P-ISSN: 2618-0723
E-ISSN: 2618-0731

NAAS Rating: 5.04
www.extensionjournal.com

International Journal of Agriculture Extension and Social Development

Volume 8; Issue 5; May 2025; Page No. 646-650

Received: 05-03-2025
Accepted: 12-03-2025

Indexed Journal
Peer Reviewed Journal

Perception of the respondents towards activities of Arya based programme in the Kaushambi district of Uttar Pradesh

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DOI: https://www.doi.org/10.33545/26180723.2025.v8.i5i.1959

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Abstract

The study was conducted in kaushambi district of Uttar Pradesh to assess the perception of the respondents towards activities of ARYA based programme. A total number of 160 respondents (80 beneficiaries and 80 non-beneficiaries) were selected purposively from 8 villages under Mooratganj block based maximum number of respondents in the area. The data were collected through interview method by using pre structured interview schedule and later onappropriate statistical analysis was done for logocial conclusion. The findings revealed thatsocio economic status of the terms of age, a higher proportion of non-beneficiaries (45%) belonged to the older age group compared to beneficiaries (40%), while beneficiaries had a greater representation in the middle age group (40%). Educationally, non-beneficiaries showed a higher percentage of illiteracy (43.75%) than beneficiaries (35%). Beneficiaries reported higher annual incomes, with 55% earning between ₹50,001-₹1,00,000, while 61.25% of non-beneficiaries earned up to ₹50,000. Among the beneficiaries, a significant majority (61.25%) possess a high level of perception, followed by 27.50 per cent with medium perception and only 11.25 per cent with low perception. This suggests that beneficiaries generally have a clearer understanding or more favorable attitude towards the program or innovation. On the other hand, non-beneficiaries show a contrasting pattern, with the highest proportion (35.00%) having low perception, 25.00 per cent in the medium category, and only 40.00 per cent exhibiting high perception.

Keywords: Socio economic, Perception, ARYA based programme

Introduction

Agriculture and allied sector are the heart of social development of our country. It has significant importance because it provides livelihood for majority of our population and is highly contributing to national income and for gainful employment. Livestock sector is an important subsector of the agriculture of Indian economy. It forms an important livelihood activity for most of the farmers in the form of critical inputs, contributing to the health and nutrition of the household, supplementing income hand offering employment opportunity.

Rural areas are the economic backbone of most developing countries and contribute to their overall economic growth through creation of jobs and supply of food and raw materials to other growing sectors of the economy. Not with standing, rural areas are the most marginalized and characterized by poverty. Hence poverty remains predominantly a rural phenomenon despite rapid urbanization observed in most developing and transition countries (IFAD, 2001).

Realizing the prominent role of rural youth in agricultural development especially from the point of view of food security of the country, ICAR has initiated a scheme on "Attracting and Retaining of Youth in Agriculture (ARYA)". This project was launched by the Prime Minister on the Foundation day of ICAR in 2015 and initially implemented through Krishi Vigyan Kendra' sin 25 states of the country.

Research Methodology

Ex-post facto research design was followed for the present study as the events have alreadyoccurred and design will have considered appropriate. The study is carried out in the Kaushambi district of Uttar Pradesh. Out of 8 blocks, one block namely Mooratganj was selected purposively based on maximum area under ARYA based beneficiaries. From the selected bock, 8 villages were selected purposively based on maximum area under ARYA based beneficiaries making the sample of 160 respondents.

Results and Discussion

Table 1: Distribution of respondents according to their socio-economic profile.

Category	Beneficiaries		Non-Beneficiaries	
	Frequency	Percentage	Frequency	Percentage
Age				
Young age (18-35 years)	16	20.00	19	23.75
Middle age group (36-55 years)	32	40.00	25	31.25
Old age group (above 55 years)	32	40.00	36	45.00
Education				
Illiterate	28	35.00	35	43.75
Primary School	21	26.25	22	27.50
High School	16	20.00	12	15.00
Intermediate	8	10.00	6	7.50
Undergraduate	5	6.25	4	5.00
Postgraduate	2	2.50	1	1.25
Type of Family				
Nuclear	45	56.25	55	68.75
Joint	35	43.75	25	31.25
Type of House				
Hut	2	2.50	23	28.75
Semi- cemented	54	67.50	17	21.25
Cemented	24	30.00	40	50.00
Land Holding				
Below (1hect)	51	63.75	63	78.75
1-2 hect	17	21.25	11	13.75
2-3 hect	10	12.50	5	6.25
Above 3 (hect)	2	2.50	1	1.25
Occupation				
Only farming	37	46.25	33	41.25
Farming+ labour	23	28.75	29	36.25
Farming + Business	19	23.75	15	18.75
Farming + Service	1	1.25	3	3.75
Yearly Income				
Up to 50,000	13	16.25	49	61.25
50,001- 1,00000	44	55.00	21	26.25
1,00001- 150,000	16	20.00	7	8.75
Above150,000	7	8.75	3	3.75
Mass Media Contact				
Low (9-14)	17	21.25	24	30.00
Medium (15-21)	39	48.75	21	26.25
High (22-27)	24	30.00	35	43.75
Risk Taking Ability				
Low (8-12)	13	16.25	24	30.00
Medium (13-18)	33	41.25	26	32.50
High (19-24)	34	42.50	30	37.50
Achievement Motivation				
Low (8-12)	16	20.00	24	30.00
Medium (13-18)	38	47.50	25	31.25
High (19-24)	26	32.50	31	38.75
Progressiveness				
Low (6-9)	17	21.25	22	27.50
Medium (10-13)	32	40.00	23	28.75
High (14-18)	31	38.75	35	43.75

