

RETAINING YOUTHS IN AGRICULTURE –OPPORTUNITIES AND CHALLENGES**Prashanth Bhat****Lecturer, Department of M.com****Alva's college of Post graduate studies****Swathi Bhat****Student, Department of M.com****Anantha shayana****Student, Department of M.com****Abstract**

The Agriculture has played major role in human history and agricultural progress has been a crucial factor in worldwide social economic change. This paper makes an attempt to provide insight into the present trends in the agricultural sector in India. It highlights the major problems faced such as small and fragmented land holdings, inadequate irrigation facilities, depleted soil, monsoon failure, etc.,

This study is undertaken with the objective of identifying the challenges faced by the youth, evaluation of opportunities for youth, and there by motivate the youth to take up agriculture.

The paper investigated the various objectives of the study through observations, opinion of youth agriculturists in the personal interview conducted and collecting information through various journals, articles relating to the recent trends in the sector.

The study reveals the reasons for a shift from agriculture sector to other fields in the recent past. It also provides the strong grounds on the opportunities available to the youth to take up agriculture.

INTRODUCTION**History**

A History of World Agriculture provides a grand narrative of ten thousand years of human ingenuity and a penetrating analysis of the rise of agriculture and its handmaid - civilization itself. Coverage is panoramic and breathe taking. From the Near East and Egypt to China, the Americas and medieval and modern Europe, the book traces the rise of agriculture and examines the tapestry of the social and economic structures it nurtured. Most critically, the authors, looking through the lens of the current global poverty crisis, turn the spotlight of history on the present and future to show how this extraordinary wealth of knowledge, tradition and natural variety - developed over 500 generations - is now endangered by today's mechanized and globalized corp-Art, science, and industry of managing the growth of plants and animals for human use. In a broad sense agriculture includes cultivation of the soil, growing and harvesting crops, breeding and raising of livestock, dairying, and forestry.

Modern agriculture depends heavily on engineering and technology and on the biological and physical sciences. Irrigation, drainage, conservation, and sanitation each of which is important in successful farming-

are some of the fields requiring the specialized knowledge of agricultural engineers. Agricultural chemistry deals with other vital farm problems, such as uses of fertilizer, insecticide, and fungicide, soil makeup, analysis of agricultural products, and nutritional needs of farm animals. Plant breeding and genetics contribute immeasurably to farm productivity. Genetics has also placed livestock breeding on a scientific basis. Hydroponics, a method of soilless gardening in which plants are grown in chemical nutrient solutions, may solve additional agricultural problems.

The packing, processing, and marketing of agricultural products are closely related activities also influenced by science. Methods of quick-freezing and dehydration have increased the markets for farm products. Mechanization, the outstanding characteristic of late 19th and 20th-century agriculture, has eased much of the backbreaking toil of the farmer. More significantly, mechanization has enormously increased farm efficiency and productivity. Airplanes and helicopters are employed in agriculture for such purposes as seeding, transporting perishable products, and fighting forest fires, and in spraying operations involved in insect and disease control. Radio and television disseminate vital weather reports and other information that is of concern to farmers.

Agriculture in India

Agriculture's share in India's economy is significant, albeit in decline. Although the sector accounted for 22 percent of gross domestic product (GDP) in 2005 – next to 51 percent for services and 27 percent for industry – it remains the leading industry for employing close to two thirds of the country's working population. Furthermore, India has as much usable farmland as the European Union: 180 million hectares – 140 million of which are planted, covering approximately 60 percent of the country's total land area. The Indus and Brahmaputra regions in the north of the country (including the Assam plain, Uttar Pradesh and Punjab), traversed by the Ganges and graced most by the benefits of the monsoons, are the country's most fertile regions where most agricultural production takes place, sugar cane and wheat production in particular. These "natural" advantages in part explain India's leading position with regard to many agricultural products.

PROBLEMS FACED BY AGRICULTURAL SECTOR IN INDIA

Highly exposed to the vagaries of weather

India's agricultural sector is exposed, along with all of the world's agricultural sectors, to the vagaries of weather, yet is highly sensitive to these variations given that most agricultural production depends on the monsoon. Precipitation falls from June to September, and its level of intensity determines the production levels for the year, particularly for wheat, which is a staple food in India. "Bad" monsoons, which bring insufficient or excessive levels of precipitation, can cause significant drops in yields, thereby submitting production in India to a high degree of variability.

Insufficient productivity

India's agricultural sector is also characterized by insufficient productivity, due to several factors such as the miniaturization of agricultural players, limited use of mechanized farming techniques, a lack of adequate equipment and infrastructure and the harmful consequences of the "Green Revolution" of the 1970s.

