ISSN NO. 2320-5407

Journal homepage: http://www.journalijar.com

INTERNATIONAL JOURNAL OF ADVANCED RESEARCH

RESEARCH ARTICLE

PSYCHOLOGICAL CHARACTERISTICS OF WOMEN VEGETABLE GROWERS OF NAINITAL DISTRICT OF UTTARAKHAND

DEEPIKA VERMA[1], GYANENDRA SHARMA[2]

1. Ex-Ph.D. Scholar, Department of Agricultural Communication, G. B. Pant University of Agriculture and Technology, Pantnagar

2. Professor, Department of Agricultural Communication, G. B. Pant University of Agriculture and Technology, Pantnagar-263145 (U.S. Nagar, Uttarakhand)

Manuscript Info

Manuscript History:

Received: 14 May 2015
Final Accepted: 23 June 2015
Published Online: July 2015

Key words:

Psychological characteristics, Farm women, Vegetable cultivation

Corresponding Author

DEEPIKA VERMA

Abstract

A research namely 'Psychological characteristics of women vegetable growers of Nainital district of Uttarakhand' was undertaken to find out psychological characteristics of women vegetable growers to enhance their vegetable production. The study was conducted in six villages of Community Development Blocks, Haldwani, Ramnagar and Dhari in Nainital district of Uttarakhand. Data were collected through pre-tested semi- structured interview schedule and Focous Group Discussion from 150 women vegetable growers. The findings of the study revealed that majority of the respondents had 'low' level of risk bearing ability, achievement motivation and attitude toward development agents, 'high' level of fatalism, empathy, interpersonal trust and sense of belongingness and 'medium' level of positiveness.

INTRODUCTION

Women in agricultural families perform many farm related activities both within and outside the household in most parts of the country. So far, as vegetable cultivation is concerned, women participate in almost all activities right from preparatory tillage to harvesting, storage and marketing of the vegetables. In this study attempt has been made to study psychological characteristics by farm women engaged in vegetable cultivation. Women form a large segment of the agricultural workforce. They deserve increased attention of agricultural extension services in every developing nation. There is a need for an action-oriented plan to reach millions of women in agriculture who fill the bread baskets of the third world and contribute to their exports **(Das, 1995).** Extension system must target particular categories of clients to meet their needs efficiently **(Saito, 1990).** The range of women's tasks and activities in agricultural production is much wider than that of men. The extension service, being predominantly run by and composed of men, needs improvement to understand women's production system and to view farm business and household economies from the women's stand point **(Saito and Daphne, 1992)**. There is a lack of concern about the multiple roles of female farmers while doing research on identifying the psychological factors that determines adoption of any new idea. Little efforts have been made to address the psychological point of view of women vegetable growers.

MATERIALS AND METHODS

The study was carried out in Haldwani, Ramnagar and Dhari Blocks of Nainital Districts of Uttarakhand state. Two villages from each Block were selected randomly through simple random sampling without replacement. Descriptive research design was used for conducting the research. In all 150 women vegetable growers, who are growing vegetables for commercial purposes were selected using census method from six villages. Semi- structured interview schedule, Focus Group Discussion and observation were used for collecting the information. Under psychological characteristics risk orientation, achievement motivation, attitude toward change agents, level of

fatalism, empathy, interpersonal trust, level of positiveness and sense of belongingness were measure by using appropriate scales.

RESULTS AND DISCUSSION

Psychological characteristics of women vegetable growers

Risk orientation

Data related to risk bearing ability of the respondents presented in the **Table 1** depicts that majority of the respondents (54.67 per cent) had 'low' risk bearing ability and rest 45.33 per cent had medium risk bearing ability.

Table 1: Distribution of respondents according to level of risk orientation (n=150)

S.No.	Category	Frequency	Percentage
1.	Low (Less than 7)	82	54.67
2.	Medium (7 to 11)	68	45.33
3.	High (above 11)	0	0.00

Mean=11 S.D=4

It was also observed that none of the respondents in either group had had high risk bearing ability. These findings are in line with the findings of **Upadhyay (1993)** who had also reported that the respondents did not bear high degree of risk orientation From the above data it can be concluded that training in income generation activities like vegetable cultivation had created some confidence among the women and they were willing to take risk to some extent for new venture. Further, they did not believe in taking more risk involved in taking initiatives.

