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# Profile Characteristics of Extension Personnel of Andhra Pradesh

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**ABSTRACT**

A study on profile characteristics revealed that majority of extension personnel were middle aged, Bsc (Ag) graduates, with medium job experience, medium annual income, training exposure, perceived work load,organisational climate, job performance, scientific orientation, innovativeness, achievement motivation and high job satisfaction

**Key words**: *Extension personnel, Profile characteristics.*

Communication plays very important role in effective implementation of rural development programmes and adoption of new technologies. It is only through communication, the external ideas and new technologies enter the communities. This entails the extension personnel to have thorough understanding of the communication process. The extension worker cannot expect change among farmers unless he is able to communicate effectively to them. He has to create conducive situation for the effective communication of information that leads to greater impact on the behaviour of farmers.The extension workers as communicators of farm information became an indispensable element in the process of communication in implementing and securing desired change in agriculture. The extension personnel frequently participate in training and visit (T&V) workshops and other subject matter trainings but trainings on communication/transfer of technology are comparatively less organised. The development in agriculture depends on communication

Thus, there is need to understand the constraints which hinder communication process of extension personnel.

## MATERIAL AND METHODS

The study was conducted by using ex-post facto research design. The state, Andhra Pradesh was selected purposively as the researcher belongedto this state and well acquainted with the regional language i.e., Telugu which wouldhelp to build a good rapport and also facilitates for indepth study through personalobservation and interview.Four districts were selected from Coastal Andhra and Rayalaseema which has highest number of extension personnelvizanantapur and chittoor from rayalaseema region ,Guntur and east Godavari from coastal andhra region . A total of 240 extension personnel are selected from these four districts based on proportionate random sampling The primary data were collected using a pre-tested structured interview schedule by conducting personal

## RESULTS AND DISCUSSION

The data presented in Table revealed that majority (75.40%) of the respondents belonged to 'middle age' category, followed 'young age'(21.30%) and 'old age' (3.30%) category. This might be due to very few direct recruitments done during last fifteen years. Moreover the present promotion policies in agricultural department did not permit lateral entry of young officers in the department. The results derived support from the study conducted by Raksha*et.al*

It could be observed from the Table that nearly half of respondents were B.Sc.,(Ag) graduates (42.91%) followed by post graduates (31.66%), PG diploma holders (20.50%) and B.Sc.,(Hons.) degree holders (0.80 %) . Only 2 (0.80%) officers had Ph. D degree. The reason for this tendency was due to the fact that a large number of respondents were from the category of agricultural officers where the required minimum educational qualification was B. Sc agriculture and many middle aged respondents were interested in higher qualification and did their masters degree . Agricultural department was encouraging the extension personnel to enroll for PG diploma programme conducted by MANAGE and NIPHM. It is interesting to know that under other qualifications category few extension officers had also completed MBA (2.08%) and M. Tech in Remote sensing obtained from IIRS (1.25%). The results were in accordance with the findings of Meera*et al.* (2010)

The distribution of the respondents with respect to job experience from the Table divulged that a more than half (63.3%) of the respondents had medium job experience followed by 18.8 per cent respondents with low job experience and 17.90 per cent of extension personnel had high level of job experience. It could be understood from the table that majority of respondents plunged under medium to low Job experience category. As most of the respondents were from the middle age category, they had medium job experience. The extension personnel with experience can understand

**Table 1: Selected profile characteristics of extension personneln=240**

| S.No | Independent variables | Category | Frequency | Percentage |
|---|---|---|---|---|
| 1 | Age | Young Age (<35 ) | 51 | 21.30 |
| | | Middle Age (36 to 55) | 181 | 75.40 |
| | | Old Age ( >56) | 8 | 3.30 |
| 2 | Education | B.Sc.,(Hons.) | 2 | 0.80 |
| | | B.Sc.,(Agriculture) | 103 | 42.91 |
| | | B.Sc.,(Ag) + PG Diploma | 49 | 20.50 |
| | | B.Sc.,(Ag) + MBA | 5 | 2.08 |
| | | B.Sc.,(Ag) + M.Tech | 3 | 1.25 |
| | | B.Sc.,(Ag) + M.Sc (Ag) | 76 | 31.66 |
| | | B.Sc.,(Ag) + M.Sc (Ag)+ Ph.D(Ag) | 2 | 0.80 |
| 3 | Job experience $\overline{X}$= 16.29 σ = 7.31 | Low (< 8.98 ) | 45 | 18.80 |
| | | Medium ( 8.99 ± 23.5) | 152 | 63.30 |
| | | High (> 23.6 ) | 43 | 17.90 |
| 4 | Annual income $\overline{X}$ = 9.85 σ = 3.16 | Low (< 6.69) | 33 | 13.80 |
| | | Medium ( 6.70 ± 13.00) | 169 | 70.40 |
| | | High (> 13.01 ) | 38 | 15.80 |
| 5 | Training exposure | Low (2 to 7 trainings ) | 68 | 28.40 |
| | | Medium (8 to 13 trainings) | 122 | 50.80 |
| | | High (14 to 19 trainings) | 50 | 20.80 |
| 6 | Perceived work load $\overline{X}$= 12.48 σ = 3.91 | Low (< 8.57) | 41 | 17.10 |
| | | Medium ( 8.58 ± 16.38) | 161 | 67.10 |
| | | High (> 16.39 ) | 38 | 15.80 |
| 7 | Job satisfaction | Low ( 16-30) | 29 | 12.10 |
| | | Medium (31-45) | 84 | 35.00 |
| | | High (46-60) | 127 | 52.90 |
| 8 | Organization climate $\overline{X}$ = 22.81 σ = 6.32 | Low (< 16.49) | 27 | 11.20 |
| | | Medium ( 16.50 ± 29.13) | 165 | 68.80 |
| | | High (> 29.14 ) | | |
| | | | 48 | 20.00 |
| 9 | Job performance | Low (29-48 ) | 45 | 18.80 |
| | | Medium ( 49-68 ) | 102 | 42.40 |
| | | High ( 69-88 ) | 93 | 38.80 |
| 10 | Scientific orientation | Low (12-18 ) | 90 | 37.50 |
| | | Medium ( 19-25 ) | 94 | 39.20 |
| | | High ( 26-32 ) | 56 | 23.30 |
| 11 | Innovativeness | Low (10-17 ) | 71 | 29.60 |
| | | Medium (18-25 ) | 97 | 40.40 |
| | | High ( 26-33 ) | 72 | 30.00 |
| 12 | Achievement motivation | Low (13-20 ) | 103 | 42.90 |
| | | Medium ( 21-28 ) | 110 | 45.80 |
| | | High ( 29-36 ) | 27 | 11.30 |

