



## Effects of Motivating, Job Performance and Job Satisfaction Factors on the Development of the Handicraft Khamak Dozi (Baluchi) Afghan Rural Women

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### Abstract

**Purpose-** Undoubtedly, the correct performance of any activity and the successful performance of any role in the field of handicrafts depends on the interest and motivation of the workers to get familiar with its skills and methods and to use the special methods of that technique in the production of products. Baghlan province which is located in the northeast of Afghanistan, about 50% of the population of this province is women, and recently, most of the rural women of this province have turned to the handicraft industry of Balochi to improve their income. Therefore, this study was conducted to investigate the production status of the handicraft industry of Balochi women and the role of motivating factors of job performance and job satisfaction on the development of the handicraft industry of Balochi.

**Design/methodology/approach-** The main research tool was a questionnaire the validity of which was confirmed by the lecturers of the agricultural extension and economics and the department of sociology of Baghlan university, and Cronbach's alpha confirmed its reliability. The statistical population was all the rural women working in the handicraft industry of Baghlan province, which was selected by purposive sampling (192) samples.

**Finding-** Results showed that all three independent variables, motivational factors, job performance and job satisfaction have a positive and significant effect on the development of the handicraft industry of Balochi women, and explained 59% of the changes in the dependent variable. So, with confidence, it can be said that increasing motivation, job performance and job satisfaction lead to the development of the needlework industry among rural women.

**Originality/value-** The results of this study, especially concerning due to the lack of sufficient and appropriate empirical literature in Afghanistan, can play a major role in providing correct insight to the rural development officials, job creation and poverty reduction in Afghanistan.

**Keywords:** Handicraft industry, Rural Women Empowerment, Entrepreneurship, Afghanistan

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## 1. Introduction

Khamak Dozi, among handicrafts, is considered one of the most important professions due to its long history. Needlework is one of the broad handicraft arts (Teglund, 2011), which uses thread and needle to arrange and produce beautiful and patterned fabrics with special delicacy and precision. This industry, like other handicrafts, is considered one of the valuable national capitals, and most of the artists and workers of the handicraft industry of khamak embroidery (Baluchi) are native people and people without higher and university education, especially women, who regardless of the competitive environment of the domestic and foreign markets, they produce it traditionally. Today, handicrafts form a part of the rural economy and can play a more important role in developing the rural economy. One of the inevitable ways to progress and prevent the increase in rural poverty is to pay attention to the living conditions of rural households, the issue of reducing poverty and creating a higher level of income and employment is considered one of the most important and key issues in rural development (Vaisi Mohammad & Azimi, 2023). Handicrafts refer to all decorative and practical arts that are made with the help of hands and natural materials and it's created without the benefit of machines. In its essence, this work should have cultural and artistic dynamism and immortality, as well as the charm of influencing the soul of the audience in such a way that it challenges a person to move and think internally and establish a sincere relationship with his psyche (Rostami, 2005). Handicrafts The embodiment of the three elements of beauty is skill and thought, and the creative artists of handicrafts and the works and achievements of their art, with the help of their inherent talent and flexibility, have always been a real and clear example of these three elements (Azizi Kazemi & Hadi pour, 2018). Handicrafts it is the objective crystallization of culture and artistic manifestations of the type of applied and popular arts. Since every handmade product reflects the historical-social characteristics and culture of the place of production, it can be considered an important factor in introducing the culture (Yazdan Panah, 2009).

The proper performance of a job and high job performance has always been one of the important

