

Success Story-1: Nursery unit

Name of Entrepreneur: Mr. Vivekbhai Sudani
(Group leader of 4 rural youths)

Age: 35 years,

Educational Qualification: Graduate

Address: Natraj Farm & Nursery

Village: Bhichari, Ta & Dist: Rajkot (Gujarat)



Year of establishment: 2021

Particulars	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	Agriculture	Natraj Farm & Nursery
Size of enterprises (No. of bags/beehives/fingerlings/area etc.)	-	15 to 20 lakh vegetable seedling per year
Individual / Group	Individual	Group (4 youth)
Production (Kg/No.)	-	15,00,000 vegetable seedling per year
Cost of Production / unit (Rs.)	-	Rs. 0.75 to 1.00 per seedling Total production cost : Rs. 12,25,000 per year
Gross income (Rs. / Year)	-	Rs. 1 to 1.50 per seedling Total sale value : Rs. 18,75,000 per year
Net income (Rs. / Year)	1,25,000	6,50,000 per unit/year 2,87,500 per youth/year (Rs. 1,25,000 + 1,62,500 additional income per youth)
Marketing		Direct selling to vegetable grower
No. of functional unit at start : 1 (One)		
No. of functional unit at present : 1 (One)		

Mr. Vivekbhai Babubhai Sudani is progressive farmer. He is engaged in farming activities with his family. He is as a group leader of 4 rural youths of Nursery unit enterprise. Other members of group are also engaged in farming and agriculture allied activities.

The group of these 4 rural youths has established the nursery unit enterprise in the year 2021 at Bhichari village under ARYA project support.


The average 15,00,000 seedling of different vegetable crops is produced per year and selling to vegetable growers of nearby villages from Natraj Farm & Nursery unit. So the group earned net profit of Rs. 6,50,000 per year through this enterprise. Therefore, income of every member of group is increased up to Rs. 1,62,500 per youth per year in addition to agriculture income. This enterprise is run throughout the year and 3 youth employed in a year.

This enterprise is a good example to attract and retain of youth in agriculture at village level.



Nursery unit under ARYA project

Success Story-2: Mini Oil Mill Enterprise

Name of Entrepreneur: Mr. Devendrabhai Shivabhai Moliya (Group leader of 15 rural youths) Age: 40 years, Educational Qualification: Graduate Address : Nandlal Mini Oil Mill Village: Targhadi, Ta: Paddhari, Dist: Rajkot (Gujarat)	
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Year of establishment: 2017

Particulars	Before start of ARYA	After adoption of ARYA (2023)
Name of enterprise	Agriculture	Nandlal Mini Oil Mill
Size of enterprises (No. of bags/beehives/fingerlings/area etc.)	-	Mini Oil Mill unit extraction capacity: 3000 kg groundnut per 24 hour
Individual / Group	Individual	Group (15 youth)
Production (Kg/No.)	-	Groundnut Oil: 93,000 kg (6200 Tin) per year and Groundnut Cake: 1,11,600 kg per year
Cost of Production / unit (Rs.)	-	1,99,20,000
Gross income (Rs. / Year)	-	2,14,83,000
Net income (Rs. / Year)	1,50,000	15,63,000 per unit/year 2,54,000 per youth/year (Rs. 1,50,000 + 1,04,000 additional income per youth)
Marketing	-	Direct selling in local market as well as nearby area of Rajkot city
No. of functional unit at start : 1 (One) Nandlal Mini Oil Mill at Targhari village		
No. of functional unit at present : 2 (Two) (1) Nandlal Mini Oil Mill at Targhari village, (2) Shivdhara Mini Oil Mill at Kuvadava village		

Social media pages link: Youtube link: <https://youtu.be/Pjs8EjBgBsI>

Mr. Devendrabhai Shivabhai Moliya, a progressive farmer in Targhadi village, engaged in traditional farming with his family for his livelihood support. He faced low income due to unpredictable weather, disease and insect attacks. To overcome these issues he and 15 rural youths received practical training in scientific groundnut oil extraction and marketing through the ARYA project. The group of these 15 rural youths has started the mini oil mill unit enterprise in the year 2017 at Targhadi village under ARYA project support. This enterprise is run 8 months during the year and employed 10 youths. This enterprise generating an annual income of Rs. 15,63,000 per unit by selling their products in the local market during the year 2023.

After successful this enterprise, Mr. Devendrabhai Moliya with group of 10 youths started their own entrepreneurial unit of Mini Oil Mill enterprise at Kuvadava village during the year 2023. This enterprise was run 6 months during the year and employed 8 youths. This enterprise earned net profit of Rs. 7,20,000 in the year 2023.

This enterprise is a good example to attract and retain of youth in agriculture at village level. This enterprise also motivates rural youths to processing and value addition of farm produce.



Mini Oil Mill Enterprise at Targhadi village



Mini Oil Mill Enterprise at Kuvadava village