

YOUTH OF NORTH-EAST INDIA

DEMOGRAPHICS AND READERSHIP

YOUTH OF NORTH-EAST INDIA

DEMOGRAPHICS AND READERSHIP

In Correlation with
YOUTH OF BIHAR AND MAHARASHTRA

Follow-up Report of National
Youth Readership Survey



Published by National Book Trust, India in association with
National Council of Applied Economic Research



This Study has been undertaken under the National Action Plan for the Readership Development among the Youth (NAPRDY) mooted by National Book Trust, India with its motto 'Bringing Youth and Books Closer'.

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ISBN 978-81-237-0000-0

First Edition 2012 (*Saka 1934*)

© NATIONAL BOOK TRUST, INDIA AND NATIONAL COUNCIL OF APPLIED ECONOMIC RESEARCH, 2012

RS. 000.00

Published by the Director, National Book Trust, India
Nehru Bhawan, 5 Institutional Area, Phase-II,
Vasant Kunj, New Delhi - 110 070

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Disclaimer: The findings, interpretations, and conclusions expressed are those of the study team and do not necessarily imply endorsement by NCAER or its Governing Body.

FOREWORD

National Book Trust, India was established in 1957 by our first Prime Minister Shri Jawaharlal Nehru as part of the mammoth nation building exercise that was taken up immediately after the independence in the social, political, economic and cultural fields. The idea was to create a public funded institution that could create good books, make them available to the general readers at the affordable prices and which would keep finding ways to understand and meet the reading needs of the masses at large.

I think that of all the institutions that were founded to work in the cultural fields, the founding of an institution like National Book Trust, India for creating learning and book reading society was the most visionary one. It is so, because, while most of the institutions had a clear cut target area like working for the theatres, arts, literature etc., NBT, India was asked to work for the reading needs of the general masses. With less than one third of the population literate at the time of India's independence, to be able to visualize a society that needed to be nourished on progressive and secular books to understand and sustain the basic foundations of the independent India was a masterstroke. The Trust has played a vital role in providing quality books to all target audience including children since its inceptions.

In the light of the growing importance of the youth in the affairs of the country, the Trust took an initiative to frame a National Action Plan for the Readership Development among the Youth (NAPRDY) and entrusted the job of undertaking the first ever National Youth Readership Survey from the perspective of book reading habit to the National Council of Applied Economic Research (NCAER), probably one of the best in the world to conduct such surveys and analyses. The findings there-from injected new dynamism into the country's data base on this largest segment of its population – youth. Moreover, interesting revelations on certain basic features of the youth population in the North-eastern states of India prompted the NBT to approve the present investigation on reading habits and media consumption behaviour with special reference to the NE states.

I am happy to note that the relevant data and statistics from the North-East states have been correlated with those from Maharashtra, the state with the highest per capita income, and from Bihar, the state with lowest per capita income, for deeper and wider understanding of the issues pertaining to the reading habit of the literate youth in the specific context of the North-East of India. I believe that the findings of the investigation will open up new windows to the understanding of the way this important segment of our population in this region thinks and behaves when it comes to books and reading culture.

March 1, 2012
New Delhi

Prof. Bipan Chandra
Chairman
National Book Trust, India

PREFACE

This readership study on India's North-Eastern states is a follow up to the previous work by the National Council of Applied Economic Research (NCAER) on a National Youth Readership Survey in 2010. The North-East is one of the most diverse regions in the country and has distinct cultures and traditions. The region has been a meeting point for many communities, faiths, and cultures and is home to a diverse group of people speaking a wide range of languages. Some groups have migrated over the centuries from places as far as South East Asia. The range of communities and geographical and ecological diversity makes this region a unique place compared to the other parts of this subcontinent.

The primary objective of this study was to assess the readership and media usage patterns among literate youth in the North-Eastern states. The study looks into their basic demographic and socio-economic characteristics and seeks to identify how these factors impact the likelihood of reading leisure books.

As compared to the rest of India, the North-Eastern states have a much higher readership of leisure books. The results reveal that the North-Eastern states, despite their economic backwardness in infrastructure and other indicators, have a greater proportion of readers in its youth population – 43 percent as against an all-India average of 25 percent. Further, the North-Eastern region has the highest proportion of literate youth in rural areas, while in the rest of India the concentration of literate youth is in urban areas. The percentage of literate youth in rural areas of the North-East who are self-employed in non-agriculture activities is double that of the all-India average.

The development of reading habits among youth, its causes and primary influences are relatively unexplored areas of inquiry. This report is an attempt to fill this gap for the North-East states and understanding their substantially superior performance on reading. Developing a reading culture and creating adequate opportunities for reading are the foundations of rich intellectual and emotional lives and the basis for sound citizenship values. These need to be nurtured continuously in schools and sustained later in life through the conscious efforts of the public education system, libraries, and, increasingly, access to the Internet.

I am sure the results of this work sponsored by National Book Trust will form an important input for policy makers and stakeholders in further promoting reading habits among the youth of this region. The superior performance of the North-East states in their incidence of youth readership should also provide lessons for the rest of India.

March 1, 2012
New Delhi

Shekhar Shah
Director-General
National Council of Applied Economic Research

ACKNOWLEDGEMENTS

The National Council of Applied Economic Research (NCAER) extends its deep gratitude and appreciation to the National Book Trust (NBT), India, particularly its Chairman, Prof. Bipan Chandra and Director, Shri M A Sikandar for their laudable initiative in entrusting the study on the status of youth readership in the North-Eastern States of India to NCAER under NBT's National Action Plan for the Readership Development among the Youth (NAPRDY). We also acknowledge the meaningful and sustained support and valuable inputs received from Shri Kumar Vikram, Editor of the Trust and Project In-charge, NAPRDY, towards the preparation of this Report as a member of the Study Team.

We are also thankful to Dr. Baldev Singh 'Baddan', Chief Editor & Joint Director, Smt. Farida M. Naik, Joint Director (Administration & Finance) and Shri Satish Kumar, Joint Director (Production) of the Trust for their sustained support throughout the project.

We are extremely grateful and indebted to the Department of Statistics, Gauhati University specially to Prof. J. Medhi, Prof. Dilip C Nath, Prof. K.K. Das and also to Mr. Gauhar Raza who participated and guided us at the workshop held at Gauhati University, attended by many researchers, scholars, publishers, social activists etc to discuss the draft of this Report.

Many researchers and prominent policy makers have helped the study team of NCAER-NBT in its endeavour to bring out the present title, Youth of North-East India: Demographics and Readership in its present shape and content. We are grateful to each one of them.

We would be failing in our duty if we do not recall the role and contribution of eminent statisticians, educationists, publishers, authors as members of the Advisory Committee of the National Youth Readership Survey, 2009 based on the broad guidelines and approach of which the present follow-up report focused on the North-East has been prepared. Accordingly, we acknowledge the support and guidance of Dr. N S Sastry, Former DG, NSSO & CSO, Prof. Palle Rama Rao ISRO-Dr. Brahm Distinguished Professor, ARCI, Hyderabad, Mr. Ramdas Bhatkal, CMD, Popular Prakashan, Mumbai, Prof. J B G Tilak, Professor, NEUPA, New Delhi, Dr. Navsharan Singh, Sr. Programme Officer, IDRC, New Delhi, Mr. Gauhar Raza, Sr. Scientist, NISTADS, Dr. P S Pandey, Principal Scientist, IARI, New Delhi, Ms. Ratna M Sudarshan, Director, ISST, New Delhi, Dr. Anil Rai, Principal Scientist, IASRI, New Delhi and representatives of NCERT on behalf of its Director.

NCAER is pleased to acknowledge the relentless effort of our consultants, Dr. V.T. Prabhakaran and Mrs. Mridusmita Bordoloi, towards preparations of this Report.

We take this opportunity to acknowledge the contribution of everyone who was a part of this endeavour.

March 1, 2012
New Delhi

Rajesh Shukla
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CHAPTER

1

INTRODUCTION

1.1 THE NORTH-EAST REGION AND ITS UNIQUENESS

The north-eastern region of India or the north-east (NE), as it is popularly known, comprises of eight states namely, Assam, Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura. Among the north-eastern states, Sikkim became an Indian protectorate in the year 1947 and a full state in 1975. The “Siliguri” corridor of West Bengal connects the north eastern region with the rest of India. More than 2000 km of boundary of this region is shared with other countries, which include Nepal, China, Bhutan, Burma and Bangladesh. With a population of 31.2 million in the year 2011, Assam is the biggest state in the north-eastern region, while the rest of the states are much smaller in terms of population size. Assam is followed by Tripura with a population of 3.7 million, whereas Sikkim has the lowest population of 0.6 million. It is interesting to observe that apart from Arunachal Pradesh and Nagaland, the other six north-eastern states have sex ratios that are considerably higher than all India average. In terms of geographical spread of

areas, Arunachal Pradesh is the largest among the eight states.

What is so unique about the north-east that qualifies it as a region that calls for special focus and that makes it distinctive enough to be studied as a separate region? Apart from geographical location, this region is different from the rest of the country because of many other characteristics, of which a few important ones are as follows:

- The north-east has a rich base of natural resources, the most important ones being tea and crude oil. India is the world’s largest tea producer and Assam is one of the main tea growing regions in India, producing both mass-market tea, and premium specialty or orthodox teas. The tea growing region of Assam lies at the foothills of the eastern Himalayas in the far north-eastern corner of India. The north-east region, especially Assam, has been bestowed with abundant crude oil and natural gas reserves. Assam accounts for about 15 percent of India’s crude output and produces natural gas equaling about 50 percent of India’s total onshore

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production. Another important advantage of the north-east is that it has a rich forest cover. Roughly half of the forests are reserved. Blessed with plentiful rainfall, the forests are a reserve of commercially useful produce such as timber, bamboo, stone, and cane. Bamboo is the best natural engineering material on this planet. India's 64 percent and world's 20 percent growing stock of bamboo grows in NE India.

- The north-east has its own distinctive environmental beauty and elegance. Most parts of the north-east are hilly and have plains on both sides of the river Brahmaputra, and are surrounded by the Himalayan ranges. Assam occupies the lush lowlands of the Brahmaputra valley. Arunachal Pradesh occupies the densely forested and sparsely populated foothills of the Himalayas, and is one of the major tourist attractions. Meghalaya, with its pine clad hills and lakes, is famous as the wettest region of the world. The other three states - Manipur, Mizoram and Tripura - make up a fascinating area consisting of green valleys, lush hills with variety of flora and fauna. Its natural landscape, lush green forests, wild life sanctuaries, pilgrimage spots and tea gardens offer a wide choice to cater to the tastes of a variety of tourists with different interests.
- The pace of economic development in the hilly areas of the region differs considerably from the plains. The valleys are economically active areas of the region, the Brahmaputra valley being the most active. There are differences among the eight states of the region with respect to their resource

endowments, level of industrialisation as well as infrastructural facilities. Despite being rich in natural resources, the overall economic development in the North Eastern region has been lagging behind the rest of the country. The region's economy is generally characterized by low per-capita income, in-adequate infrastructure facilities, geographical isolation, inadequate exploitation of natural resources such as minerals, hydro power potential, and forests, and comparatively high un-employment rate among the literate population.

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1.2 BACKGROUND OF THE STUDY

“Youth bulge” is a situation where a large proportion of young people reach productive

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age due to transition from high to low fertility, and the proportion of children and the elderly remains small. It is seen as an advantage, even characterised as a “demographic dividend”. By 2020, an average Indian is expected to be only 29 years old, as against 37 in China and the United States. His counterpart in Western Europe would be 45 and the average Japanese, 48 years old. Youth (the population in 13 - 35 years age group) have specific socio-economic needs and play an important role in determining the future trend of economic development of any region. Therefore, it becomes extremely important to provide them with adequate educational facilities as well as income-earning opportunities. However, along with formal education, another equally important aspect for all-round development of youth is knowledge about different aspects of society and life, and expansion of their imaginative power. In order to achieve that, it is essential to inculcate reading habits in the youth and expose them to different forms of media. Books, magazines, and newspapers — in short, the printed word — has historically been one of the most important inputs for any society’s intellectual progression. There is little point in expending government resources in spreading literacy if there is no follow-up programme to inculcate the reading habit. The creation of a reading culture and the promotion of reading among youngsters are fundamental for achieving the conceptual quotient of education. However, there is not much information available that reflects what the present readership behaviour and media consumption pattern among the youth in India are. At the same time, there has been hardly any all India level survey or research

study that has attempted to cover this aspect of youth in India. In order to fill this gap, the National Youth Readership Survey (NYRS) was conducted by National Council of Applied Economic Research (NCAER) during 2009 on behalf of the National Book Trust (NBT), India at the all India level with the objective to get a clear understanding of the present scenario of readership and media consumption behaviour of youth in India in a comprehensive manner.

As in other parts of the country, youth constitutes a dominant share of the population in the north-eastern region as well. In some of these states, more than half of the population comprises of youth. This report, as a follow up of the NYRS, attempts to give a detailed account of the reading habits of the literate youth in the north-eastern states and their exposure to different forms of media, and how different socio-economic and motivational factors impact the reading habits. But what is so exceptional and special about the readership and media consumption pattern in the north-east region, that makes it important enough to be studied exclusively as a separate region? The All India report¹ that was published in 2010 based on the NYRS-2009 results, gave enough indications about the uniqueness and distinctive features of readership and media usage by youth of this region as compared to the other parts of the country. This prompted the NBT to assign another study to have a deeper understanding of the reading habits and media consumption pattern of the north-eastern states. Some of the distinctive features of the north-east region based on the all India study are summarised below:

1 “Indian Youth, Demographics and Readership”, NBT-NCAER, 2010

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- The north-eastern states of India, despite their economic backwardness, have a greater proportion of readers among its youth population. The survey results reveal that in the north-eastern states, 43 percent of the youth are readers. While the central states have the largest block (85%) of non-readers, the north-east has the smallest (57%).
- It is noticed that the north-eastern region has the highest proportion of literate youth hailing from rural areas, while in the remaining parts of India, the concentration of literate youth is more towards urban.
- As compared to the all India average of 7.3 percent, a much higher percentage of literate youth in rural areas of north-east are working as self-employed in non-agriculture activities (12% to 14%). However, those who work as regular salaried or wage earners are relatively smaller. This is also true for urban areas of the region.
- Even though, in the northern, eastern and north-eastern states, the general castes' literate youths dominate, it may be pointed out that the north-east is home to a relatively higher proportion (23%) of the literate youth from Scheduled Tribe (ST) community. Moreover, a relatively higher concentration of Muslim literate youth is noticed in the north-eastern states since about one-third of the literate youth in this region are Muslims, followed by another 18 percent Christians.
- After south India, the north-east has the maximum percentage of literate youth who are members of a library.

1.3 KEY OBJECTIVES

- The primary objective of this study is to assess the readership status and pattern from the perspective of the "leisure book" or "non-text" reading. The study, *inter alia*, also goes into the issue of the pattern of media usage among literate youth in the north-eastern states of India. Apart from analysing the behaviour of youth, it also looks at some of the related characteristics for a broader section of the population to have an overall understanding of the picture for the entire region. However, even though some of the basic characteristics have been studied separately for each of the eight north-eastern states, at many places some detailed analysis has been done for Assam separately, and the rest of the NE states as a group to underline the comparative indices of Assam, the largest state of the region, *vis-a-vis* other states which are much smaller in population. Some of the questions that this report attempts to find answers to, are: Is newspaper readership in Sikkim is similar to the rest of the country? Is Assam very different from the rest of the north-east in terms of percentage of people reading books? Does the population in 50-60 years age group read more than the youth?
- In order to have a broader understanding of literate youth, over and above their readership and media consumption pattern, the study also aims to analyse their basic demographic and socio-economic characteristics. With the help of this analysis it aims to answer questions such as: What is the unemployment rate among literate youth in north-east vs. all India? What percentage of literate youth of the region are graduates in the rural areas as

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compared to urban? Do the north-eastern states have a higher percentage of literate youth in 25 to 35 years age group than those aged 13 to 24 years, as compared to the rest of the states in India?

- In order to have a relative understanding of the situation in the north-east, the study further aims to compare the results for the north-east with national level findings. It also attempts to compare the results with similar findings from one rich and one backward state of the country. Our interest also lies in understanding how different characteristics of the rural youth differ from those in urban areas. For instance, some of the lesser known issues could be: Does a higher percentage of youth read fiction books in the north-east as compared to those in the entire country? Are the youth in rural areas more interested in listening to radio for entertainment purpose than those in the urban? Is newspaper readership in the north-east markedly different from the all India average?
- Another important objective of the study is to identify how different demographic and socio-economic factors impact the

BOX 1.1: DATA SOURCE

Results presented in this book are primarily based on information collected through an all India primary survey called the “*National Youth Readership Survey -2009*” undertaken by National Council of Applied Economic Research (NCAER) on behalf of National Book Trust, India under the National Action Plan for the Readership Development among the Youth (NAPRDY) of the Trust to generate reliable information to meet the requirement to answer the objectives of the study. Sample literate youths (13-35 years of age) were selected scientifically by adopting a multi-stage stratified random sampling design from a wide cross-section of youth (age, education, and sex) in the country. In view of India’s diversity in terms of languages and locations, the sample size and selection procedure were designed to generate reliable estimates at state level separately for rural and urban areas. Therefore, sample of literate youths were selected from entire country by covering both rural and urban areas with the objective of enhancing the precision of the estimates.

The sample sizes for both rural and urban areas were independently determined based on available resources and the derived level of precision for key estimates from the survey, taking into account NCAER’s experiences in undertaking such surveys in the past. A total of 38,575 youths (13-35 years of age) were canvassed for collection of the primary data and were distributed over a larger geographical area to increase the precision of the estimates. For instance, in rural areas, the realised sample of 14,058 literate youths out of 102,699 listed was spread over 432 villages in 207 districts covering all States/UTs of India. Similarly, in urban areas, a sample of 24,517 literate youths out of 210,348 listed came from 753 urban wards in 199 towns covering all States/UTs (For details refer Appendix-II: Survey Methodology).

To increase accuracy and ensure adequate item response, the survey was conducted by adopting face-to-face interviews of the sample youths using a questionnaire-based approach. Non-response and non-sampling errors were reduced by conducting focus group discussion, proper training of interviewers and supervision.

Detailed information was collected on the demographic profiles of youth and their family members, usage pattern of various information sources, reading habits, preferences and on relevant qualitative indicators related to readership and reading habit of the youth. An exclusive module containing aspects such as the motivational factors influencing reading habits and preferences, purpose and attitude towards reading, aspirations and perceptions of youths were canvassed to all sample literate youths to measure the existing readership status.

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likelihood of reading leisure books by literate youth and to measure the level of impact. To achieve this objective an econometric analysis is conducted for the north-east as a group and for India separately. This exercise is expected to provide answers to questions such as: Does the ownership of television by a household have a negative impact on the reading habits of its youth? How important is the motivational support received from school teachers in the promotion of leisure reading habit among the youth? By what percentage would the likelihood of reading leisure books increase if a youth becomes member of a library?

1.4 STRUCTURE OF THE REPORT

The report has been organised into seven chapters, including the introductory first chapter. Chapter 2 looks into the overall reading behaviour and media consumption pattern of the total population, aged 10 year and above, in each of the eight north-eastern states of India. This exercise based on a broader population is to set the base for a more detailed analysis specifically for youth, in subsequent chapters. This chapter also shows how readership and media usage pattern change for households with different demographic and socio-economic characteristics.

The subsequent chapters analyse the characteristics of literate youth only, and not the entire population as that is the brief of the study. For this, Assam has been considered separately while the rest of the seven NE states are combined and studied as one or more groups for reasons explained earlier. However, for some of the broad characteristics, the findings for each of the seven states have been presented. Also, in order to have a better understanding

of the status of the north-eastern states as compared to the rest of the country, the findings are compared with the similar results for one rich state (i.e. Maharashtra) and one backward state (i.e. Bihar) of India chosen, based on their per capita gross domestic product. This is over and above the comparison of the findings in respect of the NE states with the overall Indian situation. Chapter 3 tries to prepare a detailed demographic profile of literate youth and their households according to age, level education, activity pursued and other characteristics. Chapter 4 provides a detailed analysis of the readership and reading behaviour of literate youth. Chapter 5 intends to study, mainly, the usage pattern of various information sources in terms of accessibility, frequency, place and time of access, time spent per day and preferences for specified types of information. The chapter also deals with factors associated with leisure reading enjoyment, library membership and perceptions on reading related issues. Chapter 6 tries to map the perceptions of Indian literate youth on various social and developmental issues. Chapter 7 presents the results of an econometric analysis undertaken to identify the important demographic and socio-economic factors (determinants) that impact the readership behaviour of literate youth in the north-eastern states. Chapter 8, titled 'Looking Ahead', apart from giving an overview of the salient findings, provides for an insightful discussion.

CHAPTER

2

READING INTERESTS AND MEDIA CONSUMPTION BEHAVIOUR

This chapter looks into the overall reading behaviour and media consumption pattern of the population, aged 10 year and above, in India's north-eastern (NE) states. By looking at this broader section of the population, we first try to understand the present scenario in each NE state, in order to set the base for a more detailed analysis specifically placing the status of the literate youth, in the subsequent chapters. It also presents how readership and media consumption pattern change for households with different demographic and socio-economic characteristics. Since population demographics have a strong bearing on readership, a discussion on such demographics of NE states is also in order. The base data for these inquiries has been sourced from the "Listing Proforma" of NYRS-2009, which provides sufficiently large sample sizes for each NE state to be studied separately.

2.1: BASIC DEMOGRAPHICS OF THE NE STATES

2.1.1 Estimate of population (aged 10 years and above) and its distribution across age-groups

As a whole, the north-eastern region constitutes only 3.7 percent of India's total population aged 10 years and above. In states other than Assam, the share is considerably smaller. While Assam accounts for 2.5 percent (23 million), the other seven states together constitute just 1.2 percent (11.6 million).

The NE region has a significantly larger share of rural population as compared to the all India figure. Of the total population in north-east, 81 percent stays in rural areas. Of the eight states, Sikkim has the maximum share of rural population (86 %), followed by Assam (84 %). In the case of Mizoram, the rural-urban proportions are drastically different from the rest of the seven states. It has a higher share of urban population (54 %) than rural (46 %) (Table 2.1).

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Table 2.1: Population aged 10 years and above in north eastern states

State	Population (In millions)	Share of all India population (%)	Distribution of population across sector (%)	
			Rural	Urban
Assam	23.0	2.5	84.0	16.0
Arunachal Pradesh	1.0	0.1	69.5	30.5
Sikkim	0.5	0.1	86.2	13.8
Nagaland	2.3	0.2	82.6	17.4
Manipur	2.0	0.2	73.6	26.4
Mizoram	0.8	0.1	46.0	54.0
Tripura	2.9	0.3	80.0	20.0
Meghalaya	2.1	0.2	77.7	22.3
All India	924.4	100	68.9	31.1

Source: NYRS (2009), NCAER

A look at the distribution of population of 10 year olds and above, across different age-groups in the eight north-eastern states, separately for rural and urban areas, throws some interesting insights (Table 2.2). The percentage of youth ranges from 50-70 in rural areas and 50-66 in urban areas. The share of youth in rural population is the highest in Meghalaya (70%) and lowest in Manipur (49%), the all India figure being 56 percent. Interestingly, the share of rural population in the older age groups is relatively higher in Manipur than the

other seven states.

From the age distribution of urban population (Table 2.3), it is seen that Arunachal Pradesh has the highest share of urban youth, followed by Meghalaya. In both these states, senior citizens constitute only a miniscule 1 percent of the total urban population of 10 year olds and over. Similar to the situation in rural areas, Manipur has the lowest share of urban youth compared to the other states and the highest share of aged people as well.

Table 2.2: Age distribution of rural population, 10 year olds and over

States	Age distribution					Total
	Children (10 To 12 years)	Youth (13 To 35 years)	Mature citizen (36 To 50 years)	Middle aged (51 To 60 years)	Senior citizen (Greater than 60 years)	
Assam	7.5	59.0	21.3	6.9	5.3	100.0
Arunachal Pradesh	8.7	60.1	20.6	5.2	5.5	100.0
Sikkim	6.2	59.5	19.8	8.3	6.3	100.0
Nagaland	5.1	63.3	22.8	5.9	2.9	100.0
Manipur	6.9	49.5	23.5	11.4	8.8	100.0
Mizoram	10.0	55.0	21.8	8.6	4.5	100.0
Tripura	7.1	61.1	18.0	7.7	6.1	100.0
Meghalaya	5.2	69.7	18.6	3.8	2.8	100.0
All India	7.5	56.5	22.0	8.0	6.1	100.0

Source: NYRS (2009), NCAER

READING INTERESTS AND MEDIA CONSUMPTION BEHAVIOUR

Table 2.3: Age distribution of urban population, 10 year olds and over

States	Age distribution					Total
	Children (10 To 12 years)	Youth (13 To 35 years)	Mature citizen (36 To 50 years)	Middle aged (51 To 60 years)	Senior citizen (Greater than 60 years)	
Assam	5.4	54.6	25.7	8.1	6.2	100.0
Arunachal Pradesh	7.0	65.8	21.9	4.0	1.3	100.0
Sikkim	8.5	59.8	20.1	6.3	5.3	100.0
Nagaland	6.9	61.4	20.4	7.4	4.0	100.0
Manipur	3.8	50.1	25.3	11.1	9.6	100.0
Mizoram	7.0	52.1	20.7	10.6	9.7	100.0
Tripura	5.1	54.3	23.1	10.1	7.4	100.0
Meghalaya	8.6	65.2	20.8	4.8	0.6	100.0
All India	6.2	55.7	23.7	7.9	6.4	100.0

Source: NYRS (2009), NCAER

2.1.2 Distribution of population (10 year olds and over) across education levels

Overall, north-eastern states are found to have better literacy levels in their rural population than the all India average (Table 2.4). Percentage of illiterates in the population aged 10 years and above in rural areas of each of the eight north-eastern states, is less than the all India average of 36 percent. Manipur and Nagaland are the two most literate states, which have only 11 percent

illiterates in the target population of 10 year olds and above. In terms of attainment of higher education by rural population, Manipur scores much above the rest of the states. For instance, compared to only 2.9 percent rural graduates in Assam, there are 11 percent graduates in rural Manipur, which has the highest share of post-graduates (1.7%) as well. Arunachal Pradesh, on the other hand, lagged behind in respect of education above graduation level.

Table 2.4: Distribution of rural population, 10 year olds and over, by level of education

State	Education level									Total
	Non-literate	Below primary	Primary	Middle class	Secondary	Higher secondary	Graduate	Post-graduate	Professional /higher research degree	
Assam	29.5	12.7	16.0	19.7	10.7	8.0	2.9	0.3	0.2	100.0
Arunachal Pradesh	22.2	10.4	22.0	25.6	8.3	8.0	3.5	0.0	0.0	100.0
Sikkim	19.9	16.8	22.0	17.2	12.9	5.9	4.6	0.7	0.0	100.0
Nagaland	10.9	12.9	23.2	22.5	16.8	8.5	4.3	0.7	0.2	100.0
Manipur	11.8	9.0	13.0	23.0	17.3	12.8	11.1	1.7	0.2	100.0
Mizoram	19.3	18.7	22.2	22.9	8.3	4.4	2.8	1.5	0.0	100.0
Tripura	34.8	26.5	19.1	11.1	4.7	2.1	1.2	0.3	0.3	100.0
Meghalaya	34.0	27.9	13.9	10.8	6.3	4.9	1.7	0.4	0.1	100.0
All India	36.4	11.4	16.6	14.8	10.9	6.1	2.8	0.7	0.3	100.0

Source: NYRS (2009), NCAER

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The educational attainment pattern is found to be slightly different in urban areas of the north-eastern states. Percentage of non-literates in population of 10 year olds and over, is the lowest in Mizoram (4.3%), followed by Manipur (5.3%). Even though, share of literates in total urban population is highest in Mizoram, most of them had their attainments up to higher secondary level only. Mizoram has the lowest share of graduates compared to the other

states in the north-east region. The shares of graduates and post-graduates are found to be considerably higher in urban Manipur relative to their counterparts in the other states - about one fifth of the urban population of 10 year olds and over, are graduates and around 24 percent have completed higher secondary school. In fact, Manipur is the only state in NE that has a higher share of urban post-graduates than the all India average for urban population (Table 2.5).

Table 2.5: Distribution of urban population, 10 year olds and over, by level of education

State	Education level									Total
	Non-literate	Below primary	Primary	Middle class	Secondary	Higher secondary	Graduate	Post-graduate	Professional /higher research degree	
Assam	8.5	7.3	12.8	23.8	18.1	15.1	12.1	1.6	0.7	100.0
Arunachal Pradesh	10.6	5.1	18.4	25.2	11.1	18.5	9.3	1.8	0.0	100.0
Sikkim	18.9	12.2	24.2	16.4	14.2	5.4	5.9	2.7	0.1	100.0
Nagaland	12.7	9.6	17.3	24.6	14.5	9.4	9.5	2.1	0.2	100.0
Manipur	5.3	5.3	8.6	17.4	15.0	23.6	20.2	4.5	0.1	100.0
Mizoram	4.3	11.2	17.2	33.9	19.9	7.8	3.8	1.7	0.2	100.0
Tripura	10.6	12.8	21.1	22.5	9.3	10.2	10.6	2.5	0.4	100.0
Meghalaya	14.0	31.8	16.6	12.8	10.6	8.1	4.1	0.9	1.0	100.0
All India	16.3	8.2	15.2	17.1	17.9	11.3	9.6	3.2	1.1	100.0

Source: NYRS (2009), NCAER

2.2: READING INTERESTS OF PEOPLE IN NORTH-EASTERN STATES

2.2.1. Leisure-book Reading Among Literates (10 year olds and over)

At the all India level, about 28 percent of the literate population, 10 year olds and over, read books for pleasure. In the north-eastern region, four states have readership much above the all India average. But in the remaining four, the percentages are below the average (Table 2.6). Though Assam is known as the entry point to the

north-eastern states with comparatively improved infrastructure and better economic prospects, the proportion of leisure book readers here (39%) is much lower than in Mizoram (62%), Manipur (52%) and Nagaland (47%). The situation is quite dismal in Sikkim where only 13 percent literate population read leisure books. A stark rural-urban divide in favour of urban has been observed in the cases of Assam, Arunachal Pradesh, Mizoram and Tripura. But the differences are quite narrow in Manipur and Nagaland (Table 2.6).

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Table 2.6: Percentage of leisure book readers across states in rural/urban areas

State	Rural	Urban	Total
Assam	36.0	52.8	39.3
Arunachal Pradesh	11.9	32.9	19.0
Sikkim	12.9	15.8	13.3
Nagaland	46.1	52.1	47.1
Manipur	50.3	57.8	52.4
Mizoram	43.6	74.7	61.7
Tripura	12.0	36.6	18.2
Meghalaya	26.1	24.8	25.7
All India	23.5	36.4	28.3

Source: NYRS (2009), NCAER

At the all India level, there is not much association between size of the household and readership among its members. A similar situation is observed across most of the north-eastern states as well. However, one prominent exception is Nagaland, where it is seen that higher the size of the household, greater is the

percentage of people reading leisure books. The situation is completely opposite in Mizoram where a higher percentage of the readers (67%) comes from the households with 1-2 people and the percentage falls to 60 for households with more than five members (Table 2.7).

Table 2.7: Percentage of leisure book readers by state and household size (Overall)

State	Household size			
	1 To 2 people	3 To 5 people	> 5 People	All
Assam	31.0	40.5	38.4	39.3
Arunachal Pradesh	35.6	22.2	14.2	19.0
Sikkim	6.3	12.8	14.2	13.3
Nagaland	40.5	45.3	54.6	47.1
Manipur	41.5	54.6	50.1	52.4
Mizoram	67.1	63.6	59.6	61.7
Tripura	14.1	18.7	17.8	18.2
Meghalaya	28.9	18.8	30.0	25.7
All India	28.9	29.7	26.0	28.3

Source: NYRS (2009), NCAER

An attempt was also made to know the association between readership and the principal source of income. It revealed that in Mizoram more than three fourths of literate

population from households whose principal source of income is either regular salary or wages, or self-employment in non-agriculture activities, read leisure books (Table 2.8).

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However, in most of the north-eastern states, readership is lower among labour dependent households. The “Others” category in the table includes sources such as pension, rental income, remittances, dividend, and royalty. It is observed that in the states of Assam, Sikkim, Manipur and Tripura, the percentage of leisure readers are much higher in this category of

households than the salaried households. One obvious difference in the case of households in the “Others” category from the rest is that the average time spent on income-earning activities is much less in these households. Surprisingly, ‘Self-employed in agriculture’ accounted for the highest percentage of leisure readers (71%) in Manipur.

Table 2.8: Percentage of leisure book readers by state and principal source of household income (Overall)

State	Principal source of income					Total
	Regular salary and/or wages	Self-employed in non-agriculture	Agricultural and other (casual) labour	Self-employed in agriculture and/or allied activities	Others	
Assam	53.1	41.1	22.6	34.1	55.3	39.3
Arunachal Pradesh	30.0	13.0	5.1	0.0	21.1	19.0
Sikkim	20.9	11.6	8.1	7.0	30.2	13.3
Nagaland	57.2	46.6	34.3	40.6	53.8	47.1
Manipur	61.6	39.7	41.6	71.4	70.2	52.4
Mizoram	76.5	77.7	53.3	31.7	57.0	61.7
Tripura	36.0	33.3	7.9	13.4	44.9	18.2
Meghalaya	42.9	15.4	13.4	25.2	23.4	25.7
All India	32.9	31.1	22.9	24.9	36.5	28.3

Source: NYRS (2009), NCAER

Percentage of leisure book readers across states and age categories separately for rural and urban areas is given in Tables 2.9 and 2.10. In both rural and urban areas the readership among youth, mature citizens and middle-aged is much higher compared to children in all states except Manipur where ‘children’ accounts for

the largest percentage (85-87%). Proportion of readers among youth is relatively higher in the states of Nagaland, Manipur, Mizoram and Assam - in rural areas the percentage varies from 39 to 57, and for urban areas it ranges from 55 to 74.

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Table 2.9: Percentage of leisure book readers by state and age group (Rural)

State	Age group					Total
	Children (10 To 12 years)	Youth (13 To 35 years)	Mature citizen (36 To 50 years)	Middle aged (51 To 60 years)	Senior citizen (Greater than 60 years)	
Assam	23.5	39.2	33.0	35.2	27.1	36.0
Arunachal Pradesh	4.7	11.6	17.9	14.7	8.2	11.9
Sikkim	3.8	13.3	17.4	13.3	0.0	12.9
Nagaland	26.9	56.6	30.5	11.5	12.9	46.1
Manipur	87.4	52.7	41.1	39.9	30.9	50.3
Mizoram	25.4	45.0	47.5	46.9	49.2	43.6
Tripura	5.5	13.3	11.9	13.4	3.4	12.0
Meghalaya	11.5	27.7	26.4	29.9	7.7	26.1
All India	18.0	25.0	22.0	22.7	21.1	23.5

Source: NYRS (2009), NCAER

The percentage of youth who read leisure books in rural areas is the highest in Nagaland (57%) and lowest in Arunachal Pradesh (12%), while in urban areas Mizoram (74%) and Sikkim (15%) have accounted for the highest and lowest percentages. However, in the Sr. citizen's group, Meghalaya (81%) has the

biggest share of urban leisure-book readers, while the proportion of rural readers is higher in Mizoram (49%) and Manipur (31%) compared to the rest of the states. It is, indeed, creditable that in urban Assam, more than half the literate youth in all age-groups except, 'children', read leisure books (Table 2.10)

Table 2.10: Percentage of leisure book readers by state and age group (Urban)

States	Age group					Total
	Children (10 To 12 years)	Youth (13 To 35 years)	Mature citizen (36 To 50 years)	Middle aged (51 To 60 years)	Senior citizen (Greater than 60 years)	
Assam	41.3	54.9	50.1	53.8	53.4	52.8
Arunachal Pradesh	12.6	34.7	34.3	37.4	14.2	32.9
Sikkim	8.4	14.8	21.1	19.8	23.4	15.8
Nagaland	36.9	59.4	41.6	39.6	30.2	52.1
Manipur	85.0	66.5	42.6	50.1	44.4	57.8
Mizoram	52.4	74.4	79.0	82.0	76.8	74.7
Tripura	24.6	36.8	38.5	37.9	36.4	36.6
Meghalaya	8.8	23.3	28.0	61.3	80.6	24.8
All India	27.8	37.2	36.4	37.3	36.6	36.4

Source: NYRS (2009), NCAER

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2.2.2. Newspaper Reading Among Literates (10 year olds and over)

Among the eight north-eastern states under consideration, Manipur is found to have the highest share of newspaper readers (72%), followed by Mizoram (64%) and Nagaland (58%). In the remaining states, the readership is much smaller than the all India average. The lowest percentage is observed in Sikkim where only 16 percent of the literate population read newspapers. It is astonishing to find that only 36 percent of the literate population aged 10 years and over, read newspapers in Assam, which is the most developed state in the NE region in terms of infrastructure growth, communication and economic activities.

In the NE region, the proportion of newspaper-readers is higher in urban areas as compared to rural areas. With 89 percent urban newspaper-readers, Manipur stands out as the best performing state, followed by Mizoram with 77 percent readers. In Manipur and Mizoram, newspaper readership is much above the average readership in urban India. Sikkim is the only state where there is hardly any difference in readership levels of rural and urban areas. Urban parts of Tripura perform better than all India urban average. In the rural areas, Manipur has the highest proportion of newspaper readers (66%) followed by Nagaland (56%) - Arunachal Pradesh (13%) accounting for the lowest proportion (Table 2.11).

Table 2.11: Newspaper readership (%) among the literates in rural and urban areas of NE states

State	Rural	Urban	Total
Assam	31.8	54.6	36.3
Arunachal Pradesh	13.2	29.0	18.5
Sikkim	16.1	17.4	16.3
Nagaland	56.1	66.6	57.9
Manipur	65.7	89.3	72.3
Mizoram	46.2	76.8	64.0
Tripura	27.4	64.5	36.9
Meghalaya	25.6	36.0	28.5
All India	39.8	61.8	48.0

Source: NYRS (2009), NCAER

Overall, households which depended on salary or wages, or those depended on pension, rental income etc. have a relatively higher proportion of newspaper readers at the all India level. NYRS results reveal a similar trend for the NE states as well (Table 2.12). Across most of the states it is observed that newspaper readership is least among agriculture and other casual labourers with Arunachal Pradesh (2%)

and Sikkim (8%) accounting for the two lowest proportions. Mizoram is an exceptional case where the readership among casual labourers is much higher (54%) than those self-employed in agriculture (27%). Interestingly, Manipur has a very high percentage of newspaper-readers (81%) among agriculture dependent households compared to the rest of the NE states.

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Table 2.12: Newspaper readership (%) by state and principal source of household income (Overall)

State	Principal source of income					Total
	Regular salary and/or wages	Self-employed in non-agriculture	Agricultural and other (casual) labour	Self-employed in agriculture and/or allied activities	Others	
Assam	50.3	38.9	20.5	29.3	51.9	36.3
Arunachal Pradesh	29.3	14.6	2.2	0.0	20.0	18.5
Sikkim	22.4	23.1	7.6	9.7	38.3	16.3
Nagaland	71.1	59.7	37.1	47.1	68.8	57.9
Manipur	82.6	63.5	57.1	80.6	85.8	72.3
Mizoram	81.1	83.1	54.0	27.2	61.1	64.0
Tripura	69.0	59.7	19.5	34.6	72.9	36.9
Meghalaya	47.6	27.4	11.2	39.3	27.5	28.5
All India	57.2	52.9	38.6	41.2	58.5	48.0

Source: NYRS (2009), NCAER

A look at the newspaper readership across rural and urban areas for different age categories (Table 2.13, Table 2.14) shows that in rural areas, the readership is much higher among the youth, mature-citizen and middle-aged. However, in Manipur (64%) and

Mizoram (55%) there are a good lot of senior citizen readers as well. Manipur has the highest percentage of youth newspaper-readers (67%) followed by Nagaland (64%) with Arunachal Pradesh (11%) and Sikkim (15%) accounting for the lowest readership among youth category.

Table 2.13: Newspaper readership (%) by state and age-group (Rural)

States	Age group					Total
	Children (10 To 12 years)	Youth (13 To 35 years)	Mature citizen (36 To 50 years)	Middle aged (51 To 60 years)	Senior citizen (Greater than 60 years)	
Assam	11.8	33.4	36.2	38.7	24.6	31.8
Arunachal Pradesh	3.6	11.4	22.1	34.3	24.5	13.2
Sikkim	10.1	15.2	22.0	21.9	16.3	16.1
Nagaland	31.8	63.6	42.6	54.2	25.8	56.1
Manipur	59.6	67.4	64.0	66.2	64.0	65.7
Mizoram	16.2	47.7	56.5	48.0	55.5	46.2
Tripura	6.9	27.4	36.4	37.2	34.3	27.4
Meghalaya	4.7	26.0	29.4	44.9	23.2	25.6
All India	23.2	41.2	43.6	44.1	38.8	39.8

Source: NYRS (2009), NCAER

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For all age-groups, the readership in urban areas is much higher as compared to rural areas. In urban Assam we have 57 percent and 60 percent respectively in mature citizen and middle aged categories as against 36 percent and 39 percent respectively in Assam rural. In most of the states, urban readership is much higher among mature citizen and higher categories. However, in Manipur (93%) the

readership is the highest among the youth category. On comparing the youth readership levels in different NE states, it is observed that that the readership is maximum in Manipur (93%), followed by Mizoram (77%). Sikkim (15%) has accounted for the lowest readership level. There is also a sizeable percentage of senior citizen readers (70-80%) in majority of NE states.

