

ATTITUDE OF RURAL YOUTH TOWARDS RURAL DEVELOPMENT PROGRAMMES IN GUNTUR BLOCK OF GUNTUR DISTRICT (ANDHRA PRADESH)

¹Balasagar Veeramasu, ²Jahanara

¹M.Sc. Agricultural Extension, Sam Higginbottom University of Agriculture Sciences, U.P, India

²Professor and Head, Dept. of Agriculture Extension and Communication, SHUATS, U.P, India

E mail- ¹sagarveeramasu1991@gmail.com, jahanara@shiats.edu.in

Abstract: *The present investigation was undertaken in Guntur block of Guntur district of Andhra Pradesh. A non-probability sampling design was used to select rural youth as respondents. A total of 120 respondents were selected. The primary data were collected from respondents through pre-tested interview schedule. In case of attitude 60.84 had favorable attitude towards rural development activities. The result clearly indicates that about half of the rural youth has more favorable attitude towards rural development activities.*

Keywords: *Rural Development Activities, Attitude, Non-probability, Sampling*

1. INTRODUCTION:

Youth have been playing quite a significant role in almost every country of the world as they possess the zeal and vigor necessary to create opportunities for national development. Youths shoulder responsibility for the future development of the country. The socio-economic development and prosperity of the rural areas depend upon the type of youths the country own. Because the rural youth have abilities to orient themselves to go along with the main stream of the development process. The youth forms the bulk of total population of the country. They are the national cream and the future crown with full possession of physical built and mental tenacity and power. They are the precious human assets who can play an important role in nation building activities, if opportunities are provided. If a country can harness a creative and pervasive force like youth, it can substantially and quickly advance towards modernization. The main objective of the research is to measure the level of attitude of rural youth in rural developmental activities.

2. METHODOLOGY

The study was conducted in Guntur block of west **Guntur district** of Andhra Pradesh state which was under administrative block of **ACHARYA N.G.RANGA AGRICULTURE UNIVERSITY, BAPATLA**. The respondents were selected from six (6) villages i.e., Guntur, Medikonduru, Visidhala, Mandapadu, Siripuram and Dokiporu. The interview schedule was developed to measure the aspiration level of respondents and attitude level of the respondents. The information collected was scored, tabulated, computed and analyzed to have necessary interpretations.

2. MATERIALS AND METHODS

Descriptive research designs would be adopted for the study. Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study. Pre-tested interview schedule was used to collect the information. Statistical tools like frequency, percentage, mean, standard deviation, and chi-square test are used to analyse the data.

3. RESULT AND DISCUSSION:

The result obtained from present study as well as relevant discussion have been presented under following heads:

SOCIO-ECONOMIC PROFILE OF THE RESPONDENTS

It was found from the data that 57.51 per cent respondents belongs to middle age group followed by 21.67 per cent and 20.83 per cent respondents were between the elder age group and young age group. 39.16 per cent of the youth studied up to high school followed by 18.33 per cent up to Intermediate, 7.50 per cent were graduated. In family type majority (65%) were joint family and 35 per cent were nuclear family. According to the size of family majority (76.66%) are having more than 5 members. The monthly income is more (31.66%) were getting in between

10,000-15,000 followed by 30 per cent above 15,000. Majority (57.50%) were having cemented houses while 32.5 per cent were having semi-cemented houses. While coming to mass media exposure of the youth and 20.83 per cent respondents were regularly listening the radio 50.83 per cent of respondents were often listening radio 28.33 per cent respondents never listen to the radio. 43.33 per cent of respondents were regularly viewing the T.V , 44.67 per cent of respondents often viewing the T.V, 12.5 per cent of respondents were never view the T.V. 29.16 per cent of respondents were reading newspaper regularly, 45.83 per cent were reading often, 25 per cent never read newspaper. 6.67 per cent of respondents were reading magazine regularly, 3.33 often read magazine and 85.83 per cent never read magazine.

TABLE 1. SOCIO-ECONOMIC PROFILE

S.no.	Level	Frequency	Percentage
1	Lowest level (20-30)	32	26.66
2	Medium level (31-40)	60	50.00
3	High level (41-50)	28	23.34
	Total	120	100.00

LEVEL OF ATTITUDE OF RURAL YOUTH

To calculate the overall attitude of the rural youth several other attitude factors like Agriculture production, profits earned during farming, rural development programmes activities ,participation, facilities provided etc., were taken into consideration. Based on their answers their results were scored, tabulated and mathematically presented in three different levels in the below table.

TABLE 2.LEVEL OF ATTITUDE

S.no.	Level	Frequency	Percentage
1	Lowest level (26-36)	29	24.16
2	Medium level (37-47)	73	60.84
3	High level (48-58)	18	15.00
	Total	120	100.00

The above table shows the overall attitude of the of the rural youth towards the rural development activities in the Guntur Block. The table clearly indicates that majority (60.84%) of the rural youth have favorable attitude followed by 24.16 per cent of the rural youth have less favorable attitude and 15.00 per cent respondents have more favorable attitude towards the rural development activities. From the above table we can get a clear view and idea about the attitude levels of the rural youth

RELATIONSHIP BETWEEN THE SOCIO-ECONOMIC CHARACTERS AND ATTITUDE OF THE RURAL YOUTH TOWARDS THE RURAL DEVELOPMENTAL PROGRAMMES

Age is showing a significant impact on the attitude of the rural youth, education is having a positive and significant relationship on the attitude of the rural youth. Income has a positive and significant relationship towards the attitude of the rural youth. Type of the house does not show any impact on the attitude of the rural youth. Similarly operational land holding also does not show any impact on the attitude of the rural youth. Size of the family is showing a positive and significant impact on the attitude. Mass Media Exposure is also found to show a significant impact on the rural developmental programme.

4. CONCLUSION:

From the data collected and the research work carried out it can be said that the most of the rural youth are found to have medium levels of attitude towards the rural development programmes. They are not completely satisfied with the activities and the rural developmental programmes. So the government needs to concentrate more on the rural developmental programmes to improve the villages which results in the prosperity of the country.

REFERENCES:

1. Amarnatha. J. S. and Jayalaxmi.N., 1999, Adoption of improved technology, *J. Ext. Edu.*,9(4) : 2205-2207.

2. Suresh,2004, Entrepreneurial behaviour of milk producers in Chittoor district of Andhra Pradesh – A critical study. *M. V. Sc. Thesis*, Acharya N. G. Ranga Agric. Uni, Hyderabad. (Andhra Pradesh).
3. Gogoi, M. E., Phukan and R. K., Talukdar 2000, Impact of farmers training programme on adoption of rice production technology by farmers. *Mah. J. Ext. Edu.* 19 : 232 -238.
4. Gandhi. Venkatesh R., (2002), Knowledge level and Adoption behaviour of vegetable growers with respect to integrated pest management of tomato crop in Kolar district. *M. Sc. (Agri.) Thesis*, Univ. Agric. Sci., Dharwad, Karnataka (India).
5. Darling, B. Suji and Vasanthakumar, J., 2004, Knowledge and adoption of botanical pesticides *J. Ext. Edu.*, 15 (2 & 3) : 3655-3658.
6. Babanna, T., 2002, Information source consultancy and training needs of farmers in arecanut cultivation under Tungabhadra command area in Shimoga district. *M. Sc. (Agri.) Thesis*, Univ. Agric. Sci., Bangalore, Karnataka (India).
7. Partha Sarathi S, and Santha Govind, 2002, Knowledge of trained and untrained farmers of IPM practices. *J. Ext. Edu.*, 13(1) : 3293-3297