Highly miniaturized and insufficiently mechanized local production

The average farm in India covers a surface area of 1.5 hectares. This compares to an average surface area of 50 hectares in France (30 times larger) and an average of 200 hectares in the United States (130 times larger). This characteristic is a legacy of the post-independence farm reforms of 1947, which aimed to redistribute land to poor farmers by placing limitations on the size of real estate. Although the Indian government is currently working to encourage farm expansions, which would create more profitable production units due to economies of scale, real estate nonetheless continues to be divided into even smaller units with each new generation due to customary and succession laws. This fragmentation of farmland is a factor behind the limited use of mechanized farming techniques and prevents the development of a more organized and productive agricultural sector.

Insufficient investment, particularly in infrastructure

Insufficient investment, particularly in infrastructure, is visible and has a direct effect on India's agricultural productivity. Facilities for the storage and keeping of crops (cold chain) are lacking and lead to tremendous losses, which for produce can represent up to 40 percent of the harvest. Additionally, only 30 percent of usable farmland is equipped with irrigation systems. A drop in public investment since the 1970s and a lack of upkeep have caused wear and tear of irrigation pipes, leading in turn to the loss of over one-third of water transported. Given the increase in non-farm related water needs due to population growth, conflicts over water usage rights are on the rise.

The "boomerang effect" of the Green Revolution

The "Green Revolution" launched by Prime Minister Jawaharlal Nehru in the late 1970s boosted the agricultural sector by increasing yields, but also had the disadvantage of increasing production costs. At a time when agricultural prices were on the decline worldwide, this rise in production costs affected India's ability to compete and led many small farmers into desperate straits. Faced with this "scissors effect" (drop in prices and rise in costs), India's farmers took on significant debt to gain new factors of production and access to inputs, which happened to be quite costly given that they were imported. The much-anticipated results never materialized, however, and the trend of rising costs gained momentum. While it cost 30 dollars to produce a ton of wheat in 1985, by 1998 it cost no less than 80! A study published in the British medical research journal *The Lancet* in 2002 revealed that the agricultural regions of southern India held the sad world record suicide rate, at 58 suicides per 100,000 inhabitants (four times the average in other countries). In addition, the widespread and indiscriminate use of fertilizer and pesticides has degraded soils. We see today that the fears expressed by Monkombu Swaminathan, father of India's "Green Revolution," in 1968 regarding the consequences of poor irrigation and excessive use of pesticides, were well founded and are now true. A portion of the country's usable farmland has consequently been seriously degraded, with soil salinization and drops in water table height commonplace in some regions.

Famine and poverty remain significant handicaps

With 212 million malnourished individuals (as many as in 1992), India is the country most severely affected by malnourishment in the world. In addition, one third of the country's population lives below the extreme poverty line, the majority of those individuals representing the agricultural sector. The "landless farmer"

movement has highlighted the distress felt by thousands of Indian farmers who have been forced to abandon land that was requisitioned for the creation of industrial free zones. Close to 40 percent of all Indians are landless and 23 percent live in what a leader of Ekta Parishad, an Indian NGO, refers to as abject poverty. Although the government recently appeared to have taken note of their grievances any measures taken were marginal and the structural changes needed to promote equity have yet to be made.

Youth: Potential Target for Agricultural Extension

India is losing more than 2,000 farmers every single day and that since 1991, the overall number of farmers has dropped by 15 million (Sainath, 2013). This has several implications for the future of Indian agriculture and India's food security. Young farmers can play an important role in ensuring food security if they are encouraged to involve in farming and the challenges they face are addressed. Over the past few years, rural youth have been shying away from agriculture and globally there is an increasing interest in finding ways of engaging youth in agriculture.

Why Youth in Agriculture?

Young people are three times more likely to be unemployed than adults and more than 75 million youth worldwide are looking for work, according to the UN International Labour Organization (ILO). Due to their limited access to assets (in particular land), markets, finance and education and skills training, youth are often unemployed or work informally – often in unpaid, very low-skilled, insecure and sometimes hazardous jobs (IFAD, 2012). Most of the educated youth find agriculture as an unattractive proposition; especially the way it is practiced traditionally by their parents. The society largely looks down upon farming, as also families of prospective brides do not prefer farming youth.

When specific youth policies do exist in developing countries, they often do not cater for poor rural youth but tend to be biased towards non-poor males living in urban areas. Consequently, there is growing disenchantment among rural youth towards agriculture vocation and they find it much lucrative to migrate to cities to do even menial jobs. Large-scale migration of rural youth from farming to urban areas has caused concern among the agricultural policy makers, since, such a trend, if not checked, is likely to affect agricultural activities in the future. Thus, checking migration and retaining youth in agricultural sector is currently a big challenge.