Table 2.14: Newspaper readership (%) by state and age-group (Urban)

States	Age group					Total
	Children (10 To 12 years)	Youth (13 To 35 years)	Mature citizen (36 To 50 years)	Middle aged (51 To 60 years)	Senior citizen (Greater than 60 years)	
Assam	25.8	55.1	57.4	60.4	58.6	54.6
Arunachal Pradesh	7.0	29.5	34.9	40.6	0.0	29.0
Sikkim	8.4	15.4	23.9	26.2	37.6	17.4
Nagaland	43.7	69.2	65.0	70.5	69.5	66.6
Manipur	80.8	93.1	88.5	86.2	72.9	89.3
Mizoram	62.0	76.9	78.3	83.7	76.4	76.8
Tripura	18.8	64.2	72.7	70.5	69.5	64.5
Meghalaya	10.1	35.7	40.1	70.9	80.6	36.0
All India	41.2	61.4	66.7	68.3	64.8	61.8

Source: NYRS (2009), NCAER

2.3 MEDIA CONSUMPTION BEHAVIOUR OF LITERATES (10 YEAR OLDS AND OVER)

2.3.1. Subscription to Newspapers and Magazines

At the all India level, percentage of literate population that subscribe to newspapers or magazines in their households is only 22 percent with urban literates (39%) dominating over their rural counterparts (12%). In the states of Arunachal Pradesh, Assam and Meghalaya, the subscription levels (21-25%) are comparable to the all India average (Table 2.15). The highest subscription level is found in Manipur and

Mizoram (64% each) while the lowest level in Sikkim where only 14 percent literates have newspapers/magazines subscription in their households.

In all the states except Sikkim, the urban subscription levels are much higher (32-87%) compared to rural (7-55%). Urban subscriptions are much higher in Manipur (87% vs 55%), Mizoram (76% vs 46%) and Nagaland (53% vs 43%). In Tripura, the rural subscription is as low as 7 percent and in Arunachal Pradesh it is only 15 percent. In the case of Sikkim, both rural and urban subscriptions are at a dismal level (14-16%).

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Table 2.15: Percentage subscription to newspapers and magazines by households

State	Rural	Urban	Total
Assam	17.6	43.9	22.8
Arunachal Pradesh	15.4	32.3	21.1
Sikkim	14.2	15.7	14.4
Nagaland	43.1	53.2	44.9
Manipur	55.0	87.5	64.1
Mizoram	46.4	76.3	63.8
Tripura	6.9	45.4	16.7
Meghalaya	23.0	32.7	25.7
All India	12.5	39.1	22.4

Source: NYRS (2009), NCAER

At the all India level, subscription to newspapers and magazines is the highest (39%) in households whose chief source of income is pension benefits, rental income etc. All the NE states except Arunachal Pradesh, Sikkim and Meghalaya, have higher levels of subscription under this category of household, compared to the all India average – in Manipur the subscription level is as high as 87 percent. The next important category is that of regular

salaried workers or wage earners which accounts for much higher levels of subscription in Mizoram (82%), Manipur (78%) and Nagaland (71%) and even in Meghalaya (54%) as against the all India average of 35 percent. The subscription levels are much lower in agriculture dependent or labour dependent households (10-11%) with Arunachal Pradesh and Tripura accounting for the lowest level of subscription (Table 2.16).

Table 2.16: Subscription to newspapers and magazines (%) by state and principal source of household income (Overall)

State	Principal source of income					Total
	Regular salary and/or wages	Self-employed in non-agriculture	Agricultural and other (casual) labour	Self-employed in agriculture and/or allied activities	Others	
Assam	38.9	24.9	8.9	10.7	40.4	22.8
Arunachal Pradesh	31.7	18.1	3.0	0.0	34.2	21.1
Sikkim	22.4	21.4	9.1	5.5	34.1	14.4
Nagaland	71.4	50.2	24.5	14.1	56.3	44.9
Manipur	77.7	56.4	36.8	42.9	86.9	64.1
Mizoram	82.2	68.5	55.2	6.8	53.4	63.8
Tripura	38.3	36.6	4.2	1.0	55.7	16.7
Meghalaya	54.3	22.9	4.4	12.1	21.5	25.7
All India	34.7	29.6	10.1	11.4	39.0	22.4

Source: NYRS (2009), NCAER

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At an overall, the rural subscription to newspapers and magazines by households shows an increasing trend with increase in the age of literate youth in the NE region. For instance, against 11 percent subscription in the 13 - 35 years age group, it rises to 21.6

percent in the senior citizen category. Manipur and Mizoram follow a similar pattern. In the case of Assam, a higher level of subscription is accounted by mature citizen and middle-aged groups over the senior citizen category (Table: 2.17).

Table 2.17: Subscription to newspapers and magazines (%) by state and age group (Rural)

States	Age group					
	Children (10 To 12 years)	Youth (13 To 35 years)	Mature citizen (36 To 50 years)	Middle aged (51 To 60 years)	Senior citizen (Greater than 60 years)	Children (10 To 12 years)
Assam	11.5	16.7	20.8	29.0	18.5	17.6
Arunachal Pradesh	11.6	14.0	21.4	19.6	32.7	15.4
Sikkim	12.7	12.5	20.7	19.6	22.2	14.2
Nagaland	52.8	44.2	37.1	53.8	21.5	43.1
Manipur	49.1	53.4	55.3	61.7	66.5	55.0
Mizoram	25.0	44.2	58.3	53.2	67.7	46.4
Tripura	0.0	6.3	9.8	16.0	13.7	6.9
Meghalaya	11.6	23.3	27.3	19.9	23.2	23.0
All India	7.0	11.0	17.3	19.7	21.6	12.5

Source: NYRS (2009), NCAER

For each of the age groups, the household level subscription to newspapers and magazines is found to be significantly higher in urban areas than in rural areas (Table 2.18). As found in rural areas the subscription levels increase with increase in age of literate youth canvassed. In the youth category, highest subscription is in Manipur (86%),

followed by Mizoram (75%), the lowest level being accounted by Sikkim with 15 percent subscription. In the case of senior citizen households the lowest subscription is observed in Meghalaya and Sikkim where only 19 percent households subscribe. Much higher rates are observed in other states except Arunachal Pradesh.

Table 2.18: Subscription to newspapers and magazines (%) by state and age group (Urban)

States	Age group					
	Children	Youth	Mature citizen	Middle aged	Senior citizen	Total
Assam	33.8	39.6	48.1	55.1	64.4	43.9
Arunachal Pradesh	14.0	31.6	38.0	53.2	28.6	32.3
Sikkim	13.2	14.8	18.1	22.1	19.5	15.7
Nagaland	50.4	51.9	54.1	63.2	60.5	53.2
Manipur	85.1	85.9	89.6	92.7	85.2	87.5
Mizoram	74.6	75.5	76.6	80.1	78.2	76.3
Tripura	28.0	41.2	48.4	57.4	70.9	45.4
Meghalaya	29.1	31.6	34.4	52.2	19.4	32.7
All India	29.2	35.3	44.9	52.0	55.4	39.1

Source: NYRS (2009), NCAER

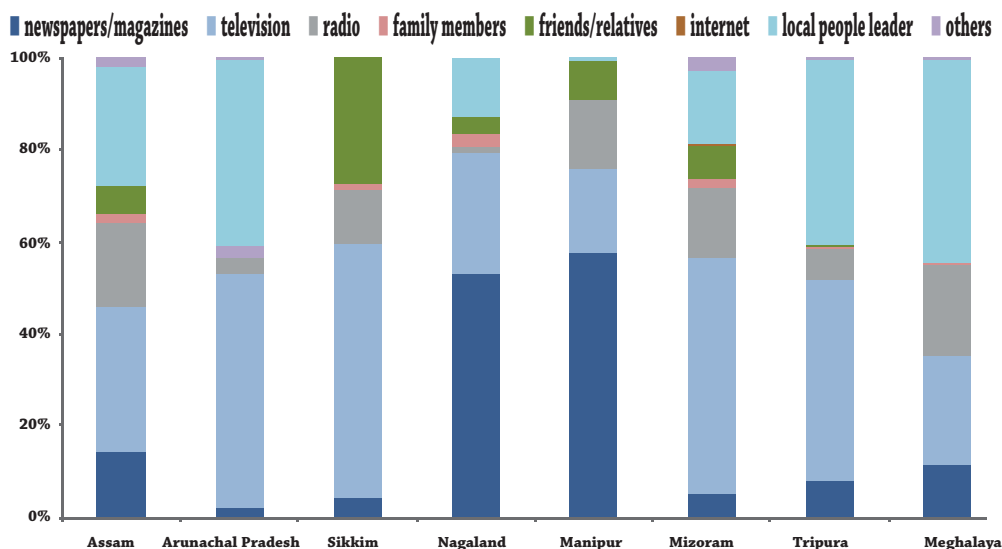
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2.3.2. Major Source of Information

In rural areas of the NE region, television (TV) is the major source of information for literate population. In five of the eight states in this region, the most popular source of information is television. With 55 percent viewership, Sikkim is at the top, preferring television for fulfilling most of their information needs, followed by Mizoram where it is the major source of information to 52 percent of the literates. However, in Nagaland and Manipur, the most

popular source of information in rural areas is newspapers. In these states more than half their literate population turn to newspapers and magazines for various pieces of information. One state that clearly stands out from the rest of the north-east is Meghalaya where the most popular source of information is 'local leaders/people'. About 44 percent literates in rural Meghalaya meet most of their information needs by this source while 24 percent prefer TV. (Figure 2.1)

Figure 2.1: Distribution of literate population in rural areas across major sources of information in different north-eastern states

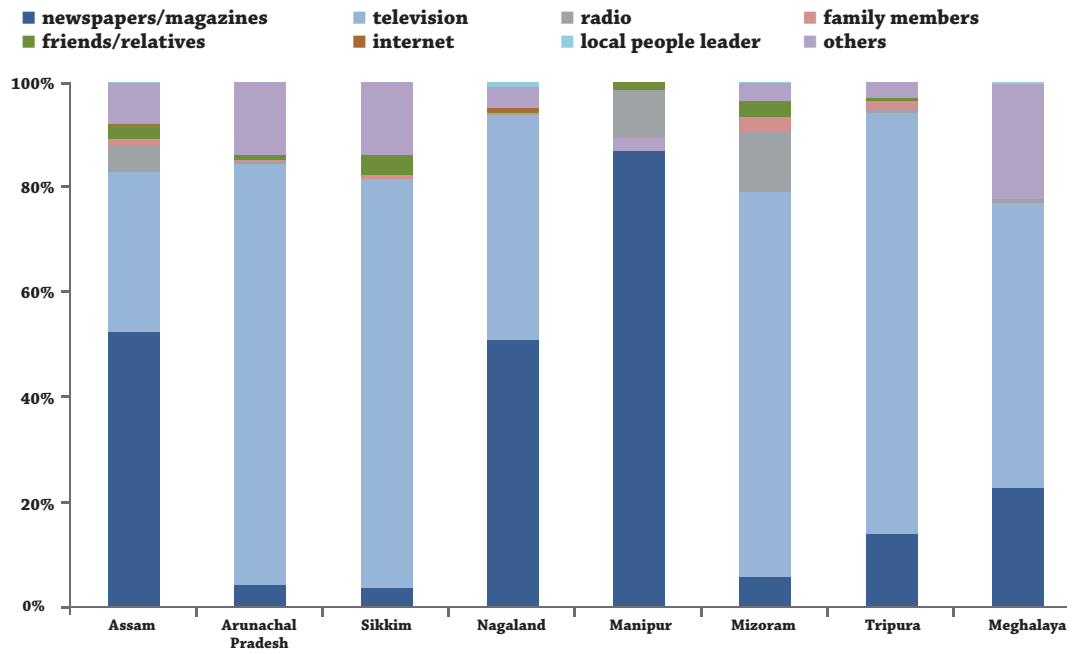


In the urban areas of the north-eastern states, television is undoubtedly the most preferred source of information. Compared to rural areas, a much higher percentage of urban literates prefer television to access information. The highest preference for television can be seen in Arunachal Pradesh and Tripura, with 80 percent literates in each of these states using TV as the major

source. In urban areas of Manipur and Nagaland, the most preferred source of information is 'newspapers and magazines' – in Manipur 87 percent literates use this source. Surprisingly, the second important source of information in urban Manipur and urban Mizoram is radio, as viewed by 9 percent and 12 percent respectively of the literate youth (Figure 2.2)

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Figure 2.2: Distribution of literate population in urban areas across major sources of information in different north-eastern states



CHAPTER

3

DEMOGRAPHIC AND SOCIO-ECONOMIC CHARACTERISTICS OF LITERATE YOUTH

This chapter deals with the basic demographic and socio-economic characteristics of literate youth in the north-eastern (NE) region of the country. In this report, “Youth” refers collectively to all human individuals in the 13 to 35 years age group. The findings from the north-eastern states have also been compared with one each from the best and worst performing states of the country selected on the basis of current per capita gross domestic product, over and above their comparison with the all India level. This is done in order to have a more comprehensive understanding of the performance of the north-eastern states in comparison to the rest of the country. From this chapter onwards, in most cases the performance of the seven north-eastern states is being studied as a group, while looking at Assam separately. This is done primarily because the sample sizes covered in the survey for these seven states are relatively small. This makes it difficult to study the characteristics of each state individually, since it will deplete the sample sizes, further. However, for some

of the broad characteristics, the findings for each of the seven states have been provided.

3.1 BASIC DEMOGRAPHICS OF LITERATE YOUTH (13 TO 35 YEARS)

3.1.1. Estimates of Literate Youth for Different North-eastern states

The total number of literate youth in India is estimated to be 332.7 million in the year 2009. The eight north-eastern states, together, constitute only 4 percent of the total literate youth in India, which translates into 13.2 million. With a literate youth population of 0.2 million, Sikkim has accounted for the smallest population among the north-eastern states but it has the highest share of literate youth in rural areas. Mizoram is the only state that has a larger share of literate youth living in urban areas. All the other NE states except Arunachal Pradesh and Mizoram have a higher share of literate youth staying in rural areas than the all India average (Table 3.1). In the cases of Assam and Manipur 80 percent and 71 percent of the literate youth respectively, come from the rural areas.

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Table 3.1: Estimated number of literate youth in the north eastern states

State	Literate youth (millions)	Literate youth (percent)	Distribution of literate youth across sector (%)	
			Rural	Urban
Assam	8.4	2.5	79.7	20.3
Arunachal Pradesh	0.4	0.1	58.9	41.1
Manipur	0.8	0.3	71.4	28.6
Meghalaya	0.8	0.2	70.2	29.8
Mizoram	0.4	0.1	41.4	58.6
Nagaland	1.0	0.3	78.3	21.7
Sikkim	0.2	0.1	84.0	16.0
Tripura	1.2	0.4	77.7	22.3
Rest of the States	319.5	96.0	61.5	38.5
All India	332.7	100	62.1	37.9

Source: NYRS (2009), NCAER

3.1.2. Age Distribution of Literate Youth

In order to study the age distribution of literate youth, they have been divided into three age groups of 13 to 19 years, 20 to 24 years and 25 to 35 years. Following the nomenclature adopted in NYRS-2009, these groups may be called as 'adolescents', 'young adults' and 'elder youths' respectively. At the all India level, it is observed that 41.3 percent of youth belongs to the 25 to 35 years age group, and 36.7 percent to 13 to 19 years age group.

The situation in the north-eastern region is more or less similar to the all India average. However, Assam has a larger share of elder youths (46%), compared to rest of the north-eastern region (41%). While Maharashtra, which is one of the most developed states of India, has a similar distribution Bihar, one of the least developed states of India, has a relatively larger share of 'adolescents' (41%) than 'elder youths' (39%) (Table 3.2).

Table 3.2: Distribution of literate youth (%) by state and age group (Overall)

State	Age Group				Total literate youth (Million)
	(13-19) years	(20-24) years	(25-35) years	Total	
Assam	32.4	21.6	46	100	8.4
Other North-Eastern States	34.1	24.8	41.1	100	4.8
Maharashtra	32.9	22.9	44.2	100	39
Bihar	40.8	19.9	39.3	100	18.1
Rest of the States	37.1	22	40.9	100	262.4
All India	36.7	22.0	41.3	100	332.7

Source: NYRS (2009), NCAER

DEMOGRAPHIC AND SOCIO-ECONOMIC CHARACTERISTICS OF LITERATE YOUTH

In the rural areas of NE region, the age distribution is favourable to ‘adolescents’ at the cost of ‘elder youths’. Of the total literate youth in the rural areas of NE region excluding Assam, about 35 percent are ‘adolescents’ and 25 percent ‘young adults’ as against 39

percent and 22 percent respectively at the all India level. Assam has a comparatively higher share of ‘elder youths’ among its literate youth (45%) compared to the other north-eastern states (39%) (Table 3.3).

Table 3.3: Distribution of literate youth (%) by state and age group (Rural)

State	Age Group			Total	Total literate youth (Million)
	(13-19) years	(20-24) years	(25-35) years		
Assam	33.6	21.8	44.6	100	6.7
Other North-Eastern States	35.5	25	39.5	100	3.4
Maharashtra	33.8	23.3	42.9	100	18.9
Bihar	41.1	20	38.9	100	14.9
Rest of the States	39.6	22.1	38.2	100	162.6
All India	39	22.1	38.9	100	206.6

Source: NYRS (2009), NCAER

The age distribution in the urban areas of NE region is a little skewed towards the 25 to 35 years age group. Assam has more than half of its urban literate youth in this

age group. The percentage of elder youths in the urban areas of ‘other NE states’ is quite close to the all India average and their share in Maharashtra (Table 3.4).

Table 3.4: Distribution of literate youth (%) by state and age group (Urban)

State	Age Group			Total	Total literate youth (Million)
	(13-19) years	(20-24) years	(25-35) years		
Assam	27.6	21.1	51.3	100	1.7
Other North-Eastern States	30.6	24.4	45.0	100	1.4
Maharashtra	31.9	22.6	45.5	100	20
Bihar	39.6	19.7	40.8	100	3.2
Rest of the States	33	21.9	45	100	99.8
All India	32.9	22	45.1	100	126.1

Source: NYRS (2009), NCAER

3.1.3. Activity Status of Literate Youth

The survey tried to find out the different types of activities pursued by the literate youth and the extent of involvement in each activity. At

the all India level, almost one third (32.1%) of the literate youth are students. While 20 percent of the youth are engaged in unpaid household work, 12 percent are regular salary

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and wage earners. The unemployed and 'self-employed in agriculture' segments form 5 percent each of the total literate youth, which also happened to be the smallest segments. In Assam, the percentage of youth doing unpaid household work (31%) is much higher compared to the 'other NE states' (12%) and the all India average (20%).

It is pertinent to note that a larger proportion of literate youth in north-eastern states are unemployed. As against 4 percent

unemployed youth in Bihar, Assam has 6.2 percent and the 'other NE states' have 8.7 percent. Again, the NE region in general and Assam in particular (5%) has a much smaller share of literate youth working as regular salary or wage earners as compared to other states of the country (12-13%). On the other hand, this region has a comparatively higher share of youth who are self-employed in non-agriculture activities (Table 3.5).

Table 3.5: Distribution of literate youth (%) across pursued activities (Overall)

State	Activity pursued									
	Regular salary & wages	Self-employed in non-agriculture	Agriculture labour	Other (Casual) labour	Self-employed in agriculture & allied activity	Unemployed	Student	Unpaid household/ women's work	Others	Total
Assam	5.4	14.4	3.9	8.7	3.0	6.2	27.0	30.6	0.9	100.0
Other North-Eastern States	7.9	12.1	9.0	7.6	4.1	8.7	35.9	12.0	2.9	100.0
Maharashtra	13.1	5.0	8.5	10.9	6.5	2.2	31.3	22.2	0.3	100.0
Bihar	12.5	9.2	4.5	4.1	5.2	4.0	39.5	20.7	0.3	100.0
Rest of the States	12.5	7.7	5.2	9.5	5.3	5.0	31.8	19.5	3.5	100.0
All India	12.3	7.7	5.6	9.3	5.4	4.7	32.1	20.1	2.9	100.0

Source: NYRS (2009), NCAER

Both in rural and urban areas of the NE region, the percentages of students do not differ much from the overall levels. While 35 percent of literate youth are students in the rural areas of 'other NE states', Assam has 27 percent students as against 32 percent at the all India level – the corresponding urban percentages being 37 and 28 respectively. However, the percentage of salaried workers is much lower and the percentage of unemployed much higher in the NE states as

compared to the rest of India. It is observed that the percentage of youth working as agriculture or (other) casual labourers is relatively higher in rural areas. For example, in rural Assam 4.8 percent are working as agricultural labourers and in 'other NE states' its percentage is 11.2 as against the corresponding urban percentages of 0.5 and 3.4 (Tables 3.6, 3.7)

A clear rural-urban divide in favour of urban is also noticed in the case of salaried

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workers both in Assam (9% vs. 4%) and 'other NE states' (13% vs. 6%). In urban areas of Assam, percentage of literate youth engaged in unpaid household work is slightly less (28%) compared to these in rural areas (31%). However, the situation is completely opposite for 'other NE states'. Around 15 percent literate youth in urban areas of 'other NE

states' is involved in unpaid household work, as compared to only 11 percent in rural areas. Assam has also more urban unemployment (11%) than rural (5%). It is interesting to note that the percentage of youth self-employed in non-agriculture activities is much higher in north-eastern states (12-14%) as compared to the all India average (7-8%).

Table 3.6: Distribution of literate youth (%) across pursued activities (Rural)

State	Activity pursued									
	Regular salary & wages	Self-employed in non-agriculture	Agriculture labour	Other (Casual) labour	Self-employed in agriculture & allied activity	Unemployed	Student	Unpaid household/ women's work	Others	Total
Assam	4.5	14.5	4.8	9.5	3.1	4.9	26.7	31.1	1.0	100.0
Other North-Eastern States	5.8	11.9	11.2	9.7	4.4	8.6	35.3	10.6	2.5	100.0
Maharashtra	7.6	3.4	14.8	9.5	12.4	2.5	29.1	20.3	0.4	100.0
Bihar	12.3	8.7	5.1	4.3	5.9	3.9	39.1	20.5	0.2	100.0
Rest of the States	8.7	7.3	7.5	10.4	8.0	4.7	31.6	19.4	2.4	100.0
All India	8.7	7.3	8.0	9.8	8.0	4.5	31.8	19.8	2.0	100.0

Source: NYRS (2009), NCAER

Table 3.7: Distribution of literate youth (%) across pursued activities (Urban)

State	Activity pursued									
	Regular salary & wages	Self-employed in non-agriculture	Agriculture labour	Other (Casual) labour	Self-employed in agriculture & allied activity	Unemployed	Student	Unpaid household/ women's work	Others	Total
Assam	8.7	14.2	0.5	5.7	2.7	11.1	28.2	28.5	0.5	100.0
Other North-Eastern States	12.9	12.7	3.4	2.4	3.2	8.9	37.3	15.3	3.8	100.0
Maharashtra	18.2	6.6	2.6	12.2	0.9	1.8	33.4	24.1	0.1	100.0
Bihar	13.7	11.9	1.9	2.8	1.5	4.4	41.8	21.3	0.7	100.0
Rest of the States	18.6	8.4	1.4	8.1	1.0	5.4	32.2	19.6	5.3	100.0
All India	18.2	8.3	1.6	8.5	1.1	4.9	32.6	20.4	4.3	100.0

Source: NYRS (2009), NCAER

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3.2: EDUCATION AND RELATED CHARACTERISTICS

3.2.1. Educational Attainments of Youth in NE region

Even though a large proportion of literate youth (46%) in Assam belongs to the age group of 25 to 35 years, the proportion of graduates and post-graduates among the literate youth (6.5%) is much smaller compared to the all India average (9.5%). A similar trend is observed in 'the other NE states' as well (Table 3.8). This shows lower levels of attainment of higher education in the NE region. Barring this, the scenario in the north-east is not materially different from India as a whole. In the NE region, the percentage of 'above matric' is found to be nearly 20 percent as against the all India

estimate of 23.5 percent.

In the urban areas, the educational attainments of Assam youth seem to be better than the remainder of the NE region whereas in rural areas the reverse is the case. In urban Assam, 54 percent of the youth are 'matric and above' as against 49 percent in 'other NE states' and 53 percent in India as a whole; 15 percent youth are graduate+ as compared to 13 percent in 'other NE states' and 16 percent in urban India. Coming to rural areas, 34 percent youth in 'other NE states' are 'matric and above' as against 26 percent in Assam and 36 percent in rural India, the corresponding percentages for graduate+ being 4, 5 and 6 respectively (Tables 3.9, 3.10).

Table 3.8: Percentage distribution of literate youth across education levels (Overall)

State	Education Level								Total
	Below Primary	Primary	Middle	Matric	Higher Secondary	Graduate	Post-graduate	Professional degree & higher research degree	
Assam	10.3	20.2	38	12	13.1	5.2	1.2	0.1	100
Other North-Eastern States	16.7	21.8	23.1	17.7	13.1	6.2	1.1	0.2	100
Maharashtra	7.9	16.1	29.4	20.8	16.6	7.2	1.6	0.3	100
Bihar	14.7	25.5	27.8	16.2	10.2	5.3	0.2	0	100
Rest of the States	9.4	20.8	26.4	19.3	14	7.7	1.9	0.5	100
All India	9.7	20.5	27.1	19.1	14	7.4	1.7	0.4	100

Source: NYRS (2009), NCAER

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Table 3.9: Percentage distribution of literate youth across education levels (Rural)

State	Education Level								Total
	Below Primary	Primary	Middle	Matric	Higher Secondary	Graduate	Post-graduate	Professional degree & higher research degree	
Assam	12	22.7	39.5	9.4	12.1	3.2	1	0.1	100
Other North-Eastern States	19.7	24.3	21.9	18.9	10	4.7	0.3	0.1	100
Maharashtra	9.8	17.7	27.5	22	17.4	5.1	0.5	0	100
Bihar	16.5	27.6	27.2	16	9.1	3.6	0	0	100
Rest of the States	11.9	24.1	27.5	18	12.3	5.1	1	0.1	100
All India	12.2	23.7	27.7	18	12.5	4.9	0.9	0.1	100

Source: NYRS (2009), NCAER

Table 3.10: Percentage distribution of literate youth across education levels (Urban)

State	Education Level								Total
	Below Primary	Primary	Middle	Matric	Higher Secondary	Graduate	Post-graduate	Professional degree & higher research degree	
Assam	3.8	10.5	32	22.1	16.8	12.8	1.8	0.3	100
Other North-Eastern States	9.5	15.6	25.9	14.7	20.8	9.7	3.1	0.6	100
Maharashtra	6.1	14.6	31.2	19.8	15.9	9.2	2.7	0.7	100
Bihar	6.1	15.6	30.9	17.2	15.5	13.3	1.2	0.2	100
Rest of the States	5.4	15.4	24.7	21.5	16.7	12	3.3	1	100
All India	5.5	15.2	26	21	16.6	11.5	3.2	0.9	100

Source: NYRS (2009), NCAER

3.2.2. Reasons for Discontinuing Studies by Literate Youth

A little higher than one third of the literate youth at the all India level are found to have left their studies in between in spite of their having the willingness to continue their studies further. The situation is relatively

better in Assam with only 28 percent literate youth who discontinued their education, as compared to 39 percent for India as a whole, and 30 percent for Maharashtra. It is a matter of serious concern that in 'other NE states' nearly 50 percent youth had left their studies for various reasons. The situation is still

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worse in Bihar where 62 percent of the youth discontinued their studies (Table 3.11).

The drop-out percentage of 'other NE states' is much higher in urban areas (54%) as compared to rural areas (48%). The reverse

is the case with Assam which has a much smaller urban drop-out rate (19%) than the rich state of Maharashtra (31%) – the corresponding rural percentages being 30 and 28.

Table 3.11: Percentage of literate youth who left their studies in between in rural/urban areas

State	Rural	Urban	Rural+Urban
Assam	30.2	18.7	27.9
Other North-Eastern States	48.3	53.8	49.8
Maharashtra	28.4	31.3	29.8
Bihar	61.2	64	61.6
Rest of the States	39.5	37.9	38.9
All India	39.6	37.3	38.8

Source: NYRS (2009), NCAER

Financial problem is observed to be the most important reason for discontinuation of studies by literate youth in the rural areas of India followed by household responsibilities. Even in the case of the north-eastern states, a large percentage of literate youth (42%) left studies due to financial problems, although the drop-out rate is below the all India rate. Unlike the major states in the country, a

significantly large share of literate youth in the north-eastern states left studies in between because they thought that higher studies have no relevance in getting employment. Compared to only 7 percent youth in India as a whole, as high as one third of the rural youth in the north-eastern region, discontinued their studies due to this perception (Table 3.12).

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Table 3.12: Distribution of literate youth drop-outs (%) according to reason for leaving studies (Rural)

State	Reason for leaving studies									
	Higher studies have no relevance in getting employment	Due to financial problems	Parents/husband didn't allow to study further	Non availability of school/colleges in the locality	Non-availability of subjects/courses of liking, not being able to get admission in subjects/courses of liking	Non-encouraging and adverse environment in school and society	Household responsibilities	Not aware of benefits of education	Others	Total
Assam	33.2	41.0	4.8	0.2	0.3	0.9	9.9	5.1	4.6	100.0
Other North-Eastern States	34.1	41.7	5.2	0.2	0.3	0.0	9.3	0.0	9.1	100.0
Maharashtra	5.2	71.1	4.2	2.4	0.3	0.7	11.3	0.0	4.9	100.0
Bihar	2.6	64.2	2.0	2.9	0.9	0.9	21.9	2.4	2.2	100.0
Rest of the States	6.1	60.4	12.5	3.4	2.0	2.1	10.3	1.0	2.2	100.0
All India	7.0	60.7	10.5	3.2	1.7	1.8	11.5	1.1	2.6	100.0

Source: NYRS (2009), NCAER

About 54 percent of India's urban youth reported financial problem as the reason for leaving the studies while 14 percent attributed it to household responsibilities. However, the scenario in the north-eastern states is very much different from the all India average. In urban areas of Assam, only 18 percent youth left studies for financial reasons, which increases to 36 percent for other NE states (Table 3.13). In the NE region 15-16 percent of the youth left studies due to household responsibilities.

The most common reason in urban areas of Assam for discontinuation of studies is the belief that 'higher studies' has no relevance

in getting employment -- about 46 percent of urban youth held this view. The large-scale problem of unemployment in the NE states might have prompted youth in Assam to give this response. In other parts of the country, only a miniscule proportion of the youth has subscribed to this view. At the all India level, 8.4 percent of the youth left studies due to this perception. Again, it is observed that in urban areas of the north-eastern region, a much smaller percentage of youth left studies because of the lack of support or co-operation from parents or husbands, in comparison to the all India average.

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Table 3.13: Distribution of literate youth drop-outs (%) according to reason for leaving studies(Urban)

State	Reasons for leaving studies									
	Higher studies have no relevance in getting employment	Due to financial problems	Parents/ husband didn't allow to study further	Non availability of school/ colleges in the locality	Non-availability of subjects/ courses of liking, not being able to get admission in subjects/ courses of liking	Non-encouraging and adverse environment in school and society	Household responsibilities	Not aware of benefits of education	Others	Total
Assam	46.3	17.6	3.5	0.0	0.3	9.2	15.3	3.4	4.3	100.0
Other North-Eastern States	25.8	36.4	1.1	0.2	1.9	0.0	16.7	5.1	12.8	100.0
Maharashtra	11.6	62.0	5.5	1.5	0.9	0.3	12.3	0.9	5.1	100.0
Bihar	3.0	66.2	3.5	3.1	1.6	1.5	18.1	0.6	2.5	100.0
Rest of the States	7.5	53.4	11.4	3.5	2.2	2.4	13.6	1.3	4.8	100.0
All India	8.4	54.5	10.1	3.1	2.0	2.1	13.6	1.3	4.9	100.0

Source: NYRS (2009), NCAER

3.2.3. Role of English Language in Education and Employment

On enquiring about the role of English as a language in getting a good job, a significantly large percentage of youth from all over India opined that the knowledge of English definitely helps in getting good jobs. This perception is even stronger in the north-eastern region – 84 percent rural and 83 percent urban literates from Assam and 86 percent rural and 95 percent urban

literate from 'other NE states' held this view as against the overall rural and urban perception levels of 79 percent and 85 percent respectively (Table 3.14). However, the youth of Maharashtra do not seem to be enthused by this idea. The advantage of English in the job market is realised by the youth of Bihar as well because 87 percent of rural and 92 percent urban youth said 'yes' to the query.

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Table 3.14: Percentage of literate youth who feel that “English” is more helpful in getting good jobs than regional languages

Sector	State	Yes	No	Don't know	No comments	Total
Rural	Assam	84.5	9.2	3.5	2.9	100.0
	Other North-Eastern States	86.0	3.5	7.8	2.7	100.0
	Maharashtra	73.4	17.3	7.2	2.1	100.0
	Bihar	87.1	6.8	5.4	0.8	100.0
	Rest of the States	79.1	9.4	8.2	3.3	100.0
	All India	79.5	9.8	7.8	3.0	100.0
Urban	Assam	82.9	15.5	0.4	1.2	100.0
	Other North-Eastern States	95.3	1.3	1.4	2.0	100.0
	Maharashtra	82.1	13.9	3.1	0.9	100.0
	Bihar	92.0	6.2	1.7	0.1	100.0
	Rest of the States	85.3	8.7	4.1	1.9	100.0
	All India	85.1	9.5	3.8	1.7	100.0

Source: NYRS (2009), NCAER

Nearly 70 percent from both rural and urban areas of the country, however, preferred to have English as the medium of instruction in primary school. This idea was acceptable to only a smaller percentage of the youth from the NE region- 50 percent of rural youth and 44

percent of urban youth from ‘other NE states’ and 63-64 percent from Assam felt so (Table 3.15). In contrast, backing from Bihar is stronger than from the rest of the country -- 87 percent of the literate youth in rural areas and 89 percent in urban areas supported the idea.

Table 3.15: Percentage of literate youth who prefer “English” as a medium of instruction in primary school

Sector	State	Yes	No	Don't know	No comments	Not applicable	Total
Rural	Assam	62.8	30.5	2.4	2.9	1.4	100.0
	Other North-Eastern States	49.9	7.9	3.2	1.5	37.5	100.0
	Maharashtra	76.2	14.6	5.8	1.7	1.7	100.0
	Bihar	86.7	7.2	5.0	0.3	0.9	100.0
	Rest of the States	68.9	19.8	6.9	2.9	1.5	100.0
	All India	70.4	18.5	6.4	2.6	2.1	100.0
Urban	Assam	64.2	26.9	0.5	0.1	8.2	100.0
	Other North-Eastern States	44.1	0.8	4.1	1.9	49.0	100.0
	Maharashtra	80.0	10.0	2.0	0.6	7.4	100.0
	Bihar	88.8	4.7	0.6	0.2	5.7	100.0
	Rest of the States	66.9	19.6	3.4	1.8	8.2	100.0
	All India	69.3	17.6	3.1	1.5	8.5	100.0

Source: NYRS (2009), NCAER

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3.2.4. Whether the Literate Youth Have a Relaxed Day-to-day life?

An attempt was made to know how the literate youth felt about their day-to-day life in educational institutions. At the all India level, nearly three fourths of the youth reported that they had a relaxed day-to-day life whereas 20 percent said that they were in stressful atmosphere. However, in the case

of the north-eastern states a much higher percentage of youth reported of stressful life in schools and colleges – 31 percent in Assam and 26 percent in ‘other NE states’. On the other hand, Maharashtra (18%) and Bihar (11%) accounted for much lesser incidence of stress-ridden life compared to the rest of the country (Table 3.16).

Table 3.16: Distribution of literate youth (%) according to the perception regarding their day-to-day life in school/college

State	Rural+Urban			
	Stressful	Relaxed	No comments	Total
Assam	31.4	61.4	7.2	100.0
Other North-Eastern States	26.0	65.1	8.8	100.0
Maharashtra	18.1	71.7	10.2	100.0
Bihar	11.0	86.6	2.4	100.0
Rest of the States	19.8	76.5	3.7	100.0
All India	19.6	75.8	4.6	100.0

Source: NYRS (2009), NCAER

Coming to the day-to-day life at workplace, about 39 percent of the youth in the country reported that they worked in a relaxed atmosphere but 32 percent stated that they had a stressful time. The proportion of relaxed youth was the same (38-39%) in all parts of

the country except ‘other NE states’ where it stood at 43 percent. However, larger levels of stress have been reported from Assam (37%) and Bihar (42%), the least level being accounted by the rich state- Maharashtra (29%) (Table 3.17).

Table 3.17: Distribution of literate youth (%) according to perception regarding their day-to-day life at workplace

State	Rural+Urban				
	Stressful	Relaxed	No comments	Not applicable	Total
Assam	37.2	38.6	14.8	9.4	100.0
Other North-Eastern States	33.5	43.4	6.1	17.0	100.0
Maharashtra	29.0	37.7	4.7	28.6	100.0
Bihar	42.0	38.6	2.3	17.1	100.0
Rest of the States	31.2	39.2	8.3	21.4	100.0
All India	31.6	39.0	7.7	21.6	100.0

Source: NYRS (2009), NCAER

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3.3: LITERATE YOUTH AND EMPLOYMENT

3.3.1 Employment in NE Region

The number of employed literate youth in India is estimated at 134 million for the year 2009. The NE states together constitute 3.7 percent share of the total employed literate youth in the country. With an employed literate youth population of 3 million, Assam alone accounts for 2.2 percent share of all the employed literate youth. Therefore, it can be appreciated that the size of the employment market in the north-eastern region is much smaller in proportion to the other parts of the country,

primarily due to the smaller population base of this region. Even Bihar, which is economically worse-off than the north-eastern region is better situated (4.8%) than the NE region in the matter of youth employment.

At the all India level, about 35 percent employed literate youth belongs to the urban areas. However, the urban shares are much smaller in the cases of Assam (18%), 'other NE region' (25%) and Bihar (16%) (Table 3.18). In contrast, the rich state, Maharashtra, has accounted for the highest share with 47 percent of the employed literate youth living in urban areas.

Table 3.18: Estimated number of employed literate youth and their rural-urban shares

State	Employed Literate Youth		
	Total (millions)	% Share in Rural	% Share in Urban
Assam	3.0	81.8	18.2
Other North-Eastern States	1.9	75.4	24.6
Maharashtra	17.1	52.6	47.4
Bihar	6.4	84.4	15.6
Rest of the States	105.5	64.5	35.5
Total	134.0	64.5	35.5

Source: NYRS (2009), NCAER

3.3.2. Employment rate in NE Region

Employment rate, which is the employed population as a share of total population in the labour force, is estimated at 89.6 percent for total literate youth of India. However, the employment rates in north-eastern states are much smaller – 85 percent in Assam and 82 percent in 'other NE states' (Table 3.19). The fact that 15-18 percent of the literate youth are unemployed in the north-eastern states is a cause of grave concern. The loss of literate human resource in such a scenario adversely impacts economic growth, the

extent of which cannot be measured in a straightforward manner. This clearly shows the level of urgency for creation of adequate number of jobs in this region.

There seems to be a stark rural-urban divide in the rates of employment in the NE states, the urban areas offering significantly lower rates of employment compared to rural areas. Assam has 26 percent unemployment in urban areas as against 12 percent in rural areas. In Maharashtra, the urban unemployment is below 5 percent and in Bihar it is 12 percent.

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Table 3.19: Employment rate (%) among literate youth in rural and urban areas

State	Employment rate (%)		
	Rural	Urban	Total
Assam	88.0	74.1	85.1
Other North-Eastern States	83.4	79.5	82.4
Maharashtra	94.9	95.7	95.3
Bihar	90.4	87.8	90.0
Rest of the States	89.9	87.5	89.0
All India	90.2	88.5	89.6

Source: NYRS (2009), NCAER

3.3.3. Reasons for Unemployment Among Literate Youth

Since the north-eastern states have a relatively higher unemployment rate, it is desirable to find out the important reasons for this predicament. In Assam, more than half of the unemployed literate youth cited the main reason for unemployment as, 'not finding any job'. The next most important reason reported is 'not getting a suitable job' to work. This shows that around 27 percent literate youth are unemployed in Assam for the simple reason that they do not find jobs matching their expectations, whether it is the nature of work, the remuneration level

or any other issues. For about 10 percent of the unemployed youth in Assam, 'family responsibilities' was the reason for remaining unemployed. It is important to highlight here that there is hardly any unemployed literate youth in Assam, who could not work because of husband or family not allowing him/her to work whereas in Maharashtra it is indeed an important factor.

