



75
Azadi Ka
Amrit Mahotsav

Celebrating Financial Independence through Skill Improvement

Success Stories under Skill Training of Rural Youth (STRY)



राष्ट्रीय कृषि विस्तार प्रबंध संस्थान (मैनेज)

(कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार का एक स्वायत्त संगठन)

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(An Autonomous Organization of Ministry of Agriculture & Farmer's Welfare, Govt. of India)

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Citation: Shalendra, et al. (2021) Celebrating Financial Independence through Skill Improvement - Success Stories under Skill Training of Rural Youth (STRY). National Institute of Agricultural Extension Management (MANAGE), Hyderabad (India)

Editors: Shalendra, Sangamesh Angadi, Sathyendra Kumar and Mehrunissa Begum

Edition: August 2021. All rights reserved

Publisher's Address: National Institute of Agricultural Extension Management (MANAGE), Rajendranagar, Hyderabad – 500 030, Telangana State, India.

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The publication is a compilation of 75 Success Stories under Skill Training of Rural Youth (STRY), a component under Sub-Mission of Agricultural Extension being implemented by MANAGE, Hyderabad in association with different SAMETIs and Training Institutes. This publication is designed to expose extension officers, research scholars, academicians, policy makers and all other relevant stakeholders on the potential of skill based programs. Neither the publisher nor the contributors and editors assume any liability for any damage or injury to any person/ persons or property from any use of information contained in this publication. No part of this publication may be reproduced or transmitted without prior permission of the publishers/ editors. Publisher and editor do not give warranty for any error or omissions regarding the materials in this publication.

Published for Dr P Chandra Shekara, Director General, National Institute of Agricultural Extension Management (MANAGE), Rajendranagar, Hyderabad – 500 030, Telangana State, India by Printer Print Time and Business Enterprises, Hyderabad.

Story of Punjab farmer earning sustainable income through organic farming

The story of Akashdeep Singh from Punjab realizing better price through direct marketing the produce

Akashdeep Singh is from Sangrur and has 2 acres of land available for cultivation. He has completed schooling upto 10th standard and has 6 members to feed. Low level of education left him with farming as the only option to earn livelihood. In order to learn skills required to earn sufficient from farming, he attended a skill based training program on organic farming conducted under STRY in the month of May 2019 at Punjab Agricultural Management and Extension Training Institute (PAMETI), Ludhiana. After the training he started organic farming on half of the agriculture land available with him.



Profit – Akashdeep is able to generate an income of Rs 20000/- per month.

Training encouraged organic production of vegetables

- The skills learned during the training program helped Akashdeep to convert a part of land into organic farm.
- The application of natural techniques to control pests and diseases resulted in reduction of cost of inputs because of reduced consumption of chemical fertilizers and pesticides.
- Majority of the farmers sell their produce in wholesale markets. However, a session on Road Side Display gave an insight to Akashdeep to sell his produce directly to consumers. Selling fresh vegetables directly to the customers without any involvement of middle man helped him realize better income.

A role model for other youths

- Akashdeep started Farmer's Field School on his farm to provide training to the interested farmers.
- Farmers from nearby areas have also been motivated by the success of Akashdeep to produce safe food and sell directly to consumers.

Coverage of the program

Introduction to organic farming, concept, principles and prospects, integrated pest management, bio fertilizers, integrated disease management, natural farming, identifying and reducing residual effects in crops, lecture-cum-lab session, rodent control in organic farming, soil quality testing and its management for organic farming, integrated nutrient management, practical, herbal garden, control of diseases in organic crops, branding and labelling of organic products, organic farming for horticulture crops, packaging of fruits and vegetables, marketing of organic farm produce, organic farming as business and role of Agriculture Department in promoting organic farming.



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Commercial nursery sprouting enhanced income for farmers from Punjab

Story of Sandeep Singh from Punjab who is earning sustainable income through nursery farming

Sandeep Singh, 26 years old was an unemployed youth who adopted nursery raising at small scale at Hari Naur village, Faridkot. He was in touch with officials at ATMA, Faridkot and attended STRY training program on nursery management in the month of February – March 2019. The program was conducted by ATMA, Faridkot under the coordination of Punjab Agricultural Management and Extension Training Institute (PAMETI), Ludhiana.

Profit – Sandeep Singh is able to generate an income of Rs 20,000/- per month



Skill based program encouraging nursery farming

- The skills learned during the training program helped Sandeep to convert his land into nursery.
- The skill learned during the program helped him produce good quality planting materials for selling to local customers.
- With the scientific knowledge acquired, he is able to produce disease free vegetable seedling.

