

Youth in Agriculture: A hope for Better future

Gayathri.G.N¹, Gopal Sankhala², Yankam Shivkumar Ramrao³ and Alagu Niranjana .D⁴

²- Principal Scientist, Research Scholars, Dairy Extension Division, ICAR-National Dairy Research Institute, Karnal, Haryana, 132001

^{1, 3&4} – Research Scholars, Dairy Extension Division, ICAR-National Dairy Research Institute, Karnal, Haryana, 132001

Corresponding e-mail: gngayathri19@gmail.com

ABSTRACT

Youth is a state of readiness in which an energized individual gets ready for action. History is full of examples where youth have revolutionized the nations, so the progress and prosperity of a nation to a great extent depends on its trained and disciplined youth. Global youth population is under the grip of unemployment. Agriculture as a vocation can solve this problem as majority of the youth population live in rural areas. About 70 per cent of India's population is below the age of 35 years making India the youthful nation in the world. The proportion of population under 25 years in India is 51 per cent and the proportion under 35 is about 66 per cent. The experts refer to this large proportion of youth as "Demographic Dividend" because greater proportion of the population is young and in the working age-group which can lead to economic growth of the country. Leveraging the youth dividend for taking Indian agriculture to new heights can be the best option available.

Key words: Youth, Agriculture, Demographic Dividend

Received 18.04.2019

Revised 18.04.2019

Accepted 27.05.2019

CITATION OF THIS ARTICLE

Gayathri.G.N, Gopal Sankhala, Y Shivkumar Ramrao and Alagu Niranjana .D.Youth in Agriculture: A hope for Better future- Int. Arch. App. Sci. Technol; Vol 10 [2] June 2019: 188-199

INTRODUCTION

Ours is a land of the youth. This is our greatest asset. Young minds are creative minds and youth are capable of achieving seemingly impossible tasks such as monsoon management, climate change adaptation and mitigation and enduring malnutrition. Average farm size in our country is getting smaller. Hence, group cooperation is important to harness the value of scale both in the production and post-harvest phases of farming.

The future of any society depends upon how well it appears to young people to make decision and carry the responsibilities of mature citizenship. To derive maximum benefits from agricultural profession youth's co-operation and participation is necessary. According to rural youths, there is no any co-operation from village leader is also a major problem. Indian agriculture is a backbone in the development of our country and traditional farming in India has to undergo revolutionary technological changes so as to achieve a comparable status like developed countries of the world. This revolution can be brought about more successfully with the help of growing youth if they are trained and cared properly. Almost all the rural youths opined that their unemployment is due to lack of irrigation facility difficulty in meeting family needs. They have to learn and adopt better techniques in different fields of development. Rural youths need special training in planting, growing, harvesting, improving production methods, farm machinery services, and maintenance [8].

Youth is a state of readiness in which an energized individual gets ready for action. History is full of examples where youth have revolutionized the nations, so the progress and prosperity of a nation to a great extent depends on its trained and disciplined youth. Global youth population is under the grip of unemployment. Agriculture as a vocation can solve

this problem as a majority of the youth population live in rural areas. About 70 percent of India's population is below the age of 35 years making India the youthful nation in the world. The proportion of population under 25 years in India is 51 percent and the proportion under 35 is about 66 percent [2]. The experts refer to this large proportion of youth as "Demographic Dividend" because greater proportion of the population is young and in the working age-group which can lead to economic growth of the country. Leveraging the youth dividend for taking Indian agriculture to new heights can be the best option available.

AGRICULTURAL SCENARIO OF INDIA

The history of Agriculture in India dates back to Indus Valley Civilization Era and even before that in some parts of Southern India. Today, India ranks second worldwide in farm output. Agriculture and allied sectors like forestry and fisheries accounted for 13.7% of the GDP (gross domestic product) in 2013. The economic contribution of agriculture to India's GDP is steadily declining with the country's broad-based economic growth. Still, agriculture is demographically the broadest economic sector and plays a significant role in the overall socio-economic fabric of India.

India exported \$38 billion worth of agricultural products in 2013, making it the seventh largest agricultural exporter worldwide and the sixth largest net exporter. Most of its agriculture exports serve developing and least developed nations. Indian agricultural/horticultural and processed foods are exported to more than 120 countries, primarily in the Middle East, Southeast Asia, SAARC countries, the EU and the United States.

Definitions of Youth:-

- The UNO defines youth as individuals aged between 15 and 24 years.
- According to African youth charter, youth are the individuals aged between 15 and 35 years.
- Sociologically: The Youth are those who are trying to bridge the gap between dependent childhood and independent adulthood.
- Psychologically: The Youth are those who are terminating a prolonged period of infancy.
- According to Ministry of HRD : Youth group in India are the people belonging to 15 – 35 years of age.

