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## Aspirations of rural youth towards Agro-based enterprises

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### Abstract

The study was conducted purposively in Ahmednagar district. The Ahmednagar district comprises of 14 tehsils. The study was conducted in two tehsils i.e. Akole and Sangamner they have completed highest number of villages with diversified rural youth. The five villages were selected randomly from each tehsils thus total 10 villages were selected for study purposes. Thirteen respondents selected who engaged in agriculture activities from each village by simple random sampling technique and thus total 130 respondents were selected for the present investigation. The findings of the study showed that majority of the respondent's belonged to young age group, most of them educated up to higher secondary education level, semi medium size of land holding. Majority of the respondents had only agriculture as occupation, with medium level of social participation, with medium level of cosmopolitaness, medium mass media exposure and medium level of economic motivation. Most of them had medium level of innovativeness, medium level of scientific orientation and medium level of level of attitude. The aspiration of rural youths in different agro based enterprises revealed that foremost aspiration given for Poultry which rank first followed by animal husbandry (milk production). Majority of rural youth had medium level of aspiration.

**Keywords:** Aspiration, rural youth, Agro-based enterprises

### Introduction

India is a country of villages where more than 60 per cent population depends upon agriculture and allied activities. Agriculture plays a dominant role in the development of rural economy. Youth are the most potent segment of the population of a country. Aspirations are the youth's ability to set goals for the future while being inspired in the present to work towards those goals.

Aspiration influence learning and guide youth in making life choices. It is said that the youth depict different attitudes, belief, values, needs and aspirations of life. The development of personal and socio economic and spiritual aspects of rural youth are possible, only when their needs, attitude, habits, values and aspirations of life are recognized early and guided properly. Development of youth through aspirations regarding agriculture and allied occupation determines the development of agriculture and community of rural country. Hence, there is need to study rural youth specifically aspiration in particular Agro based enterprises.

At present the youths are having different needs, aspirations and values of life and accordingly they perform their activities and participation. The development of personal, social, economic and spiritual aspects of rural youth are possible, only when their needs, aspirations are recognized early and guided properly. Therefore, in this study some of these aspects were considered and which would be useful to the agencies involved in the development of rural youth. There are a smaller number of studies in this area of research in Maharashtra. Hence, an attempt was made in this study to know the "Aspirations of rural youths towards the Agro based enterprises". The objectives of the study 1. To study the socio-economic, personal and psychological characteristics of the rural youth. 2. To analyze the level of aspiration of rural youth towards the Agro based enterprises.

### Methodology

The study was conducted purposively in Ahmednagar district. Ahmednagar district comprises of 14 tehsils. The study was conducted in two tehsils i.e. Akole and Sangamner they have completed highest number of villages with diversified rural youth. The five villages were selected randomly from each tehsils thus total 10 villages were selected for study purposes.

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Thirteen respondents selected who engaged in agriculture activities from each village by simple random sampling technique and thus total 130 respondents were selected for the present investigation. Pre-testing of the interview schedule was done outside the study area. After analyzing the pre-testing results, necessary modifications were done in the

interview schedule regarding the wordings, statements and questions. The statistical methods *viz.*, Frequency, Percentage were used for analysis of data.

## Results and Discussion

**Table 1:** Distribution of respondents according to their socio-economic, personal and psychological characteristics

Sr. No.	Independent Variables	Categories	Frequency (n=130)	Percentage
1.	Age	Young	62	47.69
		Middle	49	37.69
		Old	19	14.62
2.	Education	Illiterate	0	00.00
		Primary Education	6	04.62
		Middle school	9	06.92
		Secondary education	23	17.69
		Higher Secondary Education	52	40.00
		Graduate and Post graduate	40	30.77
3.	Size of land holding	Marginal	10	7.69
		Small	49	37.69
		Semi-medium	54	41.54
		Medium	17	13.08
		Large	0	00
4.	Occupation	Agriculture	54	41.51
		Agriculture + Dairy	46	35.85
		Agriculture + Dairy + Goat/Sheep/Poultry	18	13.85
		Agriculture + Business	07	05.34
		Agriculture + Service	05	03.85
		Agriculture	54	41.51
5.	Social Participation	Low	47	36.15
		Medium	63	48.47
		High	20	15.38
6.	Cosmo politeness	Low	38	29.23
		Medium	69	53.08
		High	23	17.69
7.	Mass media exposure	Low	29	22.31
		Medium	66	50.77
		High	35	26.92
8.	Innovativeness	Low	22	16.92
		Medium	82	63.08
		High	26	20.00
9.	Economic motivation	Low	34	26.15
		Medium	74	56.92
		High	22	16.92
10.	Scientific orientation	Low	20	15.38
		Medium	85	65.39
		High	25	19.23
11.	Attitude	Low	45	34.62
		Medium	71	54.62
		High	14	10.76

