

MEASURING THE ATTITUDE OF RURAL YOUTH TOWARDS FARMING: AN EXPLORATORY STUDY

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Abstract:

The purpose of this survey was to find out how young people in rural areas feel about farming. A total of 270 young people from rural areas of Haryana were included in the study's sample. A total of 270 homes from 18 villages and 9 blocks in Hisar district were chosen at random. Using a pretested questionnaire, data on sociopersonal and sociopsychological traits were gathered via in-person interviews and participant observation. The attitude of rural adolescents towards farming was measured using a five-point scale established by Hari (2014). The majority of rural adolescents (75.19 percent) had a positive outlook on farming, according to the survey. Age, family size, land holding, herd size, and degree of engagement in farm activities were shown to have a significant and favourable link with their attitude towards farming. It is proposed that we should make an extra effort to entice, educate, and keep young people from rural areas engaged in farming by changing agriculture to be more agribusiness focused, scientifically appealing, and financially lucrative.

Keywords: Attitude towards farming, Aspirations, Farming, Rural youth

INTRODUCTION

Because they have the energy and enthusiasm to pave the way for national growth, young people have been playing a pivotal role in almost every nation throughout the globe. Responsibility for the country's future growth rests squarely on the shoulders of the youth. As a result, policymakers and planners in any nation have long been concerned with how to best cultivate and channel the interests and abilities of its young. Involvement in youth clubs is one of the best methods to help young people grow and find their creative voices. They aid youth in maturing emotionally, intellectually, socially, and economically so that they may better face the problems of the future. The youth of rural areas must be ready for the challenges of the future by learning to grow their own food while preserving natural resources, finding creative ways to make money in rural areas, reducing the strain on already-scarce resources, enhancing the health and nutrition of farming families, and cultivating qualities of leadership and teamwork (Prasad, 2002). By appealing to India's young and inspiring them to believe in their ability to influence global perceptions of India, Hon'ble Prime Minister Narendra Modi has successfully connected with the nation's youth. "If villages are to progress, then agriculture will have to be developed by giving it priority," he stated during the inauguration of the "DD Kisan" channel, which will deliver information about best practices in agriculture and associated material. This has direct bearing on the Indian economy. He made the bold claim that people's perception of farmers as being "not so bright" needed to alter, and he said that although farming was once the go-to career path for young people, it is now way down the list. The direction of the cycle is now anticlockwise. I believe it should be reversed once again. We can reintroduce agriculture to the young of the nation who have abandoned it by bringing cutting-edge technology to the fields and farms.

Male and female youths from rural areas participate actively in a wide range of agricultural and associated pursuits, drawing on their long histories of service to the land. In order to improve people's quality of life and bring about changes in the socioeconomic structure, it is vital that rural youth participate in development efforts. A viewpoint is "a complex mental state concerning

beliefs, feelings, values and dispositions to act in definite ways" . An individual's attitude might provide insight into what lies ahead by revealing how it changes in response to their immediate surroundings.

LITERATURE REVIEW

M Kavnila and PP Murugan (2019), The nation's foundation rests on its youth. Their health and bravery have the power to alter society's trajectory. A new generation of young farmers is emerging in rural India, and they have the potential to revolutionise the way people think about farming by challenging long-held beliefs and traditions. When it comes to how someone acts in relation to an item, their attitude is crucial. It may be seen as the conduct that is not publicly known. Young people in rural areas are often assumed to have a very optimistic outlook on farming. This research employed statistical methods such as percentage analysis, correlation analysis, and multiple regression analysis to examine the impact of rural adolescent attitudes towards agricultural activities. According to the results, a significant portion of the rural youth had a moderate to high degree of attitude towards agriculture. Fifteen factors were chosen for the research, and the R2 value was 0.610, which meant that they explained 61.0 percent of the variance in the attitude of young people from rural areas towards agriculture.

