

International Journal of Agriculture Extension and Social Development

Volume 7; Issue 9; September 2024; Page No. 931-934

Received: 14-06-2024
Accepted: 15-07-2024

Indexed Journal
Peer Reviewed Journal

Profile analysis of rural youth and their preferences about agri-enterprises

SS Didpaye¹, Dr. VS Tekale², Dr. Shubhangi G Parshuramkar³, AD Dhulase⁴, Dipali R Mahale⁵, Prajakta P Bhade⁶,
AA Choudhari⁷, and Monali T Patle⁸,

¹ PG Scholar, Agricultural Extension Education Section, College of Agriculture, Nagpur, Maharashtra, India

² Associate Dean, College of Agriculture, Mul, Dist. Chandrapur, Dr. Panjabrao Deshmukh Krishi Vidyapeeth, Akola, Maharashtra, India

³ Assistant Professor, Agricultural Extension Education Section College of Agriculture, Gadchiroli, Maharashtra, India

⁴ PG Scholar, Agricultural Extension Education Section, College of Agriculture, Nagpur, Maharashtra, India

⁵ PG Scholar, Agricultural Extension Education Section, College of Agriculture, Nagpur, Maharashtra, India

⁶ PG Scholar, Agricultural Extension Education Section, College of Agriculture, Nagpur, Maharashtra, India

⁷ PG Scholar, Agricultural Extension Education Section, College of Agriculture, Nagpur, Maharashtra, India

⁸ PG Scholar, Agricultural Extension Education Section, College of Agriculture Nagpur, Maharashtra, India

DOI: <https://doi.org/10.33545/26180723.2024.v7.i9m.1166>

Corresponding Author: SS Didpaye

Abstract

The study was purposively conducted in Yavatmal district of Vidarbha region in Maharashtra. From selected 15 villages of Kalam, Ralegaon and Arni three tahsils total 120 rural youth were selected having minimum half acre of land randomly. Thus, these total 120 selected rural youth were considered as respondents in the present study. After statistical analysis it was observed that majority of the rural youth (65.83%) were age between 20-25 years. While most of rural youth (60.85%) were educated up to college or university level. Majority of rural youth (80.83%) does not received the training for establishing the agri-enterprises. In case of size of family 41.66 per cent of respondents lives in large sized family having more than 6 family members, and proportionally higher per cent of respondents (38.33%) had small sized land i.e. 1.01 to 2.00 ha and 30.83 per cent of respondent had high level of income above Rs. 3,00,000. The majority of respondent (63.34%) had not available any credit. The majority of rural youth (66.67%) had used medium level sources of information. Majority of respondent 73.34 per cent had medium level of entrepreneurial contact. Majority of respondents (66.67%) had medium level achievement motivation, the great majority of respondents (79.17%) had medium level economic motivation and also had medium level innovativeness (87.50%). Regarding preferences of rural youth about agri-enterprises (71.76%) were overall preferred agri-enterprises. The rural youth mostly preferred agri-enterprises are goat rearing (79.16%) followed by poultry (55.83%), dairy farming (39.16%) and vegetable gardening (35.00%) respectively.

Keywords: Profile analysis, rural youth, preferences, Agri-enterprises

Introduction

The future of any country is intimately connected with that of her young people. The importance of youth as key agent for development of a nation is amply recorded in many national and international development policies. Young people are the most important human resources, driving force for social, economic and intellectual development and also contribute for the technological enhancement of a nation. Being the future stirrers of national affairs, the challenges faced by youth are considered as critical for social and economic development of the present central India is giving utmost priority to engaging youth in agriculture. This is apparent from the global trend of youth moving away from agriculture and rural areas.

Unemployment rates for youth are three times higher than for adults in all world regions, and a vast majority of

unemployed youth are young women. Youth also face serious barriers in accessing land, credit and other productive assets for establishing their own livelihoods, and many young people lack the right to representation in workers' unions or producers' organization

The given study is mainly aimed to know profile characteristics and preferences of rural youth about Agri-enterprises. Rural youth are more likely than urban youth to contribute to their families through completion of productive work, such as caring for livestock or completing other agricultural duties. These contributions are thought to enhance the sense of responsibility and self-efficacy of rural youth, particularly in the later teenage. This may be particularly true in multigenerational farming families, where the expectation that every family member will contribute to the shared enterprises is often consistently

emphasized. The study's findings will be useful in helping different organizations and institutes create training programs or incubation centre for youth and policies that are helpful, effective, and focused on the needs of the rural youth.