and communicate the agricultural information effectively .This finding was in line with the findings of Salau and Saingbe (2008).

The above table also revealed that annual income of extension personnel from all income sources expressed in lakhs and classified based class interval method , it could be inferred from the table that most of the respondents (70.40%) were in the medium category, followed by 15.8 per cent of the staff were under high annual income category and only 13.8 per cent were under the low category of annual income. Since most of the respondents get salary, in addition they get income from other sources such as business *etc* .Similar findings were also reported by Salau and Saingbe (2008).

The above table portrays that majority (50.8%) of the respondents had exposure to 8 to 13 trainings followed by 28.3 per cent respondents who had exposure between 2 to 7 trainings and 20.8% per cent of the respondents had exposure to 14 to 19 trainings. It also might be because of the fact that many of the agriculture officers working under agricultural department got less opportunity to expose themselves to more number of trainings. Moreover extension personnel attend the trainings which were mandatory and majority might not be interested in attending trainings that were non mandatory. The extension personnel mostly attended trainings in HRD institute, MANAGE, NIPHM, WALAMTARI and trainings conducted by state agricultural department.

The findings in the table revealed that 67.10 per cent of extension personnel had medium work load, followed by 17.10 per cent had low work load and 15.80 per cent respondents had high work load respectively. The reason behind the findings might be that more than half of the respondents were middle aged and might not be in a position to spend extra time on work and also the government policies pressurise them to spend more time on additional duties, bringing up the new schemes, assigning targets to finish them in short time, shortage of adequate qualified sub staff causing more pressure on them in addition to this unnecessary intervening of the local politicians might be also the reason for the above scenario. This finding was in line with the findings of Sandika*et al.* (2007).

The above table revealed that majority (52.9%) of the respondents had high level of job satisfaction followed by 35 per cent respondents who had medium level of job satisfaction. A meagre (12.1%) portion of respondents had low level of job satisfaction. It was because of the fact that most of the respondents could get satisfaction as they were working nearer to their villages, the prestige and value were given to them by farming communities. Another reason might be due to the fact that most of the agricultural extension personnel got ample scope to help the farming community to their desired level. This trend was also due to the prevailing job security as well as high salary. These findings were in conformity with the findings ofSandika*et al.* (2007).

Perusal of the Table revealed that two-thirds (68.8%) of the respondents fall under medium organizational climate category followed by 20 per cent respondents come under high category. A meager proportion of them are low category (11.2%). The findings imply the prevailing congenial environment in the organization which specifically activates, energizes, direct an employee towards the achievement of organizational as well as personal goals. The low category of considerable proportion of the respondents may be due to ambiguity in duties and responsibilities, lack of proper feedback about their performance and lack of proper transfer and promotion policy in the organization. These were in conformity with the findings of Meera*et al.* (2010).

The table showed the distribution of respondents according to their job performance. It was evident from the data that 42.50 per cent had medium job performance, 38.80 per cent had high job performance and.18.80 per cent had low job performance. Thus, it could be concluded that majority of the respondents belonged to the medium job performance category. The plausible cause for this trend was due to the close supervision from the higher authorities, weekly follow up from the district collector and regular monitoring of the Chief Minister from the dash board portal, had compelled the respondents to acquire more job performance. The above findings were in agreement with the findings of Charles jeeva *et al.* (2013).

A close investigation of the above table connotes that nearly forty per cent (39.2%) of the respondents had medium scientific orientation category followed by 37.5 per cent respondents under low category. A scanty proportion of the respondents constitute high category (23.3%). The results revealed that the respondents were lacking scientific orientation in their job activity. The scientific orientation of an extension worker prepares him to face all issues and actions with a scientific outlook or scientific approach, an extension worker transfers knowledge and messages based on science. Naturally he may approach his act of communication also scientifically in order to improve the quality of communication.

The results from table indicated that majority (40.40%) of the respondents possessed medium level of innovativeness, followed by high level (30.00%) and low level (29.60%) of innovativeness. Thus, it could be concluded that the maximum of the Extension Personnel were in medium category of Innovativeness followed by low and high. It was conceivable that it

was possible for both youth and middle-aged respondents in getting innovative ideas.

A perusal of the Table revealed that nearly half (45.8%) of the respondents had medium level of achievement motivation followed by 42.9 per cent respondents who had low level of achievement motivation. The least number of respondents (11.3%) had high level of achievement motivation. This might be because of the fact that majority of the respondents willing to do something well for the greater sake of farming community rather than to gain power or recognition or profit. The another reason could be due to the fact that most of agriculture officers were middle aged and energetic and most of them had experienced short period of service life so far. The above findings were in agreement with the findings of Hagemanty (2011).

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