



ISSN (E): 2277-7695
ISSN (P): 2349-8242
NAAS Rating: 5.23
TPI 2023; SP-12(9): 823-824
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www.thepharmajournal.com
Received: 20-07-2023
Accepted: 26-08-2023

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Analysing the relationship between profiles attributes of women rural youth and their attitude towards agriculture

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Abstract

The present generation of farmers is becoming older and older in contrast to new generation who is not having satisfactory positive attitude towards pursuing agriculture as an occupation. In this regard, the study was designed to identify relationship between profile of women rural youth and their attitudes towards agriculture as an occupation. The present investigation was undertaken in four districts of Chhattisgarh state during 2022-23. Rural women having agriculture as their family occupation and aged between 15 to 29 years were considered. It has been found that respondents' age, age of marriage, size of family, marital status, utilization of source of information, extension participation, participation in agricultural activities were positive and highly significantly correlated.

Keywords: Women, rural, youth, attitude, generation

1. Introduction

Women are an equally important human resource for agricultural development therefore their positive attitude towards agriculture as an occupation can play a great role towards their involvement in future agriculture. Attitude exerts direct influence upon individual's response and choices. In the coming years, one of the biggest challenges for Indian agriculture would be changing the perception, attitude of youth and attracting them for their involvement in agriculture. Various dimensions i.e. migration, aspiration, economic and technological attributes, social status and work environment etc. exerts significant influence upon development of attitude towards agriculture. Based on challenges faced by women in terms of gender, location, age and division of labour, it has also been found that most of the women rural youth perceive agriculture as labourious, non-profitable and least lucrative enterprise.

In the context of ever-increasing needs, generally as a result of increased contact with urban areas, demands and comforts, youths want to change their lifestyle through secure jobs and non-farm employment. This discourages youth from developing positive attitude towards agriculture as occupation. Generally, majority of youth, especially young women end up working as helpers on their family farms.

Active participation with positive attitude of women rural youth in the entire development process is essential for overall socio-economic development of any country. They play an active role in achieving food and nutrition security by supporting their households and communities, in generating income and improving rural livelihoods resulting in overall well-being. Present study is an attempt to analyse their personal characteristics which influence and contributes towards developing attitude of women rural youth towards agriculture-based livelihood activities

2. Materials and Methods

Present investigation was carried out during 2022-23 in four purposively selected districts namely Durg, Raipur, Bilaspur and Rajnandgaon of Chhattisgarh state which were having highest rural female population. Rural women falling in age group from 15 to 29 years and having agriculture as their family occupation were considered. Primary data were collected from sample of 240 women rural youth from randomly selected 24 villages using pre-tested interview schedule through personal interview method. The Ex-post-facto research design has been used in present investigation. To find out the relationship among selected independent variables, correlation co-efficient 'r' was calculated.

3. Results and Discussion

The findings of correlation analysis between independent variables and attitude is given in Table 1. It revealed that variables namely, respondent's age, age of marriage, size of family, marital status, utilization of source of information, extension participation, Participation in agricultural activities were found to be positive and significantly correlated at 0.01 level of probability. It means that with an increase of these variables, the attitude will also increase and vice versa.

The probable reason might be that elder youth, married women, having larger family size are more likely to participate in agricultural activities as compared to unmarried youth due to their responsibility of fulfilling daily socioeconomic needs. In addition to this, utilization of source of information and extension participation leads to greater exposure towards technical know-how and positive avenues related to agriculture that results into their greater participation in agricultural activities. These factors together exert great influence in developing a favourable attitude towards agriculture.

Table 1: Relationship of the independent variables with attitude

Sr. No.	Independent variable	Correlation coefficient (*r' values)
		Attitude
1	Age	.334**
2	Caste	0.108
3	Mobile possession	-0.109
4	Marital status	.243**
5	Age of marriage	.228**
6	Education	-.159*
7	Size of family	.215**
8	Land ownership	0.011
9	Landholding	0.067
10	Involvement in various activities	-0.105
11	Family occupation	-0.116
12	Annual income	-0.046
13	Social media utilization	-.165*
14	Social participation	-0.042
15	Utilization of source of information	.224**
16	Extension participation	.238**
17	Participation in agricultural activities	.173**

* Significant at 0.05 level of probability,

**Significant at 0.01 level of probability

The two variables i.e. education and social media utilization were found to be positive and significantly correlated at 0.05 level of probability. Social media has facilitated in enormous dissemination of information and knowledge. Education and knowledge leads to wisdom. These factors also facilitate in greater understanding of positive facts which ultimately leads to change in perception and attitude of women rural youth towards agriculture as an occupation.

While remaining variables including caste, mobile possession, land ownership, landholding, involvement in various activities, annual income, family occupation and social participation did not indicate significant relationship with attitude.

4. Conclusion

It is vital to reorganize farming techniques and agricultural system in such a way that young people will find them to be stimulating as well as economically rewarding. From the results it can be concluded that women rural youth should be exposed to and are educated about positive avenues and

opportunities in agriculture since earlier age by their parents or school or through other social organizations. Agricultural information and success stories should be disseminated by utilizing social Medias and other source of information through localite and cosmopolite source or other mass Medias. Women rural youth must be involved and their participation should be increased in various agricultural and extension activities. These measures would surely reinforce in developing their positive attitude towards agriculture. Therefore, agencies can make provisions for improving these variables to persuade more and more youth towards agriculture.

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