Methodology

The present study was carried out in Yavatmal district of Vidarbha region of Maharashtra state in three selected tahsils viz. Kalamb, Ralegaon, Arni. Thus, from selected

villages 8 number of rural youth (between age group of 15 to 29) having minimum half acre of land were selected i.e. total 120 rural youth were selected by simple random sampling method to constitute 120 respondents for the present study. Data were collected by personal interview of respondents. Their responses were considered for the purpose of the study. The objectives were studied to study the profile of rural youth and to study the preferences of rural youth about agri-enterprises.

Table 1: Distributional analysis of profile of the rural youth (n=120)

Sl. No.	Characteristics	Category	Respondents (n = 120)	
			Frequency	Percentage
1.	Age	15-20 Years	17	14.16
		20-25 Years	79	65.83
		25-29 Years	24	20.00
2.	Education	Illiterate	00	00.00
		Primary school	03	02.50
		Middle school	07	05.83
		Secondary school	11	09.16
		Higher Secondary School	23	19.16
		College/University education	73	60.85
		Education related to agriculture	03	02.50
3.	Training received	No training	97	80.83
		One day training	07	05.83
		Two-three days training	11	09.17
		Above three days training	05	04.17
4.	Family size	Small (up to 4 members)	23	19.17
		Medium (5 to 6 members)	47	39.17
		Large (above 6 members)	50	41.66
5.	Land holding	Marginal (Up to 1.00 ha)	18	12.50
		Small (1.01 to 2.00 ha)	46	38.33
		Semi-medium (2.01 to 4.00 ha)	35	29.16
		Medium (4.01 to 10.00 ha)	22	18.33
		Large (Above 10.00 ha)	02	01.66
6.	Family income	Up to Rs. 75,000	08	06.67
		Rs. 75,001 to Rs. 1,50,000	17	14.17
		Rs. 1,50,001 to Rs. 2,25,000	27	22.50
		Rs. 2,25,001 to Rs. 3,00,000	31	25.83
		Above Rs. 3,00,000	37	30.83
7.	Credit availability	Very frequently	16	13.33
		Frequently	21	17.50
		Rarely	07	05.83
		Never	76	63.34
8.	Sources of information	Low (up to 19.44)	13	10.83
		Medium (19.44 to 27.11)	80	66.67
		High (above 27.11)	27	22.50
9.	Entrepreneurial contact	Low up to (6.83)	14	11.67
		Medium (6.83 to 13.11)	86	71.66
		High (above 13.11)	20	16.67
10.	Achievement motivation	Low (Up to 24.70)	25	20.83
		Medium (24.70 to 27.25)	80	66.67
		High (Above 27.25)	15	12.50
11.	Economic motivation	Low (Up to 19.52)	10	08.33
		Medium (19.53 to 24.68)	95	79.17
		High (Above 24.68)	15	12.50
12.	Innovativeness	Low (Up to 07.72)	21	01.67
		Medium (07.72 to 12.37)	105	87.50
		High (Above 12.37)	13	10.83

From the Table 1 it was observed that that majority of respondents (65.83%) were age between 20-25 years, followed by 25-29 years 20.00 per cent and 14.16 per cent

were in between 15-20 years of age group. In case of education majority of the respondents (60.85%) were educated up to college or university level, followed by

(19.16%) were Higher Secondary School level, 9.16 per cent Secondary school level, 05.83 per cent middle school level. 02.5 per cent of respondent had Primary school and 02.50 per cent respondents had education related to agriculture and none of respondents were found illiterate. Whereas the majority of the respondents (80.83%) had not received any training and followed by 09.17 per cent of respondents had received 2-3 days of training and 05.83 per cent of respondents received one day training and 04.17 per cent of the respondents had received above three days of training, respectively. Regarding the family size of rural youth findings of study reveals that 41.66 per cent of the respondents had large sized family (above 6 family members), followed by 39.17 per cent of respondents had medium sized family (5 to 6 members) and 19.17 per cent respondents had small sized family (up to 4 members).

Regarding land holding it was seen that proportionally higher per cent of respondents (38.33%) had small land holding (1.01 to 2.00 ha) followed by 29.16 per cent of respondents had semi-medium (2.01 to 4.00 ha) land holding and 18.33 per cent had medium size land holding (04.01 to 10.00 ha), 12.50 per cent respondents had marginal land holding (up to 1.00 ha.), while only 01.66 per cent respondents had large land holding (above 10.00 ha). In case of family income, 30.83 per cent of the respondents belonged to income range of above Rs. 3,00,000 followed by 25.83 per cent of the respondents belonged to income range of Rs. 2,25,001 to Rs. 3,00,000. While, 22.50 per cent of respondents belong to income range of Rs. 1,50,001 to Rs. 2,25,000 followed by 14.17 per cent of them had belong

to Rs. 75,001 to Rs. 1,50,000. Few respondents (06.67%) had income up to Rs. 75,000. Regarding Credit availability, it was observed that majority of the rural youth (63.34%) had Never credit availability followed by 17.50 per cent has frequently available to credit and 13.33 per cent rural youth had very frequently available to credit and 05.83 per cent rural youth has rarely available to credit. Whereas regarding to sources of information, it was observed that majority of the respondents (66.67%) use sources of information at medium level, followed by 22.50 and 10.83 per cent respondents were using sources of information at high level and low level and majority of rural youth uses WhatsApp (89.18%) as a major source of information.

