

## Socio-economic Profile and Aspirations of Rural Youths towards the Agro - Based Enterprises

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### ABSTRACT

*The present investigation was conducted in Akole and Sangamner tahsils of Ahmednagar district of Maharashtra state since they comprises highest number of villages with diversified rural youth. The specific objectives of study were -to study the socio-economic, personal and psychological characteristics of the rural youth and to analyze the level of aspirations of rural youth towards the agro based enterprises. Majority of the selected respondents were found in young age group i.e. below 24 year age, higher secondary (11<sup>th</sup> to 12<sup>th</sup> std) in education, semi medium land holding and agriculture was the main occupation. It is also found that they have medium level of social participation, medium cosmopolitaness, medium level of mass media exposure, medium level of economic motivation, medium level of innovativeness, medium level of scientific orientation and also medium level of attitude towards agro-based enterprises. As regards the level of aspirations of the respondents towards agro based enterprises, it was observed that half of the respondents had medium level of aspirations towards agro-based enterprises, followed by low level of aspiration and high level aspiration. Data in respect to area of aspirations showed that a majority of the rural youth were having high aspirations towards poultry enterprise followed by milk production, goat rearing and crop production.*

**Keywords:** *Aspiration, rural youth*

### 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 backbone 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.. The youth population is increasing rapidly and became 460 millions in the census of 2011 which is 40 per cent of the total population. Out of this population, about 70 per cent were rural youth and the remaining 30 per cent were urban youth. As majority of the youth come from rural areas, they are considered as the nation builders of tomorrow. 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.

Aspirations are the youths ability to set goals for the future while being inspired in the present to work towards those goals. Aspiration

influence learning and guide youth in making life choices. It is said that the youth depict different attitudes, belief, values, needs and aspirations of life. The development of personal and socio economic and spiritual aspects of rural youth are possible only when their needs, attitude, habits, values and aspirations of life are recognized early and guided properly. Development of youth through aspirations regarding agriculture and allied occupation determines the development of agriculture and community of rural country. Hence, there is need to study rural youth specifically aspiration towards agro- based enterprises.

At present the youths are having different needs, aspirations and values of life and accordingly they perform their activities and participation. The development of personal, social, economic and spiritual aspects of rural youth are possible only when their needs, aspirations are recognized early and guided properly. Therefore, in this study some of these aspects were considered and which would be useful to the agencies involved in the development of rural youth. There are a smaller

number of studies in this area of research in Maharashtra. Hence, the present investigation was undertaken with specific objectives -to study the socio-economic, personal and psychological characteristics of the rural youth and to analyze its level of aspirations towards the agro- based enterprises.

### METHODOLOGY

The present study was conducted in Ahmednagar district of Maharashtra State. Ahmednagar district comprises of 14 tahsils. From these tahsils Akole and Sangamner tahsils were selected since they comprise highest number of villages with diversified rural youth. The five villages from each tahsils and thus, total 10 villages were selected for study purpose. Thirteen respondents were selected (who engaged in

agriculture activities) from each village by simple random sampling technique and thus, total 130 respondents were selected for the present investigation.

The level of aspirations of the rural youth was measured by using structural schedule methods. For this purpose, 13 agro based enterprises were included to know the enterprises aspirations of rural youth. 3 point response continuum with high, medium and low with score of 2,1 and 0, respectively was used to quantify the enterprise aspirations of rural youth. Based on the total score obtained on each enterprise, they have been ranked. The aspirations were measured in terms of preferences of youth for an enterprise aspired by them. On the basis of range method, it was categorized into three categories as below:

Sl. No.	Category	Aspiration(score)
1	Low (r value + LV)	Up to 12
2	Medium (r value + 1 <sup>st</sup> Value)	13 to 18
3	High (r value + 2 <sup>nd</sup> Value)	19 and above
Range= 19      LV = 6      UV= 25      r =6.33		

### RESULTS AND DISCUSSION

#### 1. Personal, socio-economic, communicational and psychological characteristics of respondents (Socio-economic profile of the respondents)

Age wise categorization of the respondents showed that 47.69 percent of the respondents belonged to young age group While, 37.69 per cent of the respondents were middle age group and 14.62 per cent belonged to old age group. The data in respect to educational qualification revealed that 40 per cent of the respondents were educated upto higher secondary education, followed by the respondents educated upto graduate and post graduate education (30.77%). The 17.69 per cent of the respondents were educated upto secondary education. About 6.92 per cent of the respondents were educated upto middle school education and 4.62 per cent respondents were having primary education. Further, It was observed that 41.54 per cent of farmers possessed semi medium land

holding followed by small land holding (37.69%), 13.08 per cent of respondents had medium land holding and only 7.69 per cent of respondents had marginal holding. Occupation showed that of the total respondents, 41.54 per cent respondents had only agriculture occupation followed by 35.85 per cent had agriculture + dairy as occupation, 13.85 per cent had agriculture + dairy + goat/sheep/poultry, 5.38 per cent had agriculture + business and 3.85 per cent had agriculture + service. The data on social participation showed that 48.46 per cent of respondents had medium level of social participation, while, 36.15 per cent of respondents had low social participation and 15.38 per cent of them had high level social participation.