The importance of YOUTH

Cause for progress of a nation:- Young people have a critical role to play.

1. **Critical thinkers:** Part of being young involves making sense of personal experiences and asking questions about the world around you. Youth have the capacity to identify and challenge existing power structures and barriers to change, and to expose contradictions and biases
2. **Change-makers:** Young people also have the power to act and mobilize others. Youth activism is on the rise the world over, bolstered by broader connectivity and access to social media.
3. **Innovators:** In addition to bringing fresh perspectives, young people often have direct knowledge of and insights into issues that are not accessible to adults. Youth best understand the problems they face and can offer new ideas and alternative solutions.
4. **Communicators:** Outside the international development sector, too few people are aware those world leaders have come to a historic, far-reaching agreement to eradicate poverty by 2030. Young people can be partners in communicating the agenda to their peers and communities at the local level, as well as across countries and regions.
5. **Leaders:** When young people are empowered with the knowledge of their rights and supported to develop leadership skills, they can drive change in their communities and countries. Youth-led organisations and networks in particular should be supported and strengthened, because they contribute to the development of civic and leadership skills among young people.

CONTRIBUTION OF YOUTH FOR TODAY AND FUTURE

The youth of today are the leaders of tomorrow as said by the Nelson Mandela. The youth of today are a crucial segment of society. They are the social actors of change and can serve as a pressure group to governments in defining their priorities. They are not only the leaders of tomorrow, but the partners of today. The generation today is fast paced and the youth is

curious to gain knowledge, experiment and bring change. Change is constant in today's generation and the youth of today embrace it and run with it..

Population of Youth which is making country youthful nation:-

There are about 422 million of Youth in the country. Youth are independent. They like their freedom and want to explore and experiment. An amalgamation of traditional ideas, modern ideas and technology, they have unlimited potential.

Place of living:-

Rural(The young farmers who are involved in rural areas and practicing the culture use their innovativeness like ITKs) and Urban youth who are involved in the activities like owning Agri enterprises.

Energy of Youth:-

The youth of any country form an important part of the machinery that shapes the destiny of a country and their vast energies and enthusiasm must not go untapped but used wisely for the progress of the nation.

Basic needs of Youth :-

The basic needs of young people are as follows

- Good physique
- Security and belonging
- Love and sympathy
- Fun and fellowship
- Achievement and competition
- Recognition and appreciation
- New experiences
- Sense of personal worth
- Spiritual development
- Sense of continuing learning

Expectations of Youth:-

- The young minds expected for future development which make them success in their life.
- The youth expected for better living conditions of their families and their community.
- For the possession of material/assets, the young people will put lot of hard work.
- The young minds are always rewards and recognition oriented. They get motivated if there are rewarded for their work.

Need for Youth in Agriculture:-

- ✓ Aged farmers are in farming. Their efficiency is reducing. There is need to replace them by young farmers.
- ✓ To increase the number of producers and level of productivity by adopting the new technologies and varieties which are released by the research institutes, SAU's and KVK's.
- ✓ Increased participation of youth in agriculture is necessary and important to facilitate food and nutritional security by increasing the production levels.
- ✓ Youth are capable of adopting new concepts, ideas, technologies which are vital for increasing the production.
- ✓ Active participation of youth will reduce their unemployment in rural areas and also minimizes the migration rate.
- ✓ Youth who are in sizeable number in rural areas possess the required energy for increase farm production.
- ✓ The youth population has an important role in skilled stock of human capital.
- ✓ Due to Urbanization, the agricultural lands are converted into industrial areas. So, the young minds with innovative ideas can take up the enterprises relate to agriculture.
- ✓ Youth have habit of trying the new ideas and new ways of doing the things. So, if they practice agriculture and invent new innovations will help other farmers also.
- ✓ Compared to older generations, new generations are educated and they have learnt new things during their education. So they are more technically learned personal.

