

# ANNUAL REPORT

ATTRACTING AND RETAINING YOUTH IN AGRICULTURE (ARYA), ICAR  
2023-24



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

**Krishi Vigyan Kendra (KVK), Puri  
Sakhigopal, Odisha, Pin- 752014  
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Orissa University of Agriculture & Technology (OUAT)



## Annual Report for 2023-24

### **Introduction-**

Puri, the abode of ‘Lord Jagannath’ and enriched cultural heritage with sculptures 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, demonstration, training, and other extension activities. The major focus is on doubling farmers’ income by decreasing production costs, popularizing resource conservation practices, and promoting entrepreneurship in different enterprises.

### **District-level data on agriculture, livestock, and farming situation**

<b>Sl. No.</b>	<b>Item</b>	<b>Detailed description</b>		
1.	Major Farming system/enterprise	Rice-rice, rice-pulse, rice-oilseed, rice-vegetables.		
2.	Agro-climatic zone	East and South east-coastal plain		
3.	Agro ecological 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
6.	Production of major livestock products like milk, egg, meat etc.	Spices		4.48
		sugarcane		372.10
		Milk		101 TMT
		Egg		30 million
		Meat (poultry)		5 TMT
		Meat (goat & sheep)		3 TMT

## 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
<b>Total</b>	<b>11994</b>	<b>3061.35</b>

Brackish water pond and tanks	Area available (ha)	Area utilized (ha)
Revenue/Govt. ponds	11916.7	3233.84
Private tanks	3264.3	1558.69
<b>Total</b>	<b>15181.0</b>	<b>4693.53</b>

**Production- 20583.5 MT/year**

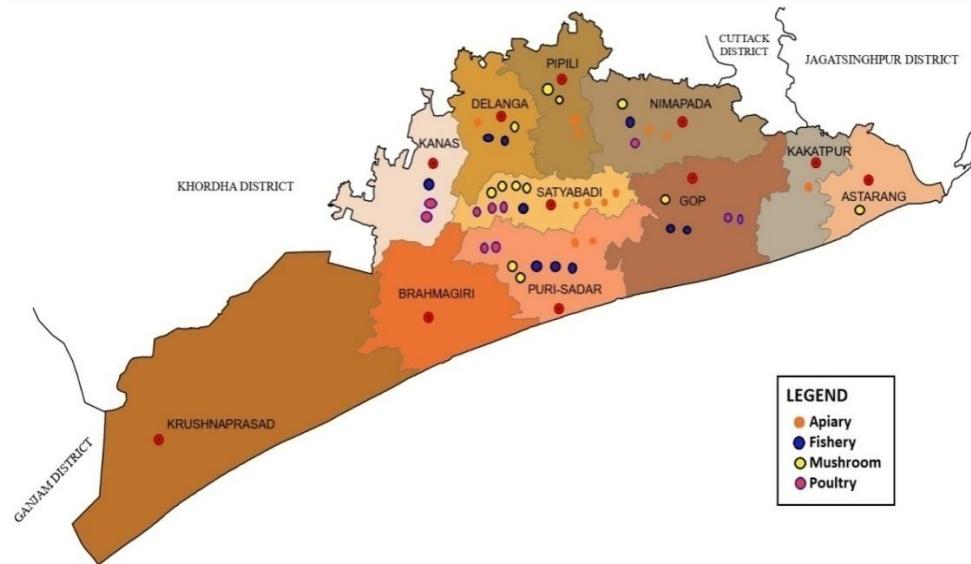
## Mushroom Production in Puri District

SL No.	Name of Block	No. of Small growers	No. of Medium Growers	No. of Large growers	Production/year (Ton)
1	Brahmagiri	74	84	14	1151.76
2	Delanga	215	30	3	966
3	Gop	67	46	8	894.96
4	Kakatpur	57	10	0	258
5	Kanas	29	4	0	128.16
6	Nimapada	707	35	1	1839.12
7	Pipili	390	156	21	3017.76
8	Puri Sadar	82	35	6	763.68
9	Satyabadi	269	74	8	1494.48
<b>TOTAL</b>			<b>474</b>	<b>61</b>	<b>10513.92</b>
<b>Total Production in the District</b>					<b>10,514 ton</b>

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

### Project Initiation:

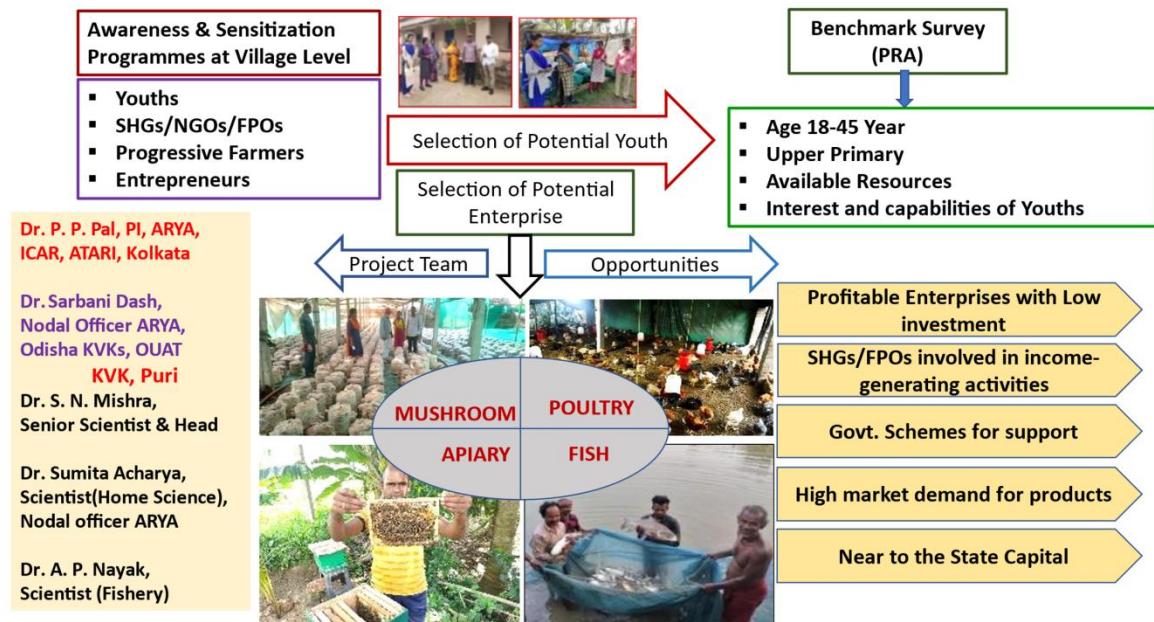
In the recent scenario, there is serious concern regarding the unemployment of rural youths directly influencing their migration from rural areas. The promotion of Agri-enterprises will not only generate employment opportunities but also at the same time provide support to the livelihood of the farmers. 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.



## 1. Objective:

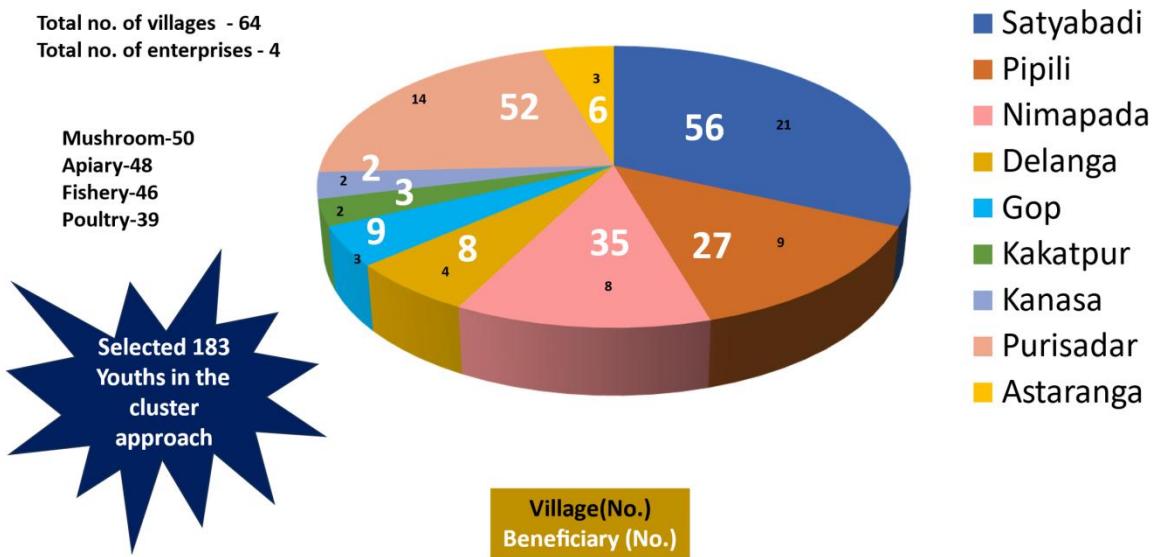
- To attract and empower the Youth in Rural Areas to take up various Agriculture, allied and service sector enterprises for sustainable income and gainful employment in Puri district.
- To enable the Farm Youth to establish network groups to take up resource and capital-intensive activities like processing, value addition and marketing.
- To demonstrate functional linkage with different institutions and stakeholders for convergence of opportunities available under various schemes/programs for sustainable development of youth.
- To develop entrepreneurs who act as brand ambassadors for these identified enterprises for further up-scaling.
- To establish Models of agro-entrepreneurship that influence the unemployed youth to adopt new technology

## Methodology Adopted for Project Initiation



- Identification of villages was made through diagnostic field visits and contact with key farmers, entrepreneurs, Krushak Saathi, input dealers, mushroom federation, fish growers' association, ARD and other line departments.
- A benchmark survey of the prevailing enterprises was undertaken in the district to know the scope of various enterprises.
- Assessed the existing market supply chain in the district and finally four enterprises namely Mushroom, Fishery, Apiary and Poultry were selected.
- Focus Group Discussion with farmers & more specifically rural youths of the enterprises selected under the project in their village.
- Collection of Basic Information on youths using an interview schedule was done.
- Selected Youths having preliminary knowledge of Mushroom, Fishery, Apiary, and Poultry farming activities.
- Preliminary screening of youths based on personal information, qualification, age, resources available, etc. was done.
- Successful entrepreneurs were invited to share their experiences in the Inception workshop.
- Discussed about scope, opportunity, and challenges of each enterprise in the Inception workshop by doing some group exercises.

