

**DETAIL PROJCT REPORT ON  
SKILL DEVELOPMENT OF RURAL  
ENTREPRENEURS**



**Submitted to:**

**GOVERNMENT OF ODISHA,  
AGRICULTURE DEPARTMENT  
FOR ASSISTANCE UNDER  
RASTRIYA KRISHI VIKAS YOJANA  
2016-17**

**Submitted by:**

**DIRECTORATE OF HORTICULTURE,  
ODISHA, BHUBANESWAR**

## PROJECT SUMMARY

Name of the Project	: SKILL DEVELOPMENT OF RURAL ENTREPRENEURS
Proposed Work	: Skill Development training programmes <b>No. of Batches: 60</b> <b>No. of trainees: 1500</b>
Site	: 1. School of Horticulture, Khurdha 2. Horticulture Training Institute, Nildunguri Sambalpur 3. Horticulture Training Institute, Kalinga, Kandhamal 4. Centre of Excellence, Deras
Project cost	: <b>Rs.150.00 lakhs</b>
Source of fund	: Rastriya Krishi Vikash Yojana <b>2016-17: 150.0 lakh rupees</b>
Implementing Agency	: Directorate of Horticulture, Odisha, Bhubaneswar

# **SKILL DEVELOPMENT OF RURAL ENTREPRENEURS**

## **1.0. INTRODUCTION**

Odisha has a wide variety of climate and soils on which a large number of horticulture crops such as fruits, vegetables, potato, tropical tuber crops, mushroom, ornamentals, medicinal and aromatic plants, plantation crops, spices, cashew cocoa and betel vine are grown. At national level horticulture sector has emerged as a potential player in the Indian economy contributing 30% to GDP in agriculture from more 13.5% area under horticultural crops as well as a means of diversification in overall development of agriculture.

Horticulture invariably improved the economic status of our farmers. The earlier seasonal availability of fruits and vegetables has now extended to all the year round, increasing the per capital consumption of fruits and vegetables. It has also played a significant role in women empowerment, providing employment opportunities through mushroom cultivation, floriculture, processing, nursery raising, vegetable seed production etc. The national goal of achieving 6.5% growth in agriculture during 12<sup>th</sup> Plan period can be achieved through the major contribution in growth from horticulture.

**2.0. Potential for Horticulture:** The agro-climatic diversity in the state with its high rain fall distributed over a four-month monsoon and a reasonably moderate winter allows for growing a variety of horticultural crops. The agro-climatic conditions are immensely suitable for perennial fruit crops like mango, litchi, guava, oranges and limes; annual fruit crops like banana, pineapple and papaya; spices like ginger, turmeric and chilly, a variety of root and tubers and a whole range of vegetables. The low-temperature in hilly areas at higher altitude offer ideal conditions for growing off-season vegetables. Of late floriculture is also showing excellent prospects. The State thus enjoys a natural comparative advantage for horticulture with possibilities for growing a diversified basket of fruits, vegetables, spices, tubers and flowers; whose potential has not been fully exploited.

### **A. Present scenario:**

**a. Fruits:** Mango, guava, citrus, sapota, banana, litchi and papaya are the major fruits grown in the state over an area of 3.25 lakh ha. Mango, guava, banana, papaya, k.lime are grown all over the state where as orange, sapota and litchi in certain pockets. The area, production and productivity of various fruit crops for last four years are given below.

Year	Area (ha.)	Fruit bearing area (ha)	Production (MT.)	Productivity (MT.)
2014-15	325846	258323	2148287	8.31

**b. Vegetables:** The soil and climatic conditions of Odisha is favorable for growing a variety of vegetables throughout the year.. The per capita availability of vegetables remains higher from the daily requirement of 285 gm. Vegetables are being grown throughout the state with an area of 6.77 lakh ha and production of 94.25 lakh tonnes. Major vegetables cultivated in the state are brinjal, tomato, onion, cole crops, okra and gourds. The average productivity of vegetables in the state is 12.9 tonnes/ha against national average of 13.92 tonnes per ha.