Generally youth are willing to adopt new ideas and technologies and therefore agricultural extension services should target youth to transform agriculture. The youth could be the ideal catalyst to change the poor image of persons involved in agriculture, especially in the rural communities given their greater possibility to adapt new ideas, concept and technology which are all important to changing the way agriculture is practiced and perceived. Agricultural extension services can effectively address these issues by encouraging and supporting youth participation in agriculture. Improving their capacities and increasing their involvement will also help in changing the negative perception about farmers as “uneducated and unskilled, physical labourers engaged in a glamour less vocation with extremely low economic returns”.

Youth Defined

Youth is often understood to be the period of transition from childhood to adulthood, encompassing processes of sexual maturation and growing social and economic autonomy from parents and carers (Bennell, 2007). There is no universally accepted definition of youth, since the age ranges anywhere from 8 to 40 yrs. On the occasion of the International Youth Year in 1985, the United Nations General Assembly for the first time defined youth as people between the ages of 15 and 24 for its work on youth (with under 15s being classed as 'children'). For global programming purposes, FAO defines the priority age range for rural youth development from 10 to 25. The World Development Report (2007) expanded the range to include all people between 12 and 24 years. The Government of India (GOI) officially defines youth as persons between the ages of 13 and 35 years and it also varies depending on the programme. For instance, the National Youth Policy of India considers age group 10 to 34 yrs as youth. The United Nations (UN) and the International Labour Organisation (ILO), however, defined the youth as persons between 15 and 24 years of age for cross country comparison.

The population in the age-group of 15-34 in India increased from 353 million in 2001 to 430 million in 2011. More than half of India's population is under the age of 25, with 65 percent of the population under 35. The rural population is about 70%, and the indications are that the migration of rural youth to cities is around 45% in the country, which is quite alarming. The youth from low income families are disadvantaged due to poor telecommunication connectivity, poor quality of educational standards coupled with a high dropout rate beyond primary school stage is a major challenge. Such youth have very limited information about or access to various options in relevant skill training and are often also unable to pay the admission fees for such training. The Government of India has formulated its youth policy (NYP-2012 draft) to respond effectively to the changing conditions of the young people in the 21st century. This national policy aims to put young people at the centre of country's growth and development by recognizing the problems of rural youth to be addressed through suitable interventions.

YOUTH & EXTENSION

Adult Vs Youth: When India became independent in 1947, about 83% of the Indian population was living in rural areas and most of the Indians were illiterate (over 88%). Adult education was the main focus for extension at that time and the agricultural extension programmes, obviously were mostly designed considering this mass scale rural illiteracy, focusing on interventions aimed at improving the functional literacy among rural adults. However, over the years, the literacy rates have gone up and in 2011, it stands at 74.04%. The rural youth are now more literate, aware, educated and many are looking for new livelihood options including migrating to urban areas. Here lies the importance of developing extension programmes for youth, who are the future farmers.

Head of family Vs Youth: Most of the agricultural extension programmes which we implemented since independence in India traditionally targeted the head of families for training and technology transfer. In extension studies too, we consider the head of family, mostly male as the respondent, though in every diffusion-adoption study we found the early adopters to be younger. Youth are more techno-savvy and they could access information & knowledge promoted through the new ICTs which uses computer, internet and mobiles. Young farmers often have greater capacity for innovation, imagination, initiative and entrepreneurship than older adults and these characteristics should be effectively harnessed by extension services to provide better livelihood opportunities for youth in agriculture.

The investment on youth in agriculture is still minimal, as there are only a few youth focused programs and thus, few clear examples of impact. Nevertheless, the ICAR and departments of Agriculture in many states are recognizing the farmers including the young and innovative ones for the innovative and diversified farming ventures taken up by them. Many young farmers are taking up high risk high returns agri-ventures like protected agriculture, precision farming, organic agriculture, floriculture, medicinal and aromatic plants cultivation etc, which are mostly avoided by the aging farmers. These new agri -ventures need to be actively supported by the government agencies and financial institutions with skill training, financing and marketing support. Some of the initiatives presented below have tried to enhance capacities of rural youth and some new initiatives have also been planned.

