



International Journal of Research in Agronomy

E-ISSN: 2618-0618
P-ISSN: 2618-060X
© Agronomy
NAAS Rating (2025): 5.20
www.agronomyjournals.com
2025; SP-8(8): 440-443
Received: 22-06-2025
Accepted: 25-07-2025

SG Dakulge

M.Sc. Scholar, Department of
Agricultural Extension Education,
College of Agriculture, Vasantao
Naik Marathwada Krishi
Vidyapeeth, Parbhani,
Maharashtra, India

PR Deshmukh

Professor, Department of
Agricultural Extension Education,
College of Agriculture, Vasantao
Naik Marathwada Krishi
Vidyapeeth, Parbhani,
Maharashtra, India

RP Kadam

Professor and Head, Department
of Agricultural Extension
Education, College of Agriculture,
Vasantao Naik Marathwada
Krishi Vidyapeeth, Parbhani,
India

SR Jakkawad

Senior Scientist, AICRP, WIA,
Vasantao Naik Marathwada
Krishi Vidyapeeth, Parbhani,
Maharashtra, India

DT Pathrikar

Assistant Professor, Department of
Agricultural Economics, College of
Agriculture, Vasantao Naik
Marathwada Krishi Vidyapeeth,
Parbhani, Maharashtra, India

Corresponding Author:

SG Dakulge

M.Sc. Scholar, Department of
Agricultural Extension Education,
College of Agriculture, Vasantao
Naik Marathwada Krishi
Vidyapeeth, Parbhani,
Maharashtra, India

Relationship between profile of youngsters and their attitude towards millet consumption in Parbhani district

SG Dakulge, PR Deshmukh, RP Kadam, SR Jakkawad and DT Pathrikar

DOI: <https://www.doi.org/10.33545/2618060X.2025.v8.i8Sf.3621>

Abstract

This study was conducted in Parbhani district of Maharashtra with the aim to study the attitude of youngsters (15-29 years) towards millet consumption. Three tehsils, Parbhani, Manwat, and Gangakhed, were chosen randomly. A total of twelve villages were chosen, and from each village, ten participants were purposively chosen, constituting a sample size of 120 participants. The research design adopted was ex post facto. Statistical tools like frequency, percentage, mean, standard deviation, and Karl Pearson's coefficient of correlation were used for data analysis.

Most of the participants (57.50%) belonged to the young teenage group (21-25 years), followed by 25% in the young adult group (26 and above), and (17.50%) were aged upto 20 years. Most of the participants (59.16%) were graduates, followed by 33.33% with high school education and (7.5%) with middle-level education. A larger proportion of participants were male (70.83%), while 29.16% were female. 55.83% of participants belonged to nuclear families, while (21.66%) with large families. Most of the participants (59.16%) had medium annual income (Rs. 1,53,043-4,82,957), followed by (22.50%) in the high-income category and (18.33%) in the low-income group. In terms of media exposure, (58.33%) had medium exposure, (40.83%) had high exposure, and only (1.2%) had low exposure. 28.33% of participants' parents were engaged in farming, followed by farming + business (21.66%) and private jobs (18.33%). About social participation, 25% were members of single organisation, 30% were members of more than one organisation, and 45% were office holders.

As for their attitude towards millet consumption, the majority (57.50%) of the participants showed a moderately favourable attitude, (25.83%) had a less favourable attitude, and (16.66%) had a highly favourable attitude. A positive and significant relationship was found between age, mass media exposure, and social participation with the attitude of youngsters. Other variables such as education, gender, family type, family size, parental occupation, and annual income exhibited a positive but non-significant relationship.

The major constraints reported in millet consumption were the high cost of millets compared to cereals (100%), cultural preferences (95.83%), unappealing taste and texture (81.66%), limited recipes and cooking methods (80.83%), lack of marketing (30.83%), and poor availability in local markets (13.33%).

Objectives

- 1) To study the profile of youngsters.
- 2) To analyses the relationship between profile of youngsters and attitude towards millet consumption.