In the 'other NE states' about 45 percent literate youth are unemployed because they are 'not finding any job'. An equal percentage of the youth are not working because of 'not getting a suitable job' as per their expectations. (Table 3.20)

Table 3.20: Distribution of unemployed literate youth (%) according to reason for unemployment (Overall)

State	Reason for Unemployment					Total
	Not finding any job	Not getting suitable job	Family/husband does not allow me to work	Family Responsibilities	No comments	
Assam	51.2	27.3	0.0	9.6	11.9	100.0
Other North-Eastern States	45.5	44.9	2.5	7.1	0.0	100.0
Maharashtra	37.8	44.6	9.3	2.6	5.6	100.0
Bihar	47.4	52.3	0.3	0.1	0.0	100.0
Rest of the States	33.4	47.4	5.2	10.9	3.2	100.0
Total	35.2	46.7	5.0	9.8	3.4	100.0

Source: NYRS (2009), NCAER

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If we look at the reasons behind unemployment in urban and rural areas, separately, sharp differences can be observed. 'Family responsibilities' is the reason for unemployment for 7.2 percent of the rural youth and for 13.7 percent of urban youth of Assam. Compared to this, 23.6 percent youth in rural areas, a much higher percentage in urban areas are unemployed (33.8%) as

they are 'not getting suitable job'. A large proportion (64%) of urban youth in 'other north-eastern states' are unemployed for 'not finding any job' as against 38 percent unemployed in rural areas due to the same reason. On the other hand, the proportion of not working because of 'not getting suitable job' is higher in rural areas (54%) as compared to urban areas (Tables 3.21, 3.22).

Table 3.21: Distribution of unemployed literate youth (%) according to reason for unemployment (Rural)

State	Reason for unemployment					Total
	Not finding any job	Not getting suitable job	Family/husband does not allow me to work	Family responsibilities	No comments	
Assam	57.1	23.6	0.0	7.2	12.1	100.0
Other North-Eastern States	37.7	54.1	3.4	4.8	0.0	100.0
Maharashtra	24.2	51.7	9.9	4.3	9.9	100.0
Bihar	49.1	50.9	0.0	0.0	0.0	100.0
Rest of the States	37.0	46.0	3.6	10.6	2.8	100.0
Total	37.8	46.0	3.6	9.3	3.3	100.0

Source: NYRS (2009), NCAER

Table 3.22: Distribution of unemployed literate youth (%) according to reason for unemployment (Urban)

State	Reason for unemployment					Total
	Not finding any job	Not getting suitable job	Family/husband does not allow me to work	Family responsibilities	No comments	
Assam	41.1	33.8	0.0	13.7	11.4	100.0
Other North-Eastern States	63.9	23.1	0.4	12.6	0.0	100.0
Maharashtra	55.5	35.4	8.7	0.4	0.1	100.0
Bihar	40.3	57.7	1.4	0.6	0.0	100.0
Rest of the States	28.2	49.4	7.5	11.3	3.7	100.0
Total	31.2	47.8	7.0	10.5	3.5	100.0

Source: NYRS (2009), NCAER

3.3.4. NREGA: A Social Security Scheme for the Rural Unemployed

At the all India level around one fifth (20%)

of the population, aged 18 years and above demanded for NREGA card during the year 2009. In all the north eastern states

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except Arunachal Pradesh, the percentage of rural population that sought NREGA card is much above the all India proportion of NREGA card seekers. Meghalaya has the highest share of population who wanted to work under NREGA with 55 percent of the population, aged 18 years and above seeking NREGA card whereas Arunachal Pradesh accounted for the lowest share. The survey also tried to find out as to what share of the NREGA card seekers actually owned the cards. It is observed that the ownership rate is highest in the Mizoram where almost 99 percent of the people, who demanded for the cards, are actually, owning them. About 90 percent ownership is observed in Sikkim, Nagaland and Meghalaya. However, it is surprising to find that Assam has the least proportion of NREGA card owners in the NE region – of all the card seekers only 39.2 percent could get the cards (Table 3.23).

Table 3.23: Percentage of population, aged 18 years and over, who demanded and owned NREGA card

State	% of population who demanded NREGA card	% of NREGA card seekers who actually owned the card
Assam	22.4	39.23
Arunachal Pradesh	16.5	63.49
Sikkim	26.1	89.97
Nagaland	40.5	90.91
Manipur	29.4	88.88
Mizoram	30.0	99.37
Tripura	40.2	75.94
Meghalaya	55.0	94.33
All India	20.4	55.95

Source: NYRS (2009), NCAER

In the north-eastern states, the NREGA workers have received wages for more than 92 percent of the days they worked under the scheme. In the cases of Sikkim, Nagaland and Mizoram, workers received wages for all the days they worked during the year. The daily wage rate is the lowest in Meghalaya at Rs. 71 per day, followed by Arunachal Pradesh and Assam. The highest average daily wage is observed Mizoram and Nagaland at Rs. 100 per day (Table 3.24).

Table 3.24: Wage received under NREGA

State	Percentage of days worked, for which wage is received under NREGA	Average wage per day received under NREGA (in Rupees)
Assam	95.6	81.4
Arunachal Pradesh	92.6	74.3
Sikkim	100.0	99.8
Nagaland	100.0	100.0
Manipur	99.0	83.2
Mizoram	100.0	100.0
Tripura	99.8	86.9
Meghalaya	98.5	71.0
Total	91.8	87.2

Source: NYRS (2009), NCAER

CHAPTER

4

READING HABITS AND PREFERENCES

NYRS-2009¹ has revealed that the north-eastern states of India, despite their economic backwardness, have a greater proportion of readers in its youth population. It has also found that readership is very closely associated with the profile of the literate youth. For example children of educationally advanced backgrounds have it more often than their counterparts with less qualified parents. Youth from general castes, though outnumbered by the SCs, STs and OBCs in the national population, read more frequently than the others. And surprisingly, more females than males tend to pick up a book in their leisure time. We shall be looking into these aspects more elaborately in the present chapter, which is devoted to the analyses of issues such as level and composition of youth readership, frequency and time of reading books, type of books they read, reading enjoyment and access to libraries with particular reference to India's north-eastern region. This chapter will also go into the perceptions of literate youth regarding the importance of leisure book reading and the related benefits in the

current socio-economic scenario.

In the majority of the cases, the discussion will be focused on Assam and 'other NE states' as done in the previous chapters. Nevertheless, for an insightful discussion of the level of readership, its association with various factors and motivating factors, the 'other NE states' will be further broken down into two groups: first group consisting of Nagaland, Manipur and Mizoram and the second consisting of the 'rest of the NE states'. In all subsequent descriptions, the Nagaland-Manipur-Mizoram group will be referred to by the assigned nickname, NAGMAMI region or the NAGMAMI states.

4.1. READERSHIP AND READING BEHAVIOUR AMONG LITERATE YOUTH

4.1.1. Higher Readership in North-eastern States

It has been observed from the survey results (NYRS-2009) that one fourth (25%) of the literate youth at the all India level, read books other than text books. The proportion of leisure readers is higher in urban India (31.2%)

1. National Youth Readership Survey, Basis of *Indian Youth: Demographics and Readership*, 2010, NBT-NCAER, New Delhi

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compared to rural India (21.3%). This shows that the rural youth is placed at a disadvantage compared to the urban youth - only one fifth of among them are able to read books.

As compared to all India, the performance of the north-eastern states is much superior. In fact, the north-eastern region has performed much better than Maharashtra, which is the topmost state of the country in terms of economic well-being. The results

reveal that the NAGMAMI region is at the top slot with 67 percent (85% urban, 59% rural) readers followed by Assam with 41 percent (55% urban, 38% rural), showing that these NE states are far ahead of Maharashtra with 34 percent (39% urban, 28% rural) readers. The 'rest of the NE states' and the 'rest of the states' are at the bottom of the table with only 24 percent and 23 percent readers respectively in these regions (Table 4.1).

Table 4.1: Percentage of literate youth who read leisure-books in rural and urban areas

State	Rural	Urban	Over all
Assam	38.1	54.8	41.5
NAGMAMI	59.4	85.4	67.5
Rest of the NE States	17.4	42.9	24.2
Maharashtra	28.1	39.0	33.7
Bihar	23.0	35.3	25.2
Rest of the states	19.4	28.6	22.9
Total	21.3	31.2	25.1

Source: NYRS (2009), NCAER

4.1.2. Frequency of Reading Leisure Books

It has been estimated that 26.4 percent of the literate youth in India, read daily, 48.8 percent 'weekly', 14.3 percent 'fortnightly' and 8.9 percent monthly. There is not much rural-urban difference in the frequency

pattern when the all India figures are considered. The north-eastern states (33% other than Assam, and Bihar (36%) have the highest proportions of daily readers both in rural and urban areas (Tables 4.2, 4.3).

Table 4.2: Distribution of literate youth readers (%) according to frequency of reading (Rural)

State	Frequency of reading					
	Daily	Weekly	Fortnightly	Monthly	Half yearly	Total
Assam	13.1	40.8	21.5	20.0	4.7	100.0
Other North-Eastern States	32.6	42.1	17.6	6.1	1.6	100.0
Maharashtra	29.5	47.5	14.6	6.7	1.6	100.0
Bihar	35.7	49.6	5.8	6.4	2.5	100.0
Rest of the States	25.1	52.4	13.8	7.3	1.3	100.0
All India	26.0	50.7	13.8	7.9	1.7	100.0

Source: NYRS (2009), NCAER

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Assam has accounted for the lowest percentage (13%) of daily readers in rural areas and the second lowest percentage (21%) in urban areas. In Bihar, 85 percent of the readers read books for pleasure 'at least once a week', the percentage of such readers in 'other NE states' being equally high in urban areas (84%) but not so in rural areas (75%). It can also be seen that more than 90 percent of rural and urban youth in both

Bihar and 'other NE states' read 'at least once a fortnight' but in Assam the percentage has not crossed 75. Maharashtra has done well with 92 percent 'at least once a fortnight' readers in rural areas and 85 percent such readers in urban areas. This analysis shows that the north-eastern region, without Assam, stand out clearly as a land of avid readers whereas Assam has to make a lot of efforts to come to that level.

Table 4.3: Distribution of literate youth readers (%) according to frequency of reading (Urban)

State	Frequency of reading					Total
	Daily	Weekly	Fortnightly	Monthly	Half yearly	
Assam	21.1	34.2	14.9	23.7	6.0	100.0
Other North-Eastern States	32.6	51.8	10.0	5.2	0.4	100.0
Maharashtra	19.1	44.8	20.7	14.2	1.2	100.0
Bihar	36.2	48.8	5.1	4.2	5.6	100.0
Rest of the States	28.6	47.5	13.7	8.8	1.4	100.0
All India	26.9	46.8	14.8	10.0	1.5	100.0

Source: NYRS (2009), NCAER

Table 4.4. Distribution of literate youth readers (%) according to frequency of reading (Overall)

State	Frequency of reading					Total
	Daily	Weekly	Fortnightly	Monthly	Half yearly	
Assam	15.2	39.0	19.7	21.0	5.1	100.0
Other North-Eastern States	32.6	46.2	14.5	5.7	1.1	100.0
Maharashtra	23.3	45.9	18.3	11.2	1.3	100.0
Bihar	35.9	49.4	5.6	5.9	3.3	100.0
Rest of the States	26.8	50.1	13.8	8.0	1.3	100.0
All India	26.4	48.8	14.3	8.9	1.6	100.0

Source: NYRS (2009), NCAER

4.1.3. Time of Reading Leisure Books

For 43 percent readers in rural Assam and 41 percent readers in the rural parts of other NE states, there is no specific time for reading leisure books as against the all India percentage (37) for such readers. The urban

percentages in the two cases are 54 and 32 respectively, the all India percentage being 33 (Tables 4.5, 4.6). The low percentage of readers not falling in any specific time category in the urban areas of 'other NE states' clearly suggests that the urban youth

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of these states are avid readers who always fix a time for leisure reading in their time table.

It can be seen that the proportions of morning readers are small compared to readers preferring other times. In rural Assam 23 percent of the youth readers prefer to read in the afternoon and an equal proportion (24%) read at night/evening hours whereas in the rest of the NE states only 11 percent rural readers read in the afternoon and a much higher percent (34%) at night/evening hours. Like 'other NE states', Maharashtra has a higher percentage

of night/evening readers (39%) than evening readers (23%) in the rural areas but Bihar has lower proportion of night/evening readers (23% vs 27%). The urban proportion of afternoon readers is significantly different only in the case of Maharashtra which has 28 percent such readers against 23 percent rural. Rural proportion of night/evening readers is significantly higher for Assam (24% vs 18%) and Maharashtra (39% vs 30%) but in the case of 'other NE states' the urban proportion is higher (44% vs 34%).

Table 4.5: Distribution of literate youth readers (%) according to time of reading (Rural)

State	Time of reading						Total
	Morning	Afternoon	Evening	At night	All times	No specific time	
Assam	3.4	23.3	8.4	15.8	6.4	42.9	100.0
Other North-Eastern States	8.1	10.7	4.4	29.2	6.3	41.4	100.0
Maharashtra	7.0	22.8	32.1	6.7	2.5	28.8	100.0
Bihar	1.1	27.1	9.6	13.8	2.5	46.0	100.0
Rest of the States	8.4	16.1	15.5	17.6	5.6	36.8	100.0
All India	7.3	18.0	16.3	16.2	5.1	37.1	100.0

Source: NYRS (2009), NCAER

Table 4.6: Distribution of literate youth readers (%) according to time of reading (Urban)

State	Time of reading						Total
	Morning	Afternoon	Evening	At night	All times	No specific time	
Assam	4.6	21.0	7.9	9.8	3.0	53.7	100.0
Other North-Eastern States	7.8	9.6	14.3	30.1	6.1	32.2	100.0
Maharashtra	12.3	27.9	19.5	10.6	1.9	27.7	100.0
Bihar	7.4	23.8	8.1	13.6	3.6	43.4	100.0
Rest of the States	9.4	18.0	13.7	19.9	6.2	32.9	100.0
All India	9.7	20.0	14.6	17.8	5.2	32.7	100.0

Source: NYRS (2009), NCAER

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Table 4.7: Distribution of literate youth readers (%) according to time of reading (Overall)

State	Time of reading						Total
	Morning	Afternoon	Evening	At night	All times	No specific time	
Assam	3.7	22.7	8.3	14.2	5.5	45.8	100.0
Other North-Eastern States	7.9	10.2	8.5	29.5	6.2	37.5	100.0
Maharashtra	10.2	25.9	24.6	9.0	2.2	28.1	100.0
Bihar	2.6	26.3	9.2	13.8	2.8	45.4	100.0
Rest of the States	8.8	17.0	14.6	18.7	5.9	35.0	100.0
All India	8.5	19.0	15.5	17.0	5.1	35.0	100.0

Source: NYRS (2009), NCAER

From Table 4.7, it is seen that much higher proportions of youth in Maharashtra and other NE states (34%, 38% respectively) than the youth in Bihar (23%) and Assam (22%) preferred night/evening time for reading leisure books as against 32 percent in the whole country. The proportion of youth reading in the afternoon is more in Maharashtra and Bihar (26% each) and Assam (23%) than with 'other NE states'(10%) and the rest of the states (17%).

4.1.4. Broad Genre of Books Read

The survey also tried to understand the broad genre of books preferred by literate youth in different parts of the country. The results reveal that in rural areas of north-eastern region, the preference or otherwise for a particular type of leisure book is not drastically different from the overall level with 42 percent fiction and 24 percent non-fiction readers (Table 4.8). A much higher percentage of rural readers in the north-east preferred fiction to non-fiction or the mixed category in which the reader is interested in both fiction and non-fiction. The percentage of youth preferring fiction is

relatively low in Assam (44%) compared to the other NE states (49%). In the rural areas of Bihar, an overwhelmingly large 76 percent readers liked to read fiction at the cost of non-fiction (10%) and the mixed category (14%) whereas in rural Maharashtra only 35 percent were interested in fiction. The preference for non-fiction books was much stronger in rural Maharashtra (26%) compared to rural areas of Assam (19%) and other north-eastern states (17%). Maharashtra has accounted for the largest percentage of readers who read both fiction and non-fiction (40%) followed by Assam (37%).

Overall, fiction is the most preferred genre (41%) in urban areas as well. In the urban areas of Assam, the proportion of fiction readers has increased (49%) at the cost of non-fiction and mixed category readers (Table 4.9). In the case of Bihar, the urban fiction readers have reduced from 76 percent to 65 percent and the mixed category readers increased from 14 to 22 percent. It has also accounted for the least percentage of non-fiction readers (13%) as it did in the rural segment.

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Table 4.8: Distribution of literate youth (%) according to broad genre of books preferred (Rural)

State	Broad genre			
	Fiction	Non-Fiction	Both	Total
Assam	43.6	19.5	36.9	100.0
Other North-Eastern States	49.0	17.5	33.5	100.0
Maharashtra	34.5	25.8	39.7	100.0
Bihar	75.9	10.3	13.9	100.0
Rest of the States	39.3	25.6	35.1	100.0
All India	42.1	23.8	34.1	100.0

Source: NYRS (2009), NCAER

Table 4.9 : Distribution of literate youth (%) according to broad genre of books preferred (Urban)

State	Broad genre			
	Fiction	Non-Fiction	Both	Total
Assam	49.4	15.5	35.1	100.0
Other North-Eastern States	45.2	19.2	35.6	100.0
Maharashtra	34.0	28.0	38.0	100.0
Bihar	64.8	13.5	21.7	100.0
Rest of the States	42.0	23.5	34.5	100.0
All India	41.3	23.8	34.9	100.0

Source: NYRS (2009), NCAER

From Table 4.10 it follows that 73 percent of the youth in Bihar and 45-47 percent in NE region, 34 percent in Maharashtra and 41 percent in the rest of the states are fiction readers, the percentages of non-fiction readers being 11, 18, 27 and 25 as against 42 percent fiction readers and 24 percent non-fiction readers in the country as a whole.

Table 4.10: Distribution of literate youth (%) according to broad genre of books preferred (Overall)

State	Broad genre			
	Fiction	Non-Fiction	Both	Total
Assam	45.2	18.4	36.4	100.0
Other North-Eastern States	47.4	18.2	34.4	100.0
Maharashtra	34.2	27.1	38.7	100.0
Bihar	73.2	11.1	15.8	100.0
Rest of the States	40.6	24.6	34.8	100.0
All India	41.7	23.8	34.5	100.0

Source: NYRS (2009), NCAER

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Fantasy, comics, thrillers and mythology are the most liked fiction genre in greater parts of the country. At an overall level, 17 percent rural youth read fantasy, 16 percent comics, 15 percent thrillers, the corresponding percentages for urban areas being 20, 20 and 17 respectively (Tables 4.11, 4.12). In rural Bihar, 24 percent prefer 'comics', 23 percent 'fantasy' and 20 percent 'thrillers', the corresponding percentages for Maharashtra being 12, 29 and 12 respectively as against 15 percent, 16 percent and 17 percent respectively in the rest of the states. The type of fiction books preferred in the rural and urban areas of the north-eastern states is quite different from the general trend being observed for other parts of the country. While 'romance' is the most popular, and 'graphic novels' the next popular category of fiction books in rural Assam with 23 percent and 21 percent readership, a much higher proportion of the readers in the other north-

eastern states (32%) prefer 'comics' and another 23 percent prefer 'romance' which is read only by 5-6 percent youth at the all India level. Mythology readers are much less in 'other NE states' and Bihar (5-6%) compared to Assam (11%), Maharashtra and other states (14-15%).

In urban areas of Assam, comics (26%), romance (25%) and graphic novels (20%) are the most preferred genre which are read by 16 percent, 24 percent and 18 percent youth in the rest of the NE region where science fiction is also read by a sizeable proportion (19%) of the fiction readers. In urban Maharashtra, 32 percent preferred fantasy, 19 percent comics and 11 percent thrillers; and in urban Bihar, 27 percent preferred fantasy, 26 percent 'comics' and 19 percent thrillers as against 18 percent, 19 percent and 19 percent respectively in the rest of the states (Table 4.12).

Table 4.11: Distribution of Literate Youth (%) according to genre of fiction preferred (Rural)

State	Genre of fiction books									Total
	Fantasy	Comics	Classics	Thrillers	Science fiction	Mythology	Humour	Romance	Graphic novels	
Assam	7.2	13.3	3.1	7.3	2.0	10.9	12.0	23.4	20.8	100.0
Other North-Eastern States	4.8	32.4	13.5	2.3	9.5	4.7	2.8	23.5	6.5	100.0
Maharashtra	28.9	11.7	16.4	12.4	0.9	14.2	3.8	0.0	11.8	100.0
Bihar	22.9	24.4	4.4	20.0	6.7	6.2	3.4	4.4	7.7	100.0
Rest of the States	15.6	14.7	6.9	16.8	8.6	15.0	8.2	5.3	9.0	100.0
All India	17.0	15.7	7.8	15.5	7.1	13.5	7.3	6.2	9.9	100.0

Source: NYRS (2009), NCAER

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Table 4.12: Distribution of literate youth (%) according to genre of fiction preferred (Urban)

State	Genre of fiction books									
	Fantasy	Comics	Classics	Thrillers	Science fiction	Mythology	Humour	Romance	Graphic novels	Total
Assam	5.9	25.8	3.3	7.0	4.3	4.8	3.9	24.9	20.1	100.0
Other North-Eastern States	6.7	16.3	2.3	4.3	19.1	6.8	1.7	24.4	18.4	100.0
Maharashtra	31.8	18.8	14.0	11.3	4.0	11.2	4.6	0.4	3.8	100.0
Bihar	26.9	26.5	5.5	19.3	11.3	2.8	2.2	3.7	1.9	100.0
Rest of the States	17.9	19.4	8.4	19.3	10.6	9.0	6.3	4.7	4.4	100.0
All India	20.2	19.6	9.1	17.1	9.4	9.1	5.7	4.8	5.0	100.0

Source: NYRS (2009), NCAER

In India the highest proportion of romance fiction readers are found in the NE region (24%) whereas mythology readers are more abundant in Maharashtra and the rest of the states excluding Bihar (12%). Readership for Fantasy fiction is much higher in Maharashtra (31%) and Bihar (24%), for comics it is higher in Bihar and the other NE states (25-26%) and for thrillers the proportions are higher in Bihar (20%) and the rest of the states (18%) excluding Maharashtra and the NE region (Table 4.13).

Table 4.13: Distribution of literate youth (%) according to genre of fiction preferred (Overall)

State	Genre of fiction books									
	Fantasy	Comics	Classics	Thrillers	Science fiction	Mythology	Humour	Romance	Graphic novels	Total
Assam	6.8	16.7	3.2	7.2	2.7	9.2	9.8	23.8	20.6	100.0
Other North-Eastern States	5.6	25.7	8.9	3.1	13.5	5.6	2.3	23.9	11.4	100.0
Maharashtra	30.6	15.9	15.0	11.7	2.7	12.4	4.3	0.2	7.1	100.0
Bihar	23.8	24.9	4.7	19.8	7.8	5.4	3.2	4.2	6.3	100.0
Rest of the States	16.7	17.0	7.6	18.0	9.6	12.1	7.3	5.0	6.8	100.0
All India	18.5	17.5	8.4	16.3	8.2	11.4	6.5	5.6	7.5	100.0

Source: NYRS (2009), NCAER

At the all India level, the most preferred category of non-fiction books among rural readers is 'religious books', which is preferred by about 35 percent readers. The next important category is 'biographies', which is read by about 30 percent of youth readers. Even though 'religious books' are quite popular in rural areas of Assam (22%)

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and other NE states (26%), it is not the most preferred category of the NE region. In rural Assam the most liked non-fiction genre is 'biographies' (28%) followed by 'self-help books' (25%) which is preferred only

by 8 percent of the non-fiction readers of rural India (Table 4.14). In 'other NE states', 'religious books' and 'current affairs' are the two most preferred categories which have the same level of following (26%).

Table 4.14: Distribution of literate youth (%) according to genre of non-fiction books preferred (Rural)

State	Non-fiction genre preferred							Total
	Biography/ Autobiogra- phy/ Memoirs	Philosophy	Religious	Self-help books	Travel	Books on current affairs	Others	
Assam	27.9	14.1	22.4	25.3	4.4	0.0	5.9	100.0
Other North-Eastern States	13.5	7.6	25.7	15.4	5.2	26.5	6.1	100.0
Maharashtra	33.5	9.4	31.5	10.3	1.2	11.3	2.8	100.0
Bihar	44.9	1.3	27.6	8.7	2.7	9.1	5.7	100.0
Rest of the States	29.8	7.6	37.0	6.2	5.1	10.6	3.8	100.0
All India	30.3	8.0	34.8	8.1	4.4	10.4	3.9	100.0

Source: NYRS (2009), NCAER

In urban Assam, 'biographies' (36%) and 'philosophy' (29%) are the two most popular genre of non-fiction books. But in urban areas of other NE States, biographies' (32%) is the most preferred while 'current affairs' and 'religious books' are at the second and third positions with 22 percent and 21 percent readership respectively.

In both rural and urban areas of Maharashtra, 34-35 percent of the youth

prefer 'biographies' and 30-31 percent 'religious books' (Tables 4.14, 4.15). But, in Bihar, the rural percentages of both 'biographies' (45% vs 34%) and 'religious books' (28% vs 24%) are higher. In the rest of the states, 29-30 percent of the non-fiction readers prefer 'biographies' but the readership of 'religious books' is significantly higher in rural areas (37%) compared to urban (28%).

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Table 4.15: Distribution of literate youth (%) according to genre of non-fiction books preferred (Urban)

State	Non-fiction Genre preferred							Total
	Biography/ Autobiography/ Memoirs	Philosophy	Religious	Self-help books	Travel	Books on current affairs	Others	
Assam	36.1	29.2	4.9	8.6	4.2	1.9	15.2	100.0
Other North-Eastern States	31.9	7.0	20.5	8.7	4.6	22.1	5.3	100.0
Maharashtra	35.0	11.9	30.2	9.9	1.6	6.5	4.9	100.0
Bihar	33.6	8.4	23.8	7.8	2.3	19.3	4.8	100.0
Rest of the States	28.5	9.0	27.7	9.0	5.0	16.0	4.8	100.0
All India	30.3	10.0	27.6	9.1	4.2	13.8	5.0	100.0

Source: NYRS (2009), NCAER

Table 4.16: Distribution of literate youth (%) according to genre of non-fiction books preferred (Overall)

State	Non-fiction Genre preferred							Total
	Biography/ Autobiography/ Memoirs	Philosophy	Religious	Self-help books	Travel	Books on current affairs	Others	
Assam	29.9	17.9	18.1	21.2	4.4	0.5	8.2	100.0
Other North-Eastern States	21.5	7.3	23.4	12.5	4.9	24.6	5.8	100.0
Maharashtra	34.4	10.9	30.7	10.1	1.5	8.5	4.0	100.0
Bihar	41.3	3.6	26.4	8.4	2.5	12.4	5.4	100.0
Rest of the States	29.2	8.3	32.7	7.5	5.1	13.1	4.3	100.0
All India	30.3	9.0	31.4	8.6	4.3	12.0	4.4	100.0

Source: NYRS (2009), NCAER

From Table 4.16, the overall picture that emerges is that, 'religious books' is the most popular genre among Indian youth with 31 percent readership and 'biographies' is the next important with 30 percent readership.

In Bihar, 41 percent of the youth read 'biographies' while 26 percent 'religious books', the corresponding percentages for Maharashtra are 34 and 31. The two most popular categories for Assam are 'biographies'

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(30%), and 'self-help books' (21%) and for the other NE states 'current affairs' (25%) followed by 'religious books' (23%).

4.1.5. Reading Enjoyment and Self-rated Reading Skill of Literate Youth

Efforts were made to understand as to what extent the young readers enjoy reading leisure books. It is found that almost half of the readers in the 13 to 35 years age group

in rural areas of Assam enjoy reading 'very much', while the other half enjoy reading only 'to some extent'. However, in the case of other NE states, the percentage of readers who enjoy reading very much is relatively lower at 38.9 percent. In the cases of Maharashtra and Bihar, more than two thirds of the rural readers said that they enjoyed reading 'very much'. (Table 4.17)

Table 4.17: Distribution of literate youth (%) according to level of enjoyment they get from reading (Rural)

State	Enjoyment level			Total
	Very much	To some extent	Can't say	
Assam	49.9	50.1	0.0	100.0
Other North-Eastern States	38.9	52.6	8.5	100.0
Maharashtra	66.7	24.8	8.6	100.0
Bihar	68.4	28.4	3.2	100.0
Rest of the States	38.9	53.9	7.3	100.0
All India	45.2	48.1	6.7	100.0

Source: NYRS (2009), NCAER

Forty seven percent of urban readers in Assam have reported that they enjoy reading very much but in the other north-eastern states, only 39 percent said so. Corresponding

percentages for Maharashtra and Bihar are 50 and 63 respectively as against 46 percent in the rest of the states (Table 4.18)

Table 4.18: Distribution of literate youth (%) according to level of enjoyment they get from reading (Urban)

State	Enjoyment level			Total
	Very much	To some extent	Can't say	
Assam	47.1	52.4	0.5	100.0
Other North-Eastern States	39.1	53.3	7.6	100.0
Maharashtra	50.3	43.9	5.8	100.0
Bihar	62.6	34.7	2.7	100.0
Rest of the States	45.8	46.6	7.6	100.0
All India	47.0	46.0	7.0	100.0

Source: NYRS (2009), NCAER

From Table 4.19, it is clear that larger proportions of 'satisfied readers' are from

Bihar (67%), Maharashtra (57%) but unfortunately the least proportion is from

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‘other NE states’ which, as we have seen earlier, leisure readers both in rural and urban areas. have accounted for the largest percentage of

Table 4.19: Distribution of literate youth (%) according to level of enjoyment they get from reading (Overall)

State	Enjoyment level			
	Very much	To some extent	Can't say	Total
Assam	49.2	50.7	0.1	100.0
Other North-Eastern States	39.0	52.9	8.1	100.0
Maharashtra	56.9	36.2	6.9	100.0
Bihar	66.9	29.9	3.1	100.0
Rest of the States	42.2	50.4	7.4	100.0
All India	46.0	47.1	6.8	100.0

Source: NYRS (2009), NCAER

All the literate youth, who reported that they read leisure books, were asked during the survey to rate their reading skills. Majority of the youth readers from the rural areas of NE region have rated their reading skills as “good”. Compared to all India average of 45.5 percent, around 61.6 percent readers in Assam and 51.9 percent readers in the rest of the north-east region have reported that their reading skills are good. Compared to other states of India, the percentage of readers in rural areas who rate their reading skills as “very good” is relatively lower in the north-eastern states. For instance, only

19.6 percent youth who read leisure books in Assam rate their reading skills as “very good”, in comparison to 37.4 percent rural youth in Maharashtra and 45.7 percent rural youth in Bihar (Table 4.20).

When the proportions of readers who rated themselves as “very good” and “good” are pooled and the pooled entity designated as ‘skilled’ readers, we find that the ‘skilled’ proportion is much less in ‘other NE states (69%) compared to Bihar (83%) and Assam (81%). It is below even the all India average (73%).

Table 4.20: Distribution of literate youth (%) according to level of self-rated reading skill (Rural)

State	Level of reading skill					Total
	Very good	Good	Fair	Poor	No comments	
Assam	19.6	61.6	13.0	2.0	3.9	100.0
Other North-Eastern States	16.7	51.9	25.5	3.4	2.6	100.0
Maharashtra	37.4	40.0	21.0	0.1	1.5	100.0
Bihar	45.7	36.8	17.0	0.0	0.5	100.0
Rest of the States	24.4	45.9	26.8	1.7	1.2	100.0
All India	27.2	45.5	24.5	1.4	1.4	100.0

Source: NYRS (2009), NCAER

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In urban areas also, the proportions of 'skilled' readers are higher in Bihar (86%) and Assam (82%) than in 'other NE states' (76%), which is less than the all India percentage (77%) (Table 4.21). Another point to be noted

is that the 'skilled' proportions are higher in urban areas than in rural areas especially in 'other NE states' (76% vs 69%) and 'rest of the states' (75% vs 70%).

Table 4.21: Distribution of literate youth (%) according to level of self-rated reading skill (Urban)

State	Level of reading skill					Total
	Very good	Good	Fair	Poor	No comments	
Assam	23.0	59.3	13.1	0.9	3.7	100.0
Other North-Eastern States	17.4	58.6	18.7	0.8	4.5	100.0
Maharashtra	40.7	39.6	15.6	3.2	1.0	100.0
Bihar	33.3	52.8	13.7	0.0	0.2	100.0
Rest of the States	28.3	46.9	21.0	2.3	1.5	100.0
All India	30.5	46.2	19.5	2.3	1.5	100.0

Source: NYRS (2009), NCAER

From Table 4.22, it can be observed that the proportions of 'skilled' readers are above the all India proportion (75%) in Bihar (83%)

and Assam (81%) but not in 'other NE states' (72%) and the 'rest of the states' (73%).

Table 4.22: Distribution of literate youth (%) according to level of self-rated reading skill (Overall)

State	Level of reading skill					Total
	Very good	Good	Fair	Poor	No comments	
Assam	20.5	61.0	13.0	1.7	3.9	100.0
Other North-Eastern States	17.0	54.7	22.6	2.3	3.4	100.0
Maharashtra	39.4	39.7	17.8	1.9	1.2	100.0
Bihar	42.7	40.7	16.2	0.0	0.4	100.0
Rest of the States	26.3	46.4	24.1	1.9	1.3	100.0
All India	28.8	45.8	22.1	1.8	1.4	100.0

Source: NYRS (2009), NCAER

4.1.6. Library Membership and Frequency of Library Visits

At the all India level, the library membership among literate youth is staggeringly low. Only 3.8 percent (Rural: 2.8%, Urban: 5.7%) literate youth reported that they are members of some library. In Assam, which

is the home of more than half of the literate youth in north-east India, only 3.6 percent youth have a library membership and there is hardly any rural-urban divide in membership level. The situation is much better in the 'other NE states'(8.2%) compared to other states in the country -- in the urban areas, the

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library membership is 16.2 percent, which is much greater than with their counterparts in other states. Even for Maharashtra, which

is economically much better-off than the north-east, the membership level is only 4.4 percent (Table 4.23).

Table 4.23: Percentage of literate youth having library membership

State	Rural	Urban	Total
Assam	3.6	3.5	3.6
Other North-Eastern States	5.0	16.2	8.2
Maharashtra	2.8	4.4	3.6
Bihar	0.6	3.5	1.1
Rest of the States	2.9	5.7	4.0
All India	2.8	5.5	3.8

Source: NYRS (2009), NCAER

There is an apparent difference between Assam and the remaining NE states in terms of frequency of library visits by youthful library members. In the rural areas of Assam, only a miniscule percent (3.1%) of the youth members visited their libraries on a daily basis as against 27.3 percent at the all India level (Table 4.24). The proportion of daily visitors is the highest in the NAGMAMI states where about 47 percent of the members made daily visits. The impression that the Assam youth

are poor library-users is reinforced by the fact that about 59 percent youth members visited the libraries, only rarely. The proportion of 'once a week' visitors is quite high in Bihar (65%) and Maharashtra (51%) as compared to NAGMAMI states (42%) and the all India average of 38 percent. It is interesting to note that in NAGMAMI states 98 percent of the members visited 'at least once a week' as against 92 percent in Maharashtra and a very low 41 percent in Assam.

Table 4.24: Distribution of youth members of library (%) by frequency of library visits (Rural)

State	Daily	Almost daily	Once in a week	Twice a month	Rarely	Not applicable	Total
Assam	3.1	11.8	25.7	0.0	59.4	0.0	100.0
NAGMAMI	47.3	9.0	41.9	1.8	0.0	0.0	100.0
Rest of the NE states	0.0	0.0	26.0	0.0	74.0	0.0	100.0
Maharashtra	19.2	22.2	50.7	4.1	3.8	0.0	100.0
Bihar	11.1	0.0	65.0	16.8	3.7	3.3	100.0
Rest of the states	29.1	13.2	36.5	11.9	7.6	1.6	100.0
ALL India	27.3	13.4	37.6	10.6	9.7	1.4	100.0

Source: NYRS (2009), NCAER

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The proportion of daily visitors is dismally low in urban Assam as well -- only 7.2 percent of urban members visited on a daily basis as against 42 percent in NAGMAMI states and 33 percent in Maharashtra. It can be observed that the proportion of 'at least once

a week' visitors has not changed in Assam but in most of the other cases the percentages fell to much lower levels -- in NAGMAMI it fell to 82 percent from 98 percent (rural), in Maharashtra it fell to 73 from 92, and in Bihar it reduced to 66 from 76 (Table 4.25).

Table 4.25: Distribution of youth members of library (%) by frequency of library visits (Urban)

State	Daily	Almost daily	Once in a week	Twice a month	Rarely	Not applicable	Total
Assam	7.2	5.0	27.6	13.5	46.7	0.0	100.0
NAGMAMI	42.3	16.2	23.6	8.3	9.6	0.0	100.0
Rest of the NE states	0.0	65.4	30.0	0.0	4.7	0.0	100.0
Maharashtra	33.1	12.8	27.4	20.9	5.0	0.9	100.0
Bihar	25.2	11.5	29.4	22.5	11.5	0.0	100.0
Rest of the states	29.6	15.8	32.3	9.7	10.5	1.9	100.0
ALL India	30.0	15.5	31.3	11.3	10.1	1.7	100.0

Source: NYRS (2009), NCAER

It appears that in NAGMAMI states and Maharashtra the environment is more conducive to readership development than in Assam and Bihar. In NAGMAMI states and Maharashtra, 89 percent and 79 percent

respectively of youth members visited libraries 'at least once a week' as against 71 percent in Bihar and a low 40 percent in Assam (Table 4.26).

Table 4.26: Distribution of youth members of library (%) by frequency of library visits (Overall)

State	Daily	Almost daily	Once in a week	Twice a month	Rarely	Not applicable	Total
Assam	4.0	10.4	26.1	2.8	56.8	0.0	100.0
NAGMAMI	44.3	13.3	31.0	5.7	5.7	0.0	100.0
Rest of the NE states	0.0	28.3	27.7	0.0	44.0	0.0	100.0
Maharashtra	28.8	15.7	34.6	15.7	4.6	0.6	100.0
Bihar	18.8	6.3	45.5	19.9	8.0	1.5	100.0
Rest of the states	29.4	14.6	34.2	10.7	9.2	1.8	100.0
ALL India	28.8	14.5	34.1	11.0	9.9	1.6	100.0

Source: NYRS (2009), NCAER

4.1.7. Factors Influencing Book Buying

The factors that are generally considered by

rural literate youth while buying leisure books differ considerably within the north-eastern

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region. In Assam, the highest percentage of rural youth (41%) considers the subject of the book as the most important deciding factor. The other important considerations are 'author profile' and 'price' as viewed by 26 percent and 17 percent youth respectively (Table 4.27). However, in other NE states, price of the book is the most important factor (52%) while purchasing leisure books, followed by subject (16%) and author profile (13%). For rural Maharashtra, subject is the

most important weighing factor as viewed by 38 percent youth, the next important factor being price which has only a marginal amount of higher support over the author profile (22% vs 19%). The youth from the 'rest of the states' has expressed a more convincing opinion – that subject (30%) and author profile (27%) are the two most important weighing factors, price can only be the third factor (25%)

Table 4.27: Major factors influencing book buying as judged by youth support percentage (Rural)

State	Deciding factors								Total
	Price	Author profile	Subject	Publicity	Read reviews	Teachers opinion	Not applicable	Other	
Assam	17.2	25.9	41.0	8.0	0.3	0.4	1.3	6.0	100.0
Other North-Eastern States	52.3	12.9	16.4	3.4	0.5	6.0	1.7	6.8	100.0
Maharashtra	22.2	19.4	38.3	5.4	1.4	2.1	5.1	6.1	100.0
Bihar	53.8	19.4	14.4	2.8	5.9	1.1	1.3	1.2	100.0
Rest of the States	24.6	26.6	30.0	6.1	3.4	2.2	2.9	4.1	100.0
All India	27.6	24.7	29.6	5.8	3.1	2.1	2.9	4.3	100.0

Source: NYRS (2009), NCAER

The view expressed by the youth from urban Assam does not differ from the view of their rural counterparts – for them subject, profile and price in that order are the major deciding factors as viewed by 42, 25 and 9 percent of youth (Table 4.28). In the 'other NE states' price is the most important consideration as felt by 54 percent of the youth while the second and third considerations are author

profile and subject as opined by 21 percent and 16 percent youth respectively. The opinion of youth from Bihar is in line with the view expressed by the youth of 'other NE states'. For urban youth of Maharashtra the two most important factors considered are subject and author profile (32% vs 25%), price is only the third consideration (23%).

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Table 4.28: Major factors influencing book buying as judged by youth support percentage (Urban)

State	Deciding factors								Total
	Price	Author profile	Subject	Publicity	Read reviews	Teachers opinion	Not applicable	Other	
Assam	8.8	25.1	41.6	6.2	4.5	3.3	6.0	4.5	100.0
Other North-Eastern States	54.1	21.4	15.9	1.7	2.1	0.3	1.9	2.6	100.0
Maharashtra	22.6	25.1	32.0	10.8	1.1	1.2	3.9	3.3	100.0
Bihar	54.0	24.4	14.3	4.8	0.9	0.7	0.7	0.3	100.0
Rest of the States	29.9	26.4	24.7	7.1	2.4	3.4	1.3	4.8	100.0
All India	29.6	26.0	25.7	7.5	2.2	2.8	1.8	4.3	100.0

Source: NYRS (2009), NCAER

From Table 4.29, it is quite revealing that subject and author profile are the prime considerations which decide whether the reader would buy a book or not. The higher percentage attached to price only brings to focus the predicament of the reader in which he has to postpone the buying of his favourite number because of the alarming prices.