concerns of organizations (Qhulich Lee, 2015). Performance is the process of explaining the quality, effectiveness and efficiency of past actions. Motivation is one of the important factors in professional success and job performance. It is known that motivation in all job functions is considered as an important factor in the progress of the organization. In general, motivation is a set of forces that compels people both from the inside and from the outside to perform better activities in the work environment. The term means dynamism and movement, and from an organizational point of view, motivation is a factor that causes a change in behavior and movement in the direction of advancement and organizational goals (Asyan, 2021). Also, job satisfaction is defined as a pleasurable emotional state that comes from the assessment, emotional reaction and attitude of a person towards the job and includes the consequences of job satisfaction, which include better performance and reduction of leaving service and activity. In addition to the physical and mental health of employees, job satisfaction increases the efficiency and productivity of the workforce (Durakhshandah, 2016). Sutikan et al., (2018) write that job satisfaction is related to work motivation, organizations with higher job satisfaction usually see higher motivation in their employees. Salayo et al (2018) argue that job satisfaction is related to transformational leadership and employee engagement. The higher the participation rate in the organization's decisions, the higher the job satisfaction. Harity & Safril (2018) believe that job satisfaction is related to the continued professional development of employees. Lin & Bilimas (2018) believe that job satisfaction is related to organizational commitment and job satisfaction is related to work intention, with work intention in the organization, the level of job satisfaction improves.

## 2. Research Theoretical Literature

Our investigations show research in the field of the effect of motivational, job performance and job satisfaction factors on the development of the handicrafts industry (Baluchi) of rural women has not been done yet. However, few foreign researchers have focused on handicrafts, especially on the embroidery industry. As, Avishi et al., (2023) write in their research findings although most of the women have not received special training to enter the field of needlework, but most

of the women needlewomen in the sample community see the ability to teach needlework to those interested in this art field. However, they face the lack of access to a suitable market to sell their products, and the lack of subsidies and cooperatives, are among the major challenges of the needlework industry. Bahrami (2020) found that the lack of access to the sales market, transportation, the low level of awareness of advertising in virtual and social networks, and the lack of access to the sale of products are among the major challenges in the development of rural handicrafts. Azizi Kazemi & Hadipour (2018) write in their research findings, that the personal and psychological factors effective in entrepreneurship are self-efficacy, that a person can perform a specific task successfully and has the necessary skills and abilities to perform a specific task. Sadeqi Taqdesi & Kaousi (2016) found that targeted subsidies have been effective in strengthening the production of handicrafts, increasing the level of incomes, increasing the purchasing power and improving the quality of people's lives. Abotalebi Chaleshtari (2014) state that lack of proper marketing is one of the most important challenges for handicraft artists and the implementation and customization of marketing principles in the field of handicrafts in such a way that it includes all the factors affecting the increase in demand, he considers it valuable. Zeeshan & Waqar (2013) found that the main problems of handicraft artists are improper marketing, lack of preparation of raw materials and lack of consumer awareness.

Lin & Lee (2010) acknowledge that in the 21st century, knowledge-based cultural industries are part of the new economic opportunities for countries. In the report of UNESCO (2007), it is stated that the governments in the rapidly growing countries have targeted studies and they plan and promote actions that Economies support and facilitate the development of cultural and creative industries. Creative industries have subsets of which handicrafts are an important part. Unfortunately, in Afghanistan, the ruling regimes in the past have not taken any significant measures in terms of job creation, strengthening cultural industries and supporting handicrafts, and due to the political developments and transformations caused by the war, the economic foundations have been damaged more than before. Therefore, the

level of unemployment has increased in the country and due to the lack of job opportunities for people to continue their lives, people choose to migrate. In the past, like other villages in underdeveloped countries, improving the sustainable livelihood of the rural people of Baghlan province has not been given much attention. While human-centeredness in the development process in rural areas is considered one of the most important development tools due to social barriers such as illiteracy, low level of literacy, non-economic thinking, the role of women, the lack of diversity in job opportunities and cultural and traditional limitations, the contribution of women in employment and the labour market is very low compared to men. On the other hand, due to economic and cultural poverty, women have not been able to enter the labour market sufficiently.

Handicraft of khamak dozi (Baluchi) is an art where the majority of its workers belong to women. Most of the workers in this industry in the villages of Baghlan province are from poor and needy families who turned to this handicraft industry to provide for their family's sustenance and needs. Supporting and strengthening this handicraft industry can effectively improve the economic situation in the villages of Baghlan Province and Afghanistan. The findings of this research are of special importance for economic sector operators of the Afghan system is directed towards the development and support of the handicraft industry of khamak dozi; Because engaging in this industry is not very expensive and the development of khamak dozi industry in villages can provide livelihoods for dependent families and develop the economy of villages. In other words, almost half of the population of Baghlan province is made up of women. This is while in Afghanistan and the studied region, women are suffering from severe unemployment, however, this research can play a major role in giving a correct insight to the authorities and governmental and non-governmental institutions for better planning in this field. In this research, we are looking for answers to the following objectives:

- 1) Investigating the status of the production of the khamak embroidery (Balochi) of rural women.
- 2) Investigating the relationship between the independent variables (motivational, job performance, and job satisfaction factors) with the

dependent variable (development of the handicraft industry of rural women).

