

**A Study on Perception of Youth in Agriculture Family of Coimbatore District****\*Dr.S.Sujatha & Dr. C.Gomathy****Assistant Professors, Department of Commerce, PSGR Krishnammal College for****Women, Coimbatore****e-mail : cgomathy@psgrkcw.ac.in****Abstract**

*Agriculture is the backbone of India. India is the country which has huge youth population. Most of rural youth in the country is not interested to do agriculture. Rural youth are the future of the agricultural sector. With a growing world population and a decreasing agricultural productivity in combination with a rural migration, sustainable food production and supply are threatened. Young farmers play an important role in ensuring food security for future generations but they face many challenges. Most of rural youth in the country is not interested to do agriculture. Hence, this study aims to analyze the perception of youth towards agriculture. Youth have agreed that harvesting requires more knowledge and they are aware about the safe use of pesticides. Majority of the youth have knowledge in using the latest agricultural equipment, have strong knowledge about agricultural climate. They are also aware about pay per click, Search engine optimization and content marketing tools and they make use of social media which helps in growth of agriculture. Youth perceive that agriculture is more important in the development of Indian economy.*

**Keywords:** Agriculture, Youth, Perception, Knowledge

**Introduction**

Agriculture is the backbone of India. India is the country which has huge youth population. Though India is a developing country in all sectors, it exists the same in agriculture sector. Most of rural youth in the country is not interested to do agriculture. Rural youth are the future of the agricultural sector. With a growing world population and a decreasing agricultural productivity in combination with a rural migration, sustainable food production and supply are threatened. Young farmers play an important role in ensuring food security for future generations but they face many challenges. Most of rural youth in the country is not interested to do agriculture. Hence, this study aims to analyze the perception of youth towards agriculture.

### **Statement of the Problem**

India is an agrarian country with around 70 % population still belongs to rural population and depending on agriculture and allied work for their living. Agricultural productivity with world standards is very less. It is due to the usage of obsolete farming technology and lack of planning in water management. Ours is a land of youth and rural youth are the future of the agricultural sector. Because of many push and pull factors the youths are migrating and choosing different profession for their livelihood. Hence, it is necessary to examine the perception about agriculture among youth belonging to agriculture family.

### **Research Design**

This research study is based on the survey method. Purposive sampling technique is used to select the sample size. Well-structured interview schedule is used to collect data from rural youth. A sample of 200 youth from agriculture family of Coimbatore district is taken for the purpose of study.

### **Results & Discussion**

- Majority of the youth are graduates and their family owns small land area in which they do allied work related to agriculture viz., Cattle rearing, poultry etc.,
- Youth have opined that harvesting requires more skills and knowledge and they are aware about the safe use of pesticides.
- Majority of the youth possess technical knowledge to operate agricultural equipment efficiently and in addition they have acquired knowledge on natural calamities which helps them in weather forecasting and harvesting.
- Youths are highly upgraded with latest technology viz., pay per click, search engine optimization and content marketing tools which helps in yielding their harvest.
- Youth are aware about agricultural loan and various schemes like Minor Irrigation Scheme, Land Development Scheme etc., available for farmers. Youth perceive that agriculture is more important in the development of Indian economy.

## FACTOR ANALYSIS FOR PERCEPTION OF YOUTH TOWARDS AGRICULTURE

Factor analysis is done to group the variables for perception of youth towards agriculture into meaningful factors. The following steps discuss the results of factor analysis.

**Table 1 - KMO and Bartlett's Test for Perception of Youth towards Agriculture**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.854
Bartlett's Test of Sphericity	Approx. Chi-Square	2194.6 30
	Df	231
	Sig.	.000

\*\* - Significant at 1% level ( $P < 0.01$ )

The KMO and Bartlett's test of sphericity test for the sampling adequacy norms. The test value (2194.630) and the significance level ( $P < .01$ ) indicate that they are correlated.

KMO test statistic is given above as 0.854 reveals that, the factor analysis for the selected variables is found to be appropriate to the data.

PCA is used to extract the number of factors. The number of factors required is estimated based on the eigen value of each factor. Only factors with eigen value above 1 are retained and as such 5 factors are finally arrived at. Further to identify meaningful factors based on this matrix, the rotation phase of the factor analysis is used which attempts to transfer initial matrix into one that is easier to interpret. It is called the rotation of the factor matrix.

