

CONSULTATIVE WORKSHOP ON “OPPORTUNITIES FOR YOUTH IN AGRICULTURAL DEVELOPMENT”

MANAGE, HYDERABAD

2016





**NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT
(MANAGE)
RAJENDRANAGAR, HYDERABAD**

**CONSULTATIVE WORKSHOP ON “OPPORTUNITIES FOR YOUTH IN
AGRICYURAL DEVELOPMENT”**

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REPORT

By

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SUMMARY

“Unless farming becomes both intellectually stimulating and economically rewarding, it will be difficult to attract or retain rural youth in farming”- Dr. M.S. Swaminathan.

- 1. India is young country:** Global population is expected to increase to 9 billion by 2050, with youth (aged 15-24) accounting for about 14% of this total. Rural population in India, accounts to 68% (90.22 Crores), total youth population is 28% (35.6 Crores) ranging between the ages of 10-24 years. India is emerging as future young nation in the globe. Besides, the country is adding 2 million young people to the ranks of unemployed every year. This is likely to entail tremendous cost, including social unrest and dislocation.
- 2. New generation is going to take up Agriculture:** Agriculture is contributing to 15.35% of national GDP and covers 68% of total population. Increasing literacy rate in rural areas (71%) is ray of hope for bringing changes in all the areas around villages including Agriculture. The mantle of Agriculture rest in the hand of educated rural youth in the country.
- 3. Realities on ground:** Education and Mass Media exposure is inducing high aspirations among rural youth resulting in migration of youth from rural to urban areas, Agriculture to non-agriculture sectors. Education system does not involve Agriculture in initial years due to which interest is not created in the young minds. Urban attraction leads rural youth to opt non-agriculture education so that they get jobs in urban areas. Even the majority of the farmers are not in favour of their children taking up Agriculture and settling in villages. Agriculture is ridden with uncertainties in monsoon and markets making it one of the risky professions. Hence, for Agriculture, there are few takers among rural youth by choice.
- 4. Challenges:** Rural youth experience following challenges while opting Agriculture as profession.
 - ❖ Insufficient access to knowledge, information and education.
 - ❖ Limited access to land.
 - ❖ Inadequate access to financial services.
 - ❖ Difficulties accessing green jobs.
 - ❖ Limited access to markets.
 - ❖ Limited involvement in Policy dialogue.
 - ❖ Lack of agricultural content in education.
 - ❖ High risk in agriculture profession.
- 5. Opportunities:** In spite of challenges, Agriculture emerge as promising sector for the following reasons:
 - ❖ Big country with 1.3 Billion population / consumer base.
 - ❖ All season activities in Agriculture and Allied sectors.
 - ❖ Ample opportunities for commercial Agriculture, processing, marketing and export.

- ❖ Increased focus on skill training, programs providing financial support, incubation, entrepreneurship facilities.
6. **Workshop approach:** Consultative Workshop is broadly divided in to three phases. Phase-I focus on learning from experiences of experts in Agriculture and Allied sectors regarding youth involvement. Phase-II focus on pooling the opinions of Workshop participants and Phase-III work on formulation of recommendations based on outcomes of Phase-I & II.
 7. **Workshop aims at:** Identification of innovations, successful good practices, programs, policies, financial services and entrepreneurial opportunities for strengthening involvement of youth in Agricultural development.

FOREWORD

DIRECTOR GENERAL MESSAGE

Our youths are underutilizing their time, energy and enthusiasm in various other activities leading themselves and India nowhere. The right thing to do at the moment is to attract and retain youth in Agriculture and allied activities as this sector will be future to feed billions. Urbanization and migration to other countries has made agriculture an unwanted sector for youth to enter in India. Urbanization is attracting youth with various income generating prospects and leading youth get attract to various other unrest in the society. This unrest of urbanization is developing lot of importance for agriculture, which needs a societal change in mindsets of parents and children about adoption of agriculture and allied activities. It is also, evident that, agricultural Skill is not genetically inherited. So, has to be adopted and cultivated in rural youth or farmers. Agriculture as a whole to be developed in such a way that, it attracts youth towards profitable and constant income generating activities. To see this happen, there is great need of constant overview on policies, research and development and training programs for youth and farmers in India that utilizes farm resources in cost effective and appropriate form.



Mrs. V. Usha Rani, IAS

Director General

1. Income Generating Horticulture Crop Production, Processing and Business Activities - Experiences of Abhinav Farmers Club” - Mr. Dnyaneshwar Bodke, Abhinav Farmers Club, Pune.