Table 4.29: Major factors influencing book buying as judged by youth support percentage (Overall)

State	Deciding factors								Total
	Price	Author profile	Subject	Publicity	Read reviews	Teachers opinion	Not applicable	Other	
Assam	14.9	25.7	41.1	7.5	1.4	1.2	2.6	5.6	100.0
Other North-Eastern States	53.0	16.1	16.2	2.8	1.1	3.9	1.8	5.2	100.0
Maharashtra	22.4	22.7	34.7	8.5	1.2	1.6	4.4	4.5	100.0
Bihar	53.8	20.6	14.4	3.3	4.7	1.0	1.1	1.0	100.0
Rest of the States	27.2	26.5	27.5	6.6	2.9	2.8	2.1	4.5	100.0
All India	28.5	25.3	27.8	6.6	2.7	2.5	2.4	4.3	100.0

Source: NYRS (2009), NCAER

At the all India level, 26.9 percent of the total literate youth reported that they were encouraged by school teachers to read books outside their course of study. In the north-eastern states, the encouragement is observed to be much higher. Almost 49 percent youth in Assam and 44 percent youth in 'other NE states' reported that they were encouraged by teachers to read leisure books (Table 4.30). In the case of Assam, no rural-urban divide in the percentages is discernible. However, in 'other north-eastern

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states', the percentage of urban youth reporting of encouragement from teachers is much higher (59%) compared to the rural percentage (38%). In Maharashtra also, a higher percentage of urban youth (28%)

than rural (20%) received encouragement from school teachers. In sharp contrast, in Bihar, only 9 percent urban youth and 5 percent rural youth reported of teacher-encouragement.

Table 4.30: Percentage of rural /urban youth encouraged to read leisure books by school teachers

State	Rural	Urban	Rural+Urban
Assam	48.5	49.2	48.7
Other North-Eastern States	37.6	58.8	43.7
Maharashtra	19.6	27.9	23.9
Bihar	5.3	9.3	6.0
Rest of the States	25.4	31.7	27.8
All India	24.3	31.1	26.9

Source: NYRS (2009), NCAER

In order to understand how the youth liked confronting with books, they were asked whether they had ever presented a book-gift to someone. It is found that a much higher percentage of literate youth in the north-eastern states have gifted books to others at some point of time compared to those in other states – 38 percent in Assam and 28 percent in the rest of the NE states as against 12 percent in the whole country (Table 4.31).

The results further show that presenting gifts is more prevalent in urban areas compared to rural areas as evident from higher urban percentages of gift-givers – in Assam 53 percent of the urban youth presented books as gifts while only 34 percent of their rural counterparts did so. Higher urban percentages were observed also in the cases of other NE states (41% vs 22%), Maharashtra (19% vs 8%) and Bihar (23% vs 14%).

Table 4.31: Percentage of rural/urban literate youth who presented books as gifts to friends or relatives

State	Rural	Urban	Rural+Urban
Assam	34.2	52.6	37.9
Other North-Eastern States	22.5	40.7	27.8
Maharashtra	7.6	19.3	13.7
Bihar	13.6	23.1	15.3
Rest of the States	7.2	15.2	10.2
All India	8.8	16.8	11.8

Source: NYRS (2009), NCAER

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4.2: PERCEPTION OF LITERATE YOUTH REGARDING LEISURE BOOK READING

About 74 percent youth in India believed that students who read books beyond their syllabus become more knowledgeable and

successful in their lives. This belief is much stronger in Assam and other NE states where 91 percent, 82 percent youth respectively expressed agreement with the view (Table 4.32).

Table 4.32: Percentage of literate youth agreeing with the view that ‘students who read books beyond their syllabus become more knowledgeable and successful’(Overall)

State	Response				Total
	Agree	Disagree	Don't know	No comments	
Assam	91.2	5.8	1.9	1.1	100.0
Other North-Eastern States	82.1	7.3	6.1	4.6	100.0
Maharashtra	79.0	11.1	6.7	3.2	100.0
Bihar	65.2	21.7	11.9	1.3	100.0
Rest of the States	73.7	12.0	10.5	3.8	100.0
All India	74.4	12.2	9.8	3.6	100.0

Source: NYRS (2009), NCAER

A large portion of the literate youth in the rural areas does believe that reading makes them knowledgeable and successful. In the case of the north-eastern states, the belief is even stronger. As against 73 percent youth in rural India, over 91 percent rural youth in Assam and 80 percent rural youth in the rest of NE region held such a view. In other

states, proportion of youth who agreed are lower – even in Maharashtra, only 76 percent youth believed that leisure readers become more knowledgeable and successful. In Bihar, which is one of the lowest per capita GDP states in the country, only 65 percent agreed with the view (Table 4.33).

Table 4.33: Percentage of literate youth agreeing with the view that ‘students who read books beyond their syllabus become more knowledgeable and successful’(Rural)

State	Response				Total
	Agree	Disagree	Don't know	No comments	
Assam	91.3	5.9	2.0	0.8	100.0
Other North-Eastern States	80.0	7.4	7.1	5.6	100.0
Maharashtra	75.8	10.6	10.2	3.4	100.0
Bihar	64.7	21.7	12.4	1.2	100.0
Rest of the States	72.1	11.2	12.5	4.2	100.0
All India	72.6	11.7	11.9	3.8	100.0

Source: NYRS (2009), NCAER

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The overall proportion of youth who agreed with the view is slightly higher in urban areas compared to the rural proportions. Although there is no rural-urban difference in agreement-percentages in Assam, the urban percentages are significantly higher in 'other NE states' (87% vs 80%) and Maharashtra (82% vs 76%) (Table 4.34).

Table 4.34: Percentage of literate youth agreeing with the view that 'students who read books beyond their syllabus become more knowledgeable and successful'(Urban)

State	Response				Total
	Agree	Disagree	Don't know	No comments	
Assam	90.7	5.4	1.5	2.4	100.0
Other North-Eastern States	87.3	7.0	3.6	2.0	100.0
Maharashtra	82.0	11.6	3.3	3.1	100.0
Bihar	67.4	21.8	9.4	1.5	100.0
Rest of the States	76.3	13.2	7.3	3.2	100.0
All India	77.3	13.0	6.6	3.1	100.0

Source: NYRS (2009), NCAER

On asking whether reading is more important than watching TV or surfing the internet, about 75 percent literate youth in the country replied in the affirmative (Table 4.35). The proportions of youth supporting this view were higher for Assam (90%), Maharashtra (79%) compared to 'other NE states' and Bihar (76% each).

Table 4.35: Percentage of literate youth who agree that 'reading is more important than watching TV and surfing the net ' (Overall)

State	Response				Total
	Agree	Disagree	Don't know	No comments	
Assam	90.3	5.6	1.7	2.4	100.0
Other North-Eastern States	75.7	9.6	9.7	5.0	100.0
Maharashtra	79.5	11.5	6.3	2.7	100.0
Bihar	76.2	9.8	13.9	0.1	100.0
Rest of the States	73.1	12.9	10.1	4.0	100.0
All India	74.5	12.3	9.6	3.6	100.0

Source: NYRS (2009), NCAER

In rural Assam, 91 percent of the youth subscribed to the view while in the rest of the NE region and Bihar only 75 percent (each) held such a view (Table 4.36). A much higher percentage of Bihar youth in urban areas than rural (83% vs 75%)

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believed that reading is more important than watching TV or surfing the net but in other cases the increase was only marginal (Table 4.37).

Table 4.36: Percentage of literate youth who agree that 'reading is more important than watching TV and surfing the net' (Rural)

State	Response				Total
	Agree	Disagree	Don't know	No comments	
Assam	90.8	5.3	1.7	2.2	100.0
Other North-Eastern States	74.6	9.3	10.5	5.6	100.0
Maharashtra	78.5	9.6	8.6	3.3	100.0
Bihar	74.7	9.6	15.5	0.2	100.0
Rest of the States	71.6	11.9	12.1	4.4	100.0
All India	73.1	11.3	11.7	3.9	100.0

Source: NYRS (2009), NCAER

Table 4.37: Percentage of literate youth who agree that 'reading is more important than watching TV and surfing the net' (Urban)

State	Response				Total
	Agree	Disagree	Don't know	No comments	
Assam	88.4	6.5	1.6	3.4	100.0
Other North-Eastern States	78.3	10.4	7.7	3.6	100.0
Maharashtra	80.6	13.3	4.1	2.1	100.0
Bihar	83.2	10.7	6.0	0.0	100.0
Rest of the States	75.5	14.4	6.7	3.4	100.0
All India	76.7	14.0	6.2	3.1	100.0

Source: NYRS (2009), NCAER

In response to the query whether they believed that books are important medium for knowledge transmission from generation to generation, 77 percent youth of his country replied in the affirmative. Much larger proportions of youth from Bihar (89%), Assam (87%) and Maharashtra (85%) held this positive view but in the 'other NE states' only 73 percent rendered their support (Table 4.38). In rural areas, Bihar (88%) accounted for

the highest proportion of youth supporting the positive view followed by Assam (87%) and Maharashtra (81%) -- the proportion was the least in the case of 'other NE states' (70%) (Table 4.39). In the urban areas too, the highest support came from Bihar (93%) and next largest proportion was from Maharashtra (88%) rather than Assam (Table 4.40). It may be appreciated that the rural-urban divide in the agreement-proportions is much

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pronounced in ‘other NE states’ compared to other parts of the country.

Table 4.38: Percentage of literate youth who agree that “books are the most suitable medium for knowledge transmission from generation to generation” (Overall)

State	Response				Total
	Agree	Disagree	Don't know	No comments	
Assam	86.8	4.1	6.4	2.7	100.0
Other North-Eastern States	73.2	5.0	16.0	5.8	100.0
Maharashtra	84.6	4.9	8.5	2.0	100.0
Bihar	89.1	2.8	7.4	0.8	100.0
Rest of the States	75.3	8.6	11.7	4.3	100.0
All India	77.4	7.7	11.0	3.8	100.0

Source: NYRS (2009), NCAER

Table 4.39: Percentage of literate youth who agree that “books are the most suitable medium for knowledge transmission from generation to generation” (Rural)

State	Response				Total
	Agree	Disagree	Don't know	No comments	
Assam	87.2	4.0	6.1	2.7	100.0
Other North-Eastern States	69.7	6.5	17.0	6.8	100.0
Maharashtra	81.3	3.7	12.3	2.7	100.0
Bihar	88.3	2.7	8.2	0.8	100.0
Rest of the States	73.0	7.9	14.2	4.9	100.0
All India	75.3	7.0	13.4	4.4	100.0

Source: NYRS (2009), NCAER

Table 4.40: Percentage of literate youth who agree that “books are the most suitable medium for knowledge transmission from generation to generation”(Urban)

State	Response				Total
	Agree	Disagree	Don't know	No comments	
Assam	85.2	4.6	7.4	2.7	100.0
Other North-Eastern States	82.1	1.3	13.3	3.4	100.0
Maharashtra	87.6	6.2	4.9	1.4	100.0
Bihar	92.6	3.4	3.3	0.7	100.0
Rest of the States	79.1	9.9	7.7	3.3	100.0
All India	80.9	9.0	7.2	3.0	100.0

Source: NYRS (2009), NCAER

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A little higher than half the literate youth in the rural areas of north-eastern region of India, feel that in this era of internet and mobiles, the habit of reading leisure books has declined for most people. This perception

is also shared at the all India level. However, about 36 percent youth in Assam and 24 percent youth in 'other NE states' did not agree with this perception (Table 4.41).

Table 4.41: Percentage of literate youth who share the perception that “ in this era of internet and mobiles, leisure-reading has declined for most people” (Rural)

State	Response				Total
	Agree	Disagree	Don't know	No comments	
Assam	54.3	36.6	5.7	3.5	100.0
Other North-Eastern States	55.5	24.1	14.8	5.6	100.0
Maharashtra	59.8	19.7	15.9	4.5	100.0
Bihar	45.1	26.0	28.1	0.8	100.0
Rest of the States	51.6	22.7	19.5	6.2	100.0
All India	52.1	23.2	19.3	5.5	100.0

Source: NYRS (2009), NCAER

In urban areas, a significantly higher share of youth opined that that leisure book reading has declined due to the advent of television and internet -- about 60 percent

youth in Assam and 65 percent youth in the rest of north-eastern states expressed so. Urban Maharashtra accounted for the highest support (73%) (Table 4.42).

Table 4.42: Percentage of literate youth who share the perception that “ in this era of internet and mobiles, leisure-reading has declined for most people” (urban)

State	Response				Total
	Agree	Disagree	Don't know	No comments	
Assam	60.2	34.7	2.1	3.0	100.0
Other North-Eastern States	65.2	25.5	6.1	3.2	100.0
Maharashtra	73.1	17.2	7.7	1.9	100.0
Bihar	57.7	25.4	16.4	0.6	100.0
Rest of the States	61.7	21.4	11.9	5.0	100.0
All India	63.4	21.1	11.1	4.4	100.0

Source: NYRS (2009), NCAER

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Table 4.43: Percentage of literate youth who share the perception that “in this era of internet and mobiles, leisure-reading has declined for most people” (Overall)

State	Response				Total
	Agree	Disagree	Don't Know	No comments	
Assam	55.5	36.2	4.9	3.4	100.0
Other North-Eastern States	58.3	24.5	12.3	4.9	100.0
Maharashtra	66.7	18.5	11.7	3.2	100.0
Bihar	47.3	25.9	26.1	0.7	100.0
Rest of the States	55.5	22.2	16.6	5.7	100.0
All India	56.4	22.4	16.2	5.1	100.0

Source: NYRS (2009), NCAER

Majority of the literate youth in rural areas of the north-eastern states feel that the most important requirement for improving reading habits among youth is the motivational support and encouragement from family members and school teachers. While almost two thirds of the rural literate youth in Assam (67%) felt so, in the ‘other NE states’, 59 percent youth endorsed this view as against 41 percent backing at the all India level. Making leisure reading compulsory in school curriculum is considered as another

important step to improve reading habits as supported by 15 percent of the rural youth of India as well as 16 percent rural youth of ‘other NE states’. However, for the youth of rural Assam free distribution of leisure books at school level is more important than including leisure reading in school curriculum (14% vs 6%). Easy access to good library is seen as the next important requirement having the backing of 10 percent of rural youth in ‘other NE states’ as well as 13 percent youth at the all India level (Table 4.44).

Table 4.44: Distribution of literate youth (%) according to perception about important steps for improving reading habits (Rural)

State	Steps for improving reading habits							Total
	Motivation & encouragement from family & school teachers	Make leisure reading compulsory in school curriculum	Easy access to good library	Availability of books in regional languages	More awareness programme on benefits of reading through pop	Free distribution of leisure books at school level	Leisure reading books should be low priced	
Assam	67.2	6.4	5.2	0.5	1.4	14.3	5.0	100.0
Other North-Eastern States	59.4	15.8	10.3	3.9	1.0	5.0	4.6	100.0
Maharashtra	40.6	11.4	16.3	4.0	5.2	7.7	14.8	100.0
Bihar	30.6	8.1	9.8	14.1	1.0	15.3	21.0	100.0
Rest of the States	40.5	15.9	12.7	6.4	3.7	14.0	6.7	100.0
All India	41.0	14.7	12.6	6.5	3.5	13.4	8.4	100.0

Source: NYRS (2009), NCAER

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In the urban areas of NE states, the proportion of youth who believe that motivation and encouragement from family and school teachers is the most important requirement is still higher – 73 percent youth in Assam and 70 percent youth in the rest of NE region held this view (Table 4.45). As viewed by about 11 percent youth of NE region excluding Assam and 14 percent of youth at the all India level, ‘making leisure book reading compulsory in school curriculum’ is the next important step needed. According to 10 percent literate youth of urban Assam, free distribution of leisure books at the school level is another useful step but this has not found favour with the youth of the remaining NE states. Easy access to good libraries is

definitely an important promoter of reading habit as felt by 8.5 percent youth of ‘other NE states’ as well as 12 percent youth in the whole country. The data also show that the availability or otherwise of books in regional language has little impact on the reading habits of youth in the NE region.

The consolidated view emerging from Table 4.46 is that, ‘motivation and encouragement from family and teachers’, ‘making reading compulsory in school curriculum’, ‘easy access to good libraries’ in that order are the three most important requirements for promoting leisure reading among Indian youth. Nevertheless, free distribution of books at school level seems to be almost as important as access to good libraries.

Table 4.45: Distribution of literate youth (%) according to perception about important steps for improving reading habits (Urban)

State	Steps for improving reading habits							Total
	Motivation & encouragement from family & school teachers	Make leisure reading compulsory in school curriculum	Easy access to good library	Availability of books in regional languages	More awareness programmes on benefits of reading through pop	Free distribution of leisure books at school level	Leisure reading books should be low priced	
Assam	73.4	4.5	4.2	0.8	1.0	9.9	6.3	100.0
Other North-Eastern States	69.8	11.0	8.5	2.2	3.5	2.0	2.9	100.0
Maharashtra	45.4	15.0	12.7	8.4	3.6	9.9	5.0	100.0
Bihar	37.2	8.2	11.3	6.4	2.9	16.9	17.1	100.0
Rest of the States	48.5	14.6	11.7	5.8	4.9	9.7	4.8	100.0
All India	48.3	14.3	11.7	6.1	4.6	9.8	5.1	100.0

Source: NYRS (2009), NCAER

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Table 4.46: Distribution of literate youth (%) according to perception about important steps for improving reading habits (Overall)

State	Steps for improving reading habits							Total
	Motivation & encouragement from family & school teachers	Make leisure reading compulsory in school curriculum	Easy access to good library	Availability of books in regional languages	More awareness programmes on benefits of reading through pop	Free distribution of leisure books at school level	Leisure reading books should be low priced	
Assam	68.5	6.0	5.0	0.5	1.3	13.4	5.3	100.0
Other North-Eastern States	62.4	14.4	9.8	3.4	1.8	4.1	4.1	100.0
Maharashtra	43.1	13.2	14.4	6.3	4.4	8.9	9.7	100.0
Bihar	31.8	8.1	10.1	12.8	1.3	15.6	20.3	100.0
Rest of the States	43.5	15.4	12.4	6.1	4.1	12.4	6.0	100.0
All India	43.7	14.5	12.3	6.3	3.9	12.1	7.2	100.0

Source: NYRS (2009), NCAER

4.3. PROFILE OF LITERATE YOUTH AND READERSHIP

Gender is considered to be an important determinant of readership and reading habits. A study in Singapore shows that reading is the most favoured activity among girls (Majid and Tan, 2007). Similarly, a readership study at Kolkata reveals that women in general read more than men and in fact the frequency of visits to libraries is higher among women (Dutta, 2008). A study by Shukla and Bharadwaj (2000) reveals that girls read more than boys but boys generally read more than girls to

enhance their knowledge.

NYRS-2009 had revealed that about 27 percent of the female youth read leisure books compared to only 24 percent among males. It was also found that, about 53 percent of youth readers (44.3 million) are male. The present investigation has revealed that in the NAGMAMI states, 74 percent of the female youth are readers as against 60 percent among males, the corresponding percentages in Assam being 48 and 36. Interestingly, in the rest of the NE states the readership is higher among males (27%) than females (21%) (Table 4.47).

Table 4.47: Percentage of NE readers by gender and state group

	Assam	NAGMAMI	Rest of the NE states	Total NE	All India
Male	35.7	60.5	27.3	38.0	24
Female	47.6	74.2	21.0	47.2	27
Total	41.5	67.5	24.2	42.5	25

Source: NYRS (2009), NCAER

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The female share of readers is much higher than that of non-readers in both NAGMAMI states (56% vs 41%) and Assam (56% vs 44%) but the reverse is the case with 'rest of the NE states' (42% vs 51%). At the all India level, female share of readers is 47 percent as against the non-readers share of 43

percent. The stark reader-non-reader divide in the female shares in the NAGMAMI states clearly shows that the young women of these states are much more avid readers than their counterparts in other parts of the country (Table 4.48).

Table 4.48: Distribution of readers and non-readers by gender, state-group-wise

	Assam		NAGMAMI		Rest of the NE states		Total NE		All India	
	Reader	Non-reader	Reader	Non-reader	Reader	Non-reader	Reader	Non-reader	Reader	Non-reader
Male	43.7	56.0	43.5	59.1	57.8	49.2	45.2	54.5	53.1	57.1
Female	56.3	44.0	56.5	40.9	42.2	50.8	54.8	45.5	46.9	42.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: NYRS (2009), NCAER

The readership status among the youth varies also with social group and religion. At the all India level, the general caste group has about 29 percent of the readers, followed by, Other Backward Castes (25%) and Scheduled Tribes (23%). In contrast, the NAGMAMI states have 72 percent readers among general caste youth and 69 percent readers among Scheduled Tribe (ST) youth. In the case of

Assam the readership is much higher among OBC youth (45%) and Scheduled Caste (SC) youth (44%), the readership among general castes and Scheduled Tribes (STs) being 41 percent and 33 percent respectively. In the whole NE region, the readership is 45 percent among OBCs, 44 percent among STs, 42 percent among general castes and 33 percent among SCs (Table 4.49).

Table 4.49: Percentage of NE readers by social group and state group

	Assam	NAGMAMI	Rest of the NE states	Total NE	All India
Scheduled Caste	44.1	59.0	7.4	33.0	21
Scheduled Tribes	33.1	69.4	24.4	43.8	23
Other Backward Caste	45.3	61.5	24.8	44.6	25
General	40.9	72.2	33.9	42.4	29
Total	41.5	67.5	24.2	42.5	25

Source: NYRS (2009), NCAER

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In the whole NE region, 47 percent readers come from general castes youth and 24 percent each from OBC and ST youth. However, in the NAGMAMI states, the majority of the readers (55%) belong to the STs, only 23 percent and 19 percent respectively are from OBC and general castes youth. Assam has accounted for the highest share of general castes readers (63%) and has 24 percent readers coming from the OBCs.

In the NAGMAMI states, a higher share of readers than non-readers come from both general castes (19% vs 15%) and ST (55% vs 51%) youth whereas in Assam a higher share comes only from the OBC youth (24% vs 21%). The fact that 55 percent of NAGMAMI readers are from ST youth, itself is a unique feature, because, of all the readers in India only 9 percent come from the ST community (Table 4.50).

Table 4.50: Distribution of readers and non-readers by social group, state-group-wise

	Assam		NAGMAMI		Rest of the NE states		Total NE		All India	
	Reader	Non-reader	Reader	Non-reader	Reader	Non-reader	Reader	Non-reader	Reader	Non-reader
Scheduled Caste	6.5	5.8	3.2	4.6	3.6	14.6	5.3	8.0	19.2	23.8
Scheduled Tribes	5.8	8.3	55.2	50.7	49.3	48.7	23.9	22.7	8.8	10.1
Other Backward Caste	24.4	20.9	22.6	29.5	21.5	20.8	23.6	21.7	40.0	40.4
General	63.3	65.0	18.9	15.1	25.6	15.9	47.2	47.6	32.0	25.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: NYRS (2009), NCAER

In the NAGMAMI states, about 69 percent of Christian youth read leisure books while about 65 percent of Hindu youth and 56 percent Muslim youth have this habit. This is in line with the trend noticed for the entire NE region (50% vs 43% vs 37%) as well as

for the whole country (43% vs 25% vs 23%). However, Assam has exhibited a different picture altogether -- here the highest readership is among Hindu youth (47%) followed by Muslim (37%) (Table 4.51).

Table 4.51: Percentage of NE readers by religion and state group

	Assam	NAGMAMI	Rest of the NE states	Total NE	All India
Hindu	46.6	65.2	19.6	43.3	25
Muslim	36.9	55.9	0.0	36.7	23
Sikh	0.0	-	-	0.0	13
Christian	11.0	68.9	31.3	50.4	43
Others	2.8	82.3	32.2	46.5	31
Total	41.5	67.5	24.2	42.5	25

Source: NYRS (2009), NCAER

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Almost the entire bulk of Assam readers are from Hindu and Muslim sects whereas in NAGMAMI states and the rest of the NE states, 95-96 percent of the youth readers are either Christian or Hindu. A higher share of

Christian readers than non-readers is found in both NAGMAMI states (56% vs 53%) and the rest of the NE states (51% vs 36%). Only in Assam, the Hindu share is higher (60% vs 49%) (Table 4.52).

Table 4.52: Distribution of readers and non-readers by religion, state-group-wise

	Assam		NAGMAMI		Rest of the NE states		Total NE		All India	
	Reader	Non-reader	Reader	Non-reader	Reader	Non-reader	Reader	Non-reader	Reader	Non-reader
Hindu	59.6	48.6	38.2	42.4	45.3	59.2	52.3	50.7	81.5	81.5
Muslim	40.1	48.8	1.9	3.2	0.0	2.6	25.4	32.6	12.2	13.5
Sikh	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.3	1.0	2.2
Christian	0.3	1.6	56.5	52.9	51.1	35.7	21.0	15.3	4.0	1.7
Others	0.0	0.6	3.4	1.5	3.6	2.4	1.3	1.1	1.4	1.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: NYRS (2009), NCAER

As reported by Hashway, Duke, and Farmer (1993) parental education level has profound influence on the youth's reading habits. NYRS-2009 also revealed that readership among literate youth is strongly associated with the level of parental education. For instance, while 49 percent youth with 'graduate and above' parents and 39 percent with higher secondary-passed parents read leisure books, the readership is as low as 17 percent among

youth having illiterate parents. Also, a higher share of non-readers hails from youngsters with illiterate (37% vs 22%) and primary-passed parents (28% vs 25%) rather than the better educated. The present study has revealed that in NAGMAMI states, about 92 percent youth with 'higher secondary and above' parents read leisure books, the readership being only 54 percent among youth having illiterate parents (Table 4.53).

Table 4.53: Percentage of NE readers by level of parental education and state group

	Assam	NAGMAMI	Rest of the NE states	Total NE	All India
Illiterate	24.0	54.2	14.6	24.6	17
Primary (5th)	41.3	56.6	19.0	38.7	25
Middle (8 th)	54.8	55.9	31.8	52.9	30
Matric(10 th)	53.5	79.5	55.8	61.1	34
Higher secondary & above	80.7	92.4	59.2	82.4	44
Reported no parents	37.7	69.2	25.2	39.0	20
Total	41.5	67.5	24.2	42.5	25

Source: NYRS (2009), NCAER

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It was also found that a higher share of non-readers (> readers) had parents with low levels of education: in NAGMAMI states, 60 percent non-readers had illiterate or primary passed parents while only 37 percent readers had such a background. A higher share of non-readers with 'primary or below' was also observed in Assam (77% vs 51%) as

well as 'the rest of the NE states (85% vs 57%). On the other hand, a higher share of readers came from youth segments with better-educated parents -- in NAGMAMI states the share of 'higher secondary and above' is 31 percent among readers while it is just 5 percent among non-readers (Table 4.54).

Table 4.54: Distribution of readers and non-readers by level of parental education, state-group-wise

	Assam		NAGMAMI		Rest of the NE states		Total NE		All India	
	Reader	Non-reader	Reader	Non-reader	Reader	Non-reader	Reader	Non-reader	Reader	Non-reader
Illiterate	16.7	40.1	10.1	17.4	19.2	34.9	15.1	36.4	21.5	37.0
Primary (5th)	34.3	37.0	27.1	42.2	38.1	50.3	32.7	40.8	25.5	27.9
Middle (8th)	22.0	13.7	17.3	27.8	11.7	7.8	19.7	13.8	15.4	13.3
Matric(10th)	9.0	5.9	14.0	7.3	11.8	2.9	10.7	5.3	17.1	12.2
Higher Secondary(12 th)	9.3	2.0	10.8	0.3	14.3	2.5	10.2	1.9	8.9	5.1
Graduate and above	8.7	1.3	20.6	5.0	4.9	1.6	11.7	1.8	11.6	4.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: NYRS (2009), NCAER

4.4. FACTORS MOTIVATING THE YOUTH TO READ

There are many factors which motivate the children to read and develop themselves into lifelong readers. First and foremost, the home and school environments play a significant role in the development of the reading habit. It is frequently argued that boys benefit from role model readers (Chen, 2005). Often it is observed that children who do best in literary skills at school are those who come from homes where there are books, where their parents spend time reading to their children, and where children

see their parents and older siblings engaging in reading activities. It is the teachers and parents who can educate and encourage their children to develop the habit of reading for fun (Majid & Tan, 2007). Tella and Akande (2007) also believe that teachers can play a pivotal role by making parents and policy makers aware of the importance of reading and also understanding the type of books that would motivate a child to read more. The influence of the home and school can, therefore, hardly be discounted. In fact, development of the reading habit is a process that begins at home, is encouraged at school,

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and is carried on later in life through cultural influences and access to good literature and libraries.

A range of activities that confront young people directly and indirectly with books such as book-discussions, exchange of books, giving and receiving books as gifts, competitions based on book-themes, visits to libraries and book fairs can also promote interest in reading. Clark, *et al* (2005) report that girls are significantly more likely than boys to want to read more, if they met an author, had friends that were readers, or went on trips to a library and to a bookshop. Snowball (2007) also states that organising events, use of latest technology and a good ambience inside the library are must to attract young people to the library.

Kanade and Chudamani (2006) have suggested a number of ways to promote reading. According to them, public libraries can promote the habit among people through various activities like organising reading competitions, book exhibitions, story-telling sessions and so on. Mobile libraries could bring books and library services to people. They also suggest a 'door-to-door boxes' project wherein one box of books is delivered by a tricycle to each household in a village and after a month that box is collected and replaced by another one.

Government support is also important in inculcating reading habits among the youth. According to a study by Tella and Akande (2007), the government must play the most significant role in encouraging reading habits among children through various government-aided programmes and the provision of free books.

Peer influence is one of the most important factors leading to the reading habit among youth, according to a study among children aged 11-18 in Britain (Market & Opinion Research International-MORI, 2004).

The Indian Context

To what extent the home and school environment has helped in the development reading habit in the NE region? What was the role of peer influence? Were some of the book confronting opportunities helpful? The present follow-up study based on *National Youth Readership Survey-2009* provides answers to these questions.

Asked whether they had been encouraged by their school teachers to read leisure books, about 27 percent of Indian youth replied in the affirmative. More readers (49%) than non-readers (19%) received the original encouragement from teachers. A higher percentage of readers (21% vs 6%) also said that they had a specific period for leisure reading in their schools. The trend was same with the NE youth. However, the proportions were higher for the readers of the NAGMAMI states as compared to Assam, the rest of the NE states and the all India average – 69 percent readers reported of encouragement from teachers and 28 percent had specific period for leisure reading as against 63 percent and 24 percent respectively for Assam. On enquiring whether they found time for leisure reading, a much higher 83 percent readers and 21 percent non-readers of the NAGMAMI states responded positively as against 63 percent and 44 percent respectively from Assam and 63 percent and 21 percent respectively from the whole country (Table 4.55).

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Table 4.55: Motivation for reading in school (% of youth in agreement by saying 'Yes')

	Assam		NAGMAMI		Rest of the NE states		Total NE		All India	
	Reader	Non reader	Reader	Non reader	Reader	Non reader	Reader	Non reader	Reader	Non reader
A. Does/did your school teacher encourage you to read books other than course of study?	63.1	38.4	69.2	30.5	63.3	22.7	64.8	33.6	49.5	19.4
B. Do/did you have any specific period in school timetable for leisure reading?	24.2	9.2	28.0	4.9	25.7	8.8	25.4	8.7	20.7	5.8
C. As a school student do/did you get time for leisure reading?	63.4	44.4	82.7	22.1	59.5	27.5	68.1	38.0	62.8	21.5

Source: NYRS (2009), NCAER

Children who exhibit reading skills are more likely to come from families where parents themselves are enthusiastic readers. This is because the children try to emulate the good qualities of their parents and teachers they love and respect. The present study has also provided additional data to underwrite this phenomenon.

While at the all-India level, the fathers of the youth readers read 'very frequently' or 'sometimes', in a much higher percentage of the cases (34%) than youth non-readers

(13%). As against this, 42 percent youth readers of NAGMAMI states and 23 percent youth readers of Assam have fathers who are themselves readers. In NAGMAMI states, mothers of the youth-readers are themselves readers in 33 percent of the cases while mothers of non-readers have the reading habit only in 3 percent of the cases as against the corresponding percentage pair (19% vs 10%) for Assam and (23% vs 8%) for India as a whole (Table 4.56).

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Table 4.56: Reading habits of parents by readership of youth (% of youth)

Father										
	Assam		NAGMAMI		Rest of the NE states		Total NE		All India	
	Reader	Non reader	Reader	Non reader	Reader	Non Reader	Reader	Non reader	Reader	Non reader
Very frequently	6.3	1.2	12.1	0.0	4.2	1.7	7.6	1.2	9.4	2.5
Sometimes	16.9	10.5	30.0	12.6	20.4	6.6	20.8	9.7	25.0	10.5
Rarely	23.3	11.0	20.6	8.1	21.3	12.8	22.4	11.2	11.9	7.3
Never	32.6	41.0	18.5	35.6	34.5	58.8	29.0	45.0	38.4	52.2
Not applicable	20.9	36.2	18.7	43.7	19.7	20.1	20.2	32.8	15.3	27.5
Overall	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	10.0
Mother										
Very frequently	5.9	0.9	6.1	0.8	3.9	1.0	5.7	0.9	6.2	1.2
Sometimes	12.8	8.8	26.7	2.1	15.9	6.5	16.9	7.6	17.3	7.3
Rarely	18.7	5.5	21.8	10.5	22.9	6.0	20.0	6.1	12.0	5.5
Never	41.4	46.1	26.4	38.6	45.1	65.8	37.8	50.5	45.8	53.7
Not applicable	21.2	38.7	19.0	48.1	12.3	20.7	19.7	35.0	18.7	32.3
Overall	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: NYRS (2009), NCAER

It is thus clear that congenial home and school environment significantly contributed to the higher readership level prevailing in the NE states, especially the NAGMAMI ones. About 22 percent of the leisure-reading youth of NAGMAMI states were members of some library or other as against 8 percent

membership in Assam and 10 percent membership in the rest of the NE states. There was hardly any non-reader membership in the NE region. According to NYRS-2009 the library membership at the all India level is: 12 percent among youth readers and 1% among youth non-readers (Table 4.57).

Table 4.57: Library membership among literate youth

	Assam		NAGMAMI		Rest of the NE states		Total NE		All India	
	Reader	Non reader	Reader	Non reader	Reader	Non reader	Reader	Non reader	Reader	Non reader
Yes	8.3	0.3	21.9	0.0	10.5	0.0	12.2	0.2	11.7	1.2
No	91.7	99.7	78.1	100.0	89.5	100.0	87.8	99.8	88.3	98.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: NYRS (2009), NCAER

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At the all India level, youth-readers lend books to friends and family members more often (63%) than non-readers (16%). Higher lending among readers than non-readers is also observed in NAGMAMI states (81% vs 26%), Assam (77% vs 15%) and the rest of the NE states (75% vs 18%). But the lending among youth readers was proportionately much higher in the NE states as compared to

the average level that prevailed in the country. The proportions of youth-readers receiving gifts and giving gifts were also much higher in north eastern states as compared to the all India averages of 30 percent and 29 percent respectively, for the two categories. In all the cases, the readers had received much more opportunities to confront books than the non-readers (Table 4.58).

Table 4.58: Exchange of leisure books with friends and relatives (% of youth in agreement, by saying 'Yes')

	Assam		NAGMAMI		Rest of the NE states		Total NE		All India	
	Reader	Non reader	Reader	Non reader	Reader	Non reader	Reader	Non reader	Reader	Non reader
A. Do you lend books to others including friends and family members?	77.1	15.5	81.3	26.4	75.1	18.0	78.0	17.2	62.6	18.4
B. Have you ever presented a book as a gift to someone?	64.8	18.8	44.8	7.3	44.6	16.8	57.2	17.2	29.1	6.1
C. Have you ever got a book as a gift?	59.2	13.0	48.4	8.0	39.7	15.3	54.2	13.1	29.7	6.1

Source: NYRS (2009), NCAER

Just as peer pressure influences children's dress and music tastes, so too does it influence reading habits. Accordingly, an attempt was made to find out the extent of peer influence, if any. For this, the youth respondents were asked to remember about five of their close friends and recount whether 'most of them', 'some of them' or 'none of them' had the reading habit. In response, 8 percent of

India's youth (17% reader, 5% non-reader) said that most of their friends were readers, while 36 percent said that only 'some of them' had reading interest. The proportion of youth-readers who reportedly had most of their peers as readers is much higher in NAGMAMI states (24%) and Assam (21%) as compared to the all India average (17%) (Table 4.59).

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Table 4.59: Answer to the question “How many of your friends had the habit of reading leisure books” (% of youth)

	Assam		NAGMAMI		Rest of the NE states		Total NE		All India	
	Reader	Non reader	Reader	Non reader	Reader	Non reader	Reader	Non reader	Reader	Non reader
Most of them	21.5	3.5	24.2	2.6	15.6	1.2	21.6	2.8	17.0	5.1
Some of them	65.4	40.3	43.7	20.9	65.7	36.0	59.6	37.3	56.6	28.8
None	4.9	22.0	1.5	10.8	10.6	29.5	4.6	22.9	9.6	31.1
Cannot say	3.9	14.5	15.0	38.5	4.2	11.3	6.9	15.9	7.0	11.8
Don't remember	4.3	19.8	15.7	27.3	3.8	21.9	7.3	21.0	9.9	23.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: NYRS (2009), NCAER

4.5. PREFERRED LANGUAGE FOR READING BOOKS

Youth respondents were asked to indicate their most preferred and next most preferred language for leisure reading. In the north-east states, Assamese was found to be the most preferred language with 51 percent (2.9 million) literate youths reading books in that language. English with 19 percent (1.1 million) and Bengali with 10 percent support are at the second and third positions. Hindi has been preferred only by 3 percent of the

youth. Based on the second preferences of 3.9 million youth readers, English is at the top slot with 31 percent of youthful readers supporting it. Hindi, with 21 percent support, is at the second position followed by Bengali, which is the preferred language of 17 percent youth.

This analysis has clearly brought out that English is indeed a prominent language for reading leisure books among the literate youth of the NE region as has been the case with the rest of the country (Table 4.60).

Table 4.60: Preferred language for reading leisure books

Language	1st preferred language for reading books		2nd preferred language for reading books	
	Youth readers (Million)	% distribution	Youth readers (Million)	% distribution
Assamese	2.87	51.1	0.32	8.1
English	1.07	19.1	1.21	31.1
Bengali	0.55	9.8	0.65	16.8
Manipuri	0.45	7.9	0.09	2.4
Hindi	0.15	2.7	0.82	21.1
Urdu	0.02	0.3	0.03	0.7
Other	0.51	9.1	0.77	19.8
Total	5.61	100.0	3.90	100.0

Source: NYRS (2009), NCAER

CHAPTER

5

EXPOSURE OF LITERATE YOUTH TO MEDIA AND READING MATERIALS

This chapter attempts to examine the level of exposure of literate youth to different forms of media and reading materials in the north-eastern region of India and compare the findings with the rest of the country. It also looks at the interest and awareness levels of youth in different topics and issues surrounding their day-to-day lives that help improve their general knowledge and make them more alert as citizens. In particular, the results of NE states are compared with two comparatively big states - Maharashtra and Bihar, which can be considered as the best and least performing states respectively, in terms of overall economic well-being.

5.1. INTEREST AND INFORMATION LEVEL OF LITERATE YOUTH IN DIFFERENT TOPICS/ISSUES

The survey tried to assess the interest of literate youth in different issues of current affairs and general knowledge. It also tried to

understand the perceived level of awareness and understanding that the literate youth already have about these topics or issues. The results of this exercise are presented in this section for each topic of current relevance.

5.1.1. News and Current Affairs

Keeping track of daily news about current affairs plays an important role in developing oneself as a socially and culturally knowledgeable and active citizen of a country. It has been found from the survey that around 72 percent of the current population of literate youth in the country are interested in 'news and current affairs'. However, more than one fourth of total literate youth do not have any interest in the topic. The interest level in the NE region is much higher with 80-81 percent youth expressing interest in the topic. As for Maharashtra, the interest level is slightly above the all India average of 72 percent whereas in Bihar (68%), it is below the average (Table 5.1).

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Table 5.1: Literate youth's level of interest in news and current affairs

State	Interested (%)	Not interested (%)	No opinion (%)	Total
Assam	81.5	17.9	0.6	100.0
Other North-Eastern States	79.7	17.9	2.4	100.0
Maharashtra	73.4	25.9	0.7	100.0
Bihar	67.6	32.1	0.3	100.0
Rest of the States	71.4	25.7	2.9	100.0
All India	71.8	25.7	2.4	100.0

Source: NYRS (2009), NCAER

Although a large percentage of youth in Assam are interested in news and current affairs, their level of information and knowledge about current affairs is not good enough. Of all the literate youth in Assam, only 12 percent reported that they are very well-informed about this topic - Bihar is relatively better situated with 21 percent youth reporting that they are much informed.

In the remaining NE states, a much higher percentage of literate youth (35%) are well-informed about news and current affairs, the average level of information for the whole country being 37 percent. It is important to mention here that the rest of the states, as a group, have accounted for the highest level of information (40%) about current affairs (Table 5.2).

