

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

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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.*