ADVANTAGES OF YOUTH IN AGRICULTURE

1. **Adaptable:-** The young minds are ready to adopt the new technologies with more interest. The youth will try the new experiments which benefits.
2. **Enthusiastic:** - The young minds have hot bloods which make the more active and to participate in different activities based on their views.
3. **Aware of new tools:-** Youth are of new gadgets use in agriculture. Modern agriculture depends heavily on engineering, technology and the biological and physical sciences. Irrigation, drainage, conservation, and channeling are all important fields to guarantee success in agriculture.
4. **Able to build partnerships:-** Young minds have capacity take-up partnership with different companies which are entering in the field of agriculture. The agreements may be in the form of Contract farming, Public-Private Partnership and direct selling to the private firms.
5. **More computer literate:-** The youth now days have better skills related to operation of computer which is required to access the new information related to agriculture.
6. **Fresh perspectives:** - The youth will have innovative ideas and fresh outlook about the agriculture.
7. **Transfer ICT skills:-** Modern ICTs such as mobile phones and the Internet are appealing to youth and have high potential for facilitating access to information to enhance productivity on the farm to enable agricultural innovation and provide access to financial services and markets. The youth from all over the world made it clear that “youth pick up new technologies related to farming more easily and that young farmers are keen on increasing their production through improved and modern technologies”. While mobile technology is generally widely diffused in rural areas, the Internet is not. High prices of computers and the Internet, combined with lack of electricity, limit access to the Internet in developing countries.
8. **At ease with change:-** The youth are ready to accept the change compared to other category of people.
9. **Fast learners of new technologies:-** The youth have the capacity to learn more fastly because their are exposed to mass media channels.
10. **Open and frank:-** The youth will openly express their feeling about any technology, variety and practice which helps the government and supporting institute to take up better decision and to modify the technologies based on the needs of the farmers.

CONSTRAINTS TO YOUTH'S INVOLVEMENT IN AGRICULTURE

Technological problems:-

- ✓ Lack of knowledge & information about new technology
- ✓ Lack of training
- ✓ Non availability of agricultural inputs
- ✓ High cost of agricultural inputs
- ✓ Lack of irrigation facilities

Social problems:-

- ✓ Lack of education
- ✓ Lack of exposure
- ✓ Lack of cooperation by local leaders
- ✓ Caste system
- ✓ Lack of encouragement or reward for participation in social and farm activities

Economic problems:-

- ✓ Lack of financial support
- ✓ Lack of subsidies
- ✓ Price fluctuations

Personal problems:-

- ✓ Lack of interest towards agriculture
- ✓ Family background
- ✓ Personal ego

Environmental factors which affect the youth are:-

- ✓ Continuous poor harvest
- ✓ Poor storage facilities

- ✓ Insufficient of land
- ✓ Soil degradation

STRATEGIES TO SUSTAIN YOUTH IN AGRICULTURE

1. Training and capacity building of youth:-

Training is an educational process which involves the sharpening of skills, concepts, changing of attitudes and gaining more knowledge to increase the efficiency of a person. Whereas capacity building is activities which strengthen the knowledge, abilities, skills and behavior of individuals and improve institutional structure and processes such that the organization can efficiently meet its mission and goals in a sustainable way. Overall capacity building means development of human power and competencies for positive change.

Training and capacity building of youth is necessary to motivate to take up entrepreneurship activities. There are over 60 agricultural, animal sciences, fisheries, forestry, rural and home science universities in our country. They can play a leading role in installing in their alumni the self confidence and capacity essential for taking to agriculture as their profession. The universities are taking both intensive practical training through RAWE and institutional mechanism like shiksha dairy (ANAND) and fish for all training center (Poompuhar) as well as counseling service in the university. There are many opportunities today to take to a promising self employment career through AC & ABC, Food parks and Biotech parks.

THE INITIATIVES TO ENHANCE CAPACITIES OF RURAL YOUTH ARE

Nehru Yuva Kendra Sangathan (NYKS):-

Nehru Yuva Kendras were established in the year 1972 with the objective of providing rural youth avenues to take part in the process of nation building as well providing opportunities for the development of their personality and skills. In the year 1987-88, Nehru Yuva Kendra Sangathan (NYKS) was set up as an autonomous organization under the Government of India, Ministry of Youth Affairs and Sports, to oversee working of these Kendras. NYKS is the largest grassroots level youth organization; one of its kind in the world. It channelizes the power of youth on the principles of voluntarism, self-help and community participation. Over the years, Nehru Yuva Kendra Sangathan has established a network of youth clubs in villages, where Nehru Yuva Kendras have been set up. NYKS has targeted to identify areas of 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. The core strength of NYKS lies in its network of youth clubs. Youth Clubs are village based organizations working for community development and youth empowerment.

ARYA (Attracting and Retaining Youth in Agriculture):-

Realizing the importance of rural youth in agricultural development especially from the point of view of food security of the country, ICAR has initiated a program on "Attracting and Retaining Youth in Agriculture".

Under this scheme, special efforts will be taken to attract the rural youth under the age of 35 years in agriculture so that the increase in the migration of rural youth towards cities is controlled. The objectives of this programme are given below.