The results depicted in Table 1 found that Age wise categorization of the respondents showed that majority (47.69%) of the respondent's belonged to young age group in the sample area. The 40 per cent of the respondents were educated up to higher secondary education; this was followed by the respondents educated up to graduate and post graduate education (30.77%). It was observed that 41.54 per cent of farmers possessed semi medium land holding, followed by small land holding (37.69%). The occupation showed that of the total respondents, 41.54 per cent respondents had only agriculture occupation followed by 35.85 per cent had agriculture + dairy as occupation. The 48.46 per cent of

respondents had medium level of social participation. The 53.08 per cent of respondents had medium level of cosmopoliteness. The 50.77 per cent of respondents had medium level of mass media exposure. The majority (63.08%) of the respondents had medium level of innovativeness. The 56.92% Of the respondents had medium level of economic motivation. It was observed that 65.38 per cent of respondents possessed medium level of scientific orientation followed by 19.23 per cent of respondents. The 54.62 per cent of respondents had medium level of attitude. These research findings was in line with Gangawar (2016) [1], Sasane (2011) [2], Tekale (2015) [3], Waman (2006) [4] and Yadav (2016) [5].

**Table 2:** Mean score of respondents according to their aspiration in different agro based enterprises

Sr. No.	Area of aspiration	Row score	Mean score	Rank
1.	Poultry	182	1.28*	I
2.	Animal husbandry (Milk production)	170	1.21*	II
3.	Goat keeping	166	1.19*	III
4.	Crop production	156	1.11*	IV
5.	Agriculture service center	149	1.06*	V
6.	Value addition enterprise	145	1.04*	VI
7.	Vegetable production	135	0.96	VII
8.	Small scale industry	132	0.94	VIII
9.	Fish farming	120	0.86	IX
10.	Fruit production	118	0.84	X
11.	Nursery raising and management	117	0.83	XI
12.	Village artesian	117	0.83	XII
13.	Other related to agriculture	115	0.82	XIII
14.	Overall average	140	1.00	

\*Higher than average value

The data depicted in Table 2 regarding aspiration of rural youths in different agro based enterprises revealed that foremost aspiration given for Poultry which rank first followed by animal husbandry (milk production), goat keeping, crop production, agriculture service center, and value addition enterprises which ranked sixth. Further, the last preference was given for vegetable production followed by small scale industry, fish farming mean score, fruit production, nursery raising and management, village artesian, other related to agriculture. These research findings was in line with The 54.62 per cent of respondents had medium level of attitude. These research findings was in line with Gangawar (2016) <sup>[1]</sup>, Sasane (2011) <sup>[2]</sup>, Tekale (2015) <sup>[3]</sup>, Waman (2006) <sup>[4]</sup> and Yadav (2016) <sup>[5]</sup>.

**Table 3:** Distribution of respondents as per level of aspiration

Sr. No.	Category	Frequency	Percentage
1.	Low	34	26.15
2.	Medium	72	55.38
3.	High	24	18.47
Total		130	100.00

From Table - 3 it is observed that a majority (55.38%) of the rural youth had medium level of aspiration followed by low (26.15%) and 18.47 percent of them had high level of aspiration towards different agro based enterprises. These research findings was in line with Gangawar (2016) <sup>[1]</sup>, Sasane (2011) <sup>[2]</sup>, Tekale (2015) <sup>[3]</sup>, Waman (2006) <sup>[4]</sup> and Yadav (2016) <sup>[5]</sup>.

### Conclusions

The findings of the study showed that majority of the respondent's belonged to young age group, most of them educated up to higher secondary education level, semi medium size of land holding. Majority of the respondents had only agriculture as occupation, with medium level of social participation, medium level of Cosmo politeness, medium mass media exposure and medium level of economic motivation. Most of them had medium level of innovativeness, medium level of scientific orientation and medium level of level of attitude. As regards the level of aspirations of the respondents towards the agro based it was observed that majority of respondents had medium level of aspirations towards the agro based enterprises. The aspiration of rural youths in different agro based enterprises revealed

that foremost aspiration given for Poultry which rank first followed by animal husbandry (milk production). Therefore, it implied that Animal Husbandry Department of State Govt. may take initiatives to provide sufficient subsidies and loan at low interest so that the rural youth can get encourage to start the such agro-based enterprises.

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