Talking to the gathering, Mr. Dnyaneshwar Bodke, President Abhinav Farmers Club., gave a brief account of the profile, present status and activities of the Abhinav Farmers Club. He has given certain recommendations to the farmers how to make agriculture a profitable business proposition. These measures were already taken by the farmers of Abhinav Farmers Club, who are all prosperous today.



To change the fate of the farmers and youth in Indian agriculture, he recommended to farmers, to reduce the supply chain and if possible directly sell the produce to the consumers by avoiding the middle men; To provide quality to the product by adopting “Good Agriculture Practices-(GAP)” in producing organic produces at the production stage and good post-harvest management practices like, packing according to the consumers need at the marketing stage for arriving at time saving profit making businesses; To provide employment to the rural youth in agribusiness and marketing of the agricultural produces; To develop the best relationship between urban & rural people.

He pointed out many scopes for youth and women to enter agriculture and allied activities such as integrated farming, poly-house cultivation, floriculture etc...



2. Income Generating Activities in Agriculture - Opportunities for Rural Youth - Dr. Ahmad Hussain, Principal Scientist / Professor (Agron), PJTSAU, Hyd.

“Agriculture is locomotive of our economy and a prosperous rural economy based on agriculture will ultimately make the nation prosperous”- Sardar Vallabhai Patel.

Focusing on the opportunities for youth in agriculture Prof. Ahmed Hansari, shared his enormous field and lab experiences to the gathering.

He named some of the income generating agribusiness activities, youth / farmer can take up are such as, Mobile Soil/water testing kits/ laboratories; Land preparation consultancy/ customized land preparation techniques for farmers; Compost preparation out of rural waste and marketing; Vermicomposting; Micro-irrigation lay out consultancy by less studied rural youth as professional graduates charge more; Hybrid Seed production skills/ hybridization techniques for rural youth; Weed control through customized implements manually operated/petrol operated by letting these small & low cost implements; Plant protection techniques such as extracting neem oil, production of NPV at labs and preparation and marketing of Trichoderma cards; Price forecasting consultancy and charging for the service and Agriculture Journalism as a source of income in foreign exchange activity.

He also, proposed few policy recommendations to be adopted immediately to bring youth/farmer by attracting and retaining in agriculture, which are Installation of Agri information kiosk at every village panchayat level and training by the corporates, NGO's, KVK and SHG's as a role of CSR.



Bio Fertilizer Unit



Bio Pesticide Unit



Horticulture Nursery



Forest Nursery



Vermicompost



Mushroom



Apiculture



Animal Husbandry



Fisheries

3. Income Generating Activities in Animal Husbandry - Opportunities for Rural Youth - Dr. Kondal Reddy, Dean, PVNRTVU, Hyderabad.

“We must build on the resources represented by our young professionals and by our nation’s farmers. Without their involvement, we cannot succeed. With their involvement we cannot fail”
- Dr. Verghese Kurien.

Adding to this he mentioned that, Youth in rural areas / villages have to concentrate on the available advantages in Animal husbandry and reap benefit in Income generation as Indian Livestock is huge in population but poor in productivity. To develop livestock, youth should take up interest and enter into value addition and small scale industries in the enterprises such as Dairy farming, Meat production and processing technologies by developing indigenously.



He mentioned that, Livestock can be a largest source of employment and income generating activity by commercializing it with all the natural resources available in India. He stressed upon role of Indian Women in generating income and about their savings, which will benefit investment in Animal Husbandry for Infrastructure and inputs. In the end, Mr. Kondal Reddy advised farmers, Youth and Women entrepreneurs to be conscious about Price and Quality in the products of Animal Husbandry make it successful.



4. Income Generating Activities in Fisheries - Opportunities for Rural Youth - Dr. M. Persis, Senior Executive, Mrs. Madhuri and Mrs. Deepa Suman, NFDB, Hyderabad.

Spokespersons from NFDB presented the need of fisheries in India and the opportunities in it for youth to make it most acceptable activity in the country. Dr. M. Persis placed out every opportunity in detail that a farmer/youth/women can take up to as a profitable business and also, in creating employment to rural people of both coastal and Inland fisheries practitioners are such as, Fish / shrimp Farm Managers; Shrimp / fish Hatchery Managers; Shrimp hatchery technicians; Aqua lab technicians; Aqua lab Managers; Fish Retail outlets; Mobile Fish retail outlets for Fish Value added products; Ornamental fish rearing and breeding units; Ornamental fish fabricating units; Ornamental retail fish marketing shops.



Mrs. Madhuri and Mrs. Deepa Suman detailed about the project creation in fisheries and available schemes for rural youth and women.



