

NATURAL RESOURCE MANAGEMENT AND ECONOMIC DEVELOPMENT OF RURAL COMMUNITY: A PSYCHOLOGICAL PERSPECTIVE

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Abstract

The present work aimed at to develop a motivational model for the optimal utilization of forest resources as a strategy for the economic development of village communities and so as to protect the natural resources. The focus of study is to trace out the areas in which the rural people need motivation for their economic development form forest resources besides keeping them intact. The area of study is Gram Panchayat Kuthera, a panchayat in Joginder Nagar Tehsil in Distt. Mandi, Himachal Pradesh. A convenient type of sampling was used. A total of 700 persons constitute the sample out of which 350 were males and 350 were females, 53 males and 53 females in the sample were scheduled castes. Since no other religion except Hindu was found, no consideration was given to religion while selecting sample. Primary data has been collected by way of interview. The data collected in the form of interview, was analysed through content analysis. Indian society, in collectivity, by and large, may not be termed as a success oriented society but given to individual aspirations and conscious reasoning the people may be motivated by a desire to avoid failure.

Keywords: Economic Development, Rural Community, Forest Resources, Jogindernagar, Himachal Pradesh.

INTRODUCTION

The goal to be achieved is economic goals and the question is whether people's motivation level can be raised to achieve these goals or not. The question is of serious concerns in the societies like ours, which is multidimensional and diversified and the individual bears multi-levels pressures for not achieving or achieving a particular goal. Self personality traits of an individual or biological composition too exert certain unavoidable pressures. Thus, the motivation for achieving a particular goal is a complex procedure, touching the aspects of emotions, aspirations, knowledge and emotions. Achievement of economic goals is taken independent variable, and all these psychological aspects are dependent variables. The co-variance existing within themselves and with economic activities needs to be put under boundaries to develop a model so that the areas for improving the motivation level to achieve such goals could be framed. This gives ways to further question as to whether motives can be acquired or not. The answer could not be certain but it can be said with sufficient degree of certainty

that people do acquire motive in different stages of their lives and they suo moto pursue their goals under the influence of these motives (Sinha and Dash, 1959).

Given to rural life settings, villagers can be considered to be in high need of motivational training. Keeping with the earlier noted findings of the studies, it may be said that village communities have low level of achievement motivation owing to their living situation. It may also be said that they, by and large, do not have the situation's that produce motivation for their economic development. The option lying with them are either to migrate from village, for long or short terms, or to contend with the means they do for living life. It has been serious concerns of the Community Development Programme to ensure the participation of local folks for ensuring their development by way of involving them to take their own initiatives. The lack of initiatives on the part of people who can be considered having low level of achievement motivation, in turn, gives way to be get exploited by those who have high level of achievement motivation. These uneven levels of motivation, many times gives way to exploitation of human personality. Motivation for economic development with respect to natural resources like forests has its merit in the State like Himachal Pradesh where major portion of geographical land is forests and continuous efforts are being made for its enhancement. Besides, almost 92% of the total population lives in villages which are considered to be dependent on forests for fulfilling their various needs. Precisely, forests directly and indirectly are contributing in the economic considerations of village communities. But one fact can still be observed that the village population has been far away rom extracting the economic benefits from their forests scientifically and strategically.

Early development economists equated economic development to economic growth. As a result, the theorists focused on economic growth, thereby generating lots of literature that shaped up into growth theories (Solow, 1956; Becker, 1964; Krueger, 1968; Todaro, 2005). At that time, development analysis focused on the analysis of variations in the rates of economic growth and sizes of GDPs between countries. Development was conceived as improvement in the economy's ability to steadily increase its output in terms of goods and services (Solow, 1956; Becker, 1964) and measured by the rate of growth of Gross National Product (GNP). Income per capita was introduced in 1950s to control changes in population growth. This was an improvement in the measurement of development.