Achievement motivation

Data regarding achievement motivation of the respondents has been presented in the **Table 2**. Data reveals that half of the respondents (50.00 per cent) had 'low' level of achievement motivation followed by those who had 'high' level of achievement motivation (32.00 per cent) and 'medium' level of achievement motivation (18.00 per cent).

Table 2: Distribution of respondents according to level of achievement motivation (n=150)

S.No.	Category	Frequency	Percentage
1.	Low	75	50.00
2.	Medium	27	18.00
3.	High	48	32.00

Mean=14.90 SD=5

Informal discussion with farm women as well as other villagers revealed that farm women in these villages were satisfied with their prevailing conditions, had pessimistic attitude and lack of progressive attitude. From above data it can also be concluded that after knowing all the incentives provided by government, some farm women due to 'low' achievement motivation did not want to increase potentiality in terms of this profitable venture.

Scienticism -fatalism

As indicated earlier in present study, the value obtained after statistical analysis of the data was indicative of level of fatalism of respondents. It is clear from **Table 3** that 50.00 per cent respondents had 'high' level of fatalism whereas 37.50 per cent had 'medium' level of fatalism and only 12.50 per cent respondents had 'low' level of fatalism. Investigator during her field observation observed that respondents had great faith in metaphysical and

supernatural powers etc. and majority of them believed in curing disease through *mantras* and *tantras* rather than consulting a doctor. This indicates that material part of their culture is changing gradually but non-material aspect of culture is still lagging behind.

Table 3: Distribution of respondents according to level of scienticism-fatalism (n=150)

S.No.	Category	Frequency	Percentage
1.	Low	19	12.50
2.	Medium	56	37.50
3.	High	75	50.00

Mean=18 S.D.=4

Some other social and psychological factors might have also contributed to higher level of fatalism in that society. These findings are in line with the findings of **Gangwar (2001), Mishra (2003), Verma (2008)** and **Karuna (2013)**.

Positiveness

Data regarding positiveness of the respondents has been presented in the **Table 4**. Data reveal that two third of the respondents (66.67 per cent) had 'medium' level of positiveness followed by those who had 'high' level of positiveness (20.00 per cent) and 'low' level of positiveness (13.33 per cent). From the data it can be interpreted that maximum numbers of farm women were very positive about discussing agricultural matters with other farm women. They felt free in discussing every aspect with community members. Women who had low level of positiveness, resisted themselves to discuss farm matters with other farm women from many reasons like low socio economic status, caste differences and remote location from their community etc.

Table 4: Distribution of respondents according to level of positiveness (n=150)

S.No.	Category	Frequency	Percentage
1.	Low	20	13.33
2.	Medium	100	66.67
3.	High	30	20.00

Mean=28.28 S.D.=5.40

Empathy

Data regarding empathy of the respondents has been presented in the **Table 5**. Data reveals that majority of respondents belonged to high level of empathy (63.33 per cent) followed by 33.33 per cent respondents had medium level of empathy. Only few respondents (3.33 per cent) respondent had high level of empathy.

Table 5: Distribution of respondents according to level of empathy (n=150)

Sl. No.	Category	Frequency	Percentage
1	High	95	63.33
2	Medium	50	33.33
3	low	5	3.33

Mean=27.85 S.D.=8.57

From the data it can be interpreted that on discussing about farm related matters majority of farm women had the ability to imagine oneself in another's place and understand the other's feelings, desires, ideas, and actions. As farm women belonged to same community and interactions among them were frequent, they deeply understood conditions of other women.

Interpersonal trust

Data regarding interpersonal trust of the respondents has been presented in the **Table 6**. Data indicates that majority of respondents (41.33 per cent) had high level of interpersonal trust followed by those who had medium level of interpersonal trust (36.00 per cent). Only 22.67 per cent respondents had low level of interpersonal trust.

Table 6: Distribution of respondents according to level of interpersonal trust (n=150)

Sl.No.	Category	Frequency	Percentage
1.	High	62	41.33
2.	Medium	54	36.00
3.	Low	34	22.67

Mean=27.85 S.D.=8.57

Farm women revealed that they had less contact with the development agents. In case of any problem they directly contacted with their fellow farm women without any hesitation. They believe that provided information will be correct and most of the time it would be implemented.

Attitude towards Development Agent

Data regarding attitude toward development agent of the respondents has been presented in the **Table 7**. Data reveals that more than half of the respondents had low level of attitude toward development agents (41.33 per cent), followed by 33.33 per cent, who had medium level of attitude toward development agents and only 13.33 per cent had high level of attitude toward development agents.