Keywords: Attitude, youngsters, millet, consumption

Introduction

In the context of the pandemic and the rising prevalence of junk food, maintaining a healthy diet has become increasingly important. Millets are gaining popularity as dietary options. In central and southern India, millet was once a staple food that was regularly consumed until the Green Revolution shifted preferences towards more accessible grains like rice and wheat. For over 5,000 years, millets have been significant crops in the Indian subcontinent. Historically dubbed as the poor man's food grain due to their affordability, millets are now being recognized by health-conscious youth who are discovering their nutritional benefits. Key varieties of millets cultivated and consumed in India include sorghum, pearl millet, finger millet, foxtail millet, kodo millet, proso millet, barnyard millet, and little millet. Millets are esteemed for their high nutritional value. They are rich in proteins, minerals, vitamins, and antioxidants, and are known for being non-glutinous and less acid-forming compared to other grains, earning them the

classification of nutritious millets or nutri-cereals. Specifically, pearl millet and finger millet provide substantial protein content, approximately 11.8 grams and 7.4 grams per 100 grams of grain, respectively, with a low fat content of around 1.3 grams.

These grains boast a wealth of essential amino acids, niacin, and beta-carotene, along with various health benefits including anti-diabetic, anti-tumorigenic, and cardiovascular protection properties. Millets are categorized as dry crops, requiring minimal water for cultivation. They are low in simple carbohydrates while being high in complex carbohydrates, making them low-glycemic index foods. Rich in dietary fiber, both soluble and insoluble, millets serve as effective prebiotics. A typical serving of raw millet, 100 grams, provides approximately 1,580 kilojoules of energy and is a rich source of protein, fiber, B vitamins, and essential dietary minerals, particularly manganese, which constitutes 76% of their

composition. Raw millet consists of around 9% water, 73% carbohydrates, 4% fat, and 11% protein. In South India, commonly consumed millets include ragi, bajra, green millet, foxtail millet, sorghum, kodo millet, and barnyard millet. The decline in millet consumption can be attributed to an increased dependency on rice and wheat, which can account for over 50% of the average caloric intake for Indian households.

Recently, notable shifts have been observed in dietary patterns, with households moving away from traditional cereals to higher-value food products such as livestock products, fruits, vegetables, and beverages. Millets play a crucial role in the rainfed regions of the country, which cover 60% of the total agricultural area. In particular, minor millets are extremely nutrient-dense and exhibit resilience to drought and stress in rainfed farming systems.

Table 1: Millet Nutrition Table: Protein, Fibre, and Minerals. (per 100 g)

Millet	Protein (g)	Fibre(g)	Calcium (g)	Iron (g)	Phosphorous (mg)	Magnesium (mg)	Zinc (mg)	Potassium (mg)
Finger Millet (Ragi)	7.3	18.3	344	3.9	283	137	2.3	408
Pearl millet (Bajra)	10.6	11.5	42	8.0	296	137	3.1	307
Sorghum (jowar)	10.4	9.7	25	4.1	222	133	1.6	363
Foxtail millet	12.3	8.0	31	2.8	290	81	2.4	250
Little millet	9.7	7.6	17	9.3	220	114	1.7	210
Kodo millet	8.3	9.0	27	0.5	188	114	1.5	188
Barnyard millet	11.2	10.1	11	5.0	280	80	1.5	168
Proso millet	12.5	2.2	14	0.8	206	110	1.1	195

Promotion of millets by the Government

The Government of India is actively promoting millets (Shree Anna) through a multi-stakeholder approach under the International Year of Millets 2023. Key initiatives include the Sub-Mission on Nutri-Cereals under NFSM across 28 States and 2 UTs, with support for production technologies, certified seeds, demonstrations, and farmer trainings. States like Maharashtra, Karnataka, and Odisha have launched Millet Missions. Farmer Producer Organizations (FPOs), seed hubs, and Centres of Excellence like IIMR Hyderabad are being developed. Millets are integrated into schemes like Poshan Abhiyan, ICDS, Mid-Day Meal, and TPDS. The Ministry of Food Processing Industries is implementing PLISMBP and PMFME to support millet-based startups. Millets are promoted through events like the Global Millets Conference and India's G20 presidency. Vending machines for millet products are installed via NAFED in government offices, and all departments are advised to serve millet-based foods. Millets have been identified as One District One Product (ODOP) in 19 districts, and an Export Promotion Forum is established to boost global trade.

