



Success story

On

**TRAINING OF RURAL
EDUCATED YOUTH FOR
SELF EMPLOYMENT IN FARM
BASED ACTIVITIES
(TREYSEFA)**



**Department of Agriculture
Meghalaya**

TITLE: Success story on 'TRAINING OF RURAL EDUCATED YOUTH FOR SELF EMPLOYMENT IN FARM BASED ACTIVITIES' (TREYSEFA)

CATEGORY: Agriculture

CHALLENGES:

Unemployment among the youth of the State is a matter of growing concern for the government. Job opportunities especially in the government sector are dwindling by the day. This has led to frustration and disillusionment among the educated youth especially those in rural areas. Rural youth, after having struggled to attain their education, are reluctant to return to the traditional practices of cultivation.

INTERVENTION:

- It is in this context the Department had formulated a programme entitled 'Training of Rural Educated Youth for Self Employment in Farm Based Activities' to target rural youths above 25 years of age possessing at least an educational qualification of Class X and preferably belonging to areas/zones having similar agro-climatic conditions to open up opportunities for such youth to take up agriculture and allied services as an enterprise and a business.

- During the course of the training the trainees were imparted trainings on various agriculture activities with a special emphasis on Organic Farming as well as other allied activities like floriculture, fisheries, cattle farming, piggery, poultry, organic farming, etc. from the resource persons drawn from various line departments to assist the them in different programmes and help them established in their identified projects which they want to take up.

- The trainees were also given training on production technology, financing, project management and marketing thereby maximizing the profits by adoption of appropriate production technology and developing the entrepreneurial, management and behavioural skills in the youth. This will embed in them the responsibility of ensuring that business operations are efficient and effective converting land, labour and capital inputs into desired outputs and chalking out of a definite programme for managing the market situations and the ultimate execution of these plans to achieve the objectives.

- Field trips to various Government farms and hub is organised and the trainees were also attached to the various experimental stations run by the State Government Departments thus motivating the trainees on the prospects of the ventures they opted to pursuit.

- During the course of the training the trainees were also assisted with some inputs required for starting the implementation of their individual/group projects along with limited financial assistance.

- The trainees were also encouraged to avail subsidy as well as credit facilities from financial institutions in the implementation of their respective projects.

- On successful completion, the trainees were provided with Seed Money and basic tools and implements.

Expected Outcome of the training :

- After the programme, the trainees were able to start their own farm enterprise on an individual or group basis using the tools and techniques learned. The trainees were also equipped with better skills for management of the farm and marketing and will adopt Group/Cooperative approach wherever possible so that these farms will serve as model farms for other farmers in the neighbouring areas in particular and the State in general.
- Apply the new/improved production technologies on their farm for maximization of profits.
- Manage the farm business in a more effective and efficient way
- Form self-help groups/organizations needed for the progress of farm business
- Formulate projects for enhancing the farm business
- Judiciously use and manage resources to ensure the sustainability of the farm business and protection of the environment
- Take up marketing in an organized and effective way

KEY RESULT/INSIGHT/INTERESTING FACTS:

After completing the three months programme successfully, the trainees are able to start their own farm enterprise on an individual or group basis using the tools and techniques learned from the training. The trainees are equipped with better skills for management of the farm and marketing of the produce at the optimum profit. The trainees are assisted with limited financial assistance of Rs. 10,000/- as seed money to start any venture of their choice.

The department of Agriculture had done some case study on some of the beneficiaries who had attained training on TREYSEFA and the following is the sample summary inducted on 4 beneficiaries undertaking floriculture namely

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|--|---|
| 1. Shri. Yoomiki Lyngdoh
Address: Langkyrding Mihngi, Shillong
Field Option: Floriculture (Carnation) | 2. Shri. Ordriin Kharkongor
Address: Laitkor, Sohiong -B
Field Option: Floriculture (Gerbera)
Ph. NO. 9615415484 |
| 3. Name: Smti. Bianghun Mawri
Address: Laitkor Rngi,
Field Option: Floriculture (Gerbera)
Ph. NO 9436936781/ 9615415484 | 4. Name : Smti Darinia Kharkongor,
Address: Myllem, C&RD
Field Option: Floriculture (Gerbera)
Ph. No. 9615922717 |

