

A STUDY ON OCCUPATIONAL ASPIRATION OF RURAL YOUTH IN AGRICULTURE IN PURBABARDHAMAN DISTRICT OF WEST BENGAL

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ABSTRACT

The study was conducted in purba bardhaman of west Bengal to study on occupational aspiration of rural youth in agriculture in purba bardhaman district of west Bengal. A total number of 120 respondents were selected randomly from four villages under katwa block because most of the rural youth were involved in the occupational aspiration. The data were collected through personal interview method by using pre structured interview schedule and later appropriate statistical analysis applied to draw logical findings. The findings revealed that the majority of the respondents belongs to medium level of mass media exposure. Majority of the respondents belongs to the medium level of adoption of agriculture technology.

KEYWORDS: *Rural Youth, Adoption and Mass Media Exposure*

Article History

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INTRODUCTION

Youth means energy and enthusiasm. Youth are the precious asset of our country. They are future communities, stage, Nation. Youth are the most potent segment of population of a country. They are the backbone of a country. The youth of today are hopes of tomorrow.

The ministry of human resource development (1985) considers 'Youth group' in India as person in the age group 15 to 35 years. Youth forms nearly one third of the total population of India. There are over 1.8 billion young people in the world today, 90.00 per cent of whom live developing countries.

Occupational aspirations are the thoughts, feelings, fantasies and goals that people have their work that affect their motivation and decision making with respect to their occupational choice and subsequent participation in their occupation.

Sangamesh (2006) revealed that majority of the respondents (66.66%) had medium level of aspiration where as 15.00 per cent of the respondents had high level of aspirations and meager (18.33%) of them had low level of aspiration in rain fed tract. He further stated that in the irrigated tract majority of the respondents (69.99%) had medium level of aspiration were as 8.33 per cent and 21.66 per cent of the respondents had low and high level of aspiration respectively.

Even though youth are perceived as successful change agent they will assist in time spent spending and selecting modern Agricultural strategies. Youth play an important in a variety of tasks associated with dairy, poultry, fisheries horticulture and Agriculture business.

If the youth were given training in modern Agriculture technologies they would not only be more willing to accept change but they would also be able to influence and educate their family members and others members of the farming community about modern Agriculture Technology.

Lastly it is widely acknowledge that and individuals perception influences his or her behavior. As a result perception of Rural Youth in India towards modern Agriculture will undoubtedly have impact in country's Agriculture development in future.

RESEARCH METHODOLOGY

Descriptive research design was adopted for the study as it describes the characteristics or phenomena that are being studied. The present study was conducted in Purba Barddhaman district of West Bengal. Out of 23 blocks in Purba Barddhaman district, Katwa I block is selected purposively based on maximum area covered under rural youth. From the selected block, four villages were selected purposively based on the maximum area covered under rural youth.

Objectives

1. Analysis of occupational aspiration of rural youth.

RESULTS AND DISCUSSION

Table 1: Assessment and Utilization of Mass Media Exposure

S. No.	Mass Media Sources	Frequency of contact					
		Always		Sometimes		Never	
		Frequency	Per cent	Frequency	Per cent	Frequency	Per cent
1	Radio	26	21.66	38	31.66	56	46.66
2	Television	82	68.33	38	31.66	0	0
3	Newspaper	40	33.33	61	50.83	19	15.83
4	Internet	79	65.83	31	25.83	10	8.33
5	Social media	84	70.00	26	21.66	10	8.33
	a. Facebook						
	b. What'sApp	76	63.33	38	31.66	6	5.00
	c. Twitter	26	21.66	49	40.83	45	37.50

Most of the respondents are not using radio. Majority 68.33 per cent of the respondents are always watching T.V. most of the respondents were used to follow news paper sometimes. Majority of the respondents follow internet high. Majority 70.00 per cent of the respondents were using face book now a days. 63.33 per cent of the respondents are using what's app and few of the respondents were using twitter. The similar findings are also reported by (Preethi 2015)

Table 2: Overall Distribution of Respondents According to their Mass Media (N=120)