Youngsters of India:

Youth represents the most invaluable segment of the population, as the human resource potential of individuals reaches its zenith during this critical period. They are not merely the future; they are the present of our nation, integral to driving and advancing socio-economic development. The pressing challenge lies in unleashing their inherent capabilities to break free from poverty and create sustainable development and livelihood opportunities that empower them to lead healthy, fulfilling lives. There is vast potential to significantly elevate the contributions of this demographic by boosting their labor force participation and enhancing productivity. In this study, youth is defined, following the "National Youth Policy, 2014" of the Government of India, as individuals aged 15 to 29 years. This age cohort constitutes approximately 27.5% of the population and accounts for an

impressive 34% of India's Gross National Income (GNI). These statistics not only highlight the critical importance of investing in our youth but also underscore the necessity of leveraging their talents and energy to propel our nation towards a prosperous future. The journey ahead is one of tremendous opportunity, and it is imperative that we recognize the vital role our youth play in shaping the trajectory of our society.

Millet consumption in India

The analysis conducted by ICAR-IIMR demonstrates that approximately 75% of sorghum output is directly consumed by humans, highlighting its significance in human diets. Furthermore, 12% of sorghum serves as animal feed, while 8% is transformed into value-added products. Notably, 5% is utilized for alcohol production, with the remaining portion exported in various forms. Similarly, in the case of bajra (pearl millet), around 70% is designated for direct human consumption, affirming its vital role in nutrition. Additionally, 15% is allocated for animal feed, and 10% is used in breweries, with 5% processed for value addition and 1% for seed production. Ragi mirrors this trend, with about 75% of its production consumed directly by humans, 13% used as animal feed, and a modest 1% allocated for exports. These findings underscore the crucial role of these millets in both human consumption and economic utilisation.

Materials and Methods

This study was conducted in the Parbhani district of Maharashtra, selecting three talukas: Parbhani, Manwat, and Gangakhed at random. From each taluka, four villages were also randomly selected, resulting in a total of twelve villages. Within each village, ten participants were purposefully chosen, leading to a total sample size of 120 individuals. An ex-post facto research design was employed to examine the attitudes of youngsters towards millet consumption. A structured interview schedule, aligned with the study's objectives, was developed and

utilized for data collection via personal interviews. The independent variables analyzed included age, education, gender, family type, family size, annual income, parental occupation, mass media exposure, and social participation. The dependent variable was the attitude of youngsters towards millet

consumption. The data collected were processed and analyzed using frequency, percentage, mean, standard deviation, and Karl Pearson's coefficient of correlation.

Results and Discussion

Table 2: Distribution of youngsters according to their profile.

Sr. No.	Category	Frequency	Percentage
A	Age		
1	Young Children (upto 20)	21	17.50
2	Young Teenagers (21 to 25 yrs)	69	57.50
3	Young Adults (26 and above)	30	25.00
B	Education		
1	Middle	9	07.50
2	High School	40	33.33
3	Graduate	71	59.16
C	Gender		
1	Male	85	70.83
2	Female	35	29.16
D	Family type		
1	Nuclear	53	44.16
2	Joint	67	55.83
E	Family size		
1	Small	41	34.16
2	Medium	53	44.16
3	Large	26	21.66
F	Annual income		
1	Low (upto Rs.1,53,043)	22	18.33
2	Medium (Rs.1,53,044to 4,82,957)	71	59.16
3	High (Rs.4,82,958 and above)	27	22.50
G	Mass media exposure		
1	Low	1	01.2
2	medium	70	58.33
3	high	49	40.83
H	Parental occupation		
1	Farming	34	28.33
2	Business	9	10.83
3	Gov. job	9	05.00
4	Private job	23	18.33
5	Farming+ business	24	21.66
6	Farming+ job	10	10.00
7	Labour	11	05.85
I	Social participation		
1	Member of one organisation	30	25
2	Member of more than one organisation	36	30
3	Office holders	54	45

