

INTERNATIONAL JOURNAL OF LAW MANAGEMENT & HUMANITIES

[ISSN 2581-5369]

Volume 7 | Issue 4

2024

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A Study on the Perspective of Young Individuals on Agriculture and Related Jobs and the Corresponding Indian Government Initiatives

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ABSTRACT

India's economy relies heavily on agriculture, employing a considerable portion of its workforce. Rooted in a deep historical connection to farming practices, this sector significantly contributes to the nation's GDP. The views of young individuals regarding agriculture and related employment, along with their knowledge of relevant Indian government programs and opportunities, hold immense significance in shaping the trajectory of the agricultural sector. As agriculture undergoes transformation, grasping the attitudes and inclinations of the younger demographic towards agricultural professions becomes ever more essential for the sector's sustained growth and rejuvenation. Analyzing these perspectives and their compatibility with governmental efforts enables policymakers and stakeholders to craft precise approaches aimed at enticing, involving, and empowering young individuals in agricultural pursuits, thereby fortifying the sector's endurance and prosperity for the future. The research aims to study the perspective of young individuals on agriculture and related jobs and corresponding Indian government schemes. The descriptive study was conducted among individuals collected in and around Chennai. The findings indicate a requirement for increased awareness of agricultural schemes among individuals with higher levels of education and those residing in urban areas. Individuals employed in the private sector or self-employed are inclined towards agricultural and related occupations, with a significant influence from entrepreneurial opportunities.

Keywords: *Agricultural Economy, Youth Perspectives, Government Programs, Urban Agriculture, Entrepreneurial Opportunities.*

I. INTRODUCTION

Agriculture has been integral to India's economy and social structure for centuries, influencing its cultural and economic realms significantly. The country's diverse agro-climatic zones

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contribute to a rich agricultural heritage encompassing a variety of crops and farming techniques. Employing a substantial portion of the population, the sector plays a crucial role in providing livelihoods across the nation. However, Indian agriculture confronts challenges such as fragmented landholdings, water scarcity, and the imperative for sustainable practices.

The government has instituted various initiatives to tackle these issues and foster modernisation, technology adoption, and rural development. The Pradhan Mantri Kisan Samman Nidhi (PM-Kisan) stands as a direct income support program designed to provide financial assistance to small and marginal farmers. In addition, initiatives such as the Pradhan Mantri Fasal Bima Yojana (PMFBY) are geared towards minimizing the risks associated with crop failure due to natural calamities, ensuring farmers receive appropriate compensation. The government's focus on improving irrigation infrastructure, as seen in programs like the Pradhan Mantri Krishi Sinchayee Yojana (PMKSY), aims to tackle water scarcity issues, thereby enhancing agricultural productivity.

Furthermore, various schemes reflect endeavours to promote organic farming, streamline access to credit, and foster the adoption of modern agricultural technologies. The Rashtriya Krishi Vikas Yojana (RKVY) plays a crucial role in involving the youth in agriculture-related activities by supporting projects that boost productivity, create agricultural infrastructure, and promote agribusiness. Simultaneously, the National Skill Development Corporation (NSDC) has partnered with the Ministry of Agriculture to introduce tailored skill development programs for young individuals in the agricultural sector. These initiatives aim to equip youth with the necessary technical and entrepreneurial skills, enabling them to contribute effectively to the evolving agricultural landscape.

Concurrently, the Startup India initiative has facilitated the rise of numerous agri-tech startups, typically initiated by young entrepreneurs who leverage technology to address various agricultural challenges, from precision farming to supply chain management. The government actively supports these ventures through various schemes and incentives to encourage their growth. Additionally, the Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) focuses on rural youth, providing skill training and placement services in diverse sectors, including agriculture. By enhancing the employability of rural youth, this scheme contributes to the development of a skilled workforce capable of meeting the evolving demands of the agricultural sector.

The rise of agri-tech startups, frequently spearheaded by young entrepreneurs, represents a paradigm shift by seamlessly integrating technology, data analytics, and precision farming

techniques into conventional agricultural practices. This transformative approach has not only enhanced the appeal of agriculture but has also underscored its capacity to evolve into a dynamic and forward-looking industry.

The innovative use of technology, such as IoT devices, drones, and data-driven insights, is ushering in a new era of efficiency and sustainability in farming. As these pioneering perceptions persistently evolve, they hold the potential to revitalise the agricultural landscape, offering a promising outlook for a vibrant and resilient future for the sector. This convergence of youth-driven entrepreneurship and technological advancements is redefining the narrative around agriculture, positioning it as an attractive and progressive career choice.

The research aims to study the perspective of young individuals on agriculture and related jobs and corresponding Indian government schemes. The descriptive study was conducted among individuals collected in and around Chennai. The findings indicate a requirement for increased awareness of agricultural schemes among individuals with higher levels of education and those residing in urban areas. Individuals employed in the private sector or self-employed are inclined towards agricultural and related occupations, with a significant influence from entrepreneurial opportunities.

(A) Objectives:

- To understand the likelihood of young individuals to opt for agriculture and related jobs.
- To examine the factors that influence the attitude of youngsters towards agriculture and related jobs.
- To analyse the awareness of youngsters on the corresponding Indian government schemes.
- To provide recommendations for the enhancement of the policies.

(B) Review of literature:

A.R.S. Bello et al., (2015) in their research focuses on understanding the factors influencing youth attitudes toward existing agricultural work in Sudan's Hajar AL-Jawaad Administrative Unit. Employing methods such as simple random sampling, face-to-face interviews, and data analysis using descriptive statistics, a Likert-type scale, and the independent t-test and ANOVA analysis, the study unveils that production costs significantly shape youth attitudes positively. In contrast, the scarcity of agricultural land exerts a lesser impact. Notably, education level emerges as a pivotal factor in influencing these attitudes.

L.K. Njeru et al., (2017) in their study explores the relationship between the perceptions of

agriculture held by youth and their active participation in the agricultural sector within Kajiado North Sub-County, Kenya. Utilizing a cross-sectional design, data were gathered from 397 youth and 22 youth and agricultural officers through the administration of questionnaires. The results underscored the significant influence of negative perceptions on limited youth involvement, revealing that 18.1% expressed a lack of role models in agriculture, while 17.6% considered agriculture as unprofitable.

Yaseen, M., et al., (2021) sought to assess the involvement of rural youth in agricultural activities, examine factors impeding their participation, and investigate their views on pursuing a career in agriculture. Employing a multistage sampling technique, 450 rural youth were chosen to ensure a varied representation of rural settings. The results emphasize the necessity of addressing knowledge gaps, especially concerning government assistance, to promote the active engagement of rural youth in agriculture.

Niranjan Devkota et al., (2023) aim to evaluate the awareness and involvement of youth farmers in agripreneurship in Western Nepal. Utilizing a structured questionnaire, information is collected from 324 youth farmers in Bedkot Municipality, Kanchanpur, Nepal, incorporating both primary and secondary sources. The findings emphasize the current levels of awareness and engagement among youth farmers, highlighting the importance of factors like agricultural knowledge and gender in influencing their skills.

