**Profile of Rural Youth Related to Occupational Aspirations in Marathwada region, India**

**ABSTRACT**

The present study was conducted with the specific objective to occupational Aspirations in Marathwada region, India. For the study, Parbhani, Nanded, Hingoli and Jalna districts were selected randomly from Marathwada region. From each districts two talukas were selected randomly. From each taluka three villages were selected randomly and from each village ten rural youth were selected randomly. Thus, total sample size 240. According to National Youth Policy India 2014, youths between the age of 15 to 29 from all educational streams were selected. Ex-post facto research design was adopted in this study. From the study it was found that, from total rural youth 61.25 per cent were male, 52.50 per cent respondents were graduate and above, 27.08 per cent respondent’s father were educated up to primary level, mother’s educated up to 35.83 per cent, 61.25 per cent had medium family size, 60.84 per cent belongs to nuclear family, 62.08 per cent respondent’s family had farming as an occupation, 51.25 per cent had medium family income, 41.25 per cent small land holding, 54.17 per cent had medium social participation, 62.92 per cent had medium exposure to mass media, 65.83 per cent had medium economic motivation and 67.92 per cent had medium risk orientation. These variables influence the occupational aspirations of rural youth, they do so to a moderate extent. The findings highlight the need for targeted interventions to enhance the aspirations of rural youth toward occupations that align with regional and national development goals.

**Keywords*: development goals,*** Occupational Aspirations, rural youth, cultural factors

**INTRODUCTION**

Youths are the power. The overall development of a country depends on the regimented, active and skilled youth power. Youth is the most energetic and productive section of a society. A country’s ability and potential for growth is determined by the size and strength of its youth population. It is believed that developing countries with large youth population could see tremendous growth, provided they invest in young people’s education, health and protect and guarantee their rights (Vinodkumar and Seema, 2021). It can undoubtedly be said that today’s young generations are tomorrow’s innovators, creators, builders and leaders. Youth as a concept has been generally defined all over the world as a group of human beings who have reached at the end puberty but have not yet acquired the full rights and duties of adult life. In India, as per National Youth Policy-2003, ‘youth’ was defined as a person of age between 13-35 years but in the current Policy Document i.e. National Youth Policy 2014, the persons between the age group of 15 and 29 years are considered youth.

Aspiration can be defined as a level of possible goals set by an individual. Occupational aspirations are generally defined as a set of preferences regarding future occupational roles and activities. The present research study would reveal some of the facts about occupational aspirations of the rural youth which will help in motivating and influencing in certain aspects of their life. Rural youth are the most important section of the rural society and they play a vital role in development of rural areas. Youth reflect the national potentiality and represent the life blood of a nation. Development of youth determines the development of community and country. Today unemployment is a major problem among the rural youth and now they are trying to come out this problem by migrating from rural areas to urban areas, as employment opportunities are more in urban areas. This study on rural youth will be useful for the policy makers for better planning and implementation of the schemes in rural areas (Gandhale, 2017). This research aims to illuminate the occupational aspirations of rural youth in the Marathwada region, contributing to a deeper understanding of the dynamics at play in shaping their futures. By exploring the interplay of socio-economic and cultural factors, this study hopes to provide actionable insights that can enhance the potential of rural youth, ultimately fostering a more equitable and prosperous society. There is less number of studies about this research in Marathwada region of Maharashtra state. Hence, an attempt is taking to study “Occupational aspirations of rural youth in Marathwada region”.

**MATERIALS AND METHODS**

There are eight districts in Marathwada region. For the study, Parbhani, Nanded, Hingoli and Jalna districts were selected randomly from Marathwada region. From each districts two talukas were selected randomly. From each taluka three villages were selected randomly and from each village ten rural youth were selected randomly. Thus total sample size 240. Ex-post facto research design was adopted in this study. By using statistical techniques like Mean, Frequency and Percentage, Standard Deviation. Mean generally gives average value and is of total 240 sample was calculated by summing all the individual score and dividing it by number of items. Frequency and percentage were used for making simple comparisons of variables and standard deviation is used to measure how spread out data points are from the mean. Scale was constructed to measure the occupational aspirations of rural youth and the interview schedule based on the objectives of the study was prepared for collecting data from the respondents. The schedule was formulated in consultation with the experts in the field of extension education, by reviewing the relevant literature.

