



## AGRIENTERPRISES PROMOTED AMONG TRIBAL YOUTH UNDER ARYA PROJECT IN UDAIPUR AND BANSWARA DISTRICTS OF RAJASTHAN

Vandana<sup>1\*</sup>, Dr. Dhriti Solanki<sup>2</sup>, Dr. Rajshree Upadhyay<sup>3</sup>

Article History:

Received: 28.03.2023

Revised: 20.04.2023

Accepted: 10.05.2023

### Abstract

Agripreneurship is the integration of agriculture and enterprise such that an agripreneur has the opportunity to turn agricultural land into a significant source of income. Youth are expected to play a vital role in the much-anticipated transformation of agriculture in India. Realizing the importance of youth in agricultural development, the Indian Council of Agricultural Research has initiated a project on “Attracting and Retaining Youth in Agriculture” (ARYA) during 2015-16 in 25 States through Krishi Vigyan Kendras and one district from each State. The present research is an attempt to entrepreneurship development among tribal youth under ARYA project. The total sample of the study consisted of 200 tribal youth including 100 from Udaipur and 100 from Banswara districts. The research findings revealed that the agrienterprises promoted among the tribal youth were 88 poultry, 85 goatry and 27 have nursery management enterprise.

**Keywords:** Agriculture, ARYA project, Agripreneurship, Tribal Youth.

<sup>1\*</sup>Research Scholar, College of Community & Applied Sciences, MPUAT, Udaipur, Rajasthan  
E mail: hellovandana2011@gmail.com

<sup>2,3</sup>Professor, Department of Extension Education and Communication Management, CCAS, MPUAT, Udaipur, Rajasthan, India

**\*Corresponding Author:** Vandana

\*Research Scholar, College of Community & Applied Sciences, MPUAT, Udaipur, Rajasthan  
E mail: hellovandana2011@gmail.com

**DOI: - 10.48047/ecb/2023.12.Si6.736**

### INTRODUCTION

India is an agrarian country with a vast availability of land for agricultural activities and huge population is depending on the agriculture and its allied businesses. Agriculture is an important economic activity in India and represents around 50% of employment and around 17% of India's gross domestic product (GDP) (Economic survey-2018). Low productivity, low profitability, rising input costs, crop loss owing to inadequate storage, and poor supply chain management continue to be problems for the agriculture sector. These difficulties offer a variety of options for agribusiness owners. Agripreneurship can be extremely helpful in addressing issues with information sharing, farm management, capital accessibility, farm mechanisation, and the agriculture supply chain. Agripreneurship plays various roles in the growth and development of national economy through promotion of entrepreneurship, which increases the income levels and expands employment opportunities in both rural and urban areas

(Bairwa et al., 2012). Youth are expected to play a vital role in the much-anticipated transformation of agriculture in India. Because young people bring energy, vitality and innovation into the work force and when their willingness to contribute is matched with opportunity; they can have a transformative impact on economic growth and social development. There are challenges in empowering the youth to improve their skills and to remain in the agriculture as a source of livelihood in rural situation. Creation of successful economic models in the villages is crucial to catalyse and energize youth to become entrepreneurs in rural areas and guide others in their vicinity.

Realizing the importance of rural youth in agricultural development, the Indian Council of Agricultural Research has initiated a project on “Attracting and Retaining Youth in Agriculture” (ARYA) during 2015-16 in 25 States through Krishi Vigyan Kendras and one district from each State. It is envisaged in the project that the rural

youth can be attracted in agriculture by providing them gainful employment in rural areas by engaging them in different enterprises which could regularly provide income to them in a sustainable manner. Under the project, rural youth are identified and oriented towards entrepreneurial skill development and establishment of micro-enterprise units in the areas like apiary, mushroom, seed processing, poultry, dairy, goatry, carp-hatchery, vermi-compost, etc.

**The objectives of ARYA project are:**

1. 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.
2. To enable the Farm Youth to establish network groups to take up resource and capital intensive activities like processing, value addition and marketing.
3. To demonstrate functional linkage with different institutions and stakeholders for convergence of opportunities available under various schemes/program for sustainable development of youth.

