



RESEARCH PROGRAM ON
Climate Change,
Agriculture and
Food Security



RESEARCH
PROGRAM ON
Wheat



Youth Training: Business Model for Scaling Happy Seeder Technology



TRAINING REPORT

29 October 2021

ICAR-CSSRI-CIMMYT platform, Karnal

Jointly Organized by

**International Maize and Wheat Improvement Centre (CIMMYT)
and ICAR-Central Soil Salinity Research Institute (CSSRI)
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Acknowledgements

These science-based evidence on climate smart agriculture practices were developed, fine-tuned and validated under CGIAR Research Programs on Climate Change, Agriculture and Food Security (CCAFS), the Wheat Agri-Food Systems (CRP WHEAT) and the Indian Council of Agricultural Research (ICAR), the Government of India supported program on Conservation Agriculture. CCAFS' work is supported by CGIAR Fund Donors and through bilateral funding agreements. For details, please visit <https://ccafs.cgiar.org/donors>. Any opinions, findings, conclusions, or recommendations expressed in this publication are those of the authors and do not necessarily reflect the views of the associated and/or supporting institutions/funders. The usual disclaimer applies.

Citation: Jat ML, Bijarniya D, Kalvaniya KC, Choudhary KM, Kumar Y, Rana DS. (2021). Youth Farmer's Training : Business Model for Scaling Happy Seeder Technology. Training Report, P.5. International Maize and Wheat Improvement Center (CIMMYT), New Delhi, India.

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Background

A large proportion of farmers of NW (Northwest) India hold small or marginal lands. The following strategic options can be adopted for upscaling of the innovative concurrent use of SMS-fitted combines and turbo Happy seeder. Medium farmers can purchase turbo Happy seeder for sowing their own fields and undertaking local custom hiring. These farmers have the opportunity to supplement their farm income by the purchase of the turbo Happy seeder for use on their own and neighbouring fields. The potential advantage in this model is that the localized nature of the business will allow higher operational efficiencies through strong local linkages with clients within 15- 20 km from their home base. Custom hiring of turbo Happy seeder is provided by private entrepreneurs. Delivery of machinery services, particularly large and expensive machinery such as combine harvesters, laser leveler, etc., through private contractors, entrepreneurs is common in NW India. This model shows considerable potential to deliver the combination of extension and machinery. The advantages of this model are the economies of scale, which may be able to cover large areas without the need to upgrade tractor or operational skills. Therefore a training program was organized at ICAR-CSSRI, CIMMYT platform where more than 60 youth participated.



Purpose and objectives

The primary goal of such training workshop for youth in agriculture was to improve access that would facilitate increased trust, communication, and collaboration between young farmers. By improving agribusiness knowledge and integrating youth into extension platforms, sustainable extension services would become more readily available while driving overall improvements in rural livelihoods. The training strongly emphasized participatory extension principles and entrepreneurship as means of increasing farm productivity amongst young farmers. Utilizing field mechanization as a means of optimizing the number of youth engaged in face-to-face learning, past workshops were held for young farmers that served to provide space for interactions with experts, discuss methods for improving delivery of services, and learn a new

component of agribusiness and entrepreneurship with the intent of transferring this information to more youth farmers in a similar way. The specific objectives of the training workshops were to:

- increase agribusiness knowledge and entrepreneurial skill among young farmers;
- form Young Farmers' Group led by youth to facilitate knowledge sharing, collaboration in agribusiness, and increase formal participation in local extension systems;
- create sustainable linkages between Young Farmers' Groups and Area Stakeholder Association to allow young farmers' greater voice and decisive power in the meetings and the development of agri-business model for livelihood; and
- document lessons learned, successes, and challenges in establishing agribusiness programming to inform future best practices among community members, and relevant stakeholders.

Training workshop agenda

Time	Trainer/Facilitator	Theme
11.00-11:30 am	Deepak /KM Choudhary	Welcome to the participants and introduction of youth in agriculture and options for create business model
11.30-12.00 am	Dr HS Jat	Schemes for Happy seeder to promote business in agriculture entrepreneurship
12.00-12.30 am	Pushpendra Singh	Options for youth set up start-up business in agriculture field
12.30-1.00 pm	Yogesh Kumar/Kailash Kalvaniya	Training on Happy seeder for smooth functioning
1.00-1.30 pm	Bhagwan Dass	Tea and refreshment

Experts' views

Deepak and KM Choudhary, Scientists, CIMMYT: Welcome and introduction of the participants and emphasis on role and option of agribusiness entrepreneurship in agriculture. Happy seeder is a well proofed technology, which have potential to generate business at local level, they added.

H.S. Jat, Principal Scientist, CSSRI, ICAR: He highlighted more on use of Happy seeder as a model for creating business so that young generation is attracted in agriculture. The technology also benefits in improving soil quality of their fields through better management of fertilizer, micro-nutrition, weedicides and water in farms, checking the extra input of fertilizer, nutrients and water.

Pushpendra Singh, Young start-up business in agriculture technologies: He emphasized on entrepreneurship options in agriculture field for youth who want start-up business in agriculture field.

Yogesh Kumar and Kailash Kalvaniya, Associates, CIMMYT: They tried to create awareness among youths about sustainable agriculture practices of conservation agriculture, use of Happy seeder machine for sowing wheat, residue management, in the rice field itself, which helps to – maintain moisture and nutrients, save water, reduce cost of fertilizer, and maintain soil health and micro-nutrients in the fields.

Conclusion

Such trainings should be organized more often to bring youth in agriculture for solving the issues of residue burning in NW India, and create business entrepreneurship. All the agencies together at one platform, help creating the local level awareness and improve participation of youth in capacity development and empowerment at local level for sustainable environmentally friendly agriculture production and no-burning –of-rice-residue campaign to help in decreased environmental pollution.