

Achievement Motivation in Vegetable Growers

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ABSTRACT

Achievement motivation is important to excel in one's personal life, community or social work and to influence the environment is very much needed to achieve development. The farmers of hill regions, especially the vegetable growers, have an opportunity to sell their off-season vegetables in far away urban markets of the plains in difficult situations. They even get better prices as the demands of consumers continue even after the vegetable season is over in the plains. Vegetable growers are to be organized for marketing their produce. With this in view, a study was carried out with the objective to analyze the level of achievement motivation of vegetable growers of Himachal Pradesh. 210 farmers were studied that grow tomato, paper bell, peas, ginger, french bean and cauliflower and market these vegetable crops. A projective technique called TAT (Thematic Apperception Test) type instrument developed by Mehta (1976) was used to measure the achievement motivation of vegetable growers. The study concluded that a majority of vegetable growers were medium achievement motivated. Half of the respondents were having personal achievement oriented influence. Majority of vegetable growers were found poor in expressing their strength, anticipated action and anticipating vigilance. A well designed training course can improve their level of achievement motivation.

Key words: Achievement motivation; Vegetable growers

Achievement motivation has been conceived as an urge to improve oneself in relation to a goal. It is the disposition to strive for satisfaction derived from success in competition with some standard of excellence (de Charmas, 1961). Achievement motive, as an important ingredient for entrepreneurship, has been acclaimed by reputed psychologists of the world. The development of human being in different walks of life without achievement motive is bound to fail. In short, the strive to excel in one's personal life, community, or social work and to influence the environment is very much needed to achieve development.

The agro-climatic conditions of Himachal Pradesh present a great scope for vegetable production, especially, the off-season vegetables. With the extended vegetable season of hill regions new opportunities are available to hill farmers in supplying vegetables continuously to urban market. The agro-ecological conditions of the field plots on the hill slopes, with adequate irrigation, provide for longer season for growing different vegetable crops. So, the farmers of hill regions, especially the vegetable growers, have an opportunity to sell their off-season vegetables in far away urban markets of the plains. They even get better prices as the demands of consumers continue even after the vegetable season is over in the plains.

With these considerations this study was carried out with the objective to analyse the level of achievement motivation of vegetable growers of Himachal Pradesh.

METHODOLOGY

This study was conducted in district Solan of Himachal Pradesh. Two blocks viz. Dharampur and Solan were selected for the purpose of study. Four vegetable marketing routes i.e. Joharjee-Kumharhati-Sonepat, Kotla-Solan-Delhi, Deathi-Solan-Delhi and Shaktighat-atta-Chandigarh were selected for the purpose of study. Thus, 210 farmers were selected that grow tomato, paper bell, peas, ginger, french bean and cauliflower and market these vegetable crops. A projective technique called TAT (Thematic Apperception Test) type instrument was used to measure the achievement motivation of vegetable growers. This instrument consisted of four TAT type pictures developed by Mehta (1976). All the selected vegetable growers were contacted in personally for collecting the data. The scoring was done by using scoring system developed by Mehta (1987) used in this study. Stories were first scored for Achievement Imagery (AI) on the criteria developed separately for personal achievement imagery, social achievement imagery and influence imagery. The scores than tabulated, analyzed and presented here under.

RESULTS AND DISCUSSION

Presence of Achievement Imagery : Achievement imagery indicates presence of any single motivation (personal achievement/social achievement/influence) or combination

of any two motivations or combination of all the three motivation. Or achievement imagery involves an achievement goal either in explicit term or in an implied fashion with some standard of excellence. Presence of achievement imagery in the stories written by the vegetable growers is presented in the Table 1.

Table 1. Presence of achievement imagery in four stories expressed by vegetable growers

Frequency of presence	Frequency	Percentage
Nil (all unrelated imagery)	5	2.4
In one story	0	0.00
In two stories	72	34.3
In three stories	101	48.1
In all stories	32	15.2
Total	210	100.00

The data in Table 1, indicate that nearly 50% of respondents had achievement imagery in three stories and about 35% of farmers had achievement imagery in two stories out of four stories written by vegetable growers. Only 15% of farmers were having achievement imagery in all the four stories. It meant that the majority of vegetable growers (82%) were having moderate to high level of achievement motivation imagery, and hence materiality motivated for achievement.

Presence of Different Needs : The presence of need profile of personal, social and influence motivation and their combinations in the respondents as evidenced from the four verbalized stories has been recorded and the results of frequency distribution are presented in Table 2.