A Jena et al., (2017) aim to investigate the attitudes of young individuals toward agriculture and agripreneurship in the tribal (Mayurbhanj) and coastal (Jagatsinghapur) districts of Odisha. Employing proportionate stratified sampling, a total of 240 participants, evenly distributed with 120 from each region, were chosen. Data on perceptions, attitudes, and limitations were gathered through surveys and interviews. The results reveal a significant 34.03% disparity in personal constraints in coastal areas, whereas tribal regions experience elevated social (21.32%) and economic (19.21%) constraints.

D Uttej et al., (2020) sought to assess how young individuals perceive agriculture as a profession, understand the factors shaping their views on farming as a feasible career, and examine the distribution of attitudes among male and female youth. A sample of 120 youth, selected through simple random sampling, participated in the study, providing data through structured interview schedules. The results indicated that a significant majority of the youth exhibited a positive attitude towards agriculture, and notable differences were observed between male and female respondents.

D Uttej et al., (2022) aim to understand the factors impacting the participation of youth in

agriculture within Warangal district, Telangana. The analytical approach employed includes descriptive statistics, a rank order method to assess variable significance, and statistical tests like correlation analysis. The results unveiled noteworthy associations at the 1% level for variables such as farm size, farming experience, involvement in decision-making, attitude towards agriculture, level of aspiration, scientific orientation, and the perceived role of youth.

Chaudhary Rashmi et al., (2019) aimed to explore the factors that impact the involvement of rural youth in agriculture-based livelihood activities, while also assessing the frequency and extent of their participation in diverse agricultural tasks. Data was gathered from 250 rural youth through surveys and interviews. The results underscore critical determinants, revealing that, despite an overall lack of significant youth engagement, crop farming and livestock rearing emerge as primary activities.

Joshi D., et al., (2020) sought to evaluate the awareness levels of rural youth concerning livelihood options in agriculture and allied sectors. Employing a descriptive research design, two blocks and four villages were chosen through random sampling, and respondents were selected using a census method. Among the eighty-five identified livelihood options, awareness was observed to be low for 43, medium for 18, and high for 24, especially in areas with traditional cultivation practices.

Debashish Dash, et al., (2019) aimed to explore the prospective involvement of tribal youth as agripreneurs, contributing to sustainable community transformation. The study, involving 246 tribal youth, uncovers significant obstacles including the lack of role models, limited familial support, inadequate understanding of advanced agricultural technologies, low profitability, and a shortage of extension activities.

A Kumar et al., (2023) sought to investigate the crucial contribution of agricultural youth, aged 18 to 35, in influencing the future of agriculture, underscoring their importance in ensuring food security, fostering economic development, and promoting sustainable rural livelihoods. Additionally, the research emphasised the significance of social media in marketing and promoting agricultural products, offering affordable avenues for engaging with potential customers.

DS Rout et al., (2020) aimed to investigate the involvement of rural youth in different agricultural and allied activities, a sample of 120 respondents from six villages was examined, and data were gathered through structured personal interviews. The results indicated varying levels of participation among rural youth, showing increased engagement in tasks like ploughing, irrigation, harvesting, and cattle grazing.

GB Chaitra et al., (2020) studies about the ACABC scheme, which operates on a subsidy-based credit-linked model, sought to create employment prospects for agricultural graduates and improve agricultural extension services in partnership with the National Bank for Agriculture and Rural Development (NABARD). Examining the period from 2002 to 2019, the study unveiled notable growth in trained candidates from 2400 to 6600 and an increase in agri-ventures established by graduates from 416 to 2393. While the scheme demonstrated success in Maharashtra, Uttar Pradesh, and Tamil Nadu, it encountered challenges in delivering effective outcomes in the northeastern states.

MG Thakkar et al., (2023) sought to assess the entrepreneurial drive among rural youth studying Agriculture and Allied Sciences at a State Agricultural University in coastal Gujarat. Employing a Descriptive Cross-sectional research design and a Communication Approach, the study highlights a notable lack of awareness among aspiring Agripreneurs regarding the current entrepreneurial ecosystem. The discovered insights offer guidance for institutions to develop action plans, nurture an entrepreneurial mindset, and play a role in the achievement of the 'Start-up India' initiative.

N. Maruti Rao (2020) assessed the understanding and awareness of crop insurance among farmers in Karnataka, India, emphasising their perceptions of the Pradhan Mantri Fasal Bima Yojana (PMFBY). The results highlight a significant level of confidence among farmers in PMFBY as a safeguard against crop loss. However, apprehensions emerge concerning the lack of provisions addressing risks during both Kharif and Rabi seasons.

A. A. Mohammed (2014) sought to reveal the agriculture information needs of farm women in a Himalayan State in North India, acknowledging their substantial yet frequently underestimated role in farming. Employing a descriptive research design, the investigation surveyed 120 farm women across eight randomly selected villages. The results illuminate the specific information requirements of farm women, encompassing essential topics like disease and weed control, high yielding crops, fertiliser usage, improved farm implements, and marketing.

Deepa S. Raj et al., (2018) Examined the repercussions of Tamil Nadu's 2016 agricultural loan waiver scheme, this paper centres on farmers' credit accessibility. It amalgamates field survey data from seven districts and loan transaction records from agricultural credit societies. The findings point to a nuanced impact on credit accessibility, especially considering diverse landholding categories.

D Joshi et al., Examined awareness levels among rural youth in the plain and sub-mountainous

regions of Punjab regarding Government of India's agricultural development schemes, this research involves 240 respondents from eight villages in each area. Results reveal that rural youth demonstrate a limited awareness of centrally sponsored schemes but possess a moderate awareness of state-sponsored initiatives.

D. M. K. M. Kabada et al., (2023) focused on government policies and schemes aimed at increasing production, elevating farmers' income, and fostering rural growth. The findings highlight the success of organic farming and sustainable practices, positioning them as crucial components for the economy and the environment in India.

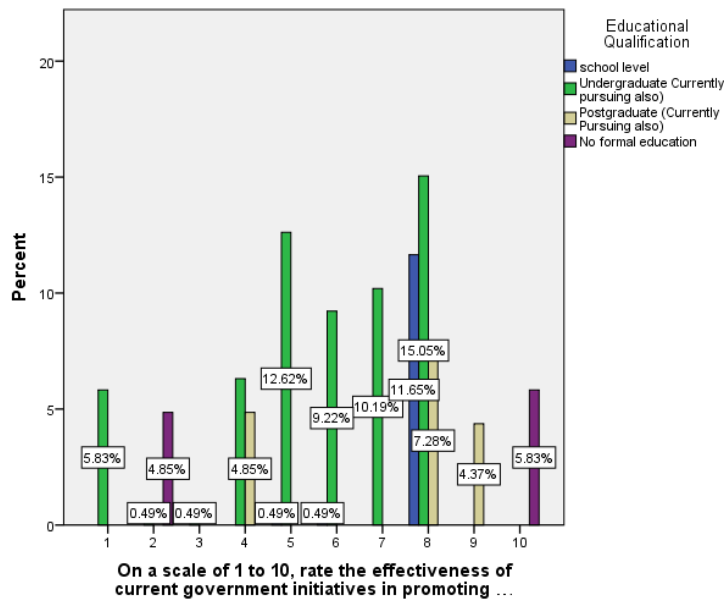
S. N. Meera (2004) assessed the effectiveness of three distinct ICT projects in India, specifically in delivering information to farmers and rural communities. The findings indicated that all projects included personnel training, but there were differences in the emphasis on ICT for agricultural extension. Although the primary users tended to be younger, educated, and male farmers across projects, a noteworthy exception was observed in a government project in a marginal area, which successfully reached a clientele characterised by lower socioeconomic status and lower literacy levels.