In case of Entrepreneurial contact most of the respondents (71.66%) possessed medium level of entrepreneurial contact followed by high (16.67%) and low level (11.67%) of entrepreneurial contact. Regarding to achievement motivation, it was observed that majority of the respondents (66.67%) had medium achievement motivation followed by 20.83 per cent of respondents had low achievement motivation and 12.50 per cent had high achievement motivation. The majority of the respondents (79.17%) had medium economic motivation, followed by 12.50 per cent respondents had high economic motivation, and 08.33 per cent respondent's low economic motivation respectively and The majority of the respondents (87.50%) had medium level, followed by 10.83 per cent of respondents had high level innovativeness and only 01.67 per cent of respondents had low level innovativeness, respectively.

Table 2: Distribution of the respondents according to their preferences about agri- enterprises

Sl. No	Agri-enterprises	Most Preferred Freq. (%)	Preferred Freq. (%)	Not Preferred Freq. (%)
1.	Agri. clinic	10(08.33)	27 (22.50)	83 (69.17)
2.	Agro Service Centre	10(08.33)	68 (56.67)	42 (35.00)
3.	Goat rearing	95(79.16)	17 (14.17)	08 (06.67)
4.	Dairy farming	47(39.16)	38 (31.67)	35 (29.17)
5.	Fisheries	03 (02.50)	28 (23.33)	89 (74.17)
6.	Vegetable gardening	42(35.00)	37 (30.83)	41 (34.17)
7.	Food processing unit	08(06.67)	32 (26.67)	80 (66.66)
8.	Bee keeping	00.00(00.00)	05 (04.17)	115 (95.83)
9.	Seed production	06 (05.00)	33 (27.50)	81 (67.50)
10.	Poultry	67(55.84)	37 (30.83)	16 (13.33)
11.	Nursery grower	38(31.67)	57 (47.50)	25 (20.83)
12.	Other (Compost making, transportation of agricultural produce, mushroom, sericulture etc.)	12(10.00)	57 (47.50)	51 (42.50)

From table no 2 It is concluded that most of the respondent rural youth most preferred agri-enterprises Goat rearing (79.16%) followed by poultry farming (55.84%), dairy farming (39.16%) and vegetable gardening (35.00%), nursery grower (31.67%) respectively and Others (Compost making, transportation of agril. produce, mushroom, sericulture etc) (17.50%) respectively. The less per cent of respondents mostly preferred agri enterprises were, others (Compost making, transportation of agril. produce, mushroom, sericulture etc.) (10.00%), agri clinic (08.33%), agro service centre (08.33%), food processing unit (06.67%), seed production (05.00%) respectively. In case of preferred category of agri-enterprises 56.67 per cent respondents preferred agro service centre followed by farm

advisory services / Consultancy Services (50.00%) per cent, nursery grower (47.50%) and Others (Compost making, transportation of agril. produce, mushroom, sericulture etc) (47.50%) respectively.

Dairy farming (31.67%), vegetable gardening (30.83%) and poultry (30.83%) also, seed production (27.30%), fisheries (23.33%) respectively. In case of not preferred category of preferences, majority of rural youth not preferred bee keeping (95.83%) followed by fisheries (74.17%), agri clinic (69.17%), seed production (67.50%), food processing unit (66.66%) and Other (Compost making, transportation of agril. produce, mushroom, sericulture etc.) (42.50), respectively.

Table 3: Distribution of respondents according to their overall preferences about agri-enterprises.

Sl. No.	Preferences	Respondents (n = 120)	
		Frequency	Percentage
1.	Less Preferred (Up to 18.64)	14	11.67
2.	Preferred (18.64 to 24.18)	86	71.67
3.	Highly preferred (Above 24.18)	20	16.66
Total		120	100.00

From the above Table no 3, it was seen that 71.67 per cent of respondents were preferred agri-enterprises followed by 16.66 per cent of them were highly preferred agri-enterprises and 11.67 per cent of them were less preferred agri-enterprises.