S.No.	Categories	Frequency	Percentage
1	Low	39	32.5
2	Medium	50	41.66
3	High	31	25.83
	Total	120	100.00

Findings from the Table- 2 reveal that majority 41.66 per cent of the respondents had medium level of mass media followed by high 25.83 per cent and low 32.05 per cent levels of mass media by the respondents. The similar findings are also reported by (Preethi 2015)

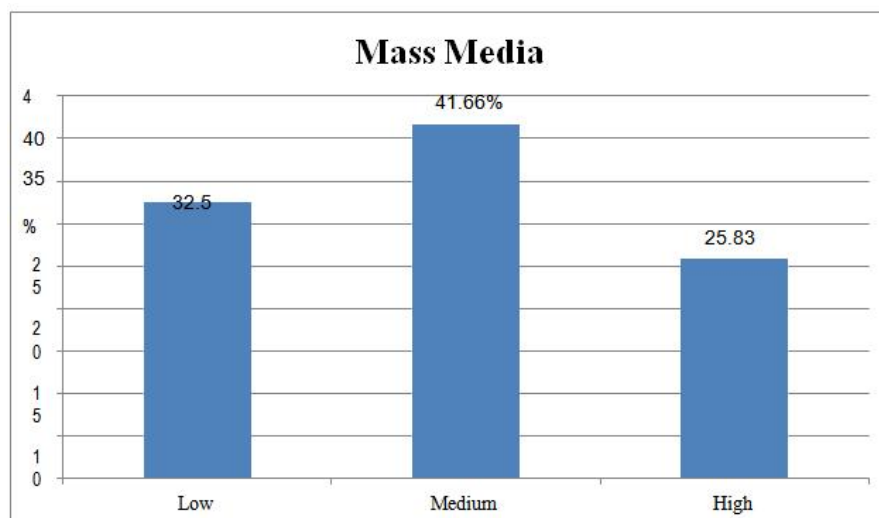


Figure 1: Distribution of Respondents based on their Mass Media Exposure.

Table 3: Analysis of Occupational Aspiration of Rural Youth

(N = 120)

Sl. No.	Occupational Aspirations	Response					
		Most Interested		Moderately Interested		Least Interested	
		Frequency	Per cent	frequency	Per Cent	frequency	Per cent
I. Agriculture Aspiration							
i.	Crop production	32	26.67	52	43.33	36	30.00
ii.	Fruit production	25	23.33	61	50.83	31	25.83
iii.	Vegetable production	56	46.67	48	40.00	16	13.33
iv.	Flower production and landSpacing	48	40.00	54	45.00	18	15.00
v.	Dairy along with agriculture	36	30.00	41	34.17	43	35.83
vi.	Poultry farming	45	37.5	57	47.5	18	15.00
vii.	Organic farming	24	20.00	47	39.17	49	40.83
viii.	Traditional farming	28	23.33	34	28.33	58	48.34

II. Professional Occupation

i.	Want to become an administrative officer.	39	32.5	54	45.00	27	22.50
ii.	Want to be a doctor.	8	6.67	32	26.67	80	66.67
iii.	Want to be a teacher.	46	38.33	52	43.33	22	18.34
iv.	Want to become a scientist.	02	1.67	16	13.33	102	85.00
v.	Want to become an engineer.	31	25.83	37	30.83	52	43.34
vi.	Want to be a banker.	19	15.83	74	61.67	27	22.5
vii.	Want to become an architect.	04	3.33	08	6.67	108	90.00
viii.	Want to be a lawyer.	15	12.5	24	20.00	81	67.5

III. Sales and Business Occupation

i.	Agro-processing industry	48	40.00	54	45.00	18	15.00
ii.	Dairy industry	52	43.33	47	39.16	21	17.50
iii.	Input dealer	36	30.00	45	37.50	39	32.5
iv.	Product selling	28	23.33	56	46.66	36	30.00
v.	Grocery shopkeeper	42	35.00	64	53.33	14	11.66