Information on cosmopolitaness showed that 53.08 per cent of respondents had medium level of cosmopolitaness, 29.23 per cent of respondents had low cosmopolitaness and 17.69 per cent of respondents had high level of cosmopolitaness.

Mass media exposure showed that 50.77 per cent of respondents had medium level of mass media exposure, 26.92 per cent of respondents had high level of mass media exposure and 22.31 per cent of respondents had low level of mass media exposure. As regards the innovativeness of the respondents, it was observed that majority (63.08%) of the respondents had medium level of innovativeness. The data further revealed that 56.92 per cent of the respondents had medium level of economic motivation, however, 26.15 per cent and 16.92 per cent of the respondents had low, high level of economic motivation, respectively. As regards the scientific orientation of the respondents, it was observed that 65.38 per cent of respondents possessed medium level of scientific orientation

followed by 19.23 per cent of respondents possessed high and 15.38 per cent of respondents had low level of scientific orientation. The data on attitude of the respondents, it was showed that 54.62 per cent of respondents had medium level of attitude followed by 34.62 per cent of respondents had low and 10.77 per cent of respondents had high level of attitude towards agro-based enterprises.

**2. Aspirations of rural youth towards agro- based enterprises**

The information of respondents pertaining to their aspirations towards agro- based enterprises was collected, tabulated and analyzed. The results are presented in Table.1.

*Table 1  
Distribution of the respondents according to the aspirations towards different agrobased enterprises*

Sl.No.	Area of Aspiration	Level of aspiration		
		High aspiration	Medium aspiration	Low aspiration
1	Crop production	53 (40.77)	50 (38.46)	27 (20.77)
2	Fruit production	38 (29.23)	42 (32.31)	50 (38.46)
3	Vegetable Production	40 (30.77)	55 (42.31)	35 (26.91)
4	Animal Husbandry (Milk production)	64 (49.23)	42 (32.31)	24 (18.46)
5	Goat Keeping	55 (42.31)	56 (43.08)	19 (16.62)
6	Poultry	69 (53.08)	44 (33.85)	17 (13.08)
7	Fish farming	37 (28.46)	46 (35.38)	47 (36.15)
8	Nursery raising & management	32 (24.62)	53 (40.77)	45 (34.62)
9	Value addition enterprises	47 (36.15)	51 (39.23)	32 (24.62)
10	Village artisan	30 (23.08)	57 (43.85)	43 (33.08)
11	Agricultural Service center	47 (36.15)	55 (42.31)	28 (21.54)
12	Small scale industry	41 (31.54)	50 (38.46)	39 (30)
13	Other related to agriculture	39 (30)	37 (28.46)	54 (41.54)

(Figures in the parentheses indicates percentages)

### **Aspirations of rural youth towards different agro-based enterprises**

#### ***Crop production***

The data regarding aspiration of rural youth towards agro based enterprises indicated that in respect of crop production the 40.77 per cent rural youths aspired high level followed by 38.46 per cent rural youth had medium level and 20.77 per cent rural youth aspired low level.

#### ***Fruit production***

Regarding fruit production the 38.46 per cent of rural youths aspired low level followed by 32.31 per cent had medium level and 29.23 per cent rural youth aspired high level.

#### ***Vegetable production***

Regarding vegetable production the 42.31 per cent of rural youths aspired medium level followed by 30.77 per cent had high and 26.91 per cent rural youth had aspired low level.

#### ***Animal husbandry (milk production)***

Regarding animal husbandry the 49.23 per cent of rural youths aspired high followed by 32.31 per cent had medium and 18.46 per cent rural youth had aspired low level.

#### ***Goat keeping***

Regarding goat keeping the 43.08 per cent of rural youths aspired medium level followed by 42.31 per cent had high level and 16.62 per cent rural youth had aspired low level.

#### ***Poultry***

Regarding poultry the 53.08 per cent of rural youths aspired high level followed by 33.85 per cent had medium level and 13.08 per cent rural youth had aspired low level.

#### ***Fish farming***

Regarding “fish farming” the 36.15 per cent of rural youths aspired low level followed by 35.38 per cent had medium level and 28.46 per cent rural youth had aspired high level.