From table 1, the comparative analysis of beneficiaries and non-beneficiaries under the ARYA programme revealed significant socio-economic and psychological differences between the two groups. In terms of age, a higher proportion of non-beneficiaries (45%) belonged to the older age group compared to beneficiaries (40%), while beneficiaries had a greater representation in the middle age group (40%). Educationally, non-beneficiaries showed a higher percentage of illiteracy (43.75%) than beneficiaries (35%). Regarding family type, nuclear families were more common among non-beneficiaries (68.75%) than beneficiaries (56.25%). A larger percentage of beneficiaries (67.50%) lived in semi-cemented houses, whereas non-beneficiaries (50%)

predominantly resided in cemented houses. In terms of landholding, both groups were primarily marginal farmers, but a greater proportion of non-beneficiaries (78.75%) held less than one hectare of land compared to beneficiaries (63.75%). Beneficiaries reported higher annual incomes, with 55% earning between ₹50,001-₹1,00,000, while 61.25% of non-beneficiaries earned up to ₹50,000. Mass media contact and psychological traits such as risk-taking ability, achievement motivation, and progressiveness were

generally higher among beneficiaries, indicating a more proactive and progressive outlook. These findings suggested that beneficiaries were relatively better positioned in terms of economic engagement and behavioral disposition, likely due to their involvement in ARYA-based interventions. Similar findings are also reported by (Singh, R.K. and Sharma, P.K.).

Table 2: Content analysis of the perception of respondents towards activities under the ARYA-based programme.