5. SBI Programmes for Promotion of Youth Involvement in Agriculture – Mr. Parthasarathi, AGM, SBIRD, Hyderabad.

Speaking about the SBIRD contribution to the rural India, Mr. Parthasarathi prioritized about need of the hour in Promoting Integrated farming and Produce marketing schemes; Nurturing SHGs and encouraging microfinance in many allied agri activities; Promotion on Skill development for rural youth.



He recommended that, Kisan Credit Card facilities to be provided to farmers with subsidized rate of Interest and encouraging farmers clubs and creating bondage between stakeholders. He later laid out all the available opportunities provided by the SBIRD to the rural youth to take agriculture and in its development are Value chain and Food Processing industry finance; Customized Farm mechanizations and Combined harvesters; Finances for Irrigation, dig well, bore wells, sprinkler, drip etc.; Cold storages and rural ware houses finance Export of processed medicinal and aromatic crop finance; Dairy value chain (scheme Dairy plus) and Chilling centre finance; Poultry finance and Contract farming finance and Quick gold loans for farmers to invest in their agribusiness.

He also, stressed about the risks in agricultural finance and advised all the bankers in the India to help Farmers, youths in farming and education aspects.



State Bank of India

6. Involvement of Youth - Initiatives and Experiences of IIMR -

Dr. Vilas A Tonapi, Director, IIMR, Hyderabad.

Representing IIMR, Mr. Vilas A Tonapi brought out all the researches and developments on millets processing, value addition and marketing of the products. He explained about IIMR being an ICAR institute, how it became successful in Public Private Partnership (PPP) with agribusiness companies Ex. Britannia.



Later, he pointed out few developments required in millet farming and marketing in India such as Market-driven crop production through technology backstopping; Development of products and up scaling; Assessing consumer acceptability, price and market strategies, and policy imperatives and Promotion and Commercialization of millet produces.

IIMR incubation centre sharing technology to the people interested in agribusiness and brooding them in millet produce agribusiness. This was a challenge to IIMR but, it has set such collaborative work example with corporate to all other ICAR and National Institutes in India.



7. Attracting and Retaining Youth in Agriculture - Dr. P. Venkatesh, Sr. Scientist, NAARM, Hyderabad.

Indian youth constituting to 28% of the Indian Population are with huge drawback in accepting agriculture as their profession because of less Knowledge, awareness, interest in adoption and middlemen role in marketing of agricultural products leading to less profit.



“ARYA” a pilot project launched by ICAR, is finding out many ways to attract and retain youth in agriculture, by identifying their reasons for drawback such as giving no part in policy formation, Land & credit accessibility and mainly support from the parents and the society. Also, he mentioned about reasons for the success of youth, if considered for involving in policy making by taking their collective feedbacks and facilitating them with good Communication reach, Advocacy and Networks.

Pointing out the differences other nations have made to bring their youth into agriculture such as, Philippines - institutionalizing, promoting and protecting the youth rights; Vietnam - prioritizing the great respect for farmers of their country; Taiwan - by supporting the young and professional to take up agriculture; Korea – reducing its interest in all agriculture related finances to support youth to take up agriculture in their countries.

He added that, key role of India is to support youth in agriculture by bringing real changes such like these to the village level will help youth to take up agriculture.



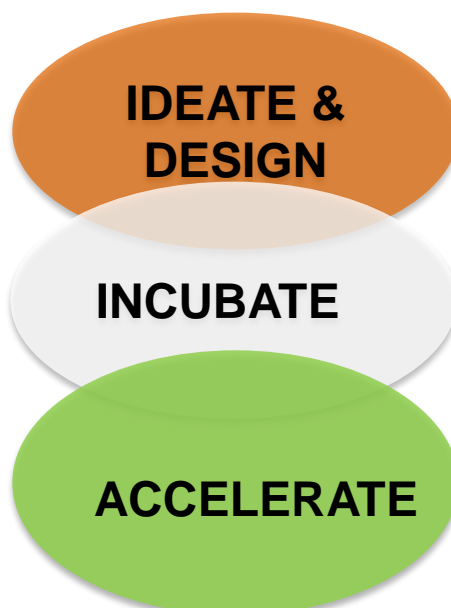
8. Concept, Operationalization, experiences and challenges in Agriculture Incubation - Dr. K. Srinivas, Principal Scientist, NAARM, Hyderabad.

NAARM is successful in running an agriculture incubation centre for agriculturists, Dr. K. Srinivas elucidated about how an Incubation centre works in total development of entrepreneur and time to time coordination for improvement in business.