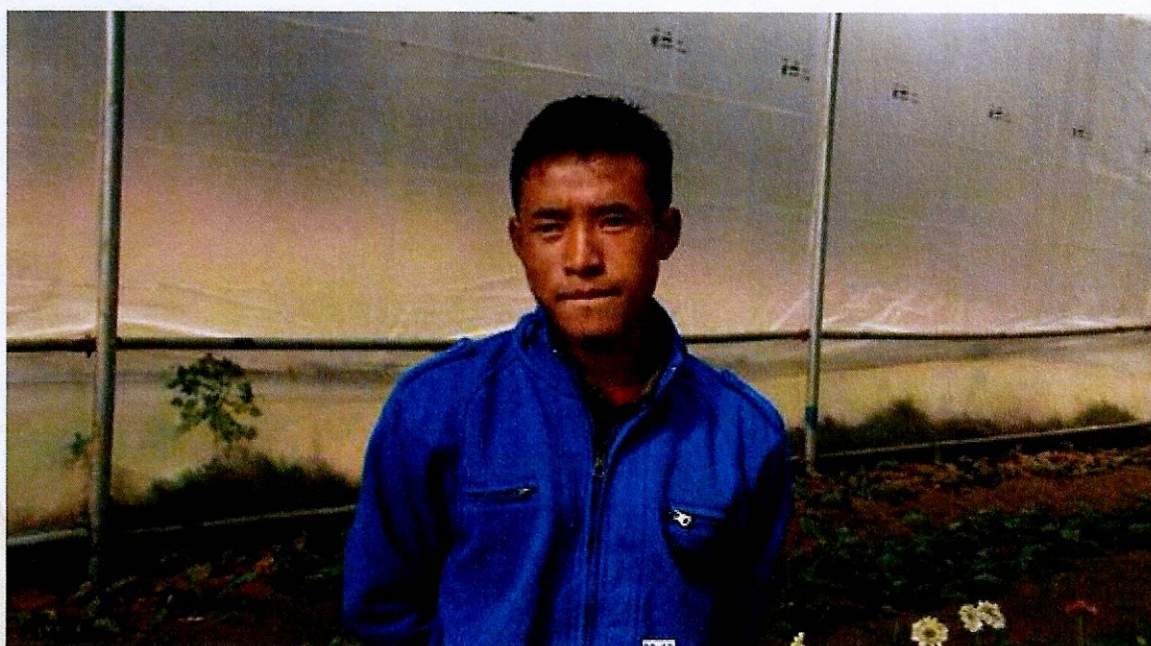
The above educated youth from had received training on Training of Rural Educated Youth for Self Employment in Farm Based Activities (TREYSEFA) during the year 2015-16. On successful completion of the course they had opted floriculture as their venture and had received 50% of the financial assistant from the Department for construction of the poly house. Since then they had done well in the past years where he could sell about 700 to 800 numbers of flowers per month at a Rate of Rs. 5 to Rs. 7 per cutting of Gerbera and Rs. 8 to Rs. 10 per cutting having a turnover of Rs. 1.5 lakhs per season. The Beneficiaries had reported that since all the works are done on their own with a little bit of help from the family members, and the works done in the poly houses are mostly only in the morning and evening time therefore they needed not employ any workers to assist them thereby attaining maximum profit.



Name : Shri. Steven Allan Nongkhlaw
Address: Laitkor, Myllem C&RD Block
Field Option: Floriculture (Gerbera) & Pigery
Ph. No. 9402564914

Shri. Steven Allan Nongkhlaw is an educated youth from Laitkor Rngi, myllem C& RD Block, who had received his training on Training of Rural Educated Youth for Self Employment in Farm Based Activities during the month of September to December 2015. On successful completion of the course he had opted floriculture as his field and had received 50% of the financial assistant from the Department for construction of the poly house. Since then he had done well in the past years where he could sell his flowers (Gerbera) at a Rate of Rs. 5 to Rs. 8 per cutting.

From the training that he had received from the Programme, he had started piggery side by side to floriculture. As all the works are done by himself with a little bit of help from the family members, it has cut down the expenditure incurred thereby was able to sustain himself with the money he received from the farm.



Name : Shining Star Nongbri
Address : Mawkriah West, Upper shillong
Mawphlang C&RD Block
Field Option: Poultry & Farming
Ph. NO. 9856757119

Shri. Shining Star Nongbri is an educated youth from Laitkor Rngi, myllem C& RD Block, who had received his training on Training of Rural Educated Youth for Self Employment in Farm Based Activities during the month of February to May 2015. On successful completion of the course he had opted poultry as his field and had received financial assistant from the Department of Rs, 10,000/- as seed money by which he had constructed the shed where he rears the birds. He had used the certificate that he received from the Training Programme in availing assistance from the Animal Husbandry and Veterinary Department. At present he is rearing 200 Nos of birds (Kuroilers) and expects to get at least 2 Kg to 2.5 Kg from each bird at an average turnover of Rs. 80,000/- in three to four months.

From the training that he had received from the Programme, he had also started farming in his field where he planted vegetables like Cabbage, Green Pea, Cauliflower, etc.



Director of Agriculture
Meghalaya, Shillong