In 2024, Mujčinović and colleagues Sustainable rural development that is multi-functional, diversified, and resilient is the focus of this chapter's theoretical and conceptual model on the entrepreneurial spirit of young farmers. Policies that encourage young and women entrepreneurs in rural areas to take advantage of social and economic possibilities are crucial to achieving our goal. Agricultural youth, rural residents, and social innovators are among the disadvantaged youth groups who can benefit from the new opportunities presented by the European Green Deal and related targeted programmes. To combat the bad stereotypes that rural youths have about farming, there has been little success in creating jobs, educating or training non-traditional workers, or launching new, exciting enterprises. To better support rural youth entrepreneurship and their role in achieving sustainable rural development, we detail the challenges they face as well as the policy possibilities available to them. In light of the Industry 4.0 revolution, we do this by thinking about the sustainability and resilience linked to rural regions' variety and multifunctionality. When taken as a whole, these factors may influence the agricultural sector's participation with young people and their desire to remain in rural regions, even among the most vulnerable youth. Along with policy suggestions that encourage youth entrepreneurship in rural areas, we lay forth a series of research directions that aim to improve upon conventional agricultural methods.

Srinivasan, S., White, B. (2024), On top of massive environmental concerns, the world's food and agricultural systems are confronting the impending issue of generational renewal. The farming population is becoming older, many farmers don't seem to have a plan B, and there's a general consensus that young people just don't care about farming. The current status of smallholder farming makes it seem like a terrible career choice for young people. Is the current crop of farmers going to be succeeded by a younger crop? How are gendered dynamics at work in the experiences of young people breaking into farming? In order to feed the world's expanding population, how can we best assist young farmers? Our colleagues in Canada, China, India, and Indonesia were motivated to collaborate on the international research project titled *Becoming a Young Farmer: Young People's Pathways into Farming in Four Countries* in order to seek answers to these issues. Using multi-sited case study research, each group vividly brought to life the realities of young farmers' and would-be farmers' lives, highlighting the similarities and disparities in their experiences across nations and study locations. By focusing on young adults who have established or are attempting to establish themselves as farmers, we hope to make a theoretical contribution about the generational dimension of agrarian community social reproduction and a policy

contribution about the challenges faced by young rural men and women in gaining access to land and other resources and the part played by policies, institutions, and the personal and collective efforts of these youths in overcoming these challenges.

In 2024, Liang and Pan published A complete social and physical shift has taken place in rural China as a consequence of the massive influx of rural workers. Within the framework of integrated development, a new dynamic is emerging: the return of migrant workers to their hometowns. This dynamic is driving social change and altering the interaction between urban and rural areas. There have been tremendous strides in China's modernization since the early 2000s, thanks to the country's modernising agriculture and its efforts to integrate rural and urban regions. In an effort to bolster rural communities and the agricultural industry, the government has enacted measures to compel structural adjustments in the agricultural supply chain. Consequently, the "generation of the entrepreneurs" in rural areas consists mostly of young, returning farmers. As the government has been pushing for agriculture to integrate with secondary and tertiary sectors, these young farmers are bringing innovations to agricultural production and management, as well as various techniques, which have helped to integrate urban and rural areas. Agrarian development and rural rejuvenation have young people from rural areas as its backbone. Finding out how young farmers adjust when they start or go back to farming, as well as the challenges they face while trying to integrate into markets and organise their produce, is, therefore, of enormous practical importance.

Huijsmans, R., Ambarwati, A., Chazali, C. *et al.* (2021), Using life history interviews carried out at research locations in Indonesia and India, we extract the social construction of goals associated with entering the agricultural profession. We demonstrate the efficacy of a paradoxical reasoning that views education as a means to an end—a future free of physical labour and paid work. A wide range of goals, including "finishing education" and "getting a job," are generated by this doxic logic among rural children. Young people want to leave their choices open since there aren't many obvious paths to achieve their dreams. However, the opportunities for doing so shift in gendered ways in response to major life events like leaving school, migrating, and getting married. We end by arguing that, among other things, young people's reluctance to enter farming at a young age is an effort to preserve opportunities that might otherwise be lost if they do so.

MATERIALS AND METHODS

Sample selection and data collection

The researcher's familiarity with the area and its accessibility made the Hisar region in Haryana an ideal location for an exploratory study. All nine of the district's community development blocks are part of the administratively separated Hisar division. Two communities were chosen at random from every block. This led to research in eighteen different communities. From each of the 270 houses, fifteen young adults (ranging in age from fifteen to twenty-nine) from rural areas who had completed secondary school, were actively involved in farming, and whose fathers were still living were chosen at random.