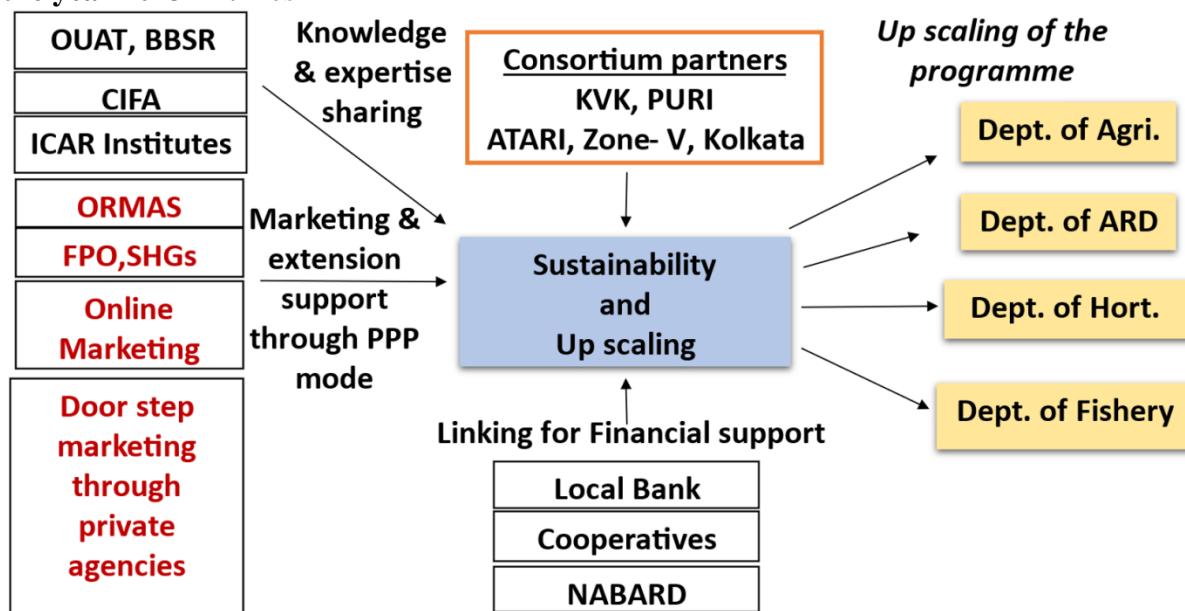
### Project area: Location of 4 enterprises in different blocks of district



### 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, Kolkatta
- 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 & Pollinator, 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)

Linkages established with the market, banking institution, and other organizations in the year 2023-24: Yes



## 2. Enterprise details (For each enterprise)-

### i. Detail description

#### Enterprise Domain- Mushroom

- Spread in Area / No. Commercial growers- 400 Nos.
- Total Production- 10,514 tons/year
- Strength: Large no. of mushroom growers, 54 nos. of spawn units, Availability of bundle straw, Congenital climatic condition, Existence of KVK in the district.
- Opportunities: Coconut orchard (9990 ha), Nearer to the Capital of Odisha, promotion of mushroom enterprises through Govt. Schemes, Easy access to CTMRT, OUAT, Bhubaneswar.
- Entrepreneurial activities: Mushroom Production, Spawn production, Postharvest management & marketing, Service provider, Value addition of mushroom.

### ii. Input /Support provided to youths:

Sl. No.	Inputs	Quantity
1	Digital Weighing Machine (1g-10Kg)	5 Nos.

#### Operational Expenses for KVK Mushroom Spawn Production Unit for Skill upgradation of Youths:

Sl. No.	Inputs	Quantity
1	Spirit Lamp	02nos.
2	Chemicals for Media Preparation	-
3	Utensils for Mushroom Spawn Production	-

### iii. Progress made

- a. **No. of Units established in the Year 2023-24:** 5 units initiated
- b. **No. of enterprises running successfully in the year 2023-24:** 30 units established

#### Photographs of Mushroom Units:



**Mushroom Spawn & Mushroom Production Unit of Mr. Ranjan Behera**



**Mushroom Unit of Mrs. Sradhanjali Gil**

**Mushroom Unit of Mr. Kartik Behera**



**Mushroom Spawn & Mushroom Production Unit of Mrs. Milimani Swain**



**Processing Unit of Mrs. Renubala Das**

**Mushroom Unit of Mr. Radheya Bhoi**



**Mushroom Unit of Mr. Anil Sethy**



**Mushroom Unit of Mr. K. C. Bhoi**

- c. **No. of discontinued entrepreneurial units in the year 2023-24 and the reason for their discontinuation:** Nil
- d. **No. of employment/manpower generated in the year 2023-24:** 300
- e. **No. of groups formed in the year 2023-24:** 02
- f. **Gross and Net Income of ARYA youths in the year 2023-24**

<b>Measurable indicators</b>	<b>Before 2018-19</b>	<b>2023-24 N=5</b>	<b>% Change</b>
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

- g. **Horizontal spread/ No. of Non-ARYA youth started the enterprise after watching the success of ARYA youth:** 46
- h. **No. of products branded (local/ fssai) in the year 2023-24:** Local and applied for fssai-01 (Renuka Mushroom)



- i. **No. of ARYA entrepreneurs submitted the DPR (Detailed Project Report) in the year 2023-24:** 01

Name of the Youth: Mrs. Sradhanjali Gil of Kahnapur village, Block Satyabadi (DPR Project Report Signed and submitted at APICOL under MKUY Scheme)-Project Cost Rs. 15,00,000/-



**Paddy straw bundle cutter-800 Bundles/hr.**

**Mushroom Unit of Sradhanjali Gil**



**RAWE Students of OUAT visited her unit**

**Enterprise Domain- Fish production with fish seed**

**i. Detail description**

- 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 and Service provider.

**ii. Input /Support provided**

**SEED PRODUCTION IN BIOFLOC (TRAINING FACILITY TO BE DEVELOPED INSIDE KVK CAMPUS)**

Sl. No.	Inputs	Quantity
1	Biofloc tank installation (4m diameter Polythene)	1 unit
2	Accessories (Air oxy tube, Connection)	-

**Progress made**

- a. **No. of Units established in the Year 2023-24:** Nil
- b. **No. of enterprises running successfully in the year 2023-24:** 30 units established

**Photographs of Fishery Units:**



Suresh Das



Baban Das



Prakash Chandra Parida



Swapna Ranjan Mishra



Ramakurshana Pradhan



Gyanendra Swarup Sahoo

- c. No. of discontinued entrepreneurial units in the year 2023-24 and the reason for their discontinuation: Nil
- d. No. of employment/manpower generated in the year 2023-24: 123
- e. No. of groups formed in the year 2023-24: 01
- f. Gross and Net Income of ARYA youths in the year 2023-24

<b>Measurable indicator of output in suitable unit</b>		<b>% increase</b>
<b>Before adopting ARYA</b>	<b>After adopting ARYA</b>	
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

- g. Horizontal spread/ No. of Non-ARYA youth started the enterprise after watching the success of ARYA youth: 36**
- h. No. of products branded (local/ fssai) in the year 2023-24:** Local and applied for fssai -Nil
- i. No. of ARYA entrepreneurs submitted the DPR (Detailed Project Report) in the year 2023-24: Modern fish vending Kiosk of Mr. Gyana Swarup Sahoo of Subarnapur village of Gop Block Rs. 10,000,00/-**

#### **Enterprise Domain- Poultry production**

##### **i. Details description**

- **Spread in No.** – 975430
- **Production**-0.45 TMT
- **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

##### **ii. Input /Support provided**

###### **Development of a Poultry unit as training facility for ARYA youth inside KVK campus**

<b>Sl. No.</b>	<b>Inputs</b>	<b>Quantity</b>
1	Poultry shed for 100 birds' capacity	01 unit
2	Incubated Eggs	400

##### **iii. Progress made**

- a. No. of Units established in the Year 2023-24:** Nil
- b. No. of enterprises running successfully in the year 2023-24:** 25 units established

**Photographs of Poultry Units:**



Gurpreet Singh



Dipti Ranjan Chhatoi



Ranjita Nayak



Sangaram Kishore Patra



Biswajit Jena



Suchitra Patra

**c. No. of discontinued entrepreneurial units in the year 2023-24 and the reason for their discontinuation: Nil**

**d. No. of employment/manpower generated in the year 2023-24: 75**

**e. No. of groups formed in the year 2023-24: 01**

**f. Gross and Net Income of ARYA youths in the year 2023-24**

Measurable indicators	Before 2018-19	2023-24	% 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