(C) Methodology:

This research is a descriptive study conducted in and around Chennai. The sampling method adopted for this research was convenient. A total of 206 responses were collected from people through questionnaires. The independent variables used in the questionnaire are Age, Gender, Educational level, Occupation, and Residential Status. The dependent variables are the likeliness of the respondents to opt for agriculture-related jobs, factors that influence their attitude towards it, the respondents' awareness of Indian Government Schemes on agriculture-related jobs, the ways the respondents learned about these agricultural-related jobs, the agreeability of the respondents on whether Indian government effectively conveys information about the programmes supporting jobs in agriculture to young individuals, effectiveness of current government initiatives in promoting agricultural jobs and, agreeability on Providing subsidies for young individuals will encourage them to opt for agricultural related jobs.

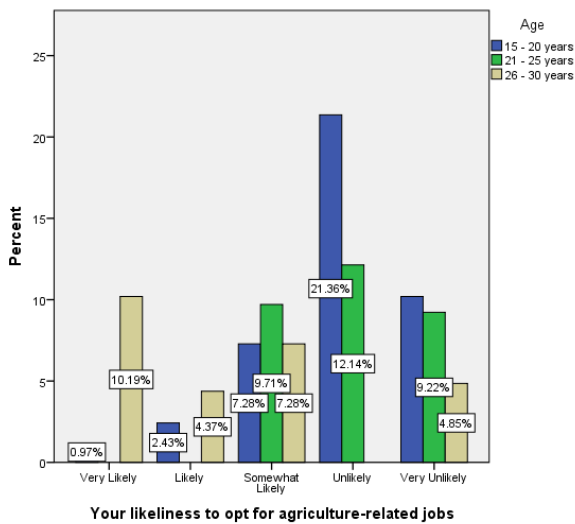
II. ANALYSIS

Figure 1



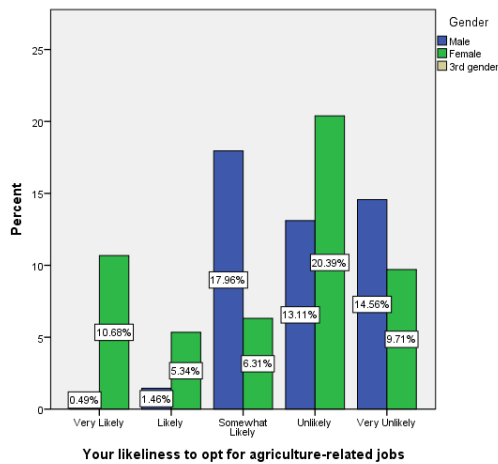
Legend: Figure 1 represents the rating of the respondents on the effectiveness of the current government initiatives in promoting agricultural jobs with respect to their educational qualification

Figure 2



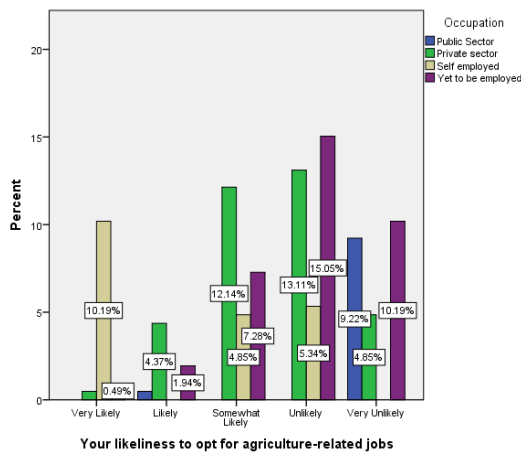
Legend: Figure 2 represents the likeliness of the respondents to opt for agriculture and related jobs with respect to their age.

Figure 3



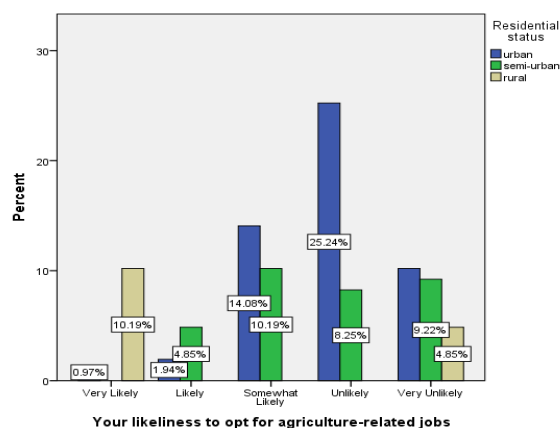
Legend: Figure 3 represents the likeliness of the respondents to opt for agriculture and related jobs with respect to their gender.

Figure 4



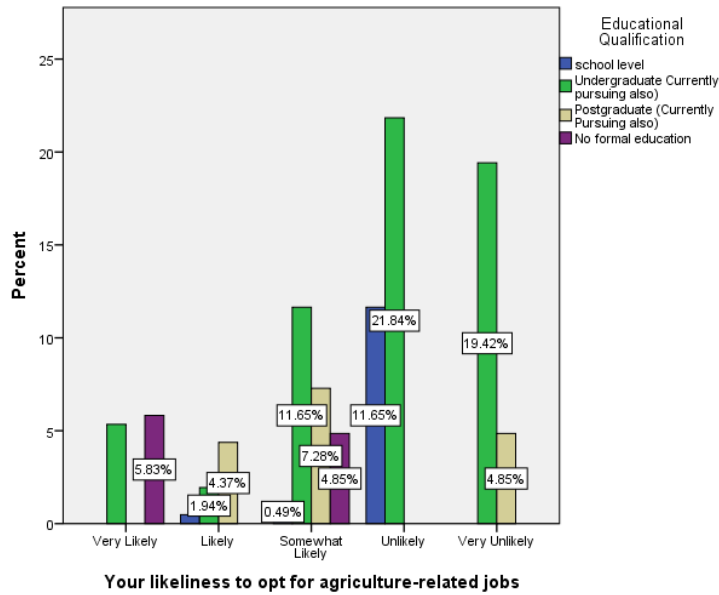
Legend: Figure 4 represents the likeliness of the respondents to opt for agriculture and related jobs with respect to their occupation.

Figure 5



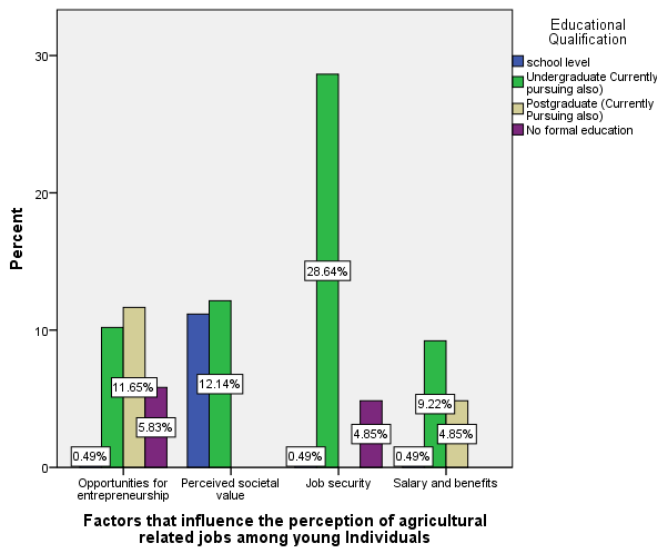
Legend: Figure 5 represents the likeliness of the respondents to opt for agriculture and related jobs with respect to their residential status.

