

## **Role of Youth in Agricultural Sector**

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### **Abstract**

The paper highlights the challenges faced by the agricultural sector in India, particularly the dwindling interest among the younger generation in pursuing farming as a career. The research finds reasons such as urbanization, migration to other nations, and the perception towards farming as an undesirable profession for the youth. However, the paper emphasizes the need for a shift in mindset among parents and children regarding farming and the importance of creating initiatives to attract and retain young people in agriculture. The strategies and initiatives in Education and Awareness, Skill Development, Financial Support, Modernization and Technology Adoption, Policy Reforms, Promotion of Agri-Entrepreneurship may increase the number of youth accepting farming as their livelihood.

Keywords: Challenges-Agricultural Sector, Youth in Agriculture, Retention of youth in Agriculture

### **Introduction**

India is an agricultural land and country of youth. The largest portion of Indian population that is around 66 per cent of the total population (more than 808 million) is below the age of 35. Nearly 40 per cent of the Indian population is aged 13 to 35 years (defined as youth in the National Youth Policy). Young minds are more challenging and young people are able to carry out seemingly impossible tasks, for example mountain management, adapting to climate change and reducing and enduring malnutrition. In our nation, the average farm size becomes lower. Group collaboration is therefore essential in order to exploit the scale value both in the manufacturing and after-harvest periods. There is growing pressure from a variety of sources on agriculture systems throughout much of the globe (Fan, 2008).

This includes volatile prices of worldwide commodities, increased cost of inputs, land degradation and socio-demographic shifts. In order to stay competitive, farms must continue to adapt to ensure the maximum efficiency as well as profitability through their use of techniques and methods while maintaining long-term financial, social and environmental sustainability (Robinson 2003). The involvement of young people in agriculture is becoming a prominent problem, as they are disillusioned with agriculture around the world (Lele, 2017).

Agriculture is probably the major source of revenue in developing nations and it is essential that young individuals are associated with agriculture. But fast urbanization has caused rural populations to decrease. Young individuals now want to move to a better job overseas and they are not interested in returning to their businesses. The view of young people is that they prefer innovation and development (Agarwal, 2018).

The government needs to discover solutions to make agriculture attractive and provide excellent work for the young and to help a nation increase rural populations and improve its company skills for creating rural non-fertile activities (Lewis,1954). The planned transformation and modernisation of agriculture could be crucial to altering the youth's negative view of participation in company activities (Kalecki, 1960).

### **Objectives of the Study**

1. To encourage the young minds involve themselves in the agriculture sector.
2. To know the various opportunities available for the youth in the agriculture sector.

### **Methodology Applied**

#### ***A. Primary Data***

The research is developed through observation and collection of data through questionnaires.

#### ***B. Secondary Data***

Theory is developed on the basis of referring secondary data like books, journals and magazines.

#### ***C. Sample Size***

The sample size is determined as 60 respondent's opinion from Puttur, Udupi, Bantwal and Mangalore.

*D. Statistical tool:* To analyze the data Anova technique is used and drawn conclusion for this present study.

## **Factors Influencing Young Minds to Start their Career in Agriculture Sector**

### ***1. Education and Mass Media***

Exposures to Education and Mass Media induce elevated aspirations among rural young people leading to youth migration from rural to urban fields, agriculture to non-agricultural fields. Agriculture in original years because of the lack of interest in youthful minds does not include the educational system. Urban appeal causes rural youth to choose non-farm education in order to find employment in urban regions. Even most farmers do not support their kids who take up farming and settle in villages. Agriculture is driven by monsoon and market uncertainties making it one of the dangerous occupations. Therefore, there are few rural young people by choice for agriculture (Vijaybaskar, 2018)

### ***2. Direct marketing***

In order to shift the problem of farmers and young people in Indian factories, they need to decrease the supply chain and sell products directly to customers by avoiding intermediate people, if possible (Agarwal, 2018).

### ***3. Organic Farming***

Providing the product quality through adoption of "Good Agricultural Practices (GAP)" in organic manufacturing.

### ***4. Efficient Supply Chain***

Good post-harvest management practices such as consumer packaging requirement on the marketing level to save business profits (Lele, 2017).

### ***5. Employment to rural population***

Providing rural youth jobs in agricultural production and marketing and building the best connect ion between the urban and rural population (Agarwal, 2018).

### ***6. Income Generating agribusiness***

The youth farmer can use soil / water test kits / laboratories to creating income for agricultural businesses. Consultancy land preparation / custom land preparation for farmers. The preparation

and marketing of compost from rural waste. Low researched rural youth consultancy, hybrid seed production / hybridation techniques for rural youth, plant protection methods such as neem petroleum extraction, service pricing and price forecasting consultancy, and agricultural journalism as a sources of foreign currency revenue are provided (Lele, 2017).

