

## **Enabling Retention of Rural Youth in Farming through Capacity Building – A Case Study**

**B. L. Dhaka<sup>1</sup> and K. Chaya<sup>2</sup>**

### **ABSTRACT**

Youth contributes more than 40 per cent of Indian rural population. Due to their limited access to education and skills training, rural youth are often very low-skilled, unemployed and insecure. Youth living in rural areas do not have enough incentives, profitable economic opportunities and attractive environments in which to live and work. Investing in young people living in rural areas is key to enhancing agricultural productivity, boosting rural economies, and reducing rural-to-urban migration. Realizing the potentiality of agriculture to significantly reduce poverty, enhance economic growth and entrench economic stability, the rural youth were equipped with necessary skills required to run dairy farm successfully through capacity building activities. The present paper is based on findings of a case study. A case study of a successful dairy entrepreneur in Bundi district of Rajasthan state was conducted to analyse the effectiveness of capacity building strategy to retain rural youth in farming. It was observed that capacity building approach enabled the rural youth to run dairy farm enterprise profitably. The study concluded that capacity building of rural youth could play an important role in retaining rural youth in farming.

**Keywords:** rural youth, capacity building, farming

### **INTRODUCTION**

Over 40 per cent of the Indian rural population comprises of youth. Due to their limited access to assets, markets, finance and education and skills training, rural youth are often unemployed or work informally often in unpaid, very low-skilled, insecure and sometimes hazardous jobs. If young people living in rural areas do not find enough incentives, profitable economic opportunities and attractive environments in which to live and work, they will continue to migrate to urban areas. Large-scale migration of rural youth from farming to urban areas has caused serious concern among the agricultural policy makers.

This trend, if not checked, would not only contribute to the mega urbanization and growing urban unemployment that is already under way, but is likely to affect agricultural activities in the future expected to affect food production. The challenges of meeting the rapidly growing food needs of the population cannot be successfully overcome without significant and sustained investment in capacity building of rural youth in farming.

Youths are young people in a society who are characterized by ample ideas, energy, and new ways to see life and face problems (Gobeli, 2004). Educated youth are more likely to adopt new innovations, have access to extension services and utilize agricultural loans more effectively. Youth are strong and possess abundant energy

that needs proper channeling and harnessing for increased agricultural production (Ogunbameru, 2001). Youth involvement in agricultural activities will not only create career opportunities for the youth but also increase food production and to a large extent reduce the gap between food production and its demand in the community.

Realizing the seriousness of the issue, Krishi Vigyan Kendra, Bundi has started investing in young people living in rural areas in order to equip them with necessary skills required to run farming successfully through capacity building activities. This study sees capacity building for the rural youth as a tool to retaining youth in farming in the study area. A case study of a successful dairy entrepreneur in Bundi district of Rajasthan state was conducted to analyse the effectiveness of capacity building strategy to retain rural youth in farming.

### **METHODOLOGY**

A case study of a successful dairy entrepreneur Shri Hans Raj Kahar from Gothra village of Keshoray Patan block, Bundi district, Rajasthan state was conducted. He was interviewed personally with the help of a structured interview schedule. The dairy enterprise was selected purposively. In order to know the economics of the enterprise initial investment, expenditure during one year and income during one year was calculated. Finally, net profit during one year was calculated.

## RESULTS AND DISCUSSION

**Case analysis :** Shri Hans Raj Kahar is 33 years old, educated up to 12<sup>th</sup> standard, rural youth of village Gothara district Bundi, Rajasthan. After completing 12<sup>th</sup> he started looking for some job but all in vain. He decided to practice farming. But returns from farming were not providing proper support to smooth livelihood of his family. Due to lack of sufficient technical knowledge and proper guidance; he was not quite satisfied with his work. Meanwhile, he came in contact with scientists of Krishi Vigyan Kendra, Bundi, Rajasthan and attended a 45 days training programme on Dairy Management in the year 2008. He got all the technical know-how and skills to run a dairy farm successfully. Under the technical support of scientists of Krishi Vigyan Kendra, Bundi, Rajasthan, he gave new direction to his tradition dairy farming. He decided to improve the breed of local buffalo. With the financial support of Krishi Vigyan Kendra, Bundi under breed improvement programme of "Rajasthan Mission of livelihood" he purchased Murahh bull.

The local buffalo were inseminated with improved Murrah bull. As a result, the milk production was greatly enhanced. Now, Sh. Hansraj owns total 20 buffalos with milk production nearing about 9-12 litre/buffalo. He owns one buffalo bull. During the course of time he installed milk processing unit in nearby town. He also procured milk from other fellow farmers and processed it. On selling milk, cream, curd, ghee, butter etc and service of bull, he earned about ₹ 15000 per month as net income. One youth was employed for processing and selling of milk.

**Table 1.** Profile of rural youth under study

Particulars	Details
Name	Hansraj Kahar
Village	Gothara
Type of family	Joint
Size of family	13
Education	12 <sup>th</sup>
Age	30
Land holding	3.5
livestock holding	20
farming situation	Irrigated
Average daily milk production (in liter)	50
Average daily milk procurement (in liter)	100
Average daily milk processing and selling (in liter)	150

**Performance of dairy farm :** It is evident that (Table 2) total expenditure during one year was ₹ 17,40,500.00. Out of which he spent ₹ 5,47,500.00/- towards the purchase of feed and fodder for animals, ₹ 10,95,000/- for procurement of milk from fellow farmers, ₹ 42,000.00 for

shop rent and electricity charge, ₹ 54,000.00 for labour charges and ₹ 2,000/- for veterinary and medical charges per year Table 3 shows income during the year 2012-13.

He sold milk, cream, curd, ghee, paneer. During this period he sold of ₹ 12,27,188.00 milk and products like cream, curd, ghee, paneer etc of ₹ 6,89,063.00. He also provided service of bull to other farmers and earned ₹ 15,000/- during one year.

Hence, the total income during one year was ₹ 19,31,251.00. During the year 2012-13 Sh. Hansraj realized net income ₹ 1,90,750. This finding was in line with the findings of Oyediran *et. al.* 2013, Antwal (2009) and Ekale (2006).

**Table 2. Expenditure during one year (2012 - 2013)**

Particulars	Expenditure (₹)
Feed and fodder	547500.00
labour	54000.00
Veterinary and Medicinal charges	2000.00
Procurement of milk	1095000.00
rent of shop and Electricity	42000.00
Total Expenditure	1740500.00

**Table 3: Income during one year (2012 - 2013)**

Particulars	Income (₹)
Selling of milk	1227188.00
Selling of milk products	689063.00
Service of bull	15000.00
Total income	1931251.00

## CONCLUSION

It could be concluded that dairy enterprise, next to agriculture, not only provides continuous income and improves dietary standards of family, but also supplements the income and reduces unemployment to a large number of the rural poor. However, dairy farming were hindered by myriad of problems such as, inadequate training and capacity building, lack of modern technologies and high cost of transportation. There was positive and significant relationship between profits realized from dairy farming and capacity building. Greater improvement in dairy farming can be achieved through adequate capacity building and training for the youth in the study area.

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