Neither economic development nor under development is a given state of affairs. Both seem to result from a pattern of circular causation among economic, political and social factors; both can be measured by economic indices related to the production and productivity of land, labor and capital. Economic development as it is known today is however, a recent phenomenon in the study of economics. It emerged in the 1930s following the realization by economists that not all humankind lived in countries as economically advanced as Western Europe and North America (Easterlin, 1981). This realization prompted economists to seek to understand disparities in the levels of economic development between countries and regions. They particularly sought explanations for the perceived prevalence of 'underdevelopment' in Africa, Asia and Latin America as compared to Western Europe and North America. This initial focus has made development economics to be considered synonymous to the study of less developed societies in some quarters (Fafchamps, 2004). Although many decades have passed since the acknowledgement of poverty as a core component of development, poverty continues to persist in developing countries. This reality has challenged the stages of growth theories of economic development, which regard underdevelopment as a momentary stage in development (Rostow, 1960). Poverty has also defiled remedies from the World Bank and IMF. Neo-Marxist theories that blame less developed countries' poor economic growth on interference from developed countries has been defeated by empirical outcomes (Mankiw, et. Al., 1992; Banerjee and Duflo, 2004).

There is need to sustain economic development. This will help most of the world's poor population who now live in middle-income countries. The poor population is struggling not because there isn't enough in their economies but because wealth and resources are in the hands of the rich. In addition, this move could go a long way to eradicating poverty even in a low growth scenario (Shaheen, 2014)

President Reagan's economic policies were based on trickle-down theory. The idea emphasizes the need to lower the tax burden which results in increased investment, increasing the output of businesses thus increasing employment and worker's pay. However, the policy is viewed as a tax cut for the rich and the cut in taxes may not necessarily benefit lower-income earners.

BASIC METHODS AND APPROACH

The work aimed at to develop a motivational model for the optimal utilization of forest resources as a strategy for the economic development of village communities and so as to protect the natural resources. The focus of study is to trace out the areas in which the rural people need motivation for their economic development form forest resources besides keeping them intact.

AREA OF STUDY

The area of study is Gram Panchayat Kuthera, a panchayat in Joginder Nagar Tehsil in Distt. Mandi, Himachal Pradesh. It is a distance of around 20-22kms from the nearest town, urban area Jogindernagar. The reasons for taking a panchayat for study are that panchayat is a well defined unit in Indian administration system which has been considered as one of the major and basic areas for carrying out development works. The role of panchayat in sustaining forests, local livelihood and economic growth is considered important.

UNIVERSE OF STUDY

Population above 18 years of age available in these panchayat households constitutes the universe of the study. It was aim of the study to contact as much family as the investigator can contact to get more data. The definition of the family is in accordance with, as defined by in the traditions of village i.e. a group of persons having one kitchen living with their children is considered as family.

SAMPLE

Total population of the panchayat was 2812. One fourth of the total populations have been considered as sample with giving a proper representation to the caste and gender. The number of households was 479 and all the households were visited. A convenient type of sampling was used. A total of 700 persons constitute the sample out of which 350 were males and 350 were females, 53 males and 53 females in the sample were scheduled castes. Since no other religion except Hindu was found, no consideration was given to religion while selecting sample.

OBJECTIVES OF THE STUDY

Objective of the study was to assess: -

- The non-timber forest products that can be grown in the uncultivated private land for the enhancement of the village economy,

- Assessment of the attitudes of the village families towards forests and the motivational constraints for forest based enterprises, and (iii), making a motivational model for the panchayat on the basis of data for utilization of forest resources for economic development.

TOOLS FOR DATA COLLECTION

Primary data has been collected by way of interview. The interview, however, was unstructured; but the investigator has to be focused at the time of interview on the scheduled that was prepared. Mostly, interviews were conducted in the houses of the respondents. Since, it was not possible to contact the respondent at home during the visit, they have also been approached on the way to home or work, especially, in the tea shops where they rests for few minutes while going home in the evening. They were also offered a cup of tea and biscuits by the investigators.

One of the major tools for data collection was observation and participatory observation. The investigators got mixed with the persons who were visiting forest and noticed their behaviours. Besides, their visiting forest and noticed their behaviors. Besides, their routines to forests were also observed minutely. To avoid investigator's bias that is supposed to be present in the present kind of studies, the questions were made open ended and the views were collected in a systematic ways. A good rapport was established with the people before getting the interview, so as to get full co-operation form the respondents. The respondents freely responded to the satisfaction of the investigators and to their self.

