



Profile of Rural Youth and Attitude Towards Village Development Activities

Mohd Mushahid Akhtar ^{1 *}, Dr. Priyanka Sirivastava ²

1. Research Scholar, Kalinga University, Raipur, Chhattisgarh, India
akhtar.mushahid21@gmail.com ,
2. Professor, Commerce Department, Raipur, Chhattisgarh, India

Abstract: The current research set out to examine the connection between the demographics on the attitudes and perspectives of rural adolescents in Maharashtra's Latur district towards village development programs. This study's researchers employed a random sample technique to choose the villages, talukas, and districts. The results showed that among rural adolescents, 68.65% had a positive attitude, 17.79% had a very positive attitude, and 13.56% had a negative attitude. Additionally, it was noted that a large portion of rural kids (86.44 percent) had a positive outlook on agricultural education and its potential dissemination via New York City youth groups. Apart from that, it was observed that 40.07 percent of the youth among rural areas see Nehru Yuva Kendra as the least effective medium for educating rural youth. The attitude of rural youth towards village development activities was shown to be positively and significantly correlated with age, education, religion, family type, family size, annual income, usage of information sources, extension contact, and accomplishment motivation according to the correlation coefficient (r).

Keywords: Activities for village development, Nehru Yuva Kendra, Attitude, Rural Youth Club

----- X -----

INTRODUCTION

One of a country's most valuable resources is its youth. In addition to being among the greatest investments for a country's development, they include rightfully seen as the leaders of tomorrow. They are an excellent indicator of a nation's ability to both reproduce and maintain itself. Their country's progress is proportional to their vigour, level of responsibility, and social positions. Any nation serious about rural development must recognise that its young are its most valuable resource. The only option for a nation to guarantee its future growth and development, according to Lagun (2002), is to invest in its young. When it comes to rural area development, the youth's input is crucial. When it comes to improving rural communities, young people are crucial. The foundation of emerging nations' economic advancement is the growth of rural regions. As a result, the current research, titled "Relationship between Profile of Rural Youth and Attitude towards Village development activities,"

The youth of today are the driving force behind national growth in so many countries because they are full of the enthusiasm and energy that is needed to make a difference. The country's future growth is in the hands of its youth. The quality of a country's youth is directly related to its rural regions' socioeconomic growth and prosperity. Because young people in rural areas may find their way and follow the herd when it comes to development. The country's overall population is mostly composed of young people. With unmatched cerebral and physical strength, they are the crown jewels of our country and its future rulers. If given the chance, these priceless human assets may contribute significantly to nation-building endeavours. Rapid and profound modernization is possible for any nation that can tap into its young people's boundless

creativity and energy. The study's overarching goal is to quantify rural youths' perspectives on rural development initiatives.

The establishment of the Nehru Yuva Kendras (NYKs) has given concrete form to the idea that young people may be agents of change in rural emerging societies that are devoted to growth with social justice, which is essential for India's progress. Properly using the potential of our kids in the growth process for our nation is really necessary.

Recognising that no nation can progress or advance if it ignores its kids, the Indian government and other nonprofits have stepped up to provide youth welfare programmes. Many organisations, both public and private, are now running youth programming. A greater number of young people will be involved in nation-building activities, and the initiatives will aim to instil in them values of patriotism, unity, and adventure, as well as an understanding and respect for India's storied cultural history. The importance of youth has been highlighted by the ministry of human resources development, which has supported many programs and activities aimed at youths, regardless of whether they are students or not.

In light of the importance of understanding rural youth attitudes as a foundation for project development, this study is anticipated to play a significant role in crafting a robust rural youth development programme, which will subsequently hasten the country's rural development and ensure the program's success. Everyone from policymakers to extension workers to administrators to other non-profits that play a role in NYK programme implementation, whether directly or indirectly, stands to benefit from the study's conclusions.