**RESULTS AND DISCUSSION**

The profile of respondents was examined with reference to gender, respondent’s education, father’s education, mother’s education, family size, family type, family occupation, family income, land holding, social participation, mass media exposure, economic motivation and risk orientation. The collected from the respondents with respect to listed variables have been tabulated, analyzed, discussed and presented below:

**Table 1. Distribution of respondents according to their gender**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sr. No.** | **Category** | **Score** | **Respondents (N=240)** | |
| **Frequency** | **Percentage** |
| **1.** | **Male** | **1** | **147** | **61.25** |
| 2. | Female | 2 | 93 | 38.75 |

It was observed that, majority 61.25 per cent respondents were male and remaining 38.75 per cent were female. The above findings are in the line with findings of Gunashekhar *et. al.* (2020).

This is might me due to cultural and social factors. Traditionally, males are often involved in public and community activities, making them more accessible or available for participation. .

**Table 2. Distribution of respondents according to their education**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sr. No.** | **Category** | **Score** | **Respondents (N=240)** | |
| **Frequency** | **Percentage** |
| 1. | Illiterate | 0 | 00 | 00 |
| 2. | Can read only | 1 | 00 | 00 |
| 3. | Can read and write only | 2 | 00 | 00 |
| 4. | Primary | 3 | 00 | 00 |
| 5. | Middle | 4 | 00 | 00 |
| 6. | Higher Secondary | 5 | 114 | 47.50 |
| **7.** | **Graduate or Post Graduate** | **6** | **126** | **52.50** |

It was observed that, majority 52.50 per cent of the respondents having education up to graduation or post graduation level and remaining 47.50 per cent were educated up to higher secondary level and no one were found in any other category. The above findings are in the line with findings of Pakhmode *et.al* (2018) and Samrit V. (2020).

According to the Constitution (86th Amendment) Act, 2002 inserted Article 21- A in the Constitution of India to provide free and compulsory education of all children in the age group of six to fourteen years as a Fundamental Right. Due to this reason the rural youth are taking education up to higher studies. This clearly indicates that, the large proportion of the respondents had their education up to college level.

**Table 3.**  **Distribution of the respondents according to their father’s education**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sr. No.** | **Category** | **Score** | **Respondents (N=240)** | |
| **Frequency** | **Percentage** |
| 1. | Illiterate | 0 | 30 | 12.50 |
| **2.** | **Primary** | **1** | **65** | **27.08** |
| 3. | Middle | 2 | 60 | 25.00 |
| 4. | Higher Secondary | 3 | 64 | 26.67 |
| 5. | Graduate | 4 | 21 | 08.75 |

It was observed that, majority (27.08%) of respondent’s father were educated up to primary school level followed by (26.67%)were educated up to higher secondary level, (25.00%) educated up to middle schooling, (12.50%) were illiterate and only (08.75%) were educated up to graduation level. The above findings are in the line with findings of Mali *et. al*. (2015).

This is might be due to previous generations often had limited access to schools, educational resources, and faced economic pressures that prioritized work over continuing education.

**Table 4**. **Distribution of the respondents according to their mother’s education**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sr. No.** | **Category** | **Score** | **Respondents (N=240)** | |
| **Frequency** | **Percentage** |
| 1. | Illiterate | 0 | 50 | 20.83 |
| **2.** | **Primary** | **1** | **86** | **35.83** |
| 3. | Middle | 2 | 72 | 30.00 |
| 4. | Higher Secondary | 3 | 29 | 12.08 |
| 5. | Graduate | 4 | 03 | 01.25 |

It was observed that, most of the (35.83%) respondent’s mother were educated up to primary level followed by 30.00 per cent were educated up to middle school level, (20.83%) were illiterate, 12.08 per cent having education up to higher secondary and remaining only 01.25 per cent having education up to graduation level. The above findings are similar with findings of Gandhale (2017).

This is might be due to limited educational opportunities for girls in previous generations, combined with societal expectations that prioritized household responsibilities over schooling.

**Table 5**. **Distribution of the respondents according to their size of family**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sr. No.** | **Category** | **Score** | **Respondents (N=240)** | |
| **Frequency** | **Percentage** |
| 1. | Small | Up to 3 | 37 | 15.42 |
| **2.** | **Medium** | **4 to 6** | **147** | **61.25** |
| 3. | Big | 7 & above | 56 | 23.33 |
| Mean = 5.25 S.D.= 2.17 | | | | |

It was observed that, most of the (61.25%) respondents belongs medium family size, (23.33%) belongs to big family size and remaining 15.42 per cent belongs to small family size. The above findings are slightly similar with findings of Parmar (2020) and Prabhu and Velusamy (2021).

