

**Analysis of Urban-Rural Achievement Motivation in Bihar****Manish Kumar Das**

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**Abstract**

Achievement motivation is the matter of great concern in the 21<sup>st</sup> century in Indian society. It is directly or indirectly related to success in any field of life. Unless the people have high level of achievement motivation it will be difficult on the part of the society to develop and to be at par with other developed society. Therefore right from the lower level up to the higher level there should be proper emphasis on the development of the desire to attain excellence in all walks of life. This study is based on primary as well as secondary data. The data have been analyzed with appropriate statistical tools to reach to conclusion. This study finds the rural urban difference in achievement motivation in Bihar.

**Key words:** Achievement Motive, Bihar, Development, Urban and Rural areas etc.

**I. Introduction**

Achievement motivation is the matter of great concern in the 21<sup>st</sup> century in Indian society. It is directly or indirectly related to success in any field of life. Unless the people have high level of achievement motivation it will be difficult on the part of the society to develop and to be at par with other developed society. Everyone born in the society strive for excellence in one field or other. The journey for excellence gets accelerated with the internal drive of the individual to accomplish something i.e. unique. This mental state of the individual is considered as the motive to achieve or excel others. Therefore, the importance of motivation to achieve success can not be ignored in society. It is very importance to study the achievement motivation in rural and urban Bihar for comparative study.

**II. Literature Review**

Achievement Motivation as a psychological construct is seen among all the individuals in different degrees. It is a sort of hidden desire or internal force which energizes the individual to move towards a specific goal. For example, the desire of an individual to attain extraordinary attainment in school or to get a good grade comes within the scope

of achievement motive. The individuals having high achievement motivation tend to show their extraordinary talent in the above mentioned fields and may like to take risks. They derive pleasure in facing the challenges or by completing a set target (Bhatnagar, 1999). This 'set target' completing behaviour may be considered as a form of task completing behaviour. There are some categories of persons who are very sensitive towards the set target or assignment before them. People having such a motive show comparatively speed or more accuracy in completing a defined task. This task completion behaviour of the individual can be stimulated or generated because of the inner desire or motive to excel others or to come up successfully in one's endeavour. Therefore, an individual's task completing behaviour may be conceived as a contributing factor towards his spirit of achievement motivation. In other words, the people those have a tendency to accomplish some specific task set before them may be considered as having some degree of achievement motivation. Achievement motivation being a psycho-social characteristic is more acquired than inherited. An environment which is sensitive to individuals' every tinny effort, permissive in nature and recognizes individual talent lay the foundation for the promotion of achievement motivation among the individuals. The type of environment i.e. rural, urban or tribal on the basis of their degree of opportunity provided to individual put differential impact upon the achievement motivation of the individual. The youth masses run with full of energy and innovative thoughts which simply need a proper direction otherwise they get wayward and the society has to pay a lot for that. In this context, the motivational state of the college students need be set in the right perspective irrespective of the potential difference caused by factors like gender, locale and stream.

It may be pointed out here that no such specific studies are there in Bihar on the achievement motivation based on rural and urban areas. So in order to understand the achievement motivation of people in general and that of the respondents belonging to the rural and urban areas in Bihar especially the investigator decided to conduct a research of the present topic.

### III. Objectives of the Study

- To study the trend of achievement motivation in Bihar
- To compare the achievement motivation of rural and urban areas in Bihar

### IV. Methodology of the Study

The study focuses on primary data through questionnaire and observations but secondary data have also been taken from different sources. The research design of the study is descriptive survey in nature. As descriptive survey method focuses on studying the existing conditions as it prevails and makes comprehensive descriptions of the same. The population of the study is whole Bihar. It may be mentioned here that 200 urban (Male 100 & Female 100) and 200 rural (Male 100 & Female 100) respondents were included in the sample. All the samples were selected purposively keeping in mind the factor of area and gender. The investigator of the study used a standardized tool "Achievement Motive Test" developed by Dr. V.P. Bhargava. Keeping in mind the objectives of the study both descriptive as well as inferential statistics were used for analysis. As such the collected data have been tabulated and analyzed by adopting the statistical technique of 't' test i.e. finding out the significance of difference between the concerned means.

### V. Results and Discussion

Table: Achievement Motivation Statistics to Urban and Rural Areas in Bihar

Category	N	M	S.D.	SE <sub>D</sub>	Df	't' value	Remarks
Urban	200	22.82	4.54	0.564	398	5.442	Sig. at 0.011
Rural	200	17.14	5.85				

This table explains is based on the data from 400 respondents based on rural as well as urban Bihar. As female constitutes about about fifty percent population ans so data have been taken from both respondents like male and female in both rural and urban araes in Bihar. This table alsoreveals the mean scores on achievement motivation of urban and rural areas as 22.82 and 17.14 with the standard deviation of 4.54 and 5.85 respectively. When such values are subjected to the testing of their significance of difference, the ‘t’ ratio was found to be 5.442 which is significant at 0.01 level of significance. Therefore the hypothesis concerning the significance of difference in the achievement motivation of urban and rural areas is rejected and it can be inferred that the achievement motivation of urban and rural college students differ significantly. The mean motivation in urban area is comparatively high to rural areas. Moreover, standard deviation in rural area is high which shows more disparity in achievement motivation in rural area in Bihar than urban area. Thus it is clear that the achievement motivation of urban and rural areas differ significantly.

## VI. Conclusion

Achievement motivation is a big concern in society for development. It affects the performance of people in society in any field of life. Therefore, it is important to maintain the achievement motivation for continuous success in life. There is significant difference in achievement motivation in rural and urban areas in Bihar. This motivation is comparatively high in urban area. Difference in achievement motivation among people in both rural and urban areas is high but in rural area, it is more. It shows the heterogeneous nature of achievement motivation in society among people, gender and region like urban and rural areas particularly in Bihar. It is required to enhance this achievement motivation in Bihar for justifiable and viable development of society. It prepares people mentally for doing the work with devotion and dedication in right direction.

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