



KNOWLEDGE OF RURAL YOUTH TOWARDS AGRICULTURAL DEVELOPMENT ACTIVITIES

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Abstract- Rural youth are the very important section of the rural society and they play a vital role in the development of rural areas especially agricultural activities. The present study was conducted in Navsari district of South Gujarat region to analyze the knowledge of rural youth towards agricultural development activities. Total 5 talukas were identified from Navsari on the basis of highest number of rural youth. Ex post facto research design was used. For this study, 100 rural youth were selected randomly. To know the various characteristics of the respondents a structured schedule was developed. The majority of the respondents (50.00 percent) had a more favourable level of knowledge, followed by (06.00 percent) and (44.00 percent) of the respondents had less favourable level of knowledge and favourable level of knowledge, respectively. It can be concluded that the age and education were positive and non significantly correlated with the rural youth and their knowledge, Whereas Mass media, Annual income, Extension contact, cosmopolitaness, Land holding, Economic motivation, innovation, Social participation were negatively and non significantly correlated with rural youth and their knowledge, whereas Extension participation and Achievement motivation were positive and non significantly correlated with rural youth and their knowledge.

Keywords- Knowledge, Rural Youth

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Introduction

Youth are the most potent segment of the population of a country. They have been playing quite a significant role in almost every country of the world as they possess the zeal and vigour necessary to create opportunities for national development. Young people constitute a high and increasing proportion of the Indian population, with around 70 percent of the continent's total population currently under the age of 30. Evidence suggests many young people are choosing not to pursue livelihoods in the agriculture sector, especially as farmers, which may have implications for national and international efforts to drive economic growth through investments in agriculture. An understanding of the aspirations of rural youth and the links between aspirations and career decisions will be critical if agricultural policies achieve their intended outcomes. Youths shoulder responsibility for the future development of the country. Therefore, the development and harnessing of the talents and energies of youth towards constructive channels has always engaged the attention of a country's planners and policy makers.

One of the most effective ways of development and channelling the potentials of youth towards creative purpose is through the youth clubs. They help young people to develop themselves physically, mentally, socially and economically and prepare them to meet effectively the future challenges of life. The socio-economic development and prosperity of the rural areas depend upon the type of youths the country own. Because the rural youth has abilities to orient themselves to go along with the main stream of the development process. The youths form the bulk of the total population of the country. They are the national cream and the future crown with full possession of physical built and mental tenacity and power. They are the precious human assets who can play an important role in nation building activities, if opportunities are provided. If a country can harness a creative and pervasive force like youth, it can substantially and quickly advance towards modernization. The total urban population in the country as per the 2011 Census is more than

377 million (31.16% of the total population). Of this, around 181 million are women, and more than 195 million are men. India has more than 50% of its population below the age group of 25 and more than 65% population below the age of 35.

Table-1 Distribution of The Population According To Age

0-14 years	31.2% (male 190,075,426/female 172,799,553) (2009 est.)
15-64 years	63.6% (male 381,446,079/female 359,802,209) (2009 est.)
65 and over	5.3% (male 29,364,920/female 32,591,030) (2009 est.)

At present, the youths are having different needs, aspirations, attitudes, habits and values of life. The development of personal, social, economical and spiritual aspects of rural youth are possible only when their needs, aspirations, attitudes, habits and values of life 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. Countering the importance and facts in view the present study was under taken with the following specific objectives.

1. To study the knowledge of rural youth towards agricultural developmental activities.
2. To find out the relationship between the personal ,Social and Economic characteristics of the Rural youth with their Knowledge towards Agricultural development activities.

Materials and Methods

The study was conducted during the year of 2014-15 in the Navsari district of Gujarat state. Ex-post-facto research design was used in the present investigation. 20 respondents from each village is taken namely Vansada, Chikhli, Gandevi, Jalalpore and Navsari. The data was collected following personal interview method by

investigator himself. The responses obtained for each of the items in the interview schedule were recorded and tabulated into a master sheet. Frequencies and percentages were calculated for attitude, as expressed by the rural youth. Knowledge of the respondents about the rural youth knowledge was measured by computing the knowledge score. In all twenty-three statements in respect, rural youth were prepared with the help of experts of Extension discipline. If farmer has given "YES" answer to any sub-questions under the head, the "TWO" score was given and "ONE" score was given for those who had given "NO" answer. The respondents were grouped into three levels of knowledge by using mean and standard deviation.

Sr.No.	Category	Range
1	Low level knowledge	$\leq \bar{X} - S.D.$
2	Medium level knowledge	In between $\bar{X} \pm S.D.$
3	High level knowledge	$\geq \bar{X} + S.D.$

Result and Discussion

Table-2 Knowledge of Rural Youth towards Agricultural Development Activities. (n=100)

Category	Frequency	Percentage
Less favourable (<35)	6	6.00
Favourable (<35-40>)	44	44.00
More favourable (>45)	50	50.00
TOTAL	100	100.00

Mean : 40.01

S.D : 3.59

The data presented in [Table-2] revealed that, half of (50.00 percent) of the rural youth had more favourable level of knowledge, followed by (44.00 percent) and (06.00 percent) of the respondents had less favourable level of knowledge and favourable level of knowledge, respectively.

The findings are similar to the findings reported by [1, 3- 6].

Table-3 Relationship between Personal, Socio and Economic Characteristics of Rural Youth and Their Knowledge.

S r. No.	PERSONAL,SOCIAL AND ECONOMIC CHARACTER	CORRELATION COEFFICIENT ('r' value)
1	Age	0.146 ns
2	Education	0.123 ns
3	Annual income	-0.020 ns
4	Mass media	-0.018 ns
5	Land holding	-0.056 ns
6	Extension contact	-0.026 ns
7	Extension participation	0.0461 ns
8	Achievement motivation	0.0283 ns
9	Economic motivation	-0.068 ns
10	Innovation	-0.087 ns
11	Cosmopoliteness	-0.036 ns
12	Social participation	-0.129 ns

*=Significant at 5% level of probability

**= Significant at 1% level of probability

The data presented in [Table-3] revealed that the age (0.146 ns) and education (0.123 ns) were positive and non significantly correlated with the rural youth and their knowledge, Where as Mass media (-0.018 ns), Annual income (-0.020 ns), Extension contact (-0.026 ns), cosmopoliteness (-0.036 ns), Land holding (-0.056 ns), Economic motivation (-0.068 ns), innovation (-0.087 ns), Social participation (-0.129 ns) were negatively and non significantly correlated with rural youth and their knowledge, where as Extension participation (0.0461 ns) and Achievement motivation (0.0283 ns) were positive and non significantly correlated with rural youth and their knowledge.

The findings are similar to the findings reported by [6].

Conclusion

Half of the respondents (50.00 percent) had more favourable level of knowledge,

followed by age and education were positive and non significantly correlated with the rural youth and their knowledge, Where as Mass media ,Annual income, Extension contact, cosmopoliteness, Land holding, Economic motivation, innovation, Social participation were negatively and non significantly correlated with rural youth and their knowledge, where as Extension participation and Achievement motivation were positive and non significantly correlated with rural youth and their knowledge.

Conflict of Interest: None declared

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