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RESEARCH ARTICLE

THEORY OF CONTRIBUTION

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ABSTRACT

People desire to achieve something and make incredible breakthrough in different aspects of life. People have an ultimate goal, something toward which their entire life is being directed. There is nothing more important than having a desire deep down to achieve goals. Every single day, we should have both long and short term goals that are fueled by desire. The larger our goals are, the greater our desire needs to be. It may be said that for most humans, the ultimate goal is the achievement of well-being and security for themselves and their loved ones. Through the achievement one can contribute to the self and for family development. The contribution is significant criteria for considering one's achievement. This article proposes and describes the theory of contribution through a proposed model which shows the different levels of contribution of an individual. It is a combination of five levels of contribution, Minimum level of contribution is "contribution to family" and the maximum and greatest level of contribution is "contribution to mankind". The proposed theory of contribution would be helpful in understanding the levels of contribution by individuals and also be considered for an individuals' improvement in the vision for contribution.

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INTRODUCTION

The life without an aim is considered the life without a proper direction. All human beings desire to gain true and everlasting happiness in life and struggle to plan their life toward happiness simply because they love themselves. People desire to achieve something and make incredible breakthrough in different aspects of life. The goals of human beings tend to be immediate like the satisfaction of hunger, the avoidance or relief of physical suffering, the accomplishment of an immediate work task, or the achievement of some other narrowly defined objective. Maslow's Hierarchy of Needs is a motivational theory in psychology argues that while people aim to meet basic needs, they seek to meet successively higher needs in the form of a pyramid. Motivation is the result of a person's attempt at fulfilling five basic needs: Physiological, safety, social, esteem and self-actualization (Maslow A. 1943, & 2013, Maslow, Fraser & Cox 1970). According to Maslow's theory the individual needs can be considered as the basic root map for contribution by the individual. McClelland's Human Motivation Theory states that every person has one of three main driving motivators: the needs for achievement, affiliation, or power.

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These motivators are not inherent; we develop them through our culture and life experiences. Achievers like to solve problems and achieve goals (McClelland 1965). According to McClelland, (1961) these motivators are learned (which is why this theory is sometimes called the Learned Needs Theory). McClelland says that, regardless of our gender, culture, or age, we all have three motivating drivers, and one of these will be our dominant motivating driver. This dominant motivator is largely dependent on our culture and life experiences. So, all the three driving motivators suggested by McClelland's Human Motivation Theory will help an individual's contribution. Atkinson's (1957,1965) theory predicts greater preference for moderate probabilities of success in those with high resultant achievement motivation and preference for high or low probabilities in those with low resultant motivation. But people have an ultimate goal, something toward which their entire life is being directed. There is nothing more important than having a desire deep down to achieve goals. Every single day, we should have both long and short term goals that are fueled by desire. The larger our goals are, the greater our desire needs to be. It may be said that for most humans, the ultimate goal is the achievement of well-being and security for themselves and their loved ones, their loved ones being defined as chiefly the members of their relationship group. For many people, the well-being of their families is of such high value that they are willing to sacrifice their own personal well-being for that of their spouses or children.

Individual's Contribution Model

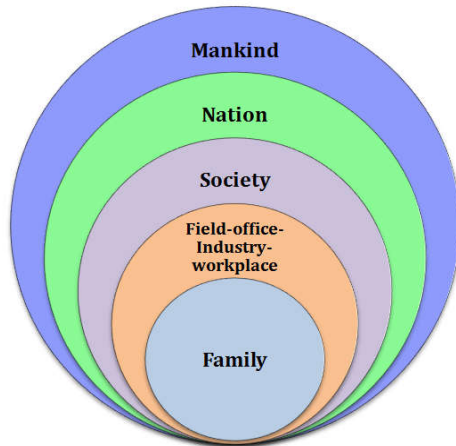


Fig.1. Individual's Contribution Model

The above model shows the different levels of contribution by an individual. It is a combination of five levels of contribution. Minimum level of contribution is "contribution to family" and the maximum and greatest level of contribution is "contribution to mankind". The levels of contribution may vary from one individual to other, which is explained below.

Family: In the context of human society a family is a group of people affiliated either by recognized birth, by marriage or other relationship or some combination of these. Members of the immediate family may include spouses, parents, brothers, sisters, sons, grandparents and daughters. Members of the extended family may include, aunts, uncles, cousins, nephews, nieces, and siblings-in-law. Sometimes these are also considered members of the immediate family, depending on the culture and an individual's specific relationship with them. Usually the members of a family contribute for the development of the family. There are some people who take care of the family, fulfill desires and needs of the members of the family, take high risk for family, give time for family issues and considers the most for the happiness of the family. Sometimes even nothing beyond family and consider family as first and last contributing arena of life. Such persons' level of contribution is shown in the following diagram.

