

Aspiration of Rural Youth Towards Agriculture

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ABSTRACT

Rural youth are very important segment of the rural society and they play a vital role in agriculture and rural development. The present study was conducted in the twelve villages of four Panchayat Samities of Akola and Amravati districts in Maharashtra State. An exploratory design of social research was used for the study. The finding revealed that the overall aspiration of the rural youth (49.17%) towards agriculture had medium level of aspirations, whereas, 33.33 and 17.50 per cent of the rural youth had low and high level of aspirations, respectively. Majority (47.73%) of the rural youth about horticulture had medium level of aspiration. With regards to dairy farming the majority (57.69%) of the rural youth had medium level of aspiration. Education, land holding, annual income, mass media exposure, extension contact, extension participation, achievement motivation, economic motivation and innovativeness were found to be significantly correlated with the aspiration of the rural youth about agriculture. With regards to horticultural activities, the variables like education, land holding, extension contact, extension participation, achievement motivation, economic motivation and innovativeness were found significantly correlated with the aspiration of the rural youth. Regarding dairy farming activities, variables like education, land holding, annual income, mass media exposure, extension contact, extension participation, achievement motivation, economic motivation and innovativeness were found to be significantly correlated with the aspiration of the rural youth.

Keywords: Agriculture, Aspiration, Dairy, Horticulture, Rural youth

INTRODUCTION

Youth unemployment in rural areas is often believed to be caused by the low aspirations of young people themselves, their families and local communities. A low aspiration among young people is one of the key factors who are not in education, employment or training in rural areas. Youths are also playing important role in agriculture by performing some farm activities and helping their families in different farm operations. Research evidence (Rojewski, 1999; Sherwood, 1989) have pointed out that aspiration is one of the psychological factors that influence the rural youth's decision for a career in the future. Aspiration plays an important role in life choice of the people, how they feel and think about themselves (Schaefer and Meece, 2009) including the rural youth.

The activities based on the youth's specific needs, desires and aspirations facilitate the mobilization of the rural youths, towards goal of rural development. Rural youths are closely involved in agriculture. Most often school dropout, unskilled and unemployed youths face serious difficulties and problems in their life. Due to lack of adequate literacy, lack of knowledge on agricultural information and technology they cannot achieve the desired production of crops. Many of them do not have enough skills in handling the modern agricultural technologies. So, many techniques and research are developing day by day. It is very necessary to make aware people about it. In that case rural youth play very important role, so it is very essential to study the aspiration of the rural youth towards agriculture.

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METHODOLOGY

An exploratory design of social research was used in the present investigation as the study emphasized on aspiration and attitude of the rural youth about agriculture and allied activities. The present study was conducted in the six villages of Akola Panchayat Samiti and Barshitakali Panchayat Samiti of Akola district and six villages of Chandur railway Panchayat Samiti and Bhatkuli panchayat samiti of Amravati district. From each selected village, ten rural youths were randomly selected as respondents. In all, total 120 rural youths were randomly selected from twelve villages. For the measurement of aspiration the procedure followed by Ranganathan (1984) was used with slight modification. To know the aspiration, respondents are asked to mention their aspirations in agriculture, horticulture and dairy by providing three items under each enterprise. Under each item of the enterprise three sub items were included in the study assigning score of 1, 2 and 3 on three point continuum. Thus the respondent could get a minimum and maximum score of three and nine, respectively for each of enterprise (agriculture, horticulture and dairy). The summation of the score obtained by the rural youth for all 9 sub items classified under three items indicates the aspirations towards a particular enterprise. The level of aspirations for each of three enterprises (agriculture, horticulture and dairy) was categorized and indicated below using the mean and standard deviation.

Category	Score range
Low	upto 4
Medium	5 to 8
High	above 8

RESULTS AND DISCUSSION

Profile of the Respondents

The data with respect to the various characteristics of the respondents have been discussed as below. It is observed that 43.33 per cent of the rural youth were educated upto higher secondary and college level education followed by 34.17 per cent were educated upto high school level education. Further 13.33 per cent of the rural youth were educated upto middle school level

and 9.17 per cent of the rural youth were educated upto primary school level. It was noted that no one was found illiterate among selected youth. Majority of the respondents were found unmarried (73.33%) and 26.67 per cent of them were married. It could be noticed that 39.17 per cent of the respondents were in small land holding group, followed by 30.00 per cent and 19.17 per cent of the respondents were in marginal and semi-medium land holding category, respectively. About 11.66 per cent of the rural youth were possessed land at marginal level.