Table 2. Distribution of vegetable growers by presence of different needs

Needs	Frequency	Percentage
Personal achievement (PA)	174	82.85
Social achievement (SA)	106	50.47
Influence (<i>Inf</i>)	52	24.76
Personal and social achievement (PA+SA)	0	0.00
Personal achievement oriented influence (<i>Inf</i> +PA)	109	51.90
Social achievement oriented influence (<i>Inf</i> +SA)	25	11.90
Personal and social achievement oriented influence (<i>Inf</i> +PA+SA)	0	0.00

The data in the Table 2 reveal that need for personal achievement (PA) was present in about 83% of the vegetable growers and next to it was personal achievement oriented influence (*inf* +PA) which was found in 52% of respondents. Nearly 50% respondents were observed with need for social achievement (SA).

It is clear from the data and above discussion that need for personal achievement and need for personal achievement oriented influence and need for social

achievement were the dominant needs among the vegetable growers. This may hold through because, while vegetable cultivation is an individual enterprise calling for high need for personal achievement (resulting in high personal income), it also involves need for personal achievement oriented influence and need for social achievement in dealing amiably and positively influencing fellow farmers, transporters and commission agents. Farmer's need profile emphasizes social achievement also because the prosperity of vegetable growers is directly dependent on proper functioning of networks among farmers, transporters and commission agents.

Different Imageries : The frequency of expression of three imageries viz., personal achievement imagery, social achievement imagery and influence imagery in the group of four stories are presented in the Table 3.

Table 3. Distribution of vegetable growers by score level of different imagery

Name of imagery	Score level	Vegetable growers	
		Frequency	%
Personal achievement imagery (PAI)	0	8	3.8
	1	73	34.8
	2	86	41.0
	3	38	18.1
	4	5	2.4
Social achievement imagery (SAI)	0	91	43.3
	1	102	48.6
	2	14	6.7
	3	3	1.4
Influence imagery (<i>Inf</i>)	4	0	0.0
	0	56	26.7
	1	114	54.3
	2	38	18.1
	3	2	1.0
	4	0	0.0

Personal Achievement Imagery (PAI) : It is evident from the data that personal achievement imagery of about 41% vegetable growers was present in two stories. Next, it was found in one story of about 35% respondents. Personal achievement imagery was found in three stories of about 18% farmers respondents. Only 2.5% respondents expressed personal achievement imagery in all the four stories. Thus, nearly 60% of respondents had this imagery in two or three stories.

Social Achievement Imagery (SAI) : Social achievement imagery was found in none of the stories of about 44% respondents. Around half of respondents were observed with this imagery in one story. Thus, nearly 55% of farmer respondents expressed social achievement imagery in one or two stories.

Influence Imagery (Inf) : Influence imagery was completely absent among the stories of more than one fourth vegetable growers. Nearly 55% respondents were

observed with this imagery in one story. This imagery was seen in only 18% respondents in two stories. Thus nearly 73% farmers expressed influence imagery in one or two stories.

Thus, it is clear from the data that in nearly 60% of farmers, personal achievement imagery was found quite frequently in more than two stories, whereas, social achievement imagery was observed in only one or two

stories of more than 55% farmers. But the influence imagery was found in one or two stories only for more than 70% of respondents.

Sub-categories : The vegetable growers were further categorized in eight sub-categories with the help of frequency and percentage distribution at different score levels of each sub-category. The data related to the above aspects have been presented in Table.4.

Table 4. Distribution of vegetable growers by score level of different sub-categories

Name of sub-category	Score Levels Obtained by Vegetable Growers				
	0	1	2	3	4
	f (%)	f (%)	f (%)	f (%)	f (%)
Personal Action (Ap)	32 (15.2)	51 (24.3)	94 (44.8)	33 (15.7)	0(0.0)
Social Action (As)	40 (19)	134 (63.8)	36 (17.1)	0 (0)	0(0.0)
Anticipated Action (Aa)	113 (53.8)	70 (33.3)	24 (11.4)	3 (1.4)	0(0.0)
Strength (St)	120 (57.1)	67 (31.9)	15 (7.1)	8 (3.8)	0(0.0)
Hope (H)	88 (41.9)	60 (28.6)	53 (25.2)	9 (4.3)	0(0.0)
Personal and Social Awareness (PSA)	59 (28.1)	120 (57.1)	24 (11.4)	7 (3.3)	0(0.0)
Vigilance (V)	112 (53.3)	75 (35.7)	10 (4.8)	13 (6.2)	210 (100)
Thema (Th)	10 (4.8)	30 (14.3)	97 (46.2)	73 (34.8)	210 (100)

Personal action (Ap) : It refers to personal activities undertaken in pursuance of some stated goals. According to the data in Table 4, the personal action was found about 45% in two stories of vegetable growers. It was noticed in one story of about one-fourth respondents. There were nearly 16% respondents who had observed this action in three stories. It meant that among nearly 70% vegetable growers, personal action was found in one or two stories. This is quite understandable, since the respondents were invariably striving for achieving their stated goals.