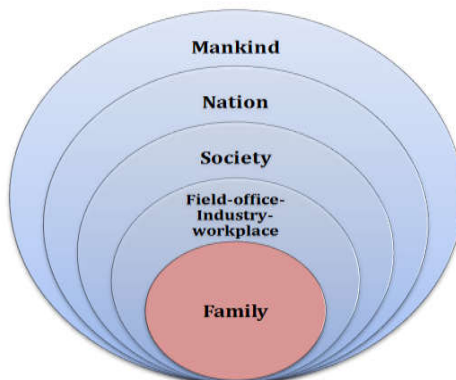


Fig.2. Individual's Contribution to Family Model

Field-Office-Industry-workplace: The workplace is the physical location where someone works for his or her living. Such a place can range from an office to a large office

building or factory/industry. For industrialized, the workplace is one of the most important social spaces other than the home, constituting a central concept for several entities like the worker and his/her family, the employing organization, the customers of the organization. There are some people who contribute for the development of the field/Industry. These people would be punctual, faithful and obedient to the head of the department and adheres to the Rules and regulations. They are normally very professional, always want to get recognition by their perfect work and also get the respect by the work done. They Expect perfection, update skills, refresh competencies and satisfy oneself in the field. There will be a clash between family and field components and giving importance and preference in one component leads to the hampering of the other, imbalance in one leads to the problem in other.

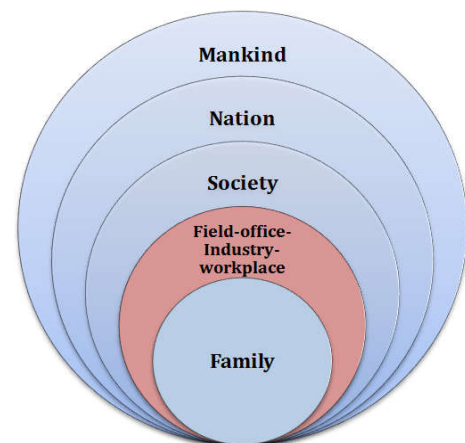


Fig.3. Individual's Contribution to Field Model

Society: A society is a group of people involved in persistent social interaction, or a large social group sharing the same geographical or social territory, typically subject to the same political authority and dominant cultural expectations. Societies are characterized by patterns of relationships between individuals who share a distinctive culture and institutions. A given society may be described as the sum total of such relationships among its constituent of members. A society can enable its members to benefit in ways that would not otherwise be possible on an individual basis; both individual and social benefits can thus be distinguished, or in many cases found to overlap. Some people take benefits from society and some other contribute something to the society. A society can also consist of like-minded people governed by their own norms and values within a dominant, larger society. More broadly, and especially within structuralist thought, a society may be illustrated as an economic, social, industrial or cultural infrastructure, made up of, yet distinct from, a varied collection of individuals. In this regard society can mean the objective relationships people have with the material world and with other people, rather than "other people" beyond the individual and their familiar social environment.

People who contribute significantly for the development of society is people of society and for the society. These kinds of people assume that contribution to the society is their own responsibility. Most of the time they give less time to the family and give more time to the society. They always want to contribute to the needs of the people of the society and

always want to change something and disseminate the good values among the people. The societal people needed critical, rational vision, competency of analysis, and innovativeness. These kinds of people donate something to feed the hungry or do some heroic act in order to make a difference in the society. They show act of kindness, make small changes in lifestyles and live as a responsible part of the society. People who contribute to the Society are true experimenters, show path to others and think for others. People Consider society as a family and nothing beyond that.

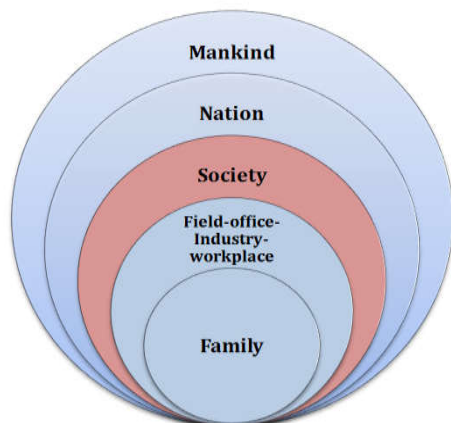


Fig.4. Individual's Contribution to society Model

Nation: A nation is a large group or collective of people with common characteristics attributed to them including language, traditions, customs, habits and ethnicity. A nation is more impersonal, abstract, and overtly political than an ethnic group. It is a cultural-political community that has become conscious of its autonomy, unity, and particular interests. Sometimes a person's contribution to the field and society will in turn add to the contribution to the nation. These kinds of people are very dedicative and determined to the goals of the nation and more professional and ethical in their field. They leave the foot prints to others to follow and get the recognition for their contribution. They Love their country and people of the country. They show true patriotism towards the nation. These people are having great vision, also contributes to the name and fame of the family, field and society too. The people who think of the development of their nation and want to contribute to the development of nation normally may not give more preference to the family.