**g. Horizontal spread/ No. of Non-ARYA youth started the enterprise after watching the success of ARYA youth: 28**

**h. No. of products branded (local/ fssai) in the year 2023-24:** Local and applied for fssai– Nil

**i. No. of ARYA entrepreneurs submitted the DPR (Detailed Project Report) in the year 2023-24: Nil**

**Enterprise Domain- Apiary**

**i. Detail description**

- Spread in No. –45 Entrepreneurs
- Production-62q
- 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

**ii. Honey Bee Rearing start-up unit input for 10 Beneficiaries**

Sl. No.	Inputs	Quantity
1	Bee Colony	10 nos.
2	Smoker	10nos.
3	Bee vails	10nos.
4	Seeds/seedlings for sowing which provide nectar and pollen to strengthen Honey Bee colonies	500 nos

## Progress made

a. No. of Units established in the Year 2023-24: 05 unit initiated

b. No. of enterprises running successfully in the year 2023-24: 30 units established

### Photographs of APIARY Units:



Susanta Ku Sahoo



Sibaprasad Sahoo



Rajesh Biswal



Babuli Muduli



Sudam Maharana



Anusaya Jena

c. No. of discontinued entrepreneurial units in the year 2023-24 and the reason for their discontinuation: Nil

d. No. of employment/manpower generated in the year 2023-24: 27

e. No. of groups formed in the year 2023-24: 01

**f. Gross and Net Income of ARYA youths in the year 2023-24**

<b>Before adopting ARYA</b>	<b>After adopting ARYA (2023-24)</b>	<b>% increase</b>	<b>Economic of enterprise</b>		
			<b>Gross cost(Rs.)</b>	<b>Gross return(Rs.)</b>	<b>BC Ratio</b>
Avg. annual employment generation per year-12	Avg. annual employment generation per year-27	125	Rs. 40000/- Avg. box/unit- 10 nos. (1 <sup>st</sup> Year)	Rs. 51000/ Unit (3 <sup>rd</sup> year)	2.12
Avg.honey production/box- 2kg No colony	Avg.honey production/box- 4.5kg Beecolony- 1 no./box	50			
Avg. annual gross income-Rs.1800/box	Avg. annual gross income- Rs.5100/box	161			

- f. Horizontal spread/ No. of Non-ARYA youth started the enterprise after watching the success of ARYA youth: 19**
- g. No. of products branded (local/fssai) in the year 2023-24: Local and applied for fssai -01-Pure Honey**



- h. No. of ARYA entrepreneurs submitted the DPR (Detailed Project Report) in the year 2023-24: Nil**

**Name of youths involved in ICAR- ARYA Project: 195  
(Mushroom-55, APIARY-55, Poultry-39, Fishery-46)**

<b>Sl. No.</b>	<b>Name of the Youth</b>	<b>Address</b>	<b>Age</b>	<b>Qualification</b>	<b>Mobile No.</b>
<b>1</b>	Manoj kumarBehera	At- Sanabhimadasapur, block-satyabadi	37	10th	9937130988
<b>2</b>	Ranjan Behera	Sanabhimadaspura, Block-Satyabadi	35	10th	9938867834
<b>3</b>	Kamalini Rout	At-Bhut pada,Block-Satyabadi	33	7th	7735853367
<b>4</b>	Sujata Swain	At-Bhut pada,Block-Satyabadi	32	9th	7008828370
<b>5</b>	Renubala Das	At-Tulashichura,Block-Puri Sadra	40	Graduation	7978661280
<b>6</b>	Binapani Behera	At-Jipur,Block-Satyabadi	37	7th	9668462128
<b>7</b>	Satyabhama Bastia	At-Suhagpur,Block-Pipili	22	Graduation	7008826063
<b>8</b>	Rasmita Patra	At-Resinga,Block-Nimapada	37	10th	9937379741
<b>9</b>	RadheyaBhoi	Chandrabrahmapur, Block-Satyabadi	31	9th	7653056906
<b>10</b>	Rajkishor Sethi	Chandrabrahmapur, Block-Satyabadi	29	10th,	6371006451
<b>11</b>	Mana ranjan Barik	At-Chandrabrahmapur, Block-Satyabadi	29	12th	9348961875
<b>12</b>	Priya krushna Das	At-Itatali, Block-Satyabadi	26	10th	7684051054
<b>13</b>	Kurshanchandra Pradhan	At- Kanhpur, Block-Satyabadi	39	8th	8018128530
<b>14</b>	Niranjana Majhi	At-Talapatana Block-Satyabadi	40	12th	7978775178
<b>15</b>	Tapas kumar Behera	At- Kanhpur, Block-Satyabadi	20	12th	6371145540
<b>16</b>	Sardhanjali Gil	At-Kanhupur, Block-Satyabadi	32	10th	8658098875
<b>17</b>	Damburudhar Behera	At-Kanhupur, Block-Satyabadi	25	10th	8117024243
<b>18</b>	Pratap Behera	At-Kanhupur, Block-Satyabadi	36	8th	9938518823
<b>19</b>	Sadashib Behera	At-Sanabhimadaspura, Block-Satyabadi	36	10th	9937325522
<b>20</b>	Sudarsan Das	At-Gobindapur, Block-Deleanga	38	10th	8658734100
<b>21</b>	Purnachandra Behera	At-Sanabhimadaspura, Block-Satyabadi	33	10th	8917387010
<b>22</b>	Aswini Baral	At-Balikuda, Block-Satyabadi	37	12th	8337993108
<b>23</b>	Satyabrat Sahoo	At-Sanabhimadaspura, Block-Satyabadi	30	10th	8249912462
<b>24</b>	Debendra Jena	At-Gopinathpur, Block- Puri Sadar	20	12th	9337788213
<b>25</b>	Pimku Pradhan	At-Gopinathpur, Block-Satyabadi	20	12th	9861818928

26	Pradeep Biswal	At-Singhakuda,Block-Satyabadi	38	4th	7894052768
27	Suryakanta Patra	At-Bastapada, Block-Satyabadi	30	9th	7077787174
28	Karttik Behera	At-Jipur,Block-Satyabadi	27	10th	6371285818
29	Chhabi Bhoi	At-Biswanathapur, Block-Satyabadi	25	10th	8917374684
30	Narandra Behera	At-Maharipokhari, Block-Pipili	36	10th	9938139144
31	GyanaranjanDas	Raulapatna, Konark	25	Graduation	6370121153
32	RenubalaPattnaik	Sanabhimdaspur, Satyabadi	37	12th	9439363678
33	Pravanjan Nayak	Madhupur, Astaranga	35	12th	9777245350
34	Biswajit Ghadei	Subarnapur,othaka	24	10th	8117867040
35	Anil Sethy	Chandrabrahmapur, Satyabadi	24	Graduation	9776239161
36	Annapurna Pradhan	Mulaalasa, Satyabadi	32	+2	9938116937
37	Pravasini Dei	Nanpur,teisipur	28	Graduation	9777547102
38	Pratap kumarParida	Mathasahi, sriramchandrapur	32	10th	9348740594
39	Sukanta swain	Bagalpur, Satyabadi	34	+2	9348491616
40	Mahabir Swain	Bagalpur, Satyabadi	26	Graduation	8144515436
41	Prashant kumarSethy	Bhutupada, Satyabadi	32	10th	7504062725
42	Ratnakar Kandi	Pattajoshipur, Puri Sadar	36	10th	9348241053
43	Ruksana Nayak	Haragaurisahi PuriSadar	32	Graduation	9768524605
44	ParsuramBaral	At-Kanhupur Block-Satyabadi	38	10th	7692637675
45	Kahnu Charan Bhoi	Pattajoshipur, Puri Sadar	28	Graduation	9348952818
46	Sarbeswar Swain	DholBiramchandrapur Puri Sadar	34	10th	6370501007
47	Jitendra Swain	Kalikhara Puri Sadar	36	10th	6371704034
48	Milimani Swain	NuaBhagalpur Satyabadi	30	Graduation	9337130346
49	Karan Bhoi	Pattajoshipur, Puri Sadar	40	10th	6372446322
50	Keshab Swain	Biramchandrapur Puri Sadar	29	+2	9861859206
51	Manasi Nayak	Jasuapur Pipili	27	10th	8144963989
52	Kalpana Bhatta	Madhipatali	33	+2	9556127299
53	Sangita Pradhan	Jasuapur Pipili	43	10th	8118065693
54	Swarnalata Swain	Jasuapur Pipili	34	+2	7749099691

