

Young Generation's Attitude towards Agribusiness

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INTRODUCTION

Youth are the most productive human resource in terms of socioeconomic growth. As a result, it is critical to identify the role of youth in mainstream development. This pool of young people will play a critical role in defining our country's fate. India is the world's youngest country, with one of the highest human resource indices. It is critical to capitalise on this demographic dividend and redirect the youth's creative energies into nation-building. As a result, India should capitalize on this young pool of Indians and redirect their interest in farming. It is critical for the country to generate food not only to feed its one billion plus people, but also to feed an equal number of animals. At this point, young minds with creativity and accomplishment motivation appear to be capable of tackling seemingly insurmountable challenges such as climate change adaptation and mitigation and enduring starvation. In general, teenagers are eager to absorb new ideas and technologies, and as a result, they may readily modify the current state of farming. The youth could serve as the ideal catalyst to transform the negative image of people involved in farming, particularly in rural communities, due to their increased ability to adapt new ideas, concepts, and technology, all of which are vital in changing the way that farming is practised and viewed. Furthermore, as their aspirations rise, so do their exposures to fresh age media such as the internet and smart phones. The youth are now seeking a better life and a better career. The only way to keep people from fleeing the villages is to improve their economic possibilities in farming and the rural belt's quality of life. There is no doubt due to agriculture requires a young labour force, and so youth involvement in agriculture is essential. The rationale is that a majority of farmers in India are over 35 years old and are unable to accept new technologies/methods owing to a lack of knowledge and awareness.

Rural youth, in particular, not only have the capacity to make agriculture more sustainable, but they are also assets to these rural communities, and with the right leadership, they can be game changers by paving the road for future food security.



Recognising the importance of rural youth in a young country, particularly for agricultural development in the context of India's food security, the apex body ICAR launches a programme called "Attracting and Retaining Youth in Agriculture" (ARYA). The objectives of ARYA are (i) To captivate and accredit the Youth in Rural Areas to take up different Agriculture, allied and service sector enterprises for sustainable income and gainful employment in selected districts, (ii) to set up a conglomeration by creating groups for secondary agriculture such as value addition, processing and trading (iii) to show various

linkages with various sectors and stakeholders available under various schemes/program for sustainable development of youth. The ARYA project will concentrate on apiary, mushroom, seed processing, soil testing, poultry, dairy, goatry, carp-hatchery, vermin-composting, and so on. Rural adolescents would be identified for their entrepreneurial skill development. The goal is to create economic models for youth in villages so that youth are drawn to agriculture and the entire rural condition improves. Rural youth skill development will lead to more job prospects in rural areas.



Ministry of Agriculture & Farmers Welfare,
Government of India

Attracting and Retaining Youth in Agriculture (ARYA)

- Attract and empower the youth in rural areas.
- Take up various agriculture, allied and service sector enterprises for sustainable income and gainful employment.
- Emphasis on processing, value addition, marketing and networking.
- Entrepreneurship and value chain management.

200-300 youth per district are involved to 25 KVKs in 25 states. ARYA is to be expanded in 75 more districts

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Government Initiative to Recruit Young Farmers

To take advantage of the potential of youth and reap the full benefits of the demographic dividend, the Government of India has announced and continues to announce a slew of initiatives. These programmes are built on the principles of social inclusion, gender equality, and rural development that is sustainable. The following are some of the schemes and steps:

Agri-Clinic and Agri-business Centre

The Department of Agriculture, Cooperation and Farmers Welfare, Ministry of Agriculture and Farmers Welfare, Government of India (GoI) implements the Agriclincs and Agribusiness Centres (ACABC) scheme to promote agricultural entrepreneurship. Through this scheme, fresh and unemployed agricultural graduates are given two months of training on agricultural entrepreneurship and transformed into agripreneurs through the establishment of need-based agribusiness ventures. The scheme's goal is to provide gainful employment and encourage entrepreneurship in agriculture and rural areas, as well as to attract agricultural investment. The goal is to add to and enhance the extension services provided by state development agencies in providing broad-based services towards the farming community.

Skill India

Entrepreneurship activities will not be successful unless and until the gaps are filled. As a result, there is an urgent need for the country's ecosystem of talent development and entrepreneurship promotion to be reorganised in order to meet the needs of the industry and provide a fair quality of life to its population. But there are additionally gaps in the capacity and quality of training infrastructure are provided as well as outputs, as well as a lack of focus on workforce aspirations, a lack of

certification and common standards, and a clear lack of focus on the unorganised sector. Skill India was formed in response to the need and necessity of coordinating the activities of all involved stakeholders in the area of Skill Development and Entrepreneurship. Pradhan Mantri was overseen by the National Skill Development Corporation of India (NSDC). The outcome-based skill training scheme of the new Ministry of Skill Development & Entrepreneurship (MSDE), governed by the Pradhan Mantri Kaushal Vikas Yojana (PMKVY), was introduced to enable and mobilise a large number of Indian youth to take up outcome-based skill training and become employable and earn their livelihood.

Start-up India & Stand-up India

The government of India's Start-up India, Stand-up India project will encourage youth entrepreneurship, provide new job possibilities, and aid in the establishment of a network of start-ups across the country. The initiative would establish a whole start-up ecosystem that will act as a friend, mentor, and guide for start-ups throughout their entire entrepreneurial career.

Digital India

Digital India is an endeavour to make government services available to citizens electronically, decreasing paperwork and saving time. This effort also includes a goal to build high-speed internet networks in rural areas. This would provide more opportunity for rural youth to interact with people from other walks of life and grow as individuals. Digital India would enable youth to better understand the government and its numerous ministries, as well as analyse the loops and strengths that are not influenced by political issues. The platform will operate as a thought-pool, and the user-friendly design will link more people to technology.

International Initiatives for Youth

- United Nations Environment Programme (UNEP)
- UN's Department of Economic and Social Affairs (DESA)
- International Labour Organisation (ILO)
- United Nations Population Fund (UNFPA)
- UN Centre for Human Settlements (HABITAT)



Government Programmes and Organizations for Youth in India

- Assistance to Scouting and Guiding Organisations
- National Service Scheme (NSS)
- National Programme for Youth and Adolescent Development (NPYAD)
- Nehru Yuva Kendra Sangathan (NYKS)

CONCLUSION

The disparity in basic amenities, communication, health, and educational opportunities between villages and cities draws young people to cities. Small land holdings, on the other hand, are rising, posing a threat to availability of food for the world's growing population. As a result, it was considered that a complete model for promoting the growth of rural youth in general, and agriculture in particular, should be developed. Government efforts can help youth realise their full potential. Convergence of multiple departments' youth development programmes can result in effective channelization to profitable sectors.

Recommendations

1) To keep youth in the farming profession, the government, NGOs, community

development organisations, UN agencies working with agriculture (e.g., FAO, IFAD), and youth organisations should give incentives such as banking facilities, subsidised agricultural inputs, and extension services.

2) The government should put a greater focus on technical education, particularly agricultural extension and vocational training.

3) Empowering rural youth, particularly girls and young women, by providing them with enhanced agricultural skills and innovative knowledge that will allow them to adopt new technologies, technical packages, and provide viable possibilities for those who stay.

4) Young people should have access to legal recruitment mechanisms and health care.

5) Measures are required to give social protection to the youth, as well as to safeguard their human rights.