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Attitude of rural youth towards farming as a major occupation

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Abstract

The study "Attitude of rural youth towards farming as a major occupation" was conducted in Chandur Bazar and Amravati talukas of Amravati District, 80 respondents (rural youth) were purposively selected for study. The data were collected by personal interview method with the help of structured interview schedule. The data were tabulated, analyzed and interpreted. The findings of the study revealed that the majority of rural youths i.e. 52.50 per cent of respondents were having senior college level of education, 76.25 per cent of respondents having low level of family income upto 1, 00, 000. However, the observation also show that most of the respondents i.e. 45.00 per cent were possessed small size of land holding (1.01 to 2.0 ha) and 63.75 per cent of respondents have medium social participation. Majority of respondents i.e.65 per cent of respondents had medium achievement motivation, similarly about 63.75 per cent of respondents have medium level of economic motivation, and about 66.25 per cent of respondents had medium level of risk orientation. The finding revealed that more than half of respondents i.e. 55 per cent of respondents had medium extension contact and Majority of the respondents 48.75 per cent of respondents was interested in Services (Government /Non-Government). Urban orientation was comes under the medium category. As regard the dependent variable majority of the respondents had favourable attitude towards farming as a major occupation. From correlation analysis the level of significance was tested at 0.01 and 0.05 level of significance and revealed that 8 out of 10 variables were significant, remaining variables were non-significant. The significant variables includes achievement motivation, economic motivation, risk orientation, extension contact, urban orientation found the positive and significant level of probability 0.01 with attitude level. The variable viz. family income, family land holding, field of interest found positive and significant at 0.05 level of probability with attitude index. The variable education, social participation have shown non-significant relationship with attitude level.

Keywords: Rural youth; attitude; farming; agriculture; occupation

Introduction

Youth are the most potent segment of population of the country. The youth of today are the hope of tomorrow. India is said to be the land of youth and villages. Also, in India it is well known that agriculture and you are the backbone of our country. Youth reflect the national potential and represent the life blood of nation. Development of youth determined the development of community and country as a whole.

Hon'ble Prime Minister Narendra Modi has struck the right chord by connecting with the youth of the nation by making them believe that they have the power and the potential to change the way the world perceives India. On the launching of "DD Kisan" channel, which would provide information about best agricultural practices and related content, he said "If villages have to progress, then agriculture will have to be developed by giving it priority. This is directly related to the economy of India. Asserting that there was a need to change the mindset that farming was for "not so bright", he also said that earlier agriculture used to be the first choice of occupation but now it is the last option to be exercised by the youth. "The cycle has turned anti-clockwise. I think it needs to be turned back ones again. The youth of the country, who have turned away from agriculture, can again take it up if we bring modern technology to the farm and field."

Specific objectives of the study

1. To study the attitude of rural youth towards the farming as a major occupation.
2. To study the relationship between profile of rural youth with attitude of rural youth towards farming.

Methodology

The research study was carried out in Amravati district of Vidarbha region, Maharashtra State. The district lies between 20°32' and 31°46' North Latitude and 76°37' and 78°27' East Longitude. Amravati and Chandur Bazar taluka was purposively selected for the study because these two tahsil's found to represent the all agro-climatic situations of the district.

An exploratory research design of social research was used for present study. The 4 villages was randomly selected from each selected tahsil of Amravati district, total 8 villages were selected for the present study. From each of the selected villages, 10 rural youths (from 15-29 yrs. age group) were selected randomly comprising total sample of 80 respondents. Totally 10 independent variables and one dependent variable were consider for this study. The data analysis was done using appropriate statistical test i.e. mean, standard deviation, percentage, frequency, correlation coefficient. Categorization of the respondents were done based on mean and standard deviation values.

Result and Discussion

Table 1: Correlation analysis of independent variables with attitude of rural youth towards farming as a major occupation

S. No	Independent Variables	Attitude	
		'r'	t-cal
1.	Education	0.0678 NS	0.6014
2.	Family income	0.269*	2.5605
3.	Family land holding	0.2269*	2.1122
4.	Social participation	-0.0324 NS	-0.2863
5.	Achievement motivation	0.347**	3.4834
6.	Economic motivation	0.3838**	3.9743
7.	Risk orientation	0.3646**	3.7129
8.	Extension contact	0.3305**	3.2761
9.	Field of interest	0.2357*	2.2036
10.	Urban orientation	0.4614**	5.1761

* Significant at 0.05 level of probability.

** Significant at 0.01 level of probability.

NS-Non Significant.

Data in table 1 revealed that among selected characteristics of respondents viz., Achievement motivation, Economic motivation, risk orientation, extension contact, urban orientation found the positive and significant level of probability 0.01 with attitude level. The variable Family income, Family land holding, field of interest found positive and significant at 0.05 level of probability with attitude index. The variable Education, social participation have shown non-significant relationship with attitude level.