#### **7. Animal husbandry**

Rural young people / villages need to focus on existing livestock breeding benefits as well as reaping revenue benefits. The population in Indian livestock is enormous, but the productivity is poor. Youth should be interested in the development of animal welfare and enter small-scale sectors such as daily farming, meat manufacturing and processing techniques by indigenous development (Shah, 2016).

#### **8. Fisheries**

Rural people of both coastal and Inland fisheries practitioners are such as, Fish / shrimp Farm Managers; Shrimp fish Hatchery Managers; Shrimp hatchery technicians; Aqua lab technicians; Aqua lab Managers; Fish Retail outlets; Mobile Fish retail outlets for Fish Value added products; Ornamental fish rearing and breeding units; Ornamental fish fabricating units; Ornamental retail fish marketing shops (Vijaybaskar, 2018).

#### **9. Agri-clinic**

Banks must pursue the agri-clinical system strictly by branch and the failures of schemes should be combined with loan guarantees to prevent risk bankers and to foster more agri-clinics and agri-business clinics. In addition, the Agri-Financing Strategy aims to provide bankers with incentives to lend farming and associated industries and encourage their success rates (Kadiyala, 2014).

#### **10. Education**

The effect of schooling on Indian modernization and traditional farming is examined through the use of a manufacturing function structure. Education has shown greater productivity pay than in traditional agriculture in a modernizing setting. Higher (college) education has a significant role in a modernizing environment but not in the traditional area. Although the impacts of schooling on both workforce and allocation make a positive contribution to agricultural manufacturing, the allocative impact in both settings exceeds the impact of workers (Shah, 2016).

#### **11. Banks role in Agriculture**

Commercial and cooperative banks constitute Indian banking. In Indian agriculture, the function of both bank kinds is very important. Cooperative banks have been regarded as the principal

source of loan flow in agriculture, but also commercial banks have been able to lend to agriculture in time (Vijaybaskar, 2018).

### Empirical Approach

Note: SA- Strongly Agree, A- Agree, N- Neutral, DA- Disagree, SD-Strongly Disagree.

M = Male, F = Female.

SL No	Statements	Gender	SA	A	N	DA	SD	F	Significance
1	Young generation have to develop the skill and competency to work in the agricultural field.	M	13	12	2	2	1	.002	Significant
		F	15	11	2	1	1		
2	Introduce good communication network among the farmers to share the latest development taken place in the agriculture field.	M	11	16	2	1	0	.003	Significant
		F	10	18	2	0	0		
3	Cover your crops with an insurance to avoid loss	M	17	12	1	0	0	.001	Significant
		F	15	13	2	0	0		
4	Focus towards goal and attain it with a specified time.	M	9	17	3	1	0	.000	Significant
		F	11	17	2	0	0		
5	Develop creative way of farming with minimum resource.	M	11	13	4	2	0	.007	Significant
		F	13	14	1	2	0		
6	Maintain global standards of cultivation to meet the export requirement.	M	14	11	1	4	0	.006	Significant
		F	13	14	2	1	0		
7	Government have to provide continuous support for the youth.	M	13	15	2	0	0	.007	Significant
		F	12	16	1	1	0		
8	Provide Basic education of agriculture in the curriculum of education	M	14	11	1	4	0	.005	Significant
		F	13	14	2	1	0		

Source: Primary Data

### **Findings**

1. Provide skill based training to the youth in the agriculture sector.
2. Develop a good communication network among the farmers to share the latest development.
3. Provide basic education of agriculture to the youth at the college or university level.

### **Suggestions**

1. Government has to provide continuous support for the youth.
2. Develop international level of standards in the farming products.

### **Conclusion**

Youth play a vital role in nation-building. They have an impact on other youth and the country and are highly ambitious. They solve the problems. You can develop your own identity and move the country forward. But without the assistance of governments and young people, they will not be able to do so. Some people lose ways and don't know how to plan for their future and many of them have no proper guidance on their future. They will actively contribute to development initiatives if they are offered the correct advice. As young people can produce faster and better outcomes, vibrant young people can play a vital part in social and economic rebuilding. In addition, in adult schooling young people should be motivated (Shah, 2016). The participation of young people in those development programs is cost-effective. For involving youth in agricultural sector development, Universities and Colleges of Agriculture are priority for directing commitment of resources required to meet significant goals of the Agricultural Industry. To persuade youths' interest in agriculture, basic education programs need to be addressed agricultural and environmental topics. It can expand the pool of youth seeking undergraduate and graduate degrees in Universities and Colleges of Agriculture. Moreover, it can provide the requirements for agricultural industry as it moves into the next century. When they receive agriculture education, voice at political, and media level and are involved with innovations, the agriculture sector can attract young persons. The youthful generation has an opportunity for agriculture to develop and supply enough food to feed the world and to end global starvation and reduce malnutrition. Finally, how young people are seen and dealt with will

have a crucial impact both on young people and on their instructional programs (Kadiyala, 2014).

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