

International Journal of Agriculture Extension and Social Development

Volume 9; Issue 7; July 2026; Page No. 470-474

Received: 16-04-2026
Accepted: 19-05-2026

Indexed Journal
Peer Reviewed Journal

Attitude of B.Sc. Agriculture students towards agriculture as a profession in Lucknow district of Uttar Pradesh

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DOI: <https://www.doi.org/10.33545/26180723.2026.v9.i7f.3899>

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Abstract

The present study was conducted to assess the attitude of B.Sc. Agriculture students from rural backgrounds in Lucknow district of Uttar Pradesh towards agriculture as a profession. A descriptive research design was employed with a total sample of 120 respondents selected through random sampling from two agricultural institutions. Primary data were collected using a structured interview schedule and appropriate statistical tools were used to draw logical conclusion. The study revealed that the majority (59.16%) were in the 21-23 age group, 44.17 per cent held marginal land (up to 1.0 ha), and 86.67 per cent demonstrated high scientific orientation. The attitude analysis showed 47.50 per cent of respondents at medium level, 34.17 per cent at high level and 18.33 per cent at low level. Education, scientific orientation, extension contact, and risk bearing ability showed positive and highly significant associations with attitude at 1% level.

Keywords: Attitude, rural youth, agriculture as a profession

Introduction

Agriculture in India has traditionally been regarded not merely as an economic activity but as a way of life, deeply embedded in the nation's social, cultural, and economic fabric. A growing disengagement of rural youth from agriculture has emerged as a pressing developmental concern. B.Sc. Agriculture students occupy a strategically significant position among rural youth, having made a deliberate academic commitment to agricultural science. Lucknow district, as the capital of Uttar Pradesh and a hub of agricultural colleges, presents an ideal study setting. The study contributes to the growing body of research on youth engagement with agriculture in India (Maurya *et al.*, 2021; Nandania *et al.*, 2025) [3, 6].

Methodology: The study adopted a descriptive research design conducted in Lucknow district of Uttar Pradesh. Two

institutions offering B.Sc. Agriculture programmes were purposively selected. Sixty respondents were drawn from each institution through random sampling, constituting a total sample of 120. Primary data were collected through a pre-structured interview schedule. Attitude was measured using an 18-item three-point Likert scale (Agree = 3, Undecided = 2, Disagree = 1). Respondents were classified into high, medium, and low categories using Mean $\pm$ Standard Deviation as classificatory cut-offs. Spearman's Rank Correlation Coefficient (r_s) was used to examine associations between independent profile variables and attitude.

Results and Discussion

A. Socio-Economic Profile of Respondents

The socio-economic profile of the 120 respondents is presented in Table 1.

Table 1: Socio-economic profile of respondents

S.No.	Variables	Category	Frequency	Percentage
1	Age	18-20 years	47	39.16
		21-23 years	71	59.16
		Above 23 years	02	1.68
2	Education (Year)	1st Year	19	15.83
		2nd Year	28	23.33
		3rd Year	67	55.84
		4th Year	06	5.00
3	Land Holding	Marginal (≤ 1.0 ha)	53	44.17
		Small (1.01-2.0 ha)	32	26.67
		Medium (2.01-4.0 ha)	27	22.50
		Large (> 4.0 ha)	08	6.66

4	Family Type	Nuclear	71	59.16
		Joint	49	40.84
5	Extension Contact	Never	47	39.17
		Rarely	51	42.50
		Occasionally	22	18.33
6	Risk Bearing Ability	Low (up to 10)	07	5.83
		Medium (11 to 14)	81	67.50
		High (15 and above)	32	26.67
7	Mass Media Exposure	Low (up to 8)	62	51.67
		Medium (9 to 11)	50	41.67
		High (12 and above)	08	6.67
8	Scientific Orientation	Low (up to 7)	01	0.83
		Medium (8 to 11)	15	12.50
		High (12 and above)	104	86.67

The majority (59.16%) belonged to the 21-23 age group; 55.84% were in 3rd year of B.Sc. Agriculture. A large proportion (44.17%) held marginal land (≤ 1.0 ha), and nuclear family structure was predominant (59.16%). Extension contact was notably low, with 81.67% having never or rarely contacted extension agencies. Risk bearing ability was medium for 67.50%, while scientific orientation was remarkably high (86.67%). Mass media exposure was

low for 51.67% of respondents (Maurya *et al.*, 2021; Tikariha *et al.*, 2023) [3, 9].