3) Investigating to what extent the independent variables play a role in explaining the variance of the dependent variable of this research.

### 3. Research Methodology

#### 3.1 Geographical Scope of the Research

The area studied in this research was Baghlan Province. Baghlan Province is one of the important industrial and agricultural provinces of

Afghanistan. Baghlan is located 230 km from Kabul along the Kabul-Mazar-e-Sharif highway. This province is a part of the northeastern provinces and connects eight Northern provinces of the country with the capital of Afghanistan (Kabul). The main agricultural products of this province are wheat, rice, melons, turnips, cotton, potatoes and onions. The area of this province is 21112 km<sup>2</sup>. The population of Baghlan Province is about 1,053,200 people (NSIA and Profile of Baghlan Province, 2019).



Figure1. Map of Afghanistan and the study area

#### 3.2. Methodology

This research is a type of survey research that used primary data to conduct it. The main tool was the questionnaire. To develop the questionnaire, a primary questionnaire was prepared while examining the background and existing theories in the field of the research problem. Then, this questionnaire was re-examined with the help of a group of rural development and sociology lecturers

at Baghlan University. In this research, we extracted the variables of motivational, job performance and job satisfaction factors by using research backgrounds and sources like (Ayalew, M. M., & Zeleke, S. A. 2018; Senger, I., Borges, J. A. R., & Machado, J. A. D. 2017; Robinson, P. B, et al. 1991; Avishi, et al., 2023). In other words, the variables of all three independent variables are mentioned in the table below.

Table1. Variables used in this research

Independent and dependent variables	Variables	Scale	Cronbach's alpha
Motivational factors	It is important to me that I do my job better than others.	Likert spectrum (1-5)	0.86
	A good social environment like friends is important for me to be motivated to work.		
	I have a high motivation to earn more.		
	Every day I think about how to perform my duties.		
	Having the motivation more than the capital of suitable financial resources causes the development of the hand embroidery industry.		
Job Performance	The income generation of my total business assets is slightly higher than that of my business peers.		0.73

Independent and dependent variables	Variables	Scale	Cronbach's alpha
	Overall sales growth in my business is slightly higher than my industry peers.	Likert spectrum (1-5)	
	The cost of my production is lower than that of my colleagues.		
Job Satisfaction	My job (Balochi hand embroidery) is valuable.	Likert spectrum (1-5)	0.89
	My job is interesting.		
	My job makes me feel successful.		
	Compared to other women in the neighbourhoods, I earn good income from Balochi needlework.		
	I have a good chance to be promoted in my job.		
	I do valuable work in the Balochi hand embroidery industry.		
	My job is satisfactory.		
Handmade cream embroidery industry	I can produce newer products from my hand embroidery industry	Likert spectrum (1-5)	0.79
	I feel that my job has a lot of potential for diversity and development.		
	I earn enough income from my job and I am satisfied.		
	I am able to create employment in the future by expanding my job.		
	I recommend the production of hand embroidery industry to others because I am satisfied with my job.		
	I am willing to collaborate with others to develop my activities.		
	To develop my activity, I am willing to share my experiences with other people.		

Also, before preparing the questionnaire, interviews were conducted with the heads of those families who were involved in the business of the hand embroidery industry. At this stage, while identifying women who are engaged in this field, local variables were also identified. The final questionnaire was prepared as a closed questionnaire containing (33) items. The method used to collect data was a face-to-face interview. The statistical population studied in this research was all rural women working in the field of hand embroidery in Khamak Dozi in Baghlan province. It should be noted that this study was conducted using purposive sampling method. For data analysis, in addition to descriptive statistics,

Pearson's correlation and multiple regressions were used.