ON-GOING INITIATIVES

KrishiVigyan Kendra (KVKs): Imparting need based vocational training to farmers, farm women & rural youth to change their knowledge, skill & attitude as a result uplift the standard of living, is the main mandate of the KVKs. KVKs numbering over 631, exist practically in every district of India. A total of 4.86 lakh extension programmes/activities were organized by the KVKs during 2012-13, which attracted the participation of 170.16 lakh farmers and 2.61 lakh extension personnel. These KVKs organized 65,314 training programmes under capacity building with the participation of 18.8 lakh farmers/farm-women, rural youth and extension personnel during 2012-13. Besides this, 8,486 skill-oriented training courses (both on-campus and off-campus) were organized exclusively for 1.91 rural youth, of which 69,163 (36.17%) were young women. These trainings were organized on various vocations viz. crop production and management, post-harvest technology and value-addition, nursery management, livestock, fisheries, income generation activities, capacity building and group dynamics etc. These KVKs also conducted 5,730 capacity building programmes for 1.42 lakh extension personnel, which included 34,563 (24.35%) women extension personnel (ICAR, 2012-13). KVKs need more resources to organize more number of similar trainings.

Nehru Yuva Kendra Sangathan(NYKS): Established in 1987-88 as an autonomous organization under the Ministry of Youth Affairs and Sports, it has been channelizing the power of youth (13-35 yrs) on the principles of voluntarism, self-help and community participation. Over the years, NYKS has established a network of youth clubs in villages, where Nehru YuvaKendras (501 at the moment) have been set up, harnessing youth power for development by forming Youth Clubs, which are village level voluntary action groups of youth at the grassroots level to involve them in nation building activities, working for community development and youth empowerment. However, only a few NYKS are involved in agricultural development. Much more could be achieved if NYKS could focus on skilling rural youth in agricultural activities.

NABARD Farmers' Clubs: NABARD's policy support for Farmers' Club Programme emphasizes on linking technologies with farmers' club members, while facilitating market access through capacity building of members of Farmers' Clubs including leadership training; linkage with technology/markets; Self Help Groups (SHGs)/Joint Liability Groups (JLGs) formation and forming Federations of Farmers' Clubs/Producers' Groups/Companies. Under this programme, the NABARD has so far (March 2013) assisted formation of 1.27 lakh farmers' clubs across the country. These clubs are organized by rural branches of banks with the support and financial assistance of NABARD for the mutual benefit of the banks concerned and the village farming community/rural people.

The broad objective of setting up Farmers' Clubs is to achieve prosperity for the farmers with overall

agricultural development in its area of operation by facilitating credit counselling, technology counselling and market counselling. The NABARD provide a financial assistance of Rs. 10,000 to each club per annum for three years. The club members are expected to utilize this amount to meet routine expenses for formation, maintenance, and organising awareness meets. Most of these farmers' clubs have a good representation of rural youth.

NEW INITIATIVES

ARYA (Attracting and Retaining Youth in Agriculture): The Indian Council of Agricultural Research (ICAR) has constituted a seven-member expert committee, to suggest ways of attracting youth to agriculture. The committee is working on issues such as providing training to farm youth on innovative and sustainable agricultural practices to help make agriculture a profitable venture. This would involve a series of activities, including exploring opportunities in secondary agricultural operations such as value addition of crops and hiring, and servicing of mechanized farm implements. This is going to be an important strategy of the ICAR focused on rural youth mobilization for agricultural transformation during 12th plan (ICAR Report)

National Rural Livelihood Mission (NRLM): NRLM aims at creation of opportunities for both wage employment and skill development for the rural youth, who lack skills in many areas of agricultural production and processing. National Skill Development Mission and the National Skill Qualification Framework are, thus, aggressively pushing the agenda of skill development to build the capacity of rural youth so that they are meaningfully employed in rural areas itself. Thus, need based experiential skill learning supported by public sector banks/organizations in rural areas is the key to strengthen the Rural Self Employment Training Institutes (RSETIs) being set up in all districts under NRLM to assist such youth (Likhi, 2013). NRLM requires suitable decentralized convergence of skill development programs run by multiple central ministries including the National Skill Development Corporation (NSDC). Self Employment Training Institutes (RSETIs) being set up in all districts under NRLM to assist such youth (Likhi, 2013). NRLM requires suitable decentralized convergence of skill development programs run by multiple central ministries including the National Skill Development Corporation (NSDC).

Agricultural Skill Council of India (ASCI): Considering the need for skilling the work force in agricultural sector, the Agricultural Skills Council of India (ASCI) has been recently proposed by National Skill Development Corporation (NSDC), which could be one ideal institution to train rural youth. The ASCI proposes to train, certify and accredit 56.5 million work forces comprising of farmers, wage workers, entrepreneurs and extension workers, over 10 years through its training partners.