Figure 6



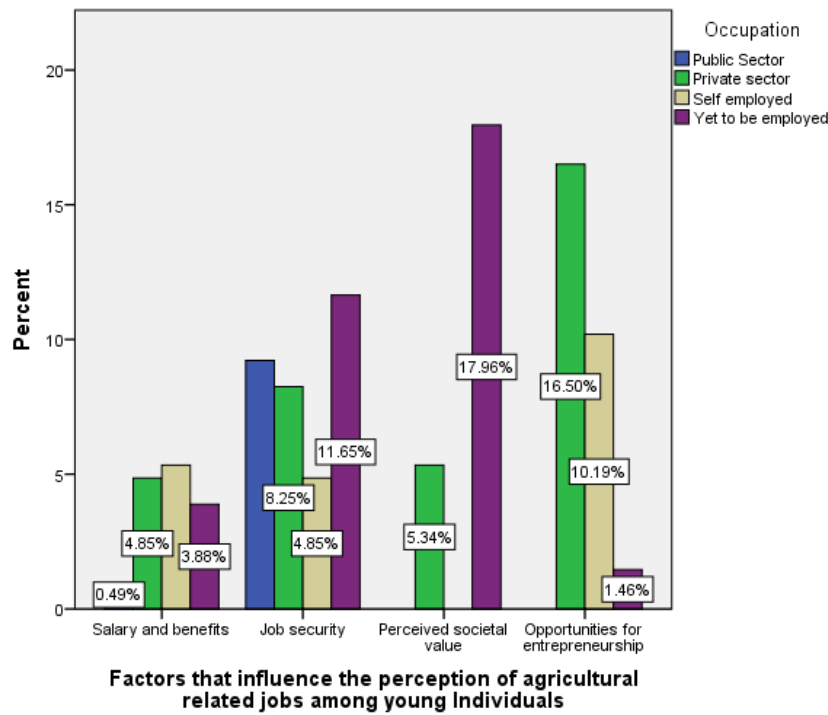
Legend: Figure 6 represents the likeliness of the respondents to opt for agriculture and related jobs with respect to their educational qualification.

Figure 7



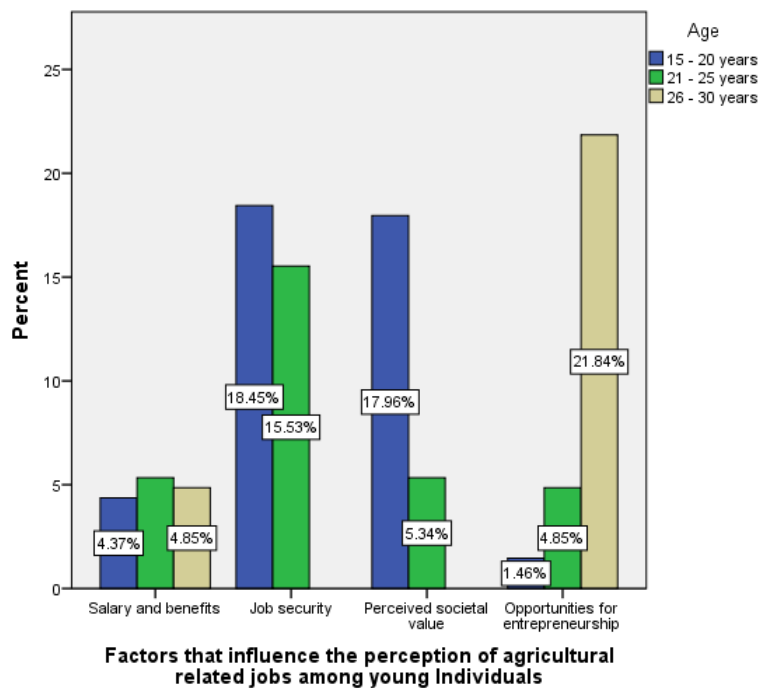
Legend: Figure 7 represents their opinion on the factors that influence the perception of agriculture and related jobs among young individuals with respect to their educational qualification.

Figure 8



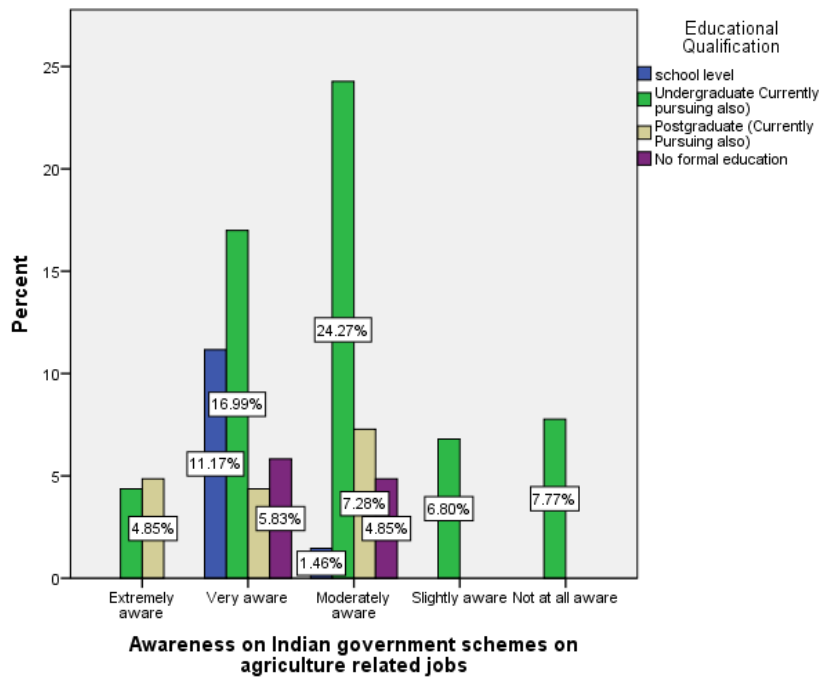
Legend: Figure 8 represents their opinion on the factors that influence the perception of agriculture and related jobs among young individuals with respect to their occupation.

