

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.,

Open J-Gate, India [link of the same is duly available at Infibnet of University Grants Commission (U.G.C)],

The American Economic Association's electronic bibliography, EconLit, U.S.A.,

Index Copernicus Publishers Panel, Poland With IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 4600 Cities in 180 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	IMPACT OF COMPANY'S PERFORMANCE AND GREEN STRATEGY ON ORGANIZATIONAL CULTURE: PHENOMENON OF INDONESIA <i>ASEP ROKHYADI, TULUS HARYONO & WISNU UNTORO</i>	1
2.	THE RELATIONSHIP BETWEEN CORPORATE ENTREPRENEURIAL ORIENTATION AND DUAL INNOVATION: THE MODERATING EFFECTS OF KNOWLEDGE RIGIDITY <i>BAI JINGKUN, XIE MENGZHU, YANGZHI & DONG XIAOHUI</i>	8
3.	FINANCIAL PERFORMANCE OF REAL ESTATE COMPANIES IN ANDHRA PRADESH <i>G. RAMA PRASAD REDDY & DR. P. MOHAN REDDY</i>	14
4.	A STUDY OF PERFORMANCE OF SELECT WOMEN CREDIT COOPERATIVE SOCIETIES <i>SHYAM JIVAN SALUNKHE & DR. (MRS.) M. V. WAYKOLE</i>	20
5.	A STUDY ON CONSUMER PREFERENCE AND SATISFACTION TOWARDS DIRECT-TO-HOME TELEVISION (DTH) SERVICE IN SALEM DISTRICT <i>DR. R. RAJESWARI & R. PAVITHRA</i>	27
6.	JOB STRESS AMONG THE EMPLOYEES OF TIRUPATI CO-OPERATIVE BANK, CHITTOOR DISTRICT, ANDHRA PRADESH <i>M. SANTHI & P. NIRANJAN REDDY</i>	31
7.	EFFECTS ON CONSUMER SALES PROMOTION: A MAJOR DEVELOPMENT IN FMCG SECTOR <i>T. RAJESH & DR. P. ASOKAN</i>	35
8.	OPPORTUNITY COST: DAY IN AND DAY OUT <i>BHAVANI AKKAPEDDI & KOUSHIK S</i>	37
9.	APPLICATION AND CHALLENGES OF INTERNATIONAL FINANCIAL REPORTING STANDARD TO INDIAN CORPORATE <i>BHAVANA K. PATEL & BIJAL M. SHAH</i>	39
10.	HEDGING APPROACHES TO REDUCE FOREIGN EXCHANGE RATE EXPOSURE IN INDIAN PERSPECTIVE <i>AMIT BHATI</i>	41
11.	WOMEN ENTREPRENEURSHIP: GOVERNMENT AND INSTITUTIONAL SUPPORT <i>DR. B. SANDHYA RANI</i>	50
12.	EMOTIONAL LABOUR AS A PREDICTOR OF ORGANIZATIONAL COMMITMENT IN SELECTED CALL CENTRES LOCATED IN CHANDIGARH REGION <i>DR. RENUKA MEHRA</i>	54
13.	A STUDY OF DEMOGRAPHIC FACTORS INFLUENCE ON CONSUMERS' IMPULSE PURCHASE BEHAVIOR <i>VARSHA AGARWAL</i>	59
14.	VALUE CHAIN ANALYSIS OF ONION MARKETING IN SOME SELECTED AREAS OF PABNA DISTRICT <i>MD. DIN-LL-ISLAM & AIRIN RAHMAN</i>	63
15.	IDENTIFYING THE FACTORS RESPONSIBLE FOR SELECTION OF CHOOSING FARMING AS A CAREER <i>DR. KULDEEP CHAUDHARY & ASHA</i>	69
16.	EFFECT OF LIQUIDITY ON THE PERFORMANCE OF SMALL AND MEDIUM ENTERPRISES IN KAKAMEGA TOWN, KENYA <i>WAWERU GRACE MUMBI, POIPOI MOSES WESANG'ULA & WAWIRE PETER</i>	72
17.	GREEN ACCOUNTING: A STUDY ABOUT ITS IMPORTANCE AND CONCEPT <i>DR. R. JAYANTHI</i>	76
18.	MANDATORY CSR AND ITS IMPLICATIONS FOR THE BUSINESS AND SOCIAL SECTOR IN KERALA <i>DR. RENJINI D.</i>	81
19.	INTANGIBLE ASSETS DISCLOSURE: A STUDY OF INDIAN COMPANIES <i>SHWETA NARANG</i>	84
20.	ECONOMIC VALUE ADDED (EVA): A PERFORMANCE MEASURE OF STRATEGIC FINANCE <i>K. NAGARAJAN</i>	89
	REQUEST FOR FEEDBACK & DISCLAIMER	92

