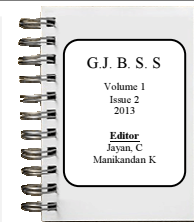




Guru Journal of Behavioral and Social Sciences

Volume 1 Issue 2 (April – June, 2013)

ISSN: 2320-9038 www.gjbss.org



Self-efficacy and Self-derogation of Kudumbashree members in Kerala

Rajeesh, T. C* & Sylaja, H**

* Research Scholar, Department of Psychology, Sree Sankaracharya University of Sanskrit, Kalady, Kerala.

**Head of the Department, Department of Psychology, Sree Sankaracharya University of Sanskrit, Kalady, Kerala.

Abstract

Received: 22 April 2013

Revised: 18 May 2013

Accepted: 20 May 2013

Keywords:

Self-help Group, Self-efficacy, Self-derogation, Kudumbashree.

During the period of post Indian Independence, the Government formulated the community development programmes focusing on socio-economic and political empowerment of the people. Without considering the psychological empowerment of the mass a development programme cannot achieve its full potential. Self-efficacy is an inevitable factor in psychological empowerment, and at the same time self-derogation will affect psychological empowerment negatively. In this study these two variables used to measure the impact of Kudumbashree project "Poverty Eradication Mission" under Kerala Government in its members. The study revealed that the Kudumbashree members have higher self-efficacy and less self-derogation than the non beneficiaries of Kudumbashree. There is negative correlation between self-efficacy and self-derogation.

© 2013 Guru Journal of Behavioral and Social Sciences

Today people are more organized than before and have an at least one membership in a formal group. The people, who have something in common formed in groups with others and joined together to overcome the conditions they face in their life. While there is no definitive, date has been determined for the actual conception and propagation of these Groups.

The experience in a group can change the individual positively or negatively through community education, information, mutual support etc. Theoretically and empirically, the effectiveness of self-help groups has been widely documented in global context. The "helper-therapy principle" postulated by Riessman (1965) pointed to the process by which helping others has a therapeutic effect on the helper, and the self-help group provides the context for members to gain the unique benefits that may arise from helping someone who has the same problem as the helper.

Rappaport (1993) asserted that self-help groups, which offer the venue for, shared experience; emotional support and social learning, could help constitute a social identity. Hatzidimitriadou's (2002) research shows that members of self-help groups feel more empowered through their roles within their groups. This empowerment works on an individual level but it also operates on a collective level with group members. Group members feel that they have some actual power over social change, whereas mental health service users are generally seen to be a disempowered group without community power. This research shows that belonging to self-help groups can enable people to not only feel better on an individual basis but more socially included with more community power.

Individual empowerment occurs through the process of personal development, which entails both the growth of skills and abilities and a more positive self-definition. Empowered people feel better about themselves, they feel increased sense of personal dignity, self-respect and self-esteem and also they have higher level of confidence and a sense of personal efficiency. They perceive themselves as more capable and worthy. There is totally new psychological redefinition of self. As a result there is an actual increase of knowledge, information, competence, skills, resources, opportunities and more effective action and interpersonal



relationship. The development of self-confidence strengthens personal ability leading to individual's transformation of consciousness and capacity.

Self-efficacy is an inevitable factor in psychological empowerment. According to Bandura (1977) the concept of self-efficacy which relates to judgment of people make concerning their ability to execute behavior relevant to a specific task or situations. It refers to the confidence in one's ability to behave in such a way or to produce a desirable outcome. Self-efficacy makes a difference in how people feel, think and act.

The theories of self-efficacy will provide some perspectives about how self-efficacy is developed and cultivated. According to Gecas (1989), these theories can be differentiated to two schools in terms of their emphasis on how they conceptualize self-efficacy and how self-efficacy is developed. Both lines of theories, motivational and cognitive, are heavily indebted to attribution and social learning theories. Their conceptualization of self-efficacy and assumptions of human agency provide the basis to account for the development of self-efficacy in life course and its relationships with social environment.

Self-derogation will affect psychological empowerment negatively. According to Kaplan and Pokorny (1969), the term self-derogation denotes "negative self attitude". Self attitude or self feeling refers to the degree of characteristically negative or positive affect evoked in the person by consideration of his self image. Self derogation is negatively related to good mental health, and is detrimental to effective personality development, and this can make an individual's behavior pathological. Several studies have asserted intimate relationship between negative self attitude (self derogation in their extreme forms), and the genesis of any of a variety of modes of psychologically and/or socially defined deviance. The empowered people have more positive and less negative attitude towards themselves.

