

# Forecasting Youth Employment Patterns in Dakshina Kannada Using Predictive Modelling: A Study of the Transition from Agriculture to Corporate Jobs

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## Abstract

This study examines youth employment patterns in Dakshina Kannada with a focus on the shift from agriculture to corporate jobs. Economic changes, education, and career aspirations have influenced youth employment choices. Primary data were collected through a structured questionnaire and analyzed using percentage analysis. The study finds that although agriculture is respected and seen as profitable, income instability and climate dependency reduce youth confidence. Corporate jobs are preferred due to stable income, job security, and career growth. Education strongly influences the movement toward corporate employment. Predictive modelling indicates a gradual increase in corporate sector employment among youth. The study highlights the need for policy support to make agriculture a sustainable and attractive career option.

## Introduction

Employment plays a crucial role in the socio-economic development of any region, particularly in shaping the livelihoods and future prospects of the youth population. In India, youth employment has traditionally been rooted in agriculture, which has long been considered the backbone of the rural economy. However, in recent decades, structural changes in the economy, urbanization, globalization, and technological advancement have significantly altered employment patterns. These changes have led to a gradual but consistent movement of young individuals away from agricultural occupations toward corporate and service-sector employment.

Dakshina Kannada district presents a unique and relevant context for examining this transition. The district has historically been an agrarian economy, with agriculture, fisheries, and allied activities providing employment to a large portion of the population. The declining interest of youth in agricultural occupations can be attributed to several factors such as income instability, dependence on monsoons, limited technological adoption, and lower social prestige associated with farming. In contrast, corporate jobs offer relatively higher income stability, career growth, social security, and better working conditions. As a result, many educated youths from rural and semi-urban areas of Dakshina Kannada are

increasingly seeking employment in corporate sectors such as IT services, banking, finance, sales, healthcare administration, and education.

This shift in employment patterns has both positive and negative implications. While the movement toward corporate employment contributes to economic growth, skill enhancement, and improved living standards, it also raises concerns about the sustainability of agriculture, rural labor shortages, and long-term food security. Therefore, it becomes essential to systematically study and predict these changing employment trends to ensure balanced regional development.

Predictive modelling offers an effective approach to analyzing historical employment data and forecasting future trends. By using statistical and machine-learning techniques, predictive models can identify patterns, relationships, and future directions in youth employment based on variables such as age, education, income levels, skill sets, and economic indicators. Applying predictive modelling to the context of Dakshina Kannada enables researchers to anticipate future workforce shifts and assess the pace of transition from agriculture to corporate employment.

This study focuses on forecasting youth employment patterns in Dakshina Kannada by examining the transition from agricultural occupations to corporate jobs using predictive modelling techniques.

## OBJECTIVES:

1. To identify the key reasons why young people prefer company (corporate) jobs over farming as a career option.
2. To understand the perceptions and attitudes of youth toward farming and office-based employment.
3. To forecast future youth employment trends in Dakshina Kannada district using predictive modelling techniques.

## Hypothesis

Null Hypothesis ( $H_0$ ):

There is no significant transition of youth employment from agriculture to corporate jobs in Dakshina Kannada, and predictive modelling does not significantly forecast changes in youth employment patterns.

Alternative Hypothesis ( $H_1$ ):

There is a significant transition of youth employment from agriculture to corporate jobs in Dakshina Kannada, and predictive modelling can effectively forecast changes in youth employment patterns.

## Research Methodology

### A. Research Design

The study adopts a descriptive research design to examine youth employment patterns in Dakshina Kannada district. This design helps in describing the opinions, preferences, and attitudes of youth toward agriculture and corporate employment and in understanding the ongoing transition between these sectors.

### B. Research Approach

A quantitative research approach is used for the study. Primary data were collected through a structured questionnaire administered to youth respondents. The data were analyzed using percentage analysis to identify trends and patterns, and results were interpreted using simple tables and charts for clarity.

### C. Population of the Study

The population of the study consists of youth in Dakshina Kannada district, including those engaged in agriculture, corporate jobs, and those seeking employment. From this population, a sample of 60 respondents was selected using the convenience sampling method.

### D. Tools and Techniques of Analysis

The collected data were analyzed using percentage analysis. The findings were presented through tables and simple graphical representations to make interpretation easy and meaningful.

### Data Collection Method

The study will use a mixed-method approach, combining both primary and secondary data to forecast youth employment patterns in Dakshina Kannada.

Primary Data will be collected through a structured questionnaire and interviews administered to youth aged 18–35 years in Dakshina Kannada. The questionnaire will gather information on educational background, employment status, sector of employment (agriculture or corporate), income levels, skill training, career preferences, and reasons for shifting from agriculture to corporate jobs. Stratified random sampling will be used to ensure representation from rural and urban areas.

Secondary Data will be collected from government reports and official databases such as the Census of India, District Employment Exchange records, NSSO reports, Karnataka Labour Department publications, and academic journals. These data will provide historical employment trends required for predictive modelling.

The collected data will be analyzed using statistical and predictive modelling techniques to identify patterns and forecast future employment transitions among youth in the district.

### LITERATURE REVIEW:

The article titled "**Exploring Youth Perceptions in Choosing Employment in the Agricultural Production Sector in Morogoro Municipality, Tanzania**" by Aurelia Ngirwa Kamuzora (2025) investigates the determinants influencing youth employment choices in agriculture in Tanzania. It uses a cross-sectional survey of 159 youth selected via snowball sampling. Logistic regression was the main statistical tool used to analyze data. The study found that male gender and agricultural background reduced likelihood of youth choosing agriculture, while higher income, access to credit, extension services, and workshop participation increased engagement. Higher education negatively affected interest. The study identifies gaps in youth-targeted agricultural policies and access to productive resources.

The article "**Agriculture and the Generation Problem: Rural Youth, Employment and the Future of Farming**" by Ben White (2012) explores the growing disinterest among rural youth toward agriculture. Through a qualitative theoretical approach rooted in youth and agrarian studies, the paper analyzes factors like deskilling, land inaccessibility, and poor perception of farming. No statistical tools were used. The findings highlight that youth prefer urban employment and avoid farming due to structural and generational barriers. The gap lies in missing structural reforms and supportive frameworks to make farming attractive for youth.

In the article "**India's Employment Crisis: Rising Education Levels and Falling Non-agricultural Job Growth**", Santosh Mehrotra and Jajati K. Parida (2019) analyze Indian labour trends from 2004 to 2018 using NSS and PLFS data. The study uses trend and sectoral decomposition methods and evaluates

unemployment and labour force participation. Findings reveal a drop in agricultural and manufacturing employment and rising educated youth unemployment. The study identifies a critical gap between rising education levels and insufficient creation of quality non-farm jobs in India.

The article **"Factors That Influence the Interest of Youths in Agricultural Entrepreneurship"** by Abdul Aziz Abdullah and Norhlilmatus Naem Sulaiman (2013) examines key motivators for youth in Malaysia entering agriculture. The study used a mixed-method approach, combining surveys from 250 youth and correlation analysis. It found that attitude and acceptance significantly influence youth interest in agriculture, while knowledge did not. Additional influencing factors included family and government support. The gap lies in public perceptions and the lack of prestige associated with farming careers among the youth.

