MOTIVES OF FARM WOMEN OF KANGRA VALLEY OF HIMACHAL PRADESH

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ABSTRACT

The study revealed that farm women, in general, were at medium to high level of motivation. Their latent talents were fully exploited by themselves, which in turn developed a sense of achievement satisfying their ego. The factors viz. education, land holding and herd size were found positively influenced the motives of farm workers.

INTRODUCTION

In India, as elsewhere in the third world, women perform a good part of the operations connected with dairy farming. Women actions like any other human beings are always goal oriented. The goal may be immediate or distant, manifest or latent, but the individual effects are directed towards the attainment of the desired ends with the means at their disposal. The factors like motives, the inner tendencies affecting selection of goals and mean ultimately affect the human action. (Ross, 1976). Therefore, the adoption of dairy innovations as a human action is related to motives and socio-personal characteristics where dairy innovations. act as incentives. The environment does not do all the motivation; it only sends the directions that the individuals tend to follow naturally. A strongly motivated person may not be deflected for his or her goal by the environment to any great extent. The present study was, therefore, conducted to study the motives of farm women with respect to dairy farming and to find out the relationship between socio-personal traits of farm women and their motives.

MATERIAL AND METHODS

The study was conducted in Kangra district of Himachal Pradesh. The intensive cattle development project of Kangra is administratively divided into seven zones to achieve the objectives of dairy development programmes. each zone is covered by a Regional Artificial Insemination (AI) centre. All the seven regional AI centres were selected to ensure representation of the entire project. It was, therefore, deemed to select one stockman from each of these

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regional AI centres. Multi-stage ramdom sampling technique was used for drawing sample from the respondents. One hundred and forty farm women (having atleast one milch animal), were included in this study. The data were collected with the help of the structured schedule by interviewing the respondents personally. The data, so collected, were treated by appropriate statistical tools.

RESULTS AND DISCUSSION

It was observed that 49.28% of farm women had high recognition motive as compared to 19.28% (low motives). In case of pleasure motive, 50.71% appeared in the medium category followed by high pleasure motive. Further 55.00%, 26.43% and 13.57% women fall under the medium, low and high economic motivation categories respectively,. The security and scienticism motives showed high percentage of respondents in medium category than those in high category. It was also found that 53.58% of farm women had high achievement motive followed by 27.14% in medium category. It inferred that respondents, who were at high and medium level of achievement motivation, ought to be suitably encouraged to enhance their motivational urge to put them on path for dairy entrepreneurial activity. A clustering of respondents was observed at the higher end of the motivational scores (Table 1).

Relative dominance of motives

The motives within entire sample arranged in the order from stronger to weaker were : recognition, affiliation, paleasure, scienticism security, achievement and economic motives. The reasons why recognition and affiliation motives were the strongest might be due to fainful full time engagement of farm women in managing and caring their animals. Affiliation motive was ranked second and it reflected the desire to exchange dairy related information. Relegating economic motive to the lowest position indicated that respondents had not enough additional income from dairying.

Table 1 Distribution of respondents on the basis of motive scores (N = 140)

Variable	Categories	Percentage	Mean	Rank
Recognition	Low	49.28		
	Medium	31.43	7.45	I
	High	19.28		
Pleasure	Low	8.57		
	Medium	50.71	7.14	III
	High	30.72		
Economic	Low	26.43		
	Medium	55.00	6.28	VII
	High	18.57		
Security	Low	12.14		
	Medium	59.29	6.78	V
	High	28.57		

Variable	Categories	Percentage	Mean	Rank
Scienticism	Low	14.28	6.98	IV
	Medium	47.46		
	High	37.85		
Affiliation	Low	6.43	7.24	II
	Medium	52.14		
	High	41.43		
Achievement	Low	19.28	6.62	VI
	Medium	27.14		
	High	53.58		