IV Skilled Occupation

i.	ITI based job in industry	36	30.00	45	37.5	39	32.50
ii.	Trainers	23	19.16	37	30.83	60	50.00
iii.	Farm machine operator	52	43.33	33	27.5	35	29.16
iv.	Event Manager	16	13.33	24	20.00	80	66.66
v.	Technological Manager	19	15.83	43	35.83	58	48.33

V. Unskilled Occupation

i.	Farm labour	36	30.00	52	43.33	32	26.66
ii.	Factory worker	39	32.50	42	35.00	39	32.50
iii.	Cleaner	14	11.66	25	20.83	81	67.50
iv.	Sweeper	5	4.16	32	26.66	83	69.116

Majority of the respondents in agriculture aspiration are most interested in vegetable production. Most of the respondents are moderately interested in crop production, fruit production, flower production, land spacing and poultry farming. Most of the respondents are not interested in dairy, organic farming, traditional farming. In professional occupation most of the respondents are moderately interested in want to become an administrative officer, teacher, bank employee. In sales and business occupation most of the respondents are moderately interested in agro- processing industry, input dealer, product selling and grocery shopkeeper. In skilled occupation most of the respondents are moderately interested in IT based jobs and highly interested in farm machine operator. In unskilled occupation most of the respondents are moderately interested in farm labor, factory worker. The similar findings are also reported by **Radhakrishan, P** and **Arunachalam, R (2019)**.

Table 4: Adoption of Agriculture Technology
(N=120)

S.No.	Categories	Frequency	Percentage
1	Low	30	25.00
2	Medium	67	55.83
3	High	23	19.16
	Total	120	100.00

Findings from the Table - 4 reveal that majority 55.83 percent of the respondents had medium level of Adoption of Agriculture Technology followed by high 19.16 percent and low 25.00 percent levels of Adoption of Agriculture Technology by the respondents. The similar findings are also reported by **Radhakrishan, P** and **Arunachalam, R (2019)**.

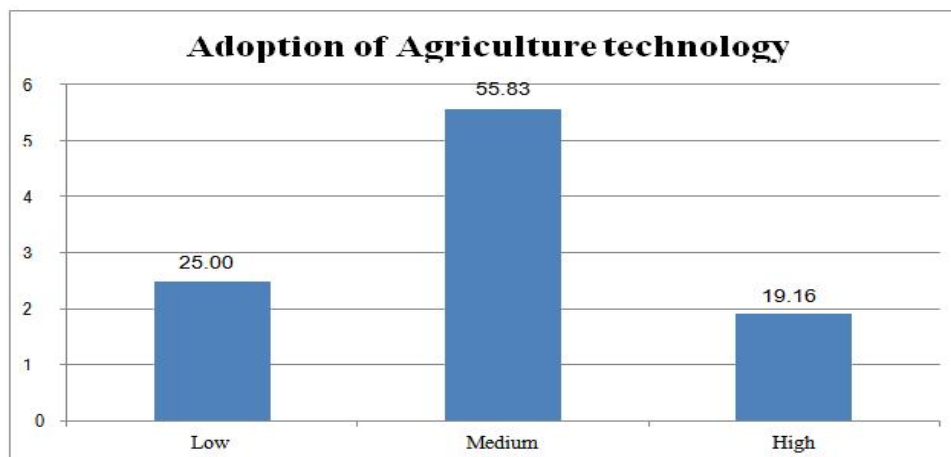


Figure. 2 Distribution of Respondents based on Adoption of Agriculture Technology.

CONCLUSION

It is concluded that the majority of the respondents possessed medium level of assessment and utilization of mass media exposure. Most of the respondents were under fruit production in agriculture aspirations. In professional occupation majority of the respondents were interested to be a bank employee. In sales and business occupation most of the respondents were interested in product selling. In skilled occupation most of the respondents were belongs to farm machine operator. In unskilled occupation most of the respondents were belongs to farm labor. Majority of the respondents were under medium level in adoption of agriculture technology. It was suggested that the government should provide employment and subsidies for the rural youth for their livelihood.

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