The article **"The Role of Youth in Agroeconomic Development: A Perception Study in Karnataka"** by Jai Ganesh M.N., Saranya S., Dhanush T.R., Nagadarshan G.S., Monika C., and Pallavi A.G. (2024) investigates youth roles in agriculture and rural development in Karnataka. The study used survey methods and descriptive statistical tools to assess perceptions. It found that financial constraints, lack of education, and negative societal views reduce youth involvement in farming. The study identifies a gap in institutional support, modern agri-training, and awareness programs needed to attract youth into agripreneurship.

The article **"The Role of Agriculture in African Development: Disentangling the Myths and Realities"** by Steve Wiggins (2012) critically examines agriculture's role in Africa's economic development. Using a **qualitative review of secondary data**, the paper draws on economic indicators and policy reports without applying new statistical tools. The findings reveal that while agriculture is crucial for poverty reduction, it cannot alone meet Africa's employment needs—especially for youth. The study argues for diversified development strategies that link agriculture with industrial and service sectors. Identified gaps include minimal attention to regional differences, limited youth-specific analysis, and the absence of long-term policy frameworks connecting agriculture to broader employment solutions.

The article titled **"African Rural Labour, Income Diversification & Livelihood Approaches: A Long-term Development Perspective"** by Deborah Fahy Bryceson (1999) examines how African rural communities, particularly in Tanzania, have increasingly shifted from agriculture to non-farm income sources due to economic reforms like Structural Adjustment Programs (SAPs). Using qualitative case studies from four Tanzanian villages, the author explores the social and economic impacts of this transition. No advanced statistical tools were used; instead, the study relied on participatory group discussions and literature analysis. Key findings reveal that income diversification has become a coping strategy for rural households, but it also deepens inequality as wealthier families benefit more. Women and youth have gained economic independence, often at the cost of household unity and traditional roles. The study critiques the Sustainable Rural Livelihoods (SRL) approach for being too focused on the present and failing to address long-term sectoral changes or the erosion of peasant agriculture. Major gaps include the lack of long-term data, limited focus on individual livelihood decisions, and insufficient policy support for skills training and sustainable occupational change.

The article titled **"Africa's Evolving Employment Trends"** by John Page (2018) explores the shifting patterns of employment across Sub-Saharan Africa, emphasizing the rise of informal and non-traditional jobs. The study draws on existing labour market data and development reports to evaluate employment generation in the context of structural transformation and industrial development. It primarily uses

secondary data analysis without direct statistical modelling. The findings indicate that although Africa is experiencing economic growth, job creation has not kept pace, particularly in the formal sector. Instead, informal employment dominates, and manufacturing has not expanded significantly to absorb the growing labour force. A key insight is the mismatch between economic growth sectors and employment-intensive industries. The article identifies critical gaps, such as insufficient investment in productive sectors, lack of targeted industrial policies, and limited data on employment quality and productivity. Overall, the paper calls for more inclusive growth strategies to address Africa's employment challenges.

The article titled **"De-agrarianization and Rural Employment in Sub-Saharan Africa: A Sectoral Perspective"** by Deborah Bryceson and Vali Jamal (1997) discusses the ongoing shift from traditional agricultural livelihoods to non-farm employment in Sub-Saharan Africa. Through qualitative analysis and review of secondary data, the authors assess how rural economies are diversifying due to declining agricultural productivity, policy neglect, and global economic pressures. The methodology is based on literature review and cross-country comparisons rather than empirical statistical models. The study finds that rural people are increasingly engaging in petty trade, migration, and informal services as alternatives to farming. This structural transformation has led to a fragmentation of rural labour markets and blurred the lines between rural and urban livelihoods. Key gaps identified include limited policy support for non-farm employment, a lack of sector-specific data, and the need for development strategies that acknowledge this shift rather than focusing solely on agricultural revival. The article stresses the importance of rethinking rural development approaches in light of these long-term changes.

The article titled **"Exploring Youth Employment and Livelihood Strategies in Botswana's Remote Areas"** by Kgafela (2025) investigates how young people in remote Botswana areas adapt their employment and livelihood choices in the face of limited formal job opportunities. The study employs a qualitative research design using interviews and focus groups to gather primary data from youth in rural communities. While statistical analysis is minimal, thematic coding was used to interpret responses. The findings reveal that young people rely heavily on informal work, seasonal labour, and social networks for income, with many expressing frustration over the lack of access to vocational training and financial resources. The study highlights that policy interventions often fail to address the specific barriers rural youth face, such as geographic isolation and low education quality. Gaps identified include a lack of gender-sensitive data, limited analysis of long-term outcomes, and weak policy integration of youth voices in employment planning.

The article titled **"Youth Employment and Sustainable Livelihood in Nigeria: A Pathway to Economic Transformation"** by Tijani F. O. and Tijani B. O. (2022) examines the role of youth employment in promoting sustainable economic growth and reducing poverty in Nigeria. The study applies a descriptive survey method, using questionnaires to collect primary data from a sample of Nigerian youth. Basic statistical tools such as percentages and frequency distribution were used to analyze the responses. The findings show that youth face significant barriers to employment, including lack of vocational skills, limited access to finance, and weak institutional support. However, the authors argue that investing in youth-oriented policies and entrepreneurship can create sustainable livelihoods and foster national development. Identified gaps include insufficient government implementation of existing employment programs and a lack of long-term tracking of youth beneficiaries' outcomes. The study calls for holistic strategies that combine education, funding access, and infrastructure development.

The article titled **"Rural Youth Employment in Africa: Evidence and Policy Lessons"** by Sumberg, Flynn, Mader, and Mockshell (2021) presents a comprehensive evidence review on employment trends,



challenges, and policy interventions targeting rural youth in Africa. The authors use a systematic review methodology, analyzing over 200 empirical studies across various African countries. Rather than primary data collection, they apply thematic synthesis to organize findings and draw policy insights. The study finds that rural youth face persistent underemployment, with agriculture remaining dominant but often unattractive to young people due to low returns. Education and training programs often miss the mark due to poor design and weak linkage to labour markets. A major conclusion is that policy discussions must move beyond generalized views of youth unemployment and instead tailor strategies to local labour markets and sector dynamics. Gaps include a shortage of longitudinal data, limited youth-specific evidence on program impacts, and a need for better integration of gender and social context in employment policy design.

The article titled **"The Role of Agriculture in African Development: Disentangling the Myths and Realities"** by Steve Wiggins (2012) examines the contested role of agriculture in Africa's development narrative. The author uses a critical review approach, drawing on secondary data, case studies, and comparative economic analysis across African nations. No primary statistical analysis is conducted, but data from sources like the World Bank and FAO are discussed. The paper finds that while agriculture has potential for reducing poverty and driving growth, its impact is limited by poor infrastructure, weak institutions, and underinvestment. It argues that agriculture alone cannot resolve Africa's employment crisis—particularly for youth—without complementary policies in education, urban development, and industrialization. Identified gaps include the lack of attention to regional variations, minimal integration of youth-specific issues in agricultural policy, and the need for innovative frameworks to link agriculture with non-farm sectors for inclusive growth.

