



Research Article

INVESTIGATING RELATIONSHIP BETWEEN ATTRIBUTES, JOB PERFORMANCE AND JOB SATISFACTION OF RURAL AGRICULTURE EXTENSION OFFICERS IN UJJAIN DISTRICT OF MADHYA PRADESH

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Abstract- The study has been conducted by the KVK Ujjain with 72 respondents to know the attributes of Rural Agriculture Extension Officers (RAEOs), job performance, job satisfaction and training needs of RAEOs. Correlation between attributes, job performance and job satisfaction of RAEOs has also been worked along with the involvement of RAEOs in other work than transfer of technology. The major findings were as majority of respondents belongs to 46-50 years of age group, had higher secondary to post graduation level of education and possess 25-29 years of work experience. Most of them performed both related and allotted work, change work according to instructions from the authority and work as per instructions of the department. Regarding job satisfaction, majority of them were satisfied with allotted and transfer of technology work and were highly satisfied in perception during the field work among the farmer community. Education was found negatively correlated with job satisfaction and had positive correlation with job performance. Age and experience were positively correlated with job satisfaction and negatively correlated with job performance. Among training needs of RAEOs priorities were given to rainfed production technique and organic farming by the RAEOs. Hundred per cent of the respondents agreed on their involvement in election work/photo identity work among the works other than transfer of technology.

Keywords- Age group, Correlation, Education, Job performance, Job satisfaction, RAEOs, Transfer of technology.

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Introduction

In the early fifties, the need for specific agencies to implement rural development programs in India was recognized and a new administrative unit; development blocks were established as a primary administrative unit headed by a Block Development Officer (BDO), created to assist the departmental dealing with agriculture, horticulture, cooperatives, animal husbandry, village industries etc. the staffing pattern included a number of Assistant Development Officers (ADOs) and Village Level Workers (VLWs), the latter were assigned specific sub-units, normally consisting of a few villages. Being workers of multipurpose nature, it was stipulated that VLWs would spend 75 per cent of their time on functions related to the promotion of improved agricultural practices. Over a period of time, the activities of different development department increased many folds, as did the work of the VLWs. In addition, the VLWs came to be increasingly deployed in activities not connected with agriculture, such as elections, census, family planning etc., which reduced the time devoted to agricultural programmes. Not only this, under the reorganized set up of extension system, the entire responsibility of transfer of technology rests upon the shoulder of Rural Agriculture Extension Officers (RAEOs), previously designated as VLWs. Hence, they should have up-to-date knowledge of all latest developments made in the fields of agriculture along with the keen interest and convincing the farmers for using the latest farm technology.

It is not possible for the specialists of agriculture alone to do all jobs effectively, unless they are given proper training in all the concerned branches. The term 'job' means a set of expectations applied to an incumbent of a position and 'job-

performance' is the actual behavior of the incumbent [1]. The performance of an individual at work in an organization depends on his personal qualities and the environment where he works. It is quite logical to expect that those who are satisfied with their job are likely to perform their job in a better way and communication behavior is also positively and significantly related with job performance [2]. In this background, the present study was undertaken with following objectives:

1. To study selected attributes of RAEOs.
2. To assess the job performance and job satisfaction of RAEOs.
3. To study the relationship between selected attributes, job performance and job satisfaction of the RAEOs.
4. To know the training needs and the involvement of RAEOs in tasks other than transfer of technology work.

Materials and Methods

The present study was conducted by the Krishi Vigyan Kendra Ujjain in the Ujjain district of Madhya Pradesh. The district has six blocks and seven tehsils and a total of 127 RAEOs are deployed at six blocks of the district. Out of these 72 respondents were randomly selected during the in-service training programme at KVK. The data were collected by personal interview, observations, group interview and discussion with KVK functionaries. The collected data were scored, classified, analyzed and presented in the form of percentage in the tables. Correlation of coefficient was employed to calculate the relation between attributes, job performance and job satisfaction of RAEOs.