The probable reason might be fragmentation of land holding and public of present generation have affinity to separate from joint family after marriage also migration of rural people in urban areas for education and employment.

**Table 6. Distribution of the respondents according to their type of family**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sr. No.** | **Category** | **Score** | **Respondents (n=240)** | |
| **Frequency** | **Percentage** |
| 1. | Joint | 1 | 94 | 39.16 |
| **2.** | **Nuclear** | **2** | **146** | **60.84** |

It was observedthat, majority 60.84 per cent of the respondents belong to nuclear family while 39.16 per cent respondents belong to joint family. The above findings are in the line with findings of Viswanatha *et.al.* (2014) and Samrit V. (2020).

Probable reasons might be that nowadays improvement in technology that leads to development. This is having impact on family culture therefore; nuclear families are increasing day by day. The major reason for rural youth having nuclear family is due to the traditions of joint family type approach is slowly eroding in the villages. Then, the migration of people in urban cities for their child education. The present trend is towards nuclear family to individual want to prefer living separately with their wife and children. Due to the urbanization, people would prefer to live in nuclear families for the sake of privacy, better contacts, harmony and satisfaction of their basic needs.

**Table 7. Distribution of the respondents according to their family occupation**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sr. No.** | **Category** | **Score** | **Respondents (N=240)** | |
| **Frequency** | **Percentage** |
| 1. | Farming + Labourer | 1 | 38 | 15.83 |
| **2.** | **Farming** | **2** | **149** | **62.08** |
| 3. | Farming + Business | 3 | 16 | 06.67 |
| 4. | Farming+ Service | 4 | 17 | 07.08 |
| 5. | Farming + Allied Business | 5 | 20 | 08.34 |

It was observed that, majority 62.08 per cent of the respondent’s family engaged in farming followed by (15.83%) work as both farmer and labour, 08.34 per cent engaged in farming and allied business, (07.08%) doing farming and service both and remaining 07.08 per cent involved in farming and business. The above findings are in the line with findings of Pakhmode *et.al*. (2018).

Occupation is an activity in which someone engages. agriculture is the primary livelihood in rural areas so most of the family are engaged in farming, offering both employment and a way of life that has been passed down through generations. Therefore, occupation of the respondent’s family was found mostly farming.

**Table 8. Distribution of the respondents according to their family annual income**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sr. No.** | **Category** | **Score** | **Respondents (N=240)** | |
| **Frequency** | **Percentage** |
| 1. | Low | 61728 | 45 | 18.75 |
| **2.** | **Medium** | **61729 to 364455** | **123** | **51.25** |
| 3. | High | 364456 | 72 | 30.00 |
| Mean = 213091.7 S.D.= 151364.1 | | | | |

It was observed that, majority (51.30%) of the respondent’s family had medium annual income, followed by 30.00 per cent of them were belongs to high annual income and 18.75 per cent of them were belongs to low annual income category. It was observed from above table that, most of the respondents were having medium annual income i.e. up to Rs. 61729 to 364455/- The above findings are in the line with findings of Mishra (2006) and Saha *et.al*. (2022).

The peoples in Marathwada region are belongs to disadvantage region and they do not have sufficient resources, technology and guidance for management to increase the yields and ultimately high returns. They are not having another source of income also that may be the reason of showing this category more.

**Table 9. Distribution of the respondents according to their land holding**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sr. No.** | **Category** | **Score** | **Respondents (N=240)** | |
| **Frequency** | **Percentage** |
| 1. | Marginal | Up to 1.00 ha. | 70 | 29.17 |
| **2.** | **Small** | **1.01 to 2 ha.** | **99** | **41.25** |
| 3. | Semi-medium | 2.01 to 4 ha. | 57 | 23.75 |
| 4. | Medium | 4.01 to 10 ha. | 12 | 05.00 |
| 5. | Big | Above 10.01 ha. | 02 | 00.83 |

It was observed that, majority (41.25%) of the respondents had small i.e. 1.01 to 2 ha land holding, followed by marginal i.e. up to 1.00 ha (29.17%), semi-medium 2.01 to 4.00 ha (23.75%), medium i.e. 4.01 to 10.00 ha (5.00%) and only 00.83 per cent respondents had big land holding i.e. above 10.01 ha. The above findings are in the line with findings of Gunashekhar *et. al*. (2020).and Ulaliya (2021).

The reason might be the ancestral transfer of land holding from generation to generation. More the fragmentation decreases the farm size. Thus, majority of the respondents were from small land holding.

