

IMPACT OF PROFESSIONALISM ON COOPERATIVES SECTOR

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ABSTRACT

Almost all villages in India are covered under the co-operative fold. Therefore, the effect of personal, social, economic and psychological characteristics of an individual on professionalism in context to effectiveness of the co-operative sectors was studied. Professionalism is function essentially in modernization, which co-operatives have to emerge as strong business enterprises. In present study, three co-operative sectors were considered and from those three categories of respondents, viz., office-bearers, leaders and primary members of the societies were selected randomly. Ex-post-facto research design was used. Thus, the total numbers of respondents were 180. The data were collected with the help of structured schedule and were analysed with suitable statistics. The variables viz., income, attitude towards their co-operative society, attitude towards other members of the co-operative society, faith in people, perceived benefits of co-operatives, group motivation and knowledge about principles of co-operation had found highly significant correlation with professionalism in management of co-operative sectors.

INTRODUCTION

Agriculture is the lifeblood of our national economy. The livelihood and economic well being of the majority of our people depends on agriculture. The key to their prosperity and the prosperity of the entire nation depend critically on transforming and rejuvenating agriculture. It is said that India lives in two different worlds separated by centuries. The reality of a globalized, industrialized India is as true as the reality of the bullock cart and the illiterate farmer. We are today both a developed and a developing nation at the same time. Extremely advanced forms of a bygone era, especially in the field of information and technology, bridging this gap is the ultimate challenge of the 21st century. The importance of agriculture has many dimensions to it. Not only it is a major segment of our economy, contributing a quarter of our GDP, but is also the provider of gainful employment and income to the many people. It acts as the only social safety net in rural areas, particularly for those who have no other

employable skills. If India wants to achieve the economy growth rate up to 7 per cent, it has to accelerate the rate of growth in agriculture.

The co-operative sector in India has emerged as one of the largest sector. It has 504 thousand types societies were 20.91 crore members with of Rs. 2,27,111.83 crores working capital. Almost all villages in India are covered under the co-operative fold. Professionalism is essentially a function of modernization in which co-operatives have to emerge as strong business enterprises so as to emerge triumphant amidst the winds of change in the economy. As they have matured as organizations, there is a corresponding need to infuse adequate doses of professionalism in their functioning. Therefore, effect of the personal, social, economic and psychological characteristics of respondents on professionalism in context to effectiveness of the co-operative sectors was studied.

METHODOLOGY

Ex-post-facto research design was used for the present study. The three co-operative sectors,

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viz., agricultural, sugar and dairy are spread over and functioning in all the part of South Gujarat. Later on three co-operative societies from each sector were selected randomly. Three categories of respondents, *viz.*, office-bearers, leaders and primary members of the societies were selected randomly at the ratio of 5:5:10. Thus, the total numbers of respondents were 180. The data were collected with the help of structured schedule by personal interview method. The dependent and independent variables were measured by utilizing suitable scales and procedure adopted by other research workers. The statistical measures such as percentage mean score, standard deviation, co-efficient of correlation, stepwise multiple regression, standard partial regression co-efficient and path co-efficient analysis were used.

FINDINGS

The association between selected characteristics

of respondents *viz.*, age, education, gender, caste, occupation, annual income, family type family size, land holding, herd size, social participation, attitude towards cooperative society, attitude towards other members of cooperative society, faith in people, perceived benefits of cooperatives, group motivation, knowledge about principles of cooperation, experienced and group cohesiveness with professionalism of cooperative sector were worked out with the help of correlation coefficient. The association between dependent and independent variables are presented in Table 1.

The data presented in table shows that income, herd size, attitude towards cooperative society, attitude towards other members of cooperative society, faith in people, perceived benefits of cooperatives, group motivation, knowledge about principles of cooperation, experienced and group cohesiveness had significant association with professionalism of cooperative sectors.

Table 1 : Relationship between personal, socio-economic, and psychological characteristics and professionalism of the cooperative sectors.

Sr. No.	Characteristics	Pooled value of coefficient correlation
1	Age	-0.212
2	Education	0.083
3	Gender	0.175
4	Caste	0.067
5	Occupation	0.007
6	Income	0.202 **
7	Family type	0.022
8	Family size	0.042
9	Land Holding	0.024
10	Herd size	0.210 **
11	Social participation	0.136
12	Attitude towards cooperative society	0.411 **
13	Attitude towards other members of cooperative society	0.590 **
14	Faith in people	0.282 **
15	Perceived benefits of cooperatives	0.703 **
16	Group motivation	0.628 **
17	Knowledge about principles of cooperation	0.840 **
18.	Experienced	0.181 **
19.	Group cohesiveness	0.701 **

Note: ** indicates significant at 0.05 level of probably.

However, age, education, gender, cast, occupation, family type, family size, land holding and social participation had non-significant association with professionalism of cooperative sectors.

CONCLUSION

Income, attitude towards their co-operative society, attitude towards other members of the co-operative society, faith in people, perceived benefits of co-operatives, group motivation and knowledge about principles of co-operation had found highly significant correlation with professionalism in management of co-operative sectors.

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Your character depends upon the quality of thoughts. you entertain in your mind.. The mental pictures and idels entertained by you determine your future. If you entertain noble thoughts, you will have a magnanimous character. Evil thoughts will perish by themselves. They will be powerless before sublime and divine thoughts.

- Swami Shivanand.