<b>55</b>	Lakita Baral	Bhagabatipur Pipili	36	10th	9337581232
<b>Enterprise- Poultry</b>					
<b>1</b>	Tapan Kumar Behera	At-Godpadanpur, Block- Kantunia	35	10th	9556909081
<b>2</b>	Prashantakumar Patra	At-Gadatorihan,Block- Nimapada	23	10th	6371588434
<b>3</b>	Dipti ranjanChhatoi	At-Badasiribila,Block- Puri	38	10th	6372874418
<b>4</b>	Sudiptarani Patra	At-Gadasahi,Block-Puri	21	12th	8658205033
<b>5</b>	Santosh Kumar patra	At-Garhtorinha, Block- Nimapara	21	10th	7682893580
<b>6</b>	Rupali Patra	At-Gadatorihan, Block- Nimapara	29	12th	9937703801
<b>7</b>	Rajalaxmi Mohanty	At-Bhanapur, Block- Nimapara	40	12th	9861313681
<b>8</b>	Sangaram Kishore Patra	At-Resinga, Block- Nimapara	39	Graduati on	9937741915
<b>9</b>	Pravati Pradhan	At-Arola, Block-Puri sadar	34	7th	7684883173
<b>10</b>	Salima Pradhan	At-Arola,Block-Puri sadar	26	10th	8144783885
<b>11</b>	Mitali pradhan	At-Arolapatana, Block- Puri sadar	34	9th	6371930811
<b>12</b>	Rina Pradhan	At-Arolapatana, Block- Puri sadar	34	5th	9937782351
<b>13</b>	Gitanjali Pradhan	At-Arolapatana, Block- Puri sadar	27	5th	8144391411
<b>14</b>	Digambar Pradhan	At-Arolapatana, Block- Puri sadar	34	10t	9937782351
<b>15</b>	Prasanta Rout	At-Arolapatana, Block- Puri sadar	32	9th	6372798943
<b>16</b>	PrathaSarathi Behera	At-Shyamakula, Block-Gop	25	12th	7326866423
<b>17</b>	Subhransu Behera	At-Shyamakula, Block- Gop	19	12th	9348219054
<b>18</b>	Subhransu Sekhar Nayak	At-Shyamakula, Block- Gop	19	12th	7684039988
<b>19</b>	Puspanjali Nayak	At-Talajanga, Block - Puri Sadar	22	12th	7992911828
<b>20</b>	Suchitra Patra	At-Garhtorinha, Block-Nimapara	25	9th	6370317323
<b>21</b>	Rajat Behera	At-Garhtorinha, Block-Nimapara	19	12th	8018233214
<b>22</b>	Golap Manjari Behera	At-Gadapadnapur, Block-Nimapara	35	12th	7077205596
<b>23</b>	Dali Patra	At-Kumbharpada, Block- Nimapara	41	8th	9178493685
<b>24</b>	Monali Patra	AtBhagabanSundara,Blo ck-Nimapara	19	12th	9938175586
<b>25</b>	Ranjita Nayak	At- Pattanaikia, Block-Satyabadi	34	Graduati on	7064877869
<b>26</b>	Lokanath Sahoo	At-Gadasanpur, Block- Kanas	23	12th	8342020806

27	Pradiptakumar Ray	At-Kumbharpada, Block-Nimapara	21	Graduation	8917597812
28	Rudra narayan Patra	At-Badasiribila, Block-Puri	19	9th	7327985139
29	Sagnika Mohanty	At- garthorinha, Block-Nimapada			7077550743
30	Akash kumar Biswal	At-Taraboisasan Block-Nimapada	28	Graduation	9949931826
31	Sanatan Behera	At-sanabhimdaspur Block-satyabadi	42	Graduation	9861156720
32	Biswajit Jena	At-Gadachandapur Block-Nimapada	38	+2	7809446566
33	ShibaprasadBhoi	At – Jayapur Block- Satyabadi	35	10th	6372388298
34	Sujit kumar Nanda	At – Bharatipur Block- Pipili	28	Graduation	993761955
35	Sachikanta Swain	At-Saderia Block- Nimapada	40	10th	6370794941
36	BiswaranjanBhoi	At-Bangurusua Block- Satyabadi	30	10th	9348191783
37	Jyoti Ranjan Biswal	At – Raisha Block- Kakatpur	38	+2	9861603635
38	Chandan Pradhan	At – Hasanpur Block- Pipili	26	Graduation	9556044179
39	Kamalakanta Swain	At –Madhipur, Block- Pipili	36	Graduation	7992595795

**Enterprise – APIARY**

1	Manisha Biswal	At-Dubduba,Block-Satyabadi	32	10th	9556640784
2	Rinalata Behera	At-Dalabhanapur, Block-Nimapada	34	10th	9861762090
3	Tilottama Parida	At-Panchukera Block-Satyabadi	43	7th	6370949807
4	Basanti Biswal	At-Nuasahi, Block-Satyabadi	40	12th	7205229041
5	Sujata Biswal	At-Dubduba, Block-Satyabadi	35	10th	7978757460
6	Kailash Mohanty	At-Jayapur, Block-Sakhigopal	40	10th	9438336738
7	Rajesh Biswal	At-Dubduba, Block-Satyabadi	25	10th	9348314116
8	Santosh kumar Behera	At-Gobindpur, Block-Delanga	38	10th	9777521004
9	Sarbeswar Maharana	At-Gobindpur, Block-Delanga	44	6th	9348900544
10	Santosh kumar Pradhan	At-Dalabhanapur, Block-Nimapada	40	Graduation	8984438459
11	Trilochan Martha	At-Ankia,Block-Puri	24	10th	9861667972
12	Somyaranjan Mahapatra	At-Biranarasinghpur, Block-Purisadar	27	Graduation	7326948714
13	Trilochan Sethi	At-Panakera,\ Block-Satyabadi	28	7th	6370906904
14	DharanidharaBhoi	At-Dalabhanapur, Block-Nimapada	29	9th	6370473085

<b>15</b>	Biswanath Behera	At-Nahala, Block-Satyabadi	34	10th	9778038351
<b>16</b>	SukantakumarParida	At-Barundi, Block-Pipili	34	9th	9668885870
<b>17</b>	Prasanna kumar Pradhan	At-Podagun, Block-Pipili	34	Graduati on	6370022738
<b>18</b>	Gagan Bihari Barik	At-Dalabhanapur, Block-Nimapada	35	10th	9040690081
<b>19</b>	Sanjay Bhanja	At-Badakanjia, Block-Satyabadi	26	12th	9556804829
<b>20</b>	Dama Maharana	At-Harishankarpur, Block-Satyabadi	43	5th	9776152456
<b>21</b>	BabuliMuduli	At-Muninda, Block-Satyabadi	43	10th	8637203499
<b>22</b>	AnirudhaBaral	At-Balikud, Block-Satyabadi	34	9th	7064612568
<b>23</b>	Sita kanta Das	At-Balikud, Block-Satyabadi	22	12th	6372078295
<b>24</b>	Mamata Jena	At-Madhipur, Block-Satyabadi	39	9th	7735888500
<b>25</b>	Sahadeb Pradhan	At-Padmapur, Block-Satyabadi	33	8th	7377853877
<b>26</b>	Bikram Pradhan	At-Balikud, Block-Satyabadi	35	8th	8337993108
<b>27</b>	Satyabhama Baral	At-Panchukera, Block-Satyabadi	40	4th	8093506077
<b>28</b>	GouripriyaMohapatra	At-Nuasahi, Block-Nimapada	40	Graduati on	7064680249
<b>29</b>	Susanta Das	At-Nahala, Block-Satyabadi	40	5th	8280715309
<b>30</b>	Dibakar Maharana	At-Gobind pur,Block- Delanga	35	10th	9583801806
<b>31</b>	Sima Mishra	At-Rendio, Block-purisadar	<b>32</b>	<b>MBA</b>	
<b>32</b>	SusantaKu.Sahoo	Abalapur Pipili	42		9658980187
<b>33</b>	Biranchi Narayan Mahapatra	Sanabhimdaspur, Satyabadi	46	Graduati on	9937345207
<b>34</b>	Sibaprasad Sahoo	Kulasekhar Patna Pipili	38	10th	8260429608
<b>35</b>	Anu maharana	Kotakhusanga, Nimapada	<b>34</b>	Graduati on	8658653349
<b>36</b>	Kanchanbalachoudhry	Gadatorihan, Nimapada	<b>39</b>	+2	8763039887
<b>37</b>	Biswaranjansahoo	Panibhandar, Satyabadi	36	Graduati on	9178198137
<b>38</b>	Bibhudatta Pradhan	Mulaalsa Satyabadi	<b>35</b>	Graduati on	9861857855
<b>39</b>	Subhashree Panda	Dandamukundapur Pipili	38	Graduati on	7847045796
<b>40</b>	Arun Ku.Pradhan	Mangarajpur Pipili	40	+2	8144165638
<b>41</b>	Sambit Ku.Sahoo	Dahikhia Astaranga	33	Graduati on	9437282619
<b>42</b>	Prasanna Kumar	Podagaun	34	Graduati	7751036847

	Pradhan	Pipili		on	
<b>43</b>	Anusaya Jena	Mahura Satyabadi	32	Graduation	773598773
<b>44</b>	Annantaku. Sahoo	Dandamukundapur Pipili	40	Graduation	9777573802
<b>45</b>	Amiya Ku.Jena	Barjupatna Pipili	37	+2	9178059182
<b>46</b>	Sudam Maharana	Harishankarpur Satyabadi	26	10th	7873057373
<b>47</b>	Ashok Kumar Kandi	Dandamukundapur Pipili	34	9th	8260429608
<b>48</b>	Dillip Kumar Maharana	Harishankarpur Satyabadi	22	+2	7873305526
<b>49</b>	Sanjulata Bhoi	Sadanandapur Satyabadi	38	+2	9178136668
<b>50</b>	Mamata Biswal	Podangasahi Satyabadi	36	10th	6372074961
<b>51</b>	Kalpana Rout	Biraramchandrapur Satyabadi	42	10th	7847966988
<b>52</b>	Sasmita Swain	Biraramchandrapur Satyabadi	31	10th	9827584479
<b>53</b>	Anita Rout	Biraramchandrapur Satyabadi	43	10th	6372349190
<b>54</b>	Puspapriya Pradhan	Biraramchandrapur Satyabadi	34	Graduation	7064772610
<b>55</b>	Prangyaparamita Pati	Station Bazar Delanga	32	Post Graduation	8093459594

