

### VALUE SYSTEM AND ORIENTATION

'Farming is the best profession; trading occupies a secondary position; service is despicable and begging is worst', is an old Indian proverb, moulding for centuries the ideology and value pattern of the farmers. "We, peasants are poor earthworms. We live like animals, eat with them, talk to them, smell like them. Therefore, we are a great deal like them. How would you like to be a peasant?"<sup>1</sup> Italian peasant, in 1952. Values and attitudes for purposes of this study have been considered interwoven systems.

Study of value systems has been the favorite of the adoption scientists recently. However, studies in how attitudes and values are affected by the adoption of new innovation to agricultural operations have, in general, found little attention perhaps because it constitutes the next step on the adoption-of-innovation-continuum. Further, the studies in values have sometimes been put into the domain of 'empirically-impossible to resolve' problems for lack of agreement on core values' and their latent character. Further, there are fixed notions on whether to distinguish between rural and urban values.

Various techniques used to classify these have been in terms of linear or polar devices, familiar or contractual notions, non-rational to rational, primary to secondary, folk to urban, sacred to secular, traditional to modern, localized to cosmopolite, conservative to progressive, mechanistic to organic or *gemeinschaft* to *gesellschaft* on the scales of continua.

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1. Quoted in Roger's Modernization Among Peasants - Please refer to bibliography.

It was felt that the value systems and orientation of individuals and groups as well as the intensity with which the values are held indicate the motivational aspirations <sup>and the intensity</sup> on any of the above mentioned continua having wider social implications. The high level of intensity will show the high orientational inclination on the value dimension whereas the low level of intensity shall reflect, the low negative motivational inclination in social life. Knowledge of this will give insight into the patterns of thinking and conduct of the groups studied and their significance for future.

Peasants<sup>1</sup> are the majority of mankind and have unfortunately remained least understood in terms of their value systems. Farmers have been looked upon as lazy, ignorant, conservative and resistant to change - a negative person. 'Day by day, the peasants made the economists' sigh, the politicians' sweat and the strategists' swear, defeating their plans and prophecies (Shanin 1966)<sup>2</sup>. Their values and style of life need to be understood for purposes of development of the society and <sup>to</sup> know their cognitive maps to prevail upon them to change to modernize.

If a big innovation is adopted in a big way, it is bound to cause far reaching variations in the practices of work and conduct of the adopters as well as those related to them in routine work. Recently, a large rush of farmers for the adoption of newest in agricultural technology, like seeds, fertilizers and modern agricultural machinery

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1. Farmers oriented largely to subsistence production; a little market-oriented.

2. Please refer to bibliography.

has been witnessed and it is felt that the cumulative effect of this all, is likely to cause great changes in his economic, social and cultural life and change his outlook and values. It was assumed that there will be differences in the values of those adopting tractors and those not adopting it in terms of their dispositions towards their value systems.

The objective of this chapter, therefore, was to understand the value orientations of the tractor owning farmers comparatively with those of the non-tractor owning farmers as well as the agricultural labour. Great care was taken in choosing statements of values to be administered to the respondents, viz. the statement should refer to the present, be non-factual, be interpretable in one way, be relevant to the issue, be devoid of extremeness, was precise, was not negative and one statement conveyed one idea.

These statements were placed into three given categories by the judges and on the basis of 70% concordance of the judges the statements were included in the schedule. The results of this classification of statements are shown below:

12) Judges' classification of statements into three categories

Judges agreement percentage	Family		Agricultural		Interpersonal		Total	
	No.	Weight*	No.	Weight*	No.	Weight*	No.	%age
70	1	x 70	8	x 70	4	x 70	13	x 26
80	2	x 80	1	x 80	2	x 80	5	x 10
90	2	x 90	3	x 90	5	x 90	10	x 20
100	8	x 100	11	x 100	3	x 100	22	x 44
Total	13	1210	23	2010	14	1190	50	100
Average		93.08		90.44		85.00		

\* Weightage was the agreement of judges in terms of percentage.

Thus, 26% statements got 70% agreement while 10% got 80% agreement. And 20% statements got 90% agreement, while 44% got 100% agreement of the judges which, indicated a significant degree of agreement of the judges in the classification of attitude-value statements into three broad categories e.g. belonging to family values, values related to agricultural work and interpersonal values. In this way, 26% statements belonged to family aspects, 46% to agriculture and 28% to interpersonal aspects. The average weighted agreement was highest in case of family statements (93.08%), followed by agriculture (90.44%) and interpersonal aspects (85.00%).

