*The Andhra Agric. J* 71 (2): 233-235, 2024
doi :10.61657/aaj.2024.121

# Constraints in attracting and retaining youth in agriculture (ARYA) project in Nellore District Andhra Pradesh

**L Jyotsna, M Rama Devy, M Srinivasa Rao and K N Sreenivasulu**
Department of Agricultural Extension Education, Acharya N G Ranga Agricultural University, Agricultural College, Bapatla-522101, Andhra Pradesh, India

## ABSTRACT

Realizing the prominent role of rural youth in agricultural development especially from the point of view of food security of the country, ICAR has initiated a scheme on "Attracting and Retaining of Youth in Agriculture (ARYA)". The scheme was launched by the Prime Minister on the foundation day of ICAR in 2015. The scheme is being implemented through KVK's in 25 states throughout the country. Special efforts were made under this initiative to attract and retain the rural youth upto the age of 35 years in agriculture and allied sectors so as to prevent the migration to nearby urban areas. KVKs were assigned the task of training 200 to 300 youth in agriculture and allied activities such as poultry farming, dairying, fisheries, goat rearing, and mushroom production etc., that keep rural youth connected to agriculture either directly or indirectly. This project was started in the Nellore district of Andhra Pradesh in 2015. In Nellore district, under KVK 180 respondents (beneficiaries of ARYA Project) were selected purposively to study the constraints faced by the beneficiaries of ARYA Project. Garrett ranking technique was used to rank the constraints.

**Keywords**: *ARYA project, Andhra Pradesh, KVK and Rural youth.*

India with over 1.4 billion population, stands as the world's first most populous nation. Notably, nearly 27.2% of its population comprises young individuals aged 15-29 years (United Nations World Reports 2023). Furthermore, a significant majority of Indians, accounting for 69%, reside in rural areas, where the youth play a crucial role in driving the agricultural economy, making their contributions vital to the country's growth and development.

Agriculture plays a vital role in India's economy. 54.6% of the population is engaged in agriculture and allied activities (census 2011) and it contributes 17.4% to the country's Gross Value Added (current price 2014-15, 2011-12 series). The agriculture sector occupies centre stage in Indian economy embodying three thrust areas in (1) to promote inclusive growth, (2) to enhance rural income, and (3) to sustain food security.

Rural areas are the economic backbone of most developing countries and contribute to their overall economic growth through creation of jobs and supply of food and raw materials to other growing sectors of the economy. Not with standing, rural areas are the most marginalized and characterized by poverty (Alemu, 2012). Hence poverty remains predominantly a rural phenomenon despite rapid urbanization observed in most developing and transition countries (IFAD, 2001)

Traditionally, youth in rural areas have played a vital role in agricultural activities, contributing to the labor force and supporting family farms. However, the rapid pace of urbanization and industrialization has altered this dynamic, leading to a decline in youth engagement in agriculture. Factors such as limited access to education and training, lack of financial resources and insufficient support for agricultural ventures have contributed to this trend.

Access to resources and finance is another significant barrier. Young farmers often struggle to secure the necessary capital to invest in agricultural activities. Traditional financial institutions are hesitant to lend to young and inexperienced farmers and the lack of collateral exacerbates this issue without financial support, rural youth are unable to purchase essential inputs such as seeds, fertilizers and equipment hindering their productivity & profitability.

## MATERIAL AND METHODS

The present study was conducted in Nellore district of Andhra Pradesh during the year 2024. An

*Ex-post facto* research design was used in the present investigation. The Nellore district was selected by using simple random sampling procedure in Andhra Pradesh. Two mandals were selected through simple random sampling procedure. Indukurupet, Kaligiri. Three villages have been selected through simple random sampling procedure. Narasapuram, Mudivartipalem, Indukurupet from Indukurupet mandal, Velagapadu, Y.Kothuru, Venkannapalem from Kaligiri mandal.

From each selected village 15 beneficiaries were selected purposively and 15 non-beneficiaries were selected simple random sampling. Thus a total 180 respondents were selected for the study.

Data was collected from the respondents with the help of well-structured interview schedule which was developed keeping in view of the objective of the study. The collected data were coded, classified and tabulated. The Garrett's ranking procedure was used for meaningful interpretation of findings and for drawing conclusions

The data are collected pertaining to the problems faced by the respondents and also for suggestions given by the respondents was quantified in terms of the number of respondents who gave the rank based on the importance.