DATA ANALYSIS

The data collected in the form of interview, was analysed through content analysis. Since, the aim was to develop motivational model, it was emphasized to have qualitative contents which have been analysed into segments developed in view of the objectives of the study.

ANALYSIS AND DISCUSSION

On the basis of observation and preliminary exploration, data was collected. It was an endeavor to get maximum people interviewed within the short time limit. The data has been collected, analyzed and discussed keeping in view the salient

features of various motivational theories like arousal, incentive and cognitive theories.

POPULATION DISTRIBUTION

The population of the panchayat is 2812 which is divided into 479 families. The village has been grouped into Wards and the Panchayat has 5 Wards. The distribution of families in the wards is given in the table below.

Table 1: Distribution of Households

S. No.	Ward	No. of Villages	No. of Households
1	1	2	13+64=77
2	2	1	46
3	3	2	64+62=102
4	4	3	46+64+32=142
5	5	1	112
Total		9	479

The average size of family comes to be 5.08 persons per family. All respondents were found to be committed to their family development. Taken spouses in one family, the number of children distribution comes out to be three in every family. Numerically, all the respondents were of view that the size of family is one of the major constrain that does not allow growth of their economic development and their initiatives.

HOUSEHOLD PATTERNS

There are negligible houses in the panchayat which can be called as big houses. The standard size of house comprises two rooms and one kitchen. Most of the houses are kacha or semi-pucca. Following are the details:

Table 2: Type of Households

S. No.	Ward Nos.	No. of households Pucca	Kacha	Total
1.	1	7	70	77
2	2	10	36	46
3	3	20	82	102
4	4	40	102	142
5	5	50	62	112
Total		127	352	479

These details show that 70.30% are kacha or semi-pucca and rest are cemented houses. The size of houses and the percentage of kachahouses show that there is high need of economic development in the panchayat. When talked about their houses, all the respondents aspire for a good and pucca house onsting more

than 4 rooms. Amongst all only 32% were hopeful that they will make improvement to their houses in due course of time, however, the rest were not hopeful but were doubtful whether their children could retain/repair the present houses or not.

Table 3: Expenditure

S. No.	Type	Areas of expenditure
1.	Maximum	Food, clothes, customary rituals
2.	Maximum	House, Education, Health

The approach of the people to life is traditional. As they spend more on the customary rituals often more than their capacity. It has been reported by 62% of the respondents that they or their family have loaned some money from some non-bank resources for meeting the expenditure of such rituals more than one time. Birth of a male child is celebrated while that of female is not celebrated in the same fashion. This shows the clear importance of male child. Marriage is the other costly custom which the villagers necessarily undergo the marriage rituals which are costly by nature. Death of anyone in family is the unwanted ceremony which put economic pressure on the family in the unexpected time. Health, education and housing are the less favoured areas in terms of spending money.

All of them feel embarrassed on the thinking, if they could not meet some customary rituals, on birth, deaths, marriage and many others alike. They feel it below their dignity and prestige and a sense of failure comes to them. However, they are self-satisfied with their *apnipahunchkemutabik* (to perform according to one's resource). They arrange festivities while their local deity fulfills their secret desire like birth of a male child, getting job, free from diseases etc.

NEED ANALYSIS

The respondents were asked to specify their utmost instant needs of their life in precise way in the descending order of the given choices for their economic growth. The needs given to them were of two categories. One which involves extrinsic stimuli and the other one need internal motivation. The details are as under:

Table-4: Need Specified

S. No.	Nature of need	%age of respondents	Gender
1	Employment for themselves or their family members	100%(700)	Both
2	Financial help to start some work	10%(70)	Only males
3	Education for family	8%(56)	42M+14F
4	Technological knowledge	3%(21)	9M+12F
5	Land for family	1%(7)	4M+3F

In the employment category of need, the respondents were of the opinion that they or their family members need some regular job in government sector. They do not consider getting job in private sector as tough but they think government job is pakki (regular and people are generally not retrenched) job and their pay too is high from the private sector i.e. government sector job is valued high as compared to private sector job. 10% of the respondents, all male, desirous to be seeking some financial help for setting up some small scale industry but they are not certain to payback the loan. This may be due the fact that two or three instances were there when the people could not return their loan amount. Education for family is favoured among those who are well off already. Among the lower group this is not favoured to high extent. Females seem to be showing their interest to be an earning member of their family and desires that they should be given some kind to training and work to improve their family economic condition. Those who aspire for land were having less land but when asked about what they could get from land in adverse climatic conditions they switched over to government job preference. The implication of this need specification is that the people tend to show dependence on government for providing jobs to them. They lack initiative on their level mainly as a defense mechanism for avoiding failure in their endeavor.

