

## A study on feedback behaviour of extension personnel working in private sectors

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### ABSTRACT

The study was conducted in four districts North Karnataka. The research design adopted was *ex- post- facto*, since the phenomenon has already occurred and is continuing. A structured questionnaire was consisting of various indices, tests and scales to measure the variables. The results revealed that majority (82 %) of the private extension personnel were found in 'medium communication behaviour' category. Further, majority of the respondents (60 %) informed the 'agriculture problems' to 'higher officers' followed by 'discussion with fellow workers (50 %). Information on 'extension programmes' feedback to higher officers was (65 %). Maximum feedback was observed in case of 'sale of inputs' (70 %) which was informed to higher officers.

### INTRODUCTION

In the context of meeting holistic needs of increasing agricultural production in sustainable manner, agricultural extension has a crucial role to play. Its normal task of transferring and disseminating appropriate technologies and agronomic practices would not be sufficient. Extension agencies and workers will need to exercise a more provocative and participatory role to serve as a knowledge / information system among agricultural researchers, trainers and farmers.

Private extension also helps in sharing, augmenting public sector extension efforts. It has been universally recognized that institutional pluralism in the development of extension services contributes to overall success. To achieve differing agricultural goals and serve diverse target population, a combination of public, private and voluntary extension efforts is needed.

In the era of information technology, where information plays a vital and decisive role in taking strategic decision, extension personnel will have to acquire latest knowledge as well as skills in use of various electronic devices such as computers, multimedia, internet etc. The day is not very far when tele/video conferencing will be common means to interact with large number of farmers to extend

extension messages or sharing market information by extension personnel. In coming years, the area of 'Management and 'Communication skills' will be the largest segment for competency building among agricultural extension personnel for supporting farming community (Tripathi, 2004).

This research study would provide an insight for studying the feedback behaviour of private extension personnel. Accordingly, the present study has been planned and conducted in North Karnataka to study the feedback behaviour of private extension personnel and to assess the relationship of selected personal, socio-psychological characteristics of private extension personnel in respect of their feedback behaviours.

### METHODOLOGY

The study was conducted in four districts of North Karnataka, namely, Dharwad, Belgaum, Gadag, Haveri. Totally 8 Talukas were selected for the study. The private extension personnel were considered as respondents *i.e.* The Sales Officers, Marketing Officers, Sales Executives, consultants, managers of private input agencies/firms *viz.*, seed firms, fertilizer firms, agro-chemicals and irrigation equipments, biotech, firms, etc. operating in four districts of the study area

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Communication  
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media utilization,  
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