CHIEF PATRON**PROF. K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur
 (An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
 Chancellor, K. R. Mangalam University, Gurgaon
 Chancellor, Lingaya's University, Faridabad
 Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
 Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON**LATE SH. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana
 Former Vice-President, Dadri Education Society, Charkhi Dadri
 Former President, Chinara Syntex Ltd. (Textile Mills), Bhiwani

FORMER CO-ORDINATOR**DR. S. GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS**PROF. M. S. SENAM RAJU**

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**PROF. R. K. SHARMA**

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR**DR. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

EDITORIAL ADVISORY BOARD**DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. ABHAY BANSAL

Head, Department of I.T., Amity School of Engineering & Technology, Amity University, Noida

PROF. V. SELVAM

SSL, VIT University, Vellore

PROF. N. SUNDARAM

VIT University, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

DR. JASVEEN KAUR

Asst. Professor, University Business School, Guru Nanak Dev University, Amritsar

FORMER TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. info@ijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to their inclusion of names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR

Designation

Institution/College/University with full address & Pin Code

Residential address with Pin Code

Mobile Number (s) with country ISD code

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)

Landline Number (s) with country ISD code

E-mail Address

Alternate E-mail Address

Nationality

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

<http://ijrcm.org.in/>

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
- e) **Abstract alone will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
- f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
- g) The author (s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.

2. **MANUSCRIPT TITLE:** The title of the paper should be **bold typed, centered and fully capitalised**.
3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
5. **ABSTRACT:** Abstract should be in **fully italicized text**, ranging between **150 to 300 words**. The abstract must be informative and explain the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full.**
6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations.
7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php, however, mentioning JEL Code is not mandatory.
8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably range from 2000 to 5000 WORDS.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section: Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they are supposed to follow Harvard Style of Referencing. **Also check to make sure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders after the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

IDENTIFYING THE FACTORS RESPONSIBLE FOR SELECTION OF CHOOSING FARMING AS A CAREER

DR. KULDEEP CHAUDHARY
ASST. PROFESSOR
IMSAR
M. D. UNIVERSITY
ROHTAK

ASHA
RESEARCH SCHOLAR
IMSAR
M. D. UNIVERSITY
ROHTAK

ABSTRACT

As long as one can remember, agriculture has been considered a backward sector. Hence it was not viewed as an attractive alternative to other work sectors such as manufacturing, private, and public sector employment. The primary purpose of this research is to identify the push and pull factors that influence youth decision of choosing farming as career. In this context, hundred youth in haryana, india was selected as respondents from the population of farmer's in haryana. This study used quantitative method as the best way to address the issues of farming. Further, the open-ended question reveals other factors which influenced young people to choose farming as career optin are; family support, government support and promotion through carnivals and festivals. These findings provide insight to the government officials in the ministry of agriculture to resolve unemployment issues and achieve successful economic growth through the agriculture sector.

KEYWORDS

factors, youth, farming as career option.