Social action (As): Social action is defined as collective action planned and/or undertaken in relation to some stated personal achievement goal or social achievement goal or problem or influence situation and persons. It is evident from the data that there were 64% respondents who had noticed this action in only one story. This action was found in two stories of about 17% of vegetable growers. This action was completely absent in three and four stories of farmers. Thus, it is clear from above discussion that among about 80% respondents, social action was observed in only one or two stories.

Anticipated action (Aa): It refers planning action in anticipation of problems and/or for the fulfillment of the social achievement or personal achievement goal or action desired to influence situation and/or person. Such action can be both mental and/or actual. The data of this action show that this action was not present in any story of about 54% respondents. This action was found in one story of about one third (33.3%) vegetable growers. It was noticed in two stories of only about 12% farmers. It

is observed that there is lack of anticipated action among the vegetable growers.

Strength (St): Expression of personal strengths/qualities and social strengths/qualities and strength in pursuance of establishing an influence relationship was strength. The data reveal that about 57% respondents did not express their strength in any story. There were 32% respondents who expressed their strength in one story. Strength was found in two or three stories of about 11% vegetable growers. It is clear from the data that strength was not found enough among these farmers. They may have adequate knowledge and experience of vegetable cultivation but do not see as a strength, as it is common all these farmer respondents.

Hope (H): Hope is the anticipation of success and not the actual success. This optimism about fulfillment of the stated goal or for influencing people and the situation is considered hope. There were less than 60% vegetable growers who expressed the hope about achieving their stated goal. Out of them, it was found in one story among 29% farmers and in two stories among 25% farmers. On the basis of above discussion we can say that nearly 55% of respondents expressed their hope for accomplishing their goal in one or two stories.

Personal and social awareness (PSA): Personal and social awareness refers to awareness about personal problems and social problems and social institutions. It is evident from the data that about 28% vegetable growers did not expressed awareness of personal and social problems in any story. Nearly 57% respondents expressed awareness about these problems in one story and around

12% did so in two stories. It meant that majority of vegetable growers were aware about personal and social problems. They may be local leaders, educated or progressive farmers, who contribute a lot among farmers, transporters and commission agents in the process of vegetable marketing to far away markets.

Vigilance (V) : Concern about consequences of problems not tackled in time. Anticipation of problems and difficulties including anticipation of personal difficulties, indicate vigilance. Data of the Table 4 show that there were 53.3% respondents who were not anticipating vigilance in any story. Nearly 36% of vegetable growers expressed vigilance in one story. There were only 11% respondents who anticipated vigilance in two or three stories. More than half of vegetable growers did not anticipate vigilance because they found fewer problems in their vegetable marketing. In this vegetable marketing process farmer, transporters and commission agents cooperate among themselves for smooth running of the system.

Thema (Th) : Thema only indicates single-minded theme of a story and does not depict any other character. The data reveal that thema was present among nearly 47% respondents in two stories. It was found in about 35% among vegetable growers in three stories and among 14.3% respondents in one story only. We can say on the

basis of above discussion that thema was present in two or three stories among 81% respondents. This may hold through because, they concentrated on only a single idea at a time.

CONCLUSION

In socio-psychological characteristics, nearly 50% of respondents had achievement imagery in three stories in these stories need for personal achievement need for social achievement and personal achievement oriented influence were found dominant. Nearly 60% respondents had personal achievement imagery in two or three stories, about 49% of them had social achievement motivation in only one story and nearly 73% expressed influence imagery in one or two stories. Where as sub-categories concerns personal action was found in two or three stories of about 70% farmers, social action in one story of about 64% respondents, anticipation action was found absent in all the stories of 53.8% respondents, nearly 57% respondents did not expressed their strength in any story. More than half sampled farmers express hope in one or two stories, nearly 57 respondents expressed awareness about their problems in one story and about 54% were not anticipating vigilance in any story, while thema is present in two or three stories of 80% respondents. Majority of vegetable growers were medium achievement motivated.

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