



## **A study of values and attitude of female graduates of regional's colleges towards modernization**

**Dr. SK Mahto<sup>1</sup>, Debdatta Sarkar<sup>2</sup>**

<sup>1</sup> Research Guide, Sunrise University, Alwar, Rajasthan, India

<sup>2</sup> Research Scholar, Sunrise University, Alwar, Rajasthan, India

### **Abstract**

In the present paper an attempt has been made to assess the value and attitude of the female graduates towards various issues i.e. Religious Value, Social Value, Democratic Value, Aesthetic Value, Economic Value, Knowledge Value, Hedonistic Value, Family Prestige Value, Health Value etc. everything is changing very rapidly, be it our culture, customs, norms and values. Changes have been seen in every phase of life has emerged as a result of modernization.

**Keywords:** values and attitude of graduates female, different values, culture, customs, norms and changes in every phase of life has emerged as a result of modernization

### **Introduction**

Education is a process of human enlightenment and empowerment for the achievement of better and higher quality of life. The role of the education in facilitating social and economic progress is well recognized. Improvements in education are not only expected to enhance efficiency. But also augment democratic participates on upgrade of health and overall quality of life. India is a home of around 17% of the world's total population, which is accommodated in an area of 2.4% of world's total area. According to the census of India, 2011 about 49,57,38,169 are females i.e. 48%. Thus females constitute roughly half of the total population of our country. Females form a significant proportion of human resource. They constitute the most important resource of society and are the dynamic source of power. The status of a nation can be well assessed by judging and appraising the status of women.

Our Prime Minister late Shri Jawaharlal Nehru once said, "To awaken the people, it is women, who must be awakened, once she is on move the family moves, the village moves and the nation moves and thus we build India of tomorrow." There are two broad perspectives implementation of which has changed and modified the lives of Indian people and particularly of the individuals. These are modernization and westernization. Modernization symbolizes, the advancement. Advancement simply means the betterment and to move forward in a positive sense. Hence modernization follow to move forward and to get better in terms of many aspects of life. These are many aspects of life where modernization takes place such as living standards, working style, behavioral patterns, values, morals, technology education and cultural pattern and so on. It is not bad because it is a healthy attitude to life to be aware of scientific and technological means which are giving every comfort to human beings and are trying to ameliorate its suffering. But modernization without moral development is indeed a curse.

The Female are the spokes – persons of the society. Hence they are the torchbearers of modernity and their views, outlooks and attitudes are contagious in effect. Deliberately or in-deliberately females adopt culture form their

education. If females are modern in their outlook, views etc, they may have favorable influence on their children, as children try to copy the style and views of their mothers.

The values of the females are equally important because the characteristics they possess influence their attitude. The process of modernization can be quickened, if there is a suitable personality structure of the people who are undergoing this process. Old prejudices and rigid attitudes must be done away, if we wish to modernize.

### **Review of Literature**

According to Karter (1953) and Hironimus (1951) desire towards education is found related to familial atmosphere and college. The desire toward education is more in those students those have all the facility in their life in comparison to those who have less facility and this can be their practical value.

Rosenberg (1957) found that work values of college graduates change to become more consistent with the values that characterize their initial occupations. The values of an individual in an organization may change partly because of his changes in personal and socioeconomic status and partly because of his training on the job and socialization in an organization.

In 1991, Alan Roland his book "In search of self in India and Japan: Toward a cross cultural psychology" studied – This illustrates my fundamental thesis that while psycho analysis may have different social values associated with female college students a newly ubiquitous phenomenon of modernization in the urban areas in the large number of girls.

Marini *et al.* (1996) found those young women are more concerned with intrinsic, altruistic, and social values than are men, although they found no gender differences in external reward values.

In 2007, Jelena Petkovic, The Importance of values of tradition and new possibilities and challenges of modernization are unavoidable in socio-anthropological and cultural analysis and understanding of urban and rural realty. Starting from an idea of determining tradition and modernization, in the paper their relation and influence to

forming urban and rural culture in our society in considered. Marie Claire magazine and Unity Marketing (June 10, 2008) have partnered to educate marketers about today's modern "All Access Woman" in an extensive research initiative complete during the past nine months. "We found a powerful and empowered woman who is in control of her destiny and controls the destiny of so many product and service brands with which she chooses to do business," says Unity Marketing's president, Pam Danziger.

