

A Success Story of ARYA Entrepreneur- Shri Vishal Gohiya

Brajesh K. Namdev*, A. Pandey, L. K. Chourasia and S.K. Garg

Krishi Vigyan Kendra Govindnagar, Narmadapuram MP. 461990

*Corresponding Author: brajesh.kvk2018@gmail.com

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.

India being the youngest nation in the world has massive youth resource to offer to agriculture sector but unfortunately, youth participation in agriculture is declining. The migration of rural youth to the cities is quite alarming. The serious reasons for youth moving to urban areas are lack of basic amenities, unemployment and lack of interest in farming since agriculture suffers from several factors such as natural calamities like drought, floods, storms, etc., smaller land holdings and not getting suitable market price for agricultural produce. Lack of employment opportunity for youth is one of the major global economic crises in the world. The ripple effect of this crisis is inflation which triggers the rising of prices of food, commodities and fuels. Self-employment and casual wage employment comprise a large majority of youth employment. The involvement of youth in agriculture and allied area is strongly realized for agricultural reform so that it can keep pace with changing global economy.

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 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 Govind Nagar Narmada Puram 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 Goat Farming and left his job due to covid 19 is -

Name of Entrepreneur : **Shri Vishal Gohiya**
Age : 28 years
Educational Qualification : M. Tech.
Year of training obtained : 2020-21
Earlier Occupation : Private Job
Address : Jogiwada, Bankhedi, Narmadapuram, MP.



Fig 1: Low-cost entrepreneur unit (Gadwal Agronomic).

Brief information

Shri Vishal Gohiya started Goat Farming by establishing *Garhwal Agronomic* in the year 2022. Previously Vishal working in a private company and earns Rs 24,000 per month during 2019-20 but during pandemic (Covid-19) situation he left his job and contact with KVK Govindnagar Scientist of KVK explained details about ARYA and its component (Goat Farming, Poultry etc.) Vishal attracts Goat farming after that KVK provides skilled training for Goat farming by LPM Scientist and he started his own enterprise (*Garhwal Agronomic*) during 2021-2022. Presently Vishal Gohiya earns Rs. 5,24,000 per year by selling buck as well as he also provides superior quality breed male buck for natural cross/breeding is

on demand as well as payment basis to Goat Keepers in nearby villages.

Table 1: Before and After adoption of ARYA

Impact factor	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	Private Job	Goat farming
Year of the enterprise established	-	2020-21
Size of enterprises (No. of Goats)	-	32 (Betal, Jamunapari, Sojat, Sirohi)
Individual/Group	Individual	Individual
Yield (Product-Buck) in kg.	-	26 Buck year supply per year * Avg. wt. 55 kg (Selling amount Rs. 30000 per Goat)
Cost of Production / unit	-	2,56,000
Gross income (In Rs.)	2,40,000	7,80,000
Net income (In Rs.)	2,40,000	5,24,000
Marketing	-	Direct and Online booking



Fig 2: Interaction of Youth with Director ICAR-ATARI Zone IX, Jabalpur during Kisan Mela
