

Empowering Rural Youth through Skill Development

Success Stories under Skill Training of Rural Youth
(STRY)



100
Success
Stories

Empowering Rural Youth through Skill Development
Success Stories Experienced under Skill Training of Rural Youth (STRY)

Editors
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**NATIONAL INSTITUTE OF
AGRICULTURAL EXTENSION MANAGEMENT**

(An Autonomous Organization of Ministry of Agriculture & Farmers Welfare, Government of India)

(92) Skill training transformed a rural youth into a successful dairy farmer

Story of Shri Gurpreet Singh from Moga district of Punjab

Background

Shri Gurpreet Singh, a farmer from Gill village in Moga district, Punjab planned to explore opportunities in agriculture to support his family. After realizing that the income from his job in a private company was not sufficient to take care of his family, he turned his attention to his 2-acre land and two cows for potential agricultural ventures. However, due to a lack of sufficient knowledge on farming, he struggled to generate profits from selling milk.

Training & Motivation

Motivated to improve his situation, Shri Gurpreet Singh participated in a week long skill based training program on “Clean Milk Production and Commercial Dairy Farming” conducted under STRY. The program, conducted by Punjab Agriculture Management and Extension Training Institute (PAMETI) in association with MANAGE, Hyderabad, introduced him to high-yield breeds and equipped him with the latest knowledge and skills required for successful dairy farming.

Socio-economic impact of program

- Through the acquisition of skills on milk production, Shri Gurpreet Singh was able to improve his dairy farming practices, increase his milk production and quality, and explore value-added opportunities in milk product manufacturing. The comprehensive training program empowered him to optimize his resources and capitalize on the potential of dairy farming as a sustainable and profitable enterprise.
- Prior to the training, the annual income of Shri Gurpreet from dairy farming was not more than Rs. 3.0 lakhs. However, after implementing the skills acquired during the training, he was able to increase his annual income to more than Rs. 4.0 lakhs.
- This substantial increase in income of Shri Gurpreet was achieved by utilizing the same existing resources more efficiently which was possible by implementing improved techniques and practices learned by him during the skill based training program.

Contribution of the program

- The training program had a multifaceted impact on the success of Shri Gurpreet in clean milk production.

- He gained an understanding of the importance of hygiene and cleanliness in dairy farming and role played by high yield breeds, which enabled him to select high-yield breeds and improve the quality of his milk production.
- Additionally, he learned about feed management and controlling diseases such as mastitis in animals, ensuring their well-being and optimizing milk production.

Influence on other Farmers

- The success of Shri Gurpreet has inspired various other farmers from nearby placed looking for alternative source of income.
- He has become a role model, particularly for rural youth, who view him as an example of excellence in milk production and marketing.
- Shri Gurpreet Singh also shares his knowledge and experiences with approximately 30 farmers interested in milk production from his village. The contribution of Shri Singh through dissemination of knowledge and best practices had helped in overall improvement of the agricultural community.

Training Coverage

The training program covered various topics relevant to dairy farming, including animal selection, hoof management, reproductive organs in animals, green fodder selection for year-round availability, soil and seed selection, the importance of minerals in diet of animals, milk quality and properties, practical exercises on determining milk fat and SNF (Solid-Not-Fat) content, milk marketing strategies, the benefits of milk vending machines, milk adulteration detection techniques, the potential for income generation through milk product manufacturing, and the importance of proper utensil selection and milk handling practices.



STRY Team

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(93) The journey of entrepreneurial success of Shri Sharanjeet Singh from small trader to fish processing pioneer

Story of Shri Sharanjeet Singh from Tarn Taran district of Punjab

Background

Shri Sharanjeet Singh, from Village Harike, was previously involved in various small trading ventures. He realised the potential of fish processing and planned to expand his trading ventures involving fish processing for better income realisation and accordingly, sought training to gain insights into its different aspects.

Training & Motivation

The agribusiness journey of Shri Sharanjeet took a noticeable turn when he decided to attend a fish processing training program conducted by PAMETI in collaboration with College of Fisheries, GADVASU Ludhiana. The training, which took place during 10-15 October 2022, focused on post-harvest activities on fish handling and processing of fish which introduced participants to various machinery and techniques used in fish processing and value addition. After receiving training on fish processing from PAMETI, he was motivated to start his own fish and shrimp processing business.



Socio-economic impact of program

- The skill-based training program had a significant socio-economic impact mainly on livelihood and entrepreneurial journey of Shri Sharanjeet. The program equipped him with the necessary knowledge and skills for fish and shrimp processing, which motivated him to invest in a venture with focus on producing fish pickles and shrimp pickles.
- He leveraged his entrepreneurial skills and established NSK Trading Company using his own savings. By directly purchasing fresh produce from farmers, he eliminated the middleman cost, thereby increasing his profit margins.
- The direct sourcing approach not only benefited him financially but also supported local farmers by providing them with a direct market for their produce.

Contribution of the program

The training program significantly contributed to the understanding of Shri Sharanjeet on importance of safe produce, high-quality products, maintaining consumer confidence, and scope for expanding market opportunities.

Influence on other Farmers

- The success of Shri Sharanjeet in fish and shrimp processing have had a significant influence on other farmers. His income and achievements have served as inspiration for fellow farmers, motivating them to explore various products like fish fingers and ready-to-eat items.
- Moreover, Shri Sharanjeet shares his knowledge and experience with other farmers from his and nearby village. He has become a valuable resource and mentor, helping others understand the intricacies of fish processing and value addition. By sharing his expertise, he is contributing to the growth and development of his community.

Training Coverage

The program focused on different methods of fish processing, such as filleting and steak making, to improve the shelf life of the produce. Preservation techniques were also taught to the participants to ensure the quality and freshness of the processed fish. Participants learned about packaging methods that help in maintaining the product quality during transportation and storage. Quality control in production and marketing of value-added fish products was also emphasized during the training. Participants were trained to maintain high standards in their processing methods to ensure customer satisfaction. This focus on quality helped improve the profitability of the farmers by creating a reputation for their products. Another important aspect covered in the training program was the preparation of project proposals for funding from government agencies. Participants were guided on how to develop a comprehensive business plan and submit it to financing agencies to seek financial support for their ventures. This aspect of the training empowered farmers to access the necessary resources to start or expand their fish processing businesses. The economics related to value addition in fish processing was also discussed during the training. Participants learned how to calculate the returns from their ventures and assess the profitability of their operations. This understanding of the economic aspects of value addition enabled farmers to make informed decisions and optimize their profits.

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