The schedule containing these statements in a mixed form (Appendix) was administered to 110 tractor owning farmers, 25 non-tractor owning farmers and 25 agricultural labourers. The details of samples studied with this schedule have been given earlier<sup>1</sup>. (These statements were checked on a four point scale of strongly agreed, agreed, disagreed and strongly disagreed. Strongly agreed was given a score of 4 points while each next got 3, 2 and 1 point respectively.) These points with agreement orientation and disagreement orientation were further integrated into the spread-effect (positive orientation) and wash-back effects (negative orientation). (The replies of the respondents are shown below in a comparative way in terms of percentage scores. The table given below is concerned with statements of values regarding the family. 10/12)

Regarding tractor owning farmers, it was observed that agreement

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1. Chapter on methodology.

RESPONDENTS' OPINION ABOUT VALUES RELATED TO FAMILY

Sr. No.	Value statements	Positively oriented percentage scores			Negatively oriented percentage scores		
		Tractor owners	Non-Tractor owners	Agricultural labour	Tractor owners	Non-Tractor owners	Agricultural labour
1.	One should have larger family.	46	28	96	54	72	4
2.	Overall joint family is good.	88	84	96	12	16	4
3.	Irreligiousness in ceremonies will lead to calamity in family.	48	64	100	52	36	0
4.	Children need not be consulted for their marriages.	35	48	100	65	52	0
5.	Dowry be given to daughters even by borrowing.	61	60	20	39	40	88
6.	Women's place is in home.	55	60	8	45	40	92
7.	Pardah is good.	44	16	68	55	84	32
8.	Living status has come up	96	100	100	4	0	0
9.	Man's status is that of his family.	91	82	100	11	16	0
10.	Father is monarch of family affairs.	96	100	100	4	0	0
11.	Mother is next to father in command.	95	96	92	5	4	8
12.	Extended family is of more concern than the village.	85	96	92	15	4	8
13.	Child following traditions is called obedient.	66	80	92	34	20	8
Average score		76.54	79.7	88.8	32.2	54.9	44.4

oriented percentage score of 60% and above was for statements Nos. 2, 5, 6, 8, 9, 10, 11, 12 and 13(9) while for the disagreement oriented statements the 60% and above percentage score was for 1, 3, 4 and 7(4). Regarding the non-tractor owner farmers, it was observed that the agreement oriented percentage score of statements Nos. 2, 3, 5, 6, 8, 9, 10, 11, 12, 13(10) was 60% and above while, the disagreement oriented percentage score of 60% and above was for statements Nos. 1, 4 and 7(3). Regarding the agricultural labourers, it was found that the agreement oriented percentage score of 60% and above was for statements Nos. 12, 3, 4, 7, 8, 9, 10, 11 and 13(11) while for the disagreement oriented statements, it was so for Nos. 5 and 6(2).

Thus, for the tractor owners, the agreement orientation was dominant in 69% statements, for non-tractor owning farmers, it was in 77% and for agricultural labourers, it was in 84% cases.

In statements with disagreement orientation the tractor owning and non-owning farmers, agreed upon statements Nos. 1, 4, and 7. For agricultural labourers, these disagreement statements were 5 and 6 resembling neither category of the farmers.

The weighted average of these percentage scores of agreements for the tractor owners was 76.54, for the non-tractor owning farmers, it was 79.00 and for the agricultural labourers, it was 88.70. This indicates minor variations in the case of both groups of farmers but a marked variation between the farmers and the agricultural labourers in terms of agreement score. The tractor owning farmers occupied lowest position in the agreement scores.

The weighted average of percentage scores of disagreement for

the tractor owners was 39.2, for non-tractor owning farmers, it was 54.9 and for the agricultural labourers, it was 44.4. Thus, the tractor owning and non-owning farmers showed much variation amongst themselves. However, agricultural labourer had greater variation compared with both the farmer groups and occupied almost an average position amongst the three.

The same agreement and disagreement orientation on value statements of the respondents with regard to agricultural work are shown below.