- (i) To attract and empower the Youth in Rural Areas to take up various Agriculture, allied and service sector enterprises for sustainable income and gainful employment in selected districts,
- (ii) To enable the Farm Youth to establish net work groups to take up resource and capital intensive activities like processing, value addition and marketing, and
- (iii) To demonstrate functional linkage with different institutions and stakeholders for convergence of opportunities available under various schemes/ program for sustainable development of youth.

Operational Mechanism:-

The project shall be implemented in 25 districts (one district from each state) through the KVKs of those districts with technical partners from Institutes of the Indian Council of Agricultural Research (ICAR), the Agricultural Universities and others. One or two entrepreneurial development units shall be established at the KVK itself so that it/those serve(s) as entrepreneurial training unit(s) for the farm youth. The KVKs shall also facilitate

youth for establishing various entrepreneurial units at the farm of the youths or group of youth.

Agri-Clinic and Agri-business Centre:-

The Ministry of Agriculture and Farmers Welfare, Government of India, in association with NABARD has launched on 9th April, 2002 a unique programme to take better methods of farming to each and every farmer across the country. The programme aimed at creating gainful self-employment opportunities to unemployed agricultural graduates, agricultural diploma holders, intermediate in agriculture and biological science graduates with PG in agri-related courses. This programme aims to tap the expertise available in the large pool of Agriculture Graduates. Irrespective of whether you are a fresh graduate or not, or whether you are currently employed or not, you can set up your own Agri-Clinic or Agri-Business Centre and offer professional extension services to innumerable farmers. Agri-Clinics are envisaged to provide expert advice and services to farmers on various technologies including soil health, cropping practices, plant protection, crop insurance, post-harvest technology and clinical services for animals, feed and fodder management, prices of various crops in the market etc. which would enhance productivity of crops/animals and ensure increased income to farmers. Agri-Business Centers are commercial units of agriventures established by trained agriculture professionals. Such ventures may include maintenance and custom hiring of farm equipment, sale of inputs and other services in agriculture and allied areas, including post-harvest management and market linkages for income generation and entrepreneurship development [6-7].

Agricultural Skill Council of India(ASCI):-

Agriculture Skill Council of India was set up in January 2013 as a Section 25 company under Companies act of Ministry of Company Affairs. The endeavor of ASCI is to work towards building capacity in the Agriculture Industry and bridge the gap between laboratories and farms. ASCI envisions to touch/ upgrade skills of Cultivators, Agricultural Labors and Direct and Indirect labor engaged in Organized and Unorganized Agriculture and Allied industry.

Governing Board:-

Agriculture Skill Council of India (ASCI) is a Section 8 Company as per new companies act 2013 under the Ministry of Corporate Affairs. ASCI has eminent experts, representatives from Government Bodies, Academicians, Boards, Industry Association, Industry, Growers Associations, etc. in the Board of Governing Council.

Training of Trainers :-

Trainers accomplish an important role in upgrading the skills of the workforce and learners to meet technological changes and challenges at the workplace. Trainers can excel in their job once they understand learning needs and capabilities of the learners. It is important because people of different age groups have different learning abilities , which should be considered by a trainer while training them.

Agriculture Skill Council of India's Train The Trainer (TTT) Program prepares trainers to effectively: instruct, train, advice and assess people taking part in the training programs aligned to Agriculture related NOS .The primary objective of TTT program is to introduce the trainers to the changing space of training in the country. With the setting up of Sector Skill Councils and advent of National Occupational Standards (NOS) for various job roles across sectors, it is important for the existing and aspiring trainers to be up-to-date with all these developments. A trainer can deliver great results only when he/she understands the basics and is able to cater to needs of the learners.

The TTT program consists of the following modules:

- Introduction to Qualification Packs and NOS
- Basics of Adult Learning Theories/Principles
- Responsibilities of a Trainer
- Training on relevant NOS of the given Job Role

Certification:-

Agriculture Skill Council of India is involved in certification of approved Agri-Job Role courses. ASCI provides certificates to trainees after the completion of training, that is based on the NOS aligned curriculum.

The certificate provided by the ASCI is unique, secure and electronically verifiable. This certificate is recognized by industry, as the training is based on National Occupational Standards (NOS) developed by the ASCI with Industry support.

