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Determinants of Rural Youth Participation in Livestock Farming Activities in Andhra Pradesh

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ABSTRACT

The study was undertaken to find out the determinants of rural youth participation in various livestock farming activities in Kadapa, Nellore and Srikakulam districts of Andhra Pradesh. The findings of the study revealed that the variables namely age, land holding, education levels, training received, annual income, employment generation, herd size, mass media exposure, extension contact, market orientation, risk orientation, economic orientation, decision making behavior, knowledge, perception and livelihood security through dairy farming had positive and significant relationship with the participation of rural youth in dairy farming. The variables gender, education, family background, training received, knowledge, perception, mass media exposure, extension contact, economic orientation, decision making behavior, annual income, market orientation, employment generation had influence over the participation of rural youth in sheep/goat farming activities. Gender, education, perception, employment generation, income generation, mass media exposure, extension contact, market orientation, decision making behavior influenced the participation in backyard poultry farming and the variables gender, economic orientation, herd size, livelihood security had influence over the participation in pig farming.

Key words: Determinants; Participation; Livestock farming activities; Rural youth.

Livestock is an integral component of Indian lifestyle since the time immemorial. India has one of the world's largest livestock populations and has grown by 4.6 per cent from 512 million in 2012 to about 536 million in 2019 (*Livestock census, 2019*). Livestock generates a continuous income stream and reduces seasonality in livelihood patterns particularly among rural poor people (*Birthal and Ali, 2005*). Livestock can be used as an important instrument to alleviate rural deprivation (*Ali, 2007*), and investment in the livestock sector will make a major contribution to economic growth, poverty reduction and the achievement of India's Millennium Development Goals. Youth, the state of being young is a transitional period in personality development that bridges the years between childhood and adulthood (*D' Souza, 1970*). India has the best demographic profile in terms of youth population. According to 2011 census, youth

population in India with the age group of 15-35 is around 35.36 per cent of the total population. Of this 70 per cent were rural youth and the rest were urban youth. More than 50 per cent of India's population falls under the age of 25 and about 65 per cent of population falls under 35 years. In Andhra Pradesh the youth population constitutes about 36.18 per cent (*Census 2011*) of the total population. Out of the total population 35.17 per cent were rural youth. The critical challenge with respect to youth of any country is to find a decent source of income for survival (*Hari, 2014*). Socio-economic development and prosperity of rural areas depend on the type of youth in that country. Youth participation in farming helps in bringing together the efforts and energy of youth. There are wide spread opportunities in agriculture and livestock farming and youth have desirable qualities that can promote agriculture and livestock. The participation

of rural youth in livestock can solve their problem of unemployment and it serves as a source of income throughout the year. There are also several challenges faced by the youth like lack of capital, low return from business, high return time in business, poor market structure, inadequate modern equipment and poor government policies for youth (*Oyelami and Ajanaku, 2019*). Despite various challenges and constraints, rural youth are getting involved themselves in livestock farming activities because of many intrinsic and extrinsic factors. Keeping this in view a study was conducted to find out the determinants of rural youth participation in livestock farming activities.

METHODOLOGY

Ex-post-facto research design was followed in the present investigation. Data were collected from 120 respondents drawn purposively from three districts of Andhra Pradesh state viz., Kadapa (from Rayalaseema region), Nellore (from Coastal region) and Srikakulam (from North coastal region) based on rate of unemployment and livestock population of that region. From each of the selected districts 40 youth involved in livestock farming activities were purposively selected by following simple random sampling technique. In order to find out the determinants of rural youth participation various selected independent variables were correlated with the participation of rural youth in livestock farming activities and tested for statistical significance.

A structured interview schedule was prepared by incorporating various variables for data collection and the data collected was correlated with the participation of rural youth in livestock farming activities (Dairy, Sheep/Goat, Backyard poultry and Pig farming) to find out the determinants of participation in various livestock farming activities.

RESULTS AND DISCUSSION

Relationship between independent variables of rural youth with their participation in dairy farming activities

: It was evident from the correlation analysis (Table 1) that the variables such as education, herd size, mass media exposure, extension contact, market orientation, risk orientation, economic orientation, decision making behavior, knowledge about dairy farming, perception, livelihood security, and employment generation had positive and significant relationship with participation in dairy farming activities at one per cent level, whereas

Table 1. Relationship between independent variables of rural youth with their participation in dairy farming activities

Variables	Participation in dairy farming
Age	0.349*
Gender	-0.007
Education	0.489**
Marital status	-0.038
Family type	0.118
Family size	0.09
Family background	0.163
Family support	0.163
Occupation	0.004
Farming experience	-0.352*
Herd size	0.438**
Knowledge about dairy farming	0.536**
Training received	0.295*
Mass media exposure	0.505**
Extension contact	0.547**
Risk orientation	0.562**
Market orientation	0.564**
Economic orientation	0.496**
Decision making behaviour	0.587**
Financial support	0.273
Perception	0.559**
Employment generation	0.675**
Livelihood security	0.577**
Income generation	0.377*
Land holding	0.363*

variables like age, land holding, income generation, training received were found to be having positive and significant relationship with participation in dairy farming activities at five per cent level of significance. Thus age, land holding, education levels, training received, annual income, employment generation, herd size, mass media exposure, extension contact, market orientation, risk orientation, economic orientation, decision making behavior, knowledge, perception and livelihood security through dairy farming had effect on their participation in dairy farming activities.