INTRODUCTION

In developing countries, 75 percent of the poor people live in rural areas and most of them depend on agriculture for their livelihoods. Agriculture thus remains vital for sustainable development, poverty reduction and food security. Agriculture is a critical sector of the Indian economy. Though its contribution to the overall Gross Domestic Product (GDP) of the country has fallen from about 30 percent in 1990-91 to less than 15 percent in 2011-12, a trend that is expected in the development process of any economy, agriculture yet forms the backbone of development. The experience from BRICS countries indicates that a one percentage growth in agriculture is at least two to three times more effective in reducing poverty than the same growth emanating from non-agriculture sectors. Given that India is still home to the largest number of poor and malnourished people in the world, a higher priority to agriculture will achieve the goals of reducing poverty and malnutrition as well as of inclusive growth. Since agriculture forms the resource base for a number of agro-based industries and agro-services, it would be more meaningful to view agriculture not as farming alone but as a holistic value chain, which includes farming, wholesaling, warehousing (including logistics), processing, and retailing. Further, it may be noted that in the last two Five Year Plans, it is clearly mentioned that for the economy to grow at 9 per cent, it is important that agriculture should grow at least by 4 per cent per annum. At the same time, interest in agriculture in general is low among the young generation, as is their ambition in pursuing careers in the agricultural sciences. Also, young professionals largely seem to be missing in strategic and policy debates on agricultural research for development. Therefore, along with the recently-renewed international attention for agriculture as a driver of economic development, new impetus is also required for engaging young people in the future of agriculture.

Attracting and retaining youth in agriculture is critical for Indian Agriculture. Most of the new innovations (both technical and institutional) require a skilled agricultural work force. For instance, promotion of high value agriculture, precision farming, organic cultivation, Hi-Tech horticulture, micro-propagation, Integrated Pest Disease & Nutrients Management, Post Harvest Management, development of backward and forward linkages etc, require well trained young farmers with enthusiasm and passion for farming and ability to take risks. The rural youth could be the ideal target for skill training in these new areas of agricultural growth and to do this effectively there is a need to mobilize young farmers. Organized groups of young farmers will be useful for introducing new production technologies and organizing effective input and output markets.

This study aims to assess the present situation of youth engagement in farming and it examines some of the underlying factors. The study further sets out to assess current relevant youth initiatives, both within and outside of the strict realm of agriculture, and makes recommendations for possible actions. Special attention is given to Haryana, a state full of natures gift of fertilizers. This study is largely based on a survey of literature and on data from secondary sources. In addition, key informants have been interviewed about particular initiatives. The main objective of this study is to find the factors that influence the decision to choose farming as a career and also to find the factors influence to choose other occupation.

LITERATURE REVIEW

India is losing more than 2,000 farmers every single day and that since 1991, the overall number of farmers has dropped by 15 million (Sainath, 2013). This has several implications for the future of Indian agriculture and India's food security. Young farmers can play an important role in ensuring food security if they are encouraged to involve in farming and the challenges they face are addressed. Over the past few years, rural youth have been shying away from agriculture and globally there is an increasing interest in finding ways of engaging youth in agriculture (IFAD, 2012; Paisley, 2013).

Generally youth are willing to adopt new ideas and technologies and therefore agricultural extension services should target youth to transform agriculture. The youth could be the ideal catalyst to change the poor image of persons involved in agriculture, especially in the rural communities given their greater possibility to adapt new ideas, concept and technology which are all important to changing the way agriculture is practiced and perceived. Agricultural extension services can effectively address these issues by encouraging and supporting youth participation in agriculture. Improving their capacities and increasing their involvement will also help in changing the negative perception about farmers as "uneducated and unskilled, physical laborers engaged in a glamour less vocation with extremely low economic returns". The Government of India (GOI) officially defines youth as persons between the ages of 13 and 35 years and it also varies depending on the programme. For instance, the National Youth Policy of India considers age group 10 to 34 yrs as youth. The United Nations (UN) and the International Labour Organisation (ILO), however, defined the youth as persons between 15 and 24 years of age for cross country comparison and analysis.

The population in the age-group of 15-34 in India increased from 353 million in 2001 to 430 million in 2011. More than half of India's population is under the age of 25, with 65 percent of the population under 35. The rural population is about 70%, and the indications are that the migration of rural youth to cities is around 45% in the country, which is quite alarming. The youth from low income families are disadvantaged due to poor telecommunication connectivity, poor quality of educational standards coupled with a high dropout rate beyond primary school stage is a major challenge. Such youth have very limited information about or access to various options in relevant skill training and are often also unable to pay the admission fees for such training. Having recognizing the importance of

agriculture sector, The Government of India has formulated its youth policy (NYP-2012 draft) to respond effectively to the changing conditions of the young people in the 21st century. This national policy aims to put young people at the center of country's growth and development by recognizing the problems of rural youth to be addressed through suitable interventions

OBJECTIVES

1. To find the push and pull factors selecting farming as a career.
2. Taking suggestions from young generation to make farming more attractive career choice for others

RESEARCH METHODOLOGY

QUANTITATIVE METHOD

The quantitative methods allows researcher to deduce research questions a priori from established theory, allowing to test theories and examine relationships between cause and effects proven or tested empirically (Higgins, 2009). Percentage is used as the method of analysis.