#### 4. Research Findings

Results showed that the average age of the respondents was 29.8 years and the highest frequency was in the age range belonged to 26 to 38 years old, also about 54% of rural women were illiterate and 35% of the respondents were literate enough to read and write. Information about the monthly income of women from Balochi Khamak Dozi Handicrafts showed that the income of 49% (94) people belonged to the range of 2801 to 4150 AF. In other words, the average monthly income of rural women from the mentioned occupation was 2823.7 Afghanis (1 \$ 72 AF).

**Table2. Characteristics of the respondents**

Variables		Frequency	Percent
Age	Less than 26	75	39.1
	26-38	81	42.2
	39-51	32	16.7
	More than 51	4	2.1
	Total	192	100
Mean: 29.89		Std. Deviation: 9.804	
Education	Illiterate	103	53.6
	As far as reading and writing	67	34.9
	Baccalaureate	21	10.9
	Bachelor's degree	1	0.5
	Total	192	100



Monthly Income	Less than 1450	11	5.7
	1450 - 2800	73	38
	2801 - 4150	94	49
	More than 4150	14	7.3
	Total	192	100

**First objective:** Investigating the status of the production of the khamak embroidery (Balochi) of rural women.

According to Table 3, out of the total number of subjects (192 people), about 67 percent (129 people) had very little access to the production factors of the Balochi khamak dozi handicraft industry. Also, about 70 people (36.5% of rural women) stated that there are no local cooperatives

among rural women. In addition, about 38.5% of respondents believed they had very little access to local markets. Meanwhile, more than 50% of respondents believed that there are the best markets for their products outside of Afghanistan (Table, 3).

**Table 3. Review of the status of the Balochi Khamak embroidery industry of rural women in the study area**

Variables	Scale	Frequency	Percent
Access to factors of production	Very little	129	67.2
	Little	61	31.8
	Much	2	1
	Total	192	100
Access to electricity	Very little	31	16.1
	Little	47	24.5
	Medium	8	4.2
	Much	48	25
	Very much	58	30.2
	Total	192	100
Are there local cooperatives to develop and strengthen handicrafts among rural women?	Very little	70	36.5
	Little	29	15.1
	Medium	67	34.9
	Much	23	12
	Very much	3	1.6
	Total	192	100
Is there a domestic market for your product?	Very little	74	38.5
	Little	25	13
	Medium	70	36.5
	Much	21	10.9
	Very much	2	1
	Total	192	100
Is there a market for your product abroad?	Very little	9	4.7
	Little	26	13.5
	Medium	46	24
	Much	97	50.5
	Very much	14	7.3
	Total	192	100
	Very little	9	4.7
	Little	7	3.6

Variables	Scale	Frequency	Percent
Does the head of the family and family members support your handicraft industry?	Medium	20	10.4
	Much	122	63.5
	Very much	34	17.7
	Total	192	100
Do you have enough knowledge in the field of Balochi khamak embroidery?	Very little	19	9.9
	Little	93	48.4
	Medium	59	30.7
	Much	17	8.9
	Very much	4	2.1
	Total	192	100
Do you have enough financial resources to buy handicraft production costs?	Very little	44	22.9
	Little	12	6.3
	Medium	89	46.4
	Much	42	21.9
	Very much	5	2.6
	Total	192	100

**Second Objective:** Investigating the relationship between the independent variables (motivational, job performance, and job satisfaction factors) with the dependent variable (development of the handicraft industry of rural women).

To investigate the relationship between the independent variable of the motivational factors of job performance and job satisfaction with the dependent variable, Pearson's correlation

coefficient was used. We found that there is a positive and significant relationship between the independent and dependent variables of this research (Table 4).