ATMA (Agricultural Technology Management Agency):-

The ATMA at district level would be increasingly responsible for all the technology dissemination activities at the district level. It would have linkage with all the line departments, research organizations, non-governmental organizations and agencies associated with agricultural development in the district. Research and Extension units within the project districts such as ZRS or substations, KVKs and the key line Departments of Agriculture, Animal Husbandry, Horticulture and Fisheries etc. would become constituent members of ATMA. Each Research Extension(R-E) unit would retain its institutional identity and affiliation but programmes and procedures concerning district-wise R-E activities would be determined by ATMA Governing Board to be implemented by its Management Committee (MC).ATMA will conduct the capacity building programmes to youth based on their interest.

State Agricultural Universities:-

Recently, almost all SAUs in India focusing Agribusiness Education. While doing so it also simultaneously fosters the agripreneurship development among the future generations available for agribusiness and Agri- ventures. To strengthen the agribusiness education and entrepreneurship development new degree courses (in Undergraduate and Post graduate level), training programmes have been introduced considering the growing demand.

Eg. TNAU- has established separate Directorate of Agribusiness, Dept of PH Courses: B.S.(ABM), MBA,(ABM) , BSc.(Ag)-: RAWE- EDP module

Lower and higher agricultural education:-

Teaching our children about agriculture at the school may make them more careful than we have been. We must all learn from the mistakes how to use earth and our environment in a better way. So create interest about the agriculture in the younger minds from the lower education.

The state agricultural universities in our country run various certification, diploma and degree programmes for the students. Most of the students are from rural areas and their family occupation is agriculture. These students can become the ambassadors of sustainable agriculture provided they are exposed to various dimensions of sustainable agriculture during their studies. This calls for focusing upon sustainable agriculture in all educational programmes of agricultural universities.

Entrepreneurship development:-

Agriculture in India is mostly dependent on monsoon and hence most of the area is monocropped.It cannot sustain the livelihood of the farm family which results the youth to migrate to urban areas in search of job.So, developing entrepreneurship among the youth by imparting training on different agro based enterprises.

Entrepreneurship means to create something new, organizing and coordinating and bearing risk with economic uncertainty. Entrepreneurial activities are substantially different depending on the type of organization that is being started. It is the name given to the factor of production which performs the function of "Enterprise". Out of the five factors of production i.e. land, labour, capital, organization and enterprise, organization does the work of coordination between different factors and makes the production possible by taking upon itself the risk or more appropriately the uncertainty of production.

The major factor for entrepreneurship is the achievement motivation. A society constituting individuals with a high level of need for achievement would come up as entrepreneurs. Entrepreneurship involves task accomplishment that embodies a reasonable challenge to the individuals, competence. Entrepreneurs have to work hard at tasks that involve a real challenge which imply only a moderate risk. Entrepreneur have many of the same traits as leaders.

Specialized Training Institutions for Agripreneurship:-

a. State Agricultural Universities: Almost all SAUs in India focusing Agribusiness Education. While doing so it also simultaneously fosters the agripreneurship development among the future generations available for agribusiness and agri- ventures. To strengthen the agribusiness education and entrepreneurship development new degree courses (in

Undergraduate and Postgraduate level), training programmes have been introduced considering the growing demand.

Eg. TNAU- has established separate Directorate of Agribusiness, Dept of PH Courses:

B.S.(ABM), MBA,(ABM) , BSc.(Ag)-: RAWE- EDP module

b. Krishi Vigyan Kendra: ICAR sponsored KVK are available throughout the country, conducting various vocational training programme with broad objective of promoting agripreneurship among farm youth. E.g. Some of the novel Training programme like Production of organic products and organic inputs, Special packaged foods for Sugar patient, Heart patient, packaged flower for special occasion and season promotes business entrepreneurship

c. Agricultural Technology Management Agency: The existing structure of ATMA a district level agency provide wider scope and support to promotes group specific agribusiness entrepreneurship. Eg. Group farming ,Group marketing using the provision of ATMA.

d. National Institutes of ICAR and Govt. of INDIA: Various National institutes of ICAR AND GOI also started agribusiness programme with broad focus to promote agribusiness entrepreneurship among farm graduates especially in the first line and second line managers Eg. NIAM, MANAGE, NAARM conducting PG Diploma in Agribusiness.

e. Entrepreneurship Development Cell (EDC): SAUs and even traditional Universities started functioning entrepreneurship Development cell to promote entrepreneurship among students.

Eg. EDC of Bharathiar University, Coimbatore and Coimbatore Institute Of Management and Technology(CIMAT) are functioning well.

f. National Institute of Entrepreneurship and small business development (NISEBUD): This institute in functioning at New Delhi. It imparts specialized training to various categories of entrepreneurs. It establishes a forum between various agencies involved in ED activities.

g. National Institute of small Industries Extension Training (NISJET): It is functioning at Hyderabad. It gives training to entrepreneurs of small-scale industries. Apart from this it also supports the research on development of SSI. It also extends its consultancy services to SSI.

h. RUDSETI (Rural development for self-employment and training Institute): This organization is being promoted by Syndicate Bank. It operates the training institutes at Mangalore and Kannur. It conducts a residential entrepreneurial development programme for rural unemployed youths.