In Rajasthan ICAR- ATARI (Agricultural Technology Application Research Institute), Jodhpur is one of the nodal institutes which is implementing the ARYA project through KVK. During the financial year 2016-2017, this project

has been executed in Banswara district. In the second phase, (2019-2020) the project has been expanded in five more KVKs of the state viz. KVK Alwar-I, KVK Bundi, KVK jaipur –I, KVK Jhalawar and KVK-Udaipur. KVK at Udaipur is run by NGO, VidyaBhawan Society. Senior Scientist cum Head of the KVK is the nodal officer of this project.

**METHODOLOGY**

The present investigation was conducted in KVKs of Rajasthan state namely Udaipur and Banswara districts which were selected purposively. The ARYA project is implemented by KVK Banswara, MPUAT, Udaipur and KVK Badgaon, Vidya Bhawan Society (run by NGO) Udaipur. Total 100 tribal youth enrolled under ARYA project were taken from each district, with total 200 respondents. Interview schedule was developed by the investigator. Interview technique was used for data collection. Frequency and percentage were used to analyse the data.

**RESULTS AND DISCUSSION**

**Background information of the tribal youth:**

This section includes the information related to personal variables of the respondents i.e. age, education, marital status, family structure, caste and occupation. Information pertaining to these is presented in Table 1.

**Table 1:** Distribution of the respondents by their personal variables  
n=200

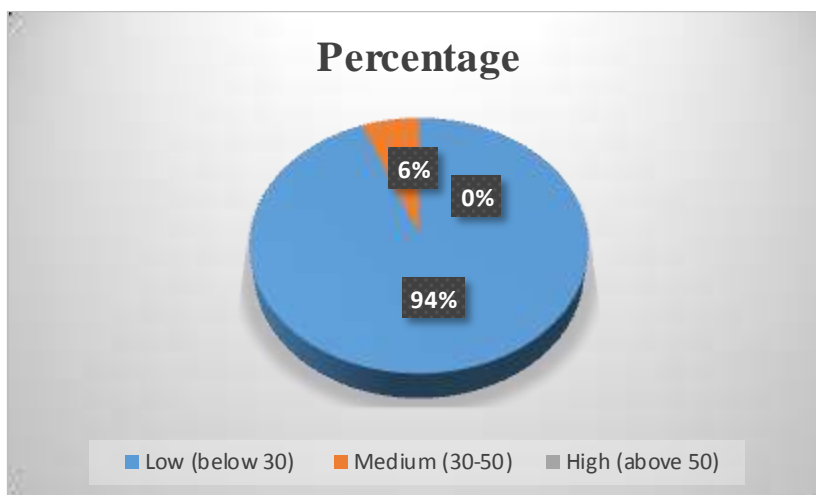
Variables	Udaipur (n=100) f (%)	Banswara (n=100) f (%)	Total (n=200) f (%)
<b>Age</b>			
• 18 yrs to 30 yrs	67 (67)	67 (67)	134 (67)
• 31 yrs to 45 yrs	33 (33)	33 (33)	66(33)
<b>Education</b>			
• Illiterate	6 (6)	10(10)	16 (8)
• Primary school	29 (29)	21 (21)	50(25)
• Middle school	27 (27)	31 (31)	58 (29)
• High school	20 (20)	27 (27)	47 (23.5)
• Graduation	18 (18)	11 (11)	29 (14.5)
<b>Marital Status</b>			
• Unmarried	25 (25)	30 (30)	55 (27.5)
• Married	75 (75)	70 (70)	145 (72.5)
<b>Occupation</b>			
• Non-wage earner	0	0	0
• Farming	100 (100)	100 (100)	200(100)
• Service sector	0	0	0
<b>Caste</b>			
• ST	100 (100)	100 (100)	200(100)
<b>Family Structure</b>			
<b>a) Family type</b>			
• Nuclear	12 (12)	13 (13)	25 (12.5)
• Joint	88 (88)	87 (87)	175 (87.5)
<b>b) Family size</b>			
• Small (Up to 4 members)	15 (15)	14 (14)	29(14.5)
• Medium (5-8members)	59 (59)	61 (61)	120(60)
• Large (8 and more)	26 (26)	25 (25)	51(25.5)

More than fifty per cent of the respondents (67%) belonged to the age group 18-30 years while rest of the respondents (33%) were in the age of 31-45 years. Regarding to the education 29 per cent respondents were educated up to middle school and 25 per cent respondents were educated up to primary school. Less than one fourth of the respondents (23.5 %) were educated upto high school and 14.5 per cent were graduates. Only 8 percent respondents were illiterate. Majority of the respondents (72.5%) were married and 27.5 per cent were unmarried.

