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**A STUDY OF VALUES AND ATTITUDE OF FEMALE  
GRADUATES OF ROHILKHAND REGION'S  
COLLEGES TOWARDS MODERNIZATION**

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# A Study of Values and Attitude of Female Graduates of Rohilkhand Region's Colleges towards Modernization

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**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.**

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## 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 recognised. 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. They can be said as the builders of the nation right from early days in their homes and it is their hands that children receive first education. Even the varied role of females in the society are also well realised. So it is in the interest of the whole society to empower women.

Our Prime Minister late **Shri Jawaharlal Nehru** once said, **"To awaken the people, it is women, who must be awaken, 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. There are many aspects of life where modernization takes place such as living standards, working style, behavioural patterns, values, morals, technology education, and cultural pattern and so on. When the people of the society get better and advanced in the all aspects related to their lives, institutions, thinking, attitudes and relationship then that society is said to be modernized. The process of modernization is in progress. 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.

**Professor Lon White** warned, **"Today technology has become so terrible that God alone can save the world. There is a need for creating a balance between modernization and moral values."**

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 from their education. If females are modern in their outlook, views etc, they may have favourable 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 socio-economic 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 is 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 reality. 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. In this way, these two models of culture are observed through personal life style of urban and rural society as well as through the system of values and proper ways and forms of communication, which these societies form. Result analysed show that intertwining of urban and rural culture, the modern and traditional, the global and local is the main characteristic of our social cultural reality in which modern and traditional social values have interfered.

**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 completed 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. Marie Claire commissioned a study of 1,800 women to teach more about what they value and how they manage their priorities. **"Women today are more**

**highly educated and informed than ever before,"** says Susan Plagemann, Marie Claire's vice president and publisher. "We felt the time was right to take a much closer look at the things that really matter to women to help us educate marketers on the best way to reach and speak to today's multi-dimensional females."

**Alasdair Mac Intyre, 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 inevitably 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 Colleges (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 analysing data statistically the sample subjects will be categorized is following groups

**Table – 1.1**

Sr. No.	Group	Sex	Area		
			Rural	Urban	Total
1	Arts	Female	100	150	250
2	Science	Female	100	150	250
3	Commerce	Female	100	150	250
4	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 on 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		
			Rural	Urban	Total
1	Arts	Female	100	150	250
2	Science	Female	100	150	250
3	Commerce	Female	100	150	250
4	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.	Different Values	Mean	Standard Deviation
1	Religious Value	11.85	3.739
2	Social Value	13.89	2.587
3	Democratic Value	13.64	3.037
4	Aesthetic Value	11.28	2.465
5	Economic Value	10.82	2.864
6	Knowledge Value	14.60	3.070
7	Hedonistic Value	10.76	2.820
8	Power Value	9.48	3.106
9	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 in 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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