#### Enterprise- Fishery

<b>1</b>	Prakash Chandra Parida	At-Sundar,Block-Puri sadar	39	Graduation	6374864313
<b>2</b>	Swapna ranjan Mishra	BijyaRamachandrapur,Bl ock-Puri Sadar	36	10th	9937010655
<b>3</b>	Baban Das	Janakideipur, Block-Puri Sadar	36	8th	8249271980
<b>4</b>	Suresh Das	At-Janakideipur, Block-Puri Sadar	32	7th	8249778445
<b>5</b>	Santosh kumar Das	At-Janakideipur, Block-Puri Sadar	33	8th	8249087691
<b>6</b>	Sadashiba Sahoo	At-Samankula, Block -Gop	35	10th	9777005812
<b>7</b>	Lipun Behera	At-Samankula, Block -Gop	20	10th	7326064860
<b>8</b>	Rasmi ranjanRoutaray	At-Kanalpada, Block-Satyabadi	<b>38</b>	Graduation	9348940081
<b>9</b>	Chinmaya sankar Patra	At-Gabadiha, Block-Gop	<b>41</b>	Graduation	6370689118
<b>10</b>	Bibhu prasad Baral	At-Ballipada, Block-Satyabadi	<b>34</b>	Graduation	7894162996
<b>11</b>	KapilashBaral	At-Billipad, Block-Satyabadi	<b>36</b>	9th	7681056859
<b>12</b>	Suryakant Baral	At-Billipad, Block-Satyabadi	22	12th	7894699022
<b>13</b>	LaxmikantaBaral	At-Billipada,	<b>38</b>	<b>10th</b>	8249986556

		Block-Satyabadi			
<b>14</b>	Srihari Mohapatra	At-Singhbrahamapur, Block-Delanga	39	9th	8144556876
<b>15</b>	Manoj kumar Pradhan	At-Dalavanapur, Block-Nimapada	<b>28</b>	+2	9124916279
<b>16</b>	Smitanjali Swain	At- Akhuipada, Block-Puri Sadar	35	Graduation	8763938803
<b>17</b>	Shradhanjali Choudhry	At-Paikarapur, Block- Puri sadar	29	Graduation	9658730682
<b>18</b>	Soumendra Mohapatra	At-Charishri, Block-Puri Sadar	19	12th	6371496339
<b>19</b>	Sidhartha Sankar Behera	At-Samankula, Block -Gop	25	10th	8114981979
<b>20</b>	Rabindra kumar Swain	At-Basantapur, Block-Delanga	32	9th	9348311382
<b>21</b>	Srittam Pradhan	At-Basantapur, Block-Delanga	<b>36</b>	<b>10th</b>	7894568892
<b>22</b>	Ramakurshana Pradhan	At-Singhbrahamapur, Block-Delanga	22	9th	9556873726
<b>23</b>	Prafulla Behera	PratapPurusittampur, Block-Puri sadar	<b>38</b>	<b>9th</b>	9556972102
<b>24</b>	Deepak kumar Pradhan	At-Ballipada ,Block-Satyabadi	<b>32</b>	+2	9337892544
<b>25</b>	Geeta Patra	At-Balanga, Block-Satyabadi	<b>36</b>	<b>10th</b>	9776002977
<b>26</b>	Gyanendra Swarup Sahoo	At-Subarnapur, Block-Gop	<b>36</b>	Graduation	<b>9438648687</b>
<b>27</b>	Bichitrakumar Pradhan	At-Arala, Block-Puri sadar	39	Graduation	8144391411
<b>28</b>	Bahana Biswal	At-Arala, Block-Puri sadar	33	10th	9337156736
<b>29</b>	Gyanaranjan Behera	At-Gabakunda, Block-Puri sadar	38	+2	9437544038
<b>30</b>	Trilochan Pradhan	At-Singhbrahamapur, Block-Delanga	37	10th	9668354130
<b>31</b>	Gyanaranjansahoo	Kalapanchan, Nimapada	28	10th	8270308478
<b>32</b>	Manas ranjan Mishra	Rendua, purisadar	34	Graduation	9439855685
<b>33</b>	Tapas kumar Swain	Badadiandi, brahmagiri	42	+2	7894682842
<b>34</b>	Abhijit sahoo	Alasankha, puri	30	12th	8339008441
<b>35</b>	Chandrakanta sahoo	Mulaalasa, satyabadi	45	10th	9853240656
<b>36</b>	Rajat Baral	Dahana, Kanas	28	Graduation	7894279460
<b>37</b>	Debi Prasad swain	Kapileswarpur, puri	27	Graduation	9348226039
<b>38</b>	Santosh Mahabhoi	Charibhai pada Satyabadi	32	+2	8917259779
<b>39</b>	Biswajit khuntia	Manikarnika,puri	35	10th	9439849880
<b>40</b>	Akshay sahoo	Sundar, puri	34	9th	7657072181
<b>41</b>	Charan kumarsahu	Sundar,puri	39	10th	9777620393
<b>42</b>	Abinashjagadev	Gadarodanga, brahmagiri	28	BTech	9348150277

43	Prasanta kumarnayak	Matalpur,	40	10th	7381670391
44	Sukanta Kumar Dalabehera	Odakera Brahmagiri	41	Graduation	9937565189
45	Jajnaseni Mishra	Birakesharipur	34	+2	7873220144
46	MausumiDalei	Samantarapur Satyabadi	32	Graduation	6371706734

## 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 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

The impact study conducted under the ICAR-ARYA initiative reveals the dynamic engagement of youth in Mushroom, Fishery, Poultry and Apiary enterprises. The findings underscore the necessity for targeted interventions to address diverse preferences and disparities, particularly in gender and caste-based dimensions. Over the four fiscal years spanning 2019-20 to 2023-24, the project has achieved notable milestones through interventions, training, and supporting young entrepreneurs, resulting in the establishment of numerous entrepreneurial units. The consistent increase in average net return reflects the project's success in enhancing profitability and economic sustainability in the agricultural sector. These results highlight the positive impact of the initiative on both financial performance and local employment opportunities, emphasizing the importance of tailored strategies for fostering inclusivity and ensuring balanced youth engagement in agricultural ventures.

<b>Key Success Indicators</b>	<b>Mushroom Production &amp; Value Addition</b>	<b>Fish production with fish seed</b>	<b>Backyard Poultry</b>	<b>APIARY</b>	<b>Total</b>
No. of youth trained	120	160	160	120	560
No. of youth established their entrepreneurial units	30	30	25	30	115
How many farmers in the village started this enterprise?	18	14	6	4	42
Did it spread to the neighbouring villages? If so, specify no. of villages	46	36	28	19	129

## **Vii. Achievements of ARYA youths**

### **Success story: Enterprise-Mushroom**

**Name of Youth:** Sukanta Swain

**Address:** village- Bhagalpur, Block- Satyabadi

**Mobile Number:** 9348491616

**Age:** 34

**Education:** +2

### **Benchmark (Before Inclusion under ARYA)**

<b>Names</b>	<b>Area (Acre)/Number</b>	<b>Production (Q/Liter/No.)</b>	<b>Gross Income (Rs.)</b>	<b>Net Income (Rs.)</b>
Paddy Straw Mushroom	9000Beds	72q	7,20,000	3,15,000
Mushroom	-	20000 Bottles	2,00,000	40,000
Spawn			9,20,000	3,55,000

### **Economic development over the period**

The youth used to get an annual income of Rs. 3,15,000/- from Mushroom only. He faced problems like less production & marketing etc. With KVK interventions like scientific mushroom cultivation, involvement in mushroom federation for marketing of his produce, and establishment of mushroom spawn unit, he is getting an annual income of Rs.10,65,000/-

<b>Names</b>	<b>Area (Acre)/No</b>	<b>Production (Q/Liter/No.)</b>	<b>Gross Income (Rs.)</b>	<b>Net Income (Rs.)</b>
Paddy straw Mushroom	0.08	135 q	16,20,000	6,75,000
Mushroom Spawn		1,50,000 Bottle		

Oyster Mushroom		3000 Bags	15,00,000 1,80,000	3,00,000 90,000
			30,90,000	10,65,000



### Success story: Enterprise-Fish production with fish seed

#### Name of Youth: Sri Sailendra Narayan Behera

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

Mobile Number: 9937440996

Age: 48

Education: +3 Arts

Size of land holding (in acres): 7.0

#### Induction in to ARYA Project:

#### Before Inclusion under ARYA

Names	Area (Acre)/Number	Production (Q/Liter/No.)	Gross Income (Rs.)	Net Income (Rs.)
Paddy	7.0	120q	120000	80000
Coconut	110 plants	9000 nuts	90000	88000
Dairy	2 nos. milking cows with calves	3000 liters	60000	35000
			2,70,000	2,03,000

#### Economic development over the period

The youth used to get an annual income of Rs. 2,70,000 from Paddy, Coconut plantation, and Dairy etc. He faced problems like Cyclones, improper management practices, low-yielding variety etc. with KVK interventions like fish seed hatchery, high-yielding and disease-resistant varieties of paddy and farm machinery etc., he is getting an annual income of Rs. 17,26,000.

