

Perception of Rural Youth towards Agriculture as an Occupation in Srikakulam District

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ABSTRACT

In the present study the perception of rural youth towards agriculture as an occupation is conducted in Srikakulam district of Andhra Pradesh. A sample of 120 respondents were selected for the study from three mandals Etcherla, Kaviti, and Mandasa. The respondents were interviewed personally with the help of interview schedule developed. The results revealed that majority (63.33%) of rural youth had medium level of perception followed by the rest with high (20.00%) and low (16.67%) level of perception.

Keywords: Rural youth, Perception, Occupation.

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. Youth are prone to desire and ready to carry out their desires into action. Development of youth thus determines the development of community and country as a whole. Involvement of youth in national developmental activities is felt significantly relevant because of their boundless energy and innate idealism, which could give a positive direction in improving the quality of life.

Since youth are recognized as effective “change agents”, they can help in the process of dissemination and adoption of modern techniques of agriculture. It is

disturbing to note that youth are losing interest and confidence in agriculture and allied activities; hence, they are not willingly involved in agricultural operations. According to Swaminathan, M.S. (2007), Migration of young people to urban areas in search of job has reduced the availability of human resources for agriculture and allied activities. The adoption of any innovation depends upon the perception and investment capacity of an individual. It has been accepted that the perception of an individual plays a pivotal role in influencing his/her behavior. Hence, the perception of rural youth in India towards modern agriculture will most certainly have bearing on the future of agricultural development in this country.

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MATERIALS AND METHODS

Ex post facto research design was followed in the present investigation. Andhra Pradesh state was chosen for the study. Srikakulam district was selected purposively for the study. Three mandals were selected purposively; four villages from each mandal were selected by purposive sampling, making a total of twelve villages. 120 rural youth were selected for the study by proportionate sampling.

Perception of rural youth towards agriculture as an occupation (n=120)

S.no	Perception	Frequency	Percentage
1	Low	20	16.67
2	Medium	76	63.33
3	High	24	20.00
	Total	120	100.00

RESULTS AND DISCUSSIONS

The table showed that majority (63.33%) of rural youth had medium level of perception followed by the rest with high (20.00%) and low (16.67%) level of perception.

The reason might be due to their habitual inclination to the pattern of cultivation over the years using indigenous varieties without any change. The other reason might be the small to medium land holdings, medium

innovativeness, scientific orientation, economic motivation, medium mass media exposure and extension contact. These findings are in agreement with Preethi (2015), Oyediran et al. (2016).

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