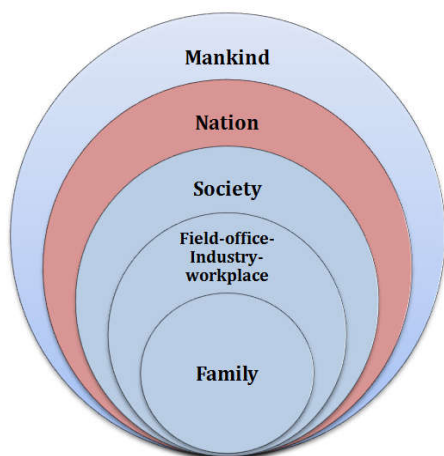


Fig.5. Individual's Contribution to nation Model

Mankind: The greatest contribution among all is the contribution towards mankind; it may also include the contribution towards field, society and nation. The contribution for mankind gives name to the family also. Most of the time consideration to the family by these people is less.

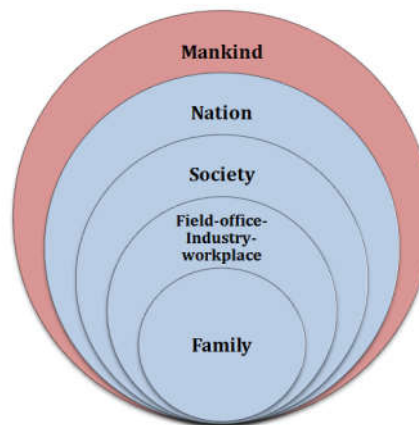


Fig.6. Individual's Contribution to mankind Model

Doctors, scientists, teachers, great reformers and man making leaders are examples of this category. They do a great work on the earth, irrespective of caste, creed, colour, region and religion. These people are like humanity ambassadors and intended to solve human problems and protect human rights.

Conclusion

Every individual wishes to achieve something in different aspects and spheres of life. The goals of human beings are likely to be immediate but people have an ultimate goal, something toward which their entire life is being directed. There is nothing more important than having a desire deep down to achieve goals. Some people contribute to their family, fulfill desires and needs of the members of the family. Take so much risk for family, give time for family issues and consider the most for the happiness of the family. For this kind of people, family is the ultimate level of contribution and nothing more than that. There are people who contribute for the development of the field in which they work. For example, Michel Jackson (Music and singing), Bill Gates (Business), Sachin Tendulkar (Cricketer) are the kind of people normally would be punctual, faithful and obedient and adheres to the Rules and regulations of the field in which they work/ serve.

People who contribute significantly for the development of society is the people of society. Ex: Jyothiba Phule, Savitribai Phule, Vinoba Bhave (Advocate of non-violence), Verghese Kurien (Social entrepreneur), people who work for charity, these kind of people assume that the contribution to the society is their own responsibility. Mostly they give less time to the family and give more time to the society and always want to contribute to the needs of the people of the society, and to change something and disseminate the good things/values among the people. There is another group of people who love their country and show true patriotism towards the nation. For example, Bhagath Singh (Indian Nationalist) and Dr. A.P.J. Abdul Kalam (11th President of India). These people are having great vision and they may contribute to the name and fame of the family, field and society too. The greatest contribution among all is, the contribution to the mankind; it also includes

the contribution towards field, society and the nation. The contribution to mankind gives name to the individual's family too. Buddha, Mother Teresa, Dr. B. R. Ambedkar, Booker T Washington, and Carl Marx and all great scientists are the best examples. They served their whole life for the welfare of mankind. So, the level of contribution differs from person to person and even level to level.

The above said theory will be helpful in understanding the levels of contribution by an individual. By considering this theory an individual can improve his/her vision of contribution through the model by enhancing one's own contribution level. All the professionals can also rate their level of contribution with this model.

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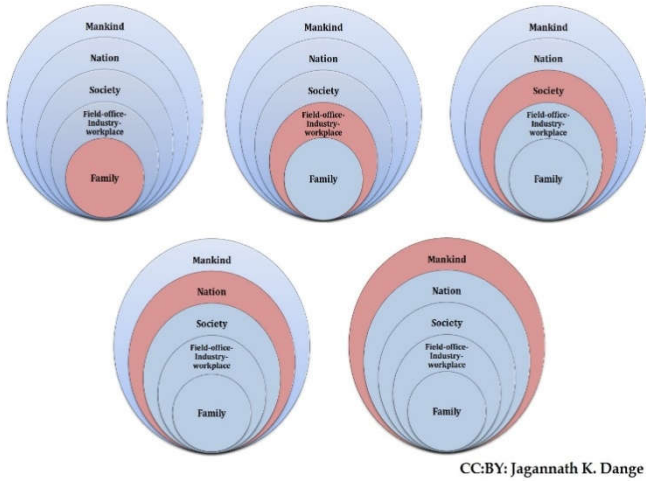
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Fig.7. Individual's different levels of Contribution Model