He highlighted present situation of developed technologies in the institutes which are yet to be adopted by many people. Incubation Vs Acceleration- doing the best to cater the needs through innovation. He presented many incubatory models [Tech generators (CSIR labs, NDRI, TNAU etc.); Business development model (CIIE, *a-IDEA*, *IIM-C*, *other management institution*; PPP mode; Private incubators; Technology Parks; Startup India Scheme], technology generators and initiatives in India and entrepreneurs incubated by *a-IDEA* - Neelima Horticulture, Inner being, Agrobook, Saro Organic and Millet bowl.

In the end, he mentioned about important aspect of incubation in NAARM such as business mentoring, networking and investors connecting.

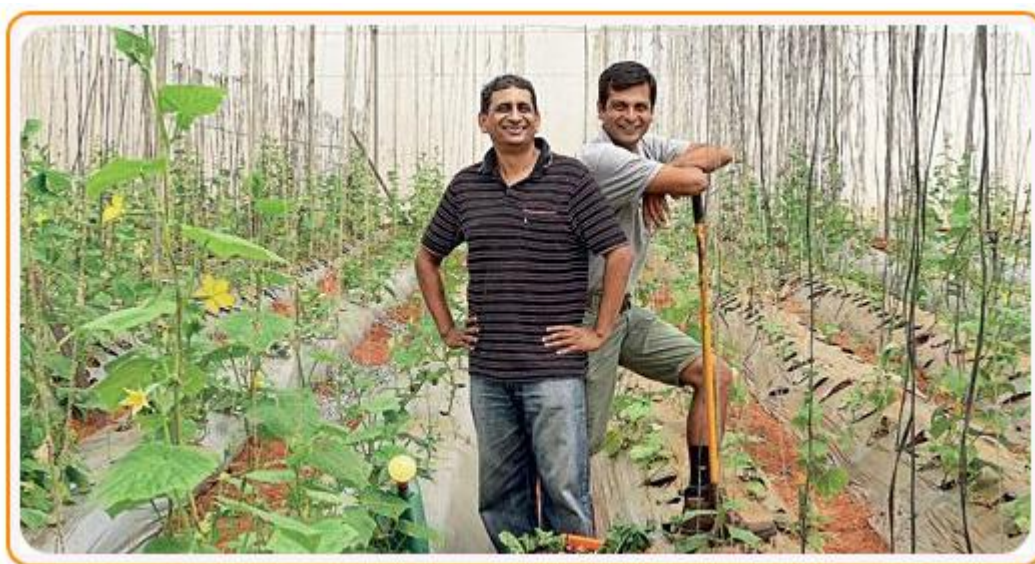


9. Income Generating Activities in Horticulture - Opportunities for Rural Youth - Dr. Uma Maheshwar Rao, Horticulture Consultant, Hyderabad.

Agripreneur Mr. Uma Maheswar Rao shared his entrepreneurial success and failures to the gathering and he advised the youth to develop innovative ideas by visiting the fields along with the support of the available opportunities such as schemes and subsidies from the Government. Rural youth and their parents have to take up interest in agriculture and its business as they are becoming more and more advantageous these days.



He also, gave motivational statement saying that “Youth should try to apply their new ideas then in there practically and become excellent in their profession”. He stressed upon saying that, this type of get going attitude needs to be developed in the youth by their parents or educational institutes, to make the youth to use their opportunities timely.



10. Agripreneurship Development - Experiences of AC&ABC Scheme - Dr. P. Chandra Shekara, Director (Agril. Extn.), MANAGE, Hyderabad.

Throwing the light upon the Agripreneurship and the support MANAGE has been doing over the years for rural youth, Dr. Chandra Shekara mentioned that, Agripreneurship in rural areas by the rural youth is in detonation to promote agriculture development.



Adding upon to this discussion he advised that, Universities of agricultural sciences of India should promote Agripreneurship by adding as a course and visits to interact with successful entrepreneurs; Entrepreneurs lacking Bankable project preparation skills needs to be upgraded.

He also recommended that, bankers to strictly follow one Agri-clinic per branch and Scheme failures should be attached with credit guarantee facilities to avoid bankers from risk and to promote more Agri-clinics and Agribusiness centers. Also, target based Agri-finance strategy to bankers with incentives for providing and achieving loan for agriculture and allied sectors to promote its success rates.



The screenshot displays the website interface for 'AGRICLINICS AND AGRIBUSINESS CENTERS'. The header includes the logo and the tagline 'Better Farming by Every Farmer'. The main content area features a news article about the Ministry of Agriculture and farmers welfare, mentioning the launch of a unique programme to take better methods of farming to each and every farmer across the country. It also includes a 'TOLL FREE HELPLINE : 1800 425 1556' and various links for candidates and new NTIs. The sidebar on the right contains navigation options like 'Current / Forthcoming Events', 'i-Skills Agripreneur', 'Model Projects', 'Evaluation Studies', 'Useful Links for Agripreneur', 'VIDEOS', and 'ACABC in PRESS'. The footer of the website mentions 'UPDATE BY NABARD/BANKS ON STATUS OF PROJECTS' and 'Attendance loan'.



