

## Success Story on “Income Enhancing ARYA Project of KVK Kheda”

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### Abstract:

This success story is about the efforts made by KVK Kheda with respect to enhance the income and provide the employment to the young farm woman through ARYA project. The situational analysis suggested KVK Kheda to establish home scale mini rice mill unit under ARYA project to provide the employment and income to the rural youth as Kheda district comprise of very good area of rice cultivation. With this regards, KVK Kheda established home scale mini rice mill to the place of one young farm woman namely Kinjalben Jitendrabhai Patel of Machiyel village of Matar taluka of Kheda district in January 2021. Before establishment of home scale mini rice mill under ARYA project, her annul net income was Rs. 30,000/-. While after establishment of unit, her annul net income increased and reached at Rs. 66,000/-. It was observed that due to efforts made by KVK Kheda, the annual net income of young farm woman became more than doubled.

### Basic Information and Situation Analysis:

KVK Kheda is located at Dethali village of Matar taluka of Kheda district of Gujarat. KVK is successfully running the activities as per the mandates of ICAR in jurisdiction of whole Kheda district. This KVK is successfully running ARYA (Attracting and Retaining Youth in Agriculture) project since year 2019. As per the objectives of ARYA project, KVK Kheda establishes various processing units for the groups of rural youths of Kheda district with respect to provide them employment, attract them towards farming and reduce the rate of migration of them towards urban area.

As Kheda district is popularly known as “Bowl of Rice” as well as having with very good amount of livestock population and comes under the jurisdiction of Asia’s one of the biggest dairy co-operative society ‘AMUL’, KVK Kheda mainly establishes home scale mini rice mill, milk cream separator, deep freezer and pulse processing unit at various villages of

Kheda district under ARYA project. Here, this success story is about one of the rural youths of Machiyel village of Kheda district who was mainly doing farming activity along with her husband and some of the household activities.

### Profile of the ARYA beneficiary young farmer & Intervention from KVK Kheda:

Machiyel village is located at Matar taluka of Kheda district of Gujarat. Farmers of this village are mainly growing paddy as a major field crop and they went to nearest village for processing of it. Rural youth of this village mainly engage in farming related activities with their family members. Here is the success story of Mrs. Kinjalben Jitendrabhai Patel (Age 25 year). Kinjalben studied up to 8<sup>th</sup> standard and got married and engaged into the farming with her husband in 0.5 ha land. After some years, she was not so satisfy with her efforts and work in farming with respect to get income and profit from farming and other house hold income generating activities.

Basic information regarding established unit is as below;

1.	<b>Name of the Unit</b>	Home Scale Mini Rice Mill
2.	<b>Establishing Agency</b>	Krishi Vigyan Kendra, Kheda
3.	<b>Name of the Project</b>	ARYA (Attracting and Retaining Youth in Agriculture)
4.	<b>Month and Year of Establishment of Unit</b>	January, 2021
5.	<b>Location of Established Entrepreneurial Unit</b>	Jay Khodiyar Mini Rice Mill, At Po. Machiyel, Taluka: Matar, District: Kheda
6.	<b>Name &amp; Age of Farmer/ Rural Youth</b>	Kinjalben Jitendrabhai Patel (25 Years)
7.	<b>Size of Unit</b>	8×8
8.	<b>Total Amount of Produced from Processing (Kg) in year 2021</b>	12000 kg
9.	<b>Sale Value of Produced in Market</b>	Rs. 3 per Kg of processed produced

At that period of time, her family got in to the touch of Krishi Vigyan Kendra, Kheda. They got information regarding income enhancing ARYA project for rural youth run by KVK Kheda and they trained by the scientists of KVK with respect to get the employment and becoming an employable human resource. Scientists of KVK Kheda visited the place of Kinjalben and decided to establish the home scale mini rice mill unit. KVK established mini rice mill unit under ARYA project at her place in January 2021 with a view to provide an employment to her.

### Outcome of Intervention on Income of Farmer:

Due to establishment of home scale mini rice mill unit, positive and significant changes were observed into the income of Kinjalben and that can be observed from following table.

**Table 1: Changes in to the income of ARYA beneficiary farmer**

	Before ARYA Project	After ARYA Project	Increase in Income
Monthly Net Income	Rs. 2,500/-	Rs. 5,500/-	Rs. 3000/-
Annual Net Income	Rs. 30,000/-	Rs. 66,000/-	Rs. 36,000/-

From the table 1, it can be observed that before establishment of home scale mini rice mill under ARYA project, the monthly net income and annual net income of Kinjalben was Rs. 2,500/- and Rs. 30,000/-, respectively. While after intervention of ARYA project of KVK Kheda, the monthly and annual net income of her reached at Rs.5,500 and Rs. 66,000/-, respectively. It can be concluded that due to ARYA project Rs. 3,000/- increased in monthly net income and Rs. 36,000/- increased in annual net income of Kinjalben.

### Impact of the Intervention:

Due to intervention of ARYA project, the income became more than doubled for Kinjalben patel and she became satisfy with her efforts. This establishment of rice mill is not only helpful to her but also to other farmers of Machiyel village as now they don't need to go far for processing of their paddy. After seeing successful running of mini rice mill, other rural youth are also inspired to stay in village and establish own units.