ASEAN-India Farmers Exchange: The Ministers of the ASEAN (The Association of South East Nations) Concerned over the small number of young farmers' involvement in the agriculture sector, agreed on the importance of promoting innovation and entrepreneurship among young farmers to achieve more sustainable agriculture development in the region. This initiative is expected to create greater awareness among the young and innovative farmers on the promising career in the agriculture sector. The first Exchange Visit was conducted in Malaysia in conjunction with the 2012 ASEAN Farmers' Week and the Malaysian Agriculture, Horticulture and Agro-tourism (MAHA) International in November 2012, followed by the 2nd Exchange Visit conducted in India during December 2012, wherein, farmers' delegation from nine ASEAN member states participated.

MOBILIZING YOUNG FARMERS

Attracting and retaining youth in agriculture is critical for Indian Agriculture. Most of the new innovations (both technical and institutional) require a skilled agricultural work force. For instance, promotion of high value agriculture, precision farming, organic cultivation, Hi-Tech horticulture, micro-propagation, Integrated Pest Disease & Nutrients Management, Post Harvest Management, development of backward and forward linkages etc, require well trained young farmers with enthusiasm and passion for farming and ability to take risks. The rural youth could be the ideal target for skill training in these new areas of agricultural growth and to do this effectively there is a need to mobilize young farmers. Organised groups of young farmers will be useful for introducing new production technologies and organizing effective input and output markets.

Young Farmers' Associations: The enthusiasm of youth for new technologies facilitated the initiation of rural youth programmes in USA, leading to the birth of the 4-H clubs in 1914. These clubs well recognized as an innovative way to introduce new agriculture technologies to rural communities, now have become important partners of the Cooperative Extension Service in USA especially on promotion of youth involvement in agriculture. Similarly, in European Union and in other developed countries, the young Farmers Associations are active since long, For instance, the National Federation of Young Farmers' Clubs (NFYFC) is one of the largest rural youth organisations in the UK, There are 662 Young Farmers' Clubs in England and Wales.

In India, the recently initiated "The Young Farmers Association (YFA), Punjab" is involved in promoting and modernizing agriculture. The YFA, has started a programme called the Future Farmers Foundation (FFF) to encourage the youth to take up farming as a viable and lucrative occupation to increase farm income, while maintaining sustainability in agriculture.

REVIEW OF LITERATURE

- "Agriculture, manufacturers, commerce, and navigation, the four pillars of our prosperity, are then most thriving when left most free to individual enterprise". — Thomas Jefferson, First annual message to Congress; December 8, 1801
- "Agriculture is not crop production as popular belief holds - it's the production of food and fiber from the world's land and waters. Without agriculture it is not possible to have a city, stock market, banks, university, church or army. Agriculture is the foundation of civilization and any stable economy"-Allan Savory

"The ultimate goal of farming is not the growing of crops, but the cultivation and perfection of human beings." -Masanobu Fukuoka, The One-Straw Revolution

- "The word agriculture, after all, does not mean "agri-science," much less "agri-business." It means "cultivation of land." And cultivation is at the root of the sense both of culture and of cult. The ideas of tillage and worship are thus joined in culture. And these words all come from an Indo-European root meaning both "to revolve" and "to dwell." To live, to survive on the earth, to care for the soil, and to worship, all are bound at the root to the idea of a cycle. It is only by understanding the cultural complexity and largeness of the concept of agriculture that we can see the threatening diminishment implied by the term "agribusiness." (pg. 285, The Use of Energy)" Wendell Berry, The Art of the Commonplace: The Agrarian Essays

- “Commercial agriculture can survive within pluralistic American society, as we know it - if the farm is rebuilt on some of the values with which it is popularly associated: conservation, independence, self-reliance, family, and community. To sustain itself, commercial agriculture will have to reorganize its social and economic structure as well as its technological base and production methods in a way that reinforces these values.” — Marty Strange

RESEARCH DESIGN

This part extensively covers the objectives, scope, research methodology and limitations of the study.

Scope of the study

This article focuses on the youth agriculturists in Udupi District. The full time agriculturists are considered. Their annual family income is not exceeding Rs. 10-15 Lakhs. The age of the agriculturists taken for study is not more than 35years. The masses tapped for the study most of them are producing Paddy, coco, arec nut and coconut. This enables the readers to understand the penetration of agriculture in domestic household income. Probably the myth of reason of not carrying on agriculture cleared. The awareness regards life of youth agriculturists is attempted and is an added literature to this area of study.

Objective of the study

This comprises of specific and other objectives.

Specific Objective: This study is undertaken with the objective of identifying the challenges faced by the youth agriculturists

Other Objectives: a. To evaluation of opportunities for youth, and there by motivate the youth to take up agriculture.

b. To analyze the existing agriculture situation in the country

Research Methodology

The study has retrieved information from both primary and secondary data sources. The primary data was collected through personal interviews. The occupational classification includes different types of agricultural produces. The households who generated income primarily through agriculture were interviewed and opinion was collected. Youths those who have sufficient knowledge and agricultural background were interviewed. The contact numbers were collected by getting leads from the acquaintances.

