

## Attitude Measurement of Rural Youths towards Rural Development Activities in Jaipur District of Rajasthan

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### ABSTRACT

*The Nehru Yuva kendra of Jaipur district has been working in the area since February 4th, 1973. At present 257 youth clubs are functioning in Jaipur district. This study was conducted by personally interviewing the 118 NYK participating rural youth from randomly selected 9 villages of 3 panchayat samities in Jaipur district of Rajasthan. It was found that majority of the rural youth i.e. 68.65 per cent were having favorable attitude and 17.79 per cent were having most favorable attitude while only 13.56 per cent rural youth were having less favorable attitude. It was also observed that majority of the rural youth (86.44 per cent) were having favorable attitude towards agricultural information can be transferred to rural youth through NYK youth clubs. It was further observed that 40.07 per cent rural youth were having unfavorable attitude towards Nehru Yuva Kendra is least potent media to educate the rural youths.*

**Key words:** Nehru yuva kendra; Rural youth; Attitude; Rural youth club;

The base of India's development is the rural community and it has been said about the role of the youths as agents of change in rural developing society committed to growth with social justice, this was now been put in practical shape by setting up the Nehru Yuva Kendra's (NYKs). It is strongly required that our youth's power is properly used in developmental process for the country.

Keeping this in mind the Indian Government and a number of many voluntary organizations have come forwarded to under take youth welfare services recognizing the fact that no country can develop or improve if it neglects its youth. At present there are many programmes for the youths being run by several governmental and non-governmental agencies. The programmes are initiated for involving larger section of youth in nation of building activities and to promote securism, national integration, spirits adventures and to inculcate in them an appreciation for India's rich cultural heritage. realizing the importance of youths, the ministry of human resources development has sponsored a number of schemes and programmes for both students and non students youths based on their need and development.

It is therefore very necessary to find out the Attitude of the rural youth, which would form the basis for project formation, it is thus expected that the study will be of great help in developing a sound rural youth development programme which would in turn, accelerate the pace of rural development of the country and make the rural youth programme a success. It is believed that the findings of the study will be valuable to policy makers, extension staff, administration and other voluntary organisations which are directly or indirectly involved for the implementation of NYK programmes.

### METHODOLOGY

The study was conducted in Jaipur district of Rajasthan. There were thirteen panchayat samities in Jaipur, out of which three panchayat samities namely Amber, Govindgarh and Sanganer were selected by simple random sampling technique. Twenty per cent or minimum two villages were selected from each of the selected panchayat samities by simple random sampling technique. Fifty per cent rural youths were selected from each of the selected villages by simple random sampling technique. In such a way, a total of 118 respondents were selected for the study purpose.

In the present study an attempt has been made to develop a scale, which can scientifically help in measuring the attitude of rural youth towards the rural development activities of Nehru Yuva Kendra. It is defined as the degree of positive or negative affect associated with some psychological object. By a psychological object was meant the feeling about the programmes of NYK with which rural youth could differ with respect to positive and negative effect.

The steps followed for scale construction are as follows:

- (i) Item collection
- (ii) Editing of items
- (iii) Item selection
- (iv) Reliability of the attitude scale
- (v) Validity of the attitude scale

*Item collection:* As a first step in developing an attitude scale, large number of statements about programme of Nehru Yuva Kendra were gathered from books, bulletins, magazines and by holding discussions with subject matter specialists as well as office bearers of Nehru Yuva Kendra. A tentative list of 40 statements was drafted keeping in view the applicability of statements suited to the area of study.

*Editing of items :* These statements were framed in such a way that they expressed the positive or negative attitude. In order to get a five point judgment, five alternative response categories ranging from 'strongly agree' to 'strongly disagree' were assigned to each statement. The statements so collected regarding NYK activities were discussed with extension specialists. They were requested to add, delete or modify any statement which they deemed fit for inclusion or deletion. They were asked to check the statements for being favourable or unfavourable towards programme of NYK. Again the statements were rewritten in the light of the criticisms and comments to the experts. After editing the total number of statements left was 35 . It was ensured to select equal number of positive and negative statement.