SAMPLING DESIGN

Random sampling method is chosen because of it is convenience and economical (Higgins, 2009). As such large number respondents are able to response at a minimum cost. This study used a simple random sampling where 100 youths in the state of Haryana, were selected as the respondents. Based on literatures, the sample consisted of the youths who are between 18 to 40 years of age with various demographic backgrounds in terms area, race, religious, marital status, income and education.

QUESTIONNAIRE DESIGN

A survey is a questionnaire that is designed to capture information about attitudes, behaviors, and beliefs (Higgins, 2009). The literature review and feedback from the seniors provides inputs or indicators for the development of the questionnaire (Samah et al., 2010). The indicators or items from the questionnaire in the quantitative study are taken from past literatures This questionnaire is divided into two (2) sections. Section A attempted to examine the socio-demographic profiles of respondents.

Section B explores the most and least affecting factors that influence youths to choose farming as a career. 5 point scale was used in this study. This scale is selected to ascertain data collected from the respondent is as accurate as possible. The last section which is section C is an open-ended question with the purpose to elicit other factors that will influence youth to choosing farming as a career.

DATA COLLECTION

The data collection begins with identifying the location and the target respondents to ensure accuracy of data. For the study, a total of 100 respondents were selected from state of Haryana, . Data for this study was gathered using self-administered questionnaire survey. As an additional form to data collection, the researcher also resort door to door survey.

DATA ANALYSIS

Percentage is used to analyze the data. Because of the objectives, the main objective of the researcher in this paper is to find the most and least influencing factors to choose farming as a career. So, through percentage method researchers can find the most and least important factors.

ANALYSIS

Factors influencing the decisions are given in the following table:

TABLE 1

	NOT IMPORTAT	SO SOMEWHAT IMPORTANT	NEITHER IMP. NOR UNIMP.	IMPORTANT	VERY IMPORTANT
Love of farming	2	3	14	26	55
Attract by Quality of Life	2	3	20	31	44
Could be my own boss	4	4	17	34	41
Desire to stay close to home	10	10	24	29	27
Desire to carry on family tradition	12	11	23	21	33
My family was able to help me get started	23	9	20	24	24
Family expectations to farm	36	20	22	14	8
Less stressful than other occupations	23	25	32	14	6
Spouse wanted to farm	47	17	17	11	8
Better income than other options	17	27	39	11	6
Lack of other options	41	20	25	9	5

The motivation that received the highest rating was love of farming, with 80 percent of farmers indicating that it was either important or very important in decisions to become farmers (Table 1). Following in importance were quality of life considerations and could be my own boss. Seventy-five percent of farmers rated these factors as having been important or very important criteria in their decisions to farm. Desire to stay close to home(56), desire to carry on family tradition(54), and family ability to help get them started (48) were also rated as important or very important by a majority of respondents answer. Along with these factors several others factors like family expectations to farm (24), farming is less stressful than other occupations (20) etc. which affect the decision to choose farming as a career but not as much important factors as others.

FACTORS INFLUENCING TO CHOOSE ANOTHER CAREER OPTION

TABLE 2

	NOT IMPORTAT	SO SOMEWHAT IMPORTANT	NEITHER IMP. NOR UNIMP.	IMPORTANT	VERY IMPORTANT
Other occupations provided better income	8	4	14	24	50
Could not afford to buy the necessary equipment, land, crop inputs etc.	20	10	18	16	36
Not interested in farming	24	10	16	20	30
There is too much risk in farming	20	12	24	20	24
Rental and was not available	26	10	18	16	30
Farm profits are too low	22	10	26	16	26
Their spouse was not interested in farming	34	10	16	14	26
Family expectations to find another occupations	32	18	24	14	12
Not interested in living in the country	44	16	18	12	10
Farming requires too much manual labor	40	22	18	10	10

Having examined some of the reasons that influenced decision to farm, we now turn to those who decided not to farm. participants who had not entered farming were asked to rate the importance of factors that may have motivated them to select another occupation over farming.

