



Research Paper

# Credit, risk and market orientations of the rural farming youth of Uttar Pradesh and Rajasthan

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**ABSTRACT :** Farming has been the mainstay of India for centuries. But, of late, reluctance is observed among youth to enter the farming sector. At the same time the youth unemployment rates in India are on rise. Also, the country is witnessing a mass exodus of youth from villages to cities in the recent years. To restrict this exodus and to mitigate the unemployment rate, development of rural areas is essential and most appropriate action for this is entrepreneurship development. In case of villages, it is the farming sector which can act as potential source of entrepreneurship development. For these rural agripreneurs, needs to be developed. In case of agripreneurship credit, market and risk orientation plays an important role in the development of an agripreneur. Current study is one such attempt to analyze these qualities of rural youth of Uttar Pradesh and Rajasthan. A multistage sampling technique was employed in selection of 100 rural youth respondents each, from both these states. Standard scales were used to measure the variables of the study. A semi structured interview schedule was employed to collect information about background variables. The results of the study revealed that credit and market orientations significantly differed between the states, but no difference in risk orientation was found between the states. The study also revealed that these variables are related to most of the socio-personal, socio-economic and communication variables like age, education, income and mass media exposure.

**KEY WORDS :** Credit orientation, Risk orientation, Market orientation, Rural youth

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