Institutional Finance to Business entrepreneurs:-The following institutions providing finance to entrepreneurs.

- Commercial Banks
- National Agricultural Bank for Rural Development
- Industrial development banks of India (IDBI)
- Industrial Finance Corporation of India (IFCI)
- Industrial Credit and Investment Corporation of India (ICICI)
- State financial corporations
- Small Industries Development Bank of India (SIDBI)
- Export- Import Bank Of India (EXIM Bank)
- YES Bank (Agri business)

Organizing the youth into youth clubs:-

Youth clubs are village based organization working for community development and youth empowerment. Youth Club is an association of youth who are striving towards the achievement of common goals and objectives. It is formed, managed and run by youth themselves for the growth and development of youth in particular and the community in general.

Youth Club provides a platform for the youth in a particular area to come together, meet, discuss and plan activities for their own development as well as that of the society. Youth being the major human resource, their energies and potential should be channelized and mobilized for development of the nation through formation of Youth Clubs. Youth Clubs empower the youth.

Objectives for creation of youth club

- To develop initiatives which focus on youth involvement.
- Implementation of programme and activities of youth clubs is based on local needs
- Youth clubs will help the youth to develop leadership skills in them.

A large number of youth clubs are established across the county. Through these clubs the rural youth undertake various social and cultural activities in their village. However only few of them have agriculture as their agenda. It is necessary to channelize the energy, knowledge and wisdom of the rural youths towards agriculture and subsequently towards sustainable agriculture. The rural youth may also be motivated to form SHGs, CIGs, FFS etc.,

Recognition and rewarding:-

The youth doing excellent contribution in various aspects of sustainable agriculture should be recognized at different levels by the government and other agencies working for promotion of sustainable agriculture in the form of prizes and rewards. Such recognitions will sustain their interest in sustainable agricultural practices and will also motivate others to follow the suite.

Gender sensitization:-

Gender sensitization refers to the modification of behavior by raising awareness of gender equality concerns. Gender sensitization theories claim that modification of the behavior of teachers and parents towards children can have a causal effect on gender equality. Gender sensitizing "is about changing behavior and instilling empathy into the views that we hold about our own and the other gender. It helps people in "examining their personal attitudes and beliefs and questioning the 'realities' they thought they know."

Gender sensitization is a weapon towards Gender Equity, Equal Opportunity and Women Empowerment which is essential for creating sustainable development as enshrined in our Constitution. The State & Central Government are making continuous efforts to realize these promises through Policies & Programs. The progress achieved in this direction has a mixed outcome and there is still long way to realize the objectives of the Equitable Society, Gender Equity and inclusive Development without discrimination which can be achieved bringing awareness among the people about the Rights given under the Constitution and the pro- women Acts and laws affecting women's right and empowerment in India involves a complex pattern of advances and setbacks.

Rural women play an important role in agriculture and allied occupations. Special efforts may be made to involve them in all the activities related in promotion of sustainable agriculture and recognition of their contribution. The services of trained woman extension workers may be utilized for the promotion of sustainable agriculture and transfer of technologies to rural women.

Better market opportunities for the farm produce:-

The government has launched different marketing programmes where the farmers can sell the produce and obtain the high returns. The different activities of government for providing better price to farmers are

Electronic auction (e-Auction) is an e-business between auctioneers and bidders, which takes place on an electronic marketplace. It is an electronic commerce which occurs business to business (B2B), business to consumer (B2C), or consumer-to-consumer (C2C).

The auctioneer offers his goods, commodities or services on an auction side on the internet. Interested parties can submit their bid for the product to be auctioned in certain specified periods. The auction is transparent; all interested parties are allowed to participate the auction in a timely manner.

e-NAM

National Agriculture Market (NAM) is a pan-India electronic trading portal which networks the existing APMC mandis to create a unified national market for agricultural commodities.

The NAM Portal provides a single window service for all APMC related information and services. This includes commodity arrivals & prices, buy & sell trade offers, provision to respond to trade offers, among other services. While material flow (agriculture produce) continue to happen through mandis, an online market reduces transaction costs and information asymmetry.

