

RESEARCH PAPER

## Study of relationship between role perception and role performance of KVKs experts

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### ABSTRACT

The agriculture has evolved into a complex business requiring integration of knowledge and information from many diverse sources. In order to remain competitive, the modern farmers often rely upon agricultural experts working at KVKs who provide information for certain decision making. Hence, present investigation was undertaken with an objective to study the personal profile of experts working at KVKs, to know the role perception of experts working at KVKs and to study the role performance of experts working at KVKs. Present investigation was undertaken in Department of Extension Education, Navsari Agricultural University, Navsari (Gujarat) during the year 2009-2010. Pre-structured questionnaire was used for data collection. Investigation concluded that, the majority of the experts (95.19 per cent) were to have in moderate to good level of role of communicator. The majority of experts had moderate perception about communicator's role, the probable reason may be due to inadequate communication facility at their KVKs. The majority of the experts (51.92 per cent) fell in the category of moderately performance of role followed by 35.58 and 12.50 per cent of them good and poor level of role performance categories, respectively. More than half (51.92 per cent) of the experts fell in the category of moderately performance of advisor's role, followed by 40.38 and 07.69 per cent of them had good and poor level of role performance as an advisor, respectively.

**Key Words :** Perception, Performance, KVKs experts

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Now a days, nearly 83 per cent of Indian population depends on agriculture and allied enterprises, out of 52 per cent are getting direct employment from agriculture sector so, agriculture is still the backbone of Indian economy (Babu and Subash, 2009). The development of agriculture is an integral part of economic development of the country. In the words of Hon'ble Prime Minister of India, "higher growth rate of economy can be achieved by giving more importance to agriculture". As per 'The Hindu' agriculture accounted for 17.1 per cent of gross domestic product (GDP) and 12.20 per cent national export at present (Anonymus, 2009). The Hon'ble Agricultural Minister of India stated that "India has achieved a sustainable production of 231.67 million tons food grain and 28.28 million tons oil seeds in 2008-2009". These milestones were achieved mainly due to technological interventions and hard work put by agricultural researchers, extension professionals, policy makers and all those engaged in the task of development. However, sustaining this growth rate and achieving the required food grain production of 320 million tons by 2025 would be a difficult task considering

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