Year	Area (ha.)	Production (MT)	Productivity (MT)
2014-15	677331	9425208	13.92

**c. Spices:** The important spices of the state are ginger, turmeric, chilli, coriander and garlic which are presently grown over an area of 1.55 lakh ha with production of 4.89 lakh metric tonnes. Export of organic spices through Kandhamal Apex Spices Association for Marketing (KASAM) is promising and become a remunerative sector to be exploited by our farmers in a big way. The area, production and productivity of spices are given below:

Year	Area (ha.)	Production (lakh)	Productivity (MT.)
2014-15	155296	489075	3.15

**d. Flowers:** Floriculture is the fast emerging and rapidly growing sector in the state. Earlier, known mere as a gardener's activity, it has become a lucrative venture, creating huge employment potential as indicated by the growing number of florist. It is worthwhile to mention that Odisha is a treasurer house of many orchids. Commercial flowers are being grown in the sub urban areas and as home stead in inland districts over an area of 7434 ha. The area under floriculture is increasing due to the increasing demand for flowers in the urban areas and timely intervention of the Directorate of Horticulture by providing input and logistic support.

Floricultural crop	Area (Ha)	Production	Productivity (MT/Ha)
Rose	1868	3584 lakh stems	1.91 lakh stems
Gladioli	2370	2354 lakh spikes	0.99 lakh spikes
Tuberose	509	1281.8 MT qtls	2.46 MT/ha
Marigold	2681	24580 MT	9.14 MT/ha
Gerbera	6	88 lakh stems	14.33 lakh stems

**e. Plantation crops:** The 480 km. coastal line favours the growing of plantation crops, like coconut, cashew and arecanut. The devastating super cyclone during 1999 and 2013 caused a set back to the coconut & cashew plantations. Further, being a dry land crop cashew is grown throughout the state particularly in the rain fed condition over an area of about 1.47 lakh hectare. Coconut is being grown in 50778 ha with an annual production of 35.67 crores of nuts. Oil palm plantations are also being taken up at certain pockets of the state.

Plantation crops	Area (Ha)	Production	Productivity
Coconut	50778	3750 Lakh nuts	7400 nuts /ha
Cashew	147010	90094 (MT)	0.764 (MT/ha)

### 3. Need of the training

Transfer of technology plays a vital role for appropriate utilization of research findings in the farmers' field. The need for giving emphasis on the Skill Development, especially for the less educated, poor and out of school youth has been highlighted in various forums. The skill level and educational attainment of the work force determines the productivity, income levels as well as the adaptability of the working class in changing environment. Large percentage of population in Odisha is living below poverty line. Out of the important causes is lower percentage of skilled persons in the workforce.

Skill based trainings enhance the knowledge base and efficiency of the farmer on use of the technology, thereby increasing production and productivity of crops. Rural youth have enough potentialities to shape the economic condition of farm family. Only formal education is insufficient to meet the present day requirement of employment and income generation. Vocational and professional trainings in horticulture and allied areas are important to make themselves employed. Keeping this in view, a set of trainings has been proposed in horticulture sector to enhance the knowledge and skill of interested young farmers of the state. This will help in employment generation and entrepreneurship development in farm sector and will generate an array of key communicators in the field of agriculture and allied areas.

## **4. Objectives of training**

The basic objectives of the training programme are as follows:

- ❖ To develop a group of skilled personnel for entrepreneurship development in horticulture.
- ❖ Generate key communicators in rural areas for technology transfer in horticulture.
- ❖ Enhancement in production of various horticultural crops by use of up-to-date technology.
- ❖ Employment generation in rural areas by increasing opportunity in horticulture sector.
- ❖ Creating environment to attract rural youth for horticultural work.
- ❖ Demand driven short term training courses based on modular employable skills decided in consultation with OUAT.
- ❖ Skill up gradation and capacity development to meet the demands of various target groups.
- ❖ Optimum utilization of existing infrastructure to make training cost effective.

## **5. Strategy**

To achieve the said objectives it has been proposed to conduct training programmes for rural youths on:

1. Micro-irrigation and protected cultivation management
2. Orchard Management
3. Nursery Business Management
4. Post Harvest management, Value addition and Preservation
5. Seed and Quality planting material production
6. Integrated Horticulture

Besides trainings will also be imparted to the officials and sponsored programmes.