11. Income Generating Activities in Agriculture and Allied Fields – Experiences of Kudumbashree: Dr. Rahul, Thematic anchor farm Livelihoods, Kudumbashree, Kerala.

As the Organization works for the betterment of the society, they give more importance toward women development in the state. Many different entrepreneurial activities for women have been developed and are helping out youth and women involved in the society to emerge as a successful entity which as follows, Community Development Society (CDS); Area Development Society (ADS) and Neighborhood Societies (NHG's).



He also mentioned about Kudumbashree vision as *“Women working and acting together not only empower women, but also strengthen their families socially and economically”*.

Later, he explained about how income generating entities of Kudumbashree are successful by adopting few approaches such as Service proving; Value chain linkage; efficient production and enterprise approach. Some of the production approach of Kudumbashree women are listed out as, production planning; better convergence through supply chain; higher mechanization and economy of scale.



12. IT Tool for Project Formulation in Agriculture – Download Project Report.com, Mr. M. Dhaibar, Pune.

As an entrepreneur Mr. Dhaibar shared his company role in providing opportunities to develop different type of agribusiness projects to those who are all interested and those who lack the skill of project preparation. His work on creating projects will be an inspiration to youth in involving themselves into technology and into agriculture.



13. Skill Training for Rural Youth & Farmers Capacity Assessment and Certification (FCAC) – Dr. K.C. Gummagolmath, Dy. Director, MANAGE, Hyderabad.

Speaking to the gathering Dr. K.C.Gummagolmath presented the different modular skill programmes MANAGE is providing to the rural youth in about 10 states of India. He explained about an pilot project called “*Skill Training for Rural Youth-(STRY)*” MANAGE has initiated.

MANAGE is proving financial and technical support to the state Nodal agency SAMETI and ATMA/ BTT in implementation and running of the STRY in training rural youth of the age 18 years and above with minimum qualification of primary school education. He mentioned that, this programme will be an opportunity for rural youth to take part in agriculture and allied activities development.



Later, he explained about a programme “*Farmers Capacity Assessment & Certification-(FCAC)*” which is to create a pool of skilled work force of farmers in Agriculture & allied sectors and to provide recognition to the high degree of farm skills possessed by farmers & farm women. MANAGE directly functions in carrying out the programme by Release of funds to SAMETIs; Preparation of Skill Set standards for selected job for skill recognition; Review the implementation of the activities & monitor expenditure incurred by implementing agencies through SAEMTIs & ATMAs and preparation of competency base assessment module / skill standards on various subject matter areas on location specific criteria.

14. Youth in Agri. – Experiences of PI Foundation: Mr. Naidu, PI Foundation, Hyderabad.

Being a well-known player in Agri-Input industry, PI industries as a corporate is pioneering in skill providing loads of opportunities to the rural youth in association with MANAGE and Agricultural Universities. Mr. Naidu presented the CSR activity of PI industries for the rural youth by giving “*Skill Development Certificate Course for Rural Youth in their Employability*”.



He expounded about the current situation of farmers / youth in agriculture. Where youth from rural areas are unable develop their skill due to lack of proper trainings. He applauded the PI industries effort in turning educated youth from both agriculture and non-agriculture background into successful private extension players.

He recommended that, this type of skill cum employment generation training to be provided by all the corporate companies to extend their hands towards non-income generating support to the rural youth and agriculture development.



PARTICIPANTS RECOMMENDATIONS

Dr. P .P. Murugan, Prof. & HOD, Dpt. of Agril. Extn. Rural Sociology, Agricultural College & Research Institute, Madurai, Tamil Nadu.

- 1) Need to establish at least one Youth development programme centered in a State, by which research institute can start youth research and development
- 2) Identify feasible Ventures / Enterprises suitable to the rural youth of different regions
- 3) Organizing skill development program for rural youth and help them preparing their projects
- 4) It is the responsibility of every one to make Youth to become job Giver rather than, Job seeker
- 5) Linking Rural youth to Financial institutes

Suprith B. V., NIRD, Hyderabad.