Correlation among different motives

Recognition was positively correlated at 0.01 per cent level with security, scienticism, affiliation and achievement motives while it was negatively related with economic motive at 0.05 level of prabability. Pleasure motive was positively correlated with security, scienticism and achievement motives (at 0.05). However, it was not significantly related with rest of the motives. Economic and scienticism motives were not correlated with any of the motives. Security and affiliattion motives were positively and swignificantly related with achievement motive. A significant relationship was found between security and affiliation motives, indicating a lesser concern with routine hazards in dairying (Table 2). People with high degree of achievement motive like to incur a moderate degree of risk which is big enough to offer some excitement and hope of a worthwhile gain. Affiliation motive indicated significant correlation among adolescents and related to managerial success in individual's attitude towards dairying and to know things better is also aroused. A scorer on scienticism would be more amenable to change tradition methods existing in social system. When object becomes a source of pleasurable feeling, a motor tendency is set up which strives to bring the object near to and incorporate the ego; we then speak of 'attraction' exercised by the pleazsure giving object and say that we 'love' that object, may be farm women just loved the rearing of milch animals (Gupta, 1976).

Table 2. Correlation matrix among motives (N - 140)

Motives	Recognition	Pleasure	Economic	Security	Scienticism	Affiliation	Achievement
Recognition	1.00	−0.017	−0.141*	0.189**	0.211**	0.208**	0.204**
Pleasure		1.00	−0.053	0.181*	0.188*	0.006	0.162*
Economic			1.00	0.012	0.034	0.047	0.087
Security				1.00	0.026	0.188*	0.150*
Scienticism					1.00	0.002	0.118
Affiliation						1.00	0.236**
Achievement							1.00

* Significant at 0.05 level of probability

** Significant at 0.01 level of probability

Relationship between motives and socio-personal characteristics

The age was found to be negatively and significantly related with recognition and achievement motives indicating that the age was not any important factor which influenced the motives of a human being (Table 3). Education was positively and significantly related with all the motives except economic and achievement. Land holding was positively and significantly related with recognition, economic and security motives at 0.05 level of probability, whereas it was positively and significantly related with achievement motive at 0.01 level of prabability. Herd size was found to be positively and significantluy correlated with all the motives except scienticism. Larger the size of land holding more pleasure was sought from crop farming and less pleasure was derived from dairying. On the other hand, small and landless respondents derived more pleasure and more affiliated in dairy farming.

Extension contacts was found to be positively and significantly related with economic and scienticism motives. Social pariticipation and media exposure were not correlated with any of the motives, revealing that these two socio-personal characteristics had no influence whatsoever on the arousal of motives among farm women. It can be inferred that higher the educational level, higher was their strength on these motives. Persons of varying socio-personal characteristics are expected to different levels of motives (Atkinson, 1966). The respondents were by and large, equally motivated to come in contact with other fellow. This may be the reason why social participation did not show any difference with the variations in motives score. The absence of significant correlation between mass media exposure and motives is somewhat intriguing. The starting point of any extension work after creating awareness, is to arouse motivation. The relationship between motives and different traits of farm women under study clearly endorsed the idea. If respondents having higher extension contacts had no way different to those with lower contacts. It seems that extension workers are neither carrying to stimulate motives nor fix their eyes on the recent dairy innovation.

Table 3. Product moment correlation between motives and socio-personal characteristics

Socio-personal caracteristics	Recognition	Pleasure	Economic	Security	Scienticism	Affliation	Achievement
Age	−0.158*	−0.057	−0.053	−0.125	−0.034	−0.032	−0.153*
Education	0.198*	0.171*	0.072	0.135*	0.178*	0.164*	−0.019
Land Holding	0.161*	0.097	0.187*	0.166*	0.019	−0.011	0.198*
Herd Size	0.146*	0.172*	0.159*	0.146*	0.081	0.153*	0.144*
Family Type	−0.128	−0.015	−0.089	−0.168*	−0.040	−0.018	0.022
Annual Income	−0.032	0.107	−0.153*	−0.171*	−0.035	−0.053	−0.057
Extension Contacts	−0.282**	−0.011	−0.156*	−0.020	0.190*	−0.173*	0.032
Social Participation	−0.214**	−0.032	0.127	−0.022	0.099	0.132	0.105
Mass media Exposure	0.070	−0.031	0.107	0.061	0.057	0.110	−0.001

* Significant at 0.05 level of probability

** Significant at 0.01 level of probability

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