Agriculture marketing is administered by the States as per their agri-marketing regulations, under which, the State is divided into several market areas, each of which is administered

by a separate Agricultural Produce Marketing Committee (APMC) which imposes its own marketing regulation (including fees). This fragmentation of markets, even within the State, hinders free flow of agri commodities from one market area to another and multiple handling of agri-produce and multiple levels of mandi charges ends up escalating the prices for the consumers without commensurate benefit to the farmer.

NAM addresses these challenges by creating a unified market through online trading platform, both, at State and National level and promotes uniformity, streamlining of procedures across the integrated markets, removes information asymmetry between buyers and sellers and promotes real time price discovery, based on actual demand and supply, promotes transparency in auction process, and access to a nationwide market for the farmer, with prices commensurate with quality of his produce and online payment and availability of better quality produce and at more reasonable prices to the consumer.

Motivation and improving the image of agricultural profession:-

Motivate the youth to take up the agriculture as business. Young people want to be part of the policy discussion, programme development, implementation, working groups and dialogues that produce best practices and sustainable solutions to agriculture. So involve youth in these activities.

Easy access to factors of production:-

The factors of production like land, labour, capital and management should be made easy to the young minds. In order to make a profit, a person usually needs certain economic inputs. The economic inputs used to make a profit are called factors of production. According to traditional economic theory, there are four main factors of production: land, labor, capital and entrepreneur. These factors access will motivate youth to involve in agriculture.

(i) Land:-

It refers to all natural resources which are free gifts of nature. Land, therefore, includes all gifts of nature available to mankind—both on the surface and under the surface, e.g., soil, rivers, waters, forests, mountains, mines, deserts, seas, climate, rains, air, sun, etc.

(ii) Labour:-

Human efforts done mentally or physically with the aim of earning income is known as labour. Thus, labour is a physical or mental effort of human being in the process of production. The compensation given to labourers in return for their productive work is called wages (or compensation of employees).

Land is a passive factor whereas labour is an active factor of production. Actually, it is labour which in cooperation with land makes production possible. Land and labour are also known as primary factors of production as their supplies are determined more or less outside the economic system itself.

(iii) Capital:-

All man-made goods which are used for further production of wealth are included in capital. Thus, it is man-made material source of production. Alternatively, all man-made aids to production, which are not consumed/or their own sake, are termed as capital.

It is the produced means of production. Examples are—machines, tools, buildings, roads, bridges, raw material, trucks, factories, etc. An increase in the capital of an economy means an increase in the productive capacity of the economy. Logically and chronologically, capital is derived from land and labour and has therefore, been named as Stored-Up labour.

(iv) Entrepreneur:-

An entrepreneur is a person who organizes the other factors and undertakes the risks and uncertainties involved in the production. He hires the other three factors, brings them together, organises and coordinates them so as to earn maximum profit. For example, Mr. X who takes the risk of manufacturing television sets will be called an entrepreneur.

An entrepreneur acts as a boss and decides how the business shall run. He decides in what proportion factors should be combined. What and where he will produce and by what method. He is loosely identified with the owner, speculator, innovator or inventor and organizer of the business. Thus, entrepreneurship is a trait or quality owned by the entrepreneur.

Through Information and Communication Technology (ICT)[3-5]

While access to technology and associated electronic content has significantly changed the lives of many young people in developed countries, this is not always the case for those in

less developed countries. Access to ICTs such as computers, mobile phones and the Internet, especially broadband, remains a challenge for youth in the developing world. In addition, the cost of ICT access (mobile phones and Internet) is much higher as a proportion of per capita income in these particularly disadvantaged countries. The challenge is bringing together all relevant stakeholders, including governments, civil society and the private sector, and encouraging them to work together to provide an environment that fosters the development of young people and enables them to realize their potential in the Information Society. ICTs transcend borders enabling the communication between young people from every corner of the world, helping in the promotion of dialogue and mutual understanding. It is important then that international cooperation in regards to the transfer of technology is fostered.

The young people as avid and creative users of ICTs, and as key contributors to building an inclusive Information Society and bridging the Digital Divide. In particular targeting girls and young women by promoting better and more inclusive access to ICT so as to promote their academic, social and economic development is crucial to not only bridging this digital divide, but also in helping close the gender gap. In this sense, promoting universal, non-discriminatory, equitable and affordable access of youth to ICT is central to ensuring digital and social inclusion. Disadvantaged and marginalized youth, such as migrant and refugee youth, youth with HIV and AIDS, indigenous youth, youth with disabilities, rural youth, youth experiencing poverty and those facing discrimination are often excluded from access to ICTs. The effective allocation of resources so as to ensure equal opportunities and access to ICTs for youth living in vulnerable situations is critical to ensuring that ICTs are used and developed in an inclusive and equitable manner.