**Table 4. The correlation coefficient between dependent variable and independent indicators**

Variable	Test	Development of the hand embroidery industry	Job Performance	Motivational factors	Job Satisfaction
Development of the hand embroidery industry	Pearson Correlation	1	.616**	.553**	.624**
	Sig.		0.00	0.00	0.00
Job Performance	Pearson Correlation	.616**	1	.262**	.539**
	Sig.	0.00		0.00	0.00
Motivational factors	Pearson Correlation	.553**	.262**	1	.404**
	Sig.	0.00	0.00		0.00
Job Satisfaction	Pearson Correlation	.624**	.539**	.404**	1
	Sig.	0.00	0.00	0.00	

**The third Objective:** Investigating to what extent the independent variables play a role in explaining the variance of the dependent variable of this research.

To investigate the third objective of this research, we used multiple regression. Regression analysis provides the possibility to predict the changes of the dependent variable through the independent variables and determine the contribution of each of the independent variables in the explanation of the dependent variable. Therefore, stepwise multiple regression was used. So, in the step-by-step method, the strongest variables are entered into the equation one by one, and this work continues until the significant test error reaches five percent, however, all the variables used in the step-by-step method were included in the regression equation. Results showed that  $F = 92.338$  and the regression equation was significant at the level of 0.000. In other words, the linear relationship between the dependent variable of the research and the three

independent variables was significant at the 1% level. The results of the mentioned test show that the variables of "job performance", "motivational factors and job satisfaction" had the greatest role in explaining the variance and changes in the development of the Balochi hand embroidery industry among rural women respectively. On the other hand, as the results of Table (5) show, the value of the tolerance index for all three independent variables was greater than 0.1 and the VIF index of their variance inflation factor was less than 10. Therefore, there are no multiple collinearities and it can be stated that the standardized coefficients of each of the independent variables of the regression model showed their real role.

**Table 5. Multiple regression analysis using the step-by-step method of dependent variable development of Khamak handicraft industry**

			Standardized Coefficients	T	Sig.	Collinearity Statistics	
			Beta			Tolerance	VIF
(Constant)	4.762	1.396		3.412	0.001		
Job Performance	0.563	0.083	0.373	6.762	0.000	0.707	1.414
Motivational factors	0.465	0.07	0.34	6.691	0.000	0.834	1.199
Job Satisfaction	0.265	0.054	0.286	4.913	0.000	0.636	1.573

Table (6) shows that in total the independent variables could account for about 59% (0.59%  $R^2$ ) of the dependent variable changes in the

development of the Balochi hand embroidery industry among rural women.

**Table 6. Summary of the regression analysis test for the dependent variable of the development of the Balochi hand embroidery industry among rural women**

Model	R	$R^2$	Adjusted $R^2$	Std. Error of the Estimate
1	.772a	0.596	0.589	1.78641

Finally, by using relation (1) with high reliability and validity, it is possible to estimate the development of the handicraft industry of Balochi among rural women.

$$Y = 4.762 + 0.563 X_1 + 0.465 X_2 + 0.265 X_3$$

X1: Job performance:

X2: Motivational factors:

X3: Job satisfaction:

## 5. Discussion and Conclusion

Rural women are an enormous part of the human force working in the rural economy and the always vulnerable segment of the society has been invisibly caught in a trap of deprivation,

powerlessness, physical weakness and poverty (Chambers (2014). Undoubtedly, women in Afghanistan live in extreme poverty, and rural women in order to solve it, daily needs of their lives and their children have turned to such needlework jobs. Women Household heads in rural areas of Afghanistan are in dire need, especially in recent years (Sidiqi 2023). In this situation, to improve the income sources and make them self-sufficient, specific mechanisms on the hand has not been taken. Afghanistan has had several decades of civil wars, conflicts and various other problems.



For this reason, it has not been able to achieve sustainable development and its villages face challenges it faces various economic, social, infrastructural and physical problems (Shaiq et al., 2021). This country from the beginning the establishment has always relied on international aid in various fields of its development and for years it has been had enjoyed international aid and despite the billions of foreign aids provided, the economy of this country is still low levels of income face high poverty and high unemployment rates. Also, studies show that the phenomenon of unemployment and poverty has increased in the villages of this country (Shaiq et al., 2022). Therefore, the development of Balochi hand embroidery industry of rural women is considered a valuable and efficient advantage in fighting social problems and achieving economic development in Afghanistan, especially among rural women.