It is revealed that near about fifty percent (48.33%) of the rural youth had annual income of in between Rs. 1,00,000 to Rs. 2,00,000, respectively. The remaining 27.50 per cent and 24.17 per cent of the rural youth belonged to annual income group of Rs. 1,00,000 and above Rs. 2,00,000, respectively. Majority of the rural youth i.e. 70.83 per cent were having medium mass media exposure, followed by 21.67 per cent were having low mass media exposure and only 7.50 per cent of them having high level of mass media exposure. It was seen that majority of respondents (45%) had medium extension contact, followed by 42.50 per cent respondents found in low level of extension contact and 12.50 per cent respondents had high level of extension contact. It was revealed that majority of respondents (67.50%) had medium level of extension participation, followed by 17.50 per cent respondents who had high level of extension participation and 15.00 per cent respondents had low level of extension participation.

It could be seen that majority of the respondents (71.67%) having medium achievement motivation, followed by 20 per cent of them having high achievement motivation. The remaining 8.33 per cent of the rural youth were having low level of achievement motivation. Achievement motivation is psychological character of an individual which tend him to be risk taker in occupation or profession and achieve some good things from his life. More than half of the respondents (52.50%) had medium level of economic motivation, followed by nearly one third of them (26.67%) having low level of economic motivation and 20.83 per cent of respondents belonged to high category of economic motivation. It means that rural youth in the study area were mediocre in orientation

towards profit maximization in their main occupation. Majority of the respondents (65.83%) had medium level of innovativeness, followed by 21.83 per cent of them having high level of innovativeness and remaining 12.50 per cent belonged to low level of innovativeness category.

Aspiration of rural youth towards agriculture and allied activities

The data in Table 1 shows that, 37.50 per cent of the rural youth engaged in agriculture do not aspire to increase the land holding, whereas, 51.67 per cent of them aspire to increase the land holding by 1 to 5 acre and only 10.83 per cent aspire to increase more than 5 acre.

Regarding the purchase of the agricultural implements, majority (60.00%) of the rural youth aspire for purchasing of basic implements while 29.17 per cent

aspire for medium and 10.84 aspire for purchasing of heavy implements. About 76.67 per cent of rural youth aspire to increase the crop production by 1-50 per cent in next three years, while 15.83 per cent aspire to increase the crop production 50-100 per cent in the next three years and 7.50 per cent of the rural youth do not aspire to increase the crop production in the next three year.

The data in the Table 2 reveals that, majority (63.63%) of the rural youth do not aspire to increase the area under horticulture crops in next three years, while 27.26 per cent aspire to increase area by 1 to 5 acre and the remaining 9.09 per cent aspire to increase the area by more than 5 acre. More than half (52.27%) of the rural youth aspire to take up vegetable cultivation, followed by 31.82 per cent aspire to start flower cultivation and 15.91 per cent aspire to go for fruits and plantation crops cultivation.

Table 1: Aspirations of rural youth in Agriculture (n=120)

Aspirations	Category	Rural youth	
		Number	Per cent
Increase the land holding in next three years	None	45	37.50
	1-5 acre	62	51.67
	>5 acre	13	10.83
Purchase of agricultural implements	Basic	72	60.00
	Medium	35	29.17
	Heavy	13	10.83
Increase the crop production in next three years	None	09	07.50
	1-50%	92	76.67
	50-100%	19	15.83

Table 2: Aspirations of rural youth in Horticulture (n=44)

Aspirations	Category	Rural youth	
		Number	Per cent
Increase area under horticultural crops in next three years	None	28	63.63
	1-5 acre	12	27.26
	>5 acre	04	09.09
Growing of different horticultural crops	Vegetable	23	52.27
	Flower	14	31.82
	Fruit & plantation	07	15.91
Increase the horticultural crops production in next three years	None	14	31.82
	1-50 %	26	59.09
	50-100 %	04	09.09

With respect to increasing the horticultural crop production in next three years, 31.82 per cent of rural youth do not aspire to increase the horticulture crop production in next three years, whereas, 59.09 per cent of rural youth aspire to increase the horticulture crop production by 1-50 per cent and only 9.09 per cent of them were aspire to increase the horticultural crop production more than 50 per cent in the next three years.

Table 3 reveals that, 46.15 per cent and 42.31 per cent of the rural youth aspire to introduce crossbred animals and local breeds respectively, while 11.54 per cent aspire to introduce both local and crossbreds. It was found that 46.15 per cent and 30.77 per cent of rural youth aspire for construction of brick walled and tiled

shelter for animals, followed by 30.77 per cent of rural youth who aspire for a separate kaccha house and 23.08 per cent of them were aspired for RCC construction of shelter for animals in the next three years. Majority (55.77 %) of the rural youth aspire for increasing the number of animals by 1-5, while 34.62 per cent of the respondents aspire to increase the animals by 5-10 and only 9.61 per cent of them aspire to increase animals more than 10.