Figure 9



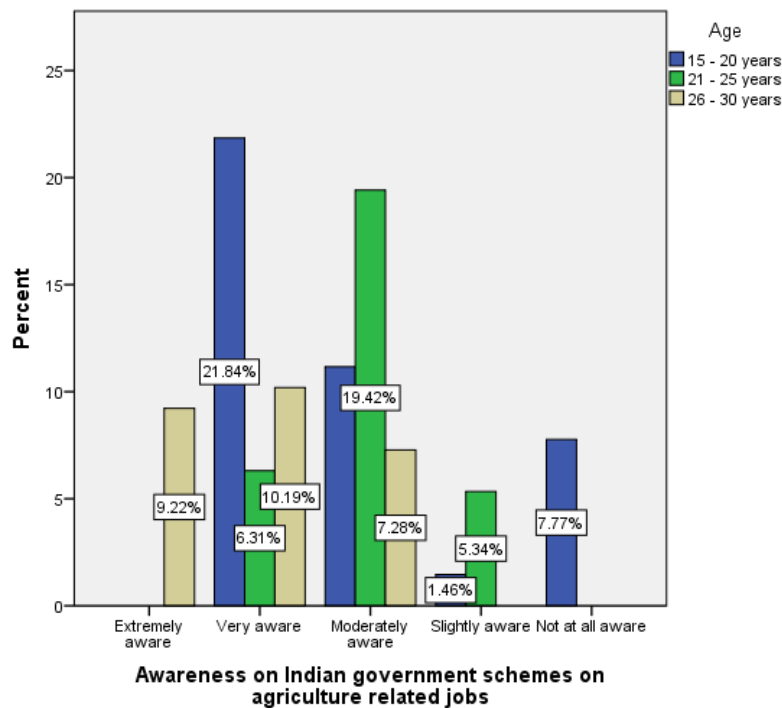
Legend: Figure 9 represents their opinion on the factors that influence the perception of agriculture and related jobs among young individuals with respect to their age.

Figure 10



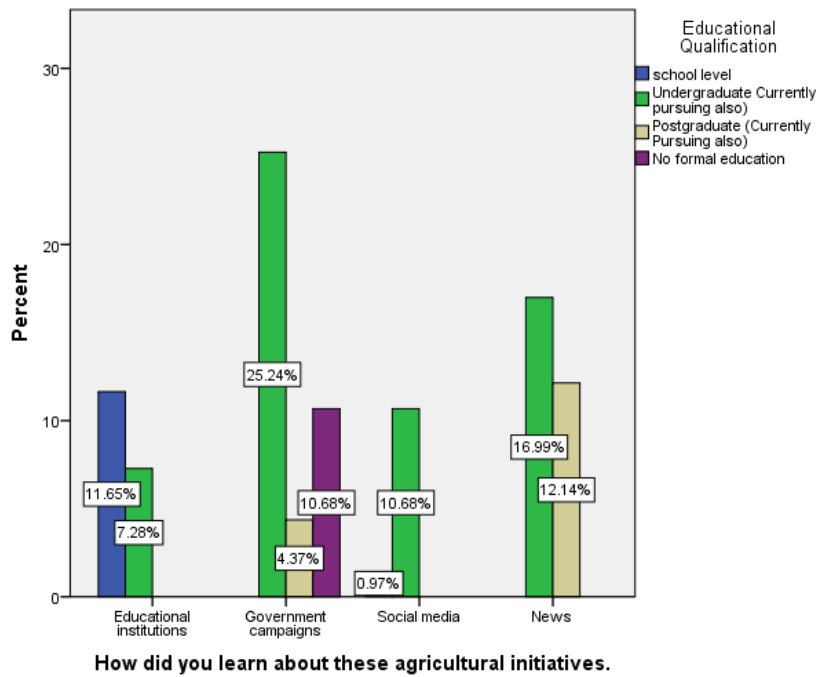
Legend: Figure 10 represents the awareness of the respondents on Indian government schemes on agriculture related jobs with respect to their educational qualification.

Figure 11



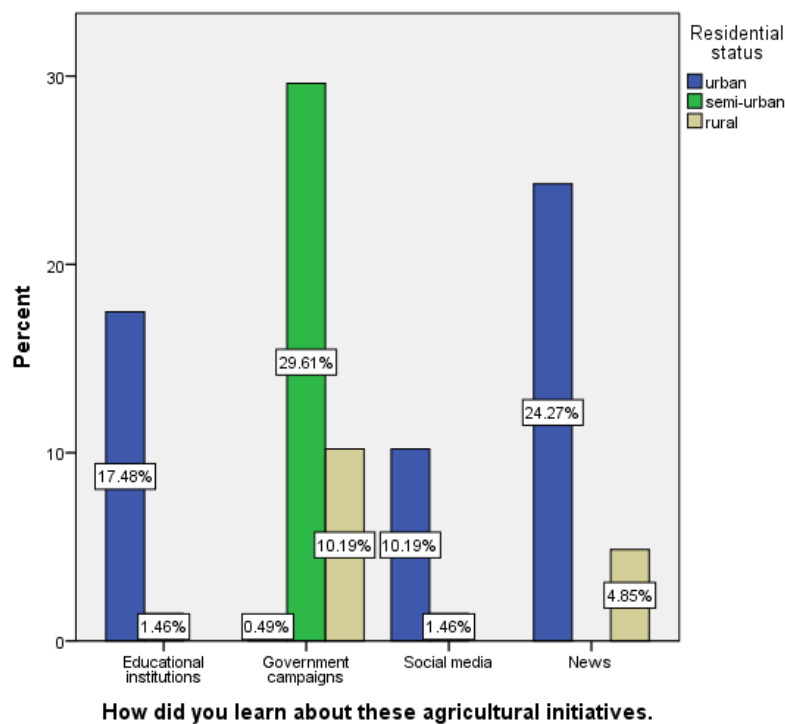
Legend: Figure 11 represents the awareness of the respondents on Indian government schemes on agriculture and related jobs with respect to their age.

Figure 12



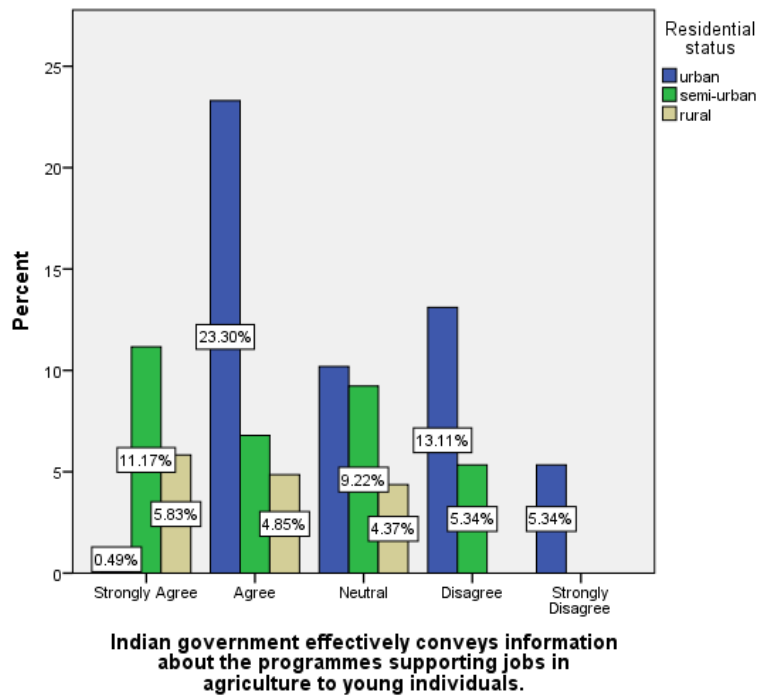
Legend: Figure 12 represents how the respondents had learned about the agricultural initiatives with respect to their educational qualifications.