Table 5.2: Literate youth's level of information about news and current affairs

State	% Youth who are				Total
	Much informed	Somewhat informed	Not informed	No opinion	
Assam	12.3	86.2	1.5	0.1	100.0
Other North-Eastern States	35.1	63.3	1.3	0.3	100.0
Maharashtra	30.8	66.9	2.3	0.1	100.0
Bihar	20.6	73.0	6.1	0.3	100.0
Rest of the States	40.3	58.7	0.9	0.2	100.0
All India	37.3	61.2	1.3	0.2	100.0

Source: NYRS (2009), NCAER

5.1.2. Politics

At the all India level, it is found that around two thirds of the literate youth are not at all interested in politics. Prevalence of such a level of indifference towards politics is a cause of concern because literate youth,

especially in the above 18 years age group are the most energetic and dynamic section of any society and are future potential leaders of a country. Taking interest in the politics of the country can be helpful in taking informed decisions about various related

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issues and for generating young and dynamic political leadership to take the country in the development path. In the north-eastern states the situation is no different and it is, actually, worse for the seven states excluding Assam. While 36 percent literate youth in

Assam are interested in politics, only 23 percent from the remaining NE states are interested. In fact, Assam accounted for the highest level of interest while Bihar (22%) accounted for the least level as against Maharashtra's 27 percent (Table 5.3).

Table 5.3: Literate youth's level of interest in politics

State	Interested (%)	Not interested (%)	No opinion (%)	Total
Assam	35.7	64.1	0.3	100.0
Other North-Eastern States	23.2	70.1	6.7	100.0
Maharashtra	27.4	70.2	2.3	100.0
Bihar	22.2	77.3	0.5	100.0
Rest of the States	30.9	63.4	5.7	100.0
All India	30.1	65.1	4.9	100.0

Source: NYRS (2009), NCAER

Despite the fact that the Assam youth are much more informed than the rest of the country, they are the most ill-informed about politics with only 12 percent youth reporting that they are much informed about politics. In the remaining NE states, the situation is slightly better with 24 percent youth indicating that they are well-informed, the information level in the whole country

being 37 percent. However, the youth from the rest of the states, save Maharashtra and Bihar are found to have the highest level of information (41%). Interestingly, the backward state, Bihar is backward also in terms of the level of knowledge about politics – only 16 percent youth, here, said that they are much informed about politics (Table 5.4).

Table 5.4: Literate youth's level of information about politics

State	% Youth who are				Total
	Much informed	Somewhat informed	Not informed	No opinion	
Assam	12.2	82.1	4.9	0.8	100.0
Other North-Eastern States	23.6	69.7	6.3	0.4	100.0
Maharashtra	23.9	72.5	3.3	0.3	100.0
Bihar	16.4	73.7	9.9	0.0	100.0
Rest of the States	40.7	57.0	1.9	0.4	100.0
All India	36.9	60.2	2.5	0.4	100.0

Source: NYRS (2009), NCAER

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5.1.3. Music/Films

There is keen interest in music and films among literate youth in the country and the same is true for north-eastern states as well. Around 77 percent youth at the all India level have reported that they are interested in music and films, which reflects the level of enthusiasm and popularity generated by these two creative fields among the youth.

In Assam, around 71 percent youth have showed interest in this area of creativity and entertainment. However, in the other north-eastern states, a much higher proportion (81%) of youth are interested. In the cases of Maharashtra and Bihar 76 percent, 73 percent youth respectively indicated their interest in music and films (Table 5.5).

Table 5.5: Literate youth's level of interest in music or films

State	Interested (%)	Not interested (%)	No opinion (%)	Total
Assam	71.3	28.5	0.1	100.0
Other North-Eastern States	81.4	17.4	1.1	100.0
Maharashtra	75.9	23.3	0.8	100.0
Bihar	72.8	27.1	0.1	100.0
Rest of the States	78.2	19.3	2.5	100.0
All India	77.5	20.4	2.1	100.0

Source: NYRS (2009), NCAER

In spite of showing high levels of interest in music and films, the youth are found wanting in comprehensive knowledge and information in the area. At the all India level, only about 35 percent youth are well-informed about music and films. The situation is still worse in the

NE region - only 15 percent youth in Assam and 32 percent youth from other north-eastern states have in-depth information. Like Assam, Bihar is also at the bottom with only 25 percent of the literate youth having sufficient knowledge in the area (Table 5.6).

Table 5.6: Literate youth's level of information about music or films

State	% Youth who are				Total
	Much informed	Somewhat informed	Not informed	No opinion	
Assam	15.0	83.5	1.5	0.0	100.0
Other North-Eastern States	31.7	63.5	3.0	1.8	100.0
Maharashtra	30.6	67.3	1.7	0.3	100.0
Bihar	25.1	69.1	5.5	0.2	100.0
Rest of the States	37.0	60.2	1.9	0.8	100.0
All India	35.1	62.1	2.1	0.7	100.0

Source: NYRS (2009), NCAER

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5.1.4. Religious and Spiritual Topics

The percentage of literate youth interested in religious and spiritual topics is much higher in the NE region as compared to the all India average of 59 percent. While 88 percent youth in Assam have reported that they are interested in these topics, only 72 percent

youth from the other NE states said so. Bihar also has a large proportion (71%) of youth who are interested in religious and spiritual topics (Table 5.7). As for Maharashtra, the interest level (57%) is quite close to the all India average.

Table 5.7: Literate youth's level of interest in religious and spiritual topics

State	Interested (%)	Not interested (%)	No opinion (%)	Total
Assam	87.6	12.2	0.2	100.0
Other North-Eastern States	72.2	25.0	2.8	100.0
Maharashtra	57.3	41.5	1.3	100.0
Bihar	71.2	28.7	0.1	100.0
Rest of the States	57.1	38.5	4.3	100.0
All India	58.9	37.5	3.6	100.0

Source: NYRS (2009), NCAER

The level of information about religious and spiritual topics is much lower in Assam and Bihar where only 21 percent, and 18 percent youth respectively reported that they are much informed about these topics. In contrast, the 'other NE states' have accounted for the highest percentage (39%)

of youth who have in-depth knowledge. The proportion of 'much informed' youth in Maharashtra (26%) is considerably below the overall level of information for the whole country (32%). In the rest of the country the level is slightly higher (34%) than the all India average (Table 5.8).

Table 5.8: Literate youth's level of information about religious and spiritual topics

State	% Youth who are				Total
	Much informed	Somewhat informed	Not informed	No opinion	
Assam	21.3	77.1	1.4	0.2	100.0
Other North-Eastern States	38.7	57.6	2.7	1.1	100.0
Maharashtra	26.5	68.4	4.3	0.8	100.0
Bihar	17.7	76.8	4.4	1.1	100.0
Rest of the States	34.1	63.1	2.1	0.8	100.0
All India	31.8	65.0	2.5	0.8	100.0

Source: NYRS (2009), NCAER

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5.1.5. Science and Technological Discovery

The interest level of literate youth in science and technological discovery is observed to be much higher in the north-eastern region as compared to the other states of the country. While 50 percent youth are interested in

Assam, 46 percent are interested in the rest of the NE states as against the all India average of 35 percent. Maharashtra and Bihar are at the bottom rungs of the ladder with only 27 percent and 30 percent youth respectively interested in this area (Table 5.9).

Table 5.9: Literate youth's level of interest in science and technological discovery

State	Interested (%)	Not interested (%)	No opinion (%)	Total
Assam	50.4	48.1	1.5	100.0
Other North-Eastern States	45.8	48.4	5.8	100.0
Maharashtra	27.3	70.6	2.1	100.0
Bihar	29.8	68.6	1.6	100.0
Rest of the States	36.2	57.7	6.2	100.0
All India	35.3	59.4	5.3	100.0

Source: NYRS (2009), NCAER

Despite having a large percentage of youth interested in science and technological discovery, Assam has accounted for the lowest percentage (11%) of 'much informed' youth in the area. On the other hand, the 'other NE states' have the largest percentage

(35%) of such youth, the level prevailing in the whole country being 28 percent. Close on the heels of Assam is Bihar which has only 14 percent youth who are 'much informed' in the area (Table 5.10).

Table 5.10: Literate youth's level of information about science and technological discovery

State	% Youth who are				Total
	Much informed	Somewhat informed	Not informed	No opinion	
Assam	10.7	84.9	3.3	1.1	100.0
Other North-Eastern States	35.4	54.6	7.0	2.9	100.0
Maharashtra	25.3	69.6	4.8	0.3	100.0
Bihar	13.7	79.3	5.7	1.3	100.0
Rest of the States	29.3	67.1	2.7	0.9	100.0
All India	27.7	68.3	3.1	0.9	100.0

Source: NYRS (2009), NCAER

5.1.6. Environmental Pollution

It can be said with a fair degree of confidence

that in today's world, awareness about environment, particularly about the factors

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causing environmental pollution is extremely important – more so to the literate youth who form a vibrant resource for the country’s development. Knowledge about the adverse effects of environmental pollution can be helpful for the youth in taking steps to reduce such pollution in their surroundings. It is seen that the level of interest in issues related to environmental pollution is much

higher in NE region as compared to the other states of the country – About 54 percent youth in Assam and 49 percent youth in the remaining NE states have shown interest in such issues which have global significance. In contrast, Maharashtra and Bihar have only 25 -26 percent youth who are interested in this area as against 34 percent in the whole country (Table 5.11).

Table 5.11: Literate youth’s level of interest in environmental pollution

State	Interested (%)	Not interested (%)	No opinion (%)	Total
Assam	54.4	44.4	1.1	100.0
Other North-Eastern States	48.7	45.4	5.9	100.0
Maharashtra	25.4	73.1	1.6	100.0
Bihar	26.0	72.5	1.6	100.0
Rest of the States	35.5	57.2	7.3	100.0
All India	34.4	59.4	6.1	100.0

Source: NYRS (2009), NCAER

The percentage of youngsters who have in-depth information about environmental pollution issues is considerably lower in Assam and Bihar (12% each) as compared to the other states (Table 5.12). The proportion of well-informed youth in ‘other NE states’ is not different from the all India average of

29 percent. In Maharashtra, the information level is 27 percent which is quite close to its prevailing interest level (25%). For the rest of the states, the information level is 31 percent which is only 4 percent points below the interest level (35%).

Table 5.12: Literate youth’s level of information about environmental pollution

State	% Youth who are				Total
	Much informed	Somewhat informed	Not informed	No opinion	
Assam	12.0	85.4	2.0	0.7	100.0
Other North-Eastern States	29.2	61.8	4.3	4.7	100.0
Maharashtra	27.2	65.8	5.5	1.5	100.0
Bihar	12.2	75.7	11.4	0.7	100.0
Rest of the States	30.8	66.1	2.4	0.7	100.0
All India	28.9	67.2	3.0	0.9	100.0

Source: NYRS (2009), NCAER

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5.1.7. Sports

About 55 percent of India's youngsters are interested in sports and games while 42 percent are not interested at all. Proportions of interested youth in Assam (57%) and other

NE states (60%) are slightly above the all India average. Bihar has the lowest proportion (51%) whereas in Maharashtra and the rest of the states, the interest level has not deviated from the all India average (Table 5.13).

Table 5.13: Literate youth's level of interest in sports

State	Interested (%)	Not interested (%)	No opinion (%)	Total
Assam	57.4	41.4	1.2	100.0
Other North-Eastern States	60.5	37.1	2.3	100.0
Maharashtra	55.7	43.2	1.1	100.0
Bihar	50.9	48.8	0.3	100.0
Rest of the States	54.6	41.0	4.4	100.0
All India	54.7	41.6	3.7	100.0

Source: NYRS (2009), NCAER

Assam has the lowest percentage (22%) of literate youth who have in-depth knowledge and information about sports related topics (Table 5.14). Although the youth of the other NE states (37%) are somewhat behind the youth of India (39%) in the matter of keeping

information about sports, they are clearly ahead of their counterparts in Maharashtra (34%) and Bihar (25%). However, the 'rest of the states' have accounted for the highest percentage of 'much informed' youth (42%).

Table 5.14: Literate youth's level of information about sports

State	% Youth who are				Total
	Much informed	Somewhat informed	Not informed	No opinion	
Assam	21.7	78.1	0.2	0.0	100.0
Other North-Eastern States	36.6	60.6	0.6	2.2	100.0
Maharashtra	34.2	63.3	2.3	0.3	100.0
Bihar	25.2	67.5	5.6	1.7	100.0
Rest of the States	41.6	56.6	1.4	0.4	100.0
All India	39.3	58.6	1.7	0.4	100.0

Source: NYRS (2009), NCAER

5.1.8. Fashion

Fashion as a topic has not yet generated a great deal of interest among India's literate youth. At the all India level, about 29 percent

youth have disclosed that they are interested in fashion related information. In Assam, 34 percent youngsters are interested, which is relatively higher as compared to the interest

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level in the rest of the NE states (29%). Bihar (41%) has accounted for the highest percentage of interested youth, whereas in Maharashtra and 'rest of the states', the percentage has leveled the all India average (Table 5.15).

Table 5.15: Literate youth's level of interest in fashion

State	Interested (%)	Not interested (%)	No opinion (%)	Total
Assam	33.8	65.2	1.0	100.0
Other North-Eastern States	28.8	65.9	5.3	100.0
Maharashtra	29.0	69.5	1.5	100.0
Bihar	41.5	58.4	0.1	100.0
Rest of the States	27.9	65.3	6.8	100.0
All India	28.9	65.4	5.7	100.0

Source: NYRS (2009), NCAER

Assam (18%) and Bihar (16%) are the two bottommost states in terms of the information level among their youth on fashion related issues. The other NE states as a group has accounted for the highest level of information (35%) which is a little higher than the level prevailing in the rest of the states (34%) save Maharashtra and Bihar.

Maharashtra has 25 percent 'much informed' youth. Interestingly, the information levels in 'other NE states' and 'rest of the states' are somewhat higher than the interest levels prevailing in these states which shows that even the uninterested youth sometimes keep fashion related information (Table 5.16).

Table 5.16: Literate youth's level of information about fashion

State	% Youth who are				Total
	Much informed	Somewhat informed	Not informed	No opinion	
Assam	17.6	81.2	1.1	0.0	100.0
Other North-Eastern States	35.3	53.4	6.6	4.7	100.0
Maharashtra	24.7	69.7	5.2	0.4	100.0
Bihar	16.0	72.2	11.6	0.1	100.0
Rest of the States	34.0	62.3	2.8	0.9	100.0
All India	31.1	64.4	3.7	0.8	100.0

Source: NYRS (2009), NCAER

5.2: EXPOSURE OF LITERATE YOUTH TO MEDIA

Youth today confront with numerous media channels which compete with each other in

marketing their information. The usage of these channels, print as well as electronic, take away considerable amount of youth's time. The report of the National Youth

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Readership Survey-2009 has provided a detailed account of the media usage pattern in youth households. However, the report has not provided a rigorous comparison of the usage pattern in the NE states with the patterns prevailing in other parts of the country. This section is trying to provide this missing link.

For total usage of the media, the results have been provided separately for each NE state. But in other cases involving frequency, time, and place of exposure to different media, information preference by media users etc., the results for Assam have been given separately, for the other

NE states only pooled values are given.

5.2.1. Exposure to Newspapers

The survey has revealed that 53.2 percent of the literate youth in India read a newspaper (Table 5.17). As a popular media of the masses, newspapers are next only to television. In Assam newspaper readership is close to 47 percent whereas Mizoram (88%), Nagaland (86%) and Manipur (76%) have accounted for three highest percentages of newspaper readers. Arunachal Pradesh and Sikkim are at the bottom with only 26-27 percent readership. Maharashtra has 59 percent newspaper readers as against Bihar's 43 percent.

Table 5.17: Percentage of literate youth that read a newspaper across states

State	% Reading a newspaper
Assam	46.9
Arunachal Pradesh	26.6
Manipur	76.6
Meghalaya	46.0
Mizoram	88.3
Nagaland	86.3
Sikkim	25.9
Tripura	46.3
Maharashtra	59.4
Bihar	43.0
Rest of the States	53.1
All India	53.2

Source: NYRS (2009), NCAER

Of all the youth newspaper readers in India, 70 percent read daily while 23 percent read once or twice a week. Assam (38%) has the lowest percentage of daily readers whereas Maharashtra (67%), the other NE states (70%), and the 'rest of the states'(72%) have accounted for the three

highest percentages (Table 5.18). In Bihar, 55 percent of the newspaper readers read on a daily basis and 30 percent read once or twice a week. The 'other NE states' (18%) has the lowest proportion of 'once or twice a week' readers while Assam (29%) has a pretty high percentage of such readers. Poor readership

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in Assam is evident from the fact that 29.4 percent of its readers read newspapers only rarely as against a miniscule 4 percent of such readers in the whole country.

Table 5.18: Distribution of youth newspaper readers (%) according to frequency of reading

State	Daily	Twice a week	Once a week	Once a fortnight	Once a month	Infrequent/Rare	Total
Assam	37.8	23.3	6.1	1.8	1.5	29.4	100.0
Other North-Eastern States	70.2	11.8	6.4	4.7	0.4	6.6	100.0
Maharashtra	67.5	16.2	6.3	7.9	0.8	1.3	100.0
Bihar	54.6	24.0	6.5	2.4	1.7	10.8	100.0
Rest of the States	72.4	17.1	5.3	1.3	0.5	3.4	100.0
All India	70.2	17.3	5.5	2.3	0.6	4.1	100.0

Source: NYRS (2009), NCAER

Morning appears to be the most preferred time for reading newspapers in India. At the all India level, about 65 percent of the youth readers read in the morning while 19 percent readers do not have any such fixed time. Assam (40%) has the lowest percentage of morning readers and other NE states (69%), the highest. Maharashtra and the 'rest of the states' have 66-67 percent of youth readers who read in the morning as against Bihar's 58 percent. Assam (40%) has the largest percentage of youth newspaper readers who do not have any specific time for reading newspaper (Table 5.19).

Table 5.19: Distribution of youth newspaper readers (%) according to time of exposure

State	Morning	Afternoon	Evening	Night	At all times	No preference	Total
Assam	40.0	8.2	7.3	3.8	0.4	40.3	100.0
Other North-Eastern States	69.3	5.7	4.1	3.0	0.2	17.9	100.0
Maharashtra	67.0	12.9	2.0	0.7	0.3	17.2	100.0
Bihar	58.1	8.0	3.6	0.7	1.4	28.2	100.0
Rest of the States	66.3	9.5	2.8	0.9	2.5	18.0	100.0
All India	65.5	9.8	2.9	1.0	2.1	18.8	100.0

Source: NYRS (2009), NCAER

Nearly 51 percent of newspaper reading youth in India read within the confines of their home, 20 percent in the neighbourhood or friends' place and 17 percent at cafes (Table 5.20). This trend is observed in Maharashtra and the 'rest of the states' as well. Assam, having 50 percent 'at home' readers has the highest percentage of neighbourhood readers (30%) and a very low percentage of café readers (5%). In other NE states, most of the newspaper reading takes place at home (80%) and only 13 percent in the

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neighbourhood or friends' place. In contrast, Bihar has the lowest percentage of 'at home' readers (38%) and the highest percentage

of café readers (23%), its share of readers reading in the neighbourhood or friends' place being 29 percent.

Table 5.20: Distribution of youth newspaper readers (%) according to place of exposure

State	At home	At work	School/ Colleges	Library/ Reading club	Neighbourhood	Friends	Shop/café/ restaurants	While travelling	Total
Assam	49.9	5.5	6.9	0.3	30.5	1.1	5.4	0.4	100.0
Other North-Eastern States	79.5	3.4	0.4	1.3	9.3	3.4	2.7	0.0	100.0
Maharashtra	53.1	3.6	5.4	3.4	14.7	5.2	14.3	0.3	100.0
Bihar	38.4	7.5	1.9	0.0	15.2	13.5	23.4	0.0	100.0
Rest of the States	50.2	6.2	4.8	1.1	14.1	5.6	17.4	0.6	100.0
All India	50.6	5.9	4.7	1.3	14.5	5.7	16.8	0.5	100.0

Source: NYRS (2009), NCAER

At the all India level, 63 percent of the youth readers read newspapers for tracking news and current events, 8 percent for sport related information and 9 percent for entertainment (Table 5.21). A similar trend is observed in the 'rest of the states' as well. For the youth readers of NE region, newspaper reading is essentially for news and information about current events – 83

percent readers in Assam and 77 percent in the other NE states read newspapers with this specific purpose. In Bihar only 57 percent readers read newspapers for 'news and current events', for 18 percent it is a source of entertainment. As for Maharashtra, 71 percent readers read for 'news and current events' and about 13 percent read for sport information and entertainment.

Table 5.21: Distribution of youth newspaper readers (%) according to purpose of exposure

State	News & current events	Politics	Financial market	Religion	Sports	Nature	Entertainment	Health	Fashion/ Personal care	Employment News	Matrimonial	Total
Assam	83.0	2.7	0.5	2.0	3.7	0.2	4.4	0.0	0.4	3.2	0.0	100.0
Other North-Eastern States	77.0	3.3	0.4	0.9	7.4	0.5	7.0	0.5	1.2	1.7	0.0	100.0
Maharashtra	70.7	4.7	3.6	3.5	5.4	1.3	7.6	1.1	0.9	0.8	0.3	100.0
Bihar	57.5	1.5	10.1	3.6	7.1	0.4	17.6	0.8	0.3	1.1	0.0	100.0
Rest of the States	61.6	5.2	4.9	4.3	8.8	1.7	9.5	1.2	0.6	1.9	0.4	100.0
All India	63.4	4.9	4.8	4.1	8.1	1.6	9.4	1.1	0.6	1.7	0.3	100.0

Source: NYRS (2009), NCAER

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About 52 percent youth newspaper readers of Assam have reported that they have a great deal of confidence in the information provided by newspapers, whereas 16 percent readers said that they have no confidence (Table 5.22). In contrast, a large 72 percent of the readers of the other NE states have expressed 'great deal

of confidence' as against only 63 percent at the all India level. Maharashtra has accounted for the lowest percentage (50%) of youth readers expressing 'great deal of confidence'. However, in all the states except Assam, 98-99 percent of the readers trust this source of information – in Assam only 84 percent readers do so.

Table 5.22: Distribution of youth newspaper readers (%) according to level of confidence expressed

State	Great deal of confidence	Somewhat confident	No confidence	No comments	Total
Assam	52.0	31.8	16.0	0.1	100.0
Other North-Eastern States	72.2	25.5	2.3	0.0	100.0
Maharashtra	50.2	49.5	0.3	0.1	100.0
Bihar	59.8	39.7	0.4	0.0	100.0
Rest of the States	65.9	33.1	0.6	0.5	100.0
All India	63.4	35.3	0.9	0.4	100.0

Source: NYRS (2009), NCAER

It is observed that the average time spent on reading newspapers by youth readers is the highest in Maharashtra (36 min per day) and lowest in 'other NE states' (26 min per day). In Assam the average time spent is

about 34 minutes per day as against the all India average of 32 minutes. In the case of Bihar and 'rest of the states', the average time does not differ from the overall position in the country (Table 5.23).

Table 5.23: Average time spent on reading newspaper by literate youth

State	Average time spent (minutes) per day
Assam	33.8
Other North-Eastern States	25.6
Maharashtra	35.9
Bihar	32.6
Rest of the States	31.9
All India	32.4

Source: NYRS (2009), NCAER

5.2.2. Exposure to Television

Television has remained to be the most popular and most used mass media among the

literate youth of India. The survey estimates show that, of all the literate youth in the country, about 78 percent watch television.

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In the NE region, Meghalaya (61%) and Assam (66%) are the two bottommost states in terms of viewership. While Nagaland and Mizoram are at the top with 100 percent and 98 percent viewership respectively, Manipur

and Tripura have 94 percent viewership each. Bihar (38%) has the lowest TV viewership in the country which is not even half of the all India average (Table 5.24).

Table 5.24: Percentage of literate youth television viewers across states

State	% who watch Television
Assam	65.6
Arunachal Pradesh	75.6
Manipur	93.5
Meghalaya	60.8
Mizoram	97.7
Nagaland	99.9
Sikkim	68.9
Tripura	94.0
Maharashtra	82.6
Bihar	38.3
Rest of the States	80.1
All India	77.8

Source: NYRS (2009), NCAER

Of all the youth TV viewers in India, 84 percent are daily viewers while 11 percent view once or twice a week. Assam (55%) has the lowest percentage of daily viewers whereas the other NE states (86%), Maharashtra (84%), and the 'rest of the states' (85%) are at the top in terms of TV viewership (Table 5.25). In Bihar, 63 percent of the viewers

view TV on daily basis and 23 percent have it once or twice a week. The 'other NE states' (8%) has the lowest proportion of 'once or twice a week' viewers while Assam has 15 percent such viewers as against Bihar's 23 percent. Assam has the highest percentage of infrequent viewers (26%) followed by Bihar with 10 percent of such viewers.

Table 5.25: Distribution of youth television viewers (%) according to frequency of exposure

State	Daily	Twice a week	Once a week	Once a fortnight	Once a month	Infrequent/Rare	Total
Assam	55.4	12.8	2.4	2.4	0.7	26.3	100.0
Other North-Eastern States	86.5	6.9	1.2	0.9	0.0	4.5	100.0
Maharashtra	84.0	7.9	2.1	4.6	0.4	0.8	100.0
Bihar	63.3	16.2	6.9	1.5	1.7	10.3	100.0
Rest of the States	85.1	8.8	2.3	0.7	0.2	2.9	100.0
All India	83.8	9.0	2.3	1.2	0.3	3.4	100.0

Source: NYRS (2009), NCAER

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For about one third of the literate youth TV viewers in India there is no specific time for watching television. The only states for which this is true are Assam and Bihar where 55 percent and 39 percent respectively have no fixed time for TV viewing (Table 5.26). While 32 percent of the youth in Assam

watch TV in the evening/night hours, 51 percent in the other NE states do so as against 44 percent in the whole country. Maharashtra has 47 percent evening/night viewers whereas in Bihar and the rest of the states, the percentage has not deviated from the all India average.

Table 5.26: Distribution of youth television viewers (%) according to time of exposure

State	Morning	Afternoon	Morning Evening	Night	At all times	No preference	Total
Assam	2.6	5.7	6.6	25.2	5.1	54.8	100.0
Other North-Eastern States	3.4	6.2	12.2	39.1	6.9	32.3	100.0
Maharashtra	7.9	9.1	24.6	22.0	2.8	33.6	100.0
Bihar	7.6	8.3	10.7	33.2	1.5	38.7	100.0
Rest of the States	5.9	5.7	11.8	32.0	11.0	33.6	100.0
All India	6.1	6.2	13.2	30.7	9.5	34.2	100.0

Source: NYRS (2009), NCAER

About 82 percent of the literate youth television viewers in India prefer to watch TV within the confines of their home, 20 percent in the neighbourhood or friends' place (Table 5.27). The trend is almost the same in Maharashtra and the 'rest of the states'. Assam has the lowest percentage (58%) of 'at home' viewers and the highest percentage

of neighbourhood viewers (39%). The 'other NE states' which has accounted for the highest home viewership (86%) has only 12 percent viewers who prefer neighbourhood or friends' place. Bihar has only 66 percent home viewers but has the second highest percentage (31%) of 'neighbourhood' and 'friends' place viewers.

Table 5.27: Distribution of youth television viewers (%) according to place of exposure

State	At home	At work	School/ Colleges	Library/ Reading club	Neighbourhood	Friends	Shop/cafe/ restaurants	While travelling	Total
Assam	58.5	0.4	0.0	0.7	38.7	1.5	0.1	0.0	100.0
Other North-Eastern States	86.4	1.4	0.0	0.2	8.6	3.1	0.2	0.0	100.0
Maharashtra	80.8	0.4	0.3	0.8	14.3	2.3	1.1	0.0	100.0
Bihar	65.8	1.0	0.4	0.1	25.3	5.9	1.4	0.0	100.0
Rest of the States	83.0	1.3	0.3	0.5	11.5	2.4	1.0	0.1	100.0
All India	81.8	1.1	0.3	0.5	12.8	2.4	1.0	0.1	100.0

Source: NYRS (2009), NCAER

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Entertainment is the main purpose of viewing television for about 54 percent literate youth TV viewers in the country, 22 percent view it for news and current affairs and 8 percent for sports information. In the NE region and Maharashtra, about 52 -53% percent of

the viewers watch TV for entertainment and 30 percent for news and current affairs. Bihar has the highest percentage of entertainment seekers (67%) among its TV viewers and the lowest percentage (16%) interested in news and current affairs (Table 5.28).

Table 5.28: Distribution of youth television viewers (%) according to purpose of exposure

State	News & current events	Politics	Financial market	Religion	Sports	Nature	Entertainment	Health	Fashion/ Personal care	Employment News	Matrimonial	Total
Assam	30.5	0.4	0.1	5.5	8.2	0.2	52.3	0.2	0.6	0.9	1.3	100.0
Other North-Eastern States	30.5	2.5	1.1	2.4	8.0	0.6	52.6	0.3	0.7	0.7	0.5	100.0
Maharashtra	30.4	1.5	1.6	2.8	6.0	0.8	53.0	1.0	1.2	0.5	1.3	100.0
Bihar	16.4	0.7	3.4	4.1	3.9	0.1	67.5	0.4	0.2	1.5	1.8	100.0
Rest of the States	20.8	3.4	2.6	4.7	8.6	1.9	53.5	1.7	1.2	1.2	0.5	100.0
All India	22.2	3.0	2.4	4.4	8.1	1.6	53.8	1.5	1.1	1.1	0.7	100.0

Source: NYRS (2009), NCAER

About 56 percent youth TV viewers in Assam admittedly have a great deal of confidence in the information provided by television, whereas 15 percent viewers said that they have no confidence (Table 5.29). In contrast, a large 69 percent of the viewers from other NE states have expressed 'great deal of

confidence' as against only 60 percent at the all India level. Maharashtra has accounted for the lowest percentage (48%) of youth viewers expressing 'great deal of confidence'. However, in all the states except Assam, 95-98 percent of the viewers trust this source of information – in Assam only 84 percent viewers do so.

Table 5.29: Distribution youth television viewers (%) according to level of confidence expressed

State	Great deal of confidence	Somewhat confident	No confidence	No comments	Total
Assam	55.6	28.5	15.5	0.4	100.0
Other North-Eastern States	69.5	25.3	5.0	0.2	100.0
Maharashtra	47.8	50.6	1.5	0.1	100.0
Bihar	61.7	35.5	2.5	0.2	100.0
Rest of the States	61.8	35.9	1.0	1.3	100.0
All India	60.1	37.4	1.5	1.1	100.0

Source: NYRS (2009), NCAER

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A literate youth television viewer in India spends about 98 minutes per day for watching television. The average time spent is much lower in Assam (71 min per day) and Bihar (79 min per day). The viewers of 'other

NE states' spend nearly 96 minutes per day on TV as against 93 minutes in Maharashtra and 100 minutes in the 'rest of the states' (Table 5.30).

Table 5.30: Average time spent on television by literate youth TV viewers

State	Average time spent per day (Minutes)
Assam	71
Other North-Eastern States	96
Maharashtra	93
Bihar	79
Rest of the States	100
All India	98

Source: NYRS (2009), NCAER

5.2.3. Exposure to Radio

Compared to TV and newspapers, Radio is a much less popular media among India's youth -- only one fifth of the literate youth in the country listen to radio. The radio listenership in Maharashtra and the 'rest of the states' is almost at the same level (20%) as the all India average but in the NE region it varies

considerably across states. While Sikkim and Mizoram have listenership comparable with the all India average, it is much higher in Assam (51%) and Manipur (93%). Meghalaya and Nagaland are at the bottom with 10 percent and 13 percent listenership respectively, the listenership in Bihar being 25 percent (Table 5.31).

Table 5.31: Percentage of literate youth radio-listeners across states

State	% who listens to radio
Assam	50.7
Arunachal Pradesh	34.3
Manipur	93.3
Meghalaya	10.0
Mizoram	21.3
Nagaland	12.6
Sikkim	22.4
Tripura	30.4
Maharashtra	20.1
Bihar	24.6
Rest of the States	20.1
All India	21.3

Source: NYRS (2009), NCAER

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Although listening to radio is not much widespread in India, most of the literate youth radio-listeners, listen to it on a daily basis. At the all India level, 73 percent listeners listen on a daily basis while 13 percent have it twice a week. While Assam has only 60 percent daily listeners of radio, the listenership in the other NE states is as high as 79 percent. Maharashtra has 77 percent daily listeners

but in Bihar (64%) it is much below the all India average. The 'other NE states' has accounted for the lowest proportion of 'twice a week' listeners and Bihar (17%) the highest. It is to be noted that about 25 percent of the listeners in Assam and 11 percent in 'other NE states' have admitted that they rarely listen to radio (Table 5.32).

Table 5.32: Distribution of literate youth radio listeners (%) according to frequency of exposure

State	Daily	Twice a week	Once a week	Once a fortnight	Once a month	Infrequent/Rare	Total
Assam	60.0	12.8	1.7	0.8	0.2	24.5	100.0
Other North-Eastern States	79.0	3.9	5.2	0.5	0.6	10.8	100.0
Maharashtra	77.5	11.4	5.0	2.2	0.9	3.0	100.0
Bihar	63.7	16.7	8.6	2.1	1.2	7.7	100.0
Rest of the States	74.4	12.8	4.2	0.8	0.6	7.2	100.0
All India	73.3	12.7	4.4	1.0	0.6	7.9	100.0

Source: NYRS (2009), NCAER

A large percentage of radio listeners (45%) in India have no specific time for listening to radio; 24 percent reported that they listened to radio in the morning/afternoon while 21 percent said that they tuned in during evening and nights (Table 5.33). The percentages of listeners not having any specific time for listening for Maharashtra, Bihar and the rest of the states are 40, 48 and 44 respectively. The time preference pattern in the NE region is typical, in Assam 62 percent of the listeners do not have any specific time for tuning in while 12 percent listen at all times. On the other hand, a large proportion of listeners (35%)

in the other NE states listen at all times and only 25 percent are without any specific time preference. In Assam, the percentage of both morning/afternoon (14%) and evening/night listeners (12%) are much smaller compared to the all India average. Maharashtra has the highest proportion of the morning/afternoon listeners (38%) followed by Bihar (29%), in other cases the proportions are close to the all India average (24%). The proportion of evening/night listeners in none of the states except Assam differs from the All India average.

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Table 5.33: Distribution of literate youth radio listeners (%) according to time of exposure

State	Morning	Afternoon	Evening	Night	At all times	No preference	Total
Assam	5.6	8.0	4.6	7.1	12.5	62.2	100.0
Other North-Eastern States	10.3	10.4	9.4	10.5	34.6	24.9	100.0
Maharashtra	24.4	13.7	14.7	5.0	2.3	39.8	100.0
Bihar	9.0	19.8	8.9	12.1	2.1	48.2	100.0
Rest of the States	12.6	10.2	12.4	9.7	10.9	44.3	100.0
All India	13.2	11.1	11.9	9.2	10.0	44.7	100.0

Source: NYRS (2009), NCAER

Of all the radio listeners in India, 75 percent tune in at home, 12 percent in their neighbourhood or friends' place and 6 percent at their work place (Table 5.34). The 'other NE states' has the highest percentage of 'at home' listeners (87%) followed by Maharashtra (78%), the corresponding

proportions of other states being closer to the all India average. Assam and Bihar have a much higher proportion of neighbourhood or friends' place listeners (22-23%) while 'other NE states' has the lowest proportion of such listeners (7%) as compared to the all India average.

Table 5.34: Distribution of literate youth radio listeners (%) according to place of exposure

State	At home	At work	School/ Colleges	Library/ Reading club	Neighbourhood	Friends	Shop/cafe/ restaurants	While travelling	Total
Assam	74.5	1.9	0.4	0.2	21.5	1.5	0.0	0.0	100.0
Other North-Eastern States	86.8	2.8	0.0	0.0	4.4	2.3	3.7	0.0	100.0
Maharashtra	78.4	2.7	0.8	0.0	8.4	1.7	2.2	5.7	100.0
Bihar	71.6	3.5	0.7	0.2	8.6	13.3	1.7	0.5	100.0
Rest of the States	74.2	7.2	0.8	0.6	8.5	2.7	3.6	2.4	100.0
All India	74.8	6.0	0.7	0.4	9.2	3.2	3.2	2.4	100.0

Source: NYRS (2009), NCAER

While 57 percent of the youth radio listeners turn to radio for entertainment, 23 percent use it as a source of news and information on current events. The proportion of entertainment seekers does not differ much from the all India average except in the case of

'other NE states', where the listening pattern is entirely different - only 18 percent listen to radio for entertainment, 69 percent tune in for news and current events. In Assam and Maharashtra, about 28 percent each of radio listeners are interested in news and information

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on current events, in Bihar the percentage of such listeners is 26 percent (Table 5.35).

Table 5.35: Distribution of literate youth radio listeners (%) according to purpose of exposure

State	News & current events	Politics	Financial market	Religion	Sports	Nature	Neighbourhood	Health	Fashion/ Personal care	Employment News	Matrimonial	Chatting	Total
Assam	28.4	0.7	0.5	3.7	4.1	0.4	57.6	0.1	1.4	1.1	1.9	0.0	100.0
Other North-Eastern States	68.7	3.1	0.0	0.9	3.6	0.0	17.7	5.0	0.1	0.5	0.3	0.0	100.0
Maharashtra	28.4	2.2	2.3	1.3	2.6	1.0	55.8	1.8	3.4	1.1	0.1	0.0	100.0
Bihar	26.3	1.1	0.8	2.2	8.2	1.4	54.6	1.7	1.0	1.9	0.5	0.3	100.0
Rest of the States	19.8	2.1	2.6	2.7	6.3	2.3	58.0	2.6	1.0	2.1	0.6	0.0	100.0
All India	22.8	2.0	2.3	2.5	5.8	1.9	56.6	2.3	1.3	1.9	0.6	0.0	100.0

Source: NYRS (2009), NCAER

About 59 percent youth radio listeners of Assam have reported that they have a great deal of confidence in the information provided by radio, whereas 17 percent listeners said that they have no confidence. In contrast, a large, 72 percent listeners from other NE states have expressed 'great deal of confidence' as against only 52 percent at the all India level

(Table 5.36). Maharashtra has accounted for the lowest percentage (38%) of youth listeners expressing 'great deal of confidence'. However, in all the areas except the NE region, 97-99 percent of the listeners seem to trust this electronic source of information -- only 82 percent listeners of Assam and 92 percent listeners of other NE states do so.

Table 5.36: Distribution of literate youth radio listeners (%) according to level of confidence expressed

State	Great deal of confidence	Somewhat confident	No confidence	No comments	Total
Assam	58.7	23.8	17.5	0.0	100.0
Other North-Eastern States	72.5	19.2	6.4	1.8	100.0
Maharashtra	37.7	60.5	1.2	0.5	100.0
Bihar	67.3	31.9	0.4	0.5	100.0
Rest of the States	51.2	46.3	0.8	1.7	100.0
All India	51.7	45.0	2.0	1.4	100.0

Source: NYRS (2009), NCAER

It is observed that the average time spent on radio by youth radio listeners is the highest in the NE states other than Assam (70 min per day) followed by the 'rest of the

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states' (63 min per day). The lowest time is observed in the case of Bihar (48 min per day). In Assam, the average time spent is about 55 minutes per day as against the all India average of 61 minutes (Table 5.37).

Table 5.37: Average time spent on radio by literate youth radio-listeners

State	Average time spent (minutes) per day
Assam	55
Other North-Eastern States	70
Maharashtra	58
Bihar	48
Rest of the States	63
All India	61

Source: NYRS (2009), NCAER

5.2.4. Exposure to Internet

Unlike the traditional forms of media and information, the internet is relatively new in India and so has a much lower penetration. Therefore, access to internet in the country is limited. Only 3.7 percent literate youth in India have reported that they access internet. The percentage of youth accessing internet

in Assam is around 4.1 percent, followed by 3.2 percent each in Tripura and Nagaland. However, the other five north-eastern states have much lower levels of internet access (Table 5.38). While Maharashtra has accounted for the highest level of access (5.4%), Bihar has accounted for the lowest level (1.7%).

Table 5.38: Percentage of literate youth who access internet across states

State	% who access internet
Assam	4.1
Arunachal Pradesh	0.4
Manipur	0.5
Meghalaya	0.4
Mizoram	1.4
Nagaland	3.2
Sikkim	0.4
Tripura	3.2
Maharashtra	5.4
Bihar	1.7
Rest of the States	3.6
All India	3.7

Source: NYRS (2009), NCAER

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Of all the internet users in the country, 31 percent (19% rural, 35% urban) accessed on a daily basis, 41 percent (31% rural, 43% urban) accessed once or twice a week and 28 percent with less frequency. Only 23 percent (23% rural, 24.2% urban) youth internet users in Assam and still lower 16 percent (0% rural, 29.3% urban) users in other NE states access the internet on a daily basis, the percentage of daily users in the rest of the states (34%) being slightly higher than the all India average. Lower level of internet use in the NE region can be judged from just two criteria, the proportion of 'at least once a week' users

and the proportion of infrequent users. It can be seen that the percentages of 'at least once a week' users in Assam (43%) (33% rural, 55% urban) and other NE states (41%) (6% rural, 68% urban) are far below the levels prevailing in the remaining states: Maharashtra had 76 percent (98% rural, 75% urban) of such users and Bihar 70 percent (66% rural, urban 73%). On the other hand, the infrequent user percentages are overwhelmingly higher in Assam (40%) and other NE states (48%) as compared to the rest of the states in the country [Table 5.39 a, b, c].