The study has considered the agriculturist whose annual family income is not more than Rs. 10-15 Lakhs and the age of the home-makers not exceeding 35years. The leads were generated through the respondents during interviews. Few of the leads were met through telephonic interviews. Thirty agriculturists (full time) were considered. Out of these agriculturists, only Twenty-five promptly attempted. Five of them were unable to be contacted even though attempt was made repeatedly to collect their feedback. 83 percent of the response was considered for the analysis of the study. There was no bar on the

educational qualification while doing this study. Convenience sampling method was adopted. The feedback was obtained from the agriculturists in and around udupi district.

Limitations of the study

- The study cannot be generalized.
- The feedback obtained can be biased.
- The respondents were not confident and were accessing help from their family members when giving feedback and suggestions.

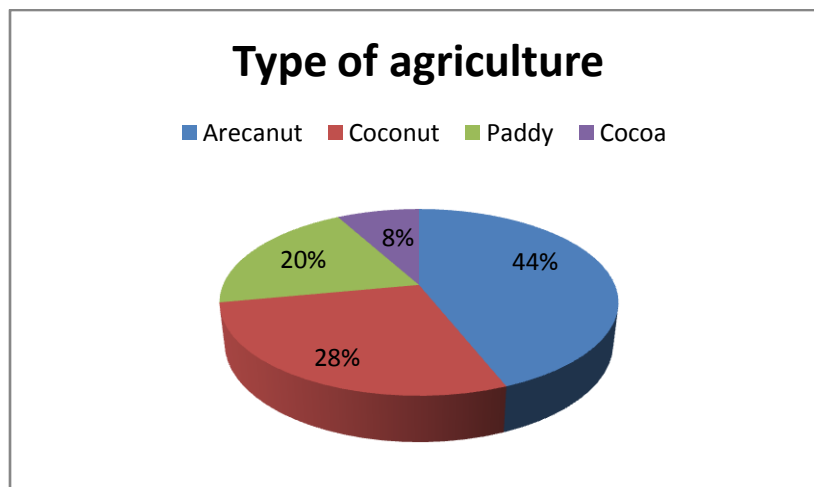
ANALYSIS AND INTERPRETATION

Type of agriculture

Table no:1

Arecanut	44%
Coconut	28%
Paddy	20%
Cocoa	8%

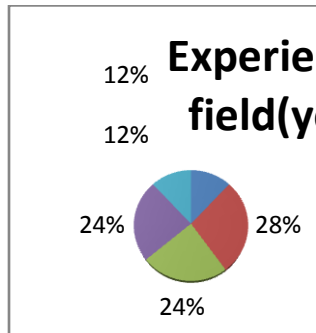
Graph no:1



Most of the respondents are engaged in arecanut. And only few of them are engaged in cultivation of coca

Experience in the field**Table no.2**

0-2 Years	3
2-5 Years	7
5-7 Years	6
7-10 Years	6
Above 10	3

Graph no.2

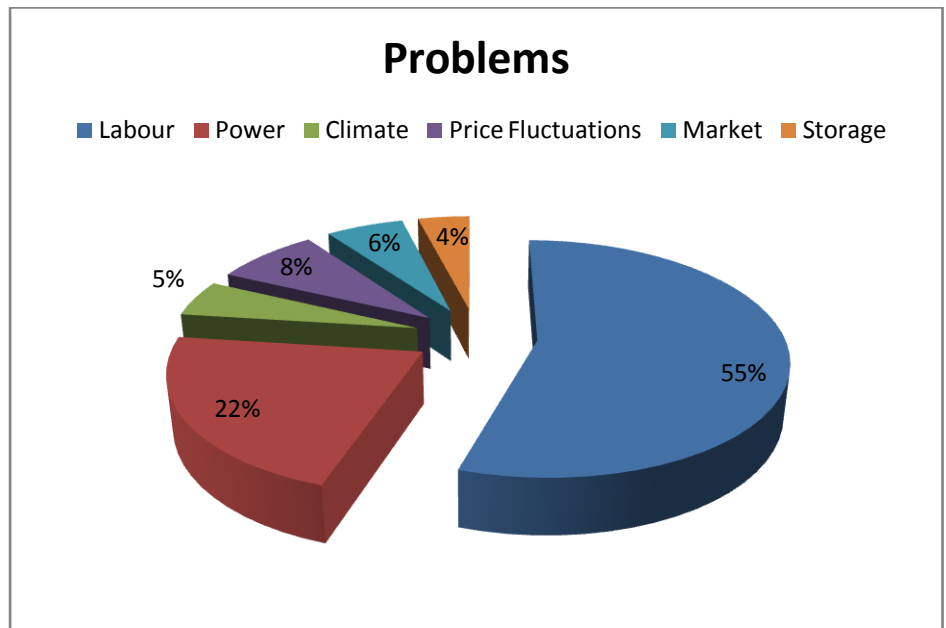
Most of the respondents are having sufficient experience in the field of agriculture of about 2-5 years. Few have more than 10 years of experience.