LITERATURE REVIEW

Rana, Jai Chand, and Ishwari Singh Bisht. (2023), The hill tribes of Uttarakhand, India, relied on labor-intensive subsistence farming for their livelihood up until the last few decades. Rural youngsters make up the bulk of the workforce, but many are dissatisfied with agriculture and are leaving in droves to pursue careers in other industries. Numerous hill agricultural areas have been deserted and occupied by youths due to the massive migration of this demographic. The sustainable transformation of food systems must include young, who have unique interests in these systems. This may turn the hill region, which is known to be a migratory hotspot, into a location where young people from rural areas have greater opportunities to find gainful employment. Consequently, the agricultural industry has to evolve into a more dynamic and energetic workplace. Opportunities abound, and obstacles may be eliminated. In this exploratory study, we look at ways to include young people from rural regions in the process of changing the food system, in addition to identifying priority topics for research on local food systems. Our data collection method involves holding focus group discussion (FGD) sessions in around one hundred hill villages in Uttarakhand, including all of the main agricultural regions. Improving local food production and consumption is the primary emphasis of this project. This has several beneficial economic, social, and environmental implications, as well as significant health and wellbeing advantages for local communities. Furthermore, we delve into the potential for agri-ecotourism, a mutually beneficial partnership between the tourism and agricultural industries, to revitalise mountain farming. The rural economy will benefit from agri-ecotourism if it becomes a means of sustenance for local youngsters via home-or farm-stays. As they delve into the culinary travel chances in homestays, travellers may learn about the intangible and tangible

parts of the host region's cuisine culture while also learning about Uttarakhand's rich cultural legacy. The study's results will be useful for state and municipal planners and lawmakers in zeroing down on certain policy concerns. In addition, this pilot project will provide young, enthusiastic researchers a leg up when it comes to generating empirical data for their respective areas and doing follow-up, in-depth examinations.

In a 2017 study, Sumberg, Yeboah, Flynn, and colleagues Agriculture, according to a new school of thought, is the way forward for Africa's young job crisis. Programmes that aim to involve youth in agriculture include assumptions about the interests and actions of the youth, and the research that supports this dogma finds many recurring obstacles to enhanced production. This article presents the findings of a research that used Q Methodology to survey secondary school pupils in Ghana. Finding out how much the students' views matched up with the guiding principles of the new orthodoxy was the goal. Various interpretations of the two issues (Why do young people have such a negative view of farming?) are supported by the results. It is possible to determine what has to be done in relation to youth and agriculture. The views of the students and the new orthodoxy are similar in many respects. But we also found two major sources of disagreement, and we talk about what it means.

Victor Manyong, Zoumana Bamba, Tahirou Abdoulaye, Shiferaw Feleke, Yami, and Mastewal. the year 2019, One major technique to provide job prospects in Africa is to include rural adolescents in agriculture. Governments and development partners have been working towards this goal for a while now, using a variety of initiatives to encourage young involvement in agriculture. Unfortunately, evidence-based policy development is hindered by a lack of data on successful and unsuccessful initiatives. To address this information vacuum, we used a deductive coding strategy to do a thorough literature analysis of programmes that encourage youth participation in agriculture. Despite several restrictions, the results demonstrated that development partners and African governments' efforts had a positive impact. Agribusiness initiatives led by young people have a better chance of success when they get ongoing guidance from experienced mentors who can help them navigate the technical and financial challenges they face. Future interventions should take into account the diverse goals, interests, capabilities, and expectations of young people, as well as the difficulties they face in gaining access to resources and organizing together, according to this evidence. Increased effect on livelihood improvements may be achieved via the design of future initiatives that are focused based on solid partnerships between rural areas, universities, researchers, and businesses.

The authors of the 2019 study are Chauhan, N.B., Kumar, H.M.V., and Patel, D.D. A catastrophe is brewing in India's agricultural sector as a result of systemic change. In recent years, agricultural production has been growing at a slower pace. The agricultural sector's proportional share of GDP has been shrinking for some time now. This research was place in the Ahmedabad area of Gujarat, India. Using an Ex-Post-Facto study approach, we surveyed 100 agricultural landholders from 20 different communities to find out what makes farming not appealing to them. The correlation coefficient (r) between parameters that contribute to avoiding The following factors were shown to have a statistically significant relationship at the 0.01 level: age (0.589), education (0.330), agricultural experience (0.250), profession (0.446), livestock ownership (0.207), and annual income (-0.236) as a means of subsistence. According to the results of the regression analysis, the personal variables significantly impacted the decision not to pursue a career in agriculture ($p = 0.730$). After this, there was a positive and substantial effect from the economic

