

Annual Review Workshop of ARYA at KVK Cuttack

ICAR-ATARI, Kolkata and KVK Cuttack conducted Annual Zonal Review Workshop on Attracting and Retaining Rural Youth in Agriculture (ARYA) on March 6, 2026, at Krishi Vigyan Kendra, Cuttack campus at Santhapur, Odisha. The purpose of the workshop was to review the progress of ARYA Project implemented in five KVKs of Odisha and four KVKs of West Bengal. Dr. Ranjan Kumar Mohanta, Senior Scientist and Head, KVK Cuttack welcomed the dignitaries. In his address, Dr. Rajashee Roy Barman, Additional Director General (Agriculture Extension), ICAR, New Delhi informed that ICAR is going to launch a new version of ARYA Project, from the coming year undergoing many transformations in this project for upgrading agri-based entrepreneurship in terms of demand-driven skilling, in the emerging areas like use of AI in agriculture, precision agriculture, digital agriculture etc. Dr. Pradip Dey, Director, ATARI, Kolkata emphasized collective efforts and marketing channelization for success of ARYA entrepreneurs.

Dr. Prasannajit Mishra, Dean, Extension Education, OUAT, Bhubaneswar, stressed upon the importance of convergence activities, with different schemes, agencies, and departments for the success of ensuring sustainable and viable enterprises under ARYA Project. Dr. Avijit Halder, the Zonal Nodal Scientist of ICAR- ATARI, Kolkata elaborated the trend of entrepreneurship development on different enterprises over the years in the Zone. He added to capture the reasons of the gap between the number of youths trained and number of youths settled in entrepreneurship activities.

Prof Pallab Datta, Professor of Fruit Science, Director of Extension Education, Bidhan Chandra Krishi Viswavidyalaya and Dr. Srabani Das, Joint Director (Information), OUAT thoroughly examined the presentations from nine KVKs from West Bengal and Odisha and suggested improvements. A total of 22 scientists from nine KVKs participated along with their Senior Scientist and Heads in this program and presented the progress and achievements in motivation of the rural youth and involvement in agri-business. The workshop ended successfully with a formal vote of thanks by Dr. Dillip Ranjan Sarangi, SMS (Soil Science). KVK Cuttack team channelized their energy for the success of the program.