Regarding to the occupation, all the respondents were involved in farming. None of the respondents worked as non-wage earner and in the service sector. All the respondents (100%) belonged to Scheduled tribe caste category. Regarding to the family structure, majority of the respondents (87.5%) were from joint family and rest of the respondents (12.5%) had nuclear family. In terms of size of the family, 60 per cent of the respondents belonged to large size family, 25.5 per cent had medium size family and 14.5 per cent belonged to small size family.

**Table 2:** Distribution of the respondents according to their socio-economic status

S. No	Categories	Udaipur (n=100) f (%)	Banswara (n=100) f (%)	Total (n=200) f (%)
1	Low (below 30)	93 (93)	95 (95)	188 (94)
2	Medium (30-50)	7 (7)	5 (5)	12 (6)
3	High (above 50)	0	0	0



**Socio economic status:** Table 2 details information relating to socioeconomic status. Based on the results of the various socioeconomic status scale items, the respondents were divided into high, medium, and low socioeconomic status categories. According to the data in the table, 94% of the respondents had low socioeconomic status, 6% had medium socioeconomic status, and none of the respondents fell into the high socioeconomic status category.

**Agrienterprises promoted among the tribal youth under ARYA project:** Under ARYA project, youth are identified and oriented towards entrepreneurial skill development and establishment of micro-enterprise units in the areas like apiary, mushroom, seed processing, poultry, dairy, goatry, carp-hatchery, vermi-compost, nursery management, etc.

**Table 3:** Agrienterprises promoted among the tribal youth in Udaipur and Banswara district n=200

S.No	Agrienterprises	Udaipur f (%)	Banswara f (%)	Total f (%)
1.	Goat farming	32(32)	53(53)	85 (42.5)
2.	Poultry farming	51(51)	37(37)	88 (44)
3.	Nursery management	17(17)	10(10)	27 (13.5)

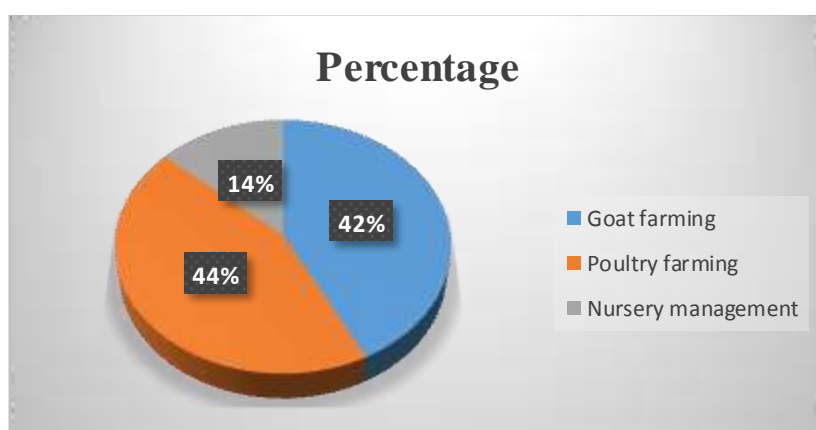


Table: 3 depicts information pertaining to the agrienterprises promoted by the KVKs among the respondents under ARYA project. Three main enterprises were promoted among the tribal youth and these were goat farming, poultry farming and nursery management. Out of total 200 beneficiaries, 88 were undertaking poultry, 85 goatry and 27 have adopted nursery management.

District wise bifurcation indicates that in Udaipur district 51 per cent respondents have adopted poultry farming, 32 per cent goat farming and 17 per cent respondents were undertaking nursery management. Similarly in case of Banswara district, 53 per cent respondents have adopted goatry, 37 per cent adopted poultry and

10 per cent respondents were involved in nursery management enterprise.