Relation analysis of personal profile of rural youth with the preferences of rural youth about agri enterprises

From Table no 4. In case of preferences, the correlation coefficient of personal profile characteristics of rural youth such as education, training received, family size, family income, credit availability, sources of information, entrepreneurial contact, achievement motivation and economic motivation were found positive and highly significant with their preferences about agri-enterprises at 0.01 level of probability. Whereas the characteristics of rural youth such as age was found positive and significant with the preferences about the agri-enterprises at 0.05 level of probability. While land holding was found to be negatively significant with the preferences about the agri-enterprises at 0.05 level of probability. Whereas innovativeness was found to be non significant with the preferences about the agri-enterprises. respectively.

Table 4: Relation analysis of personal profile of rural youth with the preferences of rural youth about agri enterprises

Sl. No.	Characteristics	'r' value
1	Age	0.2024*
2	Education	0.3474**
3	Training received	0.2858**
4	Family size	0.2746**
5	Land holding	-0.2117*
6	Family income	0.3213**
7	Credit availability	0.2567**
8	Source of information	0.3721**
9	Entrepreneurial contact	0.3481**
10	Achievement motivation	0.2359**
11	Economic motivation	0.3226**
12	Innovativeness	0.0617 ^{NS}

Results and Discussion

From the observations of Personal profile of rural youth, it is concluded that most of the youth has belongs to the age group of 20-25 and they have completed their education up to college or university level. Majority of rural youth does not receive the training for establishing the agri-enterprises because in rural area incubation centres are not well established and lack of rural youth organization at local level and this finding aligned with Kadate (2021) [2]. In case of size of family nearly half of the respondent had large sized family having more than 6 members in their family, the findings of this investigation are aligned with those of a previous study done by jamunkar (2022) [3]. Proportionally

higher per cent of respondents had small sized land i.e. 1.01 to 2.00 ha. nearly one third of respondent 30.83 per cent had high level of income above Rs. 3,00,000. The majority of respondent had not credit availability because of they do not have any major income source. The great majority of rural youth had used medium level sources of information. While in case of entrepreneurial contact, majority of respondent have medium level of entrepreneurial contact. Motivation majority of respondents have medium level achievement motivation, nearly three-fifth of the respondents had medium level economic motivation and majority of rural youth had medium level innovativeness and this finding aligned with Jamunkar (2023) [3]. Regarding of Preferences rural youth about agri-enterprises majority of rural youth (71.67%) had Preferred preferences towards agri-enterprises. The majority of respondents mostly preferred agri-enterprises, goat rearing followed by poultry farming, dairy farming and vegetable gardening. The findings of this investigation are aligned with those of a previous study done by Uttej *et al.* (2022) [1] and Tekale *et al.* (2024) [4].

Conclusion

It is concluded from the present study shows that majority of youth belongs to 20 to 29 years age group, while most of rural youth (60.85%) were educated up to college or university level and nearly one third of rural youth belong to income of Rs. 3,00,000 and mostly preferred agri-enterprises by rural youth are goat rearing (79.16%) followed by poultry (55.83%), dairy farming (39.16%) and vegetable gardening (35.00%) respectively. So that government or private agencies should provide the trainings related to the most preferred agri-enterprises. also, they should provide funds / subsidies for starting new agri-enterprises as preferred by youth in yavatmal district.

References

1. Uttej D, Sreenivasa Rao I, Sreenivasulu M, Sailaja A. Aspiration of Rural Youth in Agriculture and Allied Sectors. *Asian J Agric Ext Econ Sociol.* 2022;40(1):110-116.
2. Kadate AM. Participation of Tribal youth in on farm and off farm activities. MSc (Agri) Thesis (Unpub). Dr. PDKV, Akola; c2021.
3. Jamunkar RS. Perception of rural youth towards agri-preneurship. MSc (Agri) Thesis (Unpub). Dr. PDKV, Akola; c2022.
4. Tekale VS, Parshuramkar SG, Gomase AS, Datir PR. Preferences and attitude of rural youth towards agripreneurship. *Int J Agri Extn Soc Dev.* 2024;7(6):224-7.
5. National Youth Policy. Draft. Ministry of Youth Affairs and Sports, Government of India; c2021. p. 1-4.
6. Gomase AS, Tekale VS, Bhople PP, Koshti NR. Profile of rural youth of Vidarbha region engaged in Agriculture. *J Multilogic Sci.* 2022, 12(40).
7. Gedam CV, Tekale VS, Gandhale AA. Profile analysis of tribal youth. *J Pharmacognosy Phytochem.* 2019;8(1):89-92.
8. Gandhale AA, Khalage MI, Deshmukh JM. Profile analysis of aspired rural youth. *Multilogic Sci.* 2018;7(95):60-62.