

**RESEARCH ARTICLE :**

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

■ N.B. GAIKWAD*, R.M. SHAIKH AND R.P. KADAM**ARTICLE CHRONICLE :****Received :**

24.02.2015;

Revised :

17.03.2015;

Accepted :

03.04.2015

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

How to cite this article : Gaikwad, N.B., Shaikh, R.M. and Kadam, R.P. (2015). Impact of agriculture base educational intervention on awareness and attitudes of rural youth towards agriculture. *Agric. Update*, 10(2): 126-129.

BACKGROUND AND OBJECTIVES

There are over one billion youth (aged 15 – 24) in the world today. Eighty five (85) per cent of these youth live in the developing world, where 99 per cent of population growth is occurring. Around 50 per cent of the population in developing countries live in rural areas. Many youth are unable to reach their potential because of poverty and associated

hunger and poor health. Rural youth will often look to urban areas for employment and move to cities. But without training in skills suited to the urban labour market, these youth have few opportunities in urban areas (Deshmukh *et al.*, 2008 and 2009). Often, poverty and alienation may lead youth to drugs, crime and make them subject to exploitation.

The agriculture sector in India occupies the centre stage to promote inclusive growth,

Author for correspondence :

N.B. GAIKWAD

AICRP-Human Development, College of Home Science, Vasantnao Naik Marathwada Krishi Vidyapeeth, PARBHANI (M.S.) INDIA

See end of the article for authors' affiliations

enhance rural income and sustain food and nutritional security. Agriculture continues to be a way of life in our country; it provides employment to around 60 per cent of the work force and contributes almost 18 per cent to our gross domestic products (GDP). With more than 6 lakh villages, home to million of farmers and farm workers, it is very difficult to visualize a prosperous India without agriculture and rural development. In this context, we need to look at agricultural strategies that maximize productivity and generate income and employment for the rural population. This task can be accomplished by strengthening the capacity building of rural youth by providing agriculture base educational intervention. In light of the above facts and scenario, the project on capacity building of agrarian families is taken up to improve their status by enhancing the rural youth's awareness about agriculture by adopting positive attitude towards agriculture.

- To enroll rural youth engaged in agriculture from operational villages for giving intervention.
- To implement agriculture base educational intervention for increasing awareness and developing positive attitude in rural youth towards agriculture.
- To study the effects of implemented agriculture base educational intervention on awareness and attitudes of rural youth towards agriculture.

RESOURCES AND METHODS

Retaining youth in agriculture is the need of current era. To enhance rural youth's contribution in agriculture through agriculture base educational intervention, 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 on agriculture 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 as 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. The collected data were pooled, analyzed, tabulated and discussed.

Tools used for the research :

Socio-economic status scale :

The Socio-economic status scale consisted of parameters such as SES of family, types of family, sizes of family, age, gender, ordinal position and parental education. The summated score is categorized as low, medium and high.

Awareness checklist on agriculture :

It comprised of total 32 items. One point for each yes response and zero for no response. The items/statements were on the awareness of soil and water conservation, organic farming, proper use of chemical fertilizers and pesticides, cropping systems and food processing and livelihood security related issues.

Score	Category
Below 10	Poor
10-21	Average
Above 21	Good

Attitude scale on agriculture :

The scale consisted of total 25 items for each statement, responses are elicited on 3 points scale. If the statement is positive the points are given as 3, 2, 1 and it was *vice-versa* for the negative statements. The statements were on importance of agriculture, agricultural education and career opportunities in it.

Score	Category
25-42	Unfavorable
43-59	Neutral
60-75	Favorable

OBSERVATIONS AND ANALYSIS

Table 1 indicates that a majority of the sample rural youth belonged to middle SES group, nuclear type and

Table 1 : Background information of the sample rural youth

Background variables	Percentages of the youth (n=138)
SES of the family	
Low	28.98 (40)
Medium	71.01 (98)
Types of family	
Nuclear	68.11 (94)
Joint	31.89 (44)
Sizes of family	
Small (1-4)	11.59 (16)
Medium (5-8)	72.46 (100)
Large (>9)	15.94 (22)
Age (yrs) of the youth	
15-19	50.72 (70)
20-24	49.27 (68)
Gender	
Female	50.72 (70)
Male	49.27 (68)
Ordinal position	
First born	26.08 (36)
Second born	33.33 (46)
Third born	23.91 (33)
Fourth born	14.49 (20)
Fifth and above born	2.17 (3)
Maternal education	
Non-literates	61.59 (85)
Primary educated	31.15 (43)
High school educated	6.52 (9)
Under graduates	0.72 (1)
Paternal education	
Non-literates	35.50 (49)
Primary educated	32.60 (45)
High school educated	25.36 (35)
Under graduates	6.52 (9)

Figure in the parentheses indicates number of the rural youth

medium size families. About 50 per cent each of them belonged to 15-20 yrs. and 20-25 yrs. and also to both gender. Relatively a higher percentage of their mothers were either non literates or primary school educated while their fathers were either primary school or high school educated.

Table 2 denotes that the awareness mean scores of rural youth about various aspects of agriculture like soil and water conservation, organic farming, proper use of chemical fertilizers and pesticides, cropping systems, food processing and livelihood security issues ranged between 1.81 ± 1.16 to 2.89 ± 1.55 at initiation of the intervention programme. These rural youth's awareness mean scores increased to 3.46 ± 1.22 to 5.64 ± 1.73 after having got exposed to the agriculture base educational intervention in their respective villages. The Z values indicate that their awareness about the enlisted aspects of agriculture (Table 2) significantly increased which inturn reflects that the executed agriculture base educational intervention was found to be very effective in enhancing the awareness of rural youth about agriculture (Gaikwad *et al.*, 2013 and Angaitkar *et al.*, 2013).