Sr. No.	Statement	Beneficiaries			Non-beneficiaries		
		A F (%)	UD F (%)	DA F (%)	A F (%)	UD F (%)	DA F (%)
1.	In my view, ARYA Programme enhances the social and economic status of the farmer.	41 (51.25%)	25 (31.25%)	14 (17.50%)	54 (67.50%)	19 (23.75%)	7 (8.75%)
2.	ARYA Programme is a boon to farmers.	35 (43.75%)	41 (51.25%)	4 (5.00%)	63 (78.75%)	15 (18.75%)	2 (2.50%)
3.	I believe that ARYA Programme provides employment opportunity to Rural youth	29 (36.25%)	36 (45.00%)	15 (18.75%)	41 (51.25%)	35 (43.75%)	4 (5.00%)
4.	Under ARYA Programme, skill development training is given to rural youth.	35 (43.75%)	15 (18.75%)	30 (37.50%)	41 (51.25%)	37 (46.25%)	2 (2.50%)
5.	I feel that Training period of ARYA is sufficient to cover all the information about selected vocations.	34 (42.50%)	33 (41.25%)	13 (16.25%)	39 (48.75%)	35 (43.75%)	6 (7.50%)
6.	In my view, the ARYA Programme reduces migration of youth in rural areas.	21 (26.25%)	31 (38.75%)	28 (35.00%)	49 (61.25%)	27 (33.75%)	4 (5.00%)
7.	In my opinion, there is adequate follow up of the training programme at KVK under ARYA Programme.	27 (33.75%)	39 (48.75%)	14 (17.50%)	36 (45.00%)	32 (40.00%)	12 (15.00%)
8.	Knowledge about Agriculture and allied activities, modern practices and scientific techniques are provided by KVK's under ARYA.	39 (48.75%)	28 (35.00%)	13 (16.25%)	44 (55.00%)	22 (27.50%)	14 (17.50%)
9.	I believe that majority of the youth are selected for training Programme as per the guidelines of ARYA Programme.	35 (43.75%)	33 (41.25%)	12 (15.00%)	38 (47.50%)	28 (35.00%)	14 (17.50%)
10.	Skill development training provided by ARYA can improve the efficiency of youth in starting the enterprise.	29 (36.25%)	38 (47.50%)	13 (16.25%)	47 (58.75%)	26 (32.50%)	7 (8.75%)
11.	Training approach followed by ARYA is innovative.	41 (51.25%)	25 (31.25%)	14 (17.50%)	36 (45.00%)	31 (38.75%)	13 (16.25%)
12.	In my opinion Many youth are not getting benefitted under ARYA due to lack of awareness.	45 (56.25%)	21 (26.25%)	14 (17.50%)	44 (55.00%)	27 (33.75%)	9 (11.25%)
13.	I believe that Agro based income generating enterprises provide additional income to the farmers.	45 (56.25%)	27 (33.75%)	8 (10.00%)	41 (51.25%)	27 (33.75%)	12 (15.00%)
14.	I feel that Establishment of an enterprise is an easy task for people.	22 (27.50%)	51 (63.75%)	7 (8.75%)	41 (51.25%)	35 (43.75%)	4 (5.00%)
15.	I think KVK's will provide support in establishing linkages with institutes like Banks and markets.	33 (41.25%)	24 (30.00%)	23 (28.75%)	47 (58.75%)	25 (31.25%)	8 (35.00%)
16.	I believe economically viable suitable enterprise models are suggested by the KVK scientists after capacity building of farmers.	28 (35.00%)	39 (48.75%)	13 (16.25%)	44 (55.00%)	30 (37.50%)	6 (7.50%)
17.	Critical inputs are given to the farmers to facilitate establishment of units.	41 (51.25%	21 (26.25%)	18 (22.50%)	42 (52.50%)	27 (33.75%)	11 (13.75%)
18.	Under ARYA Programme, exposure visits are conducted to the youth farmers.	15 (18.75%)	48 (60.00%)	17 (21.25%)	35 (43.75%)	31 (38.75%)	14 (17.50%)
19.	ARYA initiatives have improved social cohesion among youth in my community.	29 (36.25%)	27 (33.75%)	24 (30.00%)	50 (62.50%)	24 (30.00%)	6 (7.50%0
20.	The programme has encouraged collaboration and teamwork in agriculture-related activities.	32 (40.00%)	35 (43.75%)	13 (16.25%)	44 (55.00%)	26 (32.50%)	10 (12.50%)
21.	The Arya program has increased my access to new agricultural technologies.	34 (42.50%)	30 (37.50%)	16 (20.00%)	43 (53.75%)	25 (31.25%)	12 (15.00%)
22.	The Arya program provides relevant and practical information for farmers.	30 (37.50%)	31 (38.75%)	19 (23.75%)	41 (51.25%)	28 (35.00%)	11 (13.75%)
23.	ARYA developed more confident about agricultural entrepreneurship after participating its programme.	29 (36.25%)	32 (40.00%)	19 (23.75%)	51 (63.75%)	17 (21.25%)	12 (15.00%)
24.	The ARYA program addresses the key challenges faced by farmers effectively.	43 (53.75%)	27 (33.75%)	10 (12.50%)	38 (47.50%)	34 (42.50%)	8 (10.00%)
25.	The program has created awareness about the importance of sustainable and organic farming practices.	45 (56.25%)	27 (33.75%)	8 (10.00%)	53 (66.25%)	14 (17.50%)	13 (16.25%)
	Total	80 (100.00)	80 (100.00)	80 (100.00)	80 (100.00)	80 (100.00)	80 (100.00)

f = Frequency, % = Percentage

Table 3: Overall distribution of respondents based on their perception.

S. No	Perception	Beneficiaries		Non-Beneficiaries	
		Frequency	Percentage	Frequency	Percentage
1.	Low (36-48)	9	11.25	28	35.00
2.	Medium (49-60)	22	27.50	20	25.00
3.	High (61-72)	49	61.25	32	40.00
Total		80	100.00	80	100.00

From the 3, it can be insights into the perception levels of beneficiaries and non-beneficiaries regarding the subject under study. Among the beneficiaries, a significant majority (61.25%) possess a high level of perception, followed by 27.50 per cent with medium perception and only 11.25 per cent with low perception. This suggests that beneficiaries generally have a clearer understanding or more favorable attitude towards the program or innovation. On the other hand, non-beneficiaries show a contrasting pattern, with the highest proportion (35.00%) having low perception, 25.00 per cent in the medium category, and only 40.00 per cent exhibiting high perception. This disparity highlights a potential link between perception and program participation, indicating that individuals with higher perception levels are more likely to benefit from or engage with initiatives. The data underscores the importance of awareness and perception-building measures as strategic tools to increase participation rates and effectiveness of developmental programs among rural or target communities. Similar findings are also reported by (Singh, R., & Sharma, P. (2023) [5].