Age and education are significantly related to the extent of involvement in livestock farming according to *Oyelami and Ajanaku (2019)*. Education influences involvement in livestock according to *Arowolo et al. (2013)*. Knowledge and availability of land encouraged the rural youth to participate in farming

activities according to *Chaudhary et al. (2018)*. Employment status, mass media exposure, extension contact are the factors influencing youth participation in farming activities according to *Chibuzor et al. (2014)*. *Twumasi et al. (2019)* also reported that annual income, self employment, access to land and youth perception towards farming has positive and significant relationship with rural youth participation in farming. *Vishwanatha (2013)* reported that education, land holding, annual income, extension contact has positive and significant relationship with participation of rural youth in dairy farming.

Relationship between independent variables of rural youth with their participation in sheep/goat farming activities : The data presented in Table 2 revealed that the variables such as family background, training received, market orientation, employment generation, perception has positive and significant relationship

with participation at one per cent level of significance. Whereas gender, education, mass media exposure, extension contact, economic orientation, decision making behavior, annual income, knowledge about sheep/goat farming had positive and significant relationship with the participation in sheep/goat farming activities at five per cent level of significance. From the above data it is clear that gender, education, family background, training received, knowledge, perception, mass media exposure, extension contact, economic orientation, decision making behavior, annual income, market orientation, employment generation had influence over the participation of rural youth in sheep/goat farming activities. *Oyelami and Ajanaku (2019)* also reported in his findings that educational background and source of income influenced the youth involvement in livestock farming. *Channappa et al. (2022)* reported in his study that majority of farmers involving in sheep farming have medium level of economic orientation. *Girei et al. (2016)* revealed in his study that 51 per cent of the youths were actively involved in agriculture and allied activities as a means of creating job for themselves.

Relationship between independent variables of rural youth with their participation in backyard poultry farming activities: Table 3 revealed that the variables like mass media exposure, extension contact, market orientation, decision making behavior had positive and significant relationship with the participation at one per cent level of significance. The variables such as gender, education, risk orientation, perception, employment generation and income generation had positive and significant relationship with participation in poultry farming activities at five per cent level of significance. It is observed that gender, education, perception, employment generation, income generation, mass media exposure, extension contact, market orientation, decision making behavior had influence over the participation of rural youth in poultry farming. *David T. Sun et al. (2022)* reported that individuals involving in poultry farming were not solely dependent on poultry as main source of income. *Girei et al. (2016)* revealed in his study that 18 per cent believed farming was a means of reducing poverty among them

Relationship between independent variables of rural youth with their participation in pig farming activities : It was evident from Table 4 that the variables such as gender, economic orientation, herd size, livelihood

Table 2. Relationship between independent variables of rural youth with their participation in sheep/goat farming activities

Variables	Participation in sheep/goat farming
Age	0.129
Gender	0.374*
Education	0.435*
Marital status	-0.178
Family type	-0.010
Family size	0.031
Family background	0.553**
Family support	-0.124
Occupation	0.079
Experience	-0.245
Training received	0.530**
Mass media exposure	0.409*
Extension contact	0.454*
Risk orientation	0.353
Market orientation	0.522**
Economic orientation	0.393*
Decision making behavior	0.395*
Financial support	0.321
Perception	0.481**
Employment generation	0.599**
Livelihood security	0.449*
Annual income	0.387*
Land holding	0.135
Herd size	0.155

Table 4. Relationship between independent variables of rural youth with their participation in pig farming activities

Variables	Participation in pig farming activities
Age	0.203
Gender	0.519*
Education	-0.021
Marital status	0.076
Family type	0.113
Family background	0.097
Family size	0.157
Family support	0.290
Occupation	0.118
Experience	0.038
Training	0.120
Mass media exposure	0.263
Extension contact	0.402
Risk orientation	0.327
Market orientation	0.404
Economic orientation	0.558*
Decision making behavior	0.417
Financial support	-0.036
Perception	0.397
Employment generation	0.340
Livelihood security	0.601*
Income generation	0.150
Land holding	0.295
Herd size	0.581*

security had positive and significant relationship with the participation of rural youth in pig farming activities. It was clear from the data that gender, economic orientation, herd size, livelihood security had influence over the participation in pig farming. *Rout et al. (2020)* reported that by involving in agri-allied activities rural youth can add additional income to their family thereby can improve their standard of living and thus influenced them to participate in farming activities.

CONCLUSION

It can be concluded that in dairy farming demographic variables like age, education, herd size, land holding, socio personal variables like annual income, mass media exposure, extension contact, training received, livelihood security and employment generation. Also psychological variables like market orientation, risk orientation, economic orientation, decision making behavior, knowledge about dairy

Table 3. Relationship between independent variables of rural youth with their participation in backyard poultry farming activities

Variables	Participation in backyard poultry
Age	-0.094
Gender	0.445*
Education	0.497*
Marital status	-0.052
Family type	-0.128
Family size	-0.213
Family background	0.065
Family support	0.228
Occupation	0.092
Experience	0.117
Training received	-0.056
Mass media exposure	0.488**
Extension contact	0.562**
Risk orientation	0.422*
Market orientation	0.517**
Economic orientation	0.389*
Decision making behavior	0.499**
Financial support	-0.051
Perception	0.419*
Employment generation	0.366*
Livelihood security	0.315
Income generation	0.403*
Land holding	0.212
Herd size	0.152
Knowledge about poultry farming	0.360

farming and perception, determined the extent of youth participation in dairy farming. In sheep/goat farming variables like gender, education, family background, training received, annual income, employment generation, mass media exposure, extension contact, economic orientation, market orientation, decision making behavior, knowledge about sheep/goat farming and perception determined the extent of rural youth participation in sheep/goat farming. For backyard poultry farming variables like gender, education, annual income, mass media exposure, extension contact, market orientation, decision making behavior, risk orientation, perception and employment generation and in pig farming gender, herd size, economic orientation, livelihood security determined the extent of rural youth participation in pig farming.

CONFLICTS OF INTEREST

The authors have no conflicts of interest.

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