Table 7: Distribution of respondents according to level of attitude toward development agent (n=150)

S.No.	Category	Frequency	Percentage
1.	Low	80	53.33
2.	Medium	50	33.33
3.	High	20	13.33

Mean=18.90 S.D.=3.00

During field visits, investigator observed that for any kind of information sharing, villagers directly contacted with their community members. From the perspective of reach, value and trust they believe in their community. Due to the lack of visits of development agents during field problems, majority of them had low level of attitude toward development agents.

Sense of belongingness

Sense of belongingness describes the connectivity among the community members and entails a feeling of belongingness and identification, opportunity for influence, integration and fulfilment of individual and community needs, and a shared emotional concern.

Table 8 indicates 61.33 per cent respondents had a high sense of belongingness to vegetable cultivation activity in the community. Only 20.00 per cent respondents ranked it as medium while rest (18.67 per cent) responded it to be having high sense of belongingness.

Table 8: Distribution of the respondents according to sense of belongingness level (n=150)

Sl.No.	Category	Frequency	Percentage
1.	Low sense of belongingness (less than 55)	28	18.67
2.	Medium (between 55 to 65)	30	20.00
3.	High (more than 65)	28	61.33
	Total	**150**	**100.00**

Mean=60.00 S.D.= 4.95

It might be attributed to the fact that in individual asset or assets with ownership of few people, they have more sense of belongingness. It indicates the connectivity among the members in a community. It also entails the level of interaction between members and possession of feeling of belongingness. According to **Andriessen (2005)**, members having limited interaction and identity have a low level of belongingness. It can be assumed that understanding the benefits of vegetable cultivation can lead change in attitude, vision and behaviour of community member and increase interest in and awareness of improved vegetable cultivation practices and about its sustainability and profit.

CONCLUSION

The study pointed out that there is need to understand psychological characteristics of farm women to make vegetable cultivation activity more profitable. This will result the active involvement of farm women in decision making and also incorporating right knowledge, skill and attitude related to vegetable cultivation. The findings of the study are of immense utility for the agencies/organization engaged in transferring technological knowledge of vegetable cultivation so that they can plan their future course of action keeping in the view the psychological profile. Keeping in view the above, the village community, farm women, programme planners and administrators may take initiative in further expansion of vegetable cultivation activity with required modification for outstanding achievement of the activity for income generation. Psychological factors of respondents like interpersonal trust and empathy should be considered as factors on the extension services. Professional experts and extension planners, also should give due attention and understand the impact and influence of those factors in the extension system.

REFERENCES

Andriessen, J. (2005). Archetypes of knowledge communities. In P. Van de Besselaar, G. DeMichelis, J, Preece, & C. Simons (Eds.), Communities and technologies: Proceedings of the second counties and technologies conference, Milano 2005, pp. 191- 213. Netherlands: Springer.

Chavis, D.M., Lee, K.S., and Acosta J.D. (2008). The Sense of Community (SCI) Revised: The Reliability and Validity of the SCI-2. Paper presented at the 2nd International Community Psychology Conference, Lisboa, Portugal.

Das, M.D. (1995). Improving the relevance and effectiveness of agricultural extension activities for women farmers. FAO. pp.3-98 Delhi.

Gangwar, M. (2001). Interpersonal communication network of rural women: A case study. Thesis, Ph.D. Thesis, G.B. Pant University of Agriculture and Technology, Pantnagar.

Mishra, Y.D. (2003). People's Participation in Joint Forest Management (JFM): A Study in Uttaranchal. Thesis, Ph.D. G.B. Pant University of Agriculture and Technology, Pantnagar.

Saito, K. and Daphne, S. (1992). Developing Agricultural Extension for Women Farmers" World Bank Discussion Papers. 156: 18-47.

Upadhyay, V.P. (1993). Impact of training on socio- economic change of small and marginal farmers: A study of Kamla Nehru KVK, Sultanpur. Thesis, M.Sc. G.B.Pant University of Agriculture and Technology, Pantnagar.

Verma, D. (2008). Impact of Mushroom Production Training on Below Poverty Line Beneficiearies of Udham Singh Nagar District. Thesis, M.Sc. G.B. Pant University of Agriculture and Technology, Pantnagar.