According to the "National Youth Policy, 2014" of the Indian government, a male resident of a rural area is considered a youngster if he is between the ages of 15 and 29 for the purposes of this research. The fact that young adults (those between the ages of 15 and 29) account for over a third of India's GDP is another factor. This demographic accounts for 27.5% of the population. We interviewed the oldest male youths living in these families who were accessible when we took their data. The data was collected from one household per youngster. Researchers used a well-structured interview schedule to gather primary data on socio-personal and socio-psychological factors. The attitude was assessed using a five-point scale that was devised by Hari (2014). There were seven

affirmative statements and fourteen negative statements on the scale. There was a scale from 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree) for each positive remark. Negative statements had their scoring flipped. By summing the scores of all statements for each responder, we were able to compute their attitude score. The respondents were divided into three groups according to their scores: less favourable, moderately favourable, and extremely favourable. The scores were calculated using equal class interval techniques, which range from the lowest to the highest possible score. Various attributes' data were analysed in this way.

RESULTS AND DISCUSSION

Respondents' Socio-Economic Profile

Looking at Table 1, we can see that the majority of the participants were between the ages of 21 and 29. Farming was the primary employment for 75.56 percent of the population, and 65 percent of those people had completed education up to the intermediate level. In terms of marital status, the data revealed that 62.22 percent of respondents were single and that 72.22% were from nuclear families or small families. There was a near-perfect distribution of family land holding size across all categories. About 23% did not own any land, and the majority were small or marginal farmers. More than three animals were owned by around 70% of the respondents. Among the students surveyed, 41.48 percent were involved in some kind of agriculture (including crop farming, animal husbandry, and related fields), while 18.5 percent were jobless and lived at home with their parents while they sought employment or college entrance.

Table 1 Socio personal profile of the respondents (N =270)

Socio personal characteristics	f	%
Age categories (years)		
15-20	63	23.33
21-24	106	39.26
25-29	101	37.41
Education status		
Inter	177	65.55
Graduate	61	22.60
Post graduate	32	11.85
Family main occupation		
Agricultural farming	204	75.56
Business	10	3.70
Livestock farming	22	8.15
Agricultural labor	18	6.67
Non Agricultural labor	08	2.96
Service	08	2.96
Marital status		
Married	102	37.78
Unmarried	168	62.22
Family size (Numbers)		
Small (2-5)	178	65.93
Medium(6-9)	79	29.26
Large (10-13)	13	4.81
Joint		
Joint	75	27.78
Nuclear		
Nuclear	195	72.22

Land holding		
Landless	61	22.59
<1 ha	79	29.26
1-2 ha	70	25.93
<2 ha	60	22.22
Livestock holding (Bovine) (average herd size 5.42)		
< 3 animals	81	30.00
>3 animals	189	70.00
Status of respondents		
Student	112	41.48
Dropped out of school	03	1.11
Never attended school	04	1.48
Involved in farming activity	76	28.15
Engaged in Off-farm wage employment	19	7.04
Engaged in business	07	2.59
Unemployed and live with parents	49	18.15

Table 2 shows that most of the respondents got their agricultural and animal husbandry knowledge from. In terms of local sources, the majority of respondents mentioned their fellow farmers, ranking them first with a mean score of 2.53 and then neighbours (2.39). In the field of animal husbandry, paravets were the most important official sources of knowledge, followed by veterinary physicians (Rank II) and VLDA (Rank III). In order to help farmers, paravets from NGOs like JK Trust bring artificial intelligence facilities right to their doorsteps and stay in close contact with them throughout. As a result, people trust them more than veterinarians or VLDA when seeking information. Village extension workers are the primary source of information for farmers in the agricultural sector. When asked how they often consume news about agriculture, the vast majority of young people (62.59%) said they watched television, followed by newspapers (54.81%) and the internet (43.33%). Among the young people living in rural areas, exhibitions scored fourth and radio usage fifth.

