

**FACTORS INFLUENCING THE RURAL PEOPLE IN THE CHOICE OF HIGHER EDUCATION AND CAREER PROGRESSION, WITH SPECIAL REFERENCE TO UDUMALPET TALUK**

**Rajagopalan S** Assistant Professor, PG Department of Commerce with Computer Applications, Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi.

**Abstract**

Education and Career are interrelated and interdependent. Education makes a man perfect and career creates an identity to an individual. Sometimes, choice of career is not purely based on the domain knowledge received, but the education makes one to choose career irrespective of fields. In India, Government gives much importance for the empowerment of people through education including women education. Rural areas are also expected to be participative in economic development so that the rural education and rural employment are fully focused by the government. The present study aimed at exploring factors influencing the rural people in the choice of higher education and career progression, with special reference to Udumalpet Taluk. There are 55 villages in Udumalpet Taluk. Of the available population 80 respondents were taken as sample using convenient sampling method. The findings revealed that the rural people are not aware of the new schemes of higher education and rural employment. Almost three-fourth of the respondents said that they are not able to compete in line with the urban population in terms of education and career. The respondents mentioned the finance as the primary factor that influences the choice of higher education and the income as the primary factor that influences the choice of career options after education. The study has further scope to analyze the individual factors affecting rural education and employment separately.

**Keywords:** Rural education, Rural employment, Higher education, Career opportunities, Career progression, Factors influencing rural education, Factors influencing career progression.

**Introduction**

From the ancient period to digital era, Education is always considered as potential one and it is followed by employment or career. Education helps in equipping oneself and planning what-to-be and how-to-be in career. Education and Career are interrelated and interdependent. Education makes a man perfect and career creates an identity to an individual. Sometimes, choice of career is not purely based on the domain knowledge received, but the education makes one to choose career irrespective of fields. In India, Government gives much importance for the empowerment of people through education including women education. Rural areas are also expected to be participative in economic development so that the rural education and rural employment are fully focused by the government. But the question mark lies in the place whether they are working actually and they are fruitful or not.

Rural areas are always under focused and underrated. But the economy is in the hands of rural development and produces from agriculture. While the cities and townships grow fast in rocket speed, the rural development happens in the tortoise speed. The challenges of rural people in acquisition of higher education and career progression are many and they highly impact the peoples' choices of what-to-be and how-to-be in career. Unless the rural education and employment are empowered, the nation's development is not even and uniform. The fullest concentration of rural education and employment will gradually increase the participation of rural people in higher education and employment. The enrolment ratio in higher education institutions should be increased post higher secondary class. As well as, the employment rate should be increased in villages, post-graduation.

**Review of literature**

**Erica Chenoweth et.al (2004)** examined the factors influencing rural high school students' towards college choice decisions. Individually age characteristics like family, peer and school and broader cultural influences all influenced them in predicting rural students' academic ambitions. Additionally, interest differences also emerged in patterns of prediction between males and females. Family and peer factors emerged as more salient predictors of college choices for males, whereas variables aligned with