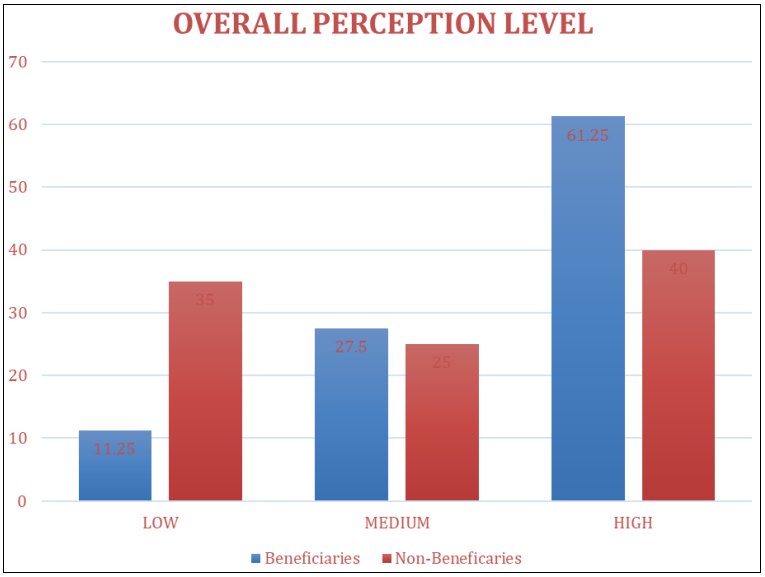

Fig 3: Overall distribution of respondents based on their perception.

Table 4: Correlation coefficient of socio-economic profile of the respondents with their perception level.

S. no.	Independent variables	Correlation coefficient (r)	
		Beneficiaries	Non-beneficiaries
1.	Age	0.749*	0.482**
2.	Education	0.947*	0.579*
3.	Type of family	0.133**	0.503*
4.	Type of house	0.233**	0.607*
5.	Land holding.	0.990*	0.601*
6.	Occupation	0.882*	0.619*
7.	Yearly income	0.521*	0.473**
8.	Mass media contact	0.117**	0.874*
9.	Risk taking ability	0.777*	0.501*
10.	Achievement motivation	0.568*	0.469**
11.	Progressiveness	0.709*	0.612*

***** Significant at 0.05 per cent level of probability, ** Significant at 0.01 per cent level of probability

From table 4, the correlation coefficients between selected independent variables and participation status among beneficiaries and non-beneficiaries. For beneficiaries, variables such as land holding (r=0.990*), education (r=0.947*), and occupation (r=0.882*) show very strong and highly significant positive correlations, indicating their critical role in influencing participation. Similarly, risk-taking ability (r=0.777*) and age (r=0.749*) also show strong correlations. For non-beneficiaries, mass media contact (r=0.874*) and occupation (r=0.619*) demonstrate strong and significant relationships, suggesting that exposure to information and employment type are key

factors affecting engagement. While variables like type of house and progressiveness are significantly associated with participation in both groups, their correlation is stronger among non-beneficiaries. Notably, the significance of most variables in both groups highlights that socio-economic and psychological factors collectively impact individuals' likelihood to participate in developmental programs. These findings underline the need for targeted interventions considering these key variables to enhance program reach and effectiveness. Similar findings are also reported by.

Conclusion

It was concluded that majority of the respondents were living in medium level of socio economic status. In terms of age, a higher proportion of non-beneficiaries (45%) belonged to the older age group compared to beneficiaries (40%), while beneficiaries had a greater representation in the middle age group (40%). Educationally, non-beneficiaries showed a higher percentage of illiteracy (43.75%) than beneficiaries (35%). Regarding family type, nuclear families were more common among non-beneficiaries (68.75%) than beneficiaries (56.25%). Beneficiaries reported higher annual incomes, with 55% earning between ₹50,001-₹1,00,000, while 61.25% of non-beneficiaries earned up to ₹50,000. Among the beneficiaries, a significant majority (61.25%) possess a high level of perception, followed by 27.50 per cent with medium perception and only 11.25 per cent with low perception. Correlation analysis for beneficiaries, variables such as land holding (r=0.990*), education (r=0.947*), and occupation (r=0.882*) show very strong and highly significant positive correlations, indicating their critical role in influencing participation. Similarly, risk-taking ability (r=0.777*) and age (r=0.749*) also show strong correlations. Suggestion of respondents (93.75%) suggested promoting integrated farming systems to enhance youth income generation, which was ranked first among all recommendations. This was followed by the establishment of skill development centers in rural areas for agri-based training (88.75%) and the facilitation of startup incubation support for youth-led agri-enterprises (80.00%), securing second and third ranks respectively.

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