*Item selection :* Analysis of 35 edited statements was first subjected to a group of randomly selected 30 judges (subjects) and their reaction to each statement was marked. The scoring system for each positive statement adopted was 5 to 1 from strongly agree to strongly disagree, respectively and vice-versa for each negative statement.

The score for each respondent on the scale was calculated by summing up the weightage of each statement. The frequency distribution of score based upon the responses to all the statements was obtained. As *Edward (1967)* has recommended 25 per cent i.e. 8 of the subjects with the highest total scores and also 25 per cent i.e. 8 of the subject with lowest total scores were taken assuming that these two groups (high and low) would provide criterion groups in terms of which to evaluate the individual statement. For evaluating the responses of the high and low groups to the individual statement, critical ratio ('t' value) was worked out using the formula and procedure given by *Edwards (1967)*.

All the positive and negative items were subjected to analysis and their critical ratio values were arranged in descending order. The 't' values of 28 statement out of 35 statement were significant (more than 1.75) at 5 per cent level of significance

*Reliability of the scale :* There are various methods of determining the reliability of scale, but here 'test-retest' method was used for the purpose. The scale was administered twice to the same group of the rural youths (other than the actual respondents) numbering thirty at an interval of 10 days. The agreement between the scores was obtained from two applications of the same scale by means of a correlation coefficient (r). The correlation coefficient (r) calculated was 0.872 which was significant at 5 per cent level of significance indicating that the score is reliable.

*Validity of the scale :* Since the content of the attitude scale was derived from various source like book, journals etc and it also include experts' opinions, it was assumed that the score obtained by subjecting the attitude scale of this study will measure what was intended to measure further, the 't' value being significant for 28 items finally selected, it was assumed that the scale was valid. In this way, the scale for measuring the attitude of rural youths towards programme of Nehru Yuva Kendra was ready for its final use.

## RESULTS AND DISCUSSION

The scale was administered to the randomly selected 118 rural youths. The total score of each respondent on the attitude scale was obtained by adding the score of all individual items in the scale. The range of the score of rural youths in the present study varied

from 79 to 117 and the average score obtained by the rural youths was 102.09. The lowest and the highest score of rural youths could obtained on the scale were 28 and 140 .The mean and standard deviation score were 3.65 and 0.30, respectively.

The average score for each rural youth was calculated by adding the scores of all the 28 items and dividing the total score by the total number of items. The range of mean score varied from 2.82 to 4.18. The overall mean score of the rural youths was found to be 3.65. On the basis of over all mean score and standard deviation, the attitude of rural youths was classified in to three categories, namely less favourable, favourable and most favourable attitude as indicated in Table 1.

- (1) The rural youths who obtained the mean score below 3.35 were classified as having Less favourable attitude towards activities of Nehru Yuva Kendra
- (2) The rural youths who obtained the mean score from 3.35 to 3.95 were categorized in having favourable attitude towards activities of Nehru Yuva Kendra.
- (3) The rural youths who obtained the mean score above 3.95 were categorized in having most favourable attitude towards activities of Nehru Yuva Kendra.

**Table 1. Attitude of rural youths towards different rural development activities of NYK. (N = 118)**

| Attitude level                 | No. | %     |
|--------------------------------|-----|-------|
| Less favourable (below 3.35)   | 16  | 13.56 |
| Favourable (from 3.35 to 3.95) | 81  | 68.65 |
| Most favourable (above 3.95)   | 21  | 17.79 |
| Total                          | 118 | 100   |

$$\bar{X} = 3.65$$

$$\sigma = 0.30$$

Table 1 reveals that most of the rural youths i.e. 68.65 per cent had favourable attitude and 17.79 per cent had most favourable attitude, while 13.56 per cent had less favourable attitude of rural youths towards different activities of Nehru Yuva Kendra.