Table 4 presents the data pertaining to overall aspiration of the rural youth in agriculture, horticulture and dairy. The data in the table reveals that, nearly half of the rural youth had medium level of aspirations, whereas, 33.33 and 17.50 per cent of the rural youth had low and high level of aspirations, respectively.

Table 3: Aspirations of rural youth in Dairy (n=52)

Aspirations	Category	Rural youth	
		Number	Per cent
Introduction of breeds	Local breeds	22	42.31
	Cross breeds	24	46.15
	Both	06	11.54
Construction of shelter for animals in the next three years	A separate kaccha house	16	30.77
	Brick walled and tiled	24	46.15
	RCC	12	23.08
Increase the number of milking animals	1-5	29	55.77
	5-10	18	34.62
	>10	05	09.61

Table 4: Overall aspirations of rural youth about agriculture and allied activities (n=120)

Aspirations	Category	Rural youth (n=120)	
		Number	Per cent
Agriculture (n=120)	Low (upto 4)	40	33.33
	Medium (5 to 8)	59	49.17
	High (above 8)	21	17.50
	Total	120	100.00
Horticulture (n=44)	Low (upto 4)	17	38.64
	Medium (5 to 8)	21	47.73
	High (above 8)	06	13.63
	Total	44	100.00
Dairy (n=52)	Low (upto 4)	16	30.77
	Medium (5 to 8)	30	57.69
	High (above 8)	06	11.54
	Total	52	100.00

Table 5: Coefficient of correlation of selected characteristics of the rural youth with their aspiration

Independent Variable	Aspiration 'r' value		
	Agriculture	Horticulture	Dairy
Education	0.520**	0.209*	0.354**
Marital Status	0.115 ^{NS}	0.140 ^{NS}	-0.017 ^{NS}
Land Holding	0.599**	0.385**	0.322**
Annual Income	0.651**	0.179 ^{NS}	0.323**
Mass media exposure	0.627**	0.192 ^{NS}	0.217*
Extension contact	0.636**	0.377**	0.305**
Extension participation	0.630**	0.453**	0.312**
Achievement motivation	0.733**	0.410**	0.379**
Economic motivation	0.721**	0.419**	0.369**
Innovativeness	0.653**	0.367**	0.307**
Attitude	0.846**	0.373**	0.293**

**Significant at 0.01 level of probability; *Significant at 0.05 level of probability; NS = Non Significant

The data in Table 4 also indicate that majority (47.73%) of the rural youth had medium level of aspiration, while 38.64 per cent had low level of aspirations and 13.63 per cent had high level of aspirations in case of horticulture.

With regards to the dairy farming, the data in table 4 revealed that majority (57.69%) of the rural youth had medium level of aspiration, while 30.77 per cent had low level of aspirations and 11.54 per cent had high level of aspirations.

The relationship of the profile of rural youth with aspiration about agriculture and allied activities is given in Table 5. One independent variable i.e. marital status was found non-significantly correlated with the aspiration of the rural youth towards agriculture. The other all selected independently variables like education, land holding, annual income, mass media exposure, extension contact, extension participation, achievement motivation, economic motivation and innovativeness were found to be significantly correlated with the aspiration of the rural youth about agriculture.

With regards to horticultural activities marital status, annual income and mass media exposure were found non-significantly correlated with the aspiration of the rural youth. Whereas the variables like education, land holding, extension contact, extension participation, achievement

motivation, economic motivation and innovativeness were found significantly correlated with the aspiration of the rural youth.

Regarding dairy farming activities only one independent variable i.e. marital status was found negatively and non-significantly correlated with the aspiration of the rural youth. The other all selected independently variables like education, land holding, annual income, mass media exposure, extension contact, extension participation, achievement motivation, economic motivation and innovativeness were found to be significantly correlated with the aspiration of the rural youth.

CONCLUSION

It can be concluded that nearly half of the rural youth towards agriculture had medium level of aspirations, whereas, 33.33 and 17.50 per cent of the rural youth had low and high level of aspirations, respectively. The variables like education, land holding, annual income, mass media exposure, extension contact, extension participation, achievement motivation, economic motivation and innovativeness were found to be significantly correlated with the aspiration of the rural youth about agriculture. With regards to horticultural activities the variables like education, land holding, extension contact, extension participation, achievement

motivation, economic motivation and innovativeness were found significantly correlated with the aspiration of the rural youth. Regarding dairy farming activities the variables like education, land holding, annual income, mass media exposure, extension contact, extension participation, achievement motivation, economic motivation and innovativeness were found to be significantly correlated with the aspiration of the rural youth. Therefore, there is urgent need to motivate the rural youth towards agriculture and allied activities as our country is dependent on agriculture and youth forms nearly one-third of the total population of India.

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