



Extension management ability of the programme coordinators of Krishi Vigyan Kendras

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ABSTRACT

The study was carried out selecting a random sample of 160 Programme Coordinators of five years old KVKs of all the eight zones of India with full-fledged activities in the service of farmers. The Ex-Post-Facto Research Design was used for this study. The data were collected through mail questionnaire as well as interview schedules either by contacting through post or personal contacts. The suitable statistical tools were used to analyze the data. The study reveals that slightly more than half of the programme coordinators of KVKs had high level of planning ability (51.25 %), majority of them had medium to high level of organizing capacity (85 %), high level of ability of directing their subordinates (76.87 %), high level of ability of communication (58.13 %), medium to high level of capacity to maintain human relations (91.87 %), high level of lead taking behaviour (61.88 %), supervising ability (71.26 %), coordinating ability (62.50 %) and medium level of overall extension management ability (68.12 %), whereas slightly less than half of the programme coordinators had high level of decision making capacity (45.00 %) and high level of controlling power (48.12 %). The personal variables of programme coordinators of KVKs such as; young age, higher education, vigorous status of health and rural native place, while organizational variables like; conducive organizational climate, needed organizational facility and better interpersonal communication, whereas socio-psychological variables for instance; extrovert personality and positive attitudes towards extension work and low level of job stress played significant role on their extension management ability. The positive attitude towards extension work, extrovert personality and favourable organizational climate together accounted 55.70 per cent variation in extension management ability of the programme coordinators of KVKs.

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INTRODUCTION

Farm Science Centre which is known as Krishi Vigyan Kendra (KVK) is leading edged transfer of technology project initiated and run by the Indian Council of Agricultural Research (ICAR), which is central governing body of agricultural development established by Government of India. It is intended to create able human resource for agriculture development of the country. The Farm Science Centre or Krishi Vigyan Kendra (KVK) is one of the innovative programmes of the council designed to provide skill oriented vocational training to the farmers, farmwomen, rural youths and field functionaries. It helps in crafting competent practicing farmers, farmwomen, rural youth and extension personnel. Understanding the importance of KVK, it is expected to have ideal leader with certain useful qualities and positivism to

improve the operational quality of the KVK to get desired results (Pathak *et al.* (2005). The quantitative and qualitative functioning of the KVK depends on the unambiguous qualities of its leader. In the existing pattern of KVK, Programme Coordinator (PC) is working as the head of the centre.

A creative and visionary leader with demonstrated integrity, enthusiasm, motivation, flexibility and confidence to act as programme coordinators has great chance to show the real impact of the KVK (Rai, 2006). The programme coordinator can establish and guide new research directions, lead technical and social research and development proposals, new technologies and capabilities and interact within key clients. The programme coordinator as a key position holder should try to utilize opportunity to lead centre and offer at the forefront of the emerging technology (Patel *et al.*, 2004).

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