At policy level

1. More stress on our education system is required as it flawed as of now. Refinement in our education structures will remove the stigmas attached with Agriculture this in turn will allow the youth to join Agriculture
2. As there is extensive talk on the credit availability to the entrepreneurs / Agripreneurs, safety net that should be provided when the person fails in the venture. If there are enough safety nets in place any person would come forward to take it up.
3. At technical support agency level (Ex: MANAGE) Counseling sessions / awareness camps should be arranged more extensively to showcase the positives involved in the sector.
4. Skilling programmes should be customized and suit the local needs. Ex: A village is dependent on irrigation and people are not aware of the different varieties. Hence few people from the Village can be trained with that aspect. This will save water and more crops can be obtained.
5. Our traditional method involves a huge importance in itself and effects are to be made to bring up the traditional agricultural practices into the fire.

Rahul K, Thematic anchor farm livelihoods, Kudumbashree, Kerala.

1. High income generation opportunity, agriculture must be made into a high income activity by enhancing a productivity and market linkages ever farmers should be assured of a minimum revenue through this (Rs. 35,000/Season/3 Months)
1. Agriculture to be promoted as tech sector and inspirational job avenue. Generally agriculture is seen as job of laymen, aspirational changes by adopting technology, standard operating procedures and extension activity has to be built on
2. Better on the ground support for near entrepreneur the knowledge and support provided by the conventional system of Agri support has to change into dynamic, user fees based support mechanism, where in the service fees are based on service provided rather fixed pay
3. Exploring additional income generation opportunity in agriculture (integrated approach) Agri-tourism, integrated farmers, contact farming, etc., to be more generalized
4. Agriculture information and schemes to be localized. Many of the support and schemes are made at national level, the dynamic of total regional issues. Youth always aspire for local

solution but most of lines are solution / schemes one prepared at national level.

S. Kiran Reddy, Senior Research Fellow, MANAGE, Hyderabad.

- 1) The Government should conduct awareness programmes on the Agri-clinics trainings and agri-preneurship trainings, especially in remote areas. So, that, rural youth can come forward to take up agri-preneurship
- 2) Government should take interest hand in hand with Private organizations in creating awareness / changing mindset of the parents, youth and in farmers about Agri-entrepreneurship
- 3) Agricultural finance to be horizontal to all sections of the rural youth society
- 4) Agriculture and Agri-preneurship as a subject to be introduced compulsorily at school level

S.S Raju, NIRD, Hyderabad.

1. Government to enforce strict competition for priority sector lending, which attracts youth to enter into Agriculture
2. Agricultural subjects to be introduced in the school level, to develop interest in children
3. Concentrating Lab to land technology drive to be closely monitored and adopted by youth and farmers
4. Advertisement to the rural youth about agriculture and allied activities to promote and attract
5. Integrated farming to be engaged to enable youth and get sustainable income

Sunil, Senior Research Fellow, MANAGE, Hyderabad.

1. Changing the mindset of people from job seeking to job presiding by exposing to different agriculture Situation at UG level
2. Entrepreneurial activities to be promoted with more incentives and also during its startup
3. Decentralization or spread of institutionalization from central or state capitals to rural areas
4. Revision of agricultural educational policy especially more towards agribusiness courses
5. Direct marketing to come in action to an extent free from middleman activities in agribusiness

Vinay Kumar, P., Consultant, MANAGE, Hyderabad

1. Centralized Agricultural finance system dedicated to Indian agriculture as a replica of RBI and scheduled banks
2. State governments initiate to make regional wise opportunity policies & projects to attract and advertise advantages to farmers and youth, helping in changing mindset of agriculture in Indians
3. Needs high promotion of integrated farming within the state governments to bring in challenging aspiration in the states of India in agricultural development and which would indirectly assist farmers, youths and domestic and international trade

Piyush Kumar, NIRD, Hyderabad.

1. Banks to promote agriculture finance and support to the youth for self-sustainability with the seed money for 6 months or 1-year support
2. Micro level skill programme for agriculture with certified standards. So, that rural youth can be entrepreneurs with strong background
3. Support programs to SHG's and Youth associations in agricultural products manufacturing and marketing

Naveen Bachu, NIRD, Hyderabad.

1. Drawbacks in Indian agriculture such as, No Profit business; No Guarantee of Income; No proper guidance; Mediators Games; Down viewed Dignity of Agri profession to be corrected
1. Proper guidance for the farmer's and youth at village level need to be provided with promotion of Direct marketing; support for agri-preneurship with business opportunities in agriculture
2. Agri finance and insurance need to be improved and usage of these need to be explained to the youth of the rural

P.J. Raju, NIRD, Hyderabad.