element (0.291) and the social factor (0.229). In order to have a thorough understanding of each element, we analyse data on the following: the personal, social, economic, psychological, market, situational, labour, and next-generation aspects that agricultural landholders encounter. The recommendations that have been carefully considered will assist in turning agriculture into a lucrative industry, which will in turn encourage young people and farmers to go on with farming. Urgent reforms to current agricultural policy are required if we are to find a way out of this mess, rather than relying on isolated initiatives. The expansion and improvement of other industries must not come at the expense of farming.

In a 2013 study, Kitturmath, Suradkar, and Thombre Under the auspices of Marathwada Krushi Vidyapeeth, Parbhani (M.S.), this research was conducted in 2011 and 2012 at the College of Agriculture in Latur. The Latur district was the site of the research. We used a random selection process to choose three tahsils and four villages within each tahsil. A sample of 120 respondents was obtained by selecting 10 individuals from each community. Data was processed and analyzed statistically using statistical methods such as correlation, proportion, mean, and standard deviation following respondents were questioned in person. Age, education, family composition, family size, information source utilisation, extended contact, social involvement, and achievement motivation were chosen as independent factors for the research. The results showed that when it came to rural development efforts, the majority of respondents (70.83%) had a positive view, while 15.0 percent had a negative one, and 14.17% were in the opposite camp.

MATERIALS AND METHODS

Researchers in Maharashtra State's Marathwada area gathered their data. The Latur district was chosen at random from this area using a lottery system for the purpose of this investigation. The Latur district was used to randomly choose three talukas: Latur, Chakur, and Nilanga. In order to conduct the research, four villages were chosen at random from each of the tahsils. This led to the selection of twelve communities for the research. A random sample of ten residents was drawn from each hamlet. Therefore, a total of 120 participants were included in the research. The study design that was used was ex-post facto.

An organized Considering the goals of the research, an interview schedule was developed. The research design and interview schedule were determined before data was gathered using the personal interview technique. Information was categorized, tabulated, and evaluated using frequency, percentage, For the analysis, the correlation coefficients were used.

RESULTS AND DISCUSSION

A total of 118 young people from rural areas took part in the survey after being selected at random. The attitude of each responder was computed scale total by summing their scores on each question. In this research, young people from rural areas had scores ranging from 79 to 117, with an average score of 102.09. Among young people living in rural areas, the lowest possible score was 28 and the highest possible score was 140. There was a standard deviation of 0.30 and a mean score of 3.65.

The attitude of rural adolescents towards various NYK activities was assessed by recording their responses to twenty-eight statements. These responses were then evaluated statement by statement, and the results are shown in Table 1.

The top-ranked remark, "The latest agricultural information can be transferred to rural youth through NYK youth club," received 4.29 million points. The following was the sequence of replies to this statement:

Response	No.	%
Strongly agree	54	45.76
Agree	48	40.68
Undecided	14	11.86
Disagree	0	0.00
Strongly disagree	2	1.70

From the given ranking of responses, it is clear that Eighty-four percent of rural teens felt positively about the statement. The mission of the NYK Youth Club is to provide young people in rural areas with access to up-to-date agricultural knowledge. This is deduced from the fact that the NYK initiative was well-received by young people in rural areas.

Number 28 on the list, "Youth adventure promotion programme of NYK develop confidence in rural youths," had a 4.07 MS tank rating, which was the second-highest. Here is the sequence in which these statements were addressed:

Response	No.	%
Strongly agree	43	36.44
Agree	44	37.29
Undecided	27	22.88
Disagree	4	3.39
Strongly disagree	0	0.00

The results show that the majority of rural adolescents (73.73%), when asked about NYK programs, had a positive impression of them, which led to their placement in second place.

The second statement on the scale, "Nehru Yuva Kendra is least potent media to educate the rural youths," obtained the lowest mean score (3.36 MS) after all 28 statements were critically examined. Following this remark, the sequence in which to respond to it is detailed below:

Response	No.	%
Strongly agree	5	4.24
Agree	11	9.32
Undecided	50	42.37
Disagree	41	34.75
Strongly disagree	11	9.32

As you can see, 44.07 percent of the young people living in rural areas felt negatively about this remark. "i.e. "Nehru Yuva Kendra is least potent media to educate the rural youths".

