

# **Redirecting Nigerian Youths to Agriculture through Communication for National Development**

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## **Abstract**

This study examines how communication has been employed as a tool for encouraging Nigerian youths to accept and embrace agriculture for self-reliance and to grow the nations' ailing economy. It was premised on the fact that it is only through the diversification of the nation's economy through active involvement of the youths in agriculture that Nigeria can exit the economic recession brought about by the mono-economic nature of the economy. The study adopts the descriptive survey research design to study members of the National Youth Service Corps (NYSC) Rivers state. The study found that many of the corps members became conscious of the importance of agriculture through communication. However, those who may be willing to embark on agricultural ventures see it as a last resort. Many of them believe that their participation is possible if the right atmosphere through incentives is created. The study recommends among others, that government should intensify the communication efforts to convince the youths to engage in agriculture. This can be done by showcasing those agricultural entrepreneurs who are doing well to serve as models to the youths.

**Key Words:** Youths, Agricultural Ventures,  
Communication, Economic Diversification,  
National Development.