The rapidly advancing information and communications technologies (ICTs) helps in addressing social and economic problems caused by the fast growth of urban youth populations in developing countries. ICTs offer opportunities to young people for learning, skill development and employment. But there are downsides, young people in many developing countries lack in having broad access to these new technologies.

Innovative programmes:-

Innovative programmes like a-IDEA, Start up India, Digital India are motivating the youth to take up the agricultural activities.

a-IDEA (Association for Innovation Development of Entrepreneurship in Agriculture), is a Technology Business Incubator (TBI) hosted by ICAR-National Academy of Agricultural Research Management, Hyderabad (ICAR-NAARM) & Department of Science & Technology, Govt. of India (DST, GOI). a-IDEA has been housed in the Centre for Agri-Innovation at ICAR-NAARM for fostering innovation and entrepreneurship in agriculture in India. a-IDEA aims to help entrepreneurs ideate, incubate and accelerate their innovative early stage startups that are scalable to become competitive food and agri-business ventures through capacity building, mentoring, networking and advisory support.

Startup India campaign is based on an action plan aimed at promoting bank financing for start-up ventures to boost entrepreneurship and encourage start ups with jobs creation. The campaign was first announced by Prime Minister Narendra Modi in his 15 August 2015 address from the Red Fort. It is focused on to restrict role of States in policy domain and to get rid of "license raj" and hindrances like in land permissions, foreign investment proposal, environmental clearances. It was organized by Department of Industrial Policy and Promotion (DIPP). A startup is an entity that is headquartered in India which was opened less than seven years ago and has an annual turnover less than ₹25 crore. The government has already launched iMADE, an app development platform aimed at producing 1,000,000 apps and PMMY, the MUDRA Bank, a new institution set up for development and refinancing activities relating to micro units with a refinance Fund of ₹200 billion.

The Standup India initiative is also aimed at promoting entrepreneurship among SCs/STs, women communities. Rural India's version of Startup India was named the Deen Dayal Upadhyay Swaniyojan Yojana. To endorse the campaign, the first magazine for start ups in India, The Cofounder, was launched in 2016.

Digital India is a campaign launched by the Government of India to ensure that Government services are made available to citizens electronically by improved online infrastructure and by increasing Internet connectivity or by making the country digitally empowered in the field of technology.

It was launched on 01 July 2015 by Prime Minister Narendra Modi. The initiative includes plans to connect rural areas with high-speed internet networks. Digital India consists of three core components. They are:

- Development of secure and stable Digital Infrastructure
- Delivering government services digitally
- Universal Digital Literacy

It is both enabler and beneficiary of other key Government of India schemes, such as Bharatmala, Sagarmala, Dedicated Freight Corridors, Industrial corridors, UDAN-RCS, BharatNet and Make in India.

CONCLUSION

Youth are the important asset of the nation who has capabilities to contribute to nation's food security by practicing the agriculture. The effective strategies like Training and capacity building of youth, Entrepreneurship development, skill development and Farm Youth Policy can be taken to retain youth in agriculture and to motivate them to practice sustainable agriculture to generate the higher income. This in turn may contribute to doubling the farm income.

REFERENCES

1. Angaitkar, A.G., Janjal, V.B., Barse, K.N. And Shedge, V.R., (2013), Problems Faced By Rural Youths While Choosing Agriculture As Their Profession, *Agric. Update*,8(4): 685-686.
2. Debashis Dash, Birendra Kumar And Girijesh Singh Mahra, (2017), Mass Media Usage By Rural Youth In Agriculture In Udham Singh Nagar District Of Uttarakhand, *Indian Res. J. Ext. Edu.*,17(2):9-13.
3. Preethi And Nataraju, M. S., (2015), Participation Of Farm Youth In Agriculture, *Mysore J. Agric. Sci.*, 49(2): 399-402.
4. Suryawanshi, D.B., Thorat, K.S. And Ban, S.H., (2010), Participation Of Bhil Youth In Agriculture And Allied Activities, *Mysore J. Agric. Sci.*,44(4):883-888.
5. Yashashwini, M.A., (2013), Participation Of Rural Youth In Agriculture And Allied Sectors, *Mysore J. Agric. Sci.*,43(2): 25-29.
6. [Www.Goolescholar.Com](http://www.Goolescholar.Com)
7. Www.Facebook.Coom
8. [Https://En.Wikipedia.Org/Wiki/Agriculture_In_India](https://En.Wikipedia.Org/Wiki/Agriculture_In_India)