The article titled **"Youth Employment in Sub-Saharan Africa: Empirical Evidence from Rural Ghana"** by Raymond Kofi Sekyere and others (2022) explores the determinants of youth employment in rural areas of Ghana using a quantitative research design. The authors employed a probit regression model on survey data collected from 480 rural youth. The study reveals that education level, vocational training, access to credit, and family background significantly influence youth employment status. Notably, youth with technical or vocational education were more likely to be employed, and access to credit had a strong positive effect on self-employment. However, barriers such as inadequate infrastructure and limited policy support continue to hinder employment opportunities in rural areas. The article emphasizes the importance of aligning youth employment strategies with local contexts. Gaps highlighted include a narrow geographical focus, limited longitudinal insights, and insufficient attention to informal employment dynamics.

The article titled **"Youth Employment and Entrepreneurship: A Solution to Rural Poverty in Africa?"** by Stephen Kwaku Asare et al. (2020) investigates how promoting youth entrepreneurship can address rural poverty and unemployment in Africa. The study uses a mixed-methods approach, including surveys and interviews conducted in Ghana, and employs descriptive statistics and thematic analysis. The findings show that youth entrepreneurship, especially in agribusiness and services, provides significant income opportunities and reduces migration from rural to urban areas. However, challenges such as limited access to capital, inadequate training, and weak institutional support hinder its full potential. The authors highlight the need for integrated policies that combine education, finance, and mentorship. Gaps include the short-term nature of data, lack of gender-specific analysis, and minimal long-term evaluation of youth-led enterprises

The article titled **"Youth Employment in Developing Countries: A Knowledge and Policy Gap"** by Quentin Wodon and Jean-Yves Duval (2019) discusses the challenges surrounding youth employment in low- and middle-income countries. Using a desk-based literature review approach, the authors examine existing research and global employment data to assess policy shortcomings. While no original statistical model is applied, the paper synthesizes evidence using descriptive statistics from global sources like the ILO and World Bank. Findings show a persistent gap between youth employment needs and the available policy frameworks, with many young people stuck in low-quality, informal jobs. The article emphasizes that existing policies often fail to integrate youth-specific strategies or long-term employment planning. Gaps identified include a lack of targeted data on youth transitions into work, weak evidence on what interventions work, and minimal attention to gender-specific employment challenges.

The article titled **"Vulnerable Employment among Rural Youth in Karnataka State: A Study of Sustainable Livelihood Capitals"** by Manju Prem S., Gunashekhar H., N. R. Kiran, Karthik R., B. Manjunatha, M. Sreenivasulu, Dayananda Patil, G. N. Damodhara, Priyanka B. N., and Harishkumar J., published in 2024, examines the extent of vulnerable employment among rural youth engaged in agriculture in Karnataka. The study focuses on how deficiencies in different livelihood capitals contribute to employment vulnerability among rural youth. Using a primary data-based empirical methodology, data were collected from 120 randomly selected rural youth in Mandya and Ramanagara districts, and a composite vulnerable employment index was constructed based on human, financial, physical, natural, and social capital dimensions. The statistical tools used include index construction and descriptive statistical analysis. The findings reveal a high overall vulnerability index of 0.63, with human capital contributing the most (0.80), followed by financial, physical, natural, and social capitals, and nearly 67.5% of rural youth experiencing moderate to high employment vulnerability. The major research gaps include limited geographical coverage, lack of advanced inferential statistical analysis, and insufficient emphasis on long-term policy interventions and livelihood diversification strategies to reduce employment vulnerability among rural youth.

The study titled **"Study on Innovative Behaviour and Aspirations of Rural Youth towards Agriculture in North Karnataka"** by Shridhar B. Purohit (2016) analyzes the level of innovative behaviour, aspirations, and participation of rural youth in agricultural activities in North Karnataka. The research adopts a primary data-based survey methodology and applies descriptive and relational statistical tools to examine the influence of socio-economic and psychological factors. The findings indicate that most rural youth exhibit moderate levels of innovation and aspiration toward agriculture but face several constraints in adopting new practices. The study is limited by its restricted geographical scope and the absence of advanced analytical and longitudinal approaches, suggesting scope for further research.

The article **"Agriculture and Employment: Hungarian Agriculture Before and After the Transition"** by András Schlett and Judit Beke (2014) analyses changes in agricultural employment in Hungary before and after the transition from a socialist to a market economy. The study provides a comparative, literature-based analysis using secondary data and descriptive historical methods, without applying advanced statistical tools. The findings show that large-scale, Taylorist labour organisation improved efficiency during the socialist period but led to reduced labour demand and employment decline in agriculture after the transition. The study highlights structural changes in farming systems and

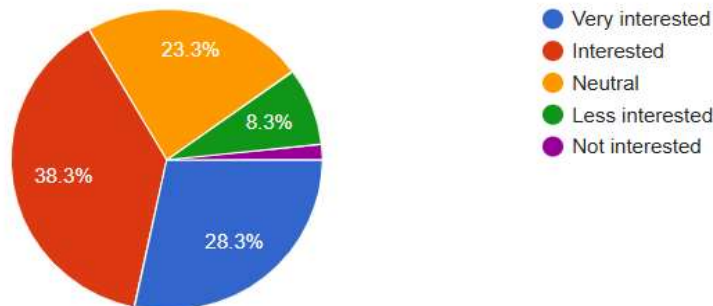
employment patterns but is limited by its descriptive nature, country-specific focus, and lack of empirical or econometric analysis, indicating scope for further quantitative and cross-country research. The article “**Agriculture and the Generation Problem: Rural Youth, Employment and the Future of Farming**” by Ben White (2012) discusses the challenges of engaging rural youth in agriculture and the declining attractiveness of farming as a livelihood. Using a conceptual and literature-review methodology without statistical tools, the study finds that poor access to land, low income, weak infrastructure, and low social status of farming discourage youth participation. The major gaps include the lack of empirical data and limited evaluation of concrete policy interventions for improving youth employment in agriculture.

## Data Analysis

### 1. How interested are you in choosing agriculture as a full-time career?

| OPTIONS         | RESPONDENTS | PERCENTAGE |
|-----------------|-------------|------------|
| Very interested | 17          | 28.3%      |
| Interested      | 23          | 38.3%      |
| Neutral         | 14          | 23.3%      |
| Less interested | 5           | 8.3%       |
| Not interested  | 1           | 1.7%       |

60 responses



## INTERPRETATION

Most respondents (66.6%) show interest in agriculture, which means farming is still important for youth. Many are connected to agriculture through family and rural background. However, 23.3% are neutral, showing confusion about future income and security. About 10% are not interested, indicating declining trust in farming. Youth respect agriculture but hesitate to choose it permanently. Income risk and uncertainty reduce confidence. Agriculture is seen as meaningful but risky. Youth prefer assurance before committing. Support systems matter a lot. Overall, interest exists but confidence is weak.

