

Motivational Preferences of Trained Workers of Peeling Sheds

Daisy G. Kappen* and P.S. Pushkaran

*College of Fisheries, Panangad
Cochin - 682 506 India*

The Marine Products Export Development Authority (MPEDA) has been organising training programmes for the peeling shed workers in Kerala from 1984 onwards to give technical knowledge related to fish handling practices. The determination of the various factors which induced the peeling shed workers to attend the training programme will help the MPEDA in designing the future training programmes. So, the present work was undertaken to study the motivational factors responsible for the peeling shed workers to attend the training programme.

The study was conducted in Quilon district of Kerala. From among the 80 respondents who underwent the training, 60 respondents were randomly selected. Five motives such as economic motive, affiliation

motive, innovativeness motive, prestige motive and achievement motive were selected after consultations with experts. Statements reflecting the different motives were formulated and after pre-testing, the responses were collected from the selected respondents. The paired comparison technique was used to find out the relative position of the motives of the respondents. From the responses frequency matrix (f-matrix), proportion matrix (p-matrix), and z matrix were framed. Then the scale values for each statement were obtained so as to present the preferences of respondents among the five motives listed.

The results of the paired comparison technique are presented in Table 1.

The motivational hierarchy was as follows:

Table 1. *Z-matrix with corresponding scale values (n=60)*

Motivating factors	Achievement	Prestige	Affiliation	Economic	Innovativeness
Achievement motive	-	-0.332	0.126	1.405	1.645
Prestige motive	-0.332	-	0.050	0.954	2.054
Affiliation motive	-0.126	-0.05	-	0.613	1.405
Economic motive	-1.405	-0.954	-0.613	-	0.613
Innovativeness motive	-1.645	-2.054	-1.405	-0.603	-
Sum of z	-3.508	-2.726	-1.842	2.359	5.717
Means	-0.877	-0.6815	-0.4605	-0.5896	1.4293
Scale values	0	0.1955	0.4165	1.467	2.306

*Present address: Margaret villa, Edavanakkad P.O., Cochin - 682 502, India

lows: Innovativeness motive, economic motive, affiliation motive, prestige motive and achievement motive.

It was found that the main motive for attending the training programme was the innovativeness motive. Most of the practices in scientific fish handling were innovations for the peeling shed workers. Their curiosity to understand the unknown things induced them to attend the training programme. The

peeling shed workers expected that whatever new knowledge they obtained from the training would be useful for their work. The next important motive was the economic motive followed by affiliation motive, prestige motive and achievement motive.

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