Names	Area (Acre)/No	Production (Q/Liter/No.)	Gross Income (Rs.)	Net Income (Rs.)
Paddy	1.0	20q	22000	12000
Coconut	110 plants	9500 nuts	114000	110000
Dairy	2 No cows with calves	3080 liters	90000	42000

	and 1 heifer			
Carp hatchery, Bloodstock & Nursery tanks	1 no. 8no. (6 Acre)	100q fish fingerlings	1500000	890000
			17,26,000	10,54,000



**Carp Hatchery Operation**



**Netting for matured broodstock**

### **Success story: Enterprise-Poultry**

**Name of Youth:** Sachi Kanta Swain

**Address:** village- Saderia, Block- Nimapada

**Mobile Number:** 6370694941

**Age:** 24

**Education:** Graduation

**Size of land holding (in acres):** 8.5

#### **Benchmark (Before Inclusion under ARYA)**

<b>Names</b>	<b>Area (Acre)/Number</b>	<b>Production (Q/Liter/No.)</b>	<b>Gross Income (Rs.)</b>	<b>Net Income (Rs.)</b>
Paddy -K	4.5	67.5	74250	11250
Paddy-R	4.5	72	79200	11700
Cucumber	1	75	52500	17500
Cauliflower	1.5	84	85000	52000
Vanaraja	200	3.6	36000	10000
Fish	1	10	100000	50000
				152450

#### **Economic development over the period**

The youth used to get an annual income of Rs. 152450/-from paddy, black gram etc. He faced problems like disease pest attacks, sole source of income, etc. With KVK interventions Kadaknath poultry, improved paddy var, multiple stocking & harvesting of fish, etc., he is getting an annual income of Rs. 609550/-

<b>Names</b>	<b>Area (Acre)/No</b>	<b>Production (Q/Liter/No.)</b>	<b>Gross Income (Rs.)</b>	<b>Net Income (Rs.)</b>
Paddy -K	4.5	81	121500	45000
Paddy-R	4.5	85.5	128250	51750

Cucumber	1	81	64800	24800
Cauliflower	1	56	67200	48000
Bean	0.5	20	24000	9000
Kadaknath	1500	25.16	629000	291500
Fish	1.5	21	252000	139500
Total				609550



**Brooding Unit**



**Kadaknath Unit**

### **Success story: Enterprise-APIARY**

**Name of farmer: Anu Maharana**

**Address:** Village- Kotaksanga, Block- Nimapara

**Mobile Number:** 8658683349

**Age:** 28 years

**Education:** 9th

**Size of land holding (in acres):** 1.5

#### **Brief description of the entrepreneur:**

Miss. Anu Maharana stands as a leading, dynamic women entrepreneur and admired youth icon. Recognizing the obstacles posed by insufficient resources, technology, and technical support that deter individuals from choosing agriculture as a career path, she embraced the challenge. Taking proactive steps, she initiated an integrated farming model, emphasizing beekeeping intervention with her husband, on her family's land.

#### **Impact after inclusion in ARYA:**

The training program and exposure visit on 'Scientific Beekeeping' in 2020-21, conducted under the National Beekeeping and Honey Mission (NBHM) through KVK, Puri, were pivotal in Miss Anu Maharana's acquisition of vital skills and knowledge. She learned to identify the Queen bee, and hive honey bee colonies, manage colony divisions, and navigate seasonal variations in bee colony management, along with honing her expertise in honey extraction and processing. Following the successful completion of the training, she received practical assistance in the form of four honey bee boxes, a bee colony, three nucleus boxes, and all necessary accessories for beekeeping under the ICAR-ARYA Project. Now, she oversees 25 bee boxes on her farm, showcasing her dedication and the tangible outcomes of the training program.

### Benefits Realized:

Year	No. of Boxes	Production (Kg)	Gross Income (Rs.)	Net Income (Rs.)
2021-22	4	12 Kg Honey 4 Bee Colonies	7200 4000	7200
2022-23	12	48 Kg Honey 10 Bee colonies	28800 10000	22800
2023-24	25	100kg honey 20 Bee colonies	40000 24000	38000

### Conclusion:

Due to Mrs. Maharana's initiatives, four individuals and two Self-Help Groups (SHGs) within their community have embarked on beekeeping ventures on a smaller scale to augment their income. Furthermore, she has been instrumental in motivating fellow farmers to embrace scientific beekeeping practices over traditional methods. Her farm has become a hub for students seeking internships and individuals, both farmers and youths, with a keen interest in agriculture. Anu also actively encourages farmwomen in neighboring villages to adopt innovative farming techniques with the support of KVK Scientists and other experts. Presently, she is in the process of applying for a project aimed at maintaining 100 bee boxes under the guidance of the KVK and the Horticulture Department, in collaboration with APICOL.



### APIARY Unit of Anu Maharana

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

Sl. No.	Name & address of entrepreneurs (Mobile No.)	Brief description of the enterprise	
		Before (2018-19)	After (2023-24)
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/-
<b>3</b>	Kamalini Rout <b>Mob. No.</b> 7735853367	4000	Paddy straw Mushroom Production throughout the year Income/Month-Rs.10650/-
<b>4</b>	Sujata Swain <b>Mob. No.</b> 7008828370	6700	Paddy straw Mushroom Production throughout the year Income/Month-Rs.12550/-
<b>5</b>	Renubala Das <b>Mob. No.</b> 7978661280	19000	Mushroom Processing Unit Mushroom Spawn Production Oyster Mushroom Production Income/Month-Rs.28000/-
<b>6</b>	Binapani Behera <b>Mob. No.</b> 9668462128	12000	Paddy straw Mushroom-10 Months Oyster Mushroom- 4 Months Income/Month- Rs.21000/-
<b>7</b>	Radheya Bhoi <b>Mob. No.</b> 7653056906	4000	Paddy straw Mushroom Production throughout the year Paddy straw supply to mushroom growers. Income/Month-Rs.18000/-
<b>8</b>	Rajkishor Sethi <b>Mob. No.</b> 6371006451	24000	Paddy straw Mushroom Production throughout the year Paddy straw supply to mushroom growers. Income/Month-Rs.34000/-
<b>9</b>	Kurshanchandra Pradhan <b>Mob. No.</b> 8018128530	10000	Paddy straw Mushroom-10 Months Income/Month-Rs.14562/-
<b>10</b>	Sardhanjali Gil <b>Mob. No.</b> 8658098875	18000	Paddy straw Mushroom-10 Months Mushroom Spawn Production Income/Month-Rs.28400/-
<b>11</b>	Damburudhar Behera <b>Mob. No.</b> 8117024243	13000	Paddy straw Mushroom-10 Months Income/Month-Rs.17800/-
<b>12</b>	Pratap Behera <b>Mob. No.</b> 9938518823	7000	Paddy straw Mushroom-10 Months Income/Month-Rs.14500/-
<b>13</b>	Sadashib Behera <b>Mob. No.</b> 9937325522	11600	Paddy straw Mushroom-10 Months Income/Month-Rs.12,600/-
<b>14</b>	Purnachandra Behera <b>Mob. No.</b> 8917387010	8700	Paddy straw Mushroom-10 Months Income/Month-Rs.16000/-
<b>15</b>	Aswini Baral <b>Mob. No.</b> 8337993108	20000	Paddy straw Mushroom-10 Months Input supply to mushroom growers Mushroom marketing Income/Month- Rs.24000/-
<b>16</b>	Satyabrat Sahoo <b>Mob. No.</b> 8249912462	16000	Paddy straw Mushroom-10 Months Income Month- Rs.20500/-
<b>17</b>	Karttik Behera <b>Mob. No.</b> 6371285818	4500	Paddy straw Mushroom-10 Months Income/Month- Rs.14500/-
<b>18</b>	Chhabi Bhoi <b>Mob. No.</b> 8917374684	19200	Paddy straw Mushroom-10 Months Income/Month- Rs.30000/-
<b>19</b>	Anil Sethy <b>Mob. No.</b> 9776239161	8000	Paddy straw Mushroom Production throughout the year Income/Month- Rs.24000/-
<b>20</b>	Sukanta swain <b>Mob. No.</b> 9348491616	13900	Paddy straw Mushroom-10 Months Oyster Mushroom- 4 Months Income/Month- Rs.28000/-
<b>21</b>	Mahabir Swain <b>Mob. No.</b> 8144515436	23000	Paddy straw Mushroom-10 Months Oyster Mushroom- 4 Months Mushroom Spawn production

			Income/Month-Rs.32000/-
<b>22</b>	Prashant Kumar Sethy <b>Mob. No.</b> 7504062725	14000	Paddy straw Mushroom-10 Months Income/Month-Rs.20000/-
<b>23</b>	Ratnakar Kandi <b>Mob. No.</b> 9348241053	11200	Paddy straw Mushroom-10 Months Income/Month-Rs.22000/-
<b>24</b>	Parsuram Baral <b>Mob. No.</b> 7692637675	17000	Paddy straw Mushroom-10 Months Vermicompost from spent mushroom substrate Income/Month-Rs.19500/-
<b>25</b>	Kahnu Charan Bhoi <b>Mob. No.</b> 9348952818	28000	Paddy straw Mushroom-10 Months Oyster mushroom-4 Month Vermicompost from spent mushroom substrate Income/Month-Rs.36000/-
<b>26</b>	Sarbeswar Swain <b>Mob. No.</b> 6370501007	17300	Paddy straw Mushroom-10 Months Oyster mushroom-4 Month Vermicompost from spent mushroom substrate Income/Month-Rs.24000/-
<b>27</b>	Jitendra Swain <b>Mob. No.</b> 6371704034	12000	Paddy straw Mushroom-10 Months Income/Month-Rs.16000/-
<b>28</b>	Milimani Swain <b>Mob. No.</b> 9337130346	20400	Paddy straw Mushroom-10 Months Oyster Mushroom- 4 Months Mushroom Spawn production Income/ Month-Rs.32000/-
<b>29</b>	Karan Bhoi <b>Mob. No.</b> 6372446322	17000	Paddy straw Mushroom-10 Months Oyster Mushroom- 4 Months Income/Month- 21500/-
<b>30</b>	Keshab Swain <b>Mob. No.</b> 9861859206	16100	Paddy straw Mushroom Production throughout the year,Income/ Month- Rs.22000/-