Success of Sandeep inspiring other youths

- Sandeep success has created awareness among farmers on the potential of nursery management in helping farmers realize better income from same level of limited resources like land availability.

Coverage of the program

Introduction to nursery raising, soil sampling, nursery bed preparation, pest & disease management, nursery of Rabi season and Kharif season, paddy transplanting, machinery for nursery, nursery of fruits, vegetables and flowers, lecture and visit to PAU, agro- forestry nursery raising, nursery management as business and role of Department of Agriculture in promoting nursery and producing good quality planting material.

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Wealth and health from use of organic waste in mushroom production

Story of mushroom grower Charanjeet Singh from Punjab earning income from mushroom production

Farmers of Punjab follow wheat and paddy cycle and use subsidiary agricultural occupations in the time between two seasons to use their time and also supplement their income. With this view, Charanjeet Singh along with his friend visited Punjab Agricultural Management and Extension Training Institute (PAMETI), Ludhiana to attend a skill based training program conducted under STRY on Mushroom Production Techniques during November and December, 2018. The skill learnt during the program helped Charanjeet to use the wheat and paddy straw, a by-product from his traditional farming, to raise mushroom using make shift sheds during the months of November to February. As the season is cold, the open sheds can be used for mushroom production. He has been doing seasonal mushroom production of about 1000 bags but has not thought of investing in AC unit as the marketing in local market has always been an issue.



Profit – Charanjeet is able to generate an income of Rs 20,000/- per season by investing Rs 2000.

Training program facilitated proper disease and pest management in mushroom production

- The skills learned during the training program helped Charanjeet to produce mushroom in cold seasons.
- He was able to follow appropriate diseases and pest management practices, proper post-harvest management and value addition of mushrooms through packaging, drying and making powder.

- Majority of the farmers are relying on traditional channels for marketing the produce. Whereas, Charanjeet has come up with some innovative channels to approach customers directly like selling at marriage functions as winter is the season for marriages in Punjab.

Charanjeet has emerged as a role model for others

- Farmers of nearby area have also been motivated by the success of Charanjeet to use the lean period of December to March to grow mushroom on small scale.

Coverage of the program

Compost preparation for button mushroom using long method, practical on mushroom composting, mushroom spawn preparation and spawning, casing soil preparation, casing and cropping of button mushroom, cultivation of oyster and shiitake mushroom, cultivation of tropical mushrooms, diseases and pest of mushrooms, post-harvest management of mushrooms and packaging, drying of mushroom & making powder and business related issues like economics of mushroom production, marketing of mushroom and entrepreneurship.

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Skill based training program encouraging changes in Post-Harvest Management practices

Story of Dhandeep Singh from Punjab who is earning income through adoption of Post-Harvest Management practice

Dhandeep Singh attended a skill based program conducted under STRY on 'Post Harvest Management, Value Addition and Marketing of Agricultural, Horticultural and Livestock Produce' during September, 2019. The program was conducted under the coordination of Punjab Agricultural Management and Extension Training Institute (PAMETI), Ludhiana. He was already producing vegetables and was selling in farmers' market in Ludhiana. After training, he started packing his produce into poly packs and use it to improve his income. Population in urban market is willing to pay premium price for processed products like peeled garlic and peas. He availed this opportunity by supplying peeled garlic and peas which helped him realise better price.

Profit – Dhandeep was able to improve his income from the same produce by following various post-harvest practices.



Appropriate skills encouraging better post-harvest management

- The skills learned during the training program encouraged Dhandeep to pack his produce properly as per market demand and realize better prices.
- The session on marketing helped him to approach consumers directly as he belong to Ludhiana. He has created a WhatsApp group and customers place their orders through the same. Dhandeep home delivers the produce as per the requirement of the customers.

Dhandeep is educating others about value addition

- Farmers of nearby area have also been motivated by the success of Dhandeep and have shown interest in adopting various value addition practices and approach customers directly.

Coverage of the program

The concept of value addition in agriculture and its importance, various options of value in dairy, fruit & vegetable, different aspects of livestock sector like recent trends and future prospects, mushroom cultivation, economics and marketing of mushroom, value addition in meat & meat products & exposure visit to slaughter house, exposure visit to agro processing unit, value addition in fruits and vegetables through packaging, storage and transport for wholesale and retail marketing, processing like preparation of pickles and jams, FSSAI registration and certification, visit to CIPHET, recent processing technologies, food product development, packaging, labelling, branding and various aspects related to entrepreneurship.

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सत्यमेव जयते

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