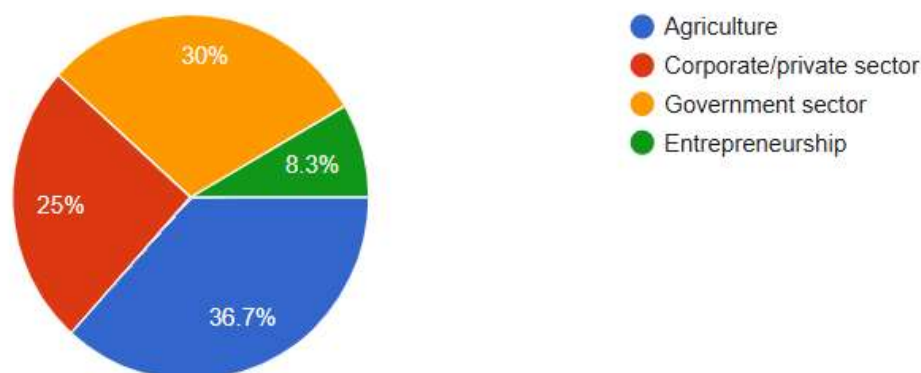
### 2. Which employment sector do you personally prefer?

| OPTIONS                  | RESPONDENTS | PERCENTAGE |
|--------------------------|-------------|------------|
| Agriculture              | 22          | 36.7%      |
| Corporate/private sector | 15          | 25%        |



|                          |           |             |
|--------------------------|-----------|-------------|
| <b>Government sector</b> | <b>18</b> | <b>30%</b>  |
| <b>Entrepreneurship</b>  | <b>5</b>  | <b>8.3%</b> |

60 responses



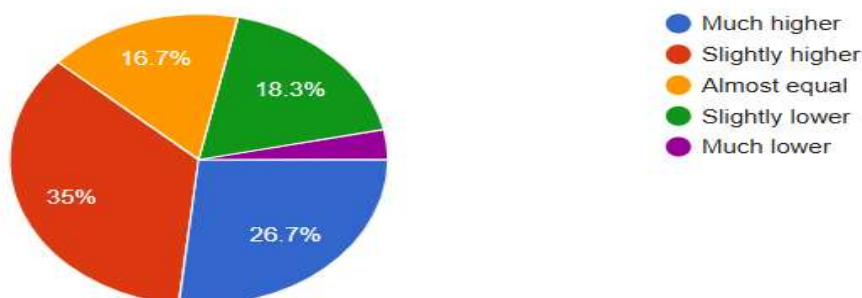
## INTERPRETATION

Agriculture is preferred by 36.7% of respondents. However, government (30%) and corporate jobs (25%) together attract more youth. This shows a shift toward secure and stable jobs. Government jobs are seen as safe and respected. Corporate jobs offer growth and fixed income. Agriculture is chosen mainly due to family background. Youth now want job security. Employment choices are changing. Many want balanced and stable careers. Formal jobs are becoming popular. Agriculture is no longer the only option.

### 3. Compared to corporate jobs, how do you rate income from agriculture?

| OPTIONS                | RESPONDENTS | PERCENTAGE   |
|------------------------|-------------|--------------|
| <b>Much higher</b>     | <b>16</b>   | <b>26.7%</b> |
| <b>Slightly higher</b> | <b>21</b>   | <b>35%</b>   |
| <b>Almost equal</b>    | <b>10</b>   | <b>16.7%</b> |
| <b>Slightly lower</b>  | <b>11</b>   | <b>18.3%</b> |
| <b>Much lower</b>      | <b>2</b>    | <b>3.3%</b>  |

60 responses



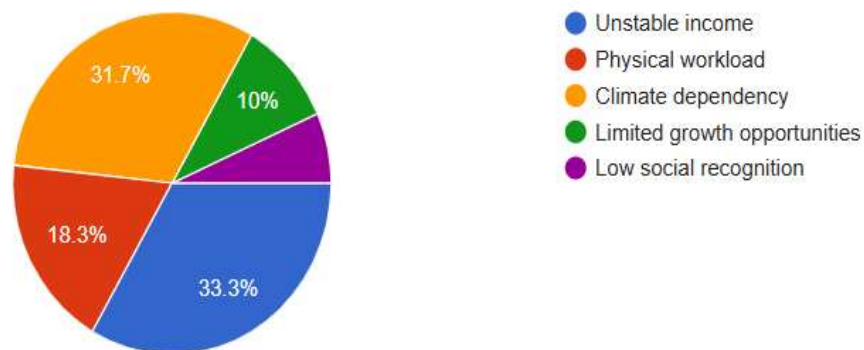
## INTERPRETATION

Around 61.7% believe agriculture gives higher income. This shows youth know farming can be profitable. But income is not regular. Some respondents (21.6%) feel agriculture earns less. Others (16.7%) feel income is equal. This shows mixed opinions. Agriculture income depends on seasons and prices. Corporate jobs give fixed salary. Youth prefer regular income. Risk reduces trust in agriculture. Income instability is a problem. Hence, many avoid farming.

### 4. What is the main reason youth shift away from agriculture?

| OPTIONS                      | RESPONDENTS | PERCENTAGE |
|------------------------------|-------------|------------|
| Unstable income              | 20          | 33.3%      |
| Physical workload            | 11          | 18.3%      |
| Climate dependency           | 19          | 31.7%      |
| Limited growth opportunities | 6           | 10%        |
| Low social recognition       | 4           | 6.7%       |

60 responses



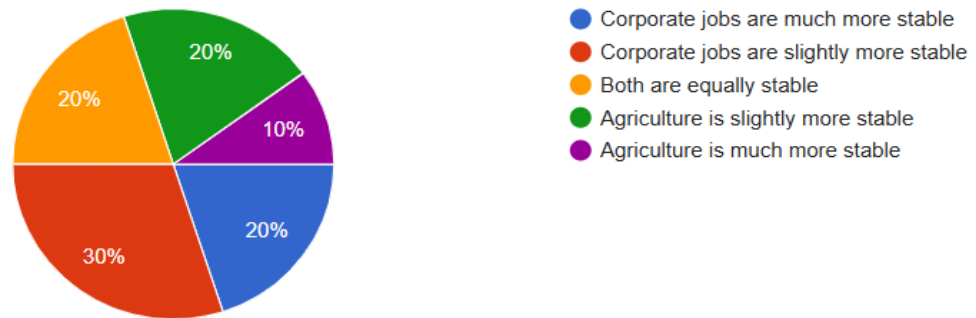
## INTERPRETATION

The main reasons are unstable income (33.3%) and climate dependency (31.7%). Farming depends heavily on weather. Climate change increases risk. Income is uncertain every year. Physical work is another reason (18.3%). Some feel farming has limited growth (10%). Social status is also low (6.7%). Youth want safe and comfortable jobs. Agriculture feels risky. These issues push youth away. Corporate jobs seem safer. Risk is the biggest reason.