Problems faced**Table no.3**

Labour	55%
Power	22%
Climate	5%
Price Fluctuations	8%
Market	6%
Storage	4%

Graph no.3

1 to 3	5
3 to 5	9
5 to 10	7
Above 10	4

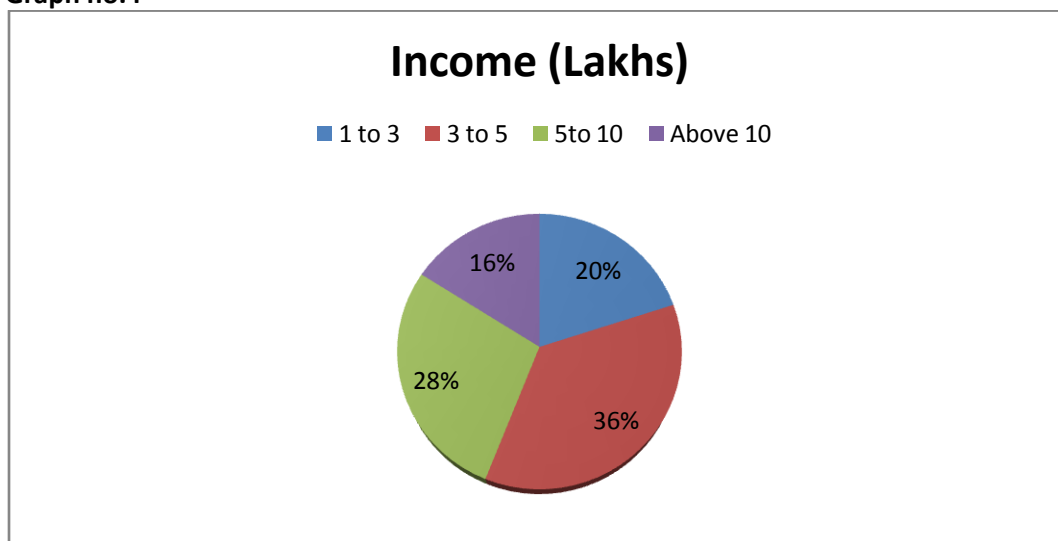


Most of the respondents are facing the problems of labour(55%).and about 22% of them face the problem of power failures and remainder percentage shows few other problems

Income (Lakhs)

Tableno.4

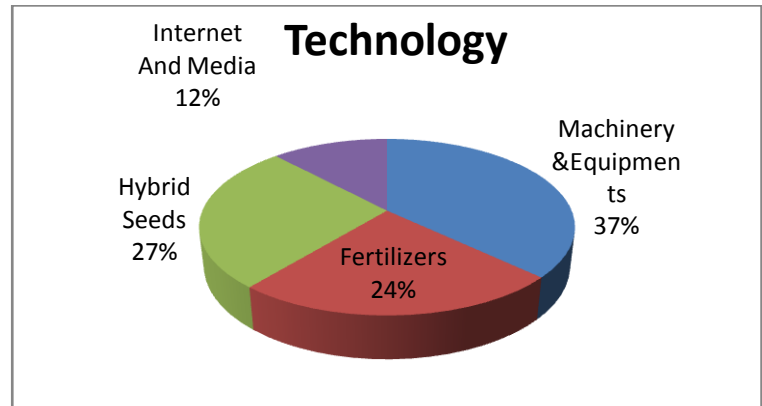
Graph no.4



About 36% of the respondents are having income more than 10 lakhs since they carry on agriculture on a large scale. Few have a income of 1 to 3 lakhs.