Figure 13



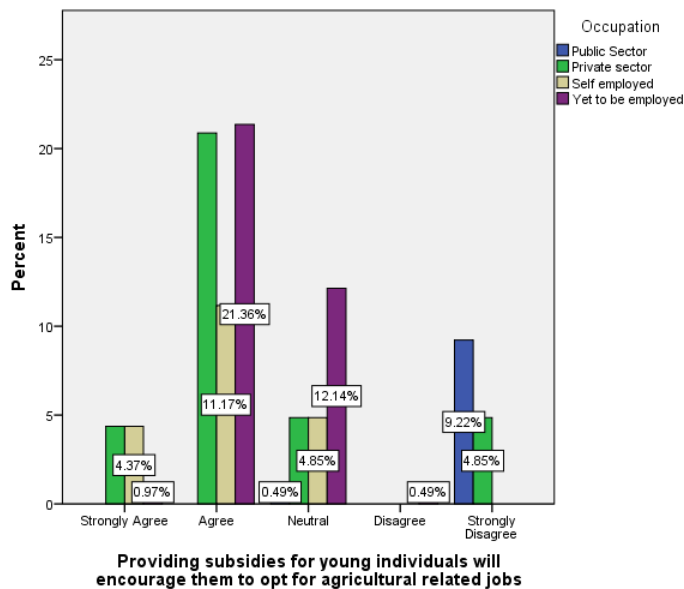
Legend: Figure 13 represents how the respondents learned about the agricultural initiatives with respect to their residential status.

Figure 14



Legend: Figure 14 represents the agreeability of the respondents on whether the Indian Government has effectively conveyed information regarding the programmes supporting jobs in agriculture to young individuals with respect to their residential status.

Figure 15



Legend: Figure 15 represents the agreeability of the respondents on whether providing subsidies for young individuals will encourage them to opt for agricultural-related jobs with respect to their occupation.

III. ANOVA

1) Null Hypothesis: There is no significant difference in the opinion of the respondents on whether providing subsidies for young individuals will encourage them to opt for agricultural-related jobs among different occupation groups.

Alternate Hypothesis: There is a significant difference in the opinion of the respondents on whether providing subsidies for young individuals will encourage them to opt for agricultural-related jobs among different occupation groups.

Table 1

ANOVA

Providing subsidies for young individuals will encourage them to opt for agricultural related j

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	126.053	3	42.018	60.303	.000
Within Groups	140.748	202	.697		
Total	266.801	205			

Interpretation: The calculated p-value is 0.000. Since, the p-value < 0.05 , the null hypothesis is rejected at a significance level of 5%. So, there is a significant difference in the opinion of the respondents on whether providing subsidies for young individuals will encourage them to opt for agricultural-related jobs among different occupation groups.

Discussion: The significant difference in opinion among different occupation groups regarding the effectiveness of providing subsidies for young individuals to encourage them to opt for agricultural-related jobs may stem from varying perspectives and experiences. Individuals directly involved in agriculture might see subsidies as crucial motivators capable of drawing fresh talent into the field, thus mitigating labour shortages and upholding agricultural output. Conversely, those in non-agricultural fields might regard subsidies as inadequate compensation for the perceived difficulties and constraints inherent in agricultural labour, including lower pay, physical exertion, and market volatility. This disparity likely arises from distinct understandings of the agricultural industry's dynamics and the potential impact of subsidies within different professional contexts.

2) Null Hypothesis: There is no significant difference in the opinion of the respondents regarding their awareness of the Indian government schemes on agriculture and related jobs among different residential status groups.

Alternate Hypothesis: There is a significant difference in the opinion of the respondents regarding their awareness of the Indian government schemes on agriculture and related jobs among different residential status groups.

Table 2

ANOVA

Awareness on Indian government schemes on agriculture related jobs

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	62.756	2	31.378	43.697	.000
Within Groups	145.773	203	.718		
Total	208.529	205			

Interpretation: The calculated p-value is 0.000. Since, the p-value < 0.05 , the null hypothesis is rejected at a significance level of 5%. So, there is a significant difference in the opinion of the respondents regarding their awareness of the Indian government schemes on agriculture and related jobs among different residential status groups.

Discussion: The significant difference in opinion among respondents regarding their awareness of Indian government schemes on agriculture and related jobs across different residential status groups could be attributed to several factors. Individuals residing in rural areas, where agriculture serves as a primary livelihood, are more likely to be well-informed about government schemes due to their direct engagement in agricultural pursuits and closer access to pertinent information channels like local government offices and community networks. Conversely, urban dwellers, with comparatively limited exposure to agriculture, may have lower awareness levels unless they actively seek out information or are targeted by specific outreach endeavours. Furthermore, differences in access to communication platforms, educational opportunities, and socioeconomic conditions between rural and urban populations may further shape variations in awareness levels.

IV. CROSS STABS

- 1) Null Hypothesis: There is no association between the respondents' opinions about how they learned about the agricultural initiatives and their age.

Alternate Hypothesis: There is an association between the respondents' opinions about how they learned about the agricultural initiatives and their age.

Table 3

Age * How did you learn about these agricultural initiatives. Crosstabulation

Count		How did you learn about these agricultural initiatives.				Total
		News	Social media	Government campaigns	Educational institutions	
Age	15 - 20 years	35	13	14	25	87
	21 - 25 years	0	11	39	14	64
	26 - 30 years	25	0	30	0	55
Total		60	24	83	39	206

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	73.571 ^a	6	.000
Likelihood Ratio	109.541	6	.000
Linear-by-Linear Association	.414	1	.520
N of Valid Cases	206		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.41.

Interpretation: The calculated p-value is 0.000. Since, the p-value < 0.05, the null hypothesis is rejected at a significance level of 5%. So, there is an association between the respondents' opinions about how they learned about the agricultural initiatives and their age.

Discussion: There exists an association between respondents' opinions regarding how they learned about agricultural initiatives and their age due to generational differences in information consumption and communication preferences. Older respondents may rely more on traditional methods such as word-of-mouth or printed materials, while younger respondents might prefer digital platforms and social media for acquiring information. Additionally, age often correlates with exposure to technology and educational background, influencing the channels through which individuals access information.

- 2) Null Hypothesis: There is no association between the respondents' opinions on the factors that influence their attitude towards agriculture and related jobs and their educational qualifications.

Alternate Hypothesis: There is an association between the respondents' opinions on the factors that influence their attitude towards agriculture and related jobs and their educational qualifications.

Table 4

Educational Qualification * Factors that influence the perception of agricultural related jobs among young Individuals Crosstabulation

Count		Factors that influence the perception of agricultural related jobs among young Individuals				Total
		Salary and benefits	Job security	Perceived societal value	Opportunities for entrepreneurship	
Educational Qualification	school level	1	1	23	1	26
	Undergraduate Currently pursuing also)	19	59	25	21	124
	Postgraduate (Currently Pursuing also)	10	0	0	24	34
	No formal education	0	10	0	12	22
Total		30	70	48	58	206

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	135.691 ^a	9	.000
Likelihood Ratio	143.300	9	.000
Linear-by-Linear Association	5.415	1	.020
N of Valid Cases	206		

a. 3 cells (18.8%) have expected count less than 5. The minimum expected count is 3.20.