Results and Discussion

Attributes of respondents

Table-1 Demographic distribution of respondents

S. No.	Attributes / Independent variables	Respondents (N=72)	%
Age			
1.	30-35 years	02	02.77
2.	36-40 years	04	05.55
3.	41-45 years	18	25.00
4.	46-50 years	48	66.66
Education			
1.	Higher secondary	24	33.33
2.	B.Sc. (Ag.)	02	02.77
3.	Graduate (non-B.Sc. Ag.)	22	30.55
4.	Post graduates (non-M.Sc. Ag.)	24	33.33
Experience			
1.	10-14 years	10	13.88
2.	15-19 years	02	02.77
3.	20-24 years	18	25.00
4.	25-29 years	42	58.33

[Table-1] reveals that majority of respondents belonged to above 45 years of age (66.66%) while 02.77% were young (30-35 years) followed by middle age group (25.00%) having educational qualification of higher secondary level to post graduate (non-M.Sc. Ag.). Only 02.77% respondents were agriculture graduates.

Job Performance

Table-2 Distribution of respondents according to their job performance

S. No.	Job performance	Respondents (N=72)	Percentage (%)
Working pattern			
1.	All related work	12	16.66
2.	Only allotted work	02	02.77
3.	Both	58	80.55
Plan of work			
1.	Pre planning	20	27.77
2.	Change the working pattern as per need of the farmers	22	30.55
3.	Change the working according to instructions from authority	32	44.44
Type/system of work			
1.	As per instructions of the Department	54	75.00
2.	As per need of the farmers	12	16.66
3.	To achieve the target	06	08.33

Job performance has been measured through involving working pattern, plan of work and type/system of work of the respondents. It is clear from the [Table-2] that a huge majority (80.55%) of the respondents performed both allotted and related works followed by all related work (16.66%). The 44.44% of respondents replied that they prepare their plan of work on the basis of instructions from the authority and 30.55% declared that they change their work as per need of the farmers, while 27.77% of respondents work as pre planned. It is also found that in case of system of work, majority of the respondents (75.00%) work as per instructions of the department, whereas 16.66% work as per need of the farmers and only 08.33% work to achieve the target.

Job Satisfaction

Table-3 Distribution of respondents according to their job satisfaction

S. No.	Job satisfaction	Respondents (N=72)	Percentage (%)
Allotted work			
1.	Highly satisfied	10	13.88
2.	Satisfied	48	66.66
3.	Dissatisfied	08	12.00
4.	Neutral	06	09.00
Transfer of new technologies among the farmers			
1.	Highly satisfied	10	13.88
2.	Satisfied	60	83.33
3.	Dissatisfied	02	02.77
4.	Neutral	00	00.00
Perception during the field work among the farmer community			
1.	Highly satisfied	24	33.33
2.	Satisfied	21	29.10
3.	Dissatisfied	07	09.72
4.	Neutral	20	27.77

Allotted work, transfer of new technologies among the farmers and perception during the field work among the farmer community were measured to know the job satisfaction of the RAEOs. [Table-3] shows that majority (66.66%) respondents were satisfied with their allotted work followed by 13.88% highly satisfied while only 12.00% expressed dissatisfaction towards their allotted work and 09.00% had neutral feeling about their allotted work. In case of transfer of new technology among the farmers, the majority of respondents (83.33%) expressed satisfaction and 13.88% showed high satisfaction whereas only 02.77% expressed dissatisfaction. Regarding perception of RAEOs during field work among the farmer community, majority (33.33%) of respondents were highly satisfied, 29.10% were satisfied and 27.77% had neutral feeling. However, 09.72% of respondents were dissatisfied with the perception during the field work among the farmers [3].

Relationship between selected attributes, job performance and job satisfaction of the RAEOs

Table-4 Coefficient of correlation between selected attributes, job performance and job satisfaction of RAEOs.

S. No.	Attributes	Job performance	Job satisfaction
1.	Education	0.76175**	-0.0971 ^{NS}
2.	Age	-0.169687 ^{NS}	0.511**
3.	Experience	-0.207623 ^{NS}	0.542**

** Significant

[Table-4] indicates that the age and working experience had negative correlation whereas education had positive correlation with job performance. Hence, it can be stated that age and work experience does not affect working pattern, plan of work and type of work of RAEOs. It is also observed that age and experience had positive and significant correlation with job satisfaction while education had negative correlation. Hence, it can be concluded that respondents with higher level of educational qualification like post graduate were not related to job satisfaction whereas age and work experience had positive relation.