Now a days most developing countries use self help approach to women empowerment. In spite of commendable achievements which Kerala has made in the social sector, the women of the state have secondary status in the society. However, since the inception of Kudumbashree, the scenario has been changing dramatically. The Kudumbashree project "Poverty Eradication Mission" under Kerala Government is focused on women empowerment through "self-help Group" to create a background to promote a positive energy in its members (Kudumbashree, 2000). In other words, people involved in this project may get confidence, self-esteem and knowledge of developing new skills. A lot of studies carried out on Kudumbashree emphasized the socio-economic and political empowerment (Kannan, 1999; Anand, 2002; Saneetha, 2004; Nidheesh, 2008; Siwal, 2009). But they do not consider the psychological empowerment of its beneficiaries. Very few studies (Saneetha, 2004; Nidheesh, 2008) mentioned about psychological factors, but no more studies were conducted among Kudumbashree members focusing on psychological variables.

This study aims to assess the impact of Kudumbashree Project on its beneficiaries by measuring certain indicators of psychological empowerment such as Self-efficacy and Self-derogation.

Objectives

1. To understand the impact of Kudumbashree Project on women empowerment by analyzing Self-efficacy and Self derogation of its members
2. To find out whether there are significant differences among ordinary members and office bearing members in Kudumbashree in Self-efficacy and Self-derogation.
3. To find out whether there are significant differences among daily labour and self employed members in Kudumbashree in Self-efficacy and Self-derogation.
4. To find out whether there are significant correlation between Self efficacy and Self derogation of Kudumbashree members.



Hypotheses

1. There will be significant differences between Kudumbashree members and Non-beneficiaries of the project (Non-beneficiaries includes members in Non Governmental Organizations and daily wage workers) in self-efficacy, and self-derogation.
2. There will be significant differences between ordinary members and office bearing members in Kudumbashree in self-efficacy and self-derogation.
3. There will be significant differences between daily labour and self employed in Kudumbashree in self-efficacy, and self-derogation.
4. There will be significant correlation between self-efficacy and self-derogation.

Method

Participants

The participants for the present study consisted of 304 women Kudumbashree members. Multi stage sampling was used to select the sample giving due representation to members doing different micro enterprises. The comparison group was selected by considering the membership in self help groups that is from Ernkalam Social Service Society (NGO) and also selected daily wage workers, who have no membership in Self Help Group (SHG). Several important factors were considered in the selection of comparison group to ensure group matching, as far as possible. They are age, sex, income, marital status, place of residence, and not a member in any self help groups.

Instruments

1. Self-efficacy Scale: Self-efficacy of the subjects is measured using a standardized test developed by Arun and Raju (2000) of Kerala University. This scale is constructed making use of the self report method. All the items are in the form of self evaluation and in descriptions statements. The items are expected to tap self evaluation of the subjects from wide varieties of behaviour domains. The items are worded in such a way that there are equal numbers of positive and negative items, in a random order. There are 20 statements in the scale and 5 response categories (A, B, C, D & E) are given for each statement. A score of 5, 4, 3, 2, or 1 is given to the category A, B, C, D, or E for a positive statement and a score of 1, 2, 3, 4 or 5 is given to the negative statement. A response sheet is not scored if there are more than one response category chosen for a particular item or if there are three or more omitted items. Split half reliability Co-efficient (Spearman's Split half Method) obtained range from 0.84 to 0.93 and authors claim Content Validity.
2. Self-Derogation Scale (SD): This scale was developed by Sylaja and Sanandaraj (1990), Department of Psychology, Kerala University. This scale consists of 1) Inferiority complex 2) Seriousness 3) Self accusation 4) Suicidal tendency 5) Pessimism 6) Introversion 7) Seclusion 8) Depression 9) Distructiveness 10) Self devaluation dimensions. The sum total of all the items in the self-derogation scale is taken as the Self-derogation score for the subject. The reliability of SD. scale has been found using test-retest method found to be .81 and validity of SD scale. Validity of the SD scale was established using Alien Inventory (Gireesan & Samsanandaraj, 1988) as an external criterion. The correlation between scores are found to be +.072, indicating that the scale has moderate concurrent validity. The scale claims face validity and content validity also, as almost all components of self derogation are measured by it.
3. Personal Data Sheet: A personal data sheet was used in addition to the above instruments, which seeks the socio-demographic details of the respondents. It includes the information about age, sex, type of family residential area, birth order, family income etc.