Interpretation: The calculated p-value is 0.000. Since, the p-value < 0.05, the null hypothesis is rejected at a significance level of 5%. So, there is an association between the respondents' opinions on the factors that influence their attitude towards agriculture and related jobs and their educational qualifications.

Discussion: People with higher educational qualifications tend to have a more profound comprehension of the intricacies and potential in the agricultural field. As a result, they may give priority to elements such as technological progress, sustainable methods, and market trends when forming their attitudes. Conversely, individuals with lower educational backgrounds may lean towards traditional factors like familial connections to farming or financial needs. Education provides individuals with analytical abilities and exposure to various viewpoints, significantly influencing their perspectives on agricultural practices and professions. Hence, there is a clear link between educational attainment and the factors that shape attitudes towards agriculture and associated employment opportunities.

V. RESULTS

In **Figure 1**, all the respondents of school level of education rate the effectiveness of the current

government initiatives in promoting agricultural jobs on a level of 8.

In **Figure 2**, 10.19% of respondents aged 26-30 years are very likely to opt for agriculture and related jobs while 21.36% of the respondents aged 15-20 years are unlikely to opt for it.

In **Figure 3**, the results reveal notable gender-based differences in the likelihood of opting for agriculture and related jobs among respondents. Female respondents exhibit a broader spectrum of likelihood, spanning from likely to very likely, suggesting a more diverse range of attitudes and inclinations toward agricultural careers. In contrast, male respondents' opinions appear more constrained, primarily falling within the categories of somewhat likely, unlikely, and very unlikely.

In **Figure 4**, 10.19% of self-employed individuals express a high likelihood of choosing agricultural career paths, indicating a degree of interest and potential alignment with agricultural opportunities. In contrast, a larger proportion of respondents who are yet to be employed (15.05%) or working in the private sector (13.11%) show a reluctance to opt for agricultural jobs.

In **Figure 5**, 25.24% of urban respondents express reluctance to opt for such career paths, suggesting a prevailing disinterest or perceived barriers to entry within urban environments. Conversely, a smaller yet noteworthy percentage (10.19%) of rural respondents show a strong likelihood of choosing agriculture-related jobs, indicating a higher level of interest or alignment with opportunities in rural settings.

In **Figure 6**, 11.65% of the respondents with a school level of education are unlikely to opt for agriculture-related jobs, 7.28% of the respondents who are postgraduates are somewhat likely to opt for agriculture-related jobs and, 5.83% of the respondents with no formal education are very likely to opt for it.

In **Figure 7**, 12.14% of the respondents with school-level education think that the perceived societal value attached to agriculture and related jobs influences their attitude towards it. While 28.64% of the respondents at the postgraduate level think that job security is the factor that influences their attitude towards agriculture and related jobs.

In **Figure 8**, 8.25% of the respondents working in the public sector think that job security is the factor that influences their attitude towards agriculture and related jobs. 10.19% of the respondents who are self-employed and 16.5% of the respondents who are working in the private sector think that opportunities for entrepreneurship are a factor that influences their attitude towards agriculture and related jobs.

In **Figure 9**, 21.84% of the respondents aged 26-30 years think that opportunities for entrepreneurship are a factor that influences their attitude towards agriculture and related jobs. 18.45% of the respondents aged 15-20 years and 15.53% of the respondents aged 21-25 think that job security is the factor that influences their attitude towards agriculture and related jobs.

In **Figure 10**, all the respondents with a school level of education i.e., 11.17% are very aware of the Indian government schemes on agriculture-related jobs. While 4.85% of the respondents at the undergraduate level and 4.85% of the respondents at the postgraduate level are extremely aware of the Indian government schemes on agriculture-related jobs.

In **Figure 11**, 21.84% of the respondents aged 15-20 are very aware of the Indian government schemes for agriculture-related jobs. And, only 9.22% of the respondents aged 26-30 are extremely aware of the Indian government schemes on agriculture and related jobs.

In **Figure 12**, all the respondents with a school level of education i.e., 11.65% of the total respondents had been made aware of the Indian agricultural initiatives through educational institutions, 25.24% of the respondents at the undergraduate level and 10.66% of the respondents with no formal education had been made aware of the Indian agricultural initiatives through government initiatives.

In **Figure 13**, 24.27% of the urban respondents learned about the Indian agricultural schemes and initiatives through news. And, 29.61% of the semi-urban respondents and 10.19% of the rural respondents learned about the Indian agricultural schemes and initiatives through government campaigns.

In **Figure 14**, 23.30% of the urban respondents agree that the Indian Government has effectively conveyed information regarding the programmes supporting jobs in agriculture to young individuals. While 11.17% of the semi-urban respondents and 5.83% of the rural respondents strongly agree with it.

In **Figure 15**, all the respondents working in the public sector i.e., 9.22% of the total respondents strongly disagree that providing subsidies for young individuals will encourage them to opt for agricultural-related jobs. While, 21.36% of the respondents working in the public sector, 11.17% of the respondents who are self-employed and 21.36% of the respondents who are not yet employed agree that providing subsidies for young individuals will encourage them to opt for agricultural-related jobs.

VI. DISCUSSION

In **Figure 1**, the rating of 8 out of 10 given by respondents with a school-level education

regarding the effectiveness of current government initiatives in promoting agricultural jobs, implies a favourable perception within this group. The objectives and framework of these government initiatives are included in the school textbooks of Tamilnadu. This suggests that there is widespread acknowledgement and approval of the government's efforts in this area among individuals with a school level of education.

In **Figure 2**, the results underscore a significant difference in the inclination of respondents across various age brackets toward agricultural and related employment options. Specifically, while 10.19% of those aged 26-30 years show a strong inclination towards such career paths, a larger proportion, 21.36%, of individuals aged 15-20 years express hesitancy in pursuing these opportunities. This variation may indicate shifting perceptions and priorities among younger individuals, who might view agriculture as comparatively less appealing or financially rewarding than alternative fields. Conversely, the relatively higher interest observed among older respondents suggests a potential acknowledgement of the value and prospects inherent in the agricultural sector, possibly influenced by factors like accumulated experience or evolving societal norms.

In **Figure 3**, The contrast in opinions between male and female respondents may stem from societal norms and expectations surrounding gender roles and career decisions. The wider spectrum of likelihood observed among female respondents suggests a higher propensity for exploring various career avenues, including agriculture. Conversely, the narrower range among male respondents hints at a more conventional perspective on career choices. Recognizing and addressing these gender-based variations is crucial for fostering inclusivity and diversity within the agricultural industry, ensuring equal accessibility and appeal to individuals of all genders.

In **Figure 4**, The differences among occupational groups may arise from varying perceptions of stability, job prospects, and personal preferences. For self-employed individuals, agricultural jobs may present entrepreneurial opportunities or complement their existing activities, thereby increasing their interest. Conversely, individuals who are yet to be employed or employed in the private sector might view agriculture as less stable or less financially rewarding compared to alternative career paths. Recognizing these distinctions is essential for devising strategies to attract talent to the agricultural sector, guaranteeing that opportunities are attractive and accessible to individuals from diverse employment backgrounds.