Technology**Table no.5****Graph no.5**

Machinery & Equipments	37%
Fertilizers	24%
Hybrid Seeds	27%
Internet And Media	12%

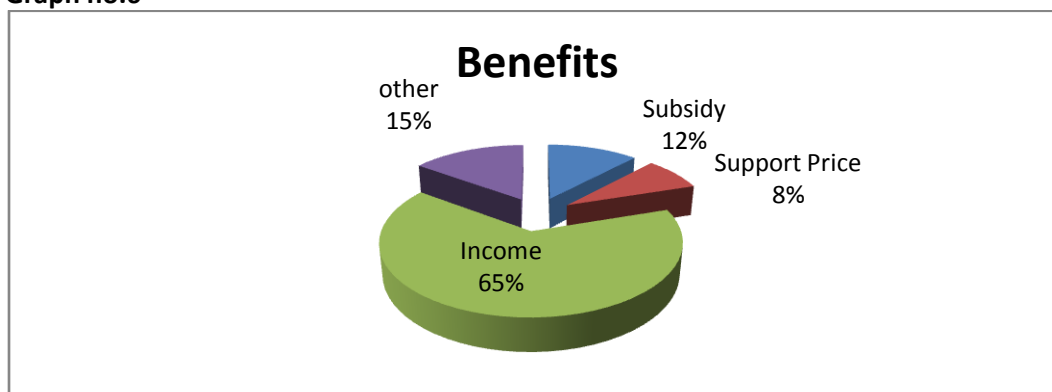


37% of the respondents are making use of technology, and quite less number are using fertilizers. Only few (12%) are

having access to internet and media

Benefits**Table no.6**

Subsidy	12%
Support Price	8%
Income	65%
other	15%

Graph no.6

From the study it is clear that nearly 65% of the respondents admitted that there is revenue from the crops when the conditions are favorable. And most of them are not satisfied with the support schemes of the government.

Findings and suggestions

Findings

- Most of the respondents are engaged in arecanut. And only few of them are engaged in cultivation of coca
- Most of the respondents are having sufficient experience in the field of agriculture of about 2-5 years. Few have more than 10 years of experience.
- Most of the respondents are facing the problems of labour(55%).and about 22% of them face the problem of power failures and remainder percentage shows few other problems
- About 36% of the respondents are having income more than 10 lakhs since they carry on agriculture on a large scale. Few have a income of 1 to 3 lakhs.
- 37% of the respondents are making use of technology, and quite less number are using fertilizers. Only few (12%) are having access to internet and media
- From the study it is clear that nearly 65% of the respondents admitted that there is revenue from the crops when the conditions are favorable. And most of them are not satisfied with the support schemes of the government.

Suggestions

- Since availability labour is one of the major problems of the agriculturists proper support should be given by the government by creating self help groups and through other means so that they can carry on their activities smoothly
- Measures must be taken by the government to supply power required for the agricultural work. Most of the respondents strongly express their dissatisfaction that rural areas have been neglected by the government when it comes to the matter of supply of power and other basic facilities required by the farmers.
- Most of the respondents tell that even though they are getting better price for their crops at present, considerable amount of profits are eaten by the middle men and other intermediaries who operate in the chain. They feel that platform for direct selling of the product should be developed. Even though it is existing at present it is not effective. They also feel that support price schemes are not effective it has to be revised regularly and implemented effectively.
- Most of the agriculturist are still following the traditional agricultural methods and not making use of modern technology even though it is available. Respondents feel that some machinery is not available at local places and maintenance is costly. So a measure has to be taken for the easier availability of machinery and spare parts.
- In India agriculturist are having minimum exposures to internet and media. Since it is the era of computer and technology the use of internet will help them in a great way in their operations. Government should come up with measures to improve the computer literacy level and accessibility to internet by organizing effective programs.

CONCLUSION

“Agriculture, manufacturers, commerce, and navigation, the four pillars of our prosperity, are then most thriving when left most free to individual enterprise.” Agriculture’s share in India’s economy is significant, albeit in decline. Although the sector accounted for 22 percent of gross domestic product (GDP) in 2005. India has as much usable farmland as the European Union: 180 million hectares – 140 million of which are planted, covering approximately 60 percent of the country’s total land area. These “natural” advantages

have to be exploited in order to gain leading position with regard to many agricultural production and exports.

Most of the educated youth find agriculture as an unattractive proposition; especially the way it is practiced traditionally by their parents. The society largely looks down upon farming, as also families of prospective brides do not prefer farming youth. Generally youth are willing to adopt new ideas and technologies and therefore agricultural extension services should target youth to transform agriculture. The youth could be the ideal catalyst to change the poor image of persons involved in agriculture, especially in the rural communities given their greater possibility to adapt new ideas, concept and technology which are all important to changing the way agriculture is practiced and perceived. Agricultural extension services can effectively address these issues by encouraging and supporting youth participation in agriculture. Improving their capacities and increasing their involvement will also help in changing the negative perception about farmers as “uneducated and unskilled, physical labourers engaged in a glamourless vocation with extremely low economic returns”.

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