### 5. How do you compare income stability between agriculture and corporate jobs?

| OPTIONS                                 | RESPONDENTS | PERCENTAGE |
|-----------------------------------------|-------------|------------|
| Corporate jobs are much more stable     | 12          | 20%        |
| Corporate jobs are slightly more stable | 18          | 30%        |
| Both are equally stable                 | 12          | 20%        |
| Agriculture is slightly more stable     | 12          | 20%        |
| Agriculture is much more stable         | 6           | 10%        |

60 responses



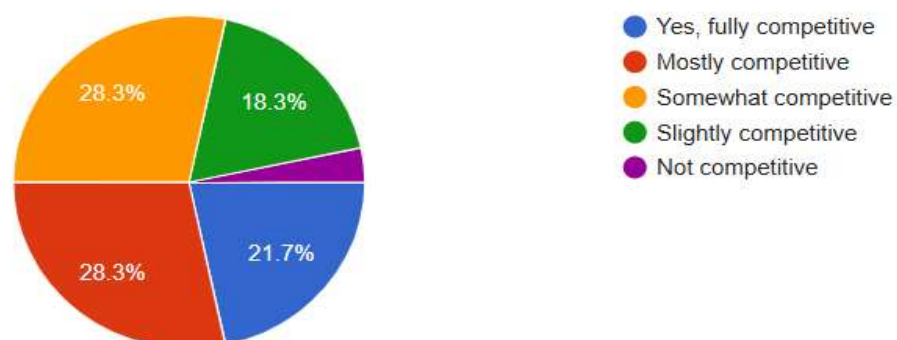
## INTERPRETATION

Half of the respondents (50%) feel corporate jobs are more stable. Corporate jobs give monthly salary. Agriculture income depends on harvest. Only 30% feel agriculture is stable. About 20% feel both are similar. Stability is important for family life. Youth prefer predictable income. Even if farming pays well, risk is high. Stability matters more than income. Corporate jobs reduce financial stress. This explains job shift. Youth choose safety. Stability strongly influences decisions.

## 6. Do you believe agriculture currently provides competitive income compared to corporate jobs?

| OPTIONS                | RESPONDENTS | PERCENTAGE |
|------------------------|-------------|------------|
| Yes, fully competitive | 13          | 21.7%      |
| Mostly competitive     | 17          | 28.3%      |
| Somewhat competitive   | 17          | 28.3%      |
| Slightly competitive   | 11          | 18.3%      |
| Not competitive        | 2           | 3.3%       |

60 responses



## INTERPRETATION

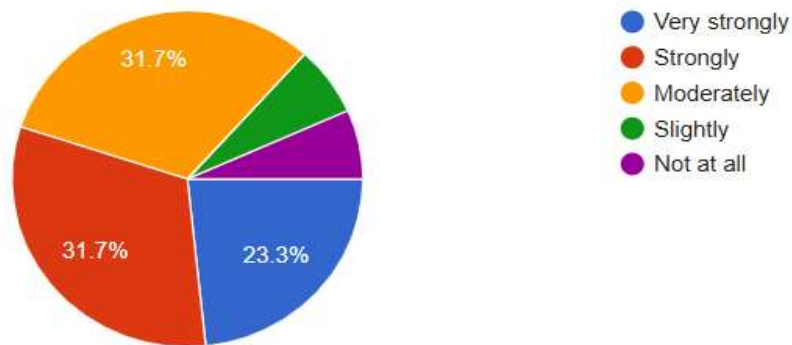
About 78.3% feel agriculture is competitive with corporate jobs. This means farming can earn well. But only some feel fully confident. Many are unsure due to uncertainty. About 21.6% feel agriculture is not competitive. Income depends on support and technology. Without help, profit reduces. Youth fear loss.

Agriculture has potential but needs support. Consistent income is missing. This creates hesitation. Youth want guaranteed returns.

## 7. How strongly does education influence your transition from agriculture to corporate jobs?

| OPTIONS       | RESPONDENTS | PERCENTAGE |
|---------------|-------------|------------|
| Very strongly | 14          | 23.3%      |
| Strongly      | 19          | 31.7%      |
| Moderately    | 19          | 31.7%      |
| Slightly      | 4           | 6.7%       |
| Not at all    | 4           | 6.7%       |

60 responses



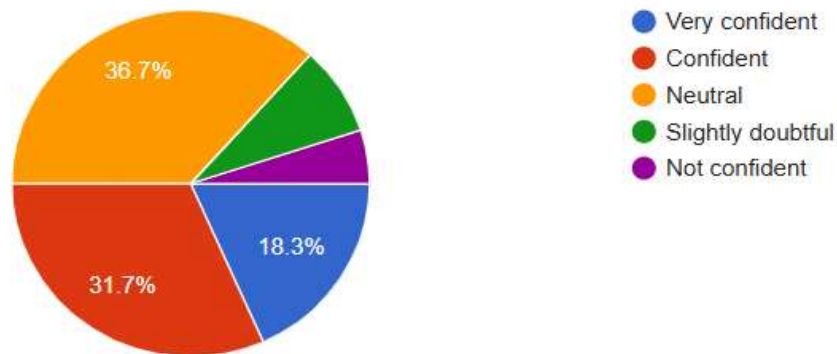
## INTERPRETATION

Most respondents (86.7%) say education influences job choice. Education opens new opportunities. Educated youth prefer office jobs. They want professional growth. Agriculture is seen as traditional. Higher education changes expectations. Youth want skilled jobs. Corporate jobs match education better. Farming is less attractive to graduates. Education pushes youth away from agriculture. Career goals change with education.

## 8. How confident are you that corporate jobs offer a better future than agriculture?

| OPTIONS           | RESPONDENTS | PERCENTAGE |
|-------------------|-------------|------------|
| Very confident    | 11          | 18.3%      |
| Confident         | 19          | 31.7%      |
| Neutral           | 22          | 36.7%      |
| Slightly doubtful | 5           | 8.3%       |
| Not confident     | 3           | 5%         |

60 responses



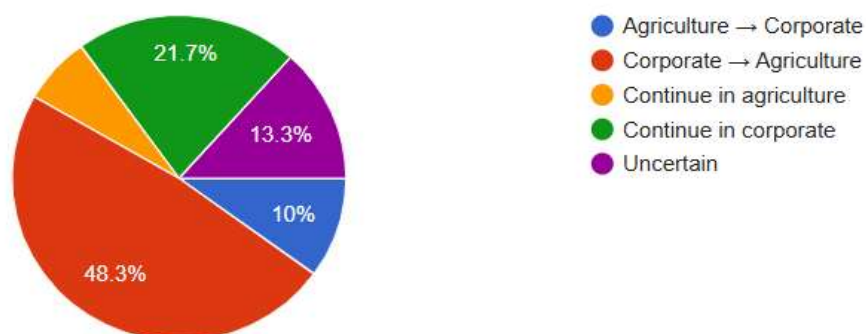
## INTERPRETATION

About 50% believe corporate jobs offer a better future. They expect growth and stability. Many (36.7%) are neutral. This shows uncertainty. Youth are still thinking about options. Only few doubt corporate jobs. Corporate employment looks promising. But agriculture is not fully rejected. Youth are open to change. Better conditions can attract them. Decisions depend on future benefits.