Table 5.39 (a): Distribution of literate youth internet users (%) according to frequency of exposure (Rural)

State	Daily	Twice a week	Once a week	Once a fortnight	Once a month	Infrequent/Rare	Total
Assam	23.0	8.5	1.1	9.8	7.8	49.7	100.0
Other North-Eastern States	0.0	0.0	6.5	0.0	12.0	81.5	100.0
Maharashtra	3.4	29.0	65.3	0.0	2.3	0.0	100.0
Bihar	17.5	48.5	0.0	14.4	7.9	11.7	100.0
Rest of the States	20.6	9.8	19.8	31.1	9.8	8.9	100.0
All India	19.4	11.9	19.0	26.8	9.4	13.6	100.0

Source: NYRS (2009), NCAER

Table 5.39 (b): Distribution of literate youth internet users (%) according to frequency of exposure (Urban)

State	Daily	Twice a week	Once a week	Once a fortnight	Once a month	Infrequent/Rare	Total
Assam	24.2	15.1	16.2	1.6	16.3	26.7	100.0
Other North-Eastern States	29.3	22.7	15.6	4.4	5.8	22.3	100.0
Maharashtra	23.0	11.4	40.9	14.1	8.1	2.4	100.0
Bihar	32.9	19.1	20.6	6.2	9.2	12.0	100.0
Rest of the States	38.1	19.4	22.1	7.3	5.1	8.0	100.0
All India	34.6	17.7	25.8	8.6	6.0	7.3	100.0

Source: NYRS (2009), NCAER

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Table 5.39 (c): Distribution of literate youth internet users (%) according to frequency of exposure (Overall)

State	Daily	Twice a week	Once a week	Once a fortnight	Once a month	Infrequent/Rare	Total
Assam	23.5	11.4	7.7	6.2	11.5	39.7	100.0
Other North-Eastern States	16.4	12.7	11.6	2.4	8.5	48.3	100.0
Maharashtra	22.1	12.3	42.1	13.5	7.8	2.3	100.0
Bihar	27.2	29.9	13.1	9.2	8.7	11.9	100.0
Rest of the States	34.1	17.2	21.5	12.7	6.2	8.2	100.0
All India	31.4	16.5	24.3	12.5	6.7	8.6	100.0

Source: NYRS (2009), NCAER

Overall, 45 percent (41% rural, 46% urban) of youthful internet users reported that they accessed the net in the afternoon/evening hours, 17 percent (15% rural, 18% urban) in mornings/nights [Table 5.40 a, b, c]. A large proportion of youth internet users, in all parts of the country, have no specific time for surfing the net - 40 percent users in Assam, 57 percent in 'other NE states' and 50 percent in Maharashtra said so as against 34 percent reported for the whole country. It is observed that 42 percent (52%

rural, 28% urban) users in Assam, 41 percent (7% rural, 68% urban) users in 'other NE states' preferred afternoon/evening hours as against 42 percent (14% rural, 44% urban) such users from Maharashtra and only 25 percent (11% rural, 33% urban) from Bihar. There is hardly any morning/night surfing in 'other NE states' but 15 percent - 8% rural, 23% urban - of such surfing takes place in Assam as opposed to 20 percent (65% rural, 18% urban) in Maharashtra and 23 percent (58% rural, 3% urban) in Bihar.

Table 5.40 (a): Distribution of literate youth internet users (%) according to time of exposure (Rural)

State	Morning	Afternoon	Evening	Night	At all times	No preference	Total
Assam	4.8	21.8	30.4	3.6	3.8	35.6	100.0
Other North-Eastern States	0.0	7.2	0.0	0.6	0.0	92.2	100.0
Maharashtra	65.3	2.3	11.3	0.0	0.0	21.0	100.0
Bihar	43.9	11.2	0.0	14.4	0.0	30.5	100.0
Rest of the States	3.9	23.1	20.5	7.2	3.2	42.0	100.0
All India	7.9	21.3	19.4	6.8	2.9	41.5	100.0

Source: NYRS (2009), NCAER

Table 5.40 (b): Distribution of literate youth internet users (%) according to time of exposure (Urban)

State	Morning	Afternoon	Evening	Night	At all times	No preference	Total
Assam	10.4	13.1	15.2	12.3	3.0	45.9	100.0
Other North-Eastern States	0.0	24.2	44.0	0.5	1.5	29.8	100.0
Maharashtra	13.2	16.0	27.7	4.5	1.2	37.3	100.0
Bihar	3.3	23.1	10.1	0.0	1.5	62.0	100.0
Rest of the States	9.6	21.7	26.1	8.5	4.1	30.0	100.0
All India	10.2	20.4	26.1	7.5	3.4	32.4	100.0

Source: NYRS (2009), NCAER

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Table 5.40(c): Distribution of literate youth internet users (%) according to time of exposure (Overall)

State	Morning	Afternoon	Evening	Night	At all times	No preference	Total
Assam	7.2	18.0	23.8	7.4	3.5	40.1	100.0
Other North-Eastern States	0.0	16.7	24.6	0.6	0.9	57.3	100.0
Maharashtra	15.7	15.4	26.9	4.3	1.1	36.6	100.0
Bihar	18.2	18.7	6.4	5.3	0.9	50.5	100.0
Rest of the States	8.3	22.0	24.9	8.2	3.9	32.8	100.0
All India	9.7	20.6	24.7	7.4	3.3	34.4	100.0

Source: NYRS (2009), NCAER

It is observed that, at the all India level, 46 percent (54% rural, 44% urban) of the youth internet users surf at internet cafes, 23 percent (16% rural, 25% urban) at home, 19 percent (17% rural, 20% urban) at their institutions (includes workplace) and 10 percent (11% rural, 9% urban) in their neighbourhood, which includes surfing with friends [Table 5.41 a, b, c]. In the north-east

region, a much higher proportion of surfing takes place at cyber cafes – 56 percent (61% rural, 50% urban) in Assam and 93 percent (99% rural, 89% urban) in other NE states. In Maharashtra, 52 percent (23% rural, 53% urban) of the surfing is done in cafes, 20 percent (9% rural, 21% urban) at home and 16 percent (0% rural, 17% urban) at neighbourhood.

Table 5.41 (a): Distribution of literate youth internet users (%) according to place of exposure (Rural)

State	At home	At work	School/ Colleges	Library/ Reading club	Neighbourhood	Friends	Shop/cafe/ restaurants	While travelling	Total
Assam	7.8	24.6	0.0	0.0	0.0	7.0	60.7	0.0	100.0
Other North-Eastern States	0.0	1.3	0.0	0.0	0.0	0.0	98.7	0.0	100.0
Maharashtra	9.4	0.0	30.3	37.3	0.0	0.0	22.9	0.0	100.0
Bihar	17.4	3.2	0.0	0.0	14.3	24.6	40.5	0.0	100.0
Rest of the States	17.2	7.2	9.5	2.1	5.1	5.1	53.8	0.0	100.0
All India	15.8	7.9	8.9	3.2	4.8	5.8	53.7	0.0	100.0

Source: NYRS (2009), NCAER

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Table 5.41 (b): Distribution of literate youth internet users (%) according to place of exposure (Urban)

State	At home	At work	School/ Colleges	Library/ Reading club	Neighbourhood	Friends	Shop/cafe/ restaurants	While travelling	Total
Assam	9.5	18.8	4.7	0.0	0.4	6.7	50.1	9.8	100.0
Other North-Eastern States	8.1	1.5	1.0	0.0	0.0	0.0	89.4	0.0	100.0
Maharashtra	20.9	4.1	4.4	1.0	9.2	7.4	53.1	0.0	100.0
Bihar	27.2	0.0	3.4	0.0	0.0	15.7	53.7	0.0	100.0
Rest of the States	27.2	17.2	5.9	1.7	3.1	4.1	40.6	0.1	100.0
All India	15.8	7.9	8.9	3.2	4.8	5.8	53.7	0.0	100.0

Source: NYRS (2009), NCAER

Table 5.41 (c): Distribution of literate youth internet users (%) according to place of exposure (Overall)

State	At home	At work	School/ Colleges	Library/ Reading club	Neighbourhood	Friends	Shop/cafe/ restaurants	While travelling	Total
Assam	8.5	22.0	2.1	0.0	0.2	6.8	56.1	4.3	100.0
Other North-Eastern States	4.5	1.4	0.5	0.0	0.0	0.0	93.5	0.0	100.0
Maharashtra	20.3	3.9	5.6	2.7	8.7	7.0	51.7	0.0	100.0
Bihar	23.6	1.2	2.2	0.0	5.2	19.0	48.9	0.0	100.0
Rest of the States	24.9	14.9	6.7	1.8	3.6	4.3	43.6	0.1	100.0
All India	23.4	12.7	6.2	1.8	4.4	5.2	46.1	0.2	100.0

Source: NYRS (2009), NCAER

Internet is primarily used for e-mails and chatting as evident from the percentage of internet users visiting cyberspace essentially for this purpose. At the all India level, about 45 percent youth internet users access the net for e-mails and chatting. While Assam (11%) has accounted for the lowest percentage of such users, 'other NE states' has accounted for the highest (74%). In Assam it is used largely for

entertainment (32%) and 'news and current events' (23%) but in the other NE states the corresponding proportions are much smaller- 11 percent and 10 percent respectively. Unlike other states, Maharashtra has a higher percentage (19%) of internet users using the internet for reading books online (Table 5.42).

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Table 5.42: Distribution of literate youth internet users (%) according to purpose exposure

	State	News & current events	Politics	Financial Market	Religion	Sports	Nature	Entertainment	Health	Fashion/Personal care	Employment News	Matrimonial	E-Mail	Chatting	Purchase of goods & service	Downloading films/songs	Social networking	Reading books online	Information about newly published titles	Education & research	Others	Total
Assam		22.7	5.5	6.6	1.4	4.8	0.0	29.1	0.0	1.3	5.7	0.0	11.0	0.0	0.0	2.8	0.2	2.6	1.6	2.6	2.1	100.0
Other North-Eastern States		10.0	0.0	0.0	0.5	0.0	0.0	2.7	0.0	0.0	4.7	0.0	66.5	7.4	0.0	8.3	0.0	0.0	0.0	0.0	0.0	100.0
Maharashtra		0.7	0.3	1.6	1.7	0.0	0.0	0.5	0.7	0.9	4.8	1.0	21.5	11.2	8.8	14.9	2.8	18.9	2.8	5.5	1.5	100.0
Bihar		7.7	1.3	0.0	0.0	0.0	0.0	8.0	0.4	0.0	1.7	1.6	27.6	15.3	12.3	14.1	0.0	4.6	0.2	4.2	0.8	100.0
Rest of the States		5.9	1.1	1.6	1.0	1.9	0.8	7.3	0.2	3.1	3.4	0.6	31.2	17.6	2.5	6.2	6.2	1.0	0.9	6.7	0.7	100.0
All India		5.6	1.1	1.7	1.1	1.6	0.6	6.7	0.3	2.5	3.7	0.6	29.3	15.9	3.7	7.8	5.2	4.1	1.2	6.3	0.8	100.0

Source: NYRS (2009), NCAER

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The internet users of NE region seem to trust the web-based information much more than the users in other areas do. While 95 percent internet users in Assam have reported that they have 'great deal of confidence' in the internet, 80 percent users from other NE states said so as against 70 percent users from

the country as a whole. Maharashtra has the least percentage of such fully confident users (61%). The data show that Bihar has 100 percent trusting internet users as against 96 percent in Assam and only 87 percent in the other NE states (Table 5.43).

Table 5.43: Distribution of literate youth internet users (%) according to level of confidence expressed

State	Great deal of confidence	Somewhat confident	No confidence	No comments	Total
Assam	95.4	1.0	3.6	0.0	100.0
Other North-Eastern States	80.2	7.3	10.2	2.4	100.0
Maharashtra	61.1	36.9	1.6	0.3	100.0
Bihar	75.4	24.6	0.0	0.0	100.0
Rest of the States	70.8	27.0	0.4	1.7	100.0
All India	70.1	27.7	0.8	1.4	100.0

Source: NYRS (2009), NCAER

The average time spent on internet is the highest in the 'rest of the states' (72 min per day) and lowest in 'other NE states' (35 min per day). In Assam the youthful internet

users spend, on an average, 55 minutes per day and in Bihar they spend 48 minutes as against the all India average of 70 minutes (Table 5.44).

Table 5.44: Average time spent per day in accessing internet by literate youth

State	Average time spent (minutes) per day
Assam	55
Other North-Eastern States	35
Maharashtra	69
Bihar	48
Rest of the States	72
All India	70

Source: NYRS (2009), NCAER

CHAPTER

6

LIFESTYLE AND GENERAL PERCEPTION

This chapter discusses the lifestyle of literate youth and their interest in different subjects. In the process it tries to capture their views and awareness regarding various government initiatives that can have some impact on the overall development of the people. It also attempts to understand the perception of literate youth on issues that concern the entire human population on earth such as environmental pollution, global warming and government's role in tackling such issues.

6.1: LIFESTYLE AND INTERESTS OF LITERATE YOUTH

6.1.1. Satisfaction from Overall Achievements in Life

About 61 percent of the literate youth in India are satisfied with their overall achievements in life so far. It is observed that the satisfaction levels are relatively lower in the north-eastern states as compared to other states of the country. While 57.8 percent youth in Assam have reported that they are satisfied, only 47.5 percent from other NE states said so (Table 6.1). In the cases of Maharashtra and Bihar the overall satisfaction level (70% each) is much higher compared to the all India average.

A stark rural-urban divide in the satisfaction levels in favour of urban has been observed in some states, particularly the 'other NE states' (64% vs 41%) and Maharashtra (78% vs 62%).

Table 6.1: Percentage of literate youth expressing satisfaction in their overall achievements so far

State	Rural	Urban	Total
Assam	55.9	65.0	57.8
Other North-Eastern States	40.9	63.7	47.5
Maharashtra	62.0	77.8	70.1
Bihar	70.2	70.8	70.3
Rest of the States	56.9	62.1	58.9
All India	58.0	64.9	60.6

Source: NYRS (2009), NCAER

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6.1.2. Youth's Interest in Science

On enquiring about their level of interest in science, 29 percent of the literate youth informed that they were very much interested. Forty five percent of them are only fairly interested whereas 25 percent revealed that they were not at all interested. It appears that the youth of the NE region are comparatively more interested in science than the youth in the rest of the country. When 50 percent youth are 'very much interested' in Assam and 38 percent, in other NE states, the corresponding percentages in the rest of

the states ranged from 21 to 29 only (Table 6.2). Also, when we look at the proportion 'interested' (ignoring the degree of interest) it is also much higher for Assam (88%) and other NE states (81%) compared to all other states in the country (71-75%). Yet another point worthy of consideration is that, only 12 percent youth in Assam and 19 percent youth in other NE states said that they were 'not at all interested' in science as against 26-29 percent in other parts of the country.

Table 6.2: Distribution of literate youth (%) according to their level of interest in science (Overall)

State	Level of Interest			Total
	Very much interested	Fairly interested	Not at all interested	
Assam	50.2	37.6	12.2	100.0
Other North-Eastern States	37.9	43.2	18.9	100.0
Maharashtra	27.9	45.1	27.0	100.0
Bihar	21.4	49.6	29.0	100.0
Rest of the States	29.3	45.1	25.6	100.0
All India	29.4	45.1	25.5	100.0

Source: NYRS (2009), NCAER

In urban India, the proportion of literate youth interested in science is considerably higher (35%) as compared to rural India (26%). In the urban areas of Assam, the proportion of 'very much interested' youth is only 5 percent points higher than the corresponding rural proportion (49%) but this difference is much higher in other NE states (48% vs 34%) and Bihar (32% vs 19%). When it comes to the youth interested in

science at least to some extent, the urban proportion in 'other NE states' is 10 percent points higher compared to rural proportion (78%) while in Bihar it is 16 percent points higher over rural (68%). Although both rural (87%) and urban (92%) proportions are much higher in Assam compared to all other states in the country, the rural-urban difference is quite narrow (Tables 6.3 and Table 6.4).

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Table 6.3: Distribution of literate youth (%) according to their level of interest in science (Rural)

State	Level of Interest			Total
	Very much interested	Fairly interested	Not at all interested	
Assam	49.2	37.4	13.5	100.0
Other North-Eastern States	33.8	44.5	21.7	100.0
Maharashtra	23.5	43.3	33.2	100.0
Bihar	19.1	49.0	31.8	100.0
Rest of the States	26.1	45.1	28.8	100.0
All India	26.2	44.9	28.8	100.0

Source: NYRS (2009), NCAER

Table 6.4: Distribution of literate youth (%) according to their level of interest in science (Urban)

State	Level of Interest			Total
	Very much interested	Fairly interested	Not at all interested	
Assam	54.1	38.4	7.5	100.0
Other North-Eastern States	48.0	40.0	12.0	100.0
Maharashtra	32.1	46.7	21.1	100.0
Bihar	32.0	52.2	15.9	100.0
Rest of the States	34.6	45.1	20.2	100.0
All India	34.6	45.4	20.0	100.0

Source: NYRS (2009), NCAER

6.1.3. Youth's Interest in Medical Research

As in the case of science, the interest in medical research is also much higher among the literate youth of the NE region, especially Assam, compared to other parts of the country – while 61 percent are interested in 'other NE states' and a whopping 80 percent in Assam, only 53 percent are interested in India as a whole. Maharashtra has accounted

for the lowest percentage (45%), it has also the highest percentage of uninterested youth (29%) and a large fraction of the youth who failed to give a clear 'yes' or 'no' (26%). Assam has accounted for the lowest percentage of both uninterested youth (8%) and those who gave the 'can't say' (12%) response, the corresponding percentages for other NE states being 16 and 23 respectively (Table 6.5).

Table 6.5: Percentage of literate youth interested or otherwise in medical research (Overall)

State	Youth Response			Total
	Yes	No	Can't Say	
Assam	80.4	7.6	12.0	100.0
Other North-Eastern States	61.5	15.8	22.7	100.0
Maharashtra	44.8	29.4	25.8	100.0
Bihar	55.1	15.5	29.4	100.0
Rest of the States	52.8	23.9	23.3	100.0
All India	52.8	23.6	23.6	100.0

Source: NYRS (2009), NCAER

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Proportion of youth interested in medical research is found to be higher in urban areas as compared to rural. The urban-rural divide, however, is the largest for 'other NE states'(73% vs 57%) followed by

Maharashtra, whose urban percentage is 12 points above the rural percentage (39%). In other parts of the country including Assam, the rural-urban difference is much smaller (Tables 6.6 and 6.7).

Table 6.6: Percentage of literate youth interested or otherwise in medical research (Rural)

State	Youth Response			
	Yes	No	Can't Say	Total
Assam	78.8	7.7	13.4	100.0
Other North-Eastern States	56.9	17.1	25.9	100.0
Maharashtra	38.6	31.0	30.4	100.0
Bihar	53.7	14.9	31.3	100.0
Rest of the States	50.0	23.3	26.7	100.0
All India	50.2	22.8	27.0	100.0

Source: NYRS (2009), NCAER

Table 6.7: Percentage of literate youth interested or otherwise in medical research (Urban)

State	Youth Response			
	Yes	No	Can't Say	Total
Assam	86.5	7.1	6.4	100.0
Other North-Eastern States	72.8	12.5	14.7	100.0
Maharashtra	50.7	27.9	21.4	100.0
Bihar	61.6	18.2	20.2	100.0
Rest of the States	57.4	24.9	17.7	100.0
All India	57.0	24.9	18.1	100.0

Source: NYRS (2009), NCAER

6.2: PERCEPTION OF LITERATE YOUTH READING ENVIRONMENTAL THREATS AND NATIONAL ISSUES

6.2.1: The Issue of Global Warming

About two thirds of the total literate youth in India believed that global warming is a serious issue and requires urgent consideration from all nations around the globe while 7 percent did not think so. Nearly 15 percent youth offered a 'can't say' response while another 10 percent youth

stayed away from giving any comments. In the NE region, the proportion of youth who believed in the seriousness of global warming is much higher than the all India average. In Assam it is as large as 87 percent while it is 73 percent in other NE states as well as Maharashtra. Only 57 percent of the Bihar youth shared this perception as against 67 percent in the whole country. (Table 6.8)

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Table 6.8: Percentage of literate youth who believe that global warming is a serious issue requiring urgent Consideration from all nations (Overall)

State	Youth Response				Total
	Yes	No	Can't Say	No Comments	
Assam	86.7	1.1	10.1	2.0	100.0
Other North-Eastern States	73.5	8.5	15.2	2.8	100.0
Maharashtra	73.2	9.5	13.1	4.2	100.0
Bihar	57.1	5.5	31.4	6.0	100.0
Rest of the States	66.5	7.4	14.2	11.8	100.0
All India	67.4	7.4	14.9	10.2	100.0

Source: NYRS (2009), NCAER

The belief that global warming is a serious issue, requiring urgent attention from all nations is indeed strong in rural India. But it is a little more widespread in the urban areas. As against 64 percent youth in rural India, 73 percent in urban India agreed that global warming is a serious issue. The urban-

rural divide is much larger in the 'other NE states' (84% vs 69%) and Bihar (73% vs 54%) as compared to Assam (91% vs 86%). Bihar has the highest percentage of literate youth giving the 'can't say' response in both rural (34%) and urban (19%) areas (Table 6.9, Table 6.10).

Table 6.9: Percentage of literate youth who believe that global warming is a serious issue requiring urgent consideration from all nations (Rural)

State	Youth Response				Total
	Yes	No	Can't Say	No Comments	
Assam	85.6	1.2	11.1	2.0	100.0
Other North-Eastern States	69.0	9.3	18.2	3.5	100.0
Maharashtra	71.7	6.5	16.4	5.3	100.0
Bihar	53.6	5.9	34.0	6.6	100.0
Rest of the States	63.1	7.5	15.9	13.4	100.0
All India	64.1	7.1	17.2	11.6	100.0

Source: NYRS (2009), NCAER

Table 6.10: Percentage of literate youth who believe that global warming is a serious issue requiring urgent consideration from all nations (Urban)

State	Youth Response				Total
	Yes	No	Can't Say	No Comments	
Assam	91.0	0.9	6.1	2.0	100.0
Other North-Eastern States	84.5	6.6	7.9	1.1	100.0
Maharashtra	74.6	12.3	10.0	3.1	100.0
Bihar	73.5	3.8	19.4	3.3	100.0
Rest of the States	72.0	7.3	11.5	9.2	100.0
All India	72.8	7.9	11.3	7.9	100.0

Source: NYRS (2009), NCAER

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6.2.2. Awareness about Imbalance in Bio-diversity

Awareness about the ecological threats and imbalance in bio-diversity is observed to be markedly higher among literate youth in the NE region of the country as compared to the average level prevailing in India. Compared to 79 percent youth in India as a whole, 93 percent youth in Assam and 84 percent in the rest of the NE region believed that loss of animals and plants and consequent imbalance in bio-diversity is a

serious issue requiring urgent consideration. However, about 10 percent youth in 'other NE states', 9 percent in Maharashtra and 19 percent in Bihar gave the 'can't say' response (Table 6.11).

The believer-proportion in the country is relatively higher in urban areas (82%) as compared to rural areas (77%). However, only in the case of Bihar the rural-urban difference is pretty large (86% vs 69%) (Tables 6.12 and 6.13).

Table 6.11: Percentage of literate youth who believe that loss of animals and plants and imbalance in bio-diversity are serious issues requiring urgent consideration (Overall)

State	Youth Response				Total
	Yes	No	Can't Say	No Comments	
Assam	93.0	1.6	2.9	2.5	100.0
Other North-Eastern States	84.4	2.8	9.8	3.0	100.0
Maharashtra	80.2	8.4	8.7	2.8	100.0
Bihar	72.3	5.4	19.1	3.2	100.0
Rest of the States	78.9	5.1	8.7	7.3	100.0
All India	79.1	5.4	9.2	6.3	100.0

Source: NYRS (2009), NCAER

Table 6.12: Percentage of literate youth who believe that loss of animals and plants and imbalance in bio-diversity are serious issues requiring urgent consideration (Rural)

State	Youth Response				Total
	Yes	No	Can't Say	No Comments	
Assam	91.9	1.8	3.2	3.0	100.0
Other North-Eastern States	82.6	2.7	11.2	3.6	100.0
Maharashtra	75.4	7.3	13.9	3.4	100.0
Bihar	69.3	5.8	21.4	3.5	100.0
Rest of the States	77.4	4.7	9.5	8.4	100.0
All India	77.2	4.9	10.5	7.3	100.0

Source: NYRS (2009), NCAER

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Table 6.13: Percentage of literate youth who believe that loss of animals and plants and imbalance in biodiversity are serious issues requiring urgent consideration (Urban)

State	Youth Response				
	Yes	No	Can't Say	No Comments	Total
Assam	97.1	0.6	1.7	0.7	100.0
Other North-Eastern States	88.9	3.1	6.5	1.5	100.0
Maharashtra	84.6	9.4	3.8	2.2	100.0
Bihar	86.2	3.3	8.5	2.0	100.0
Rest of the States	81.4	5.6	7.6	5.4	100.0
All India	82.3	6.1	6.9	4.7	100.0

Source: NYRS (2009), NCAER

6.2.3. Government Role in Reducing Environmental Pollution

About 86 percent of the literate youth in the country have opined that government should make more serious efforts to reduce

environmental pollution. However, the proportion of youth endorsing this view is much higher in Assam (95%) and 'other NE states' (88%) compared to other states (Table 6.14).

Table 6.14: Percentage of literate youth who think that government should make more serious efforts to reduce environmental pollution (Overall)

State	Youth Response				
	Yes	No	Can't Say	No Comments	Total
Assam	94.6	0.4	2.4	2.6	100.0
Other North-Eastern States	87.7	5.4	3.9	3.0	100.0
Maharashtra	86.3	5.2	6.4	2.1	100.0
Bihar	83.7	4.5	10.3	1.4	100.0
Rest of the States	86.4	4.5	5.0	4.1	100.0
All India	86.5	4.5	5.3	3.7	100.0

Source: NYRS (2009), NCAER

There is not much urban-rural difference in the proportions of youth suggesting governmental efforts to reduce environmental pollution except in Bihar, where the urban proportion is about 11 percent points larger

than the rural proportion (82%). Another point to note is that in the case of 'other NE states', the urban proportion (84%) is lower than the rural proportion (89%) (Table 6.15 and Table 6.16).

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Table 6.15: Percentage of literate youth who think that government should make more serious efforts to reduce environmental pollution (Rural)

State	Youth Response				
	Yes	No	Can't Say	No Comments	Total
Assam	94.0	0.3	2.9	2.9	100.0
Other North-Eastern States	89.3	4.0	3.7	3.0	100.0
Maharashtra	82.1	4.5	10.3	3.1	100.0
Bihar	81.8	5.1	11.6	1.5	100.0
Rest of the States	85.7	4.2	5.4	4.8	100.0
All India	85.4	4.2	6.2	4.3	100.0

Source: NYRS (2009), NCAER

Table 6.16: Percentage of literate youth who think that government should make more serious efforts to reduce environmental pollution (Urban)

State	Youth Response				
	Yes	No	Can't Say	No Comments	Total
Assam	96.9	0.6	0.7	1.8	100.0
Other North-Eastern States	83.7	8.9	4.4	3.0	100.0
Maharashtra	90.2	6.0	2.7	1.1	100.0
Bihar	92.9	2.1	4.1	1.0	100.0
Rest of the States	87.7	5.0	4.3	3.1	100.0
All India	88.3	5.0	4.0	2.7	100.0

Source: NYRS (2009), NCAER

6.2.4. Views Regarding Caste-based Reservation System

Reservation in seats for higher education

The survey has revealed that a large section of the literate youth in India is against the caste-based reservation in higher education. While 48 percent of the youth said that they support the existing reservation policy, 35 percent declared that they fully opposed it. About 48 percent youth in Assam and 50

percent in other NE states were in favour of the continuation of the reservation policy whereas 36 percent, 39 percent respectively were against it in the two states. In Bihar only 43 percent youth supported the reservation, 33 percent opposed it – the highest percentage of youth giving 'don't know' response is also from this state (Table 6.17).

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Table 6.17: Youth support (%) to caste based reservation of seats in higher education (Overall)

State	Response				
	Yes	No	Don't know	No Comments	Total
Assam	48.3	36.5	8.7	6.5	100.0
Other North-Eastern States	50.2	39.4	6.3	4.2	100.0
Maharashtra	46.4	37.7	10.3	5.6	100.0
Bihar	42.7	32.9	22.7	1.8	100.0
Rest of the States	48.2	34.1	10.3	7.4	100.0
All India	47.7	34.6	10.9	6.8	100.0

Source: NYRS (2009), NCAER

Overall, there is not much rural-urban difference in the percentage support to the caste-based reservation system. However, in the 'other NE states' the proportion that supports reduces from 54 percent to 40 percent when we move from rural to urban areas – it increases from 41 percent to 49

percent in the case of Bihar. The percentage of opposing youth is always higher in urban areas, it increases from 35 percent (rural) to 40 percent (urban) in Assam, 35 percent to 49 percent in 'other NE states' and from 32 to 38 percent overall (Tables 6.18, 6.19).

Table 6.18: Youth support (%) to caste based reservation of seats in higher education (Rural)

State	Response				
	Yes	No	Don't know	No Comments	Total
Assam	47.6	35.5	9.4	7.5	100.0
Other North-Eastern States	54.2	35.5	6.3	4.1	100.0
Maharashtra	47.4	33.7	14.0	5.0	100.0
Bihar	41.3	32.8	23.9	2.0	100.0
Rest of the States	48.8	32.2	11.0	8.0	100.0
All India	48.2	32.5	12.1	7.2	100.0

Source: NYRS (2009), NCAER

Table 6.19: Youth support (%) to caste based reservation of seats in higher education (Urban)

State	Response				
	Yes	No	Don't know	No Comments	Total
Assam	50.9	40.5	6.1	2.4	100.0
Other North-Eastern States	40.4	49.0	6.3	4.4	100.0
Maharashtra	45.4	41.5	6.9	6.2	100.0
Bihar	49.2	33.0	16.7	1.2	100.0
Rest of the States	47.2	37.3	9.2	6.3	100.0
All India	46.9	38.0	9.0	6.1	100.0

Source: NYRS (2009), NCAER

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Reservation for women in parliament and local government

At the all India level, almost two thirds of literate youth believe that reservation for women in parliament, state legislatures, and local-bodies is a positive step on the part of government. This belief is even stronger in the NE region. It is observed that around 71 percent youth in Assam and 74 percent youth in other NE states support this move. Interestingly, only about 6-7 percent

youth from the NE region were without clear perception about women reservation as against 11 percent in the whole country (Table 6.20).

There is hardly any difference between rural and urban areas in regard to youth perception about reservation for women in parliament and other democratic institutions (Tables 6.21, 6.22).

Table 6.20: Youth support (%) to reservation for women in parliament, assemblies and local bodies (Overall)

State	Response				
	Yes	No	Don't know	No Comments	Total
Assam	70.9	18.0	6.5	4.6	100.0
Other North-Eastern States	74.0	15.0	7.2	3.9	100.0
Maharashtra	68.0	19.4	8.9	3.6	100.0
Bihar	67.2	12.7	16.9	3.3	100.0
Rest of the States	66.2	16.1	11.5	6.2	100.0
All India	66.7	16.3	11.3	5.7	100.0

Source: NYRS (2009), NCAER

Table 6.21: Youth support (%) to reservation for women in parliament, assemblies and local bodies (Rural)

State	Response				
	Yes	No	Don't know	No Comments	Total
Assam	70.4	18.0	6.9	4.7	100.0
Other North-Eastern States	73.4	14.4	7.6	4.7	100.0
Maharashtra	67.8	17.9	10.1	4.3	100.0
Bihar	65.5	12.7	18.2	3.6	100.0
Rest of the States	65.5	16.4	11.7	6.4	100.0
All India	66.0	16.3	11.8	6.0	100.0

Source: NYRS (2009), NCAER

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Table 6.22: Youth support (%) to reservation for women in parliament, assemblies and local bodies (Urban)

State	Urban				
	Yes	No	Don't know	No Comments	Total
Assam	72.8	18.2	4.9	4.2	100.0
Other North-Eastern States	75.6	16.5	6.2	1.8	100.0
Maharashtra	68.3	20.9	7.8	3.0	100.0
Bihar	75.3	12.2	10.8	1.7	100.0
Rest of the States	67.5	15.6	11.2	5.8	100.0
All India	67.9	16.4	10.5	5.2	100.0

Source: NYRS (2009), NCAER

6.2.5. Perception Regarding the Role of Publishing House in Society

Asked about the role of publishing house in society, about 40 percent literate youth in India said that it plays a very important role and another 28 percent opined that the role is only somewhat important (Table 6.23). However, some 22 percent youth indicated that they did not know about the role played by the publishing house. A much higher

proportion (78-79%) of the youth from the NE region and Maharashtra considered the role important – at least to some extent – and only 15-16 percent gave the ‘don’t know’ response. The ‘rest of the states’ accounted for the lowest percentage of youth (66%) attaching importance to the publishing house, but in this case the percentage of youth giving don’t know’ response (24%) is the highest.

Table 6.23: Distribution of literate youth (%) by level of importance they attach to the role of publishing house in society (Overall)

State	Level of importance					Total
	Very important	Somewhat important	Not important at all	Don't know	No comments	
Assam	52.4	26.2	1.3	16.1	3.9	100.0
Other North-Eastern States	57.7	21.2	1.8	15.5	3.7	100.0
Maharashtra	39.9	38.5	5.6	15.0	0.9	100.0
Bihar	51.7	19.4	9.8	18.4	0.7	100.0
Rest of the States	38.6	27.5	2.7	24.3	6.8	100.0
All India	40.1	28.2	3.4	22.5	5.7	100.0

Source: NYRS (2009), NCAER

A much higher proportion of urban youth than rural considered the role publishing house as important. In the NE region, 88-

89 percent urban youth felt so as against 75-76 rural youth, the urban and rural percentages for ‘rest of the states’ being 74

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and 61 respectively (Tables 6.24, 6.25). The proportion of urban youth giving 'don't know' response is much lower as compared to rural youth – in the NE region it reduces from 18 percent(rural) to 8-9 percent (urban).

Table 6.24: Distribution of literate youth (%) by level of importance they attach to the role of publishing house in society (Rural)

State	Level of importance					Total
	Very important	Somewhat important	Not important at all	Don't know	No comments	
Assam	49.1	27.1	1.5	18.1	4.1	100.0
Other North-Eastern States	54.9	20.0	1.8	18.2	5.0	100.0
Maharashtra	37.8	31.4	6.7	23.8	0.3	100.0
Bihar	50.0	19.3	10.8	19.2	0.6	100.0
Rest of the States	34.2	27.1	3.1	28.0	7.5	100.0
All India	36.5	26.8	3.9	26.5	6.2	100.0

Source: NYRS (2009), NCAER

Table 6.25: Distribution of literate youth (%) by level of importance they attach to the role of publishing house in society (Urban)

State	Level of importance					Total
	Very important	Somewhat important	Not important at all	Don't know	No comments	
Assam	65.4	22.6	0.6	8.2	3.1	100.0
Other North-Eastern States	64.7	24.2	1.7	8.9	0.5	100.0
Maharashtra	42.0	45.2	4.6	6.7	1.6	100.0
Bihar	59.5	19.8	5.3	14.6	0.8	100.0
Rest of the States	45.8	28.3	2.1	18.2	5.7	100.0
All India	46.0	30.6	2.6	16.0	4.8	100.0

Source: NYRS (2009), NCAER

When asked specifically about the role of the editor of a publishing house, 54-55 percent youth from the NE region expressed the view that he has a very important role in managing the publishing house while 26 percent said that the role is only somewhat important (Table 6.26). The corresponding percentages for Maharashtra are 38 and 40 respectively as against 39 and 28 respectively at the all

India level. It can also be appreciated that the percentage of youth holding the editor's role as important (at least to some extent) is much higher in NE region (80-81%) and Maharashtra (78%) compared to the all India average (67%). The proportion of youth giving 'don't know' response is much lower in the NE region (15%) compared to 'rest of the states'(26%) as well as the all India average(24%).

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Table 6.26: Distribution of literate youth (%) by level of importance they attach to the editor of a publishing house (Overall)

State	Level of importance					Total
	Very important	Somewhat important	Not important at all	Don't know	No comments	
Assam	53.6	26.2	0.9	15.4	4.0	100.0
Other North-Eastern States	55.4	25.7	1.2	14.5	3.3	100.0
Maharashtra	37.9	40.2	4.6	15.5	1.8	100.0
Bihar	51.1	19.7	8.8	19.7	0.6	100.0
Rest of the States	37.3	27.5	2.7	25.8	6.8	100.0
All India	38.8	28.5	3.2	23.8	5.7	100.0

Source: NYRS (2009), NCAER

The percentage of urban youth considering the role of the editor in a publishing house as 'very important' is much higher compared to rural. In the NE region, the percentage increases from 50-51 percent to 67-68 percent and at the all India level it increases from 35 to 44 percent when we move from rural to urban areas (Tables 6.27, 6.28). On the other hand, the percentage of youth holding the editor's role important at least to some degree is 88-89 percent in urban areas

of NE region as against 78 percent in the rural areas of the region. In this respect the urban-rural difference is much higher in the case of Maharashtra (87% vs 69%) as compared to all other cases including the 'rest of the states' (72% vs 60%). Here also, the proportion of urban youth giving 'don't know' response is much lower as compared to rural youth – in the NE region it reduces from 17-18 percent(rural) to 6-8 percent(urban) and at the all India level it falls from 28 percent to 18 percent.

Table 6.27: Distribution of literate youth (%) by Level of importance they attach to the editor of a publishing house (Rural)

State	Level of Importance					Total
	Very Important	Somewhat important	Not important at all	Don't Know	No comments	
Assam	49.8	28.0	0.5	17.7	4.1	100.0
Other North-Eastern States	50.7	27.0	1.2	16.9	4.1	100.0
Maharashtra	35.2	33.5	6.3	23.6	1.5	100.0
Bihar	49.6	19.5	9.7	20.7	0.5	100.0
Rest of the States	33.4	26.7	3.1	29.4	7.5	100.0
All India	35.5	26.8	3.7	27.6	6.3	100.0

Source: NYRS (2009), NCAER

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Table 6.28: Distribution of literate youth (%) by level of importance they attach to the editor of a publishing house (Urban)

State	Level of Importance					Total
	Very Important	Somewhat important	Not important at all	Don't Know	No comments	
Assam	68.5	19.2	2.1	6.4	3.7	100.0
Other North-Eastern States	67.0	22.4	0.9	8.4	1.3	100.0
Maharashtra	40.5	46.6	3.0	7.9	2.0	100.0
Bihar	58.5	20.7	4.4	15.2	1.1	100.0
Rest of the States	43.6	28.8	2.1	19.9	5.5	100.0
All India	44.1	31.2	2.3	17.6	4.8	100.0

Source: NYRS (2009), NCAER

6.3: AWARENESS ABOUT GOVERNMENT SCHEMES/POLICIES TOWARDS YOUTH

The government of India has launched a number of policies and programmes for the benefit of the youth of this country. This section seeks to find out the level of awareness among the literate youth of the NE region about these policies and programmes. Awareness about such initiatives is important because then only the literate youth can avail the relevant benefits from these programmes.

National Youth Policy

It is observed that at the all India level only 9 percent (12% urban, 7% rural) literate youth are aware of the “National Youth Policy” (Table 6.29). In contrast, in ‘other NE states’ the awareness is much higher (20%) compared to Assam (6%) and the ‘rest of the states’ (10%). Considering urban areas alone, we note that awareness level in the NE region is as high as 35 percent which is much higher than the one prevailing in Maharashtra (8%), Assam (9%) and the ‘rest of the states’ (13%).

Table 6.29: Percentage of literate youth who are aware of India’s national youth policy

State	Rural	Urban	Total
Assam	5.5	9.4	6.3
Other North-Eastern States	14.5	35.4	20.5
Maharashtra	3.3	8.4	6.0
Bihar	3.9	10.9	5.2
Rest of the States	8.0	13.1	9.9
All India	7.3	12.5	9.3

Source: NYRS (2009), NCAER

National Rural Employment Guarantee Act (NREGA)

The “National Rural Employment Guarantee Act” (NREGA) is a kind of social security scheme that provides 100 days of employment to the unemployed adult population residing in rural areas of the country. Almost half the literate youth in rural areas (48%) reported that they were aware of this act. In the NE states except Assam, the awareness level is much higher (88%) compared to other states including Maharashtra (39%) and the ‘rest of

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the states' (49%). Although NREGA is meant for rural people there is considerable amount of awareness among urban youth as well. With 70 percent urban youth being aware of NREGA, the 'other NE states' are much ahead of the other states of the country in terms of basic knowledge about this act. Assam and Bihar have about 40 percent urban youth who are aware of NREGA, the urban awareness level for the whole country being 27 percent (Table 6.30).