Procedure

The researcher collected data after getting permission from the District Mission Coordinator, Kudumbashree Mission, Ernakulam, Kerala. The researcher approached the respondents and administered the instruments with proper instruction. The researcher ensured that the collected data would be kept strictly confidential and would be used for research purposes only. The collected data were analyzed using the statistical techniques t-test and ANOVA and coefficient of correlation. To test the significance in the mean differences involving two groups, t-test was employed; in cases where more than two groups were involved one-way ANOVA was made use of. Pearson's product moment correlation was calculated to find out the correlations between the variables self-efficacy and self-derogation.

Results and Discussion

The first objective of the study hypothesized as 'there will be significant differences between Kudumbashree members and Non-beneficiaries of the project (Non-beneficiaries include members in Non Governmental Organizations and house wives) in self-efficacy and self-derogation'. One-way ANOVA was employed to test significant difference between Kudumbashree members and Non-beneficiaries of the project in the psychological variables.

Table1

Summary of one-way ANOVA of Self-Derogation and Self-efficacy by Groups

Variables	Sum of squares		Mean square		F
	Between	Within	Between	Within	
Self-Derogation	33093.65	162782.40	16546.82	216.47	76.44**
Self-efficacy	949.88	38523.52	474.94	51.23	9.27**

**p< .01

As it can be seen from table 1, there were significant differences among the three groups in Self-efficacy. The F-ratio was 9.27 (p< .01), and to know which group makes difference Duncan procedure was used and the results are given in table 2.

Table 2

Comparison of means (Duncan Procedure) of Self-derogation by Group

Group	N	Mean	Normal	NGO	Kudumbashree
Normal	200	53.18	-		*
NGO	251	53.75		-	*
Kudumbashree	304	55.74			-

* Significant difference between the groups

Results of the Duncan test given in table 2 show that the Kudumbashree group exhibited significantly higher levels of Self efficacy (Mean=55.74) than the NGO group (Mean=53.75) as well as the Normal group (Mean=53.18). No significant difference was found between NGO and Normal groups.

The theories of empowerment at personal level, which focus primarily on ways in which individuals can develop feelings of personal power and self efficacy. Developing a sense of personal power can be effective in both enhancing mental health and enabling individuals to work toward broader social change (Zimmerman & Rappaport, 1988).

Personal efficacy lies at the heart of female empowerment. Efficacy is the degree to which an individual perceives that he or she controls his or her environment (Bandura, 1986). Many of such influences on Indian village women create a lack of efficacy. Female infants are regarded from birth as less important than males, they are relegated to inferior status, and important decisions are made for and about them, rather than by them. By learning through



organizational group activities they gain control over their lives and their environment (Rogers, 1993).

It is evident that Kudumbashree helped women to understand and realize their unique potential, develop courage to think and act independently, express what they desire, suffer, feel, speak out and express freely, and explore their distinct growth and development (Alkire, 2005).

By helping women meet their practical needs and increase in their efficacy in their traditional roles, NHG can help women to gain respect and achieve more in their traditional roles, which in turn can lead to increased esteem and self confidence. Significantly, almost all the women had goals for the future, perhaps linked to their greater sense of self efficacy and belief in their ability to actualize them.

From table 1, it can be seen that the three groups differed significantly on their Self derogation ($F=76.44$, $p<.01$). Further analysis was done using Duncan procedure to know which groups make the difference and the results are given in table 3.

Table 3

Comparison of mean scores (Duncan Procedure) of Self derogation by group

Group	N	Mean	Normal	NGO	Kudumbashree
Normal	200	171.99	-	*	*
NGO	251	157.09		-	*
Kudumbashree	304	161.09			-

* Significant difference between the groups

The Kudumbashree group had less negative attitudes toward the self (161.09) than the Normal group ($M = 171.99$). Significant differences were also found between Normal and NGO groups, where the former had significantly higher mean score on Self derogation than the latter.

The results show that people with high self-derogation would have more negative attitudes toward the self. Formal groups are likely to provide more structure, have stronger norms and have higher expectations of their members, whereas normal population are likely to provide less structure and have weaker norms and lower expectations.

Thus, the formal group such as Kudumbashree and NGO members might feel less self-derogation within their groups, but might also feel a greater sense of distinctiveness regarding their group compared to other groups.

To examine the position/responsibility in the group, if any, among the Kudumbashree members in self-efficacy and self-derogation, the mean scores obtained by the two groups were tested for significance and results are presented in table 4.

Table 4

Mean, SD and 't' Values of Self-derogation and Self-efficacy by position/responsibility

Variable	Ordinary		Office bearers		t
	Mean	SD	Mean	SD	
Self-Derogation	171.35	17.59	172.70	17.78	0.67
Self-efficacy	55.66	7.80	55.83	7.33	0.19

The result showed that there is no significant difference between ordinary member and office bears in the variables self-derogation and self-efficacy. Ordinary members obtained comparatively lower mean scores than office bearing members in the self-efficacy and self-derogation. Office bearing members usually get a lot of opportunities to develop their capacities. In Kudumbashree, the office bearing members are act as community health



volunteer, income generation activities volunteer, infrastructure volunteer, secretary and president. These members have to attend specific training programmes to develop their skills in order to fulfill their position in Kudumbashree mission and it becomes an extra benefit for them than the ordinary members.

