Rs.14000/-

(G) Dignitaries visited ARYA Units

Visit of Dr. Avijit Halder, ICAR-ARYA Project Nodal Officer, ATARI Zone V



APIARY UNIT of Mr Sushanta Kumar Sahoo



FISHERY UNIT of Mr Santosh Kumar Das

(H) Newspaper/Media coverage:

Media coverage



Radio Talk of Successful ARYA Youths

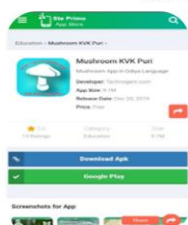


Talk on Seasonal Bee Keeping at AIR, Puri



Talk on Fish seed production at AIR, Puri

ICT SUPPORTED INFORMATION & KNOWLEDGE



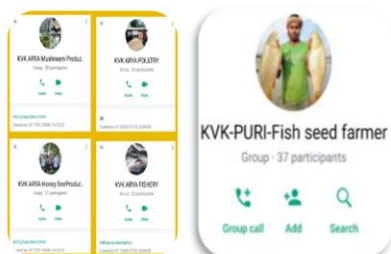
Developed one App namely 'MUSHROOM KVK PURI' in Odiya



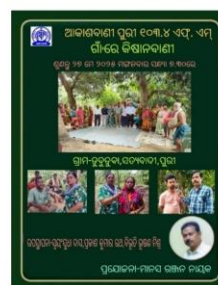
Doordarshan Pallishree Programme(KVK Scientist & 8 ARYA Youths)



Doordarshan Phone-In Programme



05 nos. of enterprise-based WhatsApp group



Interaction programme by AIR, Puri – ARYA Mushroom Unit at Kahnapur, Fishery Unit at Janakideipur village, APIARY Unit at Dubduba

(I) Publications (Research Publications)

Sl. No.	Name of the Journal	Title	Item
1	Indian Research Journal of Extension Education 24 (1), January - March, 2024	Fostering Rural Entrepreneurship and Curbing Migration: The ARYA Project's Impact on Youth and Agriculture in Puri, Odisha	Research Paper
2	Journal of Krishi Vigyan, 2024, 12(1): 65-69	Empowering Rural Youth in Puri District through Mushroom Cultivation for Sustainable Livelihoods	Research Paper

3	International Journal of Social Sciences13(2): 81-89, June 2024	Enhancing livelihood security via mushroom production: A case study of technological support and farmers' ingenuity	Research Paper
4	Vigyan Varta, an International E-Magazine for Science Enthusiasts, Vol. 4, Issue 9	Women Entrepreneurship through Apiary: A Success Story	Article
5	Indian Farmer Volume 10, Issue 08, Pp. 96-398	A successful mushroom grower: Inspiration for retaining youth in agriculture	Article
6	Complied Success story, Impact of ARYA youths -KVK, Puri	Youth Empowerment through Mushroom, Poultry, Apiary, and Fish production with fish seed	Booklet

(J) Migration status

Migration Scenario of Puri District

Total no. of households surveyed	Migrant Households	Percent age of Household Migration	Total Number of Rural Households*	Estimated Number of Migrant Households	Average Number of Migrants per Panchayat	Number of Panchayats**	Estimated Number of Migrants
7820	2099	26.8	312855	83975	347.8	230	79688.0

As per the census 2011 ** as per the Panchayat directory

(K) Quality Action Photographs





Training on Vermicomposting from Spent Mushroom Substrate



Training on Mushroom Value Addition



Training on Fish Pond Management and IMC

DLC meeting

Feedback from Youths

The ARYA project has transformed our lives by equipping us with practical skills in mushroom cultivation, fish farming, and value addition. With the support of KVK Puri, we gained hands-on training, regular mentoring, and market linkage opportunities. Today, we are not only self-employed but also generating income for our families and inspiring other rural youth to pursue Agri-entrepreneurship.
