**ABSTRACT**

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| **Title of the Thesis** | **:** | Outcome Evaluation of Attracting and Retaining Youth in Agriculture (Arya) Project in Reasi District of Jammu Region |
| **Major Subject** | **:** | Agricultural Extension Education |
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**ABSTRACT**

India has the world’s largest youth population but only 5 percent of rural youth is currently engaged in agriculture. Rural youth migration to cities is around 45 percent, which is quite concerning. Bringing sustainability to agriculture by adequate livelihood choices is one of the strongest strategies to attract and retain youth in farming. Realizing the importance of rural youth in agricultural development, Indian council of Agricultural Research has initiated an program namely “Attracting and Retaining Youth in Agriculture” (ARYA) in year 2015. In Jammu, ARYA project is going on in two KVKs viz KVK Kathua and KVK Reasi. In Reasi district it was started in year 2018-19. The present study investigates “**Outcome Evaluation of Attracting and Retaining Youth in Agriculture (Arya) Project in Reasi District of Jammu Region”.** The study was conducted in Reasi district of Union Territory (UT) of Jammu and Kashmir and descriptive research design was employed for the study. 120 beneficiaries were selected as respondents by using proportionate random sampling technique. The results of study revealed that mean age of okra growers, marigold growers, backyard poultry farmers and value addition farmers was around 37, 32, 32 and 30 years respectively. The majority of farmers were marginal famers followed by small farmers. The total perception index score of okra growers, marigold growers, backyard poultry farmers and value addition farmers was 0.72, 0.82, 0.84 and 0.87 respectively. The beejmrit, vermicompost and cow urine was adopted by 93, 88 and 77 percent of okra growers respectively whereas only 12 percent farmers adopted pheromone traps and pheromone strips. 91 percent of backyard poultry farmers adopted Chabroo breed of chicken whereas only 9 per cent of them adopted Kadaknath breed whereas in case of marigold cultivation, Pusa Narangi, Pusa Bahar and Pusa Basanti varieties was adopted by 44, 30 and 26 percent of marigold growers respectively. Only 4, 40 and 13 percent of marigold growers adopted recommended dose of Urea, DAP and FYM respectively and none of the farmer adopted recommended dose of MOP. The major problem faced by okra growers faced by okra growers was lack of market to sell organic produce (58%), majority (70%) of marigold farmers faced problem of storage facility, lack of knowledge about disease was major problem for backyard poultry farmers (70%) whereas in value addition lack of market was major problem (84%). The B:C ratio of okra farming, marigold farming and poultry enterprise was 1.68, 1.7 and 1.83 respectively. The B:C ratio of Candy, Chutney and Pickle making was 3.44, 1.45 and 1.47 respectively.

**Keywords**: Agriculture, Evaluation, Okra, Poultry, Marigold, Value Addition, B:C ratio