

MOTIVATIONAL APPROACH FOR THE ECONOMIC DEVELOPMENT OF RURAL COMMUNITY (SOCIOLOGICAL PERSPECTIVES FOR THE UTILIZATION OF NATURAL RESOURCES) (CASE STUDY OF BATARI BIHUN PANCHAYAT IN DISTRICT MANDI)

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ABSTRACT

Motivational approach for the economic development of rural community plays an important role for the utilization of their natural resources for sustainable development of rural people in the society. The rural people how to manage their natural resources and how they motivate themselves for the economical way. This study increases the intention of rural community for their development from different resources and gain opportunity to employment and achieve the goal successfully. The management of their natural resources, they can use the positive approach to government directly socially or emotionally they already prepare their selves for such kind of activities beneficial for them. The people of the village most probably living in rural area, they all have no proper way of getting opportunity to achieve the goal easily. The development of the rural people has need to sustainable development which increase their economy and they easily approach for the same when they need anything else related their daily life style or livelihood purpose fulfillment. The main findings of this study that the people have need to awareness regarding their natural resources use which maintain their economic sustainability regularly and should be approach to the government directly for their social and economical development issues.

Keywords: Motivation, livelihood, economic, development

INTRODUCTION

The goal to be achieved is an economical way whether people's motivation level can be raised to achieve these goals or not. This is the 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 suomoto 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.

Noted psychologist, Eysenck has given the Hullian Formula which describes that performance of any activity by humans is equal to the multiple of habit and drive. Since, these have innate origin and to affect these areas the need is learning and in order to move these in particular direction they must learn to move in that direction and for that the need is existence of proper motivation. Within the limits of generalization, it may be said that village communities are low in awareness, education and knowledge have weak motives for explorations or in other words are contented with their lives or they tend to respect their religious and traditional beliefs attitudes.

Further, village communities tend to maintain their existing traditional patterns and change is a slow process in villages. This slowness in change process has resultantly enlarged the difference between the urban and the rural area. With proper motivation the pace is understood to be bit fast and the urban-rural change differences could be lessen to certain extent. This would also be helpful in enhancing the motivation to poor villagers to understand their necessities, abilities and to make them pursuing the economic goals of their life and to introduce scientific aptitude towards the natural resources available to them in their surroundings. People participation plays vital role in development process as they participate in decision making, planning formulation, implementation, monitoring, evaluation and sharing the fruits of development.

The First capital theory and sustainable development and the state of the art of natural resource accounting and how it has been applied in the management of renewable and non-renewable resources. Second, literature is reviewed on how information related to biodiversity (e.g., ecological monitoring) may be used within the context of natural resource accounting for the conservation and management of biodiversity.

The concept of sustainable development and capital theory Development is a process by which the well-being or welfare of a society is improved over some period of time (Pearce and Perrings, 1995). The motivation of environmental accounting has been the adoption by governments of the notion of sustainable development coupled with the understanding that

economic activities play a central role in determining whether development is sustainable or not (Lange, 2003b).

The World Commission on Environment and Development (1987) defined sustainable development as ‘development that meets the needs of the present without compromising the ability of future generations to meet their own needs.’ In terms of resource use, sustainable development does not imply that renewable resources are prevented from being depleted, or even kept at the current or some other level (van Kooten and Bulte, 2000).

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 from extracting the economic benefits from their forests scientifically and strategically.

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.

AIM AND OBJECTIVE OF THE STUDY

The aim of the study to develop a motivational approach 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.

Objective of the study was to assess (i) the non-timber forest products that can be grown in the uncultivated private land for the enhancement of the village economy, (ii) 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.

UNIVERSE OF STUDY

The area of study is Gram Panchayat Batari Bihun, a panchayat in Joginder Nagar Tehsil in Distt. Mandi, Himachal Pradesh. It is a distance of around 18-20 kms from the nearest town, urban area Joginder Nagar.

The reason for taking a panchayat for study is 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.

It was aim of the study to contact as many families 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

According to the Panchayat-register record, there are 719 households in the study area i.e., Batari Bihun Panchayat and total population of the panchayat was 2447 (according to panchayat Parivar-register). A total of 500 persons constitutes the sample out of which 250 were males and 250 were females, in which 40 males and 40 females in the sample were scheduled castes. There were no Schedule Tribe & Other Backward Classes population lives in the study area.

TOOLS FOR DATA COLLECTION

Primary data have collected by the 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. One of the major tools for data collection was observation and participatory observation.

DATA ANALYSIS& DISCUSSION

The data collected in the form of interview, was analyzed through content analysis. Since, the aim was to develop motivational model, it was emphasized to have qualitative contents which

have been analyzed into segments developed in view of the objectives of the study. 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 2447 (1256 males & 1191 females) which are divided into 719 families. There are 10-revenue villages in this Panchayat and the village has been grouped into Wards and the Panchayat has 5-Wards. The average size of family comes to be 4 to 5 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 2 to 3 in every family. Numerically, all the respondents were of view that the size of family is one of the majors 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 three rooms and one kitchen. Most of the houses are kacha or semi-pucca. The detail shows that 67% are kacha or semi-pucca and rest are cemented houses. The size of houses and the percentage of kacha houses 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 consisting more than 4 rooms. Amongst all only 28% 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.

EXPENDITURE STATUS

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 favored 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 *apni pahunch ke mutabik* (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:

- Employment for themselves or their family members
- Financial help to start some work
- Education for family
- Technological knowledge
- Land for family

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.

24% of the respondents, desirous to be seeking some financial help for setting up some small-scale industry but they are not certain to pay back 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 favored among those who are well off already.

Among the lower group this is not favored 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.

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 under:

- Marriage irrespective of employment
- Two children (one must boy)
- Sufficient income for family

The 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 28 years of age. Only few males were reported to have been unmarried beyond 28 year of age and only 3 unmarried girls found beyond 28. 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.

PRIORITY PATTERN

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.

Overall, the favour is for marriage, children and income pattern as 73% of population favored this order, 27% favored 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 favored the first patterns mostly live in the kacha or semi pacca houses. Inferentially, low-income level disfavors 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 ganganahaliye (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:

- Happy family life

- Economic Security
- 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 get 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 factor in their economic development.

The techniques for harnessing the benefits of forest were traditional. 67% of the women visiting forest admitted that they do not only bring the leaves but branches too but they are careful for not cutting trees in such a way to stop the growth of the tree. 34%, 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 leaf trees.

AWARENESS LEVEL ABOUT FORESTS

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

- 73% people have low level of awareness about forest
- 24% people have medium level of awareness about forest
- Only 3% people have high level of awareness about forest

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 this 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 from 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 favored area of development and the expenditure is more in the customary rituals.
- There exists overall lack of awareness in general and with respect to the forest in particular.

It 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 fall 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.

CONCLUSION

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:

- 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-urbanization 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 show 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 need 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.

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