Table 6.30: Percentage of literate youth who are aware of national rural employment guarantee act (NREGA)

State	Rural	Urban	Total
Assam	51.1	40.2	48.9
Other North-Eastern States	87.9	70.4	82.8
Maharashtra	39.3	30.3	34.7
Bihar	41.2	39.1	40.9
Rest of the States	48.8	25.1	39.8
All India	48.1	27.0	40.1

Source: NYRS (2009), NCAER

Right To Information (RTI) Act

The Right to Information Act (RTI) was passed by the Parliament of India in the year 2005. It is the implementation of freedom of information legislation in India at the national level. Under the provisions of the Act, any citizen (excluding the citizens within J&K) may seek information from a "public authority" which is required to respond within thirty days. The Act also requires every public authority to computerize their records for wider dissemination. It is found that, of all the literate youth in India, only 8.4 percent are

aware of the RTI Act. In the urban areas the level of awareness is slightly higher (11.6%). The awareness level is much higher in 'other NE states' (27%) as compared to Assam (13%). Bihar is at the bottom with only 5 percent of its youth being aware of the Act. It is worth noting that in the 'other NE states' the urban awareness level (41%) is almost twice the rural awareness level (Table 6.31).

Table 6.31: Percentage of literate youth who are aware of Right To Information act

State	Rural	Urban	Total
Assam	12.4	16.2	13.2
Other North-Eastern States	21.0	40.8	26.7
Maharashtra	7.8	13.6	10.8
Bihar	3.2	12.4	4.8
Rest of the States	6.1	10.6	7.8
All India	6.5	11.6	8.4

Source: NYRS (2009), NCAER

Sarva Shiksha Abhiyan (SSA)

Sarva Shiksha Abhiyan (SSA) is Government of India's flagship programme for achievement of Universalisation of Elementary Education (UEE) in a time bound manner. As mandated by the Constitution of India, free and compulsory education to the children of 6-14 years age group is now a fundamental right. The programme seeks to open new schools in those habitations which do not have schooling facilities and strengthen existing school infrastructure through provision of additional class rooms, toilets, drinking water, maintenance grant and school improvement grants. SSA further seeks to provide quality elementary education

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including life skills. SSA has a special focus on girl's education and children with special needs. A much higher proportion of literate youth from the north-eastern states of India are aware of "Sarva Shiksha Abhiyan" as compared to other parts of the country. As against 39 percent literate youth at the all India level, a large 75 percent in Assam and 80 percent in other NE states are aware of this governmental initiative (Table 6.32). The urban proportions are still higher. For instance, against 73 percent literate youth in rural Assam, 83 percent youth in urban Assam are aware of SSA. Awareness level is much lower in Maharashtra (37% rural, 36% urban) and Bihar (41% rural, 45% urban) compared to the NE states.

Table 6.32: Percentage of literate youth who are aware of sarva shiksha abhiyan

State	Rural	Urban	Total
Assam	72.6	83.5	74.8
Other North-Eastern States	77.4	87.4	80.3
Maharashtra	37.1	35.7	36.4
Bihar	41.0	45.2	41.8
Rest of the States	37.5	35.5	36.8
All India	39.5	37.0	38.6

Source: NYRS (2009), NCAER

Accredited Social Health Activist (ASHA)

As part of the National Rural Health Mission, government of India aims to provide every village in the country with a trained female community health activist or an Accredited

Social Health Activist, more popularly known as ASHA. Selected from the village itself and accountable to it, the ASHA is trained to work as an interface between the community and the public health system. ASHA must primarily be a woman resident of the village, preferably in the age group of 25 to 45 years. The survey reveals that almost one third of the literate youth (33%) in the country are aware of this initiative, the percentage increases to 38 if the rural areas alone are considered. ASHA primarily being a rural phenomenon, there is greater awareness about this programme in rural areas than urban. In the NE region, the awareness levels are significantly higher as compared to the other parts of the country. About 82 percent literate youth in Assam and 70 percent in the rest of the NE region have knowledge about ASHA, Maharashtra being at the bottom with only 13 percent of its youth being aware. In the 'other NE states' and Maharashtra, the rural awareness levels are lower than the urban ones, which is contrary to our expectation (Table 6.33).

Table 6.33: Percentage of literate youth who are aware of ASHA

State	Rural	Urban	Total
Assam	84.8	73.4	82.5
Other North-Eastern States	68.7	72.2	69.7
Maharashtra	9.5	16.8	13.3
Bihar	64.8	61.7	64.3
Rest of the States	35.9	23.1	31.0
All India	37.7	24.3	32.6

Source: NYRS (2009), NCAER

CHAPTER

7

LIKELIHOOD OF LEISURE-READING IMPACT OF DEMOGRAPHIC AND SOCIO-ECONOMIC FACTORS

The aim of this chapter is to study the impact of demographic and socio-economic factors on readership among literate youth in the north-east region comprising of eight states, based on a detailed econometric analysis. The objective of this analysis is to identify the critical factors that matter in youth's choosing to read and measure the level of their impact. A similar exercise has also been conducted at the all India level in order to facilitate a, north-east vs. India as a whole comparison. The likelihood of reading a leisure book by literate youth is studied as a function of personal, social, economic, and demographic characteristics of the individual, and the household.

7.1: METHODOLOGY

This analysis estimates maximum likelihood "probit" model, where the dependent variable is dichotomous, having values 0 (when the condition is not met) and 1 (when the condition is met). This characteristic (or variable) is considered to be dependent upon

many economic, social and demographic characteristics and are studied accordingly. The particular method used is a variant of the "probit" model where the coefficients indicate a change in probability for an infinitesimal change in the continuous explanatory variable. It is sometimes also referred to as "dprobit" model. In the case of dummy variables, the coefficients from the 'dprobit' technique indicate the discrete change in probability of dependent variable resulting from a categorical change in the independent variable as compared to the category that is considered as a reference.

In our model the dependent variable measures the likelihood of reading a leisure book" by literate youth. It is a dummy variable that takes a value "1" if the literate youth reads a leisure book, and "0", if he does not read leisure books in the 13 to 35 years age group. The model used for this analysis based on the factors that could affect the performance of the dependent variable is given below by listing the independent variables (Table 7.1)

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Table 7.1: List of independent variables

Independent Variables	Description
Dummy for gender of the individual=Female	This is a dummy for the gender of the person. It takes a value 1 if the gender is female, else 0. It has been compared with males.
Dummy for education level of the individual=Primary Dummy for education level of the individual=Middle Dummy for education level of the individual=Matric Dummy for education level of the individual=Higher Secondary Dummy for education level of the individual=Graduate Dummy for education level of the individual=Post-graduate/professionals	These are dummy variables for the highest education level attained by the individual. The dummy takes a value 1 if the level is as mentioned, or else 0. They have been compared against the education level “below primary”
Dummy for activity status of the individual = self employed in non-agriculture Dummy for activity status of the individual = agriculture workers Dummy for activity status of the individual = Other (casual) labour Dummy for activity status of the individual = Unemployed Dummy for activity status of the individual = Student Dummy for activity status of the individual = Unpaid housework / Women’s work Dummy for activity status of the individual = Others not working	These are dummy variables for activity status of the individual. The dummy takes a value 1 if the level is as mentioned else 0. They have been compared against the regular salaried and wage earners.
Dummy for place of residence=Urban	This is a dummy variable for place of residence of the youth. The dummy takes a value 1 if the level is as mentioned else 0. It has been compared against youth in rural households.
Dummy for Family Type = Nuclear Dummy for Family Type = Others	These are dummy variables for type of family structure of the youth. The dummy takes a value 1 if the level is as mentioned else 0. They have been compared against youth in joint households.
Dummy for social group = ST Dummy for social group=OBC Dummy for social group=Others	These are dummy variables for social groups of the youth. The dummy takes a value 1 if the level is as mentioned else 0. They have been compared against youth in SC households.

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Household does not subscribe to a newspaper	This is a dummy for the youth's exposure to newspapers. It takes a value 1 if the household does not subscribe to a newspaper, else 0. It has been compared with those households that subscribe to a newspaper
Household does not have a mobile phone	This is a dummy for the youth's exposure to mobile phones. It takes a value 1 if the household does not have a mobile phone, else 0. It has been compared with those households that have a mobile phone.
Household does not have TV	This is a dummy for the household's ownership to television. It takes a value 1 if the household does not have a television, else 0. It has been compared with those households that have a television.
No access to bookshops near locality	This is a dummy for the youth's accessibility to bookshops near their locality. It takes a value 1 if the household does not have a bookshop near their locality, else 0. It has been compared with those individuals have a bookshop near their locality.
Not member of a library	This is a dummy for the youth's membership to a library. It takes a value 1 if the individual is not a member of a library, else 0. It has been compared with those individuals who are members of a library.
School teacher does not encourage to read books	This is a dummy for the encouragement by school teachers to read books. It takes a value 1 if the individual is not encouraged by school teachers to read books, else 0. It has been compared with those individuals who are encouraged by school teachers to read books.

7.2 FINDINGS OF THE ECONOMETRIC ANALYSIS

The impact of different individual, household-level and other socio-economic factors on the likelihood of reading leisure books by literate youth for India as a whole, and for the north-eastern states as a separate region, are

discussed below. The detailed results of the econometric analysis are provided in Table 7.2.

7.2.1 Gender of the Person

At the all India level, the relationship between gender of a youth and his likelihood of reading a leisure book is found to be almost insignificant. However, in the case of the

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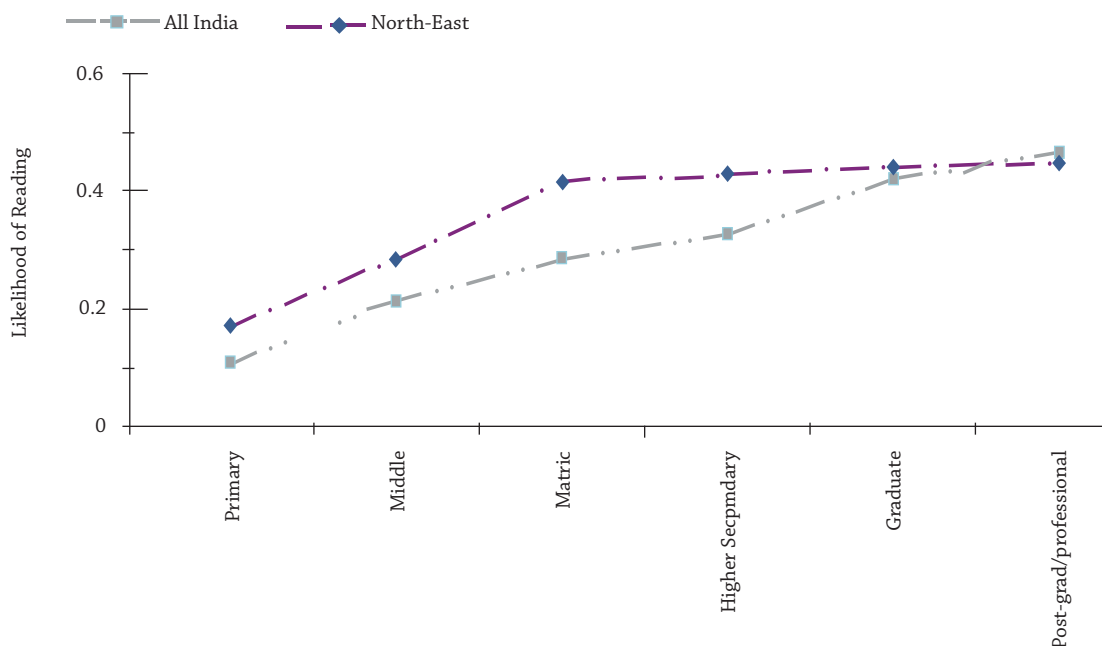
north-eastern states, gender is found to have some impact on the readership, even though the link is not very strong. As compared to a female in the 13 to 35 years of age group, a male is 6.8 percent more likely to read a book in the north-eastern region of India.

7.2.2. Education Level

Youth's interest in reading books beyond those included in their course of studies is positively related to the level of education

attained by them. It is observed that the higher the level of education attained by the literate youth, the higher is the likelihood of that the person reading a leisure book. This is true at the all India level as well for the north-eastern region. Figure 7.1 shows the trend in likelihood of reading leisure books across different education levels, for India as a whole and north-east region, after correcting for other individual and household characteristics.

Figure 7.1: Likelihood of reading leisure books across education level



It is evident from Figure 7.1 that the percentage increase in the probability of reading leisure books with each increase in the level of education is comparatively higher for the north-eastern states than

for India as a whole. Compared to those who are at below primary level, a primary-passed literate youth in India is 11 percent more likely to read a book, whereas a person with similar education level from the north-

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east is 17 percent more likely. On the other hand, as compared to a youth with below primary level, one with graduation degree is 42 percent more likely to read books in India and by 44 percent more likely to read books in north-eastern states.

7.2.3 Activity Status

At the all India level, as compared to regular salary and wage earners, agricultural workers and other casual labourers are less likely to read a leisure book. On the other hand, the unemployed are 3.6 percent, the students, 4 percent, and the youth engaged in unpaid housework, 2 percent more likely to read leisure books as compared to regular salary and wage earners. However, in the north-eastern states no such relationship between activity status and readership behaviour is discernible.

7.2.4. Social Group

Belonging to “Scheduled Tribe” (ST) households increases the likelihood of literate youth reading leisure books as compared to the Scheduled Caste. This pattern is observed at the all India level as well as in the north-eastern region. As compared to youth from SC households, those belonging to ST households are 2.7 percent more likely to read leisure books in India as whole and 15.4 percent more likely to read books in NE region.

7.2.5. Rural - urban Divide

At the all India level, the rural/urban status is found to have a significant impact on readership among the youth. The results show that those living in urban areas of the

country are 2.7 percent less likely to read leisure books as compared to the youth from rural areas, keeping other influencing factors constant. There was no such strong association in the NE states.

7.2.6 Type of Family

The family type is observed to be another important determinant of youth readership at the all India level. Compared to youth belonging to joint families, those from nuclear and extended families are less likely to read leisure books by 2 percent.

7.2.7 Subscription to Newspaper

Household subscription to newspaper has a significant positive impact on the readership of literate youth in India. Such a relationship is observed in the NE region too. A household that subscribes newspapers directly exposes its youth to the print media. In this process the youth not only have access to news and information but get introduced to the fascinating world of reading. At the all India level, a youth from a household not subscribing to a newspaper is 15.6 percent less likely to read a leisure books as compared to one from a subscriber household. In the north-eastern states, the newspaper impact is even stronger - a youngster from a non-subscriber household is 29.2 percent less likely to read compared to one from a subscriber household.

7.2.8 Ownership of Mobile Phone

The ownership of mobile phone by the household is found to have a significant positive impact on the likelihood of reading leisure books both in the NE region and at the

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all India level. At the all India level, a person from a household not owning a mobile phone is 5.4 percent less likely to read a leisure books than one from a household owning a mobile phone. In the NE states, the likelihood decreases by about 11 percent under similar circumstances.

7.2.9 Ownership of Television

Ownership of television is yet another hindrance in the promotion of lifelong reading habit. At the national level, a person not having TV in his household is 4.5 percent more likely to read leisure books, over one having a television. However, no significant impact of television is observed in the NE region.

7.2.10 The Bookshop Effect

Absence of bookshops does affect the reading environment and hence reading interests. At the all India level, a youngster not having a bookshop near his or her locality is 9.6 percent less likely to read leisure books compared to another who has the bookshop advantage. But, this trend was not noticed in NE region.

7.2.11 Library Membership

Library membership is a key determinant of readership among the youth. It is found to increase the likelihood of reading leisure books among the youth. Viewing it for the whole country, a person without library membership is 31.6 percent less likely to be a leisure-book reader as compared to a person having the membership. In the NE region, the likelihood decreases by about 48 percent if a person is not a member of any library, all other factors remaining the same.

7.2.12 Encouragement by School Teachers

Encouragement by school teachers is another important factor promoting reading culture. For India as a whole, a person not having been encouraged at school by his teachers is 22.9 percent less likely to read leisure books, as compared to someone who has received such an encouragement. As for the NE region, a person not getting encouragement is 26 percent less likely to read leisure books relative to a person getting encouragement.

Table 7.2: Determinants of reading leisure books by literate youth

LHS Variable: If a literate youth reads leisure books= 1

If a literate youth does not read leisure books= 0

RHS variables ↓	(1)	(2)
	All India	North-East Region
Gender of the individual (Reference: Males)		
Females	0.011 [1.85]	0.068 [2.06]*
Education level of the individual (Reference: Below Primary)		
Primary	0.110	0.173

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RHS variables ↓	(1)	(2)
	All India	North-East Region
	[8.33]**	[3.16]**
Middle	0.213	0.285
	[15.59]**	[5.32]**
Matric	0.283	0.416
	[19.70]**	[7.81]**
Higher Secondary	0.327	0.428
	[21.84]**	[7.75]**
Graduate	0.419	0.441
	[28.83]**	[8.05]**
Post- graduate/professionals	0.465	0.448
	[25.00]**	[5.77]**
Activity Status of the Individual(Reference: Regular salaried and wage earners)		
self-employed in non-agriculture	0.016	-0.066
	[1.51]	[1.08]
agriculture workers	-0.020	-0.044
	[1.62]	[0.63]
other (casual) labour	-0.034	-0.151
	[3.09]**	[2.07]*
Unemployed	0.036	0.051
	[3.02]**	[0.75]
Student	0.040	0.081
	[5.07]**	[1.46]
Unpaid housework/womens work	0.021	0.006
	[2.35]*	[0.10]
Others not working	-0.072	0.136
	[4.93]**	[1.15]
Social Group (Reference: SC)		
Social Group: ST	0.027	0.154
	[2.85]**	[2.63]**
Social Group: OBC	0.013	0.069
	[2.01]*	[1.22]
Social Group: Others	0.015	0.086

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RHS variables ↓	(1)	(2)
	All India	North-East Region
	[2.10]*	[1.62]
Place of residence(Reference: Rural)		
Dummy for Sector=Urban	-0.027	-0.008
	[4.80]**	[0.26]
Family Type (Reference: Joint)		
Nuclear	-0.019	0.072
	[2.84]**	[1.84]
Family Type: Others	-0.019	-0.092
	[2.15]*	[1.93]
Household does not subscribe to a newspaper	-0.156	-0.292
	[27.68]**	[9.37]**
Household does not have a mobile phone	-0.054	-0.111
	[10.07]**	[3.59]**
Household does not have TV	0.045	0.014
	[6.65]**	[0.42]
No access to bookshops near locality	-0.096	-0.010
	[19.07]**	[0.31]
Not member of a library	-0.316	-0.477
	[23.91]**	[4.97]**
School teacher does not encourage to read books	-0.229	-0.260
	[41.34]**	[9.40]**
Observations	38446	1888
Absolute value of z statistics in brackets		
* significant at 5%; ** significant at 1%		

CHAPTER

8

LOOKING AHEAD

With roughly one person in four being a literate youth, this youth segment of India's population has come to form a very significant section of Indian society. In fact, while the developed world is faced with the problem of an ageing population, India will have 47 million more people in the working-age segment, by 2020. This vital and vibrant youth force is one of the most important assets for economic growth. It is, therefore, imperative that these youngsters are provided with adequate educational facilities as well as income-earning opportunities. However, along with formal education, another equally important requirement for all-round development of youth is the knowledge about different aspects of society and life, and expansion of their imaginative power. It is here that reading plays a jettisoning role. There is little point in expending government resources in spreading literacy if there is no follow-up programme to inculcate the reading habit. The creation of a reading culture and the promotion of reading among youngsters are fundamental for achieving the conceptual quotient of education.

Relatively little was known about the

reading interests, attitudes and preferences among the youth, its causes and primary influences. Therefore, the NBT sponsored National Youth readership Survey-2009 (NYRS-2009) was conducted by National Council of Applied Economic Research (NCAER) to gain insight into various aspects of readership development and promotion. The findings from this survey injected new dynamism into the country's data base on the largest segment of its population – the youth. It yielded a detailed demographic profile of young Indians, their leisure book reading habits, media consumption behaviour and a host of other information which would be useful to various stakeholders concerned with promotion of reading habit.

NYRS-2009, *inter alia* generated information on some interesting facets of youth in India's North-East region. The survey revealed that the NE states, despite their economic backwardness, have a greater proportion of readers (43%) in its youth population. While the other states have the largest block (85%) of non-readers, NE region has the smallest (57%). The NE region has the highest proportion of literate youth

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hailing from rural areas (77%), while in the remaining parts of India, the concentration of literate youth is more towards urban. As compared to the all India average of 7.3 percent, a much higher percentage of literate youth in rural areas of NE states are self-employed in non-agriculture activities (12% to 14%). The proportion of regular salaried and wage earners is relatively small both in rural and urban areas of the region. Even though, in the northern, eastern and NE region, the general castes' literate youths dominate, it was found that the north-east is home to a relatively higher proportion (23%) of the literate youth from Scheduled Tribe (ST) community. Moreover, about one third of literate youth in the region are Muslim.

These distinctive features make a separate thorough probe into the readership and media usage pattern among literate youth in NE states and various determinants of readership development relevant and important. Accordingly, the National Book Trust, India, approached the NCAER to conduct the present study based on the NYRS-2009 data to have a much detailed understanding of the reading habits and preferences of the youth in the NE states. The real impetus to the study come from the

In order to present a wider and deeper understanding of the relevant statistics, matching data from the states of Maharashtra and Bihar--the state with highest per capita income and the state with lowest per capita income respectively--have also been correlated for analysis and interpretation.

use of a variant of the "probit" model as a part of econometric analysis to measure the impact of demographic and socio-economic factors on readership of literate youth. In this, the likelihood of reading a leisure book by literate youth is worked out from a function of personal, social, economic, and demographic characteristics of the individual, and the household. In order to present a wider and deeper understanding of the relevant statistics, matching data from the states of Maharashtra and Bihar--the state with highest per capita income and the state with lowest per capita income respectively--have also been correlated for analysis and interpretation.

The present report of the NCAER-NBT (NCAER-NBT 2011) is, essentially, a comprehensive summation of demographics and readership of India's youth (13-35 years) with special reference to the NE region. It has yielded a detailed profile of these youngsters, which would be quite useful to the policy makers considering the growing appreciation of the need to reap the 'demographic dividend' in the present decade.

NCAER-NBT 2011 has revealed that the NE region has 3.7 percent of India's total population of those aged 10 year and above. Of this, Assam alone accounts for 2.5 percent (23 million). It has also revealed that 81 percent of NE population aged 10 years and above live in rural areas. While Mizoram has only 46 percent literates living in rural areas, Sikkim has a whopping 86 percent of such people. Manipur, Mizoram have a lower proportion of youth in both rural (49% & 55% respectively) and urban areas (50% & 52% respectively) compared to the

other states – the highest proportions are accounted by Meghalaya (70%) and Nagaland (63%) in rural areas and Arunachal Pradesh (66%) and Meghalaya (65%) in urban. Assam has 59 percent youth in rural areas but only 55 percent in the urban.

The NE region is found to have better literacy levels among their rural population than the all India average. Percentage of illiterates in the population aged 10 years and above in rural areas of each NE state, is less than (11% to 35%) the all India average of 36 per cent. Nagaland and Manipur are the two most literate states with 88-89 percent literacy while Meghalaya and Tripura are at the bottom with just 65-66 percent literacy. Only 22 percent of the people in rural Assam are secondary and above passed as against 43 percent in rural Manipur. For Assam, the proportion of graduate+ is also much lower (3.4%) as compared to Manipur (13%), the percentage for rural India being 3.8 percent. In urban Assam, 48 percent are secondary passed, 14 percent are graduate+ as against 69 percent and 25 percent respectively in urban Manipur, the corresponding figures for urban India being 43 percent and 24 percent.

Though Assam is known as the entry point to the north-eastern states with comparatively improved infrastructure and better economic prospects, the readership among literates, those aged 10 years and above (39%) is much below Mizoram (62%), Manipur (52%) and Nagaland (47%), but considerably above the all India average (28%). The situation is quite dismal in Sikkim where only 13 per cent literate population read leisure books. A stark rural-urban divide in favour of urban has been observed in the

cases of Assam (36% vs 53%), Arunachal Pradesh (12% vs 33%), Mizoram (44% vs 75%) and Tripura (12% vs 37%). But the differences are quite narrow in Manipur and Nagaland.

NCAER-NBT 2011 showed that readership and the principal source of income are closely associated. It revealed that, in Mizoram, more than three fourths of literate population from 'salaried' or 'self-employed in non-agriculture' households read leisure books. The proportion of leisure-book readers are significantly higher for households depended on pension, rental income etc. than salaried households, in Assam (55% vs 53%), Sikkim (30% vs 21%), Manipur (70% vs 62%) and Tripura (45% vs 36%). The reverse is the case with Arunachal Pradesh, Nagaland and Meghalaya. Also, in majority of north-eastern states, readership is lower among labour and agriculture dependent households.

In both rural and urban areas the readership among youth (13-35 year-olds), mature citizens and middle-aged is much higher as compared to children in all states except Manipur. This is also the trend noticed at the all India level. In Manipur, 'children' accounts for the largest percentage (85-87%). The proportion of readers among youth is relatively higher in the states of Nagaland, Manipur, Mizoram and Assam - in rural areas the percentage varies from 39 to 57, and for urban areas it ranges from 55 to 74. In the rural areas, the readership is highest in Nagaland (57%) and lowest in Arunachal Pradesh (12%) while in urban areas, Mizoram (74%) and Sikkim (15%) have accounted for the highest and lowest percentages. However, in the Sr. citizen's group, Meghalaya (81%)

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and Mizoram (77%) have the highest urban readership while rural readership is higher in Mizoram (49%) and Manipur (31%) as compared to the rest of the states. It is, indeed, creditable that in urban Assam, more than half and in Mizoram, at least three fourths of the literate youth of all age-groups except 'children', read leisure books.

Coming to newspaper readership, Manipur has the highest share of newspaper readers (72%) in the NE region, followed by Mizoram (64%) and Nagaland (58%) - in the remaining states, the readership is much below the all India average (48%). It is astonishing to find that only 36 per cent of the literate population, aged 10 years and above, read newspapers in Assam, which is the most developed state in the NE region in terms of infrastructure growth, communication and economic activities. Urban newspaper readership is higher as compared to rural - with 89 percent readership, Manipur is at the top followed by Mizoram (77%) and Nagaland (66%) each being much above the readership for urban India (62%). As for rural areas, Manipur has the highest readership (66%) followed by Nagaland (56%) with - Arunachal Pradesh (13%) accounting for the least proportion.

Households depending on salary and wages or on pension, rental income etc., have a relatively higher proportion of newspaper readers at the all India level. This is true for the NE states as well. Across most states, it is observed that newspaper readership is least among labourers with Arunachal Pradesh (2%) and Sikkim (8%) accounting for the two lowest proportions. Mizoram is an exceptional case where the readership among casual labourers is much higher

(54%) than with self-employed in agriculture (27%). Interestingly, Manipur has a very high percentage of newspaper-readers (81%) among agriculture dependent households as compared to the rest of the NE states.

In rural areas, newspaper readership is much higher among the youth, mature-citizen and middle-aged. However, in Manipur (64%) and Mizoram (55%) there are a good lot of senior citizen readers as well. Manipur has the highest percentage of youth newspaper-readers (67%) followed by Nagaland (64%) with Arunachal Pradesh (11%) and Sikkim (15%) accounting for the lowest readership. Assam has only 33 percent readership in the youth category. In most of the states, urban readership is much higher among mature citizen and higher categories. However, in Manipur (93%) the readership is the highest among the youth category. Mizoram has 77 percent youth newspaper-readers, Sikkim (15%) accounting for the lowest readership level; in Assam the readership is only 55 percent.

In all the age-groups, proportion of newspaper readers is much higher in urban areas compared to rural areas. For example, the readership among mature-citizen and middle-aged categories is 57 percent and 60 percent respectively in urban Assam as against 36 percent and 39 percent respectively in rural Assam. Manipur has 93 percent youth readers in the urban as against 67 percent such readers in the rural.

Level of newspaper-subscription among literate households of Arunachal Pradesh, Assam and Meghalaya (21-25%) is comparable to the all India average (22%) but is much higher in Manipur and Mizoram

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(64%each), lowest level being accounted by in Sikkim (14%) where only 14 per cent literates have newspapers/magazines subscription in their households.

At the all India level, subscription to newspapers and magazines is highest (39%) in households depending on pension benefits, rental income etc. This holds good for the NE States, Assam (40%), Arunachal Pradesh (34%), Sikkim (34%), Manipur(87%) and Tripura(56%) but in the cases of Nagaland (71%), Mizoram (82%) and Meghalaya (54%) the 'regular salaried or wage earner' category has accounted for the highest subscription. The subscription levels are much lower in agriculture dependent or labour dependent households, in all the states except Nagaland, Manipur and Mizoram which have subscription much above the all India average among labour households (24-55%).

In both rural and urban India, subscription to newspapers and magazines by households increases with increase in the age of literate youth in the NE region. In the NE states, this holds only in some cases, in other cases the increase ceases at the middle aged category without carrying forward to the Senior citizen category. For example, in rural Assam, the highest level of subscription is achieved in the middle aged category (29%) and then falls to 18 percent in the Senior citizen category; in urban Assam the subscription increases steadily till it reaches the highest level (64%) in the Senior citizen category. It is also found that for each of the age groups, the subscription to newspapers and magazines is found to be significantly higher in urban areas than in rural areas.

In both rural and urban areas, the most

popular source of information in majority of the NE states including Assam is television, the highest viewership being much higher in urban areas (80%) as compared to rural areas (55%). However, in Nagaland and Manipur the most popular source is newspapers and magazines, in the rural areas more than 50 percent literates go for it, in the urban areas the percentage touches a high 87 percent in the case of Manipur. For rural Meghalaya the most popular source of information is 'local leaders/people' (44%).

Of all the literate youth in India (332.7 million), 2.5 percent (8.4 million) come from Assam and 1.5 percent from the remaining NE states. In all the states, except Arunachal Pradesh and Mizoram, an overwhelmingly large percentage of the literate youth live in rural areas (70-84%) — in Mizoram only 41 percent live in rural areas. These are in contrast with the all India estimate according to which 62 percent are to be found in rural areas.

In Assam, the age distribution of literate youth is favourable to 'elder youths'— they constitute 46 percent of the total literate youth in the state which is 5 percentage points above the all India average (41%). The 'other NE states' has a higher percentage of 'young adults' (25%) as compared to the all India average (22%). Despite having a large proportion of 'young adults' and

In all the states, except Arunachal Pradesh and Mizoram, an overwhelmingly large percentage of the literate youth live in rural areas (70-84%) - in Mizoram only 41 percent live in rural areas.

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'elder youths', the NE states have been found wanting in the matter of educational achievements. In Assam, only 37 percent youth are 'matric and above' passed and only 6.5 percent are graduate+ as against all India estimates of 43 percent and 9.5 percent respectively. In the 'other NE states', the corresponding proportions are 38 percent and 7.5 percent respectively. Maharashtra has a much better record with 47 percent 'matric and above' passed and 9 percent graduate+ in its youth population.

A sizeable proportion of literate youth in Assam (6%: rural 5%, urban 11%) and 'other NE states' (9%) are unemployed, while at the all India level, the unemployed youth constitute only 5 percent. Again, the NE region has a much smaller share of salaried or regular wage earner youth as compared to the rest of the country (12-13%) – in fact Assam and 'other NE states' are at the bottom with only 5 percent and 8 percent respectively of such youth. The percentage of youth doing unpaid house work (31%) is much above the all India average (20%). Interestingly, the share of students among Assam's youth (27%) is much below the all India proportion (32%) – with Bihar having 39 percent of studying youth. Therefore, the small percentage for 'salaried or regular wage earner' category, in Assam can perhaps be

Again, the NE region has a much smaller share of salaried or regular wage earner youth compared to the rest of the country (12-13%) – in fact Assam and 'other NE states' are at the bottom with only 5 percent and 8 percent respectively of such youth.

attributed to the lesser attention given to education in that State.

According to NCAER-NBT 2011 about 39 percent of the literate youth in the country reportedly left their studies in between in spite of having the desire to continue. Although Assam is slightly better situated (28%), the situation in 'other north-eastern states' is far worse with 50 percent drop-outs among the canvassed youth. The drop-out problem is faced in the whole country – Bihar has the highest drop-out percentage (62%) – but the common reason for discontinuing studies are 'financial problem' (55-60%), 'household-responsibilities' (12-14%) and 'non-cooperation from parents/ husband' (10%). However, the situation is quite different in NE states where a large percentage of the youth are dropping their studies because, according to them, higher studies have no relevance in getting employment. About one third of youth in the rural areas of NE states had discontinued their studies due to this reason alone, while in the urban areas of Assam and 'other NE states' 46 percent and 26 percent respectively dropped out due to this reason. In other parts of the country, only a miniscule proportion of the youth subscribed to this view. The large-scale problem of unemployment in the NE states (especially in the urban areas) might have prompted the Assam youth to give this response.

English language is our window to the outside world - and provides innumerable opportunities for those who aspire to make a mark in life. A strong attraction for English among people of India, especially the youth is quite natural. Unsurprisingly,

an overwhelming 82 per cent (79% rural, 85% urban) of the youth were unequivocal about the role of 'good English' in getting good jobs. This perception is even stronger in the NE region of the country - 85-86 percent youth in the rural areas have this perception. In the urban situation, the fascination among Assam youth is much lower (83%) as compared to the 'other NE states' (95%). Even in Bihar, 87 percent of rural and 92 percent urban youth strongly believe that English mastery is quite helpful in getting good jobs.

A large section of the youth of this country (70%), however, preferred to have English as the medium of instruction in primary school. This idea was acceptable to only a smaller percentage of the youth from the NE region -- 50% of rural youth and 44% of urban youth from 'other NE states' and 63-64 percent from Assam felt so. In contrast, backing from Bihar is much stronger -- 87 per cent of the youth in rural areas and 89 per cent in urban areas supported the idea.

NCAER-NBT 2011 also tried to find out how the literate youth felt about their day-to-day life in educational institutions and at work place. At the all India level, nearly three fourths of the youth reported that they had a relaxed day-to-day life, whereas 20 percent said that they were in a stressful atmosphere. However, in the NE region a much higher percentage of youth reported of stressful life in schools and colleges -- 31 per cent in Assam and 26 per cent in 'other NE states'. On the other hand Maharashtra (18%) and Bihar (11%) reported much lesser incidence. Coming to the day-to-day life at workplace, about 39 per cent of the youth in the country

reported that they worked in a relaxed atmosphere but 32 percent expressed that they had a stressful time. The proportion of relaxed youth was the same (38-39%) in all parts of the country except 'other NE states' where it stood at 43 percent. However, larger levels of stress have been reported from Assam (37%) and Bihar (42%), the least level being accounted for by the rich state-Maharashtra (29%).

Employment rate among literate youth, defined as the employed population as a share of total population in the labour force, is estimated at 90% for the whole country. However, the rates in NE states are much smaller -- 85% in Assam and 82% in 'other NE states'. The fact that 15-18 per cent of the literate youth are unemployed in the NE region is a case for grave concern. The consequent wastage of the human resource adversely impacts economic growth, the extent of which cannot be measured in a straightforward manner. Thus, there is urgent need for creation of adequate number of jobs in this region.

It is also important to understand the reason for the relatively higher rates of unemployment in NE states. NCAER-NBT 2011 has revealed that in Assam, more than half the unemployed literate youth in India are unemployed for the reason that they are 'not finding any job', with 27% literate youth the problem is of 'not getting suitable job', whether in regard to nature of work, remuneration level or any other issue. Another 10 percent remained unemployed due to 'family responsibilities'. The corresponding percentages for the whole country are 35 percent, 47 percent, and 10

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percent respectively. In 'other NE states' about 45 percent literate youth are unemployed because they are 'not finding any job' and an equal fraction of them are not working because of 'not getting a suitable job'.

NCAER-NBT 2011 has emerged with the finding that, in so far as leisure reading is concerned the NE states are in a much superior position as compared to the rest of the country. The results reveal that the NAGMAMI region is at the top slot with 67 percent (85% urban, 59% rural) readers followed by Assam with 41 percent (55% urban, 38% rural), showing that these NE states are far ahead of rich Maharashtra with 34 percent (39% urban, 28% rural) readers. The 'rest of the NE states' and the 'rest of the states' are at the bottom of the table with only 24 percent and 23 percent readers respectively in these regions.

In Bihar 85 per cent of the readers read books for pleasure 'at least once a week'. The proportions of 'at least once a week' readers in Assam and the 'other NE states' are 54 percent and 79 percent respectively as against the all India average of 75 percent. Daily readers are much less in Assam (15%) as compared to 'other NE states (33%) and Bihar (36%), the all India average being 26 percent.

It was further observed that 46 percent of the Assam readers and 37 percent of 'other NE States' readers have no specific time for reading leisure books as against the all India average of 36 percent for such readers. Much higher proportions of youth in Maharashtra and other NE states (34%, 38% respectively) than in Bihar (23%) and Assam (22%) preferred night/evening time for reading

leisure books as against 32 per cent in the whole country. The proportion of afternoon readers is more in Maharashtra, Bihar (26% each) and Assam (23%) than with 'other NE states'(10%) and the rest of the states(17%). The low percentage of readers not falling in any specific time category in the 'other NE states' clearly suggest that the youth of these states are avid readers who always fix a time for leisure reading in their time table. The higher frequency of daily and 'at least once in a week' readers in the 'other NE states' also leads to the same conclusion whereas Assam has to make a lot of efforts to come to that level.

About 73 per cent of the youth in Bihar and 45-47 per cent in NE region, 34 per cent in Maharashtra and 41 per cent in the rest of the states are fiction readers as against 42 per cent in the country as a whole. Fantasy, comics, thrillers and mythology are the most popular fiction genre in greater parts of the country liked by 18 per cent, 17 per cent, 16 per cent, and 11 per cent of the youth respectively. In Assam, the most popular genre are romance (24%), graphic novels (21%), comics (17%), and in the 'other NE States', 'comics'(26%), 'romance'(24%) and 'science fiction'(13%) are the most preferred.

In India, the highest proportion of romance fiction readers is found in the NE region (24%) whereas mythology readers are more abundant in Maharashtra and the rest of the states except Bihar (12%). Liking for fantasy fiction is much higher in Maharashtra (31%) and Bihar (24%), for comics it is higher in Bihar and 'other NE States' (25-26%) and for thrillers the proportions are higher in Bihar (20%) and the 'rest of the states'(18%).

At the all India level, the most preferred genre of non-fiction books are 'religious books' 'biographies' with 31 percent and 30 percent following respectively. 'Current affairs' (12%) is the next important type. In Bihar, 41 percent of the youth read 'biographies' while 26 percent 'religious books', and 12 percent are more inclined to read books on 'current affairs'. The most popular categories in Assam are 'biographies'(30%), 'self-help books'(21%) followed by philosophy and religious books (18% each); the preferred categories in the 'other NE states' are 'current affairs'(25%), 'religious books'(23%) and 'biographies'(21%).

Reading enjoyment reported is much higher among Bihar readers compared to NE readers- 67 percent Bihar readers stated that they enjoyed reading 'very much' as against 49 percent readers from Assam and 39 percent from 'other NE states'. Skilled readers are also less in 'other NE states' (72%) as compared to Bihar (83%) and Assam (81%), the proportion of such readers in the whole country being 75 percent. At the all India level, library membership among literate youth is staggeringly low (3.8%). The situation is far better in 'other NE States' (8.2%) as compared to Assam (3.6%) and Bihar (1.1%). Also from the frequency of library visits by literate youth, it appears that in the 'other NE states' and Maharashtra, the environment is more conducive to readership development than in Assam and Bihar. In 'other NE states' and Maharashtra, 83 per cent and 79 per cent respectively of youth members visited libraries 'at least once a week' as against 71 per cent in Bihar and a low 40 per cent in Assam.

In the north-east states, Assamese was found to be the most preferred language with 51 percent (2.9 million) literate youths reading books in that language. English with 19 percent (1.1 million) and Bengali with 9 percent support are at the second and third positions. Hindi has been preferred only by 3 per cent of the youth. Based on the second preferences of 38.6 million youth readers, English is at the top slot with 31 per cent of youthful readers supporting it. Hindi, with 21 per cent support, is at the second position followed by Bengali, which is the preferred language of 17 per cent youth. This shows that English is indeed a prominent language for reading leisure books among the literate youth of the NE region as has been the case with the rest of the country.

For Assam readers, price of the book is not the most important factor influencing book buying – to 41 per cent of rural youth readers in Assam, subject rules over price (17%). This is in line with the all India trend. However, in 'other NE states', price of the book is the most important factor (52%) while purchasing leisure books, followed by subject (16%) and author profile (13%). Subject and author profile are the prime considerations which decide whether the reader would buy a book or not. The higher percentage attached to price only brings to focus the predicament of the reader in which he has to postpone the

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buying of his favourite number because of the alarming prices.

The present investigation has revealed that readership among females is much higher in NAGMAMI states (74% vs 60%) and Assam (48% vs 36%) as compared to the all India status (27% vs 24%). Also the female share of readers is much higher than that of non-readers in both NAGMAMI states (56% vs 41%) and Assam (56% vs 44%).