B. Attitude of Rural Youth towards Agriculture as a Profession

The statement-wise distribution of respondents' attitude is presented in Table 2, followed by their overall level in Tab3.

Table 2: Statement-wise distribution of respondents according to attitude (N= 120)

S.No.	Statement (Attitude)	Agree F (%)	Undecided F (%)	Disagree F (%)
1	Agriculture is a respectable profession.	92 (76.67%)	18 (15.00%)	10 (8.33%)
2	Feel proud to be associated with agriculture.	88 (73.33%)	20 (16.67%)	12 (10.00%)
3	Believe agriculture is a dignified occupation for youth.	84 (70.00%)	22 (18.33%)	14 (11.67%)
4	Agriculture has good future prospects for youth.	82 (68.33%)	24 (20.00%)	14 (11.67%)
5	Youth should prefer agriculture as a career.	72 (60.00%)	30 (25.00%)	18 (15.00%)
6	Agriculture can provide long-term job security.	68 (56.67%)	32 (26.67%)	20 (16.67%)
7	Prefer agriculture over migrating to cities for work.	58 (48.33%)	36 (30.00%)	26 (21.67%)
8	Agriculture provides a stable income.	60 (50.00%)	34 (28.33%)	26 (21.67%)
9	Believe agriculture can improve my standard of living.	74 (61.67%)	28 (23.33%)	18 (15.00%)
10	Willing to adopt new technologies in agriculture.	96 (80.00%)	16 (13.33%)	8 (6.67%)
11	Enjoy learning new agricultural practices and innovations.	94 (78.33%)	16 (13.33%)	10 (8.33%)
12	If training facilities are available, willing to expand skills in Agriculture.	98 (81.67%)	14 (11.67%)	8 (6.67%)
13	Agriculture gives me a sense of independence.	80 (66.67%)	26 (21.67%)	14 (11.67%)
14	Feel agriculture is a valuable contribution to society.	90 (75.00%)	18 (15.00%)	12 (10.00%)
15	Feel confident about succeeding in agriculture.	76 (63.33%)	28 (23.33%)	16 (13.33%)
16	Motivated to pursue agriculture if provided proper support.	96 (80.00%)	14 (11.67%)	10 (8.33%)
17	Would encourage others to take up agriculture as a profession.	78 (65.00%)	28 (23.33%)	14 (11.67%)
18	Think agriculture should be promoted more among youth.	96 (80.00%)	14 (11.67%)	10 (8.33%)

F = Frequency; figures in parentheses indicate percentages

The statement-wise analysis reveals a conditionally positive attitude among rural youth. The highest agreement was recorded for willingness to expand agricultural skills if training facilities are available (St. 12: 81.67%), followed by willingness to adopt new technologies (St. 10: 80.00%), motivation to pursue agriculture with proper support (St. 16: 80.00%), and endorsement that agriculture should be promoted among youth (St. 18: 80.00%). Social and intrinsic dimensions were also positive, with 76.67% agreeing that agriculture is a respectable profession (St. 1) and 75.00%

recognising its value to society (St. 14). In contrast, the weakest responses were recorded for preference of agriculture over urban migration (St. 7: 48.33%) and income stability (St. 8: 50.00%), reflecting persistent concerns around financial uncertainty and the rural-urban aspirational divide. Overall, the pattern suggests that youth are receptive and motivated, but their engagement remains conditional on institutional support, training access, and economic enabling conditions.