The results related to the descriptive statistics of this research showed that the average age of respondents was 29.9 years. Considering that more than 42% of them are in the age group of 26 to 38 years old, it can be seen that they are on the verge of middle age in terms of age, so it can be expected that the possibility of developing and promoting the handicraft industry and in accordance with the standards of global markets, in order to improve the income generation of rural women as much as possible. As the findings of this research showed that their average monthly income from the handicraft industry sector was 2823 AF, equivalent to (38) US \$. In addition, more than 53.6% of the studied women were illiterate in terms of education level. This is while the literacy of nearly 34% of them was at the level of reading and writing, so promotional training to familiarize with the production skills of Balochi handicrafts is a requirement, and according to this level of education, appropriate methods should be used to improve learning and help to improve their knowledge, motivation and skills be taken. Results showed that about 38.5 percent of the respondents believed that they had very little access to domestic markets. Meanwhile, more than 50% of the respondents believed that their products has sustainable markets outside of Afghanistan. In addition, in this research, it was determined that rural women did not have enough knowledge to produce needlework handicrafts. In fact, having knowledge and skills has played a valuable role in

decorating fabrics and has more fans. On the other hand, research findings show that rural women had little access to financial resources. Considering the importance of job creation in developing economies, it is important to know the areas that can create sustainable job creation with small resources. The most obvious characteristics of employment in the field of culture and especially handicrafts (Hajamini, 2018). However, the development of small loans and the necessary facilities for rural women is a requirement if the importance of small loans for the development of businesses Village in researches (Al-Shami, et al. 20181; Varmzyari et al., 2022a; Varmazyari, et al., 2022b; Felix & Belo., 2018) and is of particular importance. In other words, microfinance has improved the ability of poor people to improve their living conditions and the poor have benefited from the advantage of increasing income and as a result improving the level of health consumption and increasing assets (Murrd & Idewelee. 2017; Appah et al., 2012). The findings related to multiple regression showed that all three independent variables (motivational factors, job performance and job satisfaction) have a positive and significant effect on the development of the handicraft industry of Balochi women, and explained 59% of the changes in the dependent variable. So, with confidence, it can be said that increasing motivation, job performance and job satisfaction lead to the development of the needlework industry among rural women and motivation is an internal state that makes a person move and act and human behavior to achieve its goals gives direction. Finally, to support and develop the khamak embroidery (Baluchi) industry, the following are suggested to the country's economic affairs officials and researchers:

- It is suggested that the officials of the economic sector of the country should make serious efforts in creating and developing the handicrafts of rural women, which are the necessities of livelihood of the people of the villages of Afghanistan, considering the specific mechanisms.
- In order to fight the economic poverty of rural households and support the khamak (Baluchi) embroidery industry, there should be established cooperative services and small

loans in rural areas to help the rural people in the development of the Baluchi industry.

- Balochi embroidery industry products, inside Afghanistan do not have a suitable market. Therefore, the products of the Balochi industry are sold at a low price by commission agents. But in the markets of the countries around Afghanistan, these products are sold at a high price. The attention of the government in the field is considered a requirement.
- For Further study in the field of handicrafts, it is suggested other factors affecting the development of the embroidery industry must be researched, so that in supporting handicrafts and strengthening them, more job opportunities are provided for rural women, and along with other occupations and art, Balochi hand embroidery industry should also be developed and can play a better role in the improvement and prosperity of the rural economy.

Undoubtedly, the correct performance of an activity and the successful implementation of any role in the discussion of handicrafts depends on the interest and motivation of the workers to get familiar with its skills and methods and to use the special methods of that technique in the production of products. Therefore, job performance combined with motivational factors increases job satisfaction, improves the quality of products and causes the development of that industry. Movement is the conventional meaning of motivation, which constantly motivates the workers of an art to perform successfully and increases its efficiency. The findings of this research indicate that the workers in the handicraft industry of Baluchi rural women of Baghlan province, according to their motivation and enthusiasm, have better job performance in producing high-quality products and considerable quantity for distribution according to market demand. If it is taken care of, they will find more satisfaction from their art, and in addition to increasing job satisfaction, the fields of expansion and development of this industry in all regions of rural Afghanistan are provided. In general, the findings of this research show that the motivational factors of job performance and job