## 9. In the next five years, what employment shift do you personally expect?

| OPTIONS                 | RESPONDENTS | PERCENTAGE |
|-------------------------|-------------|------------|
| Agriculture → Corporate | 6           | 10%        |
| Corporate → Agriculture | 29          | 48.3%      |
| Continue in agriculture | 4           | 6.7%       |
| Continue in corporate   | 13          | 21.7%      |
| Uncertain               | 8           | 13.3%      |

60 responses



## INTERPRETATION

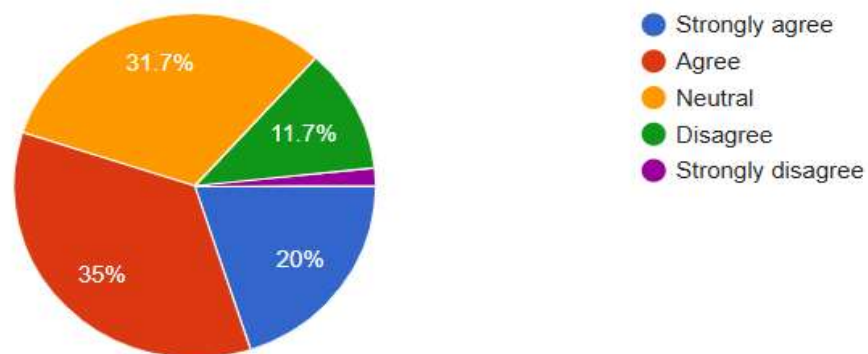
Nearly 48.3% expect people to move back to agriculture. This shows hope in farming improvement. Technology and government support may help. Some expect to stay in corporate jobs. Youth believe agriculture can improve. Modern farming can attract them. Entrepreneurship in farming is growing. This shows mixed future trends. Agriculture may regain importance. Changes can reverse migration. Youth are hopeful.



## 10. Do you feel agriculture lacks long-term career growth compared to corporate jobs?

| OPTIONS           | RESPONDENTS | PERCENTAGE |
|-------------------|-------------|------------|
| Strongly agree    | 12          | 20%        |
| Agree             | 21          | 35%        |
| Neutral           | 19          | 31.7%      |
| Disagree          | 7           | 11.7%      |
| Strongly disagree | 1           | 1.7%       |

60 responses



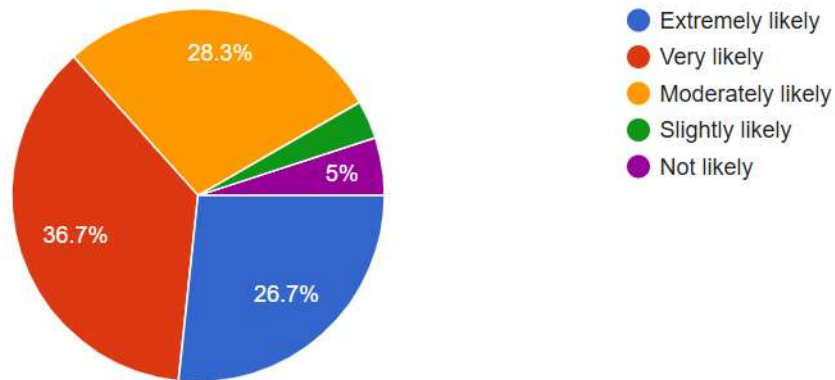
### INTERPRETATION

About 55% feel agriculture lacks long-term growth. They feel promotion and progress are limited. Corporate jobs offer career growth. Youth want advancement. Farming is seen as slow growing. This discourages long-term commitment. Some are neutral, showing uncertainty. Growth opportunities matter a lot. Without growth, youth leave agriculture. Policy support is needed. Improving growth can retain youth.

## 11. If offered a corporate job with higher income than agriculture, how likely are you to accept it?

| OPTIONS           | RESPONDENTS | PERCENTAGE |
|-------------------|-------------|------------|
| Extremely likely  | 16          | 26.7%      |
| Very likely       | 22          | 36.7%      |
| Moderately likely | 17          | 28.3%      |
| Slightly likely   | 2           | 3.3%       |
| Not likely        | 3           | 5%         |

60 responses



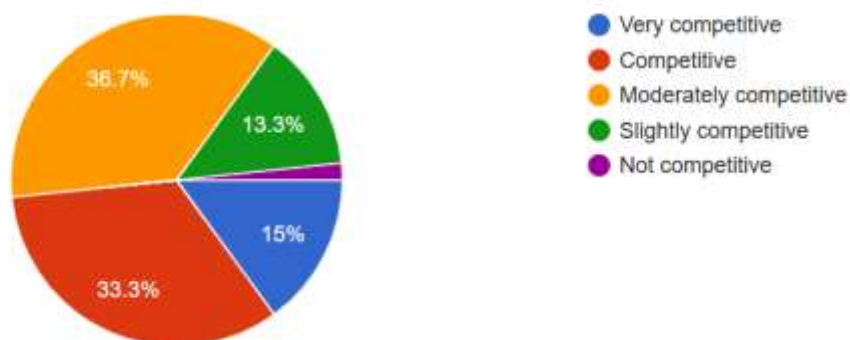
## INTERPRETATION

A clear majority of respondents (63.4%) are either extremely likely (26.7%) or very likely (36.7%) to accept a corporate job if it offers higher income than agriculture. This shows that income plays a crucial role in career decisions. Another 28.3% are moderately likely, indicating openness toward corporate employment. Only 8.3% are slightly or not likely, showing very little resistance to shifting. Overall, higher income strongly motivates youth to move from agriculture to corporate jobs.

## 12.How competitive is agricultural income compared to corporate income today?

| OPTIONS                | RESPONDENTS | PERCENTAGE |
|------------------------|-------------|------------|
| Very competitive       | 9           | 15%        |
| Competitive            | 20          | 33%        |
| Moderately competitive | 22          | 36.7%      |
| Slightly competitive   | 8           | 13.3%      |
| Not competitive        | 1           | 1.7%       |

60 responses



## INTERPRETATION

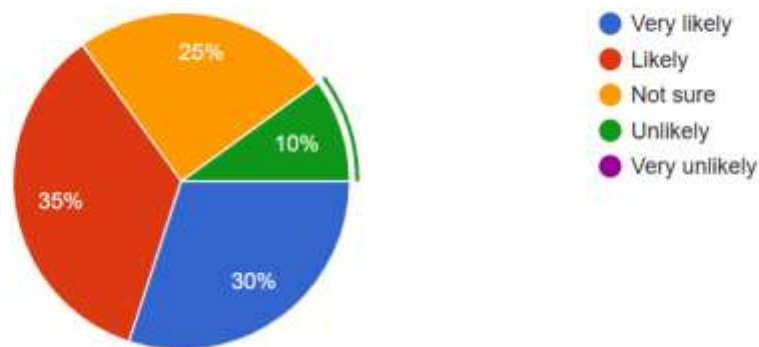
About 48% of respondents feel agricultural income is very competitive (15%) or competitive (33%), suggesting that farming can still generate good income. However, the largest group (36.7%) believes it is only moderately competitive, showing uncertainty. Around 15% feel agriculture is slightly or not

competitive. This indicates that while agriculture has income potential, lack of consistency and risk reduce youth confidence compared to corporate income.