Thus, regarding the tractor owning farmer, it is seen that the agreement oriented score of 60% and above was for statements Nos. 1, 2, 5, 6, 7, 8, 12, 13, 14, 15, 16, 17, 18, 20, 21, 22, 23(17) while for the disagreement oriented score the statements were 3, 4, 9 and 19(4). Numbers 10 and 11 secured less than 60% scoring. Regarding the non-tractor owning farmers, the agreement oriented score of 60% and above was for statements Nos. 1, 2, 5, 6, 7, 8, 12, 13, 14, 15, 17, 18, 19, 20, 21, 22, 23(17) while in the disagreement oriented statements only No.3 scored above 60%. The rest 3, 4, 9, 10, 11 and 16 got less than 60%. Regarding the agricultural labourers, the agreement oriented percentage score of 60% and above was found for statements Nos. 1, 2, 4, 5, 7, 8, 10, 11, 13, 17, 18, 19, 20, 21, 22 and 23(15) while for the disagreement oriented statements only No.9 scored 60% and above and the rest 3, 6, 9, 12, 14, 15 and 16 scored less than 60%.

For the tractor owning and non-owning farmers, the agreement orientation was dominant in 74% statements, while for agricultural labourers, it was in about 65% cases. On statement No.3, in agreement

RESPONDENTS' OPINION ABOUT STATEMENTS RELATED TO AGRICULTURAL WORK

Statements	Positively oriented percentage scores			Negatively oriented percentage scores		
	Tractor owners.	Non-tractor owners.	Agricultural labour.	Tractor owners.	Non-tractor owners.	Agricultural labour.
loan for machines.	88	84	84	12	16	16
justify his labour.	96	96	52	4	4	48
increase income best.	6	20	44	94	80	56
Mahajan rather cooperatives.	35	56	96	65	44	4
is self-	98	100	100	2	0	0
supreme	67	76	64	33	24	36
not tested.	94	80	56	6	20	44
as giver.	88	68	100	12	32	0
should be	97	100	80	3	0	20
social services financing.	26	52	40	74	48	60
work special	42	56	84	58	44	16
equally	57	48	72	43	52	28
better than	82	60	44	18	40	56
social enterprise.	98	100	96	2	0	4
is farm	98	96	44	2	4	56
to more	93	64	52	7	36	48
have more	90	52	52	10	48	48
community work work together.	61	76	76	39	24	24
tractor owners labour employers.	92	60	84	8	40	16
less	19	64	68	81	36	32
urban	90	100	100	10	0	0
contact	82	92	84	18	8	16
higher status.	88	92	80	12	8	20
Average	80.7	84.6	82.6	36.32	48.64	51.84

RESPONDENTS' OPINION ABOUT VALUE STATEMENTS RELATED TO INTERPERSONAL RELATIONS

Sr. No.	Value statements	Positively oriented percentage scores		Negatively oriented percentage scores	
		Tractor owners.	Non-tractor owners.	Tractor owners.	Non-tractor owners.
1.	High and low caste dealings should continue.	67	96	33	4
2.	One must marry in his own caste.	90	92	10	8
3.	Village recreations are better than cinema.	54	60	46	40
4.	One should pay Jajman in traditional ways.	47	48	53	52
5.	Living in village is better than in city.	56	44	44	56
6.	Informal give-take relations are better.	74	80	26	20
7.	Neighbour should be of more concern than the village.	88	80	12	20
8.	Declining neighbourliness is good.	16	16	84	84
9.	Village factions are sometime good.	51	44	49	56
10.	Farmers and non farmers should have equal hand in village affairs.	53	8	47	92
11.	Emergence of modern clubs in villages is good.	96	80	14	20
12.	To change as per situation is good.	98	100	2	0
13.	Old relations are fading for good.	35	32	65	68
14.	Customary ways are more important than the modern ways.	45	52	55	48
	Average	60	72	46	71

orientation, both farmers' groups agreed. For agricultural labourers also, there was only 1 statement No. 9 resembling none of the farmers' groups.

The weighted average of these percentage scores of agreements for the tractor owners was 80.7, for non-tractor owning farmers it was 84.6 and for the agricultural labourers, it was 82.6. Thus, in all the three groups, there were only minor variations in agreement on values related to agricultural work. The weighted average of the scores of disagreement for the tractor owners was 36.62, for non-tractor owning farmers, it was 48.64 and for the agricultural labourers, it was 51.84. This indicates big variations, firstly between the two farmers' groups, and secondly, between the agricultural labourers and the farmers.