**Table 10. Distribution of the respondents according to their social participation**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sr. No.** | **Category** | **Score** | **Respondents (N=240)** | |
| **Frequency** | **Percentage** |
| 1. | Low | Up to 2 | 64 | 26.67 |
| **2.** | **Medium** | **3 to 5** | **130** | **54.17** |
| 3. | High | 6 & above | 46 | 19.16 |
| Mean = 3.78 S.D.= 2.09 | | | | |

It was observed that, more than half (54.17%) of the respondents, had medium social participation, followed by 26.67 per cent of them had low level social participation and remaining 19.16 per cent of them had high level of social participation. The above findings are in the line with findings of Samrit (2020).

The reason might be that informal groups and peer discussions fosters moderate participation also village organizations are important service and social contact-oriented organization as looked by the respondents and presence of different kinds of cooperatives opens way for them to be a member in rural areas.

**Table 11. Distribution of the respondents according to their mass media exposure**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sr. No.** | **Category** | **Score** | **Respondents (N=240)** | |
| **Frequency** | **Percentage** |
| 1. | Low | Up to 1 | 36 | 15.00 |
| **2.** | **Medium** | **2 to 5** | **151** | **62.92** |
| 3. | High | 6 & above | 53 | 22.08 |
| Mean = 3.79 S.D.= 2.36 | | | | |

It was observed that, majority (62.92%) of the respondents had medium exposure to mass media followed by 22.08 per cent had high and remaining 15.00 per cent had low exposure to mass media. The above findings are in the line with findings of Gangwar and Kashyap (2018).

In this modern era for getting information many sources available and it was necessary for the youth to go in a current flow of knowledge. As majority of the respondents belongs to farming family, they use newspapers, extension publications, farm magazines, agricultural films, radio, TV, Kisan Call Centre, internet. Also, some of them were study for competitive exams so it was necessary for them to use sources which giving information to them, hence majority of the respondents had medium mass media exposure.

**Table 12. Distribution of the respondents according to their economic motivation**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sr. No.** | **Category** | **Score** | **Respondents (N=240)** | |
| **Frequency** | **Percentage** |
| 1. | Low | Up to 15 | 42 | 17.50 |
| **2.** | **Medium** | **16 to 24** | **158** | **65.83** |
| 3. | High | 25 & above | 40 | 16.67 |
| Mean = 20.32 S.D.= 4.98 | | | | |

It was observed that, majority 65.83 per cent of the respondents were having medium economic motivation, followed by 17.50 per cent respondents had low economic motivation and 16.67 per cent of the respondents had high economic motivations. The above findings are in the line with findings of Sridevikrishnanveni (2015).

The probable reason might be the youth are very enthusiastic to invest money towards profit maximization and also good market intelligence, regular extension contacts & good natural resources in selected districts may helps to increase the returns to invest also rural youth desire financial security but prioritize stable, achievable goals. This outlook can encourage sustainable growth and resilience in their career aspirations. Therefore, majority of the respondents had medium economic motivation.

**Table 13. Distribution of the respondents according to their risk orientation**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sr. No.** | **Category** | **Score** | **Respondents (N=240)** | |
| **Frequency** | **Percentage** |
| 1. | Low | Up to 15 | 46 | 19.17 |
| **2.** | **Medium** | **16 to 22** | **163** | **67.92** |
| 3. | High | 23 & above | 31 | 12.92 |
| Mean = 18.62 S.D.= 4.00 | | | | |

It was observed that, more than half (67.92%) of the respondents, had medium risk orientation, followed by 19.17 per cent of them had low risk orientation and remaining 12.92 per cent of them had high risk orientation. The above findings are in the line with findings of Preethi (2015) and Parmar (2020).

This might be attributed to good education, good contact with external networks and optimistic towards the technology. On the contrary, the deprivation of policies to address rural youth might have dragging the youth away from bearing the risk in their occupations like farming, business etc. also the rural youth minimize the risk to medium level and trying to increase more skills they were ready to take risks. Due to this reason rural youth under study were found in the medium risk orientation category.

**Conclusion**

It is concluded that personal, socio-economic, psychological and communication characteristics of rural youth were the determining factors of occupational aspirations. The study underscores the importance of creating enabling environments that consider the unique socio-economic and cultural contexts of rural youth. Policymakers and extension professionals should focus on tailored strategies to harness the potential of rural youth and guide them toward fulfilling and impactful career paths.

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