The findings of the study highlighted that the majority of the participants (57.50%) belonged to the age group of (21 to 25 years, followed by (25.00%) in the age group of 26 years and above, while (17.50%) were up to 20 years of age. In terms of educational qualification, a large portion of the participants were graduates (59.16%), whereas 33.33% had completed high school, and only 7.50% had studied up to middle school. With regard to gender, most of the participants were male (70.83%) and the remaining 29.16% were female. Analysis of family type showed that 55.83% of the participants belonged to joint families, while 44.16% were from nuclear families. In terms of family size, 44.16% of the participants had medium-sized families, 34.16% had small families, and 21.66% came from large families. The annual income distribution showed that 59.16% of the participants had a medium income ranging

between (₹1,53,044 to ₹4,82,957), followed by 22.50% with high income above ₹4,82,958, and 18.33% with low income up to ₹1,53,043. When it came to mass media exposure, 58.33% of the participants had medium exposure, 40.83% had high exposure, and only 1.20% had low exposure. About parental occupation, the highest proportion (28.33%) were from farming backgrounds, followed by 21.66% whose parents were engaged in both farming and business, 18.33% in private jobs, 10.83% in business alone, 10.00% in farming and jobs, 5.85% in labour work, and 5.00% in government jobs. In the case of social participation, 45.00% of the participants held office bearer positions in organizations, 30.00% were members of more than one organization, and 25.00% were members of a single organization. These results show the socio-economic background and media engagement of the rural youth, which are

important factors influencing their attitude towards millet consumption.

Table 3: Relationship between Profile of youngsters and their attitude towards millet consumption:

Sr. No.	Independent variable	Correlation coefficient 'r' value
1	Age	0.2360*
2	Education	0.08591 NS
3	Gender	0.1162 NS
4	Family type	0.02180 NS
5	Family size	0.1468 NS
6	Annual income	0.1659 NS
7	Mass media exposure	0.2463*
8	Parent's occupation	0.09156 NS
9	Social participation	0.20101*

* = Significant at 0.05 level of Probability. NS= Non-Significant

** = Significant at 0.01 level of Probability.

The study explored the relationship between independent variables and the attitude of youngsters towards millet consumption. Among the nine independent variables, age, mass media exposure and social participation showed a positive and significant relationship with attitude. This means that as the age of the youngsters increased, their exposure to mass media improved, and their involvement in social activities increased, their attitude towards millet consumption became more positive. On the other hand, education, gender, family type, family size, annual income and parental occupation showed a positive but non-significant relationship. This indicates that these variables did not strongly influence the attitude of youngsters. Overall, the findings suggest that awareness through media and participation in social and community activities play an important role in shaping a favourable attitude towards millets, while factors like education level, income, or family background may not have a major impact.

Conclusion

The findings of the study showed that a majority of the participants belonged to the young teenage age group. The sample was predominantly well-educated, with a considerable proportion comprising graduates. The proportion of male participants was higher than that of female participants. A slightly higher number of participants belonged to joint families, while medium-sized families were most commonly observed. Most participants reported a moderate level of annual family income. With respect to media connectivity, a large portion showed moderate to high levels of mass media exposure. The occupations of parents were primarily farming, followed by a combination of farming and business. A notable proportion of participants were actively involved in social and community organizations.

References

1. Boppana J, Patel JB, Shafi M. Relationship between profile of the farmers and their attitude towards Krishi Mahotsav. Gujarat Journal of Extension Education. 2020;31(2):147-151.
2. Deshmukh P, Joshi R. Economic factors influencing millet consumption in urban youth. International Journal of Agricultural and Food Science. 2020;10(2):88-92.
3. Ingale PS. Study on farmers attitude, knowledge and practices related to organic farming in Ratnagiri District [master's thesis]. Dapoli: Dr. Balasaheb Sawant Konkan Krishi Vidyapeeth; 2020.
4. Keshari P, Kumari S. Millets consumption behaviour of urban adult population and its linkages: Evidence from community-based study. Indian Journal of Preventive and Social Medicine. 2025;56(1):27-34.
5. Korde VM. Attitude of farmers towards organic farming [master's thesis]. Parbhani, Maharashtra: V.N.M.K.V.; 2017.
6. Singh AP, Singh P, Singh RK, Prasad K, Singh AK, Singh RK. Socio-economic attribute and attitude of the farmers towards organic farming in Eastern Uttar Pradesh. International Journal of Agricultural Sciences. 2020;12(12):9966-9969.
7. Vahini MK, Padma Rani S, Vidhyavathi A, Hemalatha S, Vasanthi R. A study on factors influencing consumption of millets in Coimbatore district of Tamil Nadu. International Journal of Statistics and Applied Mathematics. 2023;8(Special Issue 5):6-10.
8. Vinuchakravarthi K. Influencers of consumption pattern of millets and value-added millet products among consumers in Chennai. Journal of Public Health and Technology. 2022;1(2):54-61.