Besides, above specific needs, the respondents have equivocally upheld the social needs like good social relations, need for community development in terms of communication, transportation and opportunities for employment. As a whole, the individual need and social needs comes into the frame of social-psychological needs.

SELF-EVALUATION

The respondents tend to view their life as a life dominated by collectivity. There is individualism in their income patterns but their expenditure show the social reference. They feel the others, within themselves while stepping up for any action. Moreover, there are traces of shame culture and to perform less than their perceived status put them under embarrassing conditions. The shame culture has its limits and people tend to give liberal views towards any limited violations of the normative standards. No incident has been reported to have been occurred in the villages in the past years like out casting any member or reproving any person or family socially. For this purpose, some person above 60 years was interviewed to have insight into history of such incidents. Life is to live for them. They are committed to their family. Family is so deep seated that they do think on securing the lives of their grandchildren. They were asked to rate their life in terms of their achievement, especially in the economic area, keeping only in view their capacity to meet their basic needs. The details are as under:

Table -5: Evaluation-Rating

S. No.	Rating	%age of respondents	Gender
1	A great success	-----	-----
2	Successful	-----	-----
3	Merely successful	3%	All Males
4	Not successful	97%	322M+350F

The word success was related to their contentment and expectation in the economic sphere. In this, the contentment lags behind the expectation levels. No respondent considers their life as great success in general and in economic field in Particulars, however, the data shows that the female population do not see themselves as successful in economic sphere. Only two married women interviewed in the sample who were in the government sector do not consider themselves as successful and the reason they find is due to employment the expectation from family increases from them.

PRIORITIES IN LIFE

It was observed that the villagers are traditional in their social behavior. As such, the respondents were asked to indicate their priorities of life and family in terms of marriage, children and income. The order of their ranking on the above is as shown in table:

Table-6: Priority in Life

S. No.	Ranking	Choices
1	1	Marriage below 25 years Irrespective of employment
2	2	Two children (one must boy)
3	3	Sufficient income for family

In the table marriage gets the first ranking in terms of priority of life among all respondents. About female, this is a sort of compulsion to marry well below 25 years of age. Only 3 males were reported to have been unmarried beyond 25 year of age and no unmarried girl beyond 25 could not found. After marriage, children are their aspiration and one boy they think is compulsory. Due to traditional nature and patriarchal set up, income comes after marriage and children. It has been reported that sometimes the groom side highlight the fake income of the groom in order to marry a girl. No female in the sample is found to be supportive of female careerism. They feel that careerist single women do not enjoy good social status as compared to the housewife and working married women. In order to evolve a pattern of priority and their ranking, the respondents were given two pattern choices-(i) marriage- children-income, and (ii) income-marriage -children for having insight into their developmental attitudes.

Table- 7: Priority pattern

S. No.	Ranking	Pattern	Percentage
1	1	Marriage-children-income	83%
2	2	Income-marriage-children	17%

Overall the favour is for marriage, children and income pattern as 83% of population favoured this order, 17% (see table-4.7) favoured income-marriage-children pattern but they do feel marriage is a compulsory obligation towards family and they also feel that any income for the food, clothes and shelter of family is no problem. Those who favoured the first patterns mostly live in the kacha or semi pacca houses. Inferentially, low income level dofavours the first kind of pattern. Income is no consideration for a girl. She is to be married off for so called marrying a girl means Ganga nahaliye (to become free from responsibility is equivalent to taking a dip in the Ganges).

PERSONAL ASPIRATIONS

The respondents were also asked to rank their personal aspirations out of the given three options based on the social-psychological aspects. They opted as under:

Table-8: Aspirations

S. No.	Ranking	Options
1	1	Happy family life
2	2	Economic Security
3	3	Social Prestige

All the respondents aspire for happy family relations and the order of ranking remains same, although, some respondents tend to give economic security as first ranking but on further probing they concluded happy family life as first personal aspiration. The implication of this ranking is that people tend to give more value to economic security than social prestige, therefore, it may be said that they may do some work which might slightly influence their social status. It is observed that some families are involved in local of the fact that alcohol drinking is not seen as good manner in the area.