**Table - 2 Rotated Factor Matrix for Perception of Youth towards Agriculture**

Statements	Components				
	1	2	3	4	5
Aware about agriculture market	<b>0.695</b>	0.049	0.116	0.166	0.211
Knowledge about growing cattles	<b>0.690</b>	0.122	0.230	-0.020	0.149
Knowledge about allotting work to labour	<b>0.649</b>	0.219	0.111	0.176	0.115
Knowledge about agricultural climate	<b>0.518</b>	0.280	0.097	0.136	-0.003
Agricultural impacts me daily	0.190	<b>0.801</b>	0.111	0.011	-0.043
Job opportunities are more	0.090	<b>0.771</b>	0.141	0.081	-0.020
Career development	0.171	<b>0.541</b>	0.041	-0.060	0.291
Warranty for future life	0.077	<b>0.490</b>	0.254	0.181	0.249
Increases income	0.105	<b>0.466</b>	0.012	0.384	0.295
Increases social status	0.270	<b>0.314</b>	0.224	-0.046	0.299
Better work experience	0.226	0.154	<b>0.686</b>	-0.011	0.062
Requires hardworking	0.373	0.061	<b>0.657</b>	0.106	-0.217
Prosperity can be achieved	-0.150	0.068	<b>0.549</b>	0.201	0.296
Helps in economic development	0.399	0.049	<b>0.530</b>	0.261	0.088
Provides job opportunities	0.118	0.169	<b>0.477</b>	0.036	0.144
Easy to use pesticides	0.113	-0.016	0.174	<b>0.765</b>	0.073
Agriculture needs latest equipment	0.027	0.145	0.117	<b>0.757</b>	0.208
Availability of fertiliser	0.426	0.045	0.015	<b>0.710</b>	0.020
Agriculture loan is easily available	0.161	0.020	0.049	0.053	<b>0.709</b>
More schemes are available for farmers	-0.079	0.200	0.329	0.061	<b>0.619</b>
Availability of agricultural related books	0.156	0.094	-0.058	0.187	<b>0.511</b>
Availability of technology	0.397	0.086	0.213	0.160	<b>0.476</b>

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 8 iterations.

Normally, from the factor results arrived above, factor score coefficients can be calculated for all variables (since each factor is a linear combination of all variables) which are then used to calculate the factor scores for each individual. Since PCA was used in extraction of initial factors, all methods will result in estimating same factor score co-efficient. However, for the

study, original values of the variables were retained for further analysis and factor scores were thus obtained by adding the values (ratings given by the respondents) of the respective variables for that particular factor, for each respondent.

**Table - 3 Factors relating to Perception of Youth towards Agriculture**

<b>Statements</b>	<b>Factors</b>
Aware about agriculture market	Knowledge about agriculture
Knowledge about growing cattles	
Knowledge about allotting work to labour	
Knowledge about agricultural climate	
Agricultural impacts me daily	Interest towards Agriculture
Job opportunities are more	
Career development	
Warranty for future life	
Increases income	
Increases social status	
Better work experience	Economic Development
Requires hardworking	
Prosperity can be achieved	
Helps in economic development	
Provides job opportunities	
Easy to use pesticides	Use of Equipments
Agriculture needs latest equipment	
Availability of fertiliser	
Agriculture loan is easily available	Availability of Schemes
More schemes are available for farmers	
Availability of agricultural related books	
Availability of technology	

It is clear from the table that, 22 variables in the data has been reduced to 5 factor model and each factor is identified with the corresponding variables viz., seasonal purchase, expression of interest, shop consciousness, advertisement impact and price consciousness.

### **Suggestions**

- Government should take necessary steps to inculcate the knowledge regarding agriculture and its importance in their grass root level of education.
- Practical skills can be imparted to the students through their academic curriculum to create awareness to all the youth of our country invariably whether they belong to urban or rural area, since the economy of our country depends largely on agriculture.

### **Conclusion**

The poor state of youth participation in agricultural activities in India has been a matter of great concern among agriculturists. The development of the agricultural sector of the Indian economy depends on the young people especially the rural youths. The problem of youth unemployment in India is presently a source of concern to all. There is increase in population and geometrical increase in youth population with an attendant low or zero employment for the learning youths of India. This situation is particularly prevalent in the rural areas and eventually leading to rural urban migration of the youths. Hence, this study has assessed the knowledge and perception of youth towards agriculture. Result reveals that the agriculture awareness among rural youths was at average level. Since India's economy depends largely on agriculture, youth knowledge has to be enhanced through implying best teaching practices right from the schools.

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