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satisfaction as independent variables have had a positive impact on the development of Khamak Dozi industry. Considering the rural poverty that the majority of the households in the rural areas are facing economic problems and are not even able to provide the minimum cost of living for their, industry development Balochi embroidery is considered to be one of the most important alternative ways of economic development of villages, which on the one hand provides the living expenses of poor families, and on the other hand, by strengthening and developing this industry at the level of Afghan villages. According to the findings of this research, the majority of women expressed their satisfaction with the job of the handicraft industry (Baluchi) that they are involved in, and they have a positive attitude towards its development. The Balochi handicraft industry has been expanding and developing in the villages of the northern provinces of Afghanistan, especially Baghlan province in the last two decades. This means that in the situation of economic misery caused by the wars of attrition in Afghanistan women's occupation in the Khamak embroidery (Baluchi) industry in the rural areas of Baghlan has been one of the main sources of livelihood for rural households. Therefore, the artistic activities of women working in the Balochi industry in the villages of Baghlan province have been effective and efficient because, since the beginning of the creation and promotion of the Balochi embroidery industry among the women of Baghlan villages, this industry has spread and is developing in most of the north-eastern provinces of Afghanistan.

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The authors equally contributed to the preparation of this article.

## Conflict of interest

The authors declare no conflict of interest.

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## تأثیر عوامل انگیزشی، عملکرد شغلی و رضایت شغلی بر توسعه صنایع دستی خامک دوزی (بلوچی) زنان روستایی افغانستان

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### چکیده مبسوط

#### ۱. مقدمه

خامک دوزی از جمله صنایع دستی به دلیل سابقه‌ی طولانی - تاریخی که دارد از حرفه‌های مهم به شمار می‌رود. سوزن دوزی یکی از هنرهای گسترده صنایع دستی است که با ظرافت و دقت خاص با استفاده از نخ و سوزن به آرایش و تولید پارچه‌های زیبا و منقش می‌پردازد. این صنعت مانند سایر صنایع دستی از سرمایه‌های ارزشمند ملی به حساب می‌آید و اکثر هنرمندان و شاغلان صنعت دستی خامک دوزی (بلوچی)، مردم بومی و افراد بدون تحصیلات عالی و دانشگاهی بخصوص خانم‌ها هستند که فارغ از فضای رقابتی بازار داخل و خارج به صورت سنتی آن را تولید می‌کنند. امروزه صنایع دستی بخشی از اقتصاد روستایی را تشکیل می‌دهد و در صورت برنامه‌ریزی صحیح می‌تواند نقش مهم‌تری در عرصه توسعه اقتصاد روستاها ایفا کند. از آنجا که یکی از راه‌های ناگزیر پیشرفت و جلوگیری از افزایش فقر روستائیان، توجه به وضعیت معیشتی خوار روستایی است، مسأله کاهش فقر و ایجاد سطح بالاتری از درآمد و اشتغال، از مهم‌ترین و کلیدی‌ترین مسایل در مبحث توسعه روستایی محسوب می‌شود. صنایع دستی به تمام هنرهای تزئینی و کاربردی اطلاق می‌شود که با کمک دست و مواد و مصالح موجود طبیعت و بدون بهره‌مندی از ماشین خلق می‌شوند. این کار در ذات خود دارای پویایی و جاودانگی فرهنگی و هنری و نیز افسون اثرگذاری در روح مخاطب باشد، به گونه‌ای که انسان را به چالش، تحرک و تفکر درونی وا دارد و با روان او رابطه‌ای صمیمانه برقرار کند. استان بغلان که در شمال شرقی کشور افغانستان واقع است، زنان روستایی این استان به منظور بهبود منابع درآمدی و کاهش فقر در خانواده‌های خویش، به شغل صنعت دستی خامک دوزی (بلوچی) روی آورده‌اند. با این حال، در این پژوهش ما به دنبال پاسخ به سوالات زیر هستیم:

۱) وضعیت تولید صنعت دستی خامک دوزی بلوچی زنان روستایی چگونه است؟

۲) رابطه بین متغیرهای مستقل تحقیق (عوامل انگیزشی، عملکرد شغلی و رضایت شغلی) با متغیر مستقل (توسعه صنعت دستی خامک دوزی زنان روستایی)، از چه نوع رابطه است؟

۳) متغیرهای مستقل (عوامل انگیزشی، عملکرد شغلی و رضایت مندی شغلی)، به چه اندازه در تبیین واریانس متغیر وابسته این پژوهش نقش دارند؟

#### ۲. روش تحقیق

این پژوهش از نوع تحقیقات پیمایشی است که برای انجام آن از داده‌های اولیه استفاده شده است. ابزار اصلی تحقیق پرسشنامه بود. جامعه آماری این پژوهش، کلیه زنان روستایی شاغل در حوزه صنعت دستی خامک دوزی در استان بغلان بودند که این مطالعه به روش نمونه‌گیری همدند انجام شد. برای تجزیه و تحلیل اطلاعات علاوه بر آمارهای توصیفی، از همبستگی پیرسون و رگرسیون چندگانه استفاده شد.

#### ۳. یافته‌های تحقیق

به منظور بررسی رابطه بین متغیر مستقل (عوامل انگیزشی، عملکرد شغلی و رضایت شغلی) با متغیر وابسته «توسعه صنعت دستی خامک دوزی بلوچی» از ضریب همبستگی پیرسون استفاده شد. نتایج نشان داد، رابطه مثبت و معنی داری بین متغیرهای مستقل و وابسته این پژوهش وجود دارد. در مجموع، متغیرهای مستقل توانستند حدود ۵۹ درصد ( $R^2 = 0.59$ ) از تغییرات متغیر وابسته «توسعه صنعت دستی خامک دوزی بلوچی در بین زنان روستایی» را تبیین نمایند.

#### ۴. بحث و نتیجه‌گیری

واقعیت ایست که بیشتر زنان روستایی در افغانستان در فقر و تنگدستی به سر می‌برند و زنان روستایی به منظور رفع احتیاجات

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افغانستان به ویژه در بین زنان روستایی محسوب می گردد. آنجایی که از گذشته ها بدین سو بر توسعه اقتصادی روستاهای جامعه افغانستان توجه آنچنانی صورت نگرفته است، در شرایط موجود توسعه صنعت خامک دوزی بلوچی از مهم ترین راه بدیل توسعه اقتصادی روستاها دانسته می شود؛ که از یک سو هزینه زندگی فامیل های فقیر تأمین می شود و از جانب دیگر، با تقویت و توسعه این صنعت در سطح روستاهای افغانستان، می تواند اقتصاد روستاها را رشد دهد.

**کلیدواژه ها:** صنعت دستی، توانمندسازی زنان روستایی، کارآفرینی، افغانستان.

### تشکر و قدرانی

پژوهش حاضر حامی مالی نداشته و حاصل فعالیت علمی نویسندگان است.

روزمره زندگی خویش و فرزندان شان به چنین شغل های سوزن دوزی روی آورده اند. زنان سرپرست خانوار در مناطق روستایی افغانستان به ویژه در سال های پسین، به شدت نیازمند هستند (Sidiqi, 2023). این درحالیست که به منظور بهبود منابع درآمدی و خودکفایی سازی آنها، سازوکارهای مشخصی روی دست گرفته نشده است. افغانستان چندین دهه است که جنگ های داخلی، درگیری ها و مشکلات مختلف دیگر را تجربه کرده است. به همین دلیل نتوانسته است به توسعه پایدار دست یابد و روستاهای آن با چالش های مختلف اقتصادی، اجتماعی، زیرساختی و فیزیکی مواجه است. چنانچه، بررسی ها نشان می دهد پدیده بیکاری و فقر در روستاهای این کشور افزایش یافته است. با این حال، توسعه صنعت دستی خامک دوزی بلوچی زنان روستایی مزیتی ارزشمند و کارآمد در مبارزه با معضلات اجتماعی و دست یابی به توسعه اقتصادی در

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