FOREST RELATIONS

Preliminary exploration and observation shown that people gets fodder, fuel wood and some wood for various agriculture implements. Forest relations were explored on three grounds viz. forest utilization techniques, visiting frequency, and how do they perceive forest as a contributing factors in their economic development. The techniques for harnessing the benefits of forest were traditional. 89% of the women visiting forest admitted that they do not only brings the leaves but branches too but they are careful for not cutting trees in such a way to stop the growth of the tree. 11%, the remaining women were not able to do so due to their physical abilities. Male population, generally, do not go to forest. They go with a specific purpose.

On an average, one female from one household visits the forest daily and sometime twice. Overall sample do not feel they could get any other financial benefit from the forests. They never approached any resource person for materializing any benefit from forest. No forest programme is on the way in the panchayat at the time of the study. They perceive forests as traditional source and have shown no serious concern for forests; however, they stressed need for broad leave trees.

AWARENESS LEVEL ABOUT FORESTS

The respondents were asked general information about the forest they have ever received from any source like radio and television. They have been put under the following categories:

Table-4.9: Awareness level

S. No.	Level	%age of population
1	Low	83%
2	Midium	16%
3	High	1%

The low level includes those people who could not tell that forests are useful in water generation, rains, soil erosion and fulfilling our major economic needs. The medium level comprises of the groups that could tell these information but could not explain the reasons and consequences. The high level group answered all these queries. Foregoing analysis shows the following visible trends in the panchayat: -

- The panchayat is running in its traditional trends. Modern techniques and implements are still away forming the reach of the villagers in the fields of agriculture and animal husbandry.
- Economic concerns are the major concerns but familial concerns are more important for an individual.
- Despite educational and health institutions, education and health are not much favoured area of development and the expenditure is more in the customary rituals.
- People lack initiative for various kinds of realistic and un-realistic fears. The major reason is a trend to avoid failure and consequent social disgrace. Quite contrarily, for economic reasons some family do some work that do have not social approval. But that is not a big question as long as they are earning. This implies that those who want to do something substantial need proper motivation.
- There exists overall lack of awareness in general and with respect to the forest in particular.
- In may be said in view of the preceding exposition that the people of the panchayat are hoping for a good future but they do have fears about when it

could fell upon them. They seem to have developed a dependent frame of mind that only government has to do something for them. They themselves may not do anything substantial but may fail while taking the feat.

CONSLUSION

Indian society, in collectivity, by and large, may not be termed as a success oriented society but given to individual aspirations and conscious reasoning the people may be motivated by a desire to avoid failure. The analysis of the data, in line with the objectives of the study, shows the following constraints and trends that hamper the economic achievement of people through the utilization of forest resources: -

- Fear of failure for taking initiatives.
- Lack of awareness about utilization of their land cultivate or uncultivated for enhancement of economic condition.
- Dependence on government for their welfare.
- Low level of need achievement drive.
- Slow but steady semi-urbanisation processing of villages.
- Low level of expectations from forests.
- Low level of production from the land and temporary migration of working age group from the villages.

Broadly, these may be grouped under cognitive factors and social factors. It is necessary for achieving the goal of economic growth in this area and proper motivation towards the optimal utilization of forest and non-forest resources can play a major role. The trends shows apathy towards forests and decrease in the cultivated areas due to migration of the working population, non-timber produce can be major motivating factors for strengthening the village economies.

Taking first step, the cognitive factors needs to be taken into account to streamline these factors, on the basis of motivational analysis of these people to develop a proper counseling programme to direct their motive towards the economic growth. In the second, on the basis of data, it can be said that outside arousal is an important factor in the economic condition of the villagers. Since, there is nothing that can stimulate their activity in the villages; efforts from the

government level would be required so that their success rate may be in competence with their desire and at least at par with their minimum need achievement expected from that particular activity. In the panchayat the basic system that can arouse high level of drive is an irrigation scheme which can turn the future of villages.