### 13. If your family is engaged in agriculture, how likely are you to continue it as your primary occupation?

| OPTIONS       | RESPONDENTS | PERCENTAGE |
|---------------|-------------|------------|
| Very likely   | 18          | 30%        |
| Likely        | 21          | 35%        |
| Not sure      | 15          | 25%        |
| Unlikely      | 6           | 10%        |
| Very unlikely | 0           | 0%         |

60 responses



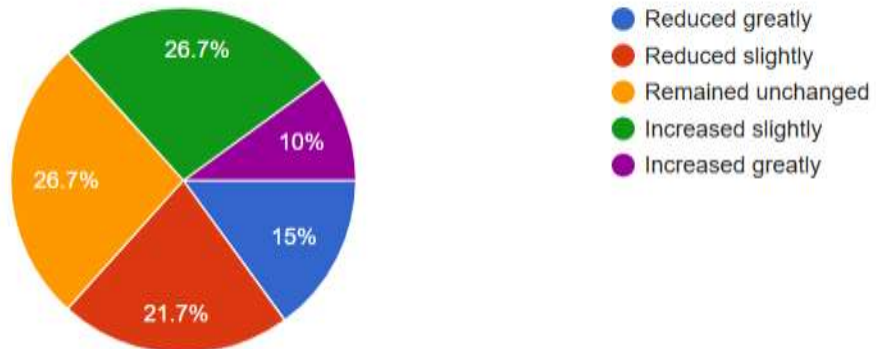
### INTERPRETATION

A majority (65%) are very likely (30%) or likely (35%) to continue agriculture if their family is already involved, showing strong family influence. However, 25% are not sure, reflecting hesitation due to income instability and future uncertainty. About 10% are unlikely to continue. This shows that family background encourages agricultural participation, but long-term commitment is still uncertain among youth.

### 14. How has your interest in agriculture as a career changed in recent years?

| OPTIONS            | RESPONDENTS | PERCENTAGE |
|--------------------|-------------|------------|
| Reduced greatly    | 9           | 15%        |
| Reduced slightly   | 13          | 21.7%      |
| Remained unchanged | 16          | 26.7%      |
| Increased slightly | 16          | 26.7%      |
| Increased greatly  | 6           | 10%        |

60 responses



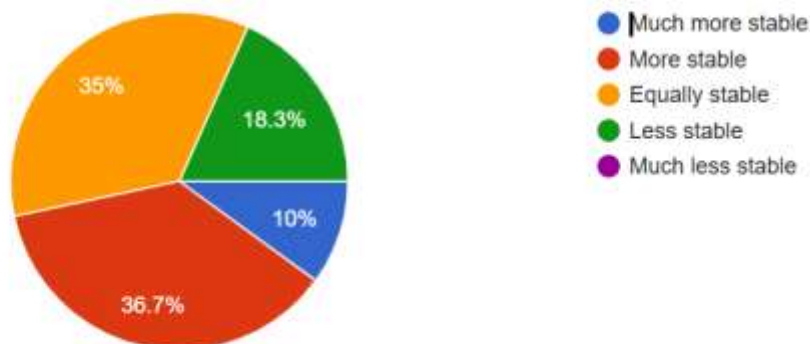
## INTERPRETATION

Around 36.7% report reduced interest in agriculture (15% greatly reduced and 21.7% slightly reduced), indicating declining attraction toward farming. Meanwhile, 36.7% report increased interest (26.7% slightly and 10% greatly), showing that some youth are reconsidering agriculture. The remaining 26.7% show no change. This highlights mixed attitudes, with both declining interest and renewed curiosity coexisting among youth.

## 15. Compared to agriculture, how stable do you consider income from corporate jobs?

| OPTIONS          | RESPONDENTS | PERCENTAGE |
|------------------|-------------|------------|
| Much more stable | 6           | 10%        |
| More stable      | 22          | 36.7%      |
| Equally stable   | 21          | 35%        |
| Less stable      | 11          | 18.3%      |
| Much less stable | 0           | 0%         |

60 responses



## INTERPRETATION

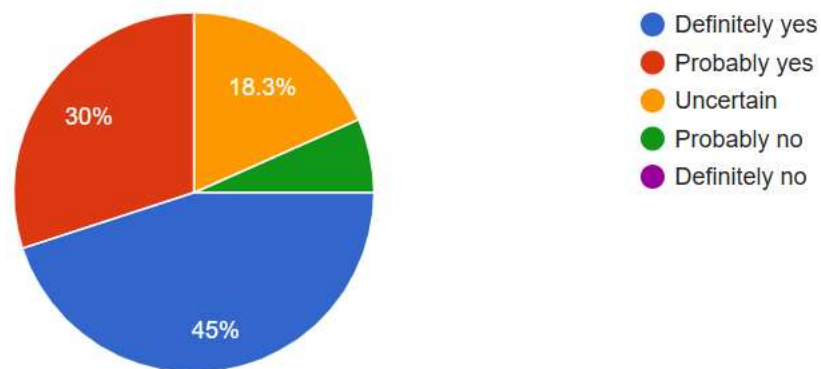
Nearly 46.7% believe corporate income is much more stable (10%) or more stable (36.7%) than agriculture. Another 35% feel both are equally stable. Only 18.3% think corporate jobs are less stable.

This shows that stability is a key advantage of corporate jobs and a major reason why youth prefer them over agriculture.

## 16. If modern technology and financial support are provided, would you consider agriculture as a career?

| OPTIONS        | RESPONDENTS | PERCENTAGE |
|----------------|-------------|------------|
| Definitely Yes | 27          | 45%        |
| Probably Yes   | 18          | 30%        |
| Uncertain      | 11          | 18.3%      |
| Probably No    | 4           | 6.7%       |
| Definitely No  | 0           | 0%         |

60 responses



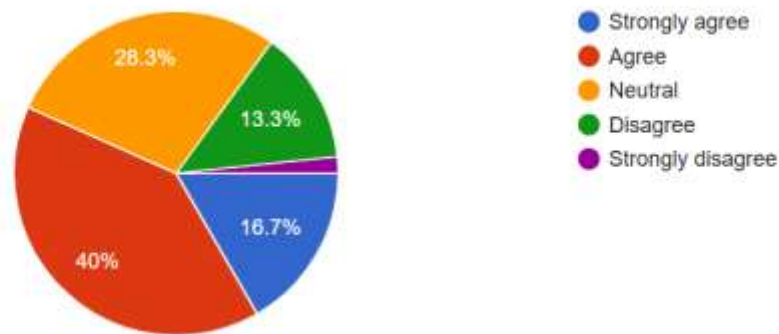
## INTERPRETATION

A strong 75% of respondents say definitely yes (45%) or probably yes (30%), showing high willingness to consider agriculture if adequate support is provided. About 18.3% remain uncertain, while only 6.7% are not willing. This clearly indicates that technology, financial assistance, and policy support can significantly attract youth back to agriculture.