ABSTRACT OF THE TRAINING COURSES (2016-17)					
Sl. No.	Name of the training course	Course No	No of trainings to be conducted	No of participants per group	Total no of participants
1	Micro-irrigation and protected cultivation management	H-101	6	25	150
2	Orchard Management	H-102	20	25	500
3	Nursery Business Management	H-103	5	25	125
4	Post Harvest management, Value addition and Preservation	H-104	4	25	100
5	Seed and Quality planting material production	H-105	5	25	125
6	Integrated Horticulture	H-106	20	25	500
	<b>Total</b>		<b>60</b>		<b>1500</b>

## 6. Present Training scenario:

There are 4 training institutes existing under the Directorate of Horticulture namely

1. School of Horticulture, Khurdha.
2. Horticulture Training Institute, Kalinga, Kandhamal and
3. Horticulture Training Institute, Nildunguri, Sambalpur.
4. Centre of Excellence, Deras, Khordha

The infrastructures and the technical staffs of the institutes will be utilized for the said purpose. However, at the time of need experts in relevant fields will be call for conducting trainings.

## 7. The proposal:

Training programme for 60 batches @ 25 no's per batch during 2016-17.

## 8. Financials:

<b>ESTIMATE FOR TRAINING PROGRAMMES (FOR EACH BATCH)</b>				
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No. of participants: 25 per batch

Duration: 30 days

Sl. No.	Item of expenditure	Unit	Rate	Amount (Rs.)
1	Lodging and boarding of the participants Lodging @Rs.50/bed/day and Boarding @Rs.150/day . For 30 days	25	200	150000
2	Training materials			
	Training bag	25	200	5000
	Writing pad	25	60	1500
	Pen	25	20	500
	<b>Total</b>		<b>280</b>	<b>7000</b>
3	On farm demonstration & hiring of machineries / materials/ equipment	1	5000	5000
4	Honorarium to outside expert (1 classes per day)	600	30	18000
5	TE & DA for the entrepreneurs as applicable (To and Fro journey reimbursement on production of Railway / Bus ticket)	25	700	17500
7	Hiring of Vehicle / P.O.L. expenses for exposure visit	1	30000	30000
8	Misc. expenses including reading materials, AV aid, photography, banner, telephone, electricity, documentation etc.	1	15000	15000
9	Operational expenses / Institutional support	1	7500	7500
	<b>Total</b>			<b>250000</b>

N.B.: Inter-componental changes permissible during implementation.



PROPOSED ESTIMATE, VENUE AND NO. OF TRAININGS (2016-17)					
Sl. No	Name of the training institute / venue	Total no. of trainings	Estimated cost per batch of training (Rs.)	Total cost (Rs.)	Total no of trainees
1	School of Horticulture, Khurda	19	250000	4750000	475
2	Horticulture Training Institute, Kalinga, Kandhamal	11	250000	2750000	275
3	Horticulture Training Institute, Sambalpur	24	250000	6000000	600
4	Centre of Excellence, Deras	6	250000	1500000	150
	<b>Total</b>	<b>60</b>		<b>15000000</b>	<b>1500</b>

Total Training Expenses: **Rs. 150.00 lakhs**

## 10. Modalities of operation:

<b>Duration</b>	:	Each course is of 30 (Thirty) days.
<b>Educational Qualification</b>	:	8 <sup>th</sup> Pass
<b>Age</b>	:	Between 18-45 (However age relaxation may be made in case of genuine entrepreneurs)

## 11. Resource Persons for the Trainings

- Scientist of OUAT / KVKs / CHES / CTCRI
- Specialists & Scheme Officers of State Directorate of Horticulture
- Private entrepreneurs excelled in the respective fields
- Successful entrepreneurs of the district / state
- Officials of credit institution

## 12. Exposure Visit

Exposure visit of the entrepreneurs will be made to

- Ideal Government / OUAT / KVKs / CHES/ CTCRI / OSCDC farms
- Field of successful farmers.
- Distributor / Dealer points
- Different Service Centers
- Production centers.

### **13. Outcome of the project:**

The basic outcome of the project is as follows:

- ❖ Generation of a group of persons to be engaged in transfer of technology related to horticulture.
- ❖ Farmers to farmer's communication on up-to-date knowhow on crop production technology.
- ❖ Employment generation in horticulture sector in rural areas.
- ❖ Rural youth will be attracted towards horticulture sector and will be involved in farming activities.
- ❖ Generation of a group of skilled mechanics who will set up their service centers.
- ❖ Capacity building of rural youth.
- ❖ Development of different custom hiring center and entrepreneurs.
- ❖ Creation of skilled manpower in the field of horticulture.
- ❖ Development of knowledge, skill and attitude of entrepreneurs.