



A Study on Job Preference of Rural Youths of Faizabad District of Eastern Uttar Pradesh

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ABSTRACT

Youths are the most prominent population segment of a country. They play very important role in development of the country. The present study was conducted in Faizabad district of Uttar Pradesh. Five villages were selected from Milkipur block and from each village 20 youth respondents were being selected through proportionate random sampling to make the sample size of 120 respondents. The purpose of this study was to find out the job preferences of the rural youths in the selected study area. The major findings revealed that in case of agro-based enterprises majority of the respondents preferred poultry enterprise for occupation. Moreover, in case of non-agro based enterprises, Government jobs and private jobs majority of the respondents preferred small retail shop enterprise, teaching profession and top -level managerial jobs respectively for occupation. The study also revealed that now days the younger generations are reluctant to take up farming as a profession. Thus rural youths need be motivated and encouraged through various programmes and trainings to attract and retain them in agriculture.

Key words: Job Preferences, Rural Youths, Agriculture based enterprises.

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INTRODUCTION:

The progress and prosperity of a nation depends to a large extent on well trained and disciplined youth. The youth of today are the adults of tomorrow. Youth represent around 1/ 5th of the global population and they are major human resource for growth and development of any country. Rural youth are the human capital of mankind and has limitless energy and enthusiasm. Among the human resources of India, the vital chunk happens to be its rural youth. The proper channelization of this energy for constructive work can make India one of the most developed and prosperous nations of the world. Rural youth are deprived of many facilities needed opportunities and encouragement over the years. As a result, there is exodus of rural young men and women for villages to towns and cities as the most serious form of brain drain affecting adversely rural Indian's development. This important section of the rural population can respond to the needs of country only if they are offered fruitful opportunities for growing up as useful citizens [1-2].

Rural youths are also capable of becoming entrepreneurs by providing jobs to others rather than seeking jobs for themselves. Therefore, there is an urgent need to look for the ways and means of attracting farm youth in particular and rural youth in general to stay back in rural area. A careful assessment of the youth in the rural areas and their preference for income generating activities related to self-employment is essential for any development to rural youth. The study of determining the job preferences of rural youth provides realistic base for further production of policy outline of the developmental programmes as well as energy mobilization for formulation of the nation through youth [3-4].

This important section of the rural population can respond to the needs of country only if they are offered fruitful opportunities for growing up as useful citizens. Now days, rural youths play a vital role in socio-economic upliftment of the society. Therefore, to study the job preference pattern of youth is imperative to eradicate the unemployment. There are less numbers of studies in this area of research in Faizabad district or nearby areas prior to it [5]. Hence, the present study was conducted with the below-mentioned objective;

To determine the job preferences of rural youth in Faizabad district of Eastern U.P.

This study would be helpful to explore the job preferences of rural youths in agricultural and non-agricultural enterprises in which they spend their time and energy for the income and employment generation. It will be also helpful to the planners and extension workers in formulation of strategies for increasing the involvement rural youth for better job about other enterprises.

MATERIAL AND METHODS

Present study was conducted in Faizabad district of Eastern Uttar Pradesh as,

The main campus of N.D. University of Agriculture and Technology, Kumarganj is situated in this district, which was the host institution for this study. Another consideration for selecting this district was the close familiarity of investigator with its area, people, officials, non-officials and local dialect. Out of 11 Community Development blocks in Faizabad district, the Milkipur block was selected randomly for this study. Five villages viz. Sahulara, Kindhnakhurd, Shivnathpur, Sidhauna and Kuchera were selected randomly from the Milkipur block. 120 respondents were selected from selected villages through proportionate random sampling technique. An Exploratory research design was used to conduct the study. The degree of job preference was analyzed on five-point continuum viz. no. Most preferred, more preferred, much preferred, rarely preferred and nil. The score values assigned to each word of continuum as 4, 3, 2, 1 and 0 respectively. Then, on the basis of mean score value, the job choices were ranked in descending order as I, II, III & so on respectively.

RESULTS AND DISCUSSION

After analyzing the responses, the results were interpreted and discussed in following sub-heads:

Job preferences of rural youth:

A. Agro-based enterprises:

The preferences of the respondents were measured on 5-point continuum viz., most preferred, more preferred, much preferred, rarely preferred and nil with respect to different individual agro-based enterprises. The Table-1 shows the mean in respect to scores gained by the individual rural youth under agro-based enterprises preferences.

Based on the preferences given by the youths, highest mean of scores regarding agro-based enterprises was found in case Poultry (3.60) which was ranked at 1st followed by milk collection unit (rank-II), farming (rank-III), goatry(rank-IV) fishery (rank-V), with mean score of 3.60, 3.43, 2.95, 2.52, and 2.25, respectively. Therefore, it may be said that youths are aspiring for more remunerative venture rather than farming as youths of rural areas are, by and large, disillusioned with agriculture as a profitable venture. Again, Govt. of India has launched many schemes like Dairy Entrepreneurship Development Scheme, which are promoting dairy and poultry sector in rural areas. NABARD and other rural development agencies are working to promote goatry, fishery among the rural youths for self-employment thus youths are getting interest in these livelihood opportunities.