Compared to the family statements, on agreement scores, there were minor variations between all the three groups and on disagreement scores also minor variations between the three groups existed pointing to machine use as a possible antecedent.

The agreement and disagreement of the respondents, in terms of interpersonal value statements, are recorded in the table given below. <sup>in</sup> 10/14

With regard to the tractor owning farmers, it is seen that the agreement oriented percentage score of 60% and above was for statements Nos. 1, 2, 6, 7, 11 and 12(6) while the disagreement oriented score of same percentage was for statements Nos. 8 and 13(2). Nos. 3, 4, 5, 9 and 10 scored less than 60%. With regard to the non-tractor owning farmers, it was seen that the agreement score of 50% and above was for statements Nos. 1, 2, 4, 6, 7, 11 and 12(7) and 13(3). Statement Nos. 3, 5, and 9 scored less than 60%.) Regarding agricultural labourers, the

agreement scores for statements Nos. 2,3, 4, 6, 7, 10, 11, 12 and 14(9) was 60% and above while the disagreement score of 60% and above was for statements No. 1, 8, 9, 13(4). No. 5 scored less than 60%.

Thus, for the tractor owning farmers, agreement orientation was dominant in 43% statements, for non-tractor farmers it was in 50%, and for the agricultural labourers, it was in 64% statements. In common disagreements came statements No. 8 and 13 for all the three groups of respondents. The number of statements scoring more than 60% agreement was highest in agricultural labourers followed by the non-tractor owning farmers and the tractor owning farmers. This showed great variations in the values of tractor owners compared to others. The weighted average of percentage score of agreement for the tractor owners was 60%, for non-tractor owning farmers it was 72% and for the agricultural labourers, it was 80%. Thus, in all the three groups, there were important and marked variations in agreement on interpersonal values. The weighted average of percentage scores of disagreement for the tractor owners was 46%, for non-tractor owning farmers it was 71% and, for the agricultural labourers it was 62%. This again indicated big variations in the disagreement scores of the three groups.

Compared with family value agreement scores, there were important variations in all the three groups; the family agreement scores being higher than those of the interpersonal agreement scores. Compared to the agricultural work agreement scores, there were marked variations in all the three groups - here again the agricultural work scores being higher than those of the interpersonal values.

Thus, highest agreement of all was on family values followed by values relating to agricultural work and interpersonal aspects indicating greatest controversy on interpersonal values followed by agricultural work and least on family values. This speaks of big prospective socio-economic changes in the traditional framework of rural-attitude-values in terms of family, agricultural work and interpersonal values moving from traditional to modern, urban oriented propensities directions.

These statements were also screened through to know their rank scores jointly for the groups of respondents to understand the most dominant values in the three categories. The results are given below: 12/18

Thus, about 18% value-statements got 50-59 percentage score of agreement of all the three respondents groups while about 20% got 60-69 percentage scores. Only about 4% got 70 percentage score-agreement. About 32% secured 80 - 89 percentage scores and 25% secured 90% and above agreement score. Further, only about 56% value statements received above 56% agreement of all the three respondent groups in a cumulative manner while 44% indicated lower agreement. All this indicates substantial dispersion in the attitude values of the respondents from each other probably indicating a transitory stage. The average of column frequency score agreements of the three groups did not show important variations.

On questions Nos. 11, 12, 18, 36, 43, 44 and 46, the tractor owners had higher percentage scores than the other two groups. Most of these indicate a progressive outlook and positive orientation towards farm mechanization of the mechanized farmers. The non-tractor