## 17. Do you agree that agriculture offers fewer long-term growth opportunities than corporate jobs?

| OPTIONS           | RESPONDENTS | PERCENTAGE |
|-------------------|-------------|------------|
| Strongly Agree    | 10          | 16.7%      |
| Agree             | 24          | 40%        |
| Neutral           | 17          | 28.3%      |
| Disagree          | 8           | 13.3%      |
| Strongly Disagree | 1           | 1.7%       |

60 responses



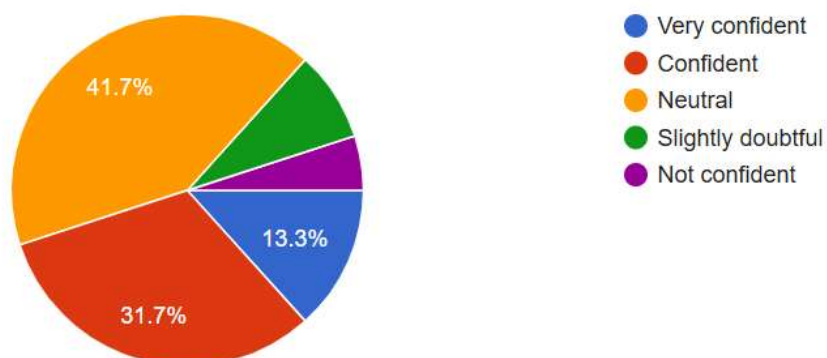
## INTERPRETATION

More than half of the respondents (56.7%) either strongly agree (16.7%) or agree (40%) that agriculture offers fewer long-term growth opportunities. About 28.3% are neutral, showing uncertainty. Only 15% disagree. This confirms that limited career progression in agriculture discourages youth and pushes them toward corporate employment.

## 18. How confident are you that corporate employment provides a better future than agriculture?

| OPTIONS           | RESPONDENTS | PERCENTAGE |
|-------------------|-------------|------------|
| Very Confident    | 8           | 13.3%      |
| Confident         | 19          | 31.7%      |
| Neutral           | 25          | 41.7%      |
| Slightly doubtful | 5           | 8.3%       |
| Not Confident     | 3           | 5%         |

60 responses



## INTERPRETATION

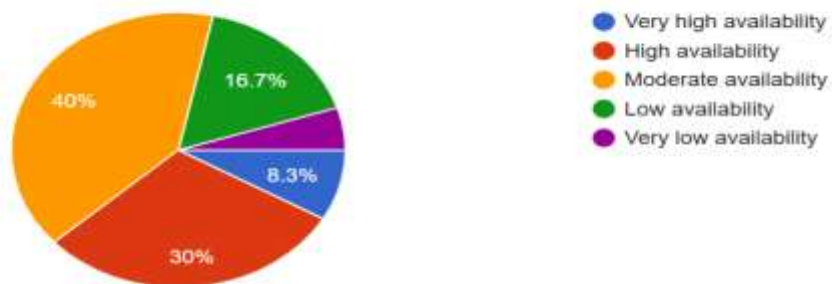
Approximately 45% of respondents are very confident (13.3%) or confident (31.7%) that corporate jobs offer a better future. However, a large 41.7% remain neutral, indicating indecision. Only 13.3% are doubtful or not confident. This shows that while corporate jobs are seen positively, many youth are still weighing both options.



## 19. How available are corporate job opportunities for youth in Dakshina Kannada?

| OPTIONS                | RESPONDENTS | PERCENTAGE |
|------------------------|-------------|------------|
| Very high availability | 5           | 8.3%       |
| High availability      | 18          | 30%        |
| Moderate availability  | 24          | 40%        |
| Low availability       | 10          | 16.7%      |
| Very low availability  | 3           | 5%         |

60 responses



### INTERPRETATION

About 38.3% feel corporate job availability is high or very high, while 40% feel availability is moderate. Around 21.7% perceive low or very low availability. This suggests that corporate opportunities exist but are not easily accessible to all youth, highlighting the need for skill development and employment support.

## 20. In your opinion, the future employment trend among youth in Dakshina Kannada will be?

| OPTIONS                                         | RESPONDENTS | PERCENTAGE |
|-------------------------------------------------|-------------|------------|
| Mostly agriculture-based                        | 23          | 38.3%      |
| Balanced between agriculture and corporate jobs | 29          | 48.3%      |
| Mostly corporate-based                          | 8           | 13.3%      |
|                                                 |             |            |

60 responses



### INTERPRETATION

Nearly half of the respondents (48.3%) believe the future will be balanced between agriculture and corporate jobs. About 38.3% feel it will remain mostly agriculture-based, while only 13.3% expect it to

be mostly corporate-based. This indicates that youth expect a mixed employment structure, where both agriculture and corporate sectors will coexist in the future.

## **FINDINGS**

1. A majority of youth (about two-thirds) show interest in agriculture, but many hesitate to choose it as a full-time career due to income uncertainty and risk.
2. Although agriculture remains important, youth increasingly prefer government and corporate jobs because of better job security, fixed income, and social status.
3. Many respondents believe that agriculture can generate good income, but the lack of regular and stable earnings reduces confidence compared to corporate employment.
4. The main reasons for shifting away from agriculture are unstable income, climate dependency, and physical workload.
5. About half of the respondents feel that corporate jobs provide more income stability than agriculture, which strongly influences employment choices.
6. Education plays a significant role in employment transition, as most educated youth prefer corporate or office-based jobs that match their qualifications.
7. A majority believe that agriculture offers limited long-term career growth, while corporate jobs provide better promotion and professional development opportunities.
8. Family background strongly influences continuation in agriculture, but even youths from farming families show uncertainty about long-term commitment.
9. A large proportion of respondents are willing to return to or choose agriculture if modern technology, financial support, and government assistance are provided.
10. Youth expect the future employment pattern in Dakshina Kannada to be balanced between agriculture and corporate jobs, rather than fully shifting to one sector.
11. Predictive trends indicate that without policy support, the transition toward corporate jobs will continue, but improved agricultural conditions could slow or reverse this shift.

## **CONCLUSION**

The study concludes that there is a significant transition of youth employment from agriculture to corporate jobs in Dakshina Kannada, mainly driven by income instability, climate risk, limited career growth, and changing aspirations influenced by education. While agriculture is still respected and considered profitable by many youths, it is viewed as risky and uncertain compared to corporate employment.

Predictive analysis suggests that youth employment trends will not move entirely away from agriculture but will evolve toward a balanced employment structure, where both agriculture and corporate sectors coexist. The findings clearly reject the null hypothesis and support the alternative hypothesis that predictive modelling can effectively forecast youth employment transitions.

The study highlights that with proper technological advancement, financial support, skill development, and policy intervention, agriculture can once again become an attractive and sustainable career option for youth. Therefore, policymakers should focus on improving income stability, modernization of farming, and career growth opportunities in agriculture to ensure inclusive and sustainable employment development in Dakshina Kannada.

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