



## **Profile Characteristics of Rural Youth towards Agriculture as Occupation in Srikakulam District**

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### **ABSTRACT**

*In the present study, profile characteristics of rural youth towards agriculture as an occupation is discussed. The results revealed that majority (63.33%) of them were Married, 67.48% had education up to Intermediate, and 37.50 per cent of them were small farmers. Nearly half (55.84%) of them had medium level of annual income, three-fourth (77.50%) of them belongs to large size families and 75.84 per cent of them were in Joint family. 57.50 per cent of them had medium extension contact, nearly 40.83 per cent of them had low social participation and 55.00 per cent of them had medium exposure to mass media. About 51.66 per cent of them had medium economic motivation, 57.50 per cent had medium risk orientation and 54.16 per cent had medium scientific orientation. About 59.26 per cent of them had medium innovativeness and 56.66 per cent of them had medium achievement motivation.*

*Keywords: Profile characteristics, Rural youth, Descriptive statistics.*

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### **INTRODUCTION**

Youth are the most potent segment of the population of a country. The youth of today are the hopes of tomorrow. They are the back bone of the country. The socio-economic development and prosperity of rural areas depends to a considerable extent, on the type of youth living in rural areas, because the rural youth have abilities to orient themselves to go along the main stream of the development process. They reflect the national potentiality and represent the lifeblood of a nation.

The place of rural youth class is more important for the future of the country. The development and harnessing of the talents and energies of rural youth towards constructive work is of greater importance than any other efforts. Rural youth are the precious human assets who can play an important role in the development activities, agriculture and other allied activities. Active involvement of youth in agriculture is necessary for sustainable agricultural systems. Rural youth have immense potential which, if properly utilized, can be of great use for agricultural development. To engage rural youth in agriculture, it is essential to inculcate favourable perception in them for agriculture. Thus the present study was taken up with an objective to find out the profile characteristics contributing to their perception towards agriculture.

### **MATERIAL AND METHODS**

The study was conducted during 2017-18 in Srikakulam district of Andhra Pradesh. Expost facto research design has been adopted for the study. Srikakulam district was selected purposively for the study. Three mandals namely Etcherla, Kaviti, Mandasa were selected purposively for the district. From the selected mandals four villages were selected purposively, from each village rural youth were selected, thus a total of 120 rural youth were taken for the study by proportionate random sampling. Data was collected using pretested interview schedule. The collected data was analysed using statistical tools like Frequency, percentage.

### **RESULTS AND DISCUSSION**

#### **Selected Profile Characteristics of Rural youth**

##### **Marital status**

Majority (63.33%) of rural youth have been married followed by those who are coming under the category of single (36.67%). Traditionally, the Indian population is characterized by universal marriage and an early age marriage. The plausible reason for the above trend might be that, virtue of age and the

mean for shouldering family responsibilities. The present finding of the study was in agreement with the studies of Olaniyi *et al.* [7], Abdullah *et al.* [1].

### **Education**

Majority (28.33%) of them belonging to Intermediate, followed by 20.85 per cent High school, Graduate (17.50%), Post graduate (15.00%), Primary school (14.16%) and Illiterate (4.16%). The probable reason might be their medium annual income, lack of awareness on the importance of education and may be due to financial problems for higher education. However, the efforts should be made to educate the people through adult education to increase their level of education. The present finding of the study was in conformity of Pakhmode *et al.* [8].

### **Land holding**

Nearly 37.50 per cent of them had small land holdings, followed by those coming under medium (31.66%) and large (18.34%) categories. Whereas, 12.50 per cent belonged to marginal category. The reason might be fragmentation of ancestral land from generation to generation which might have resulted to smaller size of land holdings. The present finding of the study was in consonance with Sangamesh [10].

### **Annual income**

Majority of them fall under medium annual income category (55.84%), followed by high (24.16%) and low (20.00%). This might be due to their land holding size with additional sources of income as job. Variation in annual income to be attributed to the size of land holding and subsidiary occupation of the respondents. The present finding of the study was in partial accordance with Shireesha *et al.* [11].

### **Size of Family**

Nearly three-fourth (77.50%) of them belongs to large size families followed by small (22.50%). Larger families will have a drive to engage in farming activities in order to produce enough food for the family, therefore, all members of the family will be positive about agricultural production and large sized family is also advantageous because it provides labour used in farming. The present finding of the study was in agreement with Mbah *et al.* [6].