Table 1. N = 118 Rural Youth Attitude Survey Regarding NYK's Various Rural Development Programs

Attitude statements	Response categories					Mean score	Rank
	SA	A	UD	D A	SD A		
The latest agricultural information can be transferred to rural youth through NYK youth club	54	48	14	0	2	4.29	I
NYK is least potent media to educate the rural youths	5	11	50	41	11	3.36	XXIII
NYK helps the rural youths to develop their skill through training programmes	32	52	29	4	1	3.93	III
Youth leadership training programme through NYK does not help	3	8	29	57	21	3.72	VIII
the youths to know various aspects of rural development							
The theme of vocational training programme is sustainable and gainful for self employment under NYK	25	55	27	9	2	3.75	VI
Youth cultural programmes are not organized to preserve and enrich cultural heritage folk art for rural youths	4	11	34	53	16	3.56	XV
Youth club members get more information about NYKs through youth development programme	22	49	30	16	1	3.64	XIII
NYK is a least powerful tool for motivation of rural youths	5	14	27	41	31	3.67	XII
The awareness campaigns are designed to utilize the vast network of youth club members through NYK	20	44	36	14	4	3.53	XVI
Educational tours conducted by NYK provide less opportunity for learning, so it is simply wastage of time and money	1	13	32	55	17	3.63	XIV

Cultural programme is a good source for entertainment	32	44	31	10	1	3.81	IV
Shramdan through work camp organized by NYK create dispute and inferiority among youths	4	11	28	51	24	3.68	XI
Questions-answer – session is the most important part of youth training programme for rapport development	26	33	40	15	4	3.53	XVI
The group facilities under NYK for the rural youths are inadequate	12	14	26	41	25	3.45	XX
NYK is improving socio-economic status of rural youths	23	57	24	11	3	3.73	VII
Sports programme of NYK creates disputes among rural youths	4	18	34	52	10	3.39	XXII
Vocational training programmes are simply a means of wastage of time	5	20	34	31	28	3.48	XIX
Activities taken for self employment under NYK are based on social and economic needs of the rural youths	22	44	34	14	4	3.56	XV
Awareness campaigns of NYK does not help to minimize social evils	3	16	36	44	19	3.51	XVII
Sports promotion programmes accelerate group action in rural youths	28	43	31	13	3	3.68	XI
Workshops and seminars organized by NYK are means of wastage of time for rural youths.	3	11	29	59	16	3.63	XIV
Leadership is developed in rural youth by various activities of NYK	16	46	33	17	6	3.42	XXI
NYK is inefficient to organize programme as national / international days /weeks	8	17	29	42	22	3.45	XX

Youth club is to create the confidence in rural youths for utilizing the latest agril.information for increasing agril./ livestock production	25	48	34	8	3	3.71	IX
NYK does not creates self employment to the rural youths	1	10	39	43	25	3.69	X
NYK is very important for rural youths living in the villages	34	39	30	14	1	3.77	V
NYK programme is inefficient in providing educational facilities to the rural youths	2	17	37	45	17	3.49	XVIII
Youth adventure promotion programme of NYK develop confidence in rural youths	43	44	27	4	0	4.07	II

The study's overall results show that 86.44% of rural teenagers had a positive attitude towards the NYK program. Patel et al. (2006), Rathore et al. (2002), Saini (2005), and Meshram et al. (2006) also saw similar outcomes.

This suggests that the majority of young people in rural areas have enjoyed the NYK programs. This could be because the kids in rural areas have been actively involved in NYK activities and have helped achieve its goals.

How the demographics of young people living in rural areas influence their perspectives on

community development initiatives

Personality traits related to age and outlook

A favourable and statistically significant relationship between the age Around rural kids and their perspective on initiatives aimed at enhancing village life was shown in table 2.

What this suggests is that the attitude level of rural adolescents varied with age. Age may have developed a positive and highly significant link with attitude, because it is reasonable to assume that respondents' levels of attitude increased as their ages did.