Table 2 Utilization pattern of various sources of information

Localite Sources	Extent of use							
	Regular		Sometimes		Occasionally		Mean	Rank
	f	%	f	%	f	%	score	
Neighbors	133	49.26	110	40.74	27	10.00	2.39	II
Fellow farmers	159	58.89	94	34.81	17	6.30	2.53	I
Relatives	84	31.11	124	45.93	62	22.96	2.08	IV
Friends	124	45.93	107	39.63	39	14.44	2.31	III
Cosmopolite sources								
Village extension worker	36	13.33	117	43.33	117	43.33	1.70	IV

VLDA	55	20.37	105	38.89	110	40.74	1.80	III
Bank personnel	17	6.30	100	37.04	153	56.67	1.50	VI
NGO's	10	3.70	71	26.30	189	70.00	1.34	VII
BDO	26	9.63	87	32.22	157	58.15	1.51	IV
Scientists from university and ICAR Institutes	20	7.41	96	35.56	154	57.04	1.50	V
Gram sewak	31	11.48	133	49.26	106	39.26	1.80	III
School teacher	48	17.78	97	35.93	125	46.30	1.69	V
Veterinary doctor	50	18.52	117	43.33	103	38.15	2.39	II
Paravets	32	11.85	122	45.19	116	42.96	2.53	I
Mass media sources								
Radio	46	17.04	136	50.37	88	32.59	1.84	V
Television	169	62.59	89	32.96	12	4.44	2.58	I
Poster	28	10.37	104	38.52	138	51.11	1.59	VII
Educational films	31	11.48	95	35.19	144	53.33	1.58	IX
Exhibition	57	21.11	130	48.15	83	30.74	1.90	IV
Demonstration	36	13.33	92	34.07	142	52.59	1.61	VI
Farm publication	32	11.85	102	37.78	136	50.37	1.59	VIII
News paper	148	54.81	96	35.56	26	9.63	2.45	II
Internet	117	43.33	111	41.11	42	15.56	2.28	III

The data in figure 1, reveals that two-third of the rural youth (74.2 per cent) had medium level to high level of attitude in agriculture. This is a positive sign and scope to involve rural youth in future agriculture development. Only 25.8 per cent of the respondents had low level of attitude in farming activities.

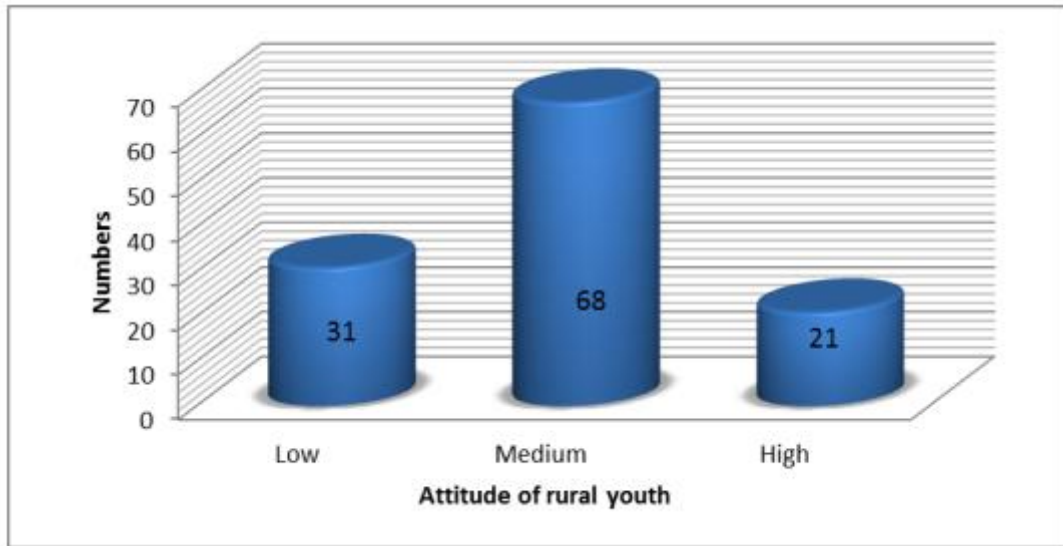


Fig 1: Distribution of respondents according to their overall attitude towards farming activities

Respondents' Attitudes towards Farming and its Relationship with Socio Personal and Socio Psychological Characteristics

According to Table 3, the most popular attitude statement among respondents was "scientific farming is always be profitable," which had a mean score of 4.07. According to the findings, young people may stay in farming if it's a lucrative career path. This can be achieved by the widespread use of scientific methods and a more efficient Extension system in farming and animal husbandry. With mean scores of 3.99 and 3.69, respectively, the propositions 'educated young should return back to farming' and 'farming demands high intellect' were rated II and III, respectively. Agricultural extension services should focus on youth in order to revolutionise agriculture, according to Chander (2015), since young people are open to new ideas and technology.