Attitude response on twenty eight statements were recorded and analysed statement wise to assess the attitude of rural youths towards different activities of NYK and ranks were assigned accordingly in Table 2.

The statements No. 1, “The latest agricultural information can be transferred to rural youth through NYK youth club”, has secured the highest rank

(4.29 MS). The order of response to this statement were as follows:

| Response          | No. | %     |
|-------------------|-----|-------|
| Strongly agree    | 54  | 45.76 |
| Agree             | 48  | 40.68 |
| Undecided         | 14  | 11.86 |
| Disagree          | 0   | 0.00  |
| Strongly disagree | 2   | 1.70  |

It is obvious from the above mentioned order of response that most of the rural youths (86.44%) had favourable attitude towards statement. The latest agricultural information can be transferred to rural youth through NYK youth club”. This is inferred from the statement that rural youths had their favourable attitude towards the NYK programme.

The statement No. 28, “Youth adventure promotion programme of NYK develop confidence in rural youths”. has been awarded the next highest rank (4.07 MS). The order of response of this statement was as follows :

| Response          | No. | %     |
|-------------------|-----|-------|
| Strongly agree    | 43  | 36.44 |
| Agree             | 44  | 37.29 |
| Undecided         | 27  | 22.88 |
| Disagree          | 4   | 3.39  |
| Strongly disagree | 0   | 0.00  |

It is indicated clearly from the above response that 73.73 per cent of rural youths had favourable attitude towards NYK programmes and second rank was assigned accordingly.

The critical analysis of all 28 statement in the scale shows that the statements No. 2, “Nehru Yuva Kendra is least potent media to educate the rural youths” had lowest mean score (3.36 MS). The order of response to this statement was mentioned bellow :

| Response          | No. | %     |
|-------------------|-----|-------|
| Strongly agree    | 5   | 4.24  |
| Agree             | 11  | 9.32  |
| Undecided         | 50  | 42.37 |
| Disagree          | 41  | 34.75 |
| Strongly disagree | 11  | 9.32  |

It is clear from above that 44.07 per cent rural youths had disagree /unfavourable attitude about this statement “ i.e. “Nehru Yuva Kendra is least potent media to educate the rural youths”.

**Table 2. Measurement of attitude of rural youths towards different rural development activities of NYK (Multiple response) N = 118**