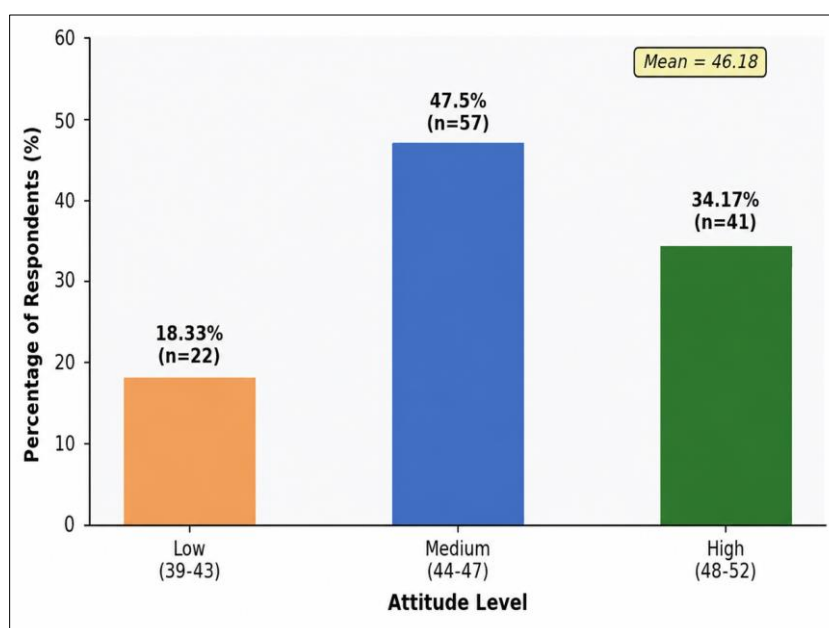
Table 3: Distribution of respondents according to level of attitude (N = 120)

S.No.	Attitude Level	Frequency	Percentage
1	Low	22	18.33
	(39 - 43)		
2	Medium	57	47.5
	(44 - 47)		
3	High	41	34.17
	(48 - 52)		
	Total	120	100
MEAN=46.18; SD= 4.33; RANGE= 13			

The table indicates that nearly half of the respondents (47.50%) exhibited a medium level of attitude with scores ranging from 44 to 47. A considerable proportion (34.17%) recorded a high attitude level (scores 48-52), reflecting a strongly positive orientation particularly in areas of technology adoption, skill development, and social contribution of farming. Only 18.33% recorded a low attitude level (scores 39-43), driven by reservations around income

stability and preference for urban employment. The mean attitude score of 46.18 indicates an overall moderate-to-positive orientation. These findings are in line with the findings of Nandania *et al.* (2025) and Sreelakshmi *et al.* (2024)^[6, 8].

Distribution of Respondents According to the Level of Attitude

**Fig 1:** Distribution of Respondents According to the Level of Attitude

C. Association of Profile Variables with Attitude

To ascertain the relationship between profile characteristics of rural youth and their attitude, Spearman's Rank

Correlation Coefficient was calculated. The results are presented in Table 4.

Table 4: Correlation between profile variables and attitude of rural youth towards agriculture

S.No.	Profile Variable	r _s (Attitude)
1	Age	+0.084 ^{NS}
2	Occupation	+0.096 ^{NS}
3	Land Holding	+0.087 ^{NS}
4	Education	+0.662 ^{**}
5	Family Size	+0.022 ^{NS}
6	Extension Contact	+0.470 ^{**}
7	Risk Bearing Ability	+0.449 ^{**}
8	Mass Media Exposure	+0.234 [*]
9	Scientific Orientation	+0.510 ^{**}

