

A Success Story of ARYA Entrepreneur: ARSE Deshi Poultry

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Introduction:

Attracting and retaining youth in agriculture is crucial for the sustainability and growth of the industry. With an aging population of farmers and a declining interest in farming among young people, it is important to create initiatives and opportunities that appeal to the younger generation. Youth are the most necessary or essential segment of the population of a country. They have been realized the ray of hopes for tomorrow's agriculture and will be the backbone of rural community. Youth are considered as a storehouse of energies, innovative ideas and more oriented to adopt the technologies due to high level of enthusiasm provides strength to the workforce. One way to attract youth to agriculture is by showcasing the diverse and innovative aspects of the industry, such as technology-driven farming practices and the potential for entrepreneurship. Providing access to education and training programs can also help to build the necessary skills and knowledge for youth to succeed in agriculture. Retaining youth in agriculture can also be achieved by fostering a sense of community and belonging within the industry through mentorship programs and networking opportunities. By addressing the challenges and barriers that prevent young people from entering or staying in agriculture, we can inspire and encourage the next generation of farmers to take on this vital role in our society.

The current scenario of changing agriculture in India demands the energy and vitality of youth. Provided there is enough opportunity, the innovative mind, and energy of youth, Youth are strength of the country they can boost up the present status of agriculture in our country. Higher growth in agriculture is needed for sustainable food security, nutritional security and economic security of the country. To keep pace with these diverse demand's agriculture needs to be modernized and diversified. Young people bring energy, vitality and innovation into the workforce. Many young youths of farming community engage in high-tech, high-risk and high-returns commercial agriculture like protected agriculture, precision farming,



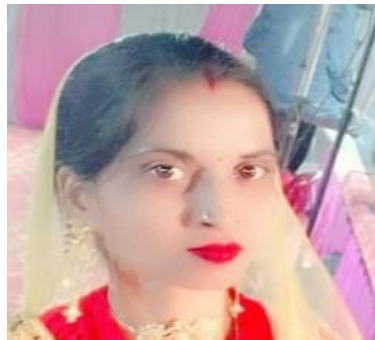
organic farming, floriculture, medicinal and aromatic crop cultivation, etc., which are mostly avoided by the aging farmers. In the most adverse and risky situations, young people have an extraordinary resilience and ability to cope. Realizing the importance and involvement of rural youth in agricultural development of the country, Indian Council of Agricultural Research has initiated a programme on “Attracting and Retaining Youth in Agriculture” (ARYA).

Under ARYA project, special efforts are being taken up to attract the rural youth under the age of 35 years in agriculture the main objectives of “ARYA” project are -

- 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 convergence of opportunities available under various schemes/programs for sustainable development of youth.

ARYA project started 2020-21 in Krishi Vigyan Kendra Govindnagar Narmadapuram during the Covid-19 pandemic plays an important role among rural youth for establishing low-cost small investment units of different component viz. Goat farming, Poultry farming, Nursery management, etc. Also serve skill training for rural youth. The purpose is to establish economic models for youth in the villages so that youths can get attracted towards agriculture and overall rural situation is improved. Skill development of rural youths will help in improving their confidence levels and encourage them to pursue farming as profession, generate additional employment opportunities to absorb under employed and unemployed rural youth in secondary agriculture and service-related activities in rural areas. The concurrent monitoring, evaluation and mid-term correction will be an integral part of project implementation.

Among them one of the success stories of an ARYA entrepreneur related to youth who is involved in Poultry Farming is Mrs. Jyotibala Munshi Arse, a beneficiary of the Arya Project run at the, Krishi Vigyan Kendra Govindnagar, who made local poultry farming her venture from a grocery shop. Apart from getting good income from it, she also provided local chicken chicks, deshi chickens, etc. to other people in the area. Provides local eggs and has created a distinct identity (Arse Daeshi Poultry and Egg) for Deshi poultry for a long time.

Name of Entrepreneur:	Jyoti Bala Arse	
Husband Name:	Shri Munshi JI Aarse	
Age:	32	
Address:	Village- Kapuri, Bankhedi, Narmadapuram M.P.	
Educational Qualification:	12 th	
Year of training obtained:	2021-22	

Impact factor	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	Grocery store	Poultry farming
Year of the enterprise established	2016	2021
Size of enterprises	10*10	500 Suare feet (No. of birds: 350)
Individual/Group	Individual	Individual
Yield	-	Egg: 7200 per year (Sell value: Rs. 15/egg) 250 Birds/Year Sell value Rs. 600/Birds
Cost of Production / unit	40,000	176400
Gross income (In Rs.)	96,000	2,58,000
Net income (In Rs.)	56,000	81,600
Marketing	Local	Direct and Online booking
Branded product (Any)	-	Aarse Deshi Poultry, Aarse Deshi Egg



Poultry Unit Under ARYA



Exhibition During Kisan Mela



Received 2nd prize during Kisan Mela



Branded Product (ARSE DESHI EGG) and Meeting with DM district Narmadapuram (Shri Niraj Kumar Singh Branding of Poultry product (under ARYA))