Education and attitude

Education and the outlook of young people in rural areas on village development initiatives were positively and significantly correlated, according to table 2's data.

It follows that education has likely impacted the perspective of young people in rural areas on village development, since it has led to a rise in the literacy rate among the respondents. Teens who have a good education are more likely to take risks with new ideas, have better decision-making skills, be active in extracurricular activities, and have greater access to resources like extension agencies and media.

A person may familiarize oneself with the abilities necessary for growth via their degree of schooling. A strong and positive correlation between attitude and education may emerge from this.

Faith and perspective

According to table 2, there was a strong and favourable relationship between the religious beliefs of young people in rural areas and their attitudes towards community development initiatives.

Family type and attitude

Table 2 shows that young people in rural areas had a more favourable and statistically significant outlook on village development initiatives when they were from certain types of families. Because there are less restrictions on youth in nuclear families, this clearly indicates that rural youth's mentality and family type are positively associated. Consequently, the perspective of young people in rural areas on village development initiatives is significantly affected by the sort of household they come from.

Table.2 The correlation coefficient between the demographics of young people living in rural areas and their views on community development initiatives

Sl. No.	Independent variables	Co-efficient of correlation (r values)
1.	Age	0.430**
2.	Education	0.444**
3.	Religion	0.494**
4.	Family Type	0.463**
5.	Family size	0.461**
6.	Annual Income	0.498**
7.	Use of sources of information	0.556**
8.	Extension Contact	0.502**
9.	Achievement motivation	0.502**

Family size and attitude

Table 2 shows that the relationship between family size and the way young people in rural areas feel about village development projects is favourable and statistically significant. It seemed reasonable to assume indicated one's outlook was positively and significantly correlated with the size of their family. Perhaps more people are using more sources of information and have more social ties. Consequently, family size has a significant impact on rural adolescent attitudes towards village development initiatives.

Personal attitude and yearly salary

According to Table 2, there was a strong and positive relationship between the yearly income young people in rural areas and how they feel about initiatives to improve their communities. It follows that respondents' economic position is determined by their yearly income. The outlook of rural kids may be shaped in this way. There may be a favourable and statistically significant correlation between the respondents' yearly income and the way young people opinions on village development initiatives among rural residents.

Utilisation of data sources and mentality

A favourable and statistically significant correlation was observed between the variables in Table 2 way young people in rural areas felt about village development projects and the information sources they used. When given access to a greater variety of information sources, a person is more likely to form an opinion. People who utilize multiple sources to get their news are more likely to be exposed to different types of media, which influences their mindset. To better understand the contents of any communication, it is helpful to use many sources of information. It might be because of for this reason , rural youth's attitude towards village development activities correlates positively and significantly with the utilisation of sources of information.

Extension contact and attitude

Table 2 shows that the relationship between attitude and extended contact was favourable and statistically significant. It seems to reason that respondents who have had more interactions with the extension agency are more likely to have a positive attitude, learn more about a specific component of village development,

and collect more information. Accordingly, for there to have been a link between agency, attitude, and interaction with extension people in this research, it must have been positive and statistically significant.

Drive for success and mentality

Table 2 shows that there was a favourable and statistically significant correlation between the success motivation of rural youth and their attitude towards village development initiatives. Education leads to a gain in both knowledge and attitude, which in turn motivates individuals to pursue objectives they have set for themselves. As a result, there is a positive and substantial association between accomplishment motivation and attitude.

The study's demographic breakdown was as follows: respondents were middle-aged, had completed some college, were Hindu, belonged to a nuclear family, had a medium-sized family, had a medium-sized income, used medium-sized sources of information, had medium-sized extension contacts, and were moderately motivated to achieve. Age, education, religion, family type, family size, yearly income, number of information sources used, extension contact, and achievement motivation were all positively and statistically significantly correlated with rural youths' attitudes towards village development activities.