#### ***Nursery raising and management***

Regarding nursery raising and management the 40.77 per cent of rural youths aspired medium followed by 34.62 per cent had low and 24.62 per cent rural youth had aspired high level.

#### ***Value addition enterprises***

Regarding value addition enterprises the 39.23 per cent of rural youths aspired medium followed by 36.15 per cent had high level and 24.62 per cent rural youth had aspired low level.

#### ***Village artisan***

Regarding village artisan the 43.85 percent of rural youths aspired medium level followed by 33.08 per cent had low level and 23.08 per cent rural youth had. aspired high level. Agriculture service center

#### ***Agriculture service center***

Regarding agriculture service center the 42.31 per cent of rural youths aspired medium followed by 36.15 per cent had high level and 21.54 per cent rural youth had aspired low level.

#### ***Small scale industry***

Regarding small scale industry the 38.46 per cent of rural youths aspired medium level followed by 31.54 per cent had high level and 30 per cent rural youth had aspired low level.

#### ***Other related to agriculture***

Regarding other related to agriculture the 41.54 per cent of rural youths aspired low level followed by 30.00 per cent had high level and 28.46 per cent rural youth had aspired medium level.

**Table 2**  
*Distribution of the respondents according to their level of aspirations towards agro- based enterprises*

Sl. No.	Aspiration level	Respondents (n=130)	
		Number	Per cent
1	Low (up to 12)	34	26.15
2	Medium (13 to 18)	72	55.38
3	High (19 and above)	24	18.47
	<b>Total</b>	<b>130</b>	<b>100.00</b>

As regards the level of aspirations of the respondents towards the agro-based enterprises, it was observed that that 55.38 per cent respondents had medium level of aspirations towards the agro-based enterprises, followed by 26.15 per cent respondents had low level of aspirations and 18.46 per cent respondent had high level of aspirations towards agro- based enterprises. The similar type of

findings were reported by with Chinchmalatpure, *et al.* (2019), Gangwar (2016), Tekale (2015) and Waman(2000) .

3. The preference of rural youth in various agro-based enterprise was also analyzed and the aspiration score perceived by them in different - based enterprises is presented in Table-3

**Table 3**  
*Mean score of respondents according to their aspiration in different agro- based enterprises*

Sl.No.	Agro- based enterprises	Level of Aspirations	
		Meanscore	Rank
1	Poultry	1.28*	I
2	Animal husbandry (Milk production)	1.21*	II
3	Goat Keeping	1.19*	III
4	Crop production	1.11*	IV
5	Agriculture service center	1.06*	V
6	Value addition enterprise	1.04*	VI
7	Vegetable production	0.96	VII
8	Small scale industry	0.94	VIII
9	Fish farming	0.86	IX
10	Fruit production	0.84	X
11	Nursery raising and management	0.83	XI
12	Village artisan	0.83	XII
13	Other related to agriculture	0.82	XIII
	<b>Mean</b>	<b>1.00</b>	

\*Higher than average value

The data depicted in Table -3 regarding aspiration of rural youths in different agro-based enterprises revealed that foremost aspiration given for poultry which rank first followed by animal husbandry (milk production), goat keeping, crop production, agriculture service center and value addition enterprises which ranked sixth. Further, the last preference was given for vegetable production followed by small scale industry; fish

farming, fruit production, nursery raising and management, village artesian, other related to agriculture etc. These research finding was in line with Gangwar (2016), Sasane (2011), Tekale (2015), Waman (2000) and Yadav (2016).

### CONCLUSIONS

The findings of the study revealed that a majority of the respondents were found in young age group i.e. below 24 years age, completed higher

secondary (11<sup>th</sup> to 12<sup>th</sup> std) education, semi medium land holding and agriculture as a main occupation. It was also found that they had medium level of social participation, medium cosmopolitaness, medium level of mass media exposure, medium level of economic motivation, medium level of innovativeness, medium level of scientific orientation and also medium level of attitude towards agro-based enterprises. Most of the respondents were found to have medium level of aspirations towards agro based enterprises., followed by low level of aspiration and high level aspiration. The study further revealed that a majority of the rural youth had medium to high level of aspirations towards agro based enterprises.

Hence more concentration may be given on organizing awareness campaigns and conducting need based training programmes for motivation of rural youth towards agro-based enterprises. A considerable proportion of rural youth in the present study performing Agriculture, Agriculture + Dairy, Agriculture / Goat / Sheep / Poultry as a occupation. Hence, efforts need to be made for improvement of their technical know-how about various Govt. Schemes for respective enterprise and encourage them by organizing Entrepreneurship Development Programmes.

Paper received on 14.09.2022

Accepted on 10.10.2022

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