IMPACT OF EDUCATION ON AGRICULTURE GROWTH PERCEPTION OF AGRARIANS IN THE MALABAR REGION OF KERALA

Dr. Saleena EC, Assistant Professor (Head), Department of Retail Management, MES Keveeyam College Valanchery, Malappuram , Kerala

Mr. Nufaila K, Assistant Professor, Department of Retail Management, MES Keveeyam College Valanchery, Malappuram , Kerala

ABSTRACT

Kerala state is the southernmost region in India; geographically, it is smoothed with the affluence resources such as backwaters, rivers and streams, pleasant sunshine and humidity, rainfall, and a right climate suitable for everyone and also a moderate weather throughout the year. The state has been blessed with near cent percent literacy rate and the greater percentage of the highly educated. But the youth still don't choose agricultural activities as first-hand job preference in Kerala. To a greater extent, the younger generation is searching for white-collar job and turns blind eyes towards the agriculture sector. The young farmers neglect this sector because of the insecurity of their income, uncertainty in agricultural production, unattractive returns from agricultural investments, shortage of agricultural laborers and also due to the poor marketing channels. As a result of the sharp fall in the majority of the farm commodity prices, the agriculture sector in Kerala has been passing through a terrible period. This paper intended to analyses the effect of demographic factor Education Level on the Agriculture Growth Perception of agrarians in the Malabar region of Kerala and to suggest strategies for strengthening agriculture and allied sectors in Kerala. Also put forward strategies for strengthening agriculture and allied sectors in Kerala.

KEY WORDS: Agricultural Investments, Investment Risk, Agricultural Growth Perceptions

INTRODUCTION

Investment means using the money for purchasing assets with the hope of generating income in the future or for increasing its value over a period. Investment, in other words, is forgoing consumption in the present to pursue a higher level of income in the future. It includes the purchase of stocks, shares, bonds and securities, the acquisition of real property like residential, agricultural or other commercial lands, real estates, machinery, equipment, and transport for commercial purposes. Accordingly, investment can be understood as activities that result in the accumulation of capital that is capable of yielding a stream of returns over a period. In economic growth theory, initiated seventy years ago by Harrod & Domar, investment is merely a change in capital stock or fixed inputs used in a production process (Harrod, 1939; Domar, 1946). From the 1940s to the present, the Harrold and Domar growth formula has been extensively adopted and used for calculating target rates of investment in economic planning and development. Robinson (1956) stated that investment is an addition to capital, which occurs when a new house or a new factory is built. Investment means making an addition to the stock of goods in existence and it is the part of production not merely replacing past sales but is directed to increasing the rate of output in the future.

Agriculture Investment: Agricultural investment is mainly involved with investing funds in agricultural and allied activities by government, public or private investors to generate incomes leading to capital formation in the sector. At a global scale, there is growing evidence that tells the productive investments in the agricultural sector especially in 'the developing countries can substantially reduce poverty and hunger. Many factors like availability of land, finance, quality labour and other agro- infrastructure; the legal and institutional framework prevailing in the country; the terms and conditions of the investment and the socio-economic conditions in the investment area determines the growth of this sector (Kahn & LeZaks, 2014).

Investment Risk (IR): The term 'risk' in the context of investment refers to the inconsistency of the expected return. It is an earnest effort to quantify the profitability