ACHIEVEMENT MOTIVATION AND ITS RELATIONSHIP WITH GROUP DYNAMICS EFFECTIVENESS OF FARMERS INTEREST GROUPS

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ABSTRACT

Motivation towards an achievement is the basic drive of the group members for all their actions. Group members will satisfy their needs through different means, and are driven to succeed for varying reasons both internal and external. Achievement motivation is the mean to satisfy the need of the group members for success and to attain a sense of personal accomplishment. Keeping this in view, an attempt has been made to study Achievement motivation and its relationship with Group Dynamics Effectiveness of FIGs. With this regards the present study was conducted in Ahmedabad district of Gujarat state. Total 120 FIG members were selected from the four talukas of Ahmedabad district. They were interviewed personally by using Gujarati version of questionaire. The findings of this study shows that achievement motivation (0.316**) was significantly affect the group dynamics effectiveness of the respondents.

Keywords: FIGs, achievement motivation, group dynamics effectiveness

INTRODUCTION

Looking to the importance of group led extension in recent era, there are wide scopes for the extension functionaries to adopt group approach for effective, efficient and time bound extension services. Farmer Interest Groups (FIGs) are the key factor in transfer of agricultural technology even though their sustainability is a major concern for extension bodies. On the other hand, there might be certain problems in using these groups in extension services. The role of extension officers in supporting farmers is to set up and run their interest groups. Therefore there is a need to analyze the situation and factors responsible for effectiveness of group dynamics of FIGs working under ATMA. Hence, greater emphasis should be laid on educating the extension functionaries working under ATMA about various aspects of group dynamics and factors associated with effective group formation. Thus, one can find the unfavorable factors in the environment of extension pose for additional pressure. For generating information on this dimension, the present research study was undertaken.

OBJECTIVE

To ascertain the relationship of Achievement motivation with their group dynamics effectiveness

METHODOLOGY

The present study was conducted in Ahmedabad districts of Gujarat state. One twenty respondents from four talukas were selected randomly. From each taluka 15 members of eight randomly selected FIGs were selected as the respondent. Suitable and appropriate scales developed by past researchers were used for the measurement of variables. The data were collected through personal interview. Ex-post-facto research design was applied for the study and the statistical tools used were: percentage, mean and co-efficient of correlation.

In this study, “Group Dynamics” of members of Farmers Interest Groups was quantified by developing an index called ‘Group Dynamics Effective Index’ (GDEI) which is the dependent variable for the study. The group dynamics effectiveness was operationalized as the sum of forces among the members of farmers interest groups, based on the identified indicators. Measurement of all the indicators was done by using structured interview schedule and standard scale. Based on the review of literat ure as well as discussion with scientist, extension educationist, extension functionaries, 12 items were selected as possible components of the overall group dynamics effectiveness. These 12 components were mailed to 50 experts (judges) of State Agricultural Universities of Gujarat. The weightage score of the particular component assigned by each expert was summed up and arithmetic mean was calculated and rounded off to nearest integral figure.
Respondents’ group dynamics effectiveness was determined by using the following formula.

\[
\text{Group Dynamics Effectiveness} = \left( \frac{R_1}{M_1} \times W_1 \right) + \left( \frac{R_2}{M_2} \times W_2 \right) + \ldots + \left( \frac{R_n}{M_n} \times W_n \right)
\]

GDEI = Group Dynamics Effectiveness Index of the respondent

\(R_1, R_2, \ldots, R_n = \text{group dynamics effectiveness Score obtained by the respondent for the particular group dynamics effectiveness Indicator}\)

\(M_1, M_2, \ldots, M_n = \text{Potential score of the respondent for particular group dynamics effectiveness Indicator}\)

\(W_1, W_2, \ldots, W_n = \text{Relative weight value of the particular group dynamics effectiveness indicator}\)

**Achievement motivation**

It is operationalized as the need for excellence to attain a sense of personal accomplishment. The measurement of this variable was done by using scale developed by Rani (1985). The scale contains 8 statements (6 positive and 2 negative) arranged on a 3 point continuum of agree, undecided and disagree with a scoring of 3, 2 and 1 for positive and reverse for negative statements. The range of possible score was 8 to 24. The respondents were categorized in five categories by using arbitrary method.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Category</th>
<th>Scores</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Very Low</td>
<td>Up to 11.2 score</td>
</tr>
<tr>
<td>2</td>
<td>Low</td>
<td>11.3 to 14.4 score</td>
</tr>
<tr>
<td>3</td>
<td>Medium</td>
<td>14.5 to 17.6 score</td>
</tr>
<tr>
<td>4</td>
<td>High</td>
<td>17.7 to 20.8 score</td>
</tr>
<tr>
<td>5</td>
<td>Very High</td>
<td>Above 20.8 score</td>
</tr>
</tbody>
</table>

**RESULTS AND DISCUSSION**

**Achievement motivation**

An effort was made to study the achievement motivation of group members of FIGs. The data in this regards are presented in Table 1.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Category</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Very low</td>
<td>00</td>
<td>00.00</td>
</tr>
<tr>
<td>2</td>
<td>Low (11.3-14.4)</td>
<td>02</td>
<td>01.67</td>
</tr>
<tr>
<td>3</td>
<td>Medium (14.5-17.6)</td>
<td>05</td>
<td>04.17</td>
</tr>
<tr>
<td>4</td>
<td>High (17.7-20.8)</td>
<td>46</td>
<td>38.33</td>
</tr>
<tr>
<td>5</td>
<td>Very high  (&gt; 20.8)</td>
<td>67</td>
<td>55.83</td>
</tr>
</tbody>
</table>

From this table, it is clearly seen that more than half (55.83 per cent) of the FIGs members had very high level of achievement motivation, whereas 38.33 per cent of them had high level of achievement motivation. Further, 04.16 per cent and 01.67 per cent of the members had medium and low level of achievement motivation, respectively.

It can be inferred from the table that majority of the members falls in the category of high to very high level of achievement motivation. The probable reason behind this result might be the inner drive of the group members to achieve their goal by adopting new technologies and practices to gain maximum return in terms of income.

**Achievement motivation and Group Dynamics Effectiveness**

The result indicates that achievement motivation had exerted positive and highly significant \((r = 0.316 **)\) correlation with their group dynamics effectiveness which implies that group dynamics effectiveness is higher among those members having higher achievement motivation. This might be due to the fact that higher valued members of FIGs had greater drives to excel effective group functioning related dimensions to reach a sense of personal accomplishment.

Concluding the finding it can be stated that achievement motivation of members of FIGs play key role in deciding the group dynamics effectiveness. This result is in line with Bhatt (2010) and Purnima (2005).

**CONCLUSION**

From the above study it can be concluded that more than half (55.83 per cent) of the FIGs members had very high level of achievement motivation. It is also revealed that achievement motivation had positive and highly significant relationship with their group dynamics effectiveness.

**REFERENCES**