On discussion with the KVK personnel it was found that goat farming as an enterprise was promoted because it is particularly suitable for small, marginal and landless labourers. Similarly poultry farming is a very common practice in tribal household for income generation because demand of poultry meat and eggs is increasing day by day as the consumers are more conscious about nutrition and benefits of poultry products in their diet. The reason for promotion of nursery management as an enterprise was that quality planting material is realized as an important factor in fruit and vegetable cultivation and there is high demand of good quality and assured planting material in the market.

The finding gets supported from the study of Vishwanatha (2013) who reported that more than 45 per cent of the rural youth were highly active in dairy enterprise.

**Strategies followed by the KVK personnel for promotion of various enterprises under ARYA:**

An effort was made to determine the extension strategies followed by the KVK personnel for promotion of various enterprises under ARYA. KVKs have promoted entrepreneurial activities among tribal youth through trainings, method demonstrations, exhibition and farmers fair. For training programmes, trainees were selected from adopted villages of both the districts on the basis of their needs, interest and available resources. The selected youth was given initial exposure with successful agripreneurs and interactive sessions

about the prospects in enterprises for earning adequate living in tribal areas. It had inspired them to pursue entrepreneurship as a profession and help them select and take up the appropriate vocation. KVKs organized on campus trainings at KVK and off campus trainings in the villages, as per the convenience of the target group and the nature of the training programmes. Trainings were conducted by using interactive training methods viz. method demonstration, lecturette and group discussion, supplemented by training aids. The basic objective behind the on campus skill oriented training programmes was to develop required proficiency among the participants to start their own enterprise. KVKs provided vocational training or skill oriented training in goat farming, poultry farming and nursery management. KVKs conducted method demonstration to explain how to carry out a particular operation according to its principles so that it is carried out systematically and yields better result. Through method demonstration trainees learned about how to do agrienterprises (goatry, poultry and nursery management) activity. The KVKs were also facilitating the youth in establishing entrepreneurial units at the farms or own location depending upon the market potential of enterprise and availability of fund. Thus, depending upon the type of operational costs to support critical inputs like chicks, goats, medicines, seeds, fertilizers, had also been provided to tribal youth.

An effort was also made to gather information related to trainings attended, mode of ownership, source of finance, sources of motivation, reasons for getting engaged and reasons for starting the enterprise.

**Table 4:** Distribution of the respondents by trainings attended, mode of ownership, source of finance and place of running the enterprises  
n=200

S.no	Particulars	f (%)
<b>A.</b>	<b>Trainings attended</b>	
	• Yes	200 (100)
	• No	0
<b>B.</b>	<b>Mode of ownership</b>	
	• Sole proprietorship	200 (100)
	• Partnership	0
<b>C.</b>	<b>Source of financial assistance</b>	
	• Family members	148 (74)
	• Relatives	52(26)
	• Bank	12(6)
	• Money lender	0

Table 4 reveals that all (100%) the respondents attended the training programmes related to goat farming, poultry farming and nursery management agrienterprise. During the discussion they are informed that these training were organised by the Krishi Vigyan Kendras. KVK Udaipur and Banswara conducted number of trainings and most of the trainings were of short and long duration. This training has resulted into the fruitful gain in knowledge by the respondents.

Regarding the mode of ownership, it was observed that all the respondents were having the sole proprietorship and none of them had enterprise on the partnership basis.

Regarding the source of financial assistance, majority of the respondents have started the enterprise with the family member and 26 per cent respondents got finance from their relatives and only few (6 %) respondents have taken the financial assistance from bank.

**Table 5:** Sources of motivation for starting the enterprise by the respondents

n=200

S.No	Items	f(%)
1.	Self-motivation	16 (8)
2.	Family members	39 (19.5)
3.	Friends	66 (33)
4.	KVK personnel	79 (39.5)

According to data in Table 5, 39.5 per cent respondents were motivated by KVK personnel, 33 per cent of the respondents were motivated by their friends, 19.5 per cent respondents were

motivated by family members and only 8 per cent respondents were self-motivated for starting the enterprise.