#### **Enterprise-Backyard poultry**

<b>1</b>	Tapan Kumar Behera 9556909081	2000	<b>Backyard poultry- Kadaknath,Banaraja</b> Income/ Month-Rs.10000/-
<b>2</b>	Dipti ranjanChhatoi 6372874418	<b>8500</b>	<b>Backyard poultry- Kadaknath,Banaraja, Sonali</b> Income/ Month-Rs.12000/-
<b>3</b>	Rupali Patra 9937703801,	<b>8000</b>	<b>Backyard poultry- Kadaknath,Banaraja</b> Income/ Month-Rs.12000/-
<b>4</b>	Rajalaxmi Mohanty 9861313681	<b>5600</b>	<b>Backyard poultry- Kadaknath,Banaraja, RIR, Sonali,Quail,Hatchery Unit</b> Income/ Month-Rs.15000/-
<b>5</b>	Sangaram Kishore Patra 9937741915	<b>7800</b>	<b>Backyard poultry-Kadaknath, Banaraja, Quail</b> Income/ Month-Rs.15000/-
<b>6</b>	Sujit kumar Nanda 993761955	<b>6200</b>	<b>Backyard poultry- Banaraja, Sonali</b> Income/ Month-Rs.12000/-
<b>7</b>	Chandan Pradhan	<b>4300</b>	<b>Backyard poultry- Banaraja, Sonali</b>

	9556044179		Income/ Month-Rs.12000/-
<b>8</b>	Prasanta Rout 6372798943	<b>Nil</b>	<b>Backyard poultry- Kadaknath,Banaraja, RIR, Sonali</b> Income/ Month-Rs.10000/-
<b>9</b>	PrathaSarathi Behera 7326866423	<b>2000</b>	<b>Backyard poultry- Kadaknath,Banaraja, RIR, Sonali</b> Income/ Month-Rs.10000/-
<b>10</b>	Suchitra Patra 6370317323	<b>Nil</b>	<b>Backyard poultry-Banaraja</b> Income/ Month-Rs.15000/-
<b>11</b>	Rajat Behera 8018233214	<b>Nil</b>	<b>Backyard poultry-Banaraja</b> Income/ Month-Rs.10000/-
<b>12</b>	Ranjita Nayak 7064877869	<b>Nil</b>	<b>Backyard poultry-Banaraja, Kadaknath</b> Income/ Month-Rs.10000/-
<b>13</b>	Rudra narayan Patra 7327985139	<b>Nil</b>	<b>Backyard poultry-Banaraja</b> Income/ Month-Rs.10000/-
<b>14</b>	Akash kumar Biswal 9949931826	<b>Nil</b>	<b>Backyard poultry-Banaraja</b> Income/ Month-Rs.10000/-
<b>15</b>	Sanatan Behera 9861156720	<b>4000</b>	<b>Backyard poultry- Kadaknath,Banaraja, RIR,Sonali, Quail</b> Income/ Month-Rs. 14000/-
<b>16</b>	Biswajit Jena 7809446566	<b>Nil</b>	<b>Backyard poultry-Banaraja</b> Income/ Month-Rs. 12000/-
<b>17</b>	Biswaranjan Bhoi 9348191783	<b>Nil</b>	<b>Backyard poultry-Banaraja</b> Income/ Month-Rs. 10000/-
<b>18</b>	Jyoti Ranjan Biswal 9861603635	<b>Nil</b>	<b>Backyard poultry-Banaraja, Sonali</b> Income/ Month-Rs. 10000/-

#### **Enterprise-Fishery**

<b>1</b>	Prakash Chandra Parida 6374864313	34600	Income/ Month-Rs.68000/-
<b>2</b>	Swapna Ranjan Mishra 9937010655	20000	Income/ Month-Rs.25000/-
<b>3</b>	Baban Das 8249271980	7000	Income/ Month-Rs.10000/-
<b>4</b>	Suresh Das 8249778445	22000	Income/ Month-Rs.25000/-
<b>5</b>	Santosh kumar Das 8249087691	19600	Fish & fish seed production One stop Aqua shop Income/ Month-Rs.30000/-
<b>6</b>	Rasmi Ranjan Routaray 9348940081	14800	Income/ Month-Rs.20000/-
<b>7</b>	Chinmaya Sankar Patra 6370689118	27100	Fish & fish seed production Pond based IFS Income/ Month-Rs.35000/-
<b>8</b>	Manoj kumar Pradhan 9124916279	7800	Income/ Month-Rs.12000/-
<b>9</b>	Smitanjali Swain 8763938803	14000	Income/ Month-Rs.18000/-
<b>10</b>	Sidhartha Sankar Behera	Nil	Income/ Month-Rs.10000/-

	8114981979		
<b>11</b>	Ramakurshana Pradhan 9556873726	14000	Fish & fish seed production Income/ Month-Rs.30000/-
<b>12</b>	Prafulla Behera 9556972102	<b>Nil</b>	Income/ Month-Rs.10000/-
<b>13</b>	Deepak kumar Pradhan 9337892544	<b>Nil</b>	Income/ Month-Rs.12000/-
<b>14</b>	Gyanendra Swarup Sahoo 9438648687	<b>Nil</b>	Income/ Month-Rs.40000/-
<b>15</b>	Bichitrakumar Pradhan 8144391411	10000	Income/ Month-Rs.25000/-
<b>16</b>	Gyanaranjan Behera 9437544038	<b>Nil</b>	Income/ Month-Rs.13000/-
<b>17</b>	Gyanaranjan Sahoo 8270308478	<b>Nil</b>	Income/ Month-Rs.10000/-
<b>18</b>	Manas ranjan Mishra 9439855685	13000	Income/ Month-Rs.20000/-
<b>19</b>	Abhijit Sahoo 8339008441	<b>Nil</b>	Income/ Month-Rs.15000/-
<b>20</b>	Rajat Baral 7894279460	<b>Nil</b>	Income/ Month-Rs.10000/-
<b>21</b>	Abinash Jagadev 9348150277	<b>Nil</b>	Income/ Month-Rs.12000/-
<b>22</b>	Sukanta Kumar Dalabehera 9937565189	24000	Income/ Month-Rs.32000/-
<b>23</b>	Jajnaseni Mishra 7873220144	<b>Nil</b>	Income/ Month-Rs.15000/-

**Enterprise-APIARY**

**Net Income/ annum**

<b>1</b>	Basanti Biswal 7205229041	<b>Nil</b>	No. of Boxes-4 Net Income-Rs.10000/-
<b>2</b>	Sujata Biswal 7978757460	<b>Nil</b>	No. of Boxes-6 Net Income-Rs.12000/-
<b>3</b>	Rajesh Biswal 9348314116	43000	No. of Boxes-26 Supply of Bee colonies, bee boxes Master Trainer, Net Income-200000/-
<b>4</b>	Santosh kumar Behera 9777521004	<b>Nil</b>	No. of Boxes-4 Net Income-Rs.10000/-
<b>5</b>	Sarbeswar Maharana 9348900544	4000	No. of Boxes-12 Supply of Bee colonies Net Income-Rs.21000/-
<b>6</b>	Somyaranjan Mahapatra 7326948714	<b>Nil</b>	No. of Boxes-10 Net Income-Rs.14000/-
<b>7</b>	Prasanna kumar Pradhan 6370022738	<b>Nil</b>	Net Income-8 Net Income-Rs.12000/-
<b>8</b>	Sanjay Bhanja 9556804829	<b>Nil</b>	No. of Boxes-24 Net Income-Rs.42000/-
<b>9</b>	Dama Maharana 9776152456	64000	No. of Boxes-86 APIARY Input Supply Unit

			Net Income-270000/-
<b>10</b>	Babuli Muduli 8637203499	<b>Nil</b>	Net Income-8 Net Income-Rs.12000/-
<b>11</b>	Sahadeb Pradhan 7377853877	16000	Net Income-12 Net Income-Rs.22000/-
<b>12</b>	Dibakar Maharana 9583801806	7500	Net Income-8 Net Income-Rs.14000/-
<b>13</b>	Sima Mishra <b>9438340379</b>	<b>Nil</b>	No. of Boxes -25 Net Income-Rs.30000/-
<b>14</b>	SusantaKu.Sahoo 9658980187	46000	No. of Boxes-55 APIARY Input Supply Unit Master Trainer Net Income-200000/-
<b>15</b>	Biranchi Narayan Mahapatra 9937345207	8200	No. of Boxes -8 Net Income-Rs.14000/-
<b>16</b>	Sibaprasad Sahoo 8260429608	<b>Nil</b>	No. of Boxes -8 Net Income-Rs.16000/-
<b>17</b>	Anu Maharana 8658653349	17000	No. of Boxes -18 Net Income-Rs.40000/-
<b>18</b>	Kanchanbala Choudhry 8763039887	6000	No. of Boxes -12 Net Income-Rs.18000/-
<b>19</b>	Bibhudatta Pradhan 9861857855	<b>Nil</b>	No. of Boxes -6 Net Income-Rs.14000/-
<b>20</b>	Subhashree Panda 7847045796	<b>Nil</b>	No. of Boxes -100 Net Income-Rs.44000/-
<b>21</b>	Arun Ku.Pradhan 8144165638	<b>Nil</b>	No. of Boxes -8 Net Income-Rs.14000/-
<b>22</b>	Sambit Ku.Sahoo 9437282619	<b>Nil</b>	No. of Boxes -10 Master Trainer Net Income-Rs.18000/-
<b>24</b>	Prasanna Kumar Pradhan 7751036847	<b>Nil</b>	No. of Boxes -6 Net Income-Rs.14000/-
<b>25</b>	Anusaya Jena 773598773	<b>Nil</b>	No. of Boxes -15 Net Income-Rs.24000/-
<b>26</b>	Annanta ku. Sahoo 9777573802	<b>Nil</b>	No. of Boxes -7 Net Income-Rs.12000/-
<b>27</b>	Amiya Ku.Jena 9178059182	<b>Nil</b>	No. of Boxes -5 Net Income-Rs.10000/-
<b>28</b>	Sudam Maharana 7873057373	11000	No. of Boxes -16 Net Income-Rs.14000/-
<b>29</b>	Ashok Kumar Kandi 8260429608	<b>Nil</b>	No. of Boxes -14 Net Income-Rs.24000/-
<b>30</b>	Dillip Kumar Maharana 7873305526	<b>Nil</b>	No. of Boxes -6 Net Income-Rs.14000/-

