

ARYA-Attracting and Retaining Youth in Agriculture

KVK-PURI: 1. Mushroom Production & Value addition

2. Poultry Production

3. Apiary

4. Fish production with fish seed

KVK-PURI

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The major crops of puri district are rice, blackgram, greengram, groundnut, sunflower, coconut, cauliflower, cabbage, brinjal, okra. The district has potential for producing fish, honey, poultry, mushroom production, value addition and processing of fruits and vegetables. Lack of assured market, price fluctuation, lack of canning and processing units, refrigerated storage, poor quality of spawn, technical and awareness problems are the major issues in these enterprises. Rural areas predominantly occupied by poor comprise of marginal farmers and landless labourers have low income and suffer from malnutrition. To improve the household income as well as quality diet, backyard poultry production, apiary, mushroom production and value addition and processing and fish production with fish seed were undertaken under the ARYA Project. After undergoing training in these enterprises from KVK Puri, youths in the project villages took up entrepreneurship in these areas to enhance their income.. The mushroom production is 43890 q/yr (Paddy Straw Mushroom-29242 q/yr, oyster Mushroom-14648 q/yr) in the district and 54 nos. of spawn production units are there. Puri district has more than 30 beekeepers with 22 q/year honey production in puri district. But coconut area of 9990ha and increasing flower cultivation area have opened the scope of honey production in the district. As the district is nearer to the state capital marketing of products becomes easier. The district is witnessing a huge increase in poultry production (0.45TMT) with increasing consumer demand for backyard poultry. The district has 5323 ha area of fish production with 20583.5 MT of production owing to 70% of low land. Having a huge potential in fish production pond based IFS have been popular in the district. After up taking training, many of the trainees took up secondary activities that produced processed honey, mushroom products and other products like papads, pickles, soup powders, chutneys, under brand names. Having less investments in backyard poultry than conventional broiler farming backyard poultry has gained popularity among women farmers & rural youths. Non-availability of quality spawn, lengthy method of compost preparation, less demand for processed food at village level, lack of moral as well as financial support to the rural families, and problem of marketing are the constraints faced by farmers in the district. Details of the coverage and performance of different enterprises are enumerated below:

Enterprise 1: Mushroom Production & Value addition

- No. of youth trained:40
- No. of groups formed:2
- No. of youth established their own units:15
- No. of youth running the unit sustainably:12
- Average size of the unit:1000 sq. ft (Paddy Straw Mushroom(450 Beds)-21 days/cycle-for 8 months Oyster mushroom (200 Bags)-2 months/cycle throughout the year)
- Cost of production per unit:Rs.2,22,000/-
- Sale value of the produce:
Paddy Straw Mushroom Rs.120/kg
Oyster Mushroom Rs.30/Kg
- Net economic gains
(Rs./unit/year):Rs.2,80,000/-
- Employment generation: 12 youth employed round the year

			
Scientists visit to Mushroom Unit- Rajkishore Sethy	Interaction with Youth in Oyster Mushroom Unit	Renubala Dash- Selling mushroom Pickle	Marketing of mushroom by preparing Oyster Mushroom Pakoda

Enterprise 2: Poultry Production

- No. of youth trained: 25
- No. of groups formed: 3
- No. of youth established their own units sustainably: 15
- No. of groups running the units: 10
- Average size of each unit: 250 Sq.ft -- 150 chicks /unit (Banaraja)
150 chicks/unit (Kadakhnath) 3 Batches annum
- Cost of production per unit: Rs. 81,000/-
- Sale value of the produce: Rs. 150/Kg
Banaraja (Live Bird) Rs. 280/Kg Kadakhnath (Live bird)
- Net economic gains (Rs/unit/year): Rs. 221184/-
- Employment generation: 10 youth employed around the year

			
Scientists visit & supervision of Unit	Ranging and egg collection by youth	Brooding of chicks by youths	Azolla unit by an ARYA youth

Enterprise 3: Apiary

- No. of youth trained: 40
- No. of groups formed: 1
- No. of youth established their own units: 10
- No. of youth running the unit sustainably: 5
- Average size of the unit: 8 hives
- Cost of production per unit: Rs. 40,000
- Sale value of the produce: Honey-Rs. 500/kg, Bee Colony-Rs. 800/Colony
- Net economic

gains(Rs./unit/year):Rs.18,000in 2nd Year of establishment

- Employment generation:5 youth employed round the year

			
Interaction with Youth	Scientists visit & supervision of Unit	Single Window Bee Solution Point for Input Supply	Honey produced by youth for sale

Enterprise 4: Fish production with fish seed

- No.ofyouthtrained:40
- No.ofgroupsformed:2
- No.ofyouthestablishedtheirownunitsustainably:15
- No.ofgroupsrunningtheunits:10
- Averagesizeofeachunit: 1 ha (pond water area)
- Costofproductionperunit:Rs. 1,97,600/-
- Sale value of the produce: Rs.115/Kg
- Net economic gains (Rs/unit/year): Rs.1,86,500 /-
- Employment generation: 10youthemployedroundtheyear

			
Conditioning and selling of fingerlings	Fish harvesting by ARYA farmer	Observation of plankton at ARYA farmers pond	AQUASHOP created by one ARYA entrepreneur