Table 5

Mean, SD and 't' Values of Self-derogation and Self-efficacy by Nature of work

Variable	Daily labour(N=95)		Self employed(N=209)		t
	Mean	SD	Mean	SD	
Self-Derogation	174.28	16.95	170.95	17.92	1.52
Self-efficacy	55.27	7.02	56.79	8.60	1.59

The results presented in table 5 reveal that daily labour and self employed affiliated to Kudumbashree showed no significant differences in self-efficacy and self-derogation. Self employed Kudumbashree members showed comparatively high mean score on self-efficacy and less mean score on self-derogation.

In order to examine the nature of relationship between the self-efficacy and self derogation of the Kudumbashree members, the coefficient of correlation between these two variables was computed. It is evident from the results that self-derogation correlated with self-efficacy. The obtained correlation ($r=-.12$) reveals negative relationship between self-efficacy and self-derogation. It means that subjects who are having high self-efficacy shows less degree of self-derogation.

Conclusion

From the results it can conclude that Kudumbashree members show self-reliance by achieving satisfaction on self-activities, making oneself essential to the family, solving problems with the assistance from group members at the time of difficulty etc. Self-efficacy and self-derogation are an inevitable factors for psychological empowerment. Kudumbashree members reported higher levels of self-efficacy, while they showed lower levels of self-derogation. By analyzing these factors researchers found that Kudumbashree members achieved a state of psychological empowerment to some extent.

References

- Alkire, S. (2005). Subjective quantitative studies of human agency, *Social Indicators Research*, 74, 217- 60.
- Anand, J. S. (2002). *Self-help groups in empowering women: case study of selected SHGs and NHGs*. Discussion Paper No. 38. Kerala: Centre for Development Studies.
- Arun, D., & Raju, S. (2001). *Self-Efficacy Scale*, Trivandrum: Department of Psychology, University of Kerala.
- Bandura, A. (1977). Self-efficacy toward a unified theory of behavioral change, *Psychological review*, 84, 191-215.
- Bandura, A. (1986). *Self-Efficacy, Social Foundations of Thought and Action. A Social Cognitive Theory*, NJ: Prentice-Hall.
- Gecas, V. (1989). The Social Psychology of Self-Efficacy, *Annual Review of Sociology*, 15, 291-316.
- Hatzidimitriadou, E. (2002). Political ideology, helping mechanisms and empowerment of mental health self-help/mutual aid groups. *Journal of Community and Applied Social Psychology*, 12 (4) 271-285.
- Kannan, K. P. (1999). *Poverty Alleviation as Advancing Human Capabilities*, Trivandrum: Centre for Development Studies.



- Kaplan, H., & Pokorny, A. (1969). Self-derogation and Psychosocial Adjustment, *Journal of Nervous and Mental Diseases*, 149, 421-434.
- Kudumbashree (2000). *Concept, organization and activities*, State Poverty Eradication Mission. Kerala: Kudumbashree Mission.
- Nidheesh, K. B. (2008). Rural women's empowerment is the best strategy for poverty eradication in Rural areas, *International journal of Rural Studies*, 15, 1-3.
- Rappaport, J. (1993). Narrative Stories, personal stories, and identity transformation in the mutual help context. *Journal of Applied Behavioral Science*, 29, 239-256.
- Riessman, F. (1965). The 'Helper' therapy principle, *Social Work*, 10, 27-32.
- Rogers, E. (1993). *Women's empowerment through Indian Dairy Cooperatives*. Paper presented at the International Communications, Association, Sydney.
- Saneetha, K. (2004). *Scaling up kudumbashree collection for poverty allocation and women's empowerment*. Discussion paper no.180, food consumption and nutrition vision, food policy research institute, Washington.
- Siwal, B, R. (2009). *Gender frame work Analysis of Empowerment of Women: A Case study of Kudumbashree Programme*. New Delhi: National Institute of Public Cooperation and Child Development.
- Sylaja, H., & Sanandaraj, S. (1990). *SD Scale*. Trivandrum: University of Kerala.
- Zimmerman, M., & Rappaport, J. (1988). Citizen Participation, Perceived Control and Psychological Empowerment, *American Journal of Community Psychology*, 16(5), 725-750.