### (G) Dignitaries visited to ARYA villages

		
KVK APIARY Unit	APIARY Unit of Dama Maharana	APIARY Unit of Susanta Sahoo
Principal Secretary MSME Sj. Saswat ku. Mishra IAS with officers of KVIC to KVK campus and ICAR-ARYA Project APIARY units		

### (H) Newspaper/Media coverage:

4 Nos.Success stories video Documented in 2023-24



Documentation of 09 nos. of technological videos &success stories in KVK You Tube Chanel

Title	Video Link	Uploaded
Boosting Enterprise Mushroom under ICAR-ARYA Project, KVK PURI	<a href="https://youtu.be/qvjhjD6YLZ0">https://youtu.be/qvjhjD6YLZ0</a>	KVK- YouTube Dt.19.8.23 Duration-4.06 min
Make Impossible to Possible- Export dry Mushroom to outside State: Mrs. Renubala Dash, Puri, Odisha	<a href="https://youtu.be/pV-7ayt3uis">https://youtu.be/pV-7ayt3uis</a>	KVK- YouTube Dt.19.8.23 Duration-1.27 min
Oyster Mushroom Pakoda Preparation in skill training under ICAR-ARYA Project, KVK, Puri	<a href="https://youtu.be/dz78mXyEGj8">https://youtu.be/dz78mXyEGj8</a>	KVK- YouTube Dt.19.8.23 Duration- 2,31min
Oyster Mushroom needs value addition for more profit	<a href="https://youtu.be/Xg8GCFRQIzg">https://youtu.be/Xg8GCFRQIzg</a>	KVK- YouTube Dt.19.8.23 Duration-0.54 min

Trolley for transportation of bundle straw reduces the cost of Mushroom cultivation	<a href="https://youtu.be/xKXAeYcOS-Q">https://youtu.be/xKXAeYcOS-Q</a>	KVK- YouTube Dt.19.8.23 Duration-0.18min
Straw Bundle cutting for Mushroom cultivation reduce drudgery: capacity 800 Bundles per hour	<a href="https://youtu.be/ly8TTFg5giY">https://youtu.be/ly8TTFg5giY</a>	KVK- YouTube Dt.19.8.23 Duration-0.33 min
Manual Straw cutting Machine for Dual Purpose: Innovation of Mr. Kahnu Charan Bhoi, Puri Sadar	<a href="https://youtu.be/T10mp37wAKY">https://youtu.be/T10mp37wAKY</a>	KVK- YouTube Dt.19.8.23 Duration-1.04min
Oyster Mushroom is profitable in Puri district	<a href="https://youtu.be/lvqrDNsNxfc">https://youtu.be/lvqrDNsNxfc</a>	KVK- YouTube Dt.19.8.23 Duration-4.25 min
Mushroom Entrepreneur: Mrs. Binapani Behera, Jipur, Satyabadi, Puri	<a href="https://youtu.be/vE0AV7_XEKO">https://youtu.be/vE0AV7_XEKO</a>	KVK- YouTube Dt.19.8.23 Duration-1.24min

## (I) Publications in 2023-24

### Research Publications

Sl. No.	Name of the Journal	Title	Author's Name	Item
1	Indian Journal of Extension Education Vol. 59, No. 4 (October-December), 2023, (109-113)	Effect of ARYA Programme in Employment and Income Generation of the Rural Youths	Madhusmita Sahoo Sumita Acharya Ambika Prasad Nayak Sonitarani Sethy	Research Paper
2	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	Sumita Acharya, Madhusmita Sahoo, A.P. Nayak and S.N. Mishra	Research Paper
3	Journal of Krishi Vigyan 2024, 12(1) : 65-69	Empowering Rural Youth in Puri District through Mushroom Cultivation for Sustainable Livelihoods	Sumita Acharya, Madhusmita Sahoo and Debendranath Sarangi	Research Paper
4	Vigyan Varta an International E-Magazine for Science Enthusiasts Vol. 4, Issue 9	Women Entrepreneurship through Apiary: A Success Story	S. Acharya and D. N. Sarangi	Article
5	Indian Farmer Volume 10, Issue 08, 2023, Pp. 396-398	A successful mushroom grower: Inspiration for retaining youth in agriculture	S. Acharya and D. N. Sarangi	Article

**Research Article**

**Indian Journal of Extension Education**  
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**Effect of ARYA Programme in Employment and Income Generation of the Rural Youths**

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**Conflict of Interest:** None

**Research statement(s):** Informed consent of the participants

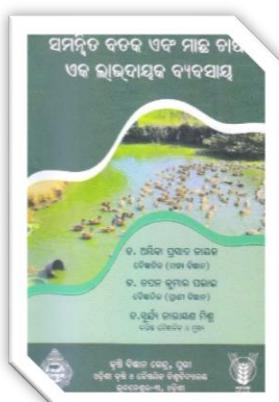
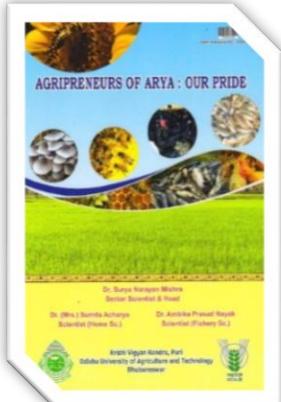
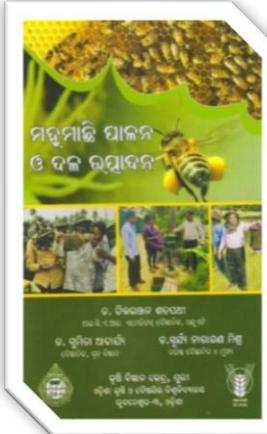
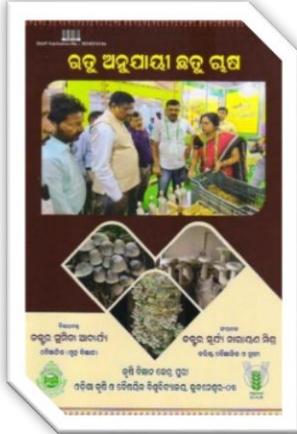
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**ABSTRACT**

Rural youths are the future of India's progress in agriculture. In order to keep the interest of youths in agriculture and maintain their sustainable livelihoods, KVK through its Agricultural Extension division has implemented Attracting and Retaining Youth in Agriculture (ARYA) programme through different identified KVKs in the country. Five KVKs from Odisha have been implementing this programme, out of which present research is an extension of the Pan KVK in the state of Odisha, where the ARYA project has been focusing on the extension of the fish culture, policy on fish culture, fish culture, fishing seed with a total of 174 rural youths. After the implementation of ARYA among the five enterprises promoted under ARYA, the performance of the mahseer barb enterprise gave the highest net income and highest average production. On the other hand, benefit-cost ratio was higher in the tilapia enterprise. The implementation of ARYA in the KVKs has educated about a positive relationship between the social welfare of the rural youths. The implementation of programme brought the convergence of several institutions to render technical support to rural youth.

## Extension Literatures

Sl. No.	Title	Author's Name	Item
1	Rutu Anujayee Chatu Chasa	Dr. S. Acharya, Dr. S.N.Mishra	Booklet
2	Mahumachhi Palana O Dala Uptadana	Dr. S. Acharya, Dr. C. Satapathy, Dr. S.N.Mishra	Booklet
3	Agri-preneurs of ARYA: Our Pride	Dr. S. Acharya, Dr. A. P. Nayak, Dr. S.N.Mishra	Booklet
4	Samanyuta Bataka & Machha Chasa	Dr. A. P. Nayak, Dr.T.K.Palei Dr. S.N.Mishra	Booklet



**(J) Migration status**

**Migration Scenario of Puri District**

Total no. of household surveyed	Migrant Households	Percentage of Household Migration	Total Number of Rural Household s*	Estimated Number of Migrant Households	Average Number of Migrant s per Panchayat	Number of Panchayats **	Estimated Number of Migrant s
7820	2099	26.8	312855	83975	347.8	230	79688.0

As per census 2011 \*\* as per panchayat directory

**(K) Quality Action Photographs**

**Demonstration Units supported by ICAR-ARYA Project established in the KVK Campus**



**Biofloc Unit**



**Mushroom Spawn Production Unit**

**APIARY Unit**



**Mushroom Production Unit**

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