1. Youth workshops to be conducted in all the agriculture activities by govt. Departments and Universities at town level in India and are strictly overlooked by the national institutes
2. Agricultural officers all over India to take visits of rural youth to successful Agripreneurs in their areas

Dr. B R Maurya

1. Helpline Number or guidance portal to be established in each district for rural youth who seek agriculture and allied activities information
2. Banks to advertise NPV, Benefit-Cost ratio and IRR of different project at their all bank branches
3. Success stories of rural youth to be advertised through media

Dr. Subodh Kumar

1. Training programme through ATMA and Provision of exposure visits
2. SHG's and rural youth to be supported with agricultural finance and insurance

Y. Soma Raja Sekhal

- 1) Farmer's producer Organization to attract youth with employment activities
- 2) Frequent Trainings / Exposure visits to unemployed youth
- 3) Promotion of SHG's in village – linkage to Banks / MGNREGS
- 4) Providing information or efficient publicity by state governments for efficient knowledge transfer

N. Theja

1. Youth is attracted to Agriculture only when it is made more remunerative in Agriculture, Horticulture and Animal-husbandry. Sustainable trainings should be given to un-employed rural youth on high valued horticulture crops and also on integrated approach of agriculture – horticulture – Animal-husbandry
2. Price fluctuations of produces to be overcome by organizations like, Farmers producer Organizations is required. So has to get inputs at lower price, custom hiring of farm implements easily, direct marketing will be promoted by reducing middlemen activities.

D. Shashidhar

1. Pooling all the bank loan subsidies in one place that will be beneficial for the end users.
2. Sensitization programme to the college students by Agripreneurs
3. Agriculture subject at matriculation.

REVIEW OF NATIONAL LEVEL WORKSHOPS

1. Workshop on Attracting and Retaining Youth in Agriculture - Phase II, organized by MSSRF, 5th -6th April 2016 at TNAU, Coimbatore

1. Capacity Building of youth – There is need for training and skill-building opportunities for young people that can curve them for active participation in decision-making processes.
2. Engage youth actively -Youth must be recognized as major stakeholders and need a platform where their voices will be heard on issues that directly concern them.
3. Link youth to planning and policy efforts. This can be accomplished by involving youth in the examination of existing policies as well as determining and evaluating potential policy alternatives
4. Allow youth to identify their individual interests. Within the greater framework of agriculture policy making, youth may have expertise or interests in specific topics.
5. Facilitation - Youth Communication, Advocacy and Networking. There is a need to guide youth in terms of how to communicate their challenges, ideas and experiences.
6. Institutionalizing Youth Policy Engagement at Primary – Secondary - University Levels – There is need to learn from other programmes that have been successful in engaging young people in different sectors.

1. Youth in Agriculture and Allied sectors - State Planning Commission, Tamil Nadu, 30-07-2013.

1. High priority may be given to promote traditional agriculture/ horticulture products especially millets. As these crops have immense Agripreneurship avenues, this would help to create more vibrant employment opportunities in the rural areas that attract the rural youth.
2. To retain the youth in agriculture and allied sector, ICT enabled concept like e-mandi, e-velanmai and mobile based agro advisories etc., needs to be popularized.
3. The allocation for enrolment of students to State Agricultural Universities by ICAR is fixed at a low level and an increase in the enrolment strength will pave way for pursuance of agriculture as a stream by more youngsters.
4. In the rural areas due to the prevalent situations, students pursue the studies up to 8th standard and seek employment opportunities. Hence, provision of facilities to have a three years diploma course technical education related to agriculture and allied sector with prime emphasis on agricultural mechanization is most needed.
5. Access to affordable credit is another key factor in attracting the youth to farming. Access of credit is often tied to the availability of collateral, which is usually land that the young people do not have. It is, therefore, important that appropriate affordable financial packages are put in place by financial institutions involved in agricultural lending.

RECOMMENDATIONS

1. **Direct Marketing:** To form Farmer's Producer Organizations (FPO) at rural areas to increase the profit through Agribusiness activities. Marketing of customized agricultural products to connect urban and rural consumers is their needs. Reducing the supply chain and attracting rural youth by opportunities of employment
2. **Technology support to Youth:** Information kiosk at every village panchayths and Helpline Number or guidance portal to be established in each district for rural youth who seek information on agriculture and allied activities. Counseling sessions / awareness camps at agency level. (Ex. MANAGE)
3. **Skill development programmes:** Institutes to promote farmers and youth in rural areas with a model to train and provide identified skills to make them to take up entrepreneurship boldly and widely.(Ex. STRY and FCAC)
4. **Public Private Partnership (PPP):** Need collaboration of institutes with companies to transfer technologies from lab to land which leads to development of Agribusinesses in the country and CSR skill development trainings and placements, which creates more employment opportunities to the rural youth. Ex. Incubation centers and PI industries
5. **Youth Involvement:** Great need of youth involvement in constituting changes in Indian agriculture, taking their collective feedback and by providing good communication reach, Advocacy and Networks.
6. **Changing the image of Agriculture in India:** Parents / farmers and educational institutes to change image of agriculture as a small occupational activity and inculcate get going attitude in the youth to use their opportunities in agriculture timely.
7. **Linking Agri-clinic to every bank** - To promote Agri-clinic and Agribusiness centers each bank has to be linked with development of Agri-clinic center in their area of operation, which creates effective awareness about entrepreneurship in India.
8. **Target based Agri-finance** – Banks to set targets, incentives and credit guarantee facilities to avoid bankers from risk in the promotion of Agri-finance by the bankers to farmers and rural youth. This will induce attraction of rural youth towards agriculture.
9. **Income generation activities:** If youth show special interest in value addition and small scale industries. Many opportunities listed out can be profitable for livelihood are such as Dairy farming; Meat production; Scheme based Inland and marine fisheries and Indigenous production of processing technologies.