### **Family Type**

75.84 per cent of them belong to joint families followed by nuclear (24.16%). In India since time immemorial joint family system is existing, rural people are mostly traditional in their value system and have belief in co-operative living. Strong attachment to family of birth coupled with unalloyed affinity toward communality could be the possible explanation for prevalence of joint family. The present finding of the study was in coherence with Chetan [4].

### **Occupation**

A one fourth (25.00%) of rural youth engaged in Agriculture + Animal Husbandry, followed by those engaged in Agriculture (22.5%), Agriculture + labour + Animal Husbandry (19.18%), Agriculture + Labour Work (13.33%), Agriculture + Service (13.33%), and Agriculture + Business (6.66%). It means, agriculture along with animal husbandry was the major occupation in case of majority of rural youth in the study area. This indicates that rural youth from families with different occupations have been involved in livelihood activities. The present finding of the study was in accordance with Ramjiyani [9].

### **Extension contact**

More than half (57.50%) of them had medium extension contact, followed by those with high (26.64%) and low (15.83%) categories. Extension contact enables the youth to have different kinds of information, in turn enlarge their sphere of knowledge about recent technologies. The present finding of the study was in conformity with Shireesha *et al.* [11].

### **Social participation**

Nearly 40.83 per cent of them had low social participation, followed by Medium (32.50%) and High (26.67%). The factors for not being a member might be lack of interest and time, non-attractiveness of the activities undertaken by the organizations, lack of organization and local politics. This indicates that the youth did not have interactions from formal organizations which can improve their productivity in family farming. The present finding of the study was in conformity with Deshmukh *et al.* [5].

### Mass media exposure

More than half (55.00%) of them had medium mass media exposure, followed by High (23.34%) and Low (21.66%). The reason for medium exposure might be due to low awareness on present trending digital media existing in agriculture and increasing availability of farm magazines and low exposure may be due to lack of interest to know new things. The present finding of the study was similar to the findings of Umunnakwe [13].

### Economic motivation

Majority of them had medium level of economic motivation (51.66%), followed by high (29.18%) and low (19.16%) levels of economic motivation. The reason may be due to small land holding size, medium annual income. Youth having high economic motivation were willing to take calculated risk for their field operations. The present findings of the study were in agreement with the findings of Anamica [2].

### Risk orientation

More than half (57.50%) of rural youth had medium level of risk orientation, followed by those with high (23.34%) and low (19.16%) level of risk orientation. It can be concluded that most (80.00%) of rural youth had medium to high risk orientation. It is quite natural that the rural youth who are more economically oriented were comparatively high level of education, annual income, land holding and extension contact more likely to take calculated risk in farming. The present finding of the study was in conformation of Shireesha *et al.* [11] and Pakhmode *et al.* [8].

### Scientific orientation

More than half (54.16%) of rural youth had medium scientific orientation, followed by those with high (23.34%) and low (22.50%) levels of scientific orientation. Thus, it can be concluded that 77.00 per cent of rural youth had medium to high scientific orientation. Rural youth with progressive and systematic ideas are more receptive to scientific innovations. Educated and dynamic youth in farming might be rigorously analyzed their activities for achieving success in their farming. The present finding of the study was similar to the findings of Vasava [14], and Bhosale [3].

### Innovativeness

More than half (59.26%) of them had medium level of innovativeness, followed by low (24.58%) and high (16.66%) innovativeness. Innovation is the key success factor for progressive development of any occupation. The quality of innovativeness will encourage the youth in farming towards adoption of modern technologies which replace age old technologies. This change might have reflected on the evolutionary impact in farm productivity. The reason may be due to medium annual income, economic motivation, scientific orientation, medium exposure, risk orientation. The present finding of the study was similar to the findings of Uddin *et al.* [12], and Shireesha *et al.* [11].

### Achievement motivation

It revealed that 56.66 per cent of them had medium Achievement motivation, followed by high (24.18%) and low (19.16%) achievement motivation. Youth in farming with high achievement motivation might be courageous and had a high desire to set and achieve optimistic targets in their farming through committed and sincere efforts. They might have achieved their dreams which made them to develop more affinity towards farming. The present finding of the study was similar to the findings of Shireesha *et al.* [11].

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