Training needs of the RAEOs

Table-5 Distribution of respondents according to their training needs

S. No.	Subject	N=72	%	Rank
1.	Rainfed production techniques	68	94.44	I
2.	Use of micro-nutrients	52	72.22	IV
3.	Use of <i>Bacillus thuringiensis</i> based insecticide	38	52.77	VII
4.	Methodology of insecticide	42	58.33	VI
5.	IPM	48	66.66	V
6.	Seed storage	53	73.61	III
7.	Organic farming	61	84.72	II
8.	Causes of vegetable growth	23	31.94	VIII
9.	Proper time of weedicides application	21	29.16	IX
10.	Critical stages of various crop prone to affect productivity due to biotic and abiotic stresses.	20	27.77	X

It can be noted from the [Table-5] that majority of the RAEOs (94.44%) expressed priority in obtaining trainings on rainfed production technology followed by organic farming (84.72%), seed storage (73.61%), use of micro-nutrients (72.22%), IPM (66.66%), methodology of insecticide (58.33%) and use of *Bacillus thuringiensis* based insecticide (52.77%). While about 30 per cent of the respondents expressed their training needs on causes of vegetable growth, proper time of weedicides application and critical stages of various crops prone to affect productivity due to biotic and abiotic stresses [4]. The reported findings suggest that RAEOs needs additional training in technical areas.

Involvement of RAEOs in tasks other than transfer of technology work

Table-6 Distribution of respondents according to their involvement in other than transfer of technology work

S. No.	Other work	N=72	%
1.	Election work/photo identity work	72	100.00
2.	National programmes- pulse polio, plantation & water conservation	38	52.00
3.	PBL & BPL survey	42	58.33
4.	Public distribution scheme	38	52.77
5.	Prime Minister's, rozgar scheme work	22	30.55
6.	Counting of animals	27	37.50
7.	Formation of SHGs	10	13.88
8.	Conduction of gram sabha	34	47.22
9.	Nodal officer at panchayat level	36	50.00
10.	Janpad (block) panchayat work	58	80.55
11.	Input distribution	70	97.2
12.	Survey work of contingent plan (frost attack & insect pest infestation)	68	94.44

Hundred per cent of the respondents stated that they are being deployed in election related work while 97.22% respondents clearly stated that they were involved in input distribution work assigned by their department. On the contrary, the least involvement was seen in the interventions, which could lead to a stable source of income generation through group approach (SHG formation, 13.88%).

Conclusion

Findings of the study indicates that respondents were satisfied with their allotted work and respondents with higher level of education like post graduation were not related to job satisfaction. The study strongly indicates that age of respondents and the work experience had a positive bearing on the level of satisfaction. Majority of the respondents over 45 years of age and 25 years of work experience were highly satisfied with their job. The fact cannot be denied that the human is characterized by the ever-lasting desire of changes. They may be for the better or for the worst but it is the essence of change that really matters. Like everything agricultural trends are unpredictably changing and it is additional proof of this passion of mankind. According to the study, the RAEOs from different age groups, experiences and qualification believe in how important it is to be in line with the latest. To increase the participation of farmers in KVK activities, majority of the RAEOs completed their job and performed as social worker in the field. But involvement of RAEOs in other work than transfer of technology (TOT) activities has lead to sufferings in the field as they are the most effective medium of expansion of technology.

Application of research

The study is helpful in improving the job performance and job satisfaction of extension functionaries through providing ideas to the planning committees. Hence, would help in framing better policies and schemes for extension personnel development and strengthening the extension channel.

Research Category: Agriculture Extension

Abbreviations

RAEOs- Rural Agriculture Extension Officers

TOT- Transfer of Technology

IPM- Integrated Pest Management
KVK- Krishi Vigyan Kendra
ADO- Agriculture Development Officer
VLW- Village Level Worker
BDO- Block Development Officer
N- total number of respondents
%- percentage

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