**Alasdair Macintyre, 2012**

"Traditional Values and Virtues in Social Life Today" The transition from traditional to modern society which has lasted some four centuries draws different regions of human society into an almost synchronous process of globalization. Compared to traditional society, however, modernization is also a utilitarian pursuit of material interests and desires, which inevitable has led to a loss of traditional morality.

**Area of Study and Methodology**

The present study is delimited to a random sample of 750 female students of third year graduates of M.J.P. Rohilkhand University College (Moradabad, Budaun, Pilibhit, Bijnor, Shahjahanpur, Bareilly, Amroha and Rampur). Boys are not the subjects of the study.

**The Randomly selected colleges are given below**

**List of Data collection Institutes**

1. N.M.S.N. Das College, Budaun
2. Hindu College, Moradabad
3. Upadhi College, Pilibhit
4. Vardhman College, Bijnor
5. S.S. College, Shahjahanpur.
6. Bareilly College, Bareilly
7. J.S. College, Amroha
8. Raja College, Rampur

**Categorization of Sample Subjects in Different Groups**

For testing hypotheses and analyzing data statistically the sample subjects will be categorized in following groups

**Table 1.1**

Sr. No.	Group	Sex	Area		Total
			Rural	Urban	
01	Arts	Female	100	150	250
02	Science	Female	100	150	250
03	Commerce	Female	100	150	250
04	Total	Female	300	450	750

**Variables -**

- (a) **Dependent Variables** – Under graduates female students
- (b) **Independent Variables** – Values and attitude towards Modernization

**Hypothesis**

There is no difference among female undergraduates of Rohilkhand University of their values and attitude towards modernization.

**Analysis**

The following table presents the computation of the means and S.D.

**Table 1.2:** On the basis of different values, Mean and S.D. of total female Under-graduates of M.J.P. Rohilkhand University (N=750)

Sr. No.	Group	Sex	Area		Total
			Rural	Urban	
01	Arts	Female	100	150	250
02	Science	Female	100	150	250
03	Commerce	Female	100	150	250
04	Total	Female	300	450	750

The foregoing table-1.2 shows that the means of knowledge value (14.60) and then social value (13.89) is higher to that of other values. It is clear that total females have more knowledge and social value. Females have more charity, kindness, love and sympathy for the people. They have more love of knowledge of theoretical principles and love of discovery of truth, females are now more seeker of knowledge, for them knowledge is virtue. It is observed from table-1.2 that total females have lower power value (9.48) and Hedonistic value (10.76). It is clear that total female have lowest attitude towards power and hedonistic values. Mostly females have pressure by their families. They have not permitted to leading others. They not got the permission for making their future by their own way.

**Table 1.3:** On the basis of seven areas of modernization Mean & S.D. of total female under-graduates of M.J.P. Rohilkhand University (N=750)

Sr. No.	Value	Mean	Standard Deviation
01	Religious Value	11.85	3.739
02	Social Value	13.89	2.587
03	Democratic Value	13.64	3.037
04	Aesthetic Value	11.28	2.465
05	Economic Value	10.82	2.864
06	Knowledge Value	14.60	3.070
07	Hedonistic Value	10.76	2.820
08	Power Value	9.48	3.106
09	Family Prestige Value	12.02	3.181
10	Health Value	11.36	2.795

The foregoing table-1.3 shows that the mean of politics (27.73) and religion (27.21) is higher to that of other modernization scales. It is observed that modernized females now more bent toward politics and they are more religious too. Now females take interest in politics, the percentage of politician ladies is increasing. Females have much involvement in religious work, they believe in God very much. It is also shows that the mean of status of women (20.88) and sociocultural factors (23.69) is lower to that of other modernization scales. It may be said that the status of women and socio-culture factors are not in very good condition in modernizing state. Mostly persons opinion are that the real place of women is in house, if mother is engaged in some vocation, it is harmful to the development of child. Some persons do not accept modern technologies, they think that technical progress is leading the life away from simplicity and increasing the tension. It may also be said that the thinking of parents and society about the females is that, the real place of women is on the house and life of a women without marriage is incomplete. It is observed that the thinking of society is not very modernizing till now, technical progress is being but women status is not changing.

### Conclusion

On the above tables-1.2 and 1.3 it was clear that our hypothesis "There is no difference among female under-graduates of Rohilkhand University on their values and attitude towards modernization" is rejected. Hence we can say that there is a difference among female under-graduates of Rohilkhand University on their values and attitude towards modernization.

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