** = Significant at 1% level of probability; * = Significant at 5% level; NS = Non-significant

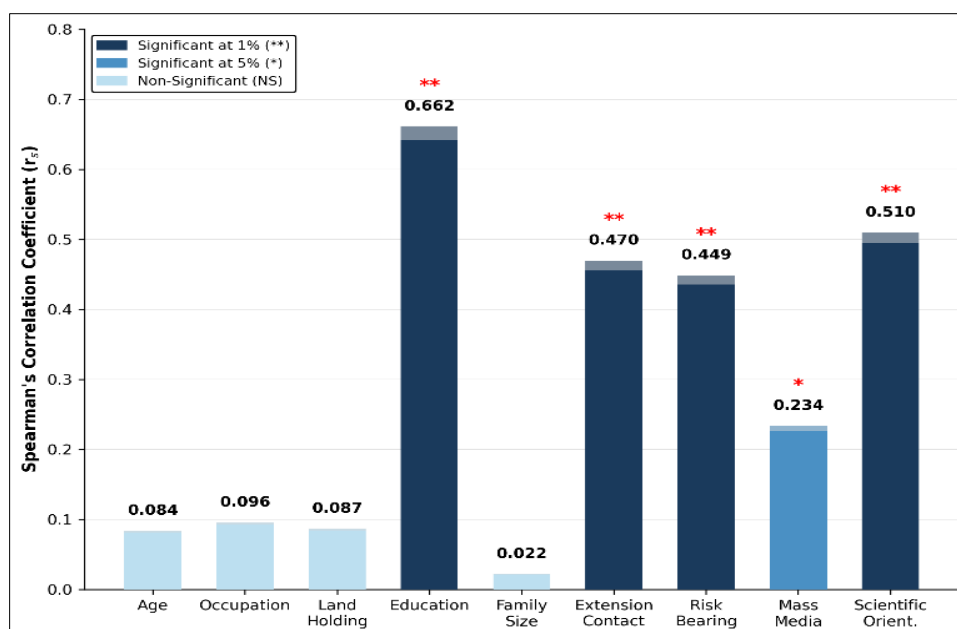


Fig 2: Correlation of profile variables with attitude of respondents towards agriculture as a profession

Correlation analysis showed that education had the strongest and most significant relationship with attitude ($r_s = +0.662$, $p < 0.01$). Attitude toward farming improved markedly as students advanced through their academic years, most likely because of growing exposure to scientific farming practices and agri-entrepreneurship. This finding differs from that of Nandania *et al.* (2025) [6], who worked with non-student rural youth, and it points to the distinct influence that formal agricultural education has on this particular group. Scientific orientation ($r_s = +0.510$, $p < 0.01$) and extension contact ($r_s = +0.470$, $p < 0.01$) were also positively and significantly related to attitude. Youth who leaned more toward scientific thinking tended to view agriculture in a more favourable light, particularly with regard to its scope in precision farming and agri-tech (Uikey and Chinchmalatpure, 2021; Pandey *et al.*, 2024) [10], while those with greater exposure to extension services showed a similarly positive shift, reinforcing the role that institutional outreach plays in shaping career perceptions. Risk bearing ability, too, was positively and significantly correlated with attitude ($r_s = +0.449$, $p < 0.01$), a result in line with the risk-taking disposition that farming as an occupation typically demands (Nandania *et al.*, 2025) [6]. Mass media exposure showed a weaker but still significant association ($r_s = +0.234$, $p < 0.05$), suggesting that media-based agricultural information does play some role in shaping how youth evaluate farming as a career, even if its influence is modest compared to education or extension contact. On the other hand, age ($r_s = +0.084$), along with land holding, occupation, and family size, showed no significant relationship with attitude, indicating that chronological age and inherited background factors do little to shape how favourably rural youth in this academic cohort view agriculture as a profession.

Conclusion

It is concluded that the majority of the respondents belonged to the 21-23 years age group, were in their 3rd year of B.Sc. Agriculture, held marginal land holdings, belonged to nuclear families, had low to rare extension contact, possessed

medium risk bearing ability, had low mass media exposure, and demonstrated a high level of scientific orientation. With regard to attitude, nearly half of the respondents (47.50%) exhibited a medium level, while 34.17% and 18.33% recorded high and low levels respectively, with an overall mean score of 46.18, reflecting a moderate-to-positive orientation of rural youth towards agriculture as a profession. Education, scientific orientation, extension contact, and risk bearing ability were found to be positively and highly significantly associated with attitude, whereas age, land holding, occupation, and family size showed no significant association. It is suggested that strengthening extension contact and providing greater practical and entrepreneurial exposure during the course of study can further enhance the positive attitude of rural youth towards agriculture as a profession.

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