| Attitude statements   | Response categories |    |    |    |     | Mean score | Rank   |
|---|---------------------|----|----|----|-----|------------|--------|
|   | SA                  | A  | UD | DA | SDA |            |        |
| The latest agricultural information can be transferred to rural youth through NYK youth club  | 54                  | 48 | 14 | 0  | 2   | 4.29       | I      |
| NYK is least potent media to educate the rural youths   | 5                   | 11 | 50 | 41 | 11  | 3.36       | XXIII  |
| NYK helps the rural youths to develop their skill through training programmes   | 32                  | 52 | 29 | 4  | 1   | 3.93       | III    |
| Youth leadership training programme through NYK does not help the youths to know various aspects of rural development                         | 3                   | 8  | 29 | 57 | 21  | 3.72       | VIII   |
| The theme of vocational training programme is sustainable and gainful for self employment under NYK   | 25                  | 55 | 27 | 9  | 2   | 3.75       | VI     |
| Youth cultural programmes are not organized to preserve and enrich cultural heritage folk art for rural youths                                | 4                   | 11 | 34 | 53 | 16  | 3.56       | XV     |
| Youth club members get more information about NYKs through youth development programme  | 22                  | 49 | 30 | 16 | 1   | 3.64       | XIII   |
| NYK is a least powerful tool for motivation of rural youths   | 5                   | 14 | 27 | 41 | 31  | 3.67       | XII    |
| The awareness campaigns are designed to utilize the vast network of youth club members through NYK  | 20                  | 44 | 36 | 14 | 4   | 3.53       | XVI    |
| Educational tours conducted by NYK provide less opportunity for learning, so it is simply wastage of time and money                           | 1                   | 13 | 32 | 55 | 17  | 3.63       | XIV    |
| Cultural programme is a good source for entertainment   | 32                  | 44 | 31 | 10 | 1   | 3.81       | IV     |
| Shramdan through work camp organized by NYK create dispute and inferiority among youths   | 4                   | 11 | 28 | 51 | 24  | 3.68       | XI     |
| Questions-answer – session is the most important part of youth training programme for rapport development                                     | 26                  | 33 | 40 | 15 | 4   | 3.53       | XVI    |
| The group facilities under NYK for the rural youths are inadequate  | 12                  | 14 | 26 | 41 | 25  | 3.45       | XX     |
| NYK is improving socio-economic status of rural youths  | 23                  | 57 | 24 | 11 | 3   | 3.73       | VII    |
| Sports programme of NYK creates disputes among rural youths   | 4                   | 18 | 34 | 52 | 10  | 3.39       | XXII   |
| Vocational training programmes are simply a means of wastage of time  | 5                   | 20 | 34 | 31 | 28  | 3.48       | XIX    |
| Activities taken for self employment under NYK are based on social and economic needs of the rural youths                                     | 22                  | 44 | 34 | 14 | 4   | 3.56       | XV     |
| Awareness campaigns of NYK does not help to minimize social evils   | 3                   | 16 | 36 | 44 | 19  | 3.51       | XVII   |
| Sports promotion programmes accelerate group action in rural youths   | 28                  | 43 | 31 | 13 | 3   | 3.68       | XI     |
| Workshops and seminars organised by NYK are means of wastage of time for rural youths.  | 3                   | 11 | 29 | 59 | 16  | 3.63       | XIV    |
| Leadership is developed in rural youth by various activities of NYK   | 16                  | 46 | 33 | 17 | 6   | 3.42       | XXI    |
| NYK is inefficient to organize programme as national / international days /weeks  | 8                   | 17 | 29 | 42 | 22  | 3.45       | XX     |
| Youth club is to create the confidence in rural youths for utilizing the latest agril.information for increasing agril./ livestock production | 25                  | 48 | 34 | 8  | 3   | 3.71       | IX     |
| NYK does not creates self employment to the rural youths  | 1                   | 10 | 39 | 43 | 25  | 3.69       | X      |
| NYK is very important for rural youths living in the villages   | 34                  | 39 | 30 | 14 | 1   | 3.77       | V      |
| NYK programme is inefficient in providing educational facilities to the rural youths  | 2                   | 17 | 37 | 45 | 17  | 3.49       | XXVIII |
| Youth adventure promotion programme of NYK develop confidence in rural youths   | 43                  | 44 | 27 | 4  | 0   | 4.07       | II     |

Overall Mean score - 3.65

The overall findings of the study highlight that majority of rural youths (86.44 %) had favourable attitude towards NYK programme. Similar results were also reported by *Patel, et al (2006)*, *Rathore, et al (2002)*, *Saini, (2005)* and *Meshram, et al, (2006)*.

It means that most of the rural youths have liked the NYK programmes. This might be due to fact that the rural youth has been executed well towards NYK activities and its set objectives.

## CONCLUSION

Based on findings of the Research study it can be concluded that majority of rural youths were having positive attitudes towards different rural development activities of NYK, and found that favourable attitude towards agricultural information can be transferred to rural youths through NYK youth club. In the study concluded that vocational training programme for group of rural youth to increase their functional capabilities

and to bring improvement in their efficiency and productivity for self employment, and youth adventure promotion programme organised by NYK time to time To develop confidence in rural youth. It was found that youth club development programme To develop scientific outlook and its contribution in solving human problems and help to develop in youths a favourable attitude towards agriculture as an occupation. It was found that youth leadership training programme is a very essential part for the success of agricultural and rural development activities. And also found that awareness campaign programme is a very essential part of educating the rural youth against social evils, family control, child marriage, alcoholism, Retrogressive traditions etc. The overall findings of the study was concluded that attitude of rural youth were having positive attitudes towards different rural development activities of Nehru Yuva Kendra.

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