CONCLUSION

It was determined that NYK's rural development initiatives were well-received by the majority of rural youngsters the NYK youth club was an effective means of transmitting these attitudes and knowledge about agriculture to these young people. Results showed that rural youth participated in a vocational training programme that improved their functional abilities, effectiveness, efficiency, and productivity in the lead-up to self-employment, and that the NYK Adventure Program for Youth helped boost rural youth confidence. Research shows that youth club development programmes may encourage a positive outlook on agriculture as a career path and teach young people about science and its role in addressing societal issues. Research into agricultural and rural development initiatives has shown that young leadership training programmes are crucial to their effectiveness. Additionally, it was discovered that teaching rural adolescents about social veils, familial domination, child marriage, alcoholism, retrogressive practices, etc., is an essential component of an awareness campaign strategy. In general, the survey found that young people in rural areas had a good outlook on the various rural development programmes run by Nehru Yuva Kendra.

References

1. Rana, Jai Chand, and Ishwari Singh Bisht. (2023). "Reviving Smallholder Hill Farming by Involving Rural Youth in Food System Transformation and Promoting Community-Based Agri-Ecotourism: A Case of Uttarakhand State in North-Western India" *Sustainability* 15, no. 11: 8816. <https://doi.org/10.3390/su15118816>
2. Kumar, H.M.V., Chauhan, N.B., Patel, D.D. et al. (2019), Predictive factors to avoid farming as a livelihood. *Economic Structures* 8, 10. <https://doi.org/10.1186/s40008-019-0141-7>
3. Sumberg, J., Yeboah, T., Flynn, J. et al. (2017), Young people's perspectives on farming in Ghana: a Q study. *Food Sec.* 9, 151–161. <https://doi.org/10.1007/s12571-016-0646-y>

4. Yami, Mastewal, Shiferaw Feleke, Tahirou Abdoulaye, Arega D. Alene, Zoumana Bamba, and Victor Manyong. 2019. "African Rural Youth Engagement in Agribusiness: Achievements, Limitations, and Lessons" *Sustainability* 11, no. 1: 185. <https://doi.org/10.3390/su11010185>
5. Kitturmath, M.G., Suradkar, D.D. and Thombre, B.M. (2013). Extent of economic gain through drip irrigation system by banana growers. *Agric. Update*, 8(4): 683-684.
6. Sajjan, P.S. 2016. Comparative profile analysis of rural youth in rainfed and irrigated tracts of Bagalkot district. Unpub. M.Sc. (Ag.) Thesis, Dharwad University of Agricultural Sciences, Dharwad, p. 67-71.
7. Gogoi, M. E., Phukan and R. K., Talukdar 2011, Impact of farmers training programme on adoption of rice production technology by farmers. *Mah. J. Ext. Edu.* 19 : 232 -238.
8. Abdel Raouf Suleiman Bello, Hassan Abdelnabi Allajabou, Mirza B Baig. Attitude of rural youth towards agriculture as an occupation: A case study from Sudan. *International Journal of Development and Sustainability*, 2017, 4(4).
9. Anamica M, Ravichandran V. Attitude of rural youth towards farming. *Madras Agric J.* 2014;101(1):79-86.
10. Deshmukh SA, Mokhale AN, Chavan SU. Participation of rural youth in farming. *Advance Research Journal of Social Science.* 2011;2:207-209.
11. Kitturmath MG, Suradkar DD, Bharamagoudar MV, Thombre BM. Study of demographic profile and attitude of rural youth towards rural development activities. *Trends in Biosciences.* 2014;7(11):1043-1046.
12. Yadav Amita. Attitude of students towards agriculture as a profession. *International Journal of Agricultural Science and Research.* 2016;6(6):177-182.
13. Soni, M.C. and Nandapukar, C.G. (2011). Role of participation of rural youth in rural development programmes. *Maharashtra. J. Extn. Edu.*, 9: 319-321.
14. Meshram, V., Pyasi, V.K., Chobitkar, N., Rawat, S. and Ahirwar, R.F. (2016). Attitude of beneficiaries to Swarnjayanti Gram Swarozgar Yojana. *Indian Res. J. Ext. Edu.*, 6 (3) : 22-24.
15. Tekale, V.S., Mali, M.D. and Shaikh, J.I. 2015. Aspirations of rural youth towards self-development. *Adv. Res. J. Soc. Sci.*, 6 (1): 36-41.