Garret's formula for converting ranks into per cent is given below,

Percent position = 100 (Rij – 0.5) /Nj

Where,

Rij = Rank given for the $i^{th}$ item by $j^{th}$ respondents

Nj = Number of items ranked

## RESULTS AND DISCUSSION

An overview of the Table 1 'lack of quality of planting material for shadenet nursery raising' (Rank I) was the major constraint with a garrett mean score 30.35, followed by 'lack of market knowledge for shadenet nursery raising' (Rank II) with a garrett mean score 25.78, 'lack of awareness of new machinery/ techniques' with a garrett mean score 24.34, (Rank III), 'lack of technical guidance for mushroom preparation' with a garrett mean score 23.15, (Rank IV), 'lack of available sources of earthworms' with a garrett mean score 22.35, (Rank V), 'non-suitability of climate for mushroom' with a garrett mean score 21.85, (Rank VI), 'difficulties in getting inputs under subsidy of ARYA programme'

**Table 1 Constraints faced by youth in terms of production, processing and marketing of products**

| S.NO | Constraints | Garrett Score | Garrett Mean score | Rank |
|---|---|---|---|---|
| 1 | Lack of technical guidance for mushroom preparation | 2084 | 23.15 | IV |
| 2 | Non-suitability of climate for mushroom raising | 1967 | 21.85 | VI |
| 3 | Lack of market information for marketing of mushroom | 1511 | 16.78 | X |
| 4 | No follow-up after trainings | 1686 | 18.73 | IX |
| 5 | Difficulties in getting inputs under subsidy of ARYA programme | 1875 | 20.83 | VII |
| 6 | Marketing of vermicompost is a problem | 1772 | 19.68 | VIII |
| 7 | Lack of available sources of earthworms | 2012 | 22.35 | V |
| 8 | Lack of awareness of new machinery/techniques | 2191 | 24.34 | III |
| 9 | Lack of quality of planting material for shadenet nursery raising | 2732 | 30.35 | I |
| 10 | Lack of market knowledge for shadenet nursery raising | 2321 | 25.78 | II |

with a garrett mean score 20.83, (Rank VII), 'marketing of vermicompost is a problem' with a garrett mean score 19.68, (Rank VIII), 'no follow-up after trainings' with a garrett mean score 18.73, (Rank IX), 'lack of market information for marketing of mushroom' with a garrett mean score 16.78, (Rank X) were the major problems expressed by the farmers.

Based on the constraints, the suggestions were drawn from the respondents to overcome them were presented in Table 2. based on their magnitude. Suggestions were ranked based on garrett score. promisingly shown that majority of the youth had expressed 'scientists should visit the farm and solve problems with proper demonstrations' with a mean score of 30.01 (Rank I), followed by 'training should be organized by the KVK according to the young farmers needs' with a mean score of 25.12 (Rank II), 'strengthening of some of the entrepreneurial units which are running lack of resources under ARYA' with a mean score of 23.44 (Rank III), 'inputs should be available in time' with a mean score of 21.15 (Rank IV), 'Providing employment opportunities' with a mean score of 20.16 (Rank V), 'Provisions of proper marketing facilities' with a mean score of 19.97 (Rank VI)

**Table 2. Suggestions for improving production, processing and marketing of products**

| S.NO | Suggestions | Garett score | Garrett mean score | Rank |
|---|---|---|---|---|
| 1 | Training should be organized by the KVK according to the young farmers needs | 2261 | 25.12 | II |
| 2 | Providing employment opportunities | 1815 | 20.16 | V |
| 3 | Strengthening of some of the entrepreneurial units which are running lack of resources under ARYA | 2110 | 23.44 | III |
| 4 | Scientists should visit the farm and solve problems with proper demonstrations | 2701 | 30.01 | I |
| 5 | Provisions of proper marketing facilities | 1798 | 19.97 | VI |
| 6 | Inputs should be available in time | 1904 | 21.15 | IV |

## CONCLUSION

Rural youth in India are abandoning agriculture in favour of urban areas. But provide employment to rural youth and to control their migration from rural areas to towns and cities. ARYA project assures employment by providing training to youth in agriculture and its allied sector. Which indirectly attains the goal of food security. Some of the constraints identified through this study were, lack of knowledge about equipments/machinery for enterprise, high costs of inputs and difficulty in marketing the products. Thus, it can be concluded that ARYA programme not only provides employment to rural youth, but it also assures food security of our Nation. Some of the necessary facilities like provision of inputs, establishing proper marketing facilities and providing training on new machineries will help the beneficiaries to overcome the constraints.

## LITERATURE CITED

**Birla K 2018.** Participation of rural youth in livelihood activities in selected block of district Rewa (MP). (*M.Sc. (Ag.) Thesis*. Jawaharlal Nehru Krishi Vishwa Vidyalaya, Jabalpur.

**Choudhary K, Gupta S, Pramod D C, Bijarnia S R and Kuri J 2022.** Suggestions of trainers to better run the programme of ARYA project in Banswara district. *The Pharma Innovation Journa*l, 11(4): 1868-1870

**Alemu Z G 2012.** Livelihood strategies in rural South Africa: Implications for poverty reduction. *International Association of Agricultural Economists (IAAE).* Triennial Conference, Fcoz do Iguacu, Brazil. 1007-2016-79737:2-24.

**IFAD Annual Report, Part-I 2001.** https://www.ifad.org/en/web/knowledge/-/publication/annual-report-2001-part-1.

Received on 17.02.2024 and Accepted on 29.03.2024