B. Non agro-based enterprises:

The Table-2 shows the mean scores based on the preferences given by individual rural youths under Non agro-based enterprises. The highest mean score was found with enterprises like small retail shop (3.51) which ranked at 1st followed by seed and fertilizer store (rank II), book and stationary shop (rank III), cycle repairing centre (rank IV), furniture centre (rank V), furniture shop centre (rank VI), tailoring work (rank VII), with mean score of 3.51, 3.37, 2.89, 2.50, and 2.28 respectively. Therefore, it may be said that retail shop center was found desirable occupation by the rural youth because of reliability in income generation process. Youths now a day's wanted to open fertilizer and seed store as they are getting financed by various banks and NABARD. Other business like stationary shop, cycle repairing center, furniture center, tailoring work are also desirable to the youths because of the needs of local people.

C. Government jobs:

The Table-3 shows the mean scores of preferences given by the individual rural youth under the various government jobs. The highest mean score was found in case of teaching profession (3.85) which ranked at 1st followed by engineering(rank-II), civil services (rank-III), banking (rank-IV) doctor (rank-V), with mean score of 3.85, 3.43, 2.83, 2.41, and 2.16, respectively. Youths aspired to be a teacher so that they can contribute back to their community and improvise the quality of education. Moreover, teaching is a highly social job which has job security and considered as prestigious one by the youths. Youths wanted to become an engineer as this profession has plenty of career opportunities, promising career prospect and youths can put their problem-solving skills to improve or create new products or processes. A remarkable number of youths aspired for civil services as this job has legitimate power, prestige and authority. Youths can actually do some good for people and society with this power. Youths preferred banking sector as this sector offers tremendous career growth opportunities for the candidates. Bank employees

have respect in the society since there is direct interaction with the customers and bankers also participate in various social schemes beneficial for the society. Very less proportion of the youths aspired to become a doctor as proper educational infrastructure for competitive exams is not there.

D. Private jobs

The Table- 4 shows the mean scores of preferences given by rural youths with respect to various private jobs. The highest mean score was found in case of top-level managerial job (3.62) which ranked at 1st followed by marketing Representative (rank-II), insurance agent (rank-III), supervisor (rank-IV) sales manager (rank-V), with mean score of 3.62, 3.45, 3.31, 2.91, and 2.29, respectively. Therefore, it may be said that in private jobs the top-level managerial position was found desirable by the rural youth because youths found novelty in this job and they are willing to take responsibility for any organization. Again, most of the youths aspired to become marketing representative as they found the work profile of a marketing representatives suitable. The work profile includes the demonstration of products or services, advising clients on the benefits of a product or service, and traveling to meet with current and prospective clients etc. Youths were interested to become insurance agents as this profession has flexibility and freedom of work, solid earnings potential, protect people from unforeseen disasters etc.

Table 1:-Distribution of respondents according to degree of preference about Agro based enterprises.

Sl. No.	Particulars	Total scores	Mean score values	Rank orders
1.	Poultry farming	432	3.60	I
2.	Milk collection unit	412	3.43	II
3.	Farming	354	2.95	III
4.	Goatry	304	2.52	IV
5.	Fishery	275	2.25	V

Table 2: Distribution of respondents according to degree of preferences about non agro-based enterprises.

Sl.No.	Particulars	Total	Mean score value	Rank
1.	Small retail shop	425	3.51	I
2.	Seed and fertilizer store	405	3.37	II
3.	Book and stationary shop	347	2.89	III
4.	Furniture centre	301	2.50	IV
5.	tailoring work	274	2.28	V

Table 3: Distribution of respondents according to degree of preference about government jobs.

Sl. No.	Particulars	Total scores	Mean score values	Rank orders
1.	Teaching	462	3.85	I
2.	Engineering	412	3.43	II
3.	Civil services	340	2.83	III
4.	Banking	290	2.41	IV
5.	Doctor	260	2.16	V

Table 4. Distribution of respondents according to degree of preferences about private jobs.

Sl.No.	Particulars	Total	Mean score value	Rank
1.	Top level Manager	435	3.62	I
2.	Marketing Representative	414	3.45	II
3.	Insurance Agent	398	3.31	III
4.	Supervisor	350	2.91	IV
5.	Sales manager	275	2.29	V

CONCLUSION

Based on the findings of the study, it may be said that the young generation do not like to work in farming. Hence, this class of people should be encouraged through youth training programme, so that powerful and energetic groups can be used in most potential area of professions i.e. agriculture. Since, a considerable number of youths has stated their occupation other than agriculture, therefore, it is suggested that subsidiary occupations and diversified agriculture occupations like poultry, piggery, dairying, livestock etc should be given priority to start among youth with all considerations and

confidence. Complementary services like counseling, advising, insurance, extension etc, should be made easily available with the youth, so that they will be empowered for taking decision about various jobs at their own level.

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