RESPONDENTS' VALUE STATEMENTS WITH AGREEMENT PERCENTAGE SCORES

St. No.	Statements	Percentage of total	Tractor owners.	Non- tractor owners.	Agfil. labour	Avera Total
10	Rural recreations are better than cinema.		54	60	72	62
12	One should sacrifice leisure for labour.		97	96	92	95
18	Soil should be got tested.	17.89	92	80	56	76
43	Farm mechanization leads to increased employment.		93	64	52	70
44	Mechanized farmers have more social contacts.		90	52	52	65
17	Agriculture is supreme occupation.		67	76	64	69
19	Land is most status giver.		88	68	100	85
34	Child following traditions is obedient.		66	80	92	79
45	Agriculture is community enterprize etc.	21.43	61	76	76	71
46	Social prestige of tractor owners.is more etc.		92	60	84	79
36	Emergence of modern clubs in village is good.		96	80	60	78
24	Informal give-take relations are better.	3.57	74	80	96	83
2	Overall joint family is good.		88	84	96	89
11	One should take loan for agricultural machine.		88	80	84	84
20	Irrigation water should be got tested.		97	100	80	92
26	Man's status is that of his family.		91	84	100	92
29	Extended family is of more concern than the village.	32.14	85	96	92	91
30	Neighbour is of more concern than the village.		88	80	100	89
48	Tractor owners are more urban oriented.		88	100	100	96
49	It is good to extension workers.		82	92	84	86
50	Owner cultivator has higher status.		88	92	80	90
7	One must marry in his own caste.		90	92	96	93
16	Good cultivation is self-cultivation.		98	100	100	99
25	Living status has come up.		96	100	100	99
27	Father is monarch of family affairs.	24.97	96	100	100	99
28	Mother is next to father in command.		95	96	92	94
37	To change as per situation is good.		98	100	100	99
41	Farming is commercial enterprize.		96	100	96	97
28		100	2434	2278	2396	
			87	81	86	

owning farmer secured highest scores on statements Nos. 17, 20, 27, 29, 41, 49 and 50, none of which was concerned with mechanized farm-work. The agricultural labourers got highest score on statements Nos. 7, 10, 19, 24, 26, 30 and 34, all of which were centred on social aspects.

The 10 statements securing top ranks of agreement were - 16, 25, 27, and 37 (all equal) followed by 41, 48, 12, 28, 7 and 20 and 26. Thus, 4 of these were related to family values (32%), 5 were related to agricultural values 19% and 2 were related to interpersonal values 15% indicating a situation of positive, 'spread-effect'.

The 10 statements securing lowest ranks of agreement in starting from lowest - 31, 21, 32, 23, 38, 14, 10, 8, 35 and 13 and 47 (13 and 47 equal). In disagreement statements, only 1 (8%) was related to family values, (19%) 4 related to agriculture and 6(43%) related to interpersonal values again confirming increased controversy and opposition in interpersonal values.

Thus, considering disagreement as variations, it can be held that least change was in family dimensions. Agricultural aspects as included in the schedule were more of a progressive nature and the disagreement indicated a position of balance slightly skewed in favour of agreement. The hot-bed of discussions was the area of interpersonal values where a highly opposed tendency for traditional values was observed.

#### DISCUSSION

Regarding family statements, it was observed that for the tractor owning farmers, the agreement orientation score was

dominant in 69%, for non-tractor owning farmers in 77% and for agricultural labours in 84% value statements. A minor variation between the two farmer groups and a marked variation between the farmers and the labourers in agreement scores was observed. Regarding agricultural work for groups of farmers, the agreement score was dominant in 84% and for agricultural labourers, it was in about 65% value statements. There were minor variations in the weightage agreement scores on values related to agricultural work. For the tractor owning farmers regarding inter-personal value statements, the agreement score was dominant in 43%, for non-tractor owning farmers in 50% and for agricultural labour in 64% value statements which was indicative of significant differences. The weighted average agreement scores for tractor owners came to 60%, for non-tractor owning farmers, it was 74% and for agricultural labour, it was 80%. Thus, the agreement scores on family values, agricultural values and inter-personal values of the three groups of respondents varied markedly from each other. Highest agreement was on family values followed by agricultural and inter-personal values. About 56% value statements scored above 50% agreement of the three groups which indicates a substantial dispersion in the attitude-cum-values of the rural people. The analysis revealed a progressive outlook and positive orientation towards farm mechanization of tractor owning farmers compared to the other two groups of respondents. Least change was, thus, observed in family value dimensions and the hot-bed of discussion was the area of inter-personal values.

The findings of the present study find support from those of others in India and abroad. Some of the scientists who have spoken about various changes in the attitude and value systems of the people come from fields of Adoption Sociology and other behavioural sciences. Singh et al. 1969, Bertrand, 1948, Constandse et al. 1968, Slocum, 1962, Lindstorm, 1964, Hunter, 1969, Sharma et al. 1968, 1969, Kahlon, 1970, Haldipur, 1970 have found similar trends in the value systems of the farmers and other rural groups under the changing context.