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**RESEARCH ARTICLE :**

## Impact of agriculture base educational intervention on awareness and attitudes of rural youth towards agriculture

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**SUMMARY :** A sample of 138 rural youth (70 girls and 68 boys) were purposely selected from the four operational villages namely Pokharni, Daithana, Takali and Dharmapuri of Parbhani district. Prior to the initiation of the intervention, SES scale, awareness checklist on agriculture and attitude scale developed by AICRP- Human Development and Family Studies unit were administered on the sample rural youth. The agriculture base educational intervention was executed in all the villages for 3-4 hrs in a day, weekly twice for a period of six months by the investigators and arranging 8 to 10 special lectures of agriculture experts in it, in addition to conduct quiz competition on it, holding agriculture base books exhibition and distribution of free of cost folders / pamphlets developed by VNMKV, Scientist on various aspects of agriculture and by giving useful demonstrations on the agricultural practices. After the implementation of the agriculture base educational intervention the awareness about agriculture and attitudes towards agriculture of the rural youth were reassessed after a period of 6 months, for studying the effect of implemented agriculture base educational intervention on them. It can be concluded that by offering effective agriculture base educational intervention, rural youths awareness about agriculture can be enhanced and their attitude towards agriculture could be made positive.

**KEY WORDS:**

Attitude, Awareness, Agriculture intervention

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