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Programme Schedule

Day - I : 22/9/2016		
10.00 am to 10.30am	Registration	
10.30 am to 11.00 am	Inauguration Brief Introduction and welcome Address by Director General	Dr. P. Chandra Shekara Smt. V. Usha Rani, IAS
11.00 am to 11.15 am	Tea Break	
11.15 am to 11.45 am	Income Generating Horticulture Crops Production, Processing and Business Activities - Experiences of Abhinav Farmers Club	Mr. Dnyaneshwar Bodke , Abhinav Farmers Club, Pune
11.45 am to 12.15 pm	Income Generating Activities in Agriculture - Opportunities for Rural Youth	Dr. Ahmad Hussain, Principal Scientist / Professor (Agron), PJTSAU, Hyd.
12.15 pm to 12.45 pm	Income Generating Activities in Animal Husbandry Sector - Opportunities for Rural Youth	Dr. Kondal Reddy, Dean PVNRTVU, Hyd.
12.45 pm to 1.15 pm	Income Generating Activities in Fisheries Sector - Opportunities for Rural Youth	Dr. M. Persis, Senior Executive, Mrs. Madhuri and Mrs. Deepa Suman, NFDB, Hyd.
1.15 pm to 2.00 pm	Lunch Break	
2.00 pm to 2.30 pm	SBI Programmes for Promotion of Youth Involvement in Agriculture	Mr. Parthasarathi AGM, SBIRD, Hyd.
2.30 pm to 3.00 pm	Involvement of Youth - Initiatives and Experiences of IIMR	Dr. Vilas A Tonapi Director, IIMR, Hyd.
3.00 pm to 3.30 pm	Attracting and retaining youth in Agriculture	Dr. P. Venkatesh Sr. Scientist, NAARM, Hyd.
3.30 pm to 3.45 pm	Tea Break	
3.45 pm to 4.15 pm	Concept, Operationalization, experiences and challenges in Agriculture Incubation	Dr. K. Srinivas Principal Scientist, NAARM, Hyd.
4.15 pm to 5.30 pm	Income Generating Activities in Horticulture Sector - Opportunities for Rural Youth	Dr. Uma Maheshwar Rao Horticulture Consultant, Hyd.
Day - II : 23/9/2016		
09.30 am to 10.00 am	Agripreneurship Development - Experiences of AC&ABC Scheme	Dr. P. Chandra Shekara, Director (Agril. Extn.), MANAGE, Hyd.
10.00 am to 10.30 am	Income Generating Activities in Agriculture and Allied Sectors - Experiences of Kudumbashree	Dr. Rahul, Thematic anchor farm livelihoods, Kudumbashree, Kerala
10.30 am to 11.00 am	Livelihood Promotion among Rural Youth : Experiences of NIRD (Focus on Rural Tech. Park)	Dr. P. Sivaram, Prof. & Head, Centre for Livelihoods, NIRD, Hyd.
11.00 am to 11.30 am	IT Tool for Project Formulation in Agriculture – Download Project Report.com	Mr. M. Dhaibar, Pune
11.30 am to 11.45 am	Teak Break	
11.45 am to 12.15 pm	Skill Training for Rural Youth & Farmers Capacity Assessment and Certification (FCAC)	Dr. K.C. Gummagolmath, Dy. Director, MANAGE, Hyd.
12.15 pm to 1.00 pm	Youth in Agri. – Experiences of PI Foundation	Mr. Naidu, PI Foundation, Hyd.
1.00 pm to 2.00 pm	Lunch Break	
2.00 pm to 3.30 pm	Open Forum for discussion to elicit views of workshop participants	
3.30 pm to 3.45 pm	Tea Break	
3.45 pm to 4.30 pm	Consolidation of recommendations	
4.30 pm to 5.00 pm	Valediction	

PHOTO GALLERY