**Table 6:** Reasons for getting engaged in entrepreneurial activity by the respondents

n=200

S. No.	Items	f (%)
1.	For an independent identity	87(43.5)
2.	To increase family income	200 (100)
3.	To improve social status	45(22.5)

Table 6 presents the information related to the reasons for getting engaged in entrepreneurial activity by the respondents. Data in the table show that 100 percent respondents began an enterprise to increase the family income and 43.5 per cent

respondents intended for having an independent identity in the society. Only one fourth of the respondents (22.5 %) started an enterprise to improve their social status.

**Table 7:** Reasons for selecting the particular enterprise by the respondents

n=200

S. No	Items	Goat farming f (%)	Poultry farming f (%)	Nursery management f (%)
1.	Managed at household level	68 (80)	73(82.95)	22(81.48)
2.	Had knowledge & skills	52(61.17)	68(77.27)	18(66.66)
3.	Ancestral venture	61(71.76)	71(80.68)	15(55.55)
4.	Availability of resources	54(63.52)	59(67.04)	20(74.07)
5.	Have a great market potential	71(83.52)	70(79.54)	13(48.14)
6.	Less space is require	48(56.47)	49(55.68)	9(33.33)
7.	Availability of raw material	51(60)	60(68.18)	17(62.96)
8.	Interest	85(100)	88(100)	27(100)

Table 7 entails the reasons for selecting the particular enterprise. The table clearly shows that 100 per cent respondents selected the goat farming, poultry farming and nursery management enterprise due to their own interest. In case of goat farming majority of the

respondents chose the enterprise because it has a large market potential (83.52%), 80 per cent respondents selected the enterprise due to reason that it can be managed at the household level and 71.76 per cent respondents said that they chose the enterprise because their ancestors had been



involved in the particular enterprise from generations and the same has been transmitted to the young generation. More than sixty per cent of the respondents selected the enterprise due to availability of resources and raw materials. 61.17 per cent respondents possessed knowledge and skills regarding the enterprise. More than half of the respondents (56.47%) said goat farming requires less space.

Regarding poultry farming, majority of the respondents chose the enterprise because it can be managed at the household level (82.95%), 80.68 per cent of the respondents chose the enterprise because their ancestors had been involved in the poultry farming from generations and 77.27 per cent respondents had knowledge and skills about this enterprise. More than sixty per cent of the respondents selected the particular enterprise due to availability of raw materials and resources. 79.5 percent of respondents said they had a big market potential, while 55.68 per cent reported that they have selected the particular enterprise because it requires less space.

In terms to nursery management most of the respondents selected the enterprise because it can be managed at the household level (81.48 %) and availability of resources (74.07%). More than sixty per cent of the respondents chose the enterprise as they had required knowledge and skills about the enterprise (66.66 %) and due to availability of raw materials (62.96 %). More than half of the respondents stated that they chose the enterprise because their ancestors had been involved in it for generations and had passed that on to the current generation. Approximately 48.14 per cent respondents selected the enterprise due to great market potential. One third of the respondents (33.33%) reported that they selected the particular enterprise because it requires less space.

## **CONCLUSION**

It can be concluded that KVK personnel promoted three main enterprises among the tribal youth (goat farming, poultry farming and nursery management) so that they pursue entrepreneurship for sustainable income and gainful employment. There were total 200 beneficiaries of which 88 were undertaking adopted poultry, 85 goatry and 27 have started nursery management enterprise. All the respondents were having the sole proprietorship and none of them had enterprise on the partnership basis. Only few (6 %) respondents have taken financial assistance from bank.

## **REFERENCES**

1. Bairwa, S. L. and Kushwaha S. (2012) Agro Industry scenario in India In Edited by Prof. S. P. Singh "Agricultural research and Sustainable development in India", Bharti Publications, New Delhi, 110093, pp 159-182.
2. Economic Survey report 2017-18 cited from <http://Economic Survey 2017-2018.html>. Retrieved on 02/02/2019.
3. Vishwanatha, H. 2013. A study on aspirations and participation of rural youth practising agriculture and allied activities. M.Sc. thesis submitted to University of Agricultural Sciences, Bangalore.