

A STUDY ON OCCUPATIONAL ASPIRATION OF RURAL YOUTH IN AGRICULTURE IN PURBABARDHAMAN DISTRICT OF WEST BENGAL

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ABSTRACT

The study was conducted in purba bardhaman of west Bengal to study on occupational aspiration of rural youth in agriculture in purba bardhaman district of west Bengal. A total number of 120 respondents were selected randomly from four villages under katwa block because most of the rural youth were involved in the occupational aspiration. The data were collected through personal interview method by using pre structured interview schedule and later appropriate statistical analysis applied to draw logical findings. The findings revealed that the majority of the respondents belongs to medium level of mass media exposure. Majority of the respondents belongs to the medium level of adoption of agriculture technology.

KEYWORDS: *Rural Youth, Adoption and Mass Media Exposure*

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