Finally, incentives would be serving as a magic in this sphere. The people living in the villages are in such needs that it may be minimum nit regular incentives would discourage their loan taking practices and exploitation at various levels which in turn would result in sustaining the economic growth. Now, the question is whether these three steps must be taken in one row or one step after another. Taking collective view and theoretical aspects of these steps, it may be said that one would lead to the success of the other but simultaneous working on all these aspect would be capable of doing wonders as this includes not only the psychological aspects but also the social and ecological factors. Two possible models can be drawn. One may be termed as Step Model (Fig. 5.5) and other may be termed as collective Model (Fig.5.2). Step Model puts the three factors, viz., cognitive, arousal and incentives in order in which one succeed the other. Their interconnection is necessary for economic development and utilization of forest resources. The cognitive step takes the first position. It means that cognitive factors like aspirations, desires, and attitudes needs to be directed in particular direction so as to get optimum result of a particular effort. It is established fact that needs proper attention that distortion in cognitive factors derails the development of a person in sectors like economic development.

Step Model or Motivation

Economic Development

Incentives Factors—Step-3

Arousal Factors—Step-2

Cognitive Factors—Step-1

Collective Model of Motivation

Cognitive

Arousal-----Economic Development

Incentives

Arousal theory of motivation argues that humans also act under the influence of outer stimuli. In the Step Model, the need for outer stimuli gets the second place as the area of study tends value to traditional ways. The arousal factors in this area, specifically in respect of forest resources could be linking of forest resources to the direct economic benefits of people. There is a need for doing substantial in this field within short period of time, if such an link or mechanism could not be framed and made working with in time, it is visible that sooner or later the respect for forests and value of forest would be devalued and respect for forests and value of forest would be devalued and respect would be a thing of gone days with the passing of those people who held forests in high esteem. Incentive has been given the third stage in the model. People are incentive oriented but in this area they get all this the cities like Chandigarh and Shimla, Delhi which are at the distance of 9-12 hours travel from the area. Due to adequate transportation mediums, without incentives the migration of working population is observable phenomena in the area and the participation of this population is negligible in the Panchayati Raj Institution. In this section, the incentives can be generated by way of bringing people into streamline for using their private land for growing forest minor produces so as to generate immediate incentives.

In this model, it may be said that the time frame would be crucial aspect. This must be a continuous process; one step needs to be followed by the other. As, time gap would distort the effects and efforts of the earlier step. And the groups needs attention in these steps are, women and scheduled caste groups. The Collective Model seeks to develop a combine strategy including cognitive, arousal and incentives factors as base line to achieve economic development. The results of this model would be fast coming but it needs efforts from all sectors in one go. On measuring cost of each model, it may be said that Step Model is less on cost as compared; to the Collective Model. But the other side of the coin is that first model is more time consuming than the other. In view of this cost-time relationship, the traditional way of living in the area under study is of significant value. Since, traditions do not give way of any change easily, so to use the collective model in such area may not be giving all result in one time and the efforts may go waste. Therefore, the Step Model is one the model that can be recommended to such areas which is low at cost and do to tend to destabilize the social system but tends to bring change ins steps.

In the macro development programmes, it seems that individual has lost and a big collectivity sometime incomprehensible is all the focus of attention. The big collectivity, in the countries like India, and the States like Himachal Pradesh which are socially and geographically are more diversified than uniform, the results of development and achievement are still far from being uniform. In such a scenario, an agreement can be made with the generalization that this form of development has in some or other way has contributed towards marginalization. The importance of taking micro level in consideration is also enhanced by the need that the village and panchayat system is still the root level of joining people to the main streamline of the country's aspirations. And in this area, the individual can be focused more clearly and potential efforts can be made for achieving the goal. Argument posed here is not generating macro and micro conflict but to maintain the link between these two that appears to be lost in the scenario and the focus is to focus on individual, his traditional skills and his relationship with nature. In the end, it may be said with certainty that development programmes would not be giving the desired results unless proper attentions given to psychological aspects. It is, therefore, imperative that the persons trained in the discipline of psychology be deputed at least at Block Level to achieve the desired ends of development. This would save other costs that the planners are investing for sustaining the development process.

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