In contrast to the factors influencing the decision to farm, most of the reasons that were rated as most important in the choice of a non-farm career were economic. The dominant reason, by far, was that other occupations provided better income. Seventy-four percent indicated that this reason had been play either important or very important role in their decisions to go into a field other than farming. Following in importance were inability to afford the necessary equipment, land, livestock and other factors of production (52), high land rents (50), high risk (44), and low farm profits (42). along with these factors some other factors like: their spouse was not interested in farming (40), family expectations to find another occupations(26) etc. but these are not as much important or very important as others are.

SUGESTIONS FROM YOUNG GENERATION

1. Improved access to training and capacity development.
2. Improved and easier access to resources such as
 - Land
 - Capital
 - Technology and information
3. Facilitating market opportunities.
4. Providing motivation and improving the image of agriculture.
5. Facilitating networking among youth.

LIMITATIONS OF THE STUDY

One of the limitation of this study is that the sample taken only from one of the district in Haryana which restricted in terms of representativeness. There should be an attempt to cover the other states and district in India. The other limitation is the selected respondents were those aged between 18-40 and only male. Some respondent genuine feedbacks are that young people typically do not give an honest and accurately answers. Thus, precise information required was difficult to acquire.

CONCLUSION AND RECOMMENDATIONS

This study has identified factors that influence the youth to choose farming a career: love to farming, quality of life etc. Besides, it has also investigated the factors which affect their decisions to choose other occupation as a career, and economic is biggest indicator for this. The study also identified other significant factors such as family support, government support and promotion through of festivals and carnivals.

From the findings, it was concluded that India is not on the right tract to attract more youth to enter in farming. To expedite the process though, more effort needs to be done. It is apparent that youth is a catalyst for the success of a country. Therefore, they should be alerted to the opportunities for self-advancement and that of their families and should not be overly selective in their selection of jobs. Self-employment might be the avenue for them to a better and brighter future. It is hoped that this research can act as a guideline or will explore new ideas for future researcher to conduct studies in similar issue. The findings will also help to enlighten the related authorities in their effort to have more youth in agriculture field. All in all, agriculture based businesses is the future to a more self-reliance nation like India.

REFERENCES

1. Agriscience, K. T. (n.d.). Lesson Title : Careers for you in Agriculture ! Standards / Objectives Performance / Observations Learning / Inquiry Activities, 4–6.
2. Bossman, I. (2014). Educational factors that influence the career choices of university of cape coast students. *International Journal of Research In Social Sciences* 4(2), 40–49.
3. Dobermann, A., Nelson, R., Beever, D., Bergvinson, D., Gates, B. & M., Crowley, E., ... Zhang, F. (2013). Solutions for Sustainable Agriculture and Food Systems - Technical Report for the Post-2015 Development Agenda, (September 2013), 108.
4. Frazee, L. B., Rutherford, T., Wingenbach, G., & Wolfskill, L. a. (2011). Urban High School Students ' Perceptions about Agricultural Careers and General Agricultural Knowledge. *NACTA Journal*, (December), 75–81.
5. Gupta H.S. et al. (2012). Crop Residues Management with Conservation Agriculture : Potential , Constraints and Policy Needs, 1–15.
6. <http://www.mssrf.org/sites/default/files/ARYA%20II%20proceedings.pdf>
7. Lusher Shute, L. (2011). Building a Future With Farmers: Challenges Faced by Young American Farmers and a National Strategy to Help Them Succeed. *Challenges*, 1–44. doi:November 2011
8. Mukembo, S. C., Edwards, M. C., Ramsey, J. W., & Henneberry, S. R. (2014). Attracting Youth to Agriculture : The Career Interests of Young Farmers Club Members in Uganda, 55(5), 155–172. doi:10.5032/jae.2014.05155
9. Service, E. (n.d.). Transferring Your Farm or Ranch to the Next Generation.
10. Utsugi, T. (2012). Motivating Factors for Young Adults in the Brattleboro Area to Start in Organic Agriculture for Their Career. (2012). *Capstone Collection*. Paper 2567.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail **infoijrcm@gmail.com** for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