Table 3 shows the effect of agriculture base educational intervention on attitude of rural youth towards agriculture. At the initiation of the intervention programme, the mean scores obtained by the rural youth on attitude scale ranged between 9.15 ± 2.32 to 14.56 ± 3.60 with regard to importance of agriculture, agricultural education, career opportunities in agriculture. After having got exposed to the executed agriculture base educational intervention for a period

Table 2 : Impact of agriculture base educational intervention on the awareness of rural youth about agriculture

(n=138)

Aspects of agriculture	Comparison of mean scores obtained by youth on agriculture awareness scale		Z values
	Pre test scores Mean \pm SD	Post test scores Mean \pm SD	
	Soil and water conservation	2.16 ± 1.43	
Organic farming	1.81 ± 1.16	3.46 ± 1.22	11.51**
Proper use of chemical fertilizers and pesticides	2.07 ± 1.40	3.97 ± 1.60	10.49**
Cropping systems	2.89 ± 1.55	5.64 ± 1.73	13.90**
Food processing and livelihood security issues	2.41 ± 1.32	4.86 ± 1.45	14.67**

** indicate significance of value at P=0.01

Table 3 : Impact of agriculture base educational intervention on the attitude of rural youth towards agriculture

(n=138)

Aspects of agriculture	Comparison of mean scores obtained by youth on attitude scale		Z values
	Pre test scores Mean \pm SD	Post test scores Mean \pm SD	
Importance of agriculture	14.56 ± 3.60	23.31 ± 3.32	21.34**
Agricultural education	9.17 ± 2.32	14.39 ± 2.74	17.4**
Career opportunities	9.15 ± 2.32	14.37 ± 2.53	18**

** indicate significance of value at P=0.01

of six months, the rural youth on attitude scale got increased to 14.37 ± 2.53 to 23.31 ± 3.32 in all the three aspects of agriculture. The statistical analysis indicates that the attitude of rural youth towards agriculture was significantly positively increased which inturn indicates that to develop positive attitude in rural youth toward agriculture, agriculture base educational intervention programme should be conducted in rural areas (Khole and Kadam, 2013). Bhore *et al.* (2014) and Kitturmth (2014) worked on the constraints faced by rural youth towards participating in rural development activities and Adarsh Gaon Yojana, respectively. Patel *et al.* (2012) studied on the relative contribution of the personal socio-economical and psychological factors in determining the rural youth's participation in paddy farming.

Conclusion :

It can be concluded that by offering effective agriculture base educational intervention, rural youth's awareness about agriculture can be enhanced and their attitude towards agriculture could be made positive.

Authors' affiliations :

R.M. SHAIKH, AICRP-Human Development, College of Home Science, Vasantao Naik Marathwada Krishi Vidyapeeth, PARBHANI (M.S.) INDIA

R.P. KADAM, Department of Extension Education, College of Agriculture (V.N.M.K.V.), GOLEGAON (M.S.) INDIA

REFERENCES

- Angaitkar, A.G.**, Janjal, V.B., Barse, K.N. and Shedge, V.R. (2013). Problems faced by rural youths while choosing agriculture as their profession. *Agric. Update*, **8**(4): 685-686.
- Bhore, K.S.**, Ekale, J.V. and Sidam, V.N. (2014). Constraint faced by rural youth in participating activities of Adarsh Gaon Yojana. *Agric. Update*, **9**(3): 396-398.
- Deshmukh, P.R.**, Kadam, R.P. and Bhosale, P.B. (2008). Socio-economic impact of integrated rural development programme on rural development. *Agric. Update*, **3**(3&4) : 386-388.
- Deshmukh, P.R.**, Bhosale, P.B. and Kadam, R.P. (2009). Participation of youth in rural development. *PKV, Res. J.*, **33** (1) : 36-39.
- Gaikwad, N.B.**, Shaikh, R.M. and Shinde, P.P. (2013). Effects of agriculture base educational intervention on rural school students' awareness and attitudes toward agriculture. *IOSR J. Agric. & Veter. Sci.*, **3**(3) : 19-23.
- Gaikwad, N.B.**, Shaikh, R.M. and Patange, R.P. (2013). Effects of agriculture base educational intervention on awareness and attitudes of rural youth towards agriculture. AGRESO Report AICRP on Home Science, Vasantao Naik Marathwada Krishi Vidyapeeth, Parbhani, M.S. (INDIA).
- Khole, S.R.** and Kadam, R.P. (2013). Aspiration of post graduate girls students of Marathwada Krishi Vidyapeeth. *J. Agric. Res. & Technol.*, **38**(1) : 157-158.
- Kitturmth, M.G.**, Suradkar, D.D. and Mali, K.N. (2014). Constraints faced by the rural youth towards participating in rural development activities. *Agric. Update*, **9**(1): 151-152.
- Patel, J.K.**, Patel, B.M. and Badhe, D.K. (2012). Relative contribution of the personal socio-economical and psychological factors in determining the rural youth's participation in paddy farming, *Adv. Res. J. Soc. Sci.*, **3** (2) : 157-159.



 ★★★★★ of Excellence ★★★★★