In **Figure 5**, Urban respondents might find agriculture less attractive because of their limited exposure to farming activities, perceptions of better earning prospects in non-agricultural fields, or a preference for urban lifestyles. In contrast, rural respondents may lean towards agricultural

jobs due to their familiarity with farming environments, potential familial connections to agriculture, or an appreciation of the significance of agricultural livelihoods within their communities.

In **Figure 6**, 11.65% of respondents with a school-level education indicate hesitancy towards pursuing agricultural career paths, possibly due to limited exposure to agricultural concepts or consideration of alternative opportunities. Additionally, the 7.28% of postgraduates showing some inclination towards agriculture-related jobs implies a moderate level of interest among individuals with advanced academic qualifications, potentially reflecting an acknowledgement of the sector's significance or emerging prospects within it. Interestingly, the 5.83% of respondents with no formal education expressing a strong likelihood to opt for agriculture-related jobs suggests a potential preference for practical, hands-on work or an awareness of available employment opportunities in the agricultural sector independent of formal education.

In **Figure 7**, among respondents with a school-level education, 12.14% indicate that their attitudes towards agriculture and related jobs are influenced by the perceived societal value attached to such work. This implies that individuals with a foundational education may prioritize societal recognition of agricultural professions when shaping their views. Conversely, a substantial 28.64% of postgraduate-level respondents identify job security as the primary factor impacting their attitudes towards agriculture and related employment. This highlights the apprehension among individuals with advanced academic qualifications regarding the stability and dependability of job opportunities within the agricultural sector.

In **Figure 8**, 8.25% of respondents employed in the public sector consider job security as the key factor shaping their attitudes towards agriculture and related employment. Conversely, 10.19% of self-employed individuals and a higher percentage of 16.5% of those employed in the private sector perceive opportunities for entrepreneurship as influential in their views on agriculture and related jobs. The variation observed indicates that those in the private sector and self-employment view agriculture as offering significant entrepreneurial opportunities, likely motivated by a desire for independence and innovation. Conversely, individuals in the public sector may prioritise stability and security, reflecting conventional attitudes toward government employment. Recognizing these differing viewpoints is essential for policymakers and stakeholders to develop strategies that address the diverse motivations and goals of individuals across various employment sectors within the agricultural sector.

In **Figure 9**, 21.84% of individuals aged 26-30 associate their views on agricultural careers with the potential for entrepreneurship. This implies a prevalent inclination towards entrepreneurship

within this age group, viewing agriculture as conducive to innovation and business endeavours. Conversely, though still noteworthy, a slightly smaller percentage of respondents aged 15-20 years (18.45%) and 21-25 years (15.53%) prioritise job security as a significant factor influencing their perceptions of agricultural employment. This trend could suggest heightened apprehension among younger individuals regarding the stability and dependability of job prospects within the agricultural sector.

In **Figure 10**, Among respondents with a school-level education, 11.17% show a heightened awareness of these schemes, indicating that those with basic education possess relatively good knowledge of government initiatives in the agricultural sector. This may result from focused outreach endeavours or community involvement. Conversely, a smaller percentage of respondents at the undergraduate (4.85%) and postgraduate levels (likewise 4.85%) exhibit similar levels of awareness. This highlights a potential discrepancy in communication or outreach strategies aimed at individuals with higher academic qualifications, suggesting the need for more tailored approaches to ensure they receive adequate information about government schemes related to agricultural employment.

In **Figure 11**, Among respondents aged 15-20, 21.84% display a notable level of awareness of these schemes, indicating a strong interest and involvement among younger individuals in comprehending government efforts related to agricultural employment. Conversely, a considerably smaller percentage of respondents aged 26-30, specifically 9.22%, demonstrate a similar level of awareness. This difference might suggest a reduced emphasis or awareness among older respondents regarding government initiatives in the agricultural sector.

In **Figure 12**, Within the group of respondents with a school-level education, 11.65% state that their awareness of these initiatives stemmed from educational institutions, implying that fundamental education aids in the dissemination of information regarding agricultural programs. Conversely, a higher percentage of respondents at the undergraduate level (25.24%) mention being informed about Indian agricultural initiatives through government efforts. Interestingly, even among those lacking formal education, 10.66% credit their awareness of these initiatives to government initiatives, underscoring the efficacy of targeted outreach strategies.

In **Figure 13**, Among urban respondents, a notable 24.27% cite news sources as their primary avenue for learning about these initiatives, underscoring the media's role in distributing information about agricultural programs in urban settings. Conversely, a greater percentage of semi-urban respondents (29.61%) rely on government campaigns for awareness, whereas a

smaller proportion of rural respondents (10.19%) do so. This disparity suggests that while government efforts effectively reach semi-urban areas, they may encounter challenges in rural regions where alternative sources such as news outlets are more influential.

In **Figure 14**, Among urban respondents, 23.30% express agreement with the effectiveness of the government's communication efforts, indicating a generally positive perception within urban communities. However, a smaller proportion of semi-urban respondents (11.17%) and an even smaller percentage of rural respondents (5.83%) strongly agree with this assertion. This discrepancy suggests that while urban respondents may view the government's communication regarding agricultural job programs as effective, individuals in semi-urban and rural areas may harbour reservations or perceive shortcomings in the government's outreach endeavours.

In **Figure 15**, While 9.22% of individuals employed in the public sector strongly oppose the idea that subsidies would motivate young people to pursue agricultural careers, a notable proportion of public sector employees (21.36%), as well as 11.17% of self-employed individuals and an equal 21.36% of those currently unemployed, agree with this proposition. This diversity in perspectives within the public sector implies varying opinions regarding the effectiveness of subsidies in encouraging youth to enter agricultural employment. While some endorse the notion of subsidies as effective incentives, others remain sceptical about their potential impact.

VII. SUGGESTIONS

- Tailored strategies based on age-related factors are crucial for attracting and retaining talent in agriculture, catering to diverse life stages and aspirations.
- Closing the awareness gap across educational levels is essential for equitable access to agricultural opportunities, necessitating targeted communication efforts for individuals with varying educational backgrounds.
- Targeted communication strategies accounting for geographical variations are necessary for comprehensive coverage of agricultural initiatives across different communities, bridging gaps in awareness sources.

VIII. CONCLUSION

Agriculture serves as the cornerstone of global economies, offering sustenance, employment opportunities, and economic stability. Nonetheless, the agricultural sector encounters ongoing challenges, including shifting demographics and evolving societal attitudes. Gaining insights into the perceptions of young individuals regarding agriculture and associated employment, as

well as their understanding of pertinent Indian government initiatives, is essential for guiding the sector towards sustainable advancement and innovation. By exploring these dynamics, policymakers and stakeholders can formulate targeted approaches to harness the potential of youthful talent, thereby ensuring the vigor and adaptability of India's agricultural industry. The research seeks to examine the viewpoints of young individuals concerning agriculture and related professions, alongside their knowledge of relevant Indian government schemes. This descriptive inquiry was carried out among individuals residing in and around Chennai. The findings indicate a requirement for increased awareness of agricultural schemes among individuals with higher levels of education and those residing in urban areas. Individuals employed in the private sector or self-employed are inclined towards agricultural and related occupations, with a significant influence from entrepreneurial opportunities.

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