1.1 Education and Attitude level

The relationship between education of rural youths and their level of attitude was found to be positively non-significant at 0.05% level of probability.

Education help an individual to acquire more knowledge understand better and inclined to get correct information. It might be due to the formal education of respondents do not help them to greater extent in understanding the importance and need of agriculture in influencing their negative feelings toward agriculture. Youths wants well education and job for their future.

1.2 Family income and Attitude level

The family annual income of the rural youths exhibited positive and significant relationship with their attitude level at 0.05% level of probability.

It may be said that higher annual income will help to create better attitude. The reason behind this might be that, better income level help to possess more activities which are necessary to carry out some improved agriculture practices and get more additional income from agriculture and allied resources, which need to develop a favourable attitude towards agriculture. Similar finding reported by Uprikar (2008) [9].

1.3 Family land holding and Attitude level

The relationship between the family land holding and attitude level of rural youths was observed to be positively significant at 0.05% level of probability.

Respondents have big land holding get more income from farming and other income sources related to farming also, this might have influenced the favourable feeling toward farming. Similar finding reported by Sajjan (2006) [7].

1.4 Social participation and Attitude level

The relationship between the social participation of the rural youths in various village organisation of their locality and their extent of attitude was found to be negatively non-significant at 0.05% level of probability.

This may be due to youths not very much innovativeness, and not taken actively participation in local activities taken up by Grampanchayat in village, where youths cannot contact with progressive farmers and relatives which not influence their attitude towards farming favourably.

1.5 Achievement motivation and Attitude level

The relationship between the achievement motivation and attitude level of rural youths was observed to be positively significant at 0.01% level of probability.

Achievement motivation is the psychological character of an individual which tend him to be risk taker and achieve some good things in his life. Motivation refers to the dynamics of our behaviour, which involves our needs, desires, and ambitions in life. Youths wants reaching success and achieving all of our aspirations in life, this might have influenced the favourable feeling toward farming as a major occupation. Similar finding reported by Barge (2011) [2].

1.6 Economic motivation and Attitude level

The relationship between the economic motivation and attitude level of rural youths was observed to be positively significant at 0.01% level of probability.

The economic motivation is an important characteristic of an individual which leads to make use of effective mean of income. More number of respondents where under the medium economic motivation category because they had medium land holding and medium annual income so, it might have motivate them to get more economic return with profit making behaviour and positive attitude towards farming. Similar finding reported by Bhanu (2006) [30].

1.7 Risk orientation and Attitude level

The relationship between the risk orientation and attitude level of rural youths was observed to be positively significant at 0.01% level of probability.

This indicate that, youths are very critical and cautious in understanding different aspects, they have tendency to take a risk based on their income, then holding and other resources. The might be due to Innovativeness, high social values, more extension contact and economic motivation had play vital role

in changing their attitude. Similar finding observed by Maghade (2007) ^[5].

1.8 Extension contact and Attitude level

The relationship between the extension contact and attitude level of rural youths was observed to be positively significant at 0.01% level of probability.

It is due to awareness, involvement in extension activities and knowledge received by respondents had helped them to change their attitudes. This might be due to contact of rural youths with progressive farmers, agricultural office and extension coordinators through which youths get information about various improved practices, subsidies and schemes of Agriculture Department, which help to develop favourable attitude. Similar finding reported by Bite *et al.* (2009) ^[4].

1.9 Field of interest and Attitude level

The relationship between the extension contact and attitude level of rural youths was observed to be positively significant at 0.05% level of probability.

Education help an individual to acquire more knowledge understand better and inclined to get correct information. Interest in a certain field is one of the primary reasons which persuade an individual to pursue greater knowledge in that field, leading to the easy choice of a career and meet Job satisfaction and the desire to learn for rural youths. Similar finding observed by pakmode *et al.* (2015) ^[6].

1.10 Urban orientation and Attitude level

The relationship between the urban orientation and attitude level of rural youths was observed to be positively significant at 0.01% level of probability.

This may be due to youths like city life, because Medical facilities are of excellent quality with some government run hospitals providing free treatment to people belonging to economically backward classes. Education is of good quality and thus more people from urban areas are better qualified. All essential facility and entertainment facilities which youths want are in urban areas so develop favourable attitude. Similar finding observed by pakmode *et al.* (2015) ^[6]

Conclusion

It is concluded that student wish to study agriculture in higher institutions should be encouraged through award of scholarship, and be assisted financially to take up farming as a profession after graduation. In general rural youth in family farm require technical support and an enabling environment in the form of increased access to agriculture research and extension services, entrepreneurship skill, input, credit and markets.

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