Table 3 Attitude of rural youth towards farming

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree	Mean Score
	(5)	(4)	(3)	(2)	(1)	
It is better to stay idle than to opt farming	86	19	49	31	85	3.04
Only people of the lower stratum of society will take up farming	61	34	73	55	47	2.97
Scientific farming is always be profitable	133	54	64	7	12	4.07

Farming is the most laborious profession	55	38	80	52	45	2.98
Educated youth should come to farming sector	89	68	70	25	18	3.69
Farmer require high intelligence	134	59	37	21	19	3.99
Farming as a profession has bleak future in the country	63	47	75	35	50	2.86
With farming a person can be his own boss	94	50	74	26	26	3.59
Low price for agriculture produce along with high production cost has made farming uneconomical in present age	86	36	59	46	43	2.72
Youth involved in farming have old and unattractive lifestyle	60	28	83	59	40	2.97
No female will want a farmer as her groom	48	41	84	48	49	3.03
Farming allows a person to take care of his family members	69	70	54	47	30	3.37
It is very difficult for a farmer to attend social functions	49	38	87	56	40	3.00
Agriculture is a dominated by adults and youth have no say in it	26	55	79	45	65	3.25
Farming is the only solution to limit the unemployment rate of the country	75	58	85	25	27	3.48
To ensure food security is by attracting youth to	53	64	66	47	40	2.84

farming						
There is no quick return of money in agriculture	65	46	68	38	53	2.88
Farming offers many challenging but interesting situation	58	89	84	32	7	3.59
Peer pressure moves the youth out of agriculture	29	43	68	62	68	3.36
Farming restricts urban contact and recreational enjoyment	41	44	71	68	46	3.13
None of the Indian agriculture produce can compete in the global agriculture market	33	47	84	68	38	3.11

Table 4 displays the correlation between respondents' attitudes towards farming and a variety of socio-personal, psychological, and economic factors. There was a favourable and statistically significant correlation between the attitude of rural youth towards farming and factors such as age, the presence of more family members, greater land holding, higher herd size, and high engagement in agricultural activities. It showed that as people became older, had larger families, had more land, had more herds, and were more actively involved in farming, their attitudes about farming improved. Although older people tend to have a more negative outlook on their chosen profession (Irshad, 2007), Maghnusson et al. (2001) found the opposite to be true. A more positive outlook on agriculture was seen in those who were actively involved in farming (D'Silva et al., 2010). The current study also found that young people in rural areas had a more negative view of farming and wanted to avoid it as their levels of education, leadership abilities, credit orientation, economic motivation, achievement motivation, risk orientation, decision-making capacity, market orientation, and migration orientation increased. Respondents' views on the reasons for quitting agricultural labour were strongly influenced by education level, but not by demographic variables such as gender, age, or marital status. They had a less positive outlook on farming as they learned more about the options available to them and discovered better alternatives to it as these factors grew. Consistent with previous research, this study found that rural youth's perceptions, aspirations, and level of participation in agriculture were affected by factors such as education, landholding, risk orientation, innovation proneness, social participation, mass media use, cosmopolitanism, and scientist contact.

Table 4 Relationship between various social personal, psychological and economic characteristics of respondents with their attitude towards farming

Characteristics	Attitude towards farming (r value)
Age	0.15*
Education of respondent	-0.24**
Family size	0.29**
Land holding	0.34**
Livestock holding	0.23*
Use of social media	-0.06
Formal info. source for farming	0.10
Social participation	0.07
Informal sources of info for farming	0.09
Innovation proneness	-0.03
leadership ability	-0.28**
Cosmopolitaness	0.01
Credit orientation	-0.24**
Economic Motivation	-0.13*
Achievement motivation	-0.24**
Risk orientation	-0.18**
Decision making behaviour	-0.37**
Market orientation	-0.27**
Overall aspirations	0.08
Migration behaviour	-0.22*
Level of participation in farming activities	0.42*

CONCLUSION

The research found that young people living in rural areas had a somewhat positive tendency to get involved in farming. On the basis of the results, targeted initiatives may be launched to entice, educate, and keep young people from rural areas in the agricultural sector by transforming it into an agribusiness via the use of scientific interventions that make farming more cost-effective, lucrative, and lucrative overall.

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