It is also found that readership is closely associated with the level of parental education. In NAGMAMI states, about 92 percent youth with 'higher secondary and above' parents read leisure books, the readership being only 54 percent among youth having illiterate parents. The corresponding percentages for Assam are 81 and 24 respectively. In these states, a higher share of non-readers (> readers) had parents with low levels of education: NAGMAMI (60% vs 37%); Assam (77% vs 51%); 'the rest of the NE states (85% vs 57%)'. On the other hand, a higher share of readers came from youth segments with better-educated parents -- in NAGMAMI states the share of 'higher secondary and above' is 31 percent among readers while it is just 5 percent among non-readers.

In NAGMAMI states, readership is associated more with Scheduled Tribes and

It is also found that readership is closely associated with the level of parental education. In NAGMAMI states, about 92 percent youth with 'higher secondary and above' parents read leisure books, the readership being only 54 percent among youth having illiterate parents.

general castes than other castes. In these states, readership is much higher among general caste (72%) and Scheduled Tribe (ST) youth (69%) but in Assam, it is higher among OBC youth (45%) and Scheduled Caste (SC) youth (44%). In NAGMAMI states the majority of the readers (55%) belong to the STs, whereas in Assam the highest share comes from general castes youth (63%).

Although, NAGMAMI has a much higher readership among Christian (69%) and Hindu (65%) youth, the Muslim youth (56%) are not far behind. In Assam, where the readership is low among Christians, Muslim readership (37%) is next only to the Hindu youth (47%). Almost the entire bulk of Assam readers are from Hindu and Muslim sects whereas in NAGMAMI states and the rest of the NE states, 95-96 percent of the youth readers are either Christian or Hindu. A higher share of Christian readers than non-readers is found in both NAGMAMI states (56% vs 53%) and the rest of the NE states (51% vs 36%), only in Assam, the Hindu share is higher (60% vs 49%).

Reportedly, about 27 percent literate youth in India were encouraged by school teachers to read books. In the NE states the encouragement is much higher - about 69 percent youth readers in NAGMAMI states and 63 percent youth readers in Assam said that they were encouraged by teachers to read leisure books. Those who had a specific period for leisure reading in their schools were also proportionately higher in NAGMAMI states (28%) than in Assam (24%). To the specific question whether they had time for leisure reading, an overwhelmingly large proportion of NAGMAMI readers (83%) responded

positively as against 63 percent from Assam.

About 22 percent of the leisure-reading youth of NAGMAMI states were members of some library or other as against 8-10% in the remaining NE states and 12 percent in the whole country. There was hardly any non-reader membership in the NE region.

At the all India level, youth-readers lend books to friends and family members more often (63%) than non-readers (16%). Higher lending among readers than non-readers is also observed in NAGMAMI states (81% vs 26%), Assam (77% vs 15%) and the rest of the NE states (75% vs 18%). But the lending among youth readers was proportionately much higher in the NE states as compared to the average level prevailing in the country. The proportions of youth-readers receiving books as gifts and giving them as gifts were also much higher in north eastern states compared to the all India averages of 30 percent and 29 percent respectively, for the two categories. In all the cases, the readers had received much more opportunities to confront books than the non-readers.

About 74 per cent of Indian youngsters believed that students who read books beyond their syllabus become more knowledgeable and successful in their lives. This belief is much stronger in Assam and the rest of NE states where 91 percent and 82 per cent youth respectively expressed agreement with the view.

On asked, whether reading is more important than watching TV or surfing the internet, about 75 per cent literate youth in the country replied in the affirmative. Youth support to this was much higher from Assam (90%), as compared to Maharashtra

(79%), 'other NE states' and Bihar (76% each). Also, those who believed that books are important medium for knowledge transmission from generation to generation were proportionately much higher in Bihar (89%), Assam (87%) and Maharashtra (85%) as compared to 'other NE states'(73%).

Majority of readers in Assam (55%) and other NE states (58%) shared the perception that in this era of internet and mobiles, the habit of reading leisure books has declined for most people - at the all India level there was 56 percent support to this view.

Motivation and encouragement from family and teachers, 'making reading compulsory in school curriculum' and 'easy access to good libraries' in that order are the three most important requirements for promoting leisure reading among youth as viewed by 44 percent, 14 percent and 12 percent of India's literate youth. However, a much higher proportion of NE youth (Assam: 68%, other NE states: 62) felt that motivation and encouragement from family and teachers is most essential for inculcating the reading culture. Assam youth consider 'free distribution of books at school level' as more important than 'making reading compulsory' or 'easy access to good libraries'.

Keeping track of daily news about current affairs plays an important role in developing oneself as a socially and culturally knowledgeable and active citizen of a country. NCAER-NBT 2011 has estimated that about 72 per cent of the literate youth in the country are interested in news and current affairs, nearly one fourth of the youth do not have any interest in the topic. However, in the NE region a much higher

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share of the youth (80-81%) are interested. While 36 percent literate youth in Assam are interested in politics, only 23 percent from the 'other NE states' are interested. In fact Assam accounted for the highest level of interest while Bihar (22%) accounted for the least level, the interest level for the whole country being 30 percent.

While 71 percent of youth in Assam are interested in music and films, in 'other NE States' a much higher proportion (81%) are interested as against the all India average of 77 percent. The percentage youth interested in religious and spiritual topics is much higher in Assam (88%) and 'other NE states' (72%) as compared to the all India average of 59 percent. In Maharashtra and the 'rest of the states' the interest level (57%) is close to the all India average.

The interest level of literate youth in science and technological discovery is observed to be much higher in the NE region (Assam: 50%, other NE states: 46%) compared to the average level prevailing in India (35%). The level of interest in issues related to environmental pollution is also much higher in the NE region as compared to the rest of India – about 54 percent in Assam and 49 percent in other NE states have shown interest in such global issues as against the all India level of 34 percent. While 55 percent of youth in India are interested in sports, 42 percent are not interested at all. The level of interest in Assam (57%) and other NE states (60%) is slightly higher. In Assam 34 percent youngsters are interested in fashion which is relatively high as compared to the interest level in other states (29%) which is at par with the all India average.

Youth today confront numerous media channels which compete with each other in marketing their information. The usage of these channels take away considerable amount of youth's time. The report of NYRS-2009 had made a detailed account of the media usage pattern in youth households. However, the report has not offered a rigorous comparison of the usage pattern in the NE states with the patterns prevailing in other parts of the country. This gap is filled by present report.

About 53 percent of total literate youth in the country read a newspaper. NCAER-NBT 2011 has now found that, in Assam, the newspaper readership is close to 47 percent. Mizoram (88%), Nagaland (86%) and Manipur (77%) have accounted for the three highest percentages. Arunachal and Sikkim are at the bottom with 26-27 percent readership. Of all the newspaper readers in India, 70 percent read daily while 23 percent read once or twice a week. Assam has the lowest percentage (38%) of daily readers whereas Maharashtra (67%), other NE states (70%) and the 'rest of the states'(72%) have accounted for the three highest percentages. Morning appears to be the most preferred time for newspaper reading in India with 65 percent youth readers opting for it.

Assam has the largest percentage (40%) of readers who do not have any fixed time for reading newspaper and the lowest percentage of morning readers (40%). The corresponding percentages for other NE states are 69 and 18 respectively.

In Assam, 50 percent youth readers read within the confines of their home and 30 percent in the neighbourhood or friends'

place while in the other NE states most of the reading takes place at home (80%), only 11 percent in the neighbourhood or friends' place. In the whole country we have 51 percent 'at home' readers, 20 percent 'neighbourhood or friends' place' readers and 17 percent of reading at cafes. For the youth of NE region, newspaper reading is essentially for news and information about current events – 83 percent readers in Assam and 77 percent in other NE states read newspapers with this purpose. About 72 percent of 'other NE states' readers have expressed a great deal of confidence in the information provided by newspapers as against 63 percent at the all India level. In Bihar only 52 percent reported higher level of confidence and 16 percent made it clear that they have no confidence.

However, in all the states, except Assam, 98-99 percent of the readers trust this source of information. While youth readers in Maharashtra spend about 36 minutes per day on newspaper reading and Assam readers spend 34 minutes, readers in the other NE states spend only 26 minutes as against 32 minutes at the all India level.

Television continues to remain the most used media among Indian literate youth with 78 percent viewership. In the NE region, Nagaland and Mizoram have accounted for the highest viewership (100% and 98% respectively) and Meghalaya(61%) and Assam(66%) the lowest viewership. In fact, Bihar has the lowest penetration (38%) in the country. In Assam, 55 percent viewers view TV on a daily basis while 15 percent view once or twice a week, the corresponding figures for the country being 84 percent and

11 percent respectively. 'Other NE states' (86%), Maharashtra (84%) and, 'rest of the states' (85%) are at the top in terms of daily viewership. While 32 percent youth in Assam and 51 percent in other NE states watch TV in the evening/night hours, in the whole country 44 percent youth do so. Assam has the lowest percentage of 'at home' TV viewers (58%) and the highest percentage of 'neighbourhood or friends' place' (39%) viewers. The 'other NE states' which has accounted for the highest home viewership has only 11 percent 'neighbourhood or friends' place' viewers, the corresponding percentages at the all India level being 82 and 20 respectively.

Entertainment is the main purpose of viewing television for about 54 percent literate youth in India, 22 percent view it for news and current affairs. In the NE region and Maharashtra, 52-53 percent viewers use it for entertainment and 30 percent for news and current affairs. About 56 percent of youth TV viewers have a great deal of confidence in the information provided by television, whereas 15 percent said they have no confidence. In contrast 69 percent from the other NE states have expressed 'great deal of confidence' as against only 60 percent at the all India level. However, the trust level in all the states except Assam is 95-98

In Assam, 50 percent youth readers read within the confines of their home and 30 percent in the neighbourhood or friend's place while in the other NE states most of the reading takes place at home (80%), only 11 percent in the neighbourhood or friend's place.

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percent. The average time spent on television is 71 minutes per day in Assam, 79 minutes in Bihar and 96 minutes in other NE states as against 98 minutes in the whole country.

Unlike traditional forms of media and information, internet is relatively new in India and has a much less penetration – only 3.7 percent literate youth have reported that they access internet. As against 5.4 percent access in Maharashtra, Assam has about 4.1 percent access followed by 3.2 percent in Tripura and Nagaland, access level in other NE states being much lower. In India, 31 percent (19% rural, 35% urban) accessed on a daily basis, 41 percent (31% rural, 43% urban) accessed once or twice a week and 28 percent with less frequency. Only 23 percent (23% rural, 24.2% urban) youth internet users in Assam and still lower 16 percent (0% rural, 29.3% urban) users in other NE states access the internet on a daily basis. Lower level of internet use in the NE region can be judged from just two criteria, the proportion of ‘at least once a week’ users and the proportion of infrequent users. It can be seen that the percentages of ‘at least once a week’ users in Assam (43%) (33% rural, 55% urban) and other NE states (41%) (6% rural, 68% urban) are far below

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the levels prevailing in the remaining states: Maharashtra had 76 percent (98% rural, 75% urban) of such users and Bihar 70 percent (66% rural, urban 73%). On the other hand, the infrequent user percentages are overwhelmingly higher in Assam (40%) and other NE states (48%) as compared to the rest of the states in the country.

Overall, 45 percent (41% rural, 46% urban) of youth internet users reported that they accessed the net in the afternoon/evening hours, 17 percent (15% rural, 18% urban) in mornings/nights. It is observed that 42 percent (52% rural, 28% urban) users in Assam, 41 percent (7% rural, 68% urban) users in ‘other NE states’ preferred afternoon/evening hours as against 42 percent (14% rural, 44% urban) such users from Maharashtra and only 25 percent (11% rural, 33% urban) from Bihar. There is hardly any morning/night surfing in ‘other NE states’ but 15 percent - 8% rural, 23% urban - of such surfing takes place in Assam as opposed to 20 percent (65% rural, 18% urban) in Maharashtra and 23 percent (58% rural, 3% urban) in Bihar.

At the all India level, about 46 percent (54% rural, 44% urban) of the youth internet users surf at internet cafes, 23 percent (16% rural, 25% urban) at home, 19 percent (17% rural, 20% urban) at their institutions (includes workplace) and 10 percent (11% rural, 9% urban) in their ‘neighbourhood or friend’s place’. In the NE region, a much higher proportion of surfing takes place at cyber cafes – 56 percent (61% rural, 50% urban) in Assam and 93 percent (99% rural, 89% urban) in other NE states. In Maharashtra, 52 percent (23% rural, 53% urban) of the

surfing is done in cafes, 20 percent (9% rural, 21% urban) at home and 16 percent (0% rural, 17% urban) at neighbourhood.

Internet is primarily used for e-mails and chatting with 45 percent of such users at the all India level, the other NE states accounting for the highest proportion (74%) and Assam the least proportion (11%) of such users. In Assam it is used largely for entertainment (32%) and 'news and current events' (23%) but in the other NE states, the corresponding proportions are much smaller- 11 percent and 10 percent respectively. Unlike other states, Maharashtra has a higher percentage (19%) of internet users using the internet for reading books online in addition to those using it for email (33%) and entertainment (15%). The internet users of NE region seem to trust the web-based information much more than the users in other areas do - the data show 100 percent trusting internet users in Bihar, 95 percent in Assam and only 87 percent in other NE states as against 98 percent at the all India level. The youth internet users in Assam spend 55 minutes per day on internet, users in other NE states spend 35 minutes, and Bihar users spend 48 minutes as against the all India average of 70 minutes.

NCAER-NBT 2011, at another level, tried to map the perceptions of the Indian youth on important personal, social and developmental issues and ascertained their level of satisfaction with educational and professional attainments. It was found that about 61 percent of the literate youth in India are satisfied with their overall achievements in life so far. In the NE states, the satisfaction levels (Assam: 58%, other NE states: 47%) are

relatively lower, in Maharashtra and Bihar they are much higher (70% each). A stark rural-urban divide in the satisfaction levels in favour of urban has been observed in some states, particularly in the 'other NE states' (64% vs 41%) and Maharashtra (78% vs 62%).

The youth of NE region seem to be more interested in science than youth in the rest of the country. Proportions of 'interested' youth (ignoring degree of interest) are much higher in Assam (88%) and other NE states (81%) as compared to other states in the country (71-75%). Another point worthy of consideration is that only 12 percent youth in Assam, and 19 percent in the other NE states are in the 'not all interested' category as against 26-29 percent in other parts of the country. The urban proportion in 'other NE states' is 10 percent points higher as compared to rural proportion (78%) while in Bihar it is 16 percent points higher over rural (68%) and the urban-rural divide is less pronounced in the case of Assam.

As in the case of science, interest in medical research is also much higher among the literate youth of NE region - while 80 percent are interested in Assam and 61 percent in other NE states, only 53 percent are interested in India as a whole. Maharashtra has accounted for the lowest percentage (45%); it has also the highest percentage of uninterested youth (29%) as well as the youth who failed to give a clear 'yes' or 'no'. There is a stark urban-rural divide (favouring urban) in the cases of 'other NE states' (73% vs 57%) and Maharashtra (51% vs 39%), rural-urban difference being much smaller in other cases.

About two thirds of the total literate youth of India believed that global warming

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is a serious issue and required urgent consideration from all nations around the globe while 7 percent did not think so. A high 87 percent youth, from Assam and 73 percent each, from 'other NE states' and Maharashtra endorsed the same view. Bihar which has 57 percent share, has also the highest percentage of literate youth giving the 'can't say' response' (31%). The urban-rural divide is much larger in the 'other NE states' (84% vs 69%) and Bihar (73% vs 54%) as compared to Assam (91% vs 86%).

Awareness about the ecological threats and imbalance in bio-diversity is observed to be markedly higher among literate youth in the NE region. As compared to 79 percent youth in India as a whole, 93 percent youth in Assam and 84 percent in the other NE states believed that loss of animals and plants and consequent imbalance in bio-diversity is a serious issue requiring urgent consideration. However, about 10 percent youth in the 'other NE states', 9 percent in Maharashtra and 19 percent in Bihar gave the 'can't say' response. Although the believer-proportion in the country is relatively higher in urban areas (82%) as compared to rural areas (77%), only in the case of Bihar, the rural-urban difference is pretty large (86% vs 69%).

About 86 percent of the literate youth in the country have opined that government should make more serious efforts to reduce environmental pollution. The proportion of youth endorsing this view is much higher in Assam (95%) and 'other NE states' (88%) as compared to other states. There is not much urban-rural divide in the proportions except for Bihar, where the urban proportion is about 11 percent points above rural proportion

(82%). Another point to note is that in the case of 'other NE states' the urban proportion (84%) is lower than the rural proportion (89%).

NCAER-NBT 2011 has also revealed that a large section of the literate youth in India, are against the caste-based reservation in higher education. While 48 percent of the youth support the existing reservation policy, 35 percent are fully opposed to it. While about 48 percent youth in Assam and 50 percent in other NE states were in favour of reservation, 36 percent and 39 percent respectively were against it in the two states. In Bihar only 43 percent youth supported the reservation, 33 percent opposed it – the highest proportion of 'can't say' response is also from this state.

On the question of reservation for women in parliament and local government, more than two thirds of the youth in the country considered it as a positive step by the government. About 71 percent youth in Assam and 74 percent youth in 'other NE states' endorsed this view. Interestingly, only about 6-7 percent youth from the NE region were without any clear perception about women reservation as against 11 percent in the whole country.

Asked about the role of publishing house in society, about 40 percent literate youth in India said that it plays a very important role and another 28 percent opined that the role is only somewhat important. A much higher proportion (78-79%) of youth from NE region and Maharashtra than from the whole country (68%) endorsed the view that publishing houses play an important role in the society. In the NE region, 88-89 percent urban youth held the same view as against 75-76 rural youth, the overall urban and rural

percentages being 77 and 63 respectively.

On asked to commend specifically about the role of the editor of a publishing house, a much higher percentage of youth in the NE region (80-81%) and Maharashtra (78%) as compared to 67 percent in the whole country opined that the editor played an important role in managing the publishing house. Much higher support to this view came from urban areas of NE region (88-89%) than from rural areas (78%), the overall urban and rural averages being 75 and 62 respectively.

There are a number of socio-economic demographic and other factors which directly or indirectly help in readership development. NCAER-NBT 2011 identified some of these factors through a widely accepted econometric analysis. The important findings from this exercise are the following.

Youth's interest in reading leisure books is found to have a strong influence from the level of education attained by them. A literate youth in the north-east region whose highest education level is primary, is 17 percent more likely to read leisure books, as compared to someone who is below primary. Again, as compared to a youth with below primary level, one with graduation degree is 44 percent more likely to read books. Caste has also a bearing on leisure reading. In the north-eastern states, the literate youth from ST households are 15 percent more likely to read leisure books than those from SC households.

Subscription of a newspaper by household and ownership of mobile phone are also found to have a significant positive impact on the reading habits of literate youth in the north-eastern states. A youth from

non-subscriber households is 29 percent less likely to read books, as compared to subscriber households. At the all India level, the likelihood of reduction is of the order of 16 percent (as against 29%). Again, the likelihood of reading leisure books decreases by around 11 percent as we move from a household owing mobile to one not owning it.

A strong positive relationship between library membership and likelihood of reading leisure books can also be observed in the case of NE states. The likelihood of reading a leisure-book decreases, by about 48 percent if a person is not a member of a library, all other factors remaining the same.

Motivational support received from school teachers plays an important role in the promotion of leisure reading habits. In case of the NE region, a person not encouraged to read by school teachers is 26 percent less likely to read leisure books as compared to someone who received encouragement from teachers at school.

It was also revealed that at the all India level, the ownership of television by a household has a significant negative impact on the reading habits of the youth. However, such a strong impact of television on the reading habits of youth is not seen in NE states.

In sum, this study based on NYRS-2009, has been an eye opener. Being the first research study of this nature, it has opened up new possibilities that lie ahead for improving intellectual and imaginative capacity of youth in the north-east region of India. Having the highest percentage of youth readers in the country, high interest

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levels in gaining knowledge about a variety of issues and very strong perception that leisure reading is essential for becoming more knowledgeable and successful, it is extremely important to take appropriate steps to promote leisure reading in a more comprehensive manner in the north-eastern region by making accessibility and availability of books even more easier. The first step in this direction would be to improve the facilities for higher education and opportunities for career advancement coupled with adequate library facilities, in schools colleges, and for the public at large. Any programme for readership development in the NE states must be focused on the participation of schools which would be quite useful and rewarding.

The report has underlined that in the context of readership development and allied issues, 'north-eastern region' or 'north-eastern states' is a misnomer because, as disclosed in the present report, each state in the region has its own unique features, traits and accomplishments, with states like Sikkim and Arunachal Pradesh showing lower attainments as compared to the other states of the region. For example, the readership among Scheduled Tribes (ST) youth is 69 percent in NAGMAMI states while it is only 33 percent in Assam. It is highest among Christians (69%), in NAGMAMI and is far from the case in Assam. Also, the majority of the NAGMAMI readers (55%) are from the Scheduled Tribes and Christians (56%), whereas the majority of Assam readers belong to the general castes (63%), and to Hindu religion (60%). NAGMAMI accounts for the highest library membership (22%)

among youth readers and Assam has the least ratio (8%). Interestingly, for Meghalaya the most popular source of information is 'local leaders/people', as viewed by 44 percent of the literates, while in Nagaland and Manipur, more than half their literate population turn to newspapers and magazines for various pieces of information. While there has been a general emphasis on 'mainstreaming' the NE region as it is lagging behind on many crucial economic indicators necessitating special treatment from Government of India towards its development, the current report presents a paradigm shift wherein the major states of the country may 'look North-East' for creating better ambience for readership development in their states.

There was a real constraint due to non-availability of adequate data for the smaller states of the NE region. It is important to keep this limitation in mind while drawing any conclusion from the results presented in the report. There is also a strong need for conducting more focused studies in smaller states like the ones in the NE states, in order to ascertain and make small state vs large state comparisons regarding factors behind changes in readership status and pattern.

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APPENDIX I

Glossary

ACCREDITED SOCIAL HEALTH ACTIVIST

(ASHA): ASHA is the ubiquitous health activist in the rural community. Her role is to create awareness on health and its social determinants, mobilise the community towards local health planning and increase utilisation and accountability of the existing health services.

NATIONAL RURAL EMPLOYMENT GUARANTEE ACT -2005 (NREGA)

Under this Act an adult who is willing to do unskilled manual work at minimum wages is entitled to being employed on public works within 15 days of demand for work and for minimum 100 days in a year.

NATIONAL YOUTH POLICY (NYP):

National Youth Policy was formulated in 1988. It was revised in 2003 and it reiterates the commitment of the entire nation to the composite and all-round development of the youth of India. It seeks to establish an all-India perspective to fulfill their legitimate aspirations so that they are strong in body and mind and could successfully accomplish the challenging tasks of national reconstruction and social change that lie ahead. The NYP is designed to galvanise the youth to rise to the new challenges, keeping in view the global scenario, and aims at motivating them to be active and committed participants in the

task of National Development.

RIGHT TO INFORMATION ACT 2005

(RTI): An Act that upholds the principle of transparency in governance and secures for citizens access to information under the control of public authorities. Its objective is to promote accountability and prevent corruption in the working of every public authority.

SARVA SHIKSHA ABHIYAN (SSA):

The ‘Sarva Shiksha Abhiyan’ (English -- ‘Education for all Movement’, sometimes referred to as “each one teach one”) is a flagship programme of the Government of India for achievement of universalisation of elementary education (UEE) in a time-bound manner as mandated by the 86th Amendment to the Constitution of India making free and compulsory education to children of ages 6-14 (estimated at 205 million in 2001) a Fundamental Right. The programme aims to achieve UEE of satisfactory quality by 2010.

ABOUT NREGA

The Mahatma Gandhi National Rural Employment Guarantee Act (NREGA) aims at enhancing the livelihood security of people in rural areas by guaranteeing hundred days of wage-employment in a financial year to a rural household whose adult members volunteer to do unskilled manual work.

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The National Rural Employment Guarantee Scheme (NREGS) is open to all rural households in the areas notified by the Central Government. 'Household' will mean a nuclear family comprising mother, father, and their children, and may include any person wholly or substantially dependent on the head of the family. Household will also mean a single-member family. The entitlement of 100 days of guaranteed employment in a financial year is in terms of a household. This entitlement of 100 days per year can be shared within the household; more than one person in a household can be employed (simultaneously or at different times). All adult members of the household who register may apply for work. To register, they have to:

- 1.** Be local residents: 'Local' implies residing within the Gram Panchayat. This includes those who have migrated some time ago but may return
- 2.** Be willing to do unskilled manual work
- 3.** Apply as a household at the local Gram Panchayat

The Gram Panchayat has the responsibility to issue job cards to every registered household. The timely issue of well-designed Job Cards is essential because this is a critical legal document, which also helps to ensure transparency and protect labourers against fraud. The Gram Panchayat/Programme Officer is responsible for providing wage employment to the applicant within 15 days of the date of receipt of the application. If a Gram Panchayat is unable to provide employment within 15 days, it is the responsibility of the Programme Officer to do so. The employment allotted by the

Programme Officer is intimated to the Gram Panchayat and vice versa.

The intention of the National Rural Employment Guarantee Act (NREGA) is to provide a basic employment guarantee in rural areas. The Act indicates the kinds of works that may be taken up for this purpose. As per Schedule I of the Act, the focus of the NREGS shall be on the following works:

- i.** Water conservation and water harvesting;
- ii.** Drought proofing, including afforestation and tree plantation;
- iii.** Irrigation canals, including micro and minor irrigation works;
- iv.** Provision of irrigation facility, plantation, horticulture, land development to land owned by households belonging to the SC/ST, or to land of the beneficiaries of land reforms, or to land of the beneficiaries under the Indira Awas Yojana/BPL families
- v.** Renovation of traditional water bodies, including de-silting of tanks;
- vi.** Land development;
- vii.** Flood-control and protection works, including drainage in waterlogged areas;
- viii.** Rural connectivity to provide all-weather access. The construction of roads may include culverts where necessary, and within the village area may be taken up along with drains. Care should be taken not to take up roads included in the PMGSY network under NREGA. No cement concrete roads should be taken up under NREGA. Priority should be

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given to roads that give access to SC/
ST habitations;

- ix.** Any other work that may be notified by the Central Government in consultation with the State Government.

Every person working under the scheme is entitled to wages at the minimum wage

rate fixed by the state government (or the competent authority concerned) for agricultural labourers under the Minimum Wages Act, 1948, unless the wages have been notified by the Central Government. Equal wages are paid to both men and women workers. The state government may provide for a portion of the wages to be paid to the labourers on a daily basis during the period of employment.

APPENDIX II

Survey Methodology

MAIN FEATURES OF SAMPLE DESIGN

The youth in India, constituting more than one-third of the country's population, is a vital and vibrant resource in the process of planning and development. Hence, young people should be made knowledgeable and well informed. This could be achieved if they read enough. It is essential to instill in them a strong culture of reading and turn them into enthusiastic readers. Regular reading is necessary not only for educational achievements, but also to know the latest developments in science and technology, changes in society, politics and the economy.

The main objective of this exercise was to undertake a detailed national survey among rural and urban youth across the country to comprehend the readership status, patterns, attitudes and the possibilities that exist in different Indian languages. The target population of the study was the youngsters in the age group of 13 to 35 years, with states and urban/rural categories as sub-populations or target groups, for whom representative estimates were sought. The geographical coverage of the survey included the entire country comprising all states and UTs.

The survey methodology and sampling design adopted was drawn after reviewing over 60 similar studies based on primary data covering all major aspects of the survey approach and methodology like

sample design, calculation of sample size and allocation, selection of sample, content of questionnaire and other practical issues. Though this was a household survey, the ultimate unit of selection and collection of primary information was the literate youth (13-35 years) as the aim of the survey was to determine the existing trend of reading among the youths.

A list of youth respondents (sampling frame) was the prerequisite to selecting the representative sample. The sampling frame had to be up-to-date and free from errors of omission and duplication (which is particularly problematic). In developing countries like India, such a sampling frame is neither readily available nor can it be easily prepared since developing new frames is an expensive proposition. The survey design adopted a three-stage stratification in which a ready-made frame could be used at least for the first two stages, and a sampling frame developed in the last stage.

Following basics of sample survey principle which is true for all surveys, more than the total sample size, it is the nation's geographical spread that is important with regard to the statistical efficiency of estimates. This applies perhaps even more so to youth's attitudes and preferences towards reading, the distribution across the population which is likely to show a large degree of heterogeneity. Consequently, a

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notable feature of the survey design was that the sample of literate youth respondents were selected from a wide cross-section of households in the country, covering both rural and urban areas, with the objective of enhancing the precision of the estimates. The rural sample were selected from a representative number of districts from across the country, while the urban sample covered a range from big metropolitan cities to small towns with population below 5,000.

While the first two stages of stratification in the survey used pre-existing sampling frames from Census 2001, the survey developed a sampling frame of youth at the third and last stage. This was done by undertaking a listing of individuals of over 10 years of age in the selected sampling area from which youth in age-group of 13-35 years, were then stratified into 16 strata using sex, age and education level of youths. Individuals were then selected at random from each of these strata. Developing the sampling frame at the third – individual respondent selection – stage did add some costs to the survey, but it was deemed as highly desirable due to the intrinsic nature of youth's attitude towards reading. Also, the distribution of readership among various categories of respondents was expected to be highly skewed and therefore, adoption of a sample design (through listing in this case) to select a representative sample was very crucial.

COVERAGE AND REFERENCE PERIOD

It was a nation-wide survey covering all states and UTs of the country. The information for most of the questions was collected primarily over 12 months since the date of

the interview. For some specific questions the reference period was mentioned as “last three months” which is defined as 90 days preceding the date of enquiry/interview.

SAMPLING DESIGN

A three-stage stratified sample design was adopted for the survey to generate representative samples. Sample districts, villages and literate youth formed the first, second and third stage sample units respectively for selection of the rural sample, while cities/towns, urban wards and literate youth were the three stages of selection for the urban sample. Sampling was done independently within each state/UT and estimates were generated at the state/UT level separately for rural and urban areas. Estimate for all-India was arrived at through an aggregation of estimates for all states/UTs. The sample sizes at first, second and third stages in rural and urban areas were determined on the basis of available resources and the derived level of precision for key estimates from the survey, taking into account the experience of NCAER in conducting the earlier surveys such as National Science Survey 2004.

SAMPLING DESIGN FOR RURAL AREAS

Over 70 percent of India's population lives in about 600,000 villages spread over 593 districts in 35 states and UTs. To provide adequate geographical coverage of individual respondents within a state, the districts were cross-classified by the District Development Index (DDI) to form homogeneous strata. The District Development Index (DDI) has been worked out by applying the principal

component analysis (PCA¹) technique using Census 2001 district-level indicators available at rural/urban/all-India level. While computing this index, 24 developmental indicators like percentage of urban population, percentage of SC/ST population, literacy rate, percentage of main workers, percentage of electrified villages, percentage of villages with safe drinking water facility, percentage of villages with primary health centre, number of banks per lakh population, number of recreational & cultural institution per lakh population and education facilities like number of collages, primary schools in per lakh population among other characteristics have been taken into account. The index is computed as the weighted average of the principal components (PC).

Using DDI values of all the districts within a state, districts were grouped into the desired number of strata. The allocated number of sample districts was selected from each effective stratum with probability proportional to the size and replacement, where total population of each district as per 2001 Population Census was used as size measure. In all, 207 districts were selected as the first stage units (FSUs).

Villages formed the second stage of selection for the rural sample. District-wise lists of villages were available from

1 Principal component analysis (PCA) is a multi-variate statistical approach, which transforms a set of correlated variables into a set of uncorrelated variables, which are called principal components (PC). These components are linear combinations of the original variables (indicators) and are used to reduce the dimensionality problems. The first PC is the linear combination, which accounts for the maximum variance of the original variables. They help to understand both the individual contribution of each of the indicators to the index and their aggregate contribution.

Census 2001 records along with other basic information. About 2-6 villages were selected independently from each sample district by adopting equal probability sampling scheme. A total of 432 villages were selected for the study.

All members above 10 years of age from a maximum of 150 households in each sampled village were listed through a specially designed proforma. Besides others, the listing proforma sought an individual's particulars such as age, sex, education, and occupation. A total of 240,728 individuals (10 years and above) were listed from entire rural India. Since the target group considered for the study was literate youth (13-35 years of age), thus, only the listed literate youngsters (102,699, Table A2) were considered for the selection and consequently collection for primary information. For better representation, all such youth were grouped into one of the strata, based on sex, age and educational qualification in the order given in the table below.

Table A1: Stratification of youth

Stratum no.	Gender	Age (in years)	Level of education
1	Male	13-19	Primary (5th)
2	Male	13-19	Secondary (12th)
3	Male	20-24	Primary (5th)
4	Male	20-24	Secondary (12th)
5	Male	20-24	Graduate & above
6	Male	25-35	Primary (5th)
7	Male	25-35	Secondary (12th)
8	Male	25-35	Graduate & above
9-16 corresponds to female with similar age and education groups as above.			

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From each effective stratum two literate youths were randomly selected with an equal probability. It was also observed, in a few of the sample places, that some strata were empty. To meet this situation, the required sample youth was allocated in the preceding

or succeeding effective stratum within same gender. In addition, care was taken to avoid the representation of more than one individual from a household irrespective of age and educational qualification.

Table A2: Stratum-wise sample profile for national youth readership survey-2009

Stratum	Sex	Age (in years)	Level of education	Rural		Urban		All India	
				Total literate youth listed	Total sample literate youth	Total literate youth listed	Total sample literate youth	Total literate youth listed	Total sample literate youth
1	Male	13-19	Primary (5 th)	6,858	806	8,471	1,259	15,329	2,065
2	Male	13-19	Secondary (12 th)	14,348	1,090	28,552	1,953	42,900	3,043
3	Male	20-24	Primary (5 th)	3,218	739	3,999	1,012	7,217	1,751
4	Male	20-24	Secondary (12 th)	8,206	1,130	14,892	1,945	23,098	3,075
5	Male	20-24	Graduate and above	1,834	597	6,208	1,381	8,042	1,978
6	Male	25-35	Primary (5 th)	7,485	923	9,590	1,301	17,075	2,224
7	Male	25-35	Secondary (12 th)	13,836	1,135	27,964	2,016	41,800	3,151
8	Male	25-35	Graduate and above	2,636	679	12,053	1,446	14,689	2,125
9	Female	13-19	Primary (5 th)	5,757	862	7,223	1,183	12,980	2,045
10	Female	13-19	Secondary (12 th)	11,330	1,034	25,227	1,910	36,557	2,944
11	Female	20-24	Primary (5 th)	3,083	802	4,029	1,047	7,112	1,849
12	Female	20-24	Secondary (12 th)	5,727	1,147	12,359	1,901	18,086	3,048
13	Female	20-24	Graduate and above	1,201	458	5,930	1,386	7,131	1,844
14	Female	25-35	Primary (5 th)	7,102	1,077	10,750	1,447	17,852	2,524
15	Female	25-35	Secondary (12 th)	8,845	1,139	24,210	1,986	33,055	3,125
16	Female	25-35	Graduate and above	1,233	440	8,891	1,344	10,124	1,784
Total sample size				102,699	14,058	210,348	24,517	313,047	38,575

A total of 14,058 literate youth were selected as rural sample for collection of the primary information. Detailed distribution of the sample is given in Tables A2 and A4.

SAMPLING DESIGN FOR URBAN AREAS

The process of sample selection in urban areas was more or less similar to that in rural areas. Districts were again treated as first stage of selection of sample. All cities/towns of varying sizes (less than 5000 to over 10 million populations) in sample districts were grouped into seven categories based on the population (Table A3). All cities/towns over a million were selected with a probability one. A progressively increasing sampling fraction with increasing town population class was used for determining the number of towns to be selected from each stratum. The sampling fraction was used at the state level. In all, 199 cities and towns thus selected constituted the first stage of sample for urban areas. These accounted for over 4 percent of the total cities/towns of the country, but more importantly, covered a major part of the urban population.

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Table A3: Sampling fraction for city/town groups

Town class	Town population ('000)	Total number of towns in sample districts	Sample towns	Sampling fraction
I	> 10000	3	3	1.00
II	5000-10000	3	3	1.00
III	1000-5000	22	22	1.00
IV	500-1000	14	6	0.43
V	200-500	37	23	0.62
VI	100-200	68	18	0.26
VII	50-100	164	28	0.17
VIII	20-50	448	46	0.1
IX	< 20	927	50	0.05
Total		1,686	199	0.12

A sample of urban blocks was selected independently from each sample city/town and constituted the second stage unit for the urban sample. The number of blocks from each city/town thus selected varied between 2 and 30, depending upon the population of sample city/town and the total number of such blocks.

As in the case of the rural sample villages,

all the members aged above 10 from a maximum of 150 households in each sample block listed, a stratified sample of literate youth was selected from each selected town.

In all, 210,348 literate youth were listed and then over 24,517 literate youth were selected from 753 UFS blocks as urban sample to collect primary information.

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Table A4: State-wise sample profile for national youth readership survey- 2009

State code	States	Rural				Urban				All India				
		Sample districts	Total sample villages	Individuals listed (10 years & above)	Total literate youth listed	Total sample literate youth	Sample towns	Sample urban blocks	Individuals listed (10 years & above)	Literate youth listed	Total sample literate youth	Individuals listed (10 years & above)	Literate youth listed	Total sample literate youth
01	Jammu & Kashmir	4	10	5,978	2,778	318	4	11	6,333	3,212	351	12,311	5,990	669
02	Himachal Pradesh	6	17	8,957	4,517	539	5	10	5,490	2,650	313	14,447	7,167	852
03	Punjab	6	12	6,621	2,783	382	6	28	14,323	7,082	895	20,944	9,865	1,277
04	Chandigarh	1	2	996	520	62	1	5	2,719	1,255	157	3,715	1,775	219
05	Uttarakhand	4	9	5,424	2,479	271	4	9	4,821	2,631	281	10,245	5,110	552
06	Haryana	5	11	6,735	2,938	350	5	20	11,475	5,630	631	18,210	8,568	981
07	Delhi	1	2	1,029	559	64	1	30	16,277	8,368	922	17,306	8,927	986
08	Rajasthan	11	25	14,241	5,143	795	11	34	19,941	10,200	1,092	34,182	15,343	1,887
09	Uttar Pradesh	19	40	24,933	9,574	1,366	19	75	44,947	21,963	2,551	69,880	31,537	3,917
10	Bihar	11	31	17,030	5,597	1,018	11	32	19,905	9,464	1,076	36,935	15,061	2,094
11	Sikkim	1	2	1,264	724	64	1	2	1,155	603	64	2,419	1,327	128
12	Arunachal Pradesh	1	2	991	524	63	1	2	1,038	626	64	2,029	1,150	127
13	Nagaland	1	2	963	567	64	1	2	1,106	617	64	2,069	1,184	128
14	Manipur	1	2	1,232	592	64	1	2	1,223	609	64	2,455	1,201	128
15	Mizoram	1	2	1,215	573	64	1	2	1,283	662	64	2,498	1,235	128
16	Tripura	1	2	1,076	484	64	1	2	1,044	523	64	2,120	1,007	128
17	Meghalaya	1	2	977	466	64	1	2	939	541	64	1,916	1,007	128
18	Assam	6	16	8,710	3,874	513	6	15	8,125	4,218	480	16,835	8,092	993
19	West Bengal	11	23	12,210	5,030	717	8	45	25,916	11,792	1,401	38,126	16,822	2,118
20	Jharkhand	6	12	6,619	2,243	419	6	13	7,740	3,685	456	14,359	5,928	875
21	Orissa	7	20	11,795	5,170	668	7	17	10,227	5,150	590	22,022	10,320	1,258
22	Chhattisgarh	6	14	8,035	3,712	490	6	15	9,035	4,892	511	17,070	8,604	1,001
23	Madhya Pradesh	12	26	13,302	6,571	878	12	41	24,464	13,061	1,367	37,766	19,632	2,245
24	Gujarat	12	22	11,820	5,122	721	12	49	28,093	14,118	1,610	39,913	19,240	2,331
25	Daman & Diu	1	2	1,162	631	56	1	2	1,045	529	55	2,207	1,160	111
26	Dadra & Nagar Haveli	1	2	1,129	485	64	1	2	1,027	511	64	2,156	996	128
27	Maharashtra	17	26	15,395	7,119	840	16	85	48,461	25,709	2,655	63,856	32,828	3,495
28	Andhra Pradesh	15	23	11,672	4,263	757	13	61	29,835	14,301	2,067	41,507	18,564	2,824
29	Karnataka	12	23	12,515	5,098	800	12	44	23,626	11,337	1,585	36,141	16,435	2,385
30	Goa	1	2	1,118	571	64	1	2	1,075	573	64	2,193	1,144	128
31	Lakshadweep	1	2	1,292	724	64	1	2	1,622	938	64	2,914	1,662	128
32	Kerala	9	23	12,738	5,811	674	9	28	15,498	7,113	856	28,236	12,924	1,530
33	Tamil Nadu	13	19	9,502	4,481	600	12	59	29,271	14,380	1,819	38,773	18,861	2,419
34	Pondicherry	1	2	996	491	59	1	3	1,619	812	92	2,615	1,303	151
35	A&N Islands	1	2	1,056	531	62	1	2	1,057	593	64	2,113	1,124	126
	All-India	207	432	240,728	102,745	14,058	199	753	421,755	210,348	24,517	662,483	313,093	38,575

