

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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some of the challenges like non-expanding land, depleting soil and water resources, adverse impacts of climate change, rising cost of production, insufficient public and private service providers and diminishing agriculture labour availability and farmers' reduced interest in agriculture.

However, to overcome the bottlenecks, India has 45 Crop Based Research Institutes, 4 Deemed Universities, 4 regional level Extension Education Institutes, 6 National Bureaus, 17 National Research Centres, 25 Project Directorates, 61 All India Coordinated Research Projects and 17 Network Projects, 45 State Agricultural Universities (including one Deemed University), one Central Agricultural University and 570 Krishi Vigyan Kendras (KVKs) (Ayyappan, 2010). 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.

RESEARCH METHODOLOGY

Present investigation was undertaken in Department of Extension Education, Navsari Agricultural University, Navsari (Gujarat) during the year 2009-2010. Bearing in mind, the strength of SAUs, governments and non-government organization the ICAR, New Delhi sanctioned 12 KVKs to SAUs, 12 KVKs to NGOs, while one they kept under ICAR. Considering the executing agency, attachment with SAUs and available working force at KVKs, all the KVKs were purposely selected for the present study. Pre-structured questionnaire was used for data collection for this study.

RESEARCH AND REMONSTRATION FINDINGS

The data regarding personal profile of experts working at KVKs were analyzed and presented in the following sequence.

Age:

Age refers as the number of years completed by an individual at the time of collection of information. The data in regard to i) young age (up to 35 years), ii) middle age (36 to 50 years) and iii) old age (above 50 years) were grouped. The data collected about their age are presented in Table 1.

It becomes clear from the data indicated in Table 1 that

Sr. No.	Age groups	Frequency	Percentage
1.	Young age	53	50.96
2.	Middle age	45	43.27
3.	Old age	06	05.77
Total		104	100.00

more than half of the experts (50.96 per cent) were in the young age group, followed by 43.27 per cent were in middle age group and only 05.77 per cent were in old age group.

In general, a great majority of experts (94.23 per cent) were in young to middle age groups. Thus, it indicates that this is age considered to be actively working age and being a responsible one for supporting to their expected role performance. This finding is in support to that of Sasidhar *et al.* (2005) and Dhankumar and Compton (2005).

Education:

Education plays an important role to bring about desirable changes in human behaviour in form of knowledge, skill and attitude. Education is valued as means of increasing level of knowledge and information. An individual behaviour is influenced by his formal education and leads his mental development which shapes his view points. Keeping this in view, the level of education of the experts was studied. The data in this regarding was collected and grouped as; i) Bachelor degree (up to Bachelor degree), ii) Master degree (up to Master degree) and iii) Doctorat degree (Ph. D. and above). The data in this regards are presented in Table 2.

Sr. No.	Level of education	Frequency	Percentage
1.	Bachelor degree	00	00.00
2.	Master degree	65	62.50
3.	Doctorate degree	39	37.50
Total		104	100.00

It is apparent from the Table 2 that the majority of the experts (62.50 per cent) had master degree, followed by 37.50 per cent of them belonged to doctorat degree, not a single of them was found in the category of bachelor degree. In general, the majority of the experts (62.50 per cent) had master degree. It is obvious that to be a subject matter specialist at Krishi Vigyan Kendras, one must have the education upto Master degree. These findings suggest that the experts were benefited in their role perception and performance due to their higher level of education. This finding is in consideration with the finding reported by Sasidhar *et al.* (2005).

This is referred to as the participations of the experts in social institution as a member or as an office bearer. On their response regarding social participation, experts were classified as; i) no membership (zero score), ii) membership in one organization (1 score) and iii) membership in more than one organization with position (2 and above score). The data in this regards are presented in Table 3.

The information presented in Table 3 indicates that the majority of the experts (60.58 per cent) possessed membership in one organization, followed by 29.81 per cent of experts had

Table 3: Distribution of the experts according to their of social participation (n= 104)

Sr. No.	Level of social participations	Frequency	Percentage
1.	No membership	10	09.61
2.	Membership in one organization	63	60.58
3.	Membership in more than one organizations with position	31	29.81
Total		104	100.00

membership in more than one organizations with position and only 9.61 per cent of experts hadn't membership in any social organization. Generally, a great majority of the experts (90.39 per cent) belonged to membership in one and more than one organizations categories. The possible reason for this finding might be that each of the experts may have his distinct requirements for the development in his profession to obtain the benefits. This finding is in the line of those findings reported by Bhosle *et al.* (2000) and Sunildutt and Chole (2001).

Perception forms the center point in the study of human behavior. Perception about their overall role by experts was classified as; i) poor perception (up to 100 score), ii) moderate perception (101 to 140 score), and iii) good perception (above 141 score). Collected data regarding perception of role by experts are presented in Table 4.

Table 4: Distribution of the experts according to level of perception about their role (n=104)

Sr. No.	Level of perception of role	Frequency	Percentage
1.	Poor perception	07	06.73
2.	Moderate perception	56	53.85
3.	Good perception	41	39.42
Total		104	100.00

The Table 4 shows that the majority of the experts (53.85 per cent) had moderately perceived their role, followed 39.42 and 6.73 per cent had good and poor level of perception about their role, respectively. In general, a great majority of the experts (93.27 per cent) were found to have moderately to good level of perception about their role. This might be due to their work load, limited resource available and may have additional charges. In some of the KVKs the expert were recruited without considering the requirement of their jurisdiction which indirectly affected in their role perception. The finding is in consideration with the finding reported by Eshwarappa *et al.* (1999) and Waman and Girase (2002).

Perception forms the center point in the study of human behaviour. Perception is an ability to understand about something, here different roles and responsibility in transfer of technology programme by experts. Under this study perception of different role by experts were classified as; i) a person who trains to another person with his ut-most

knowledge for developing the ability or expected production he can be said as a trainer, ii) a person realizes the need, interest and constraints of people while planning and suggest suitable solution to overcome the constraints can be called as a planner, iii) it is who gives the advice in relation to constraint called as an advisor, iv) innovator is the person who is relatively earlier in adoption of new ideas than other members of the society can be called as an innovator and v) is the person who communicate the treated message in to palatable form for farmers development can be known as a communicator. Collected data regarding different role of experts are presented in Table 5.

It is seen from the Table 5 that the nearly half of the experts (49.04 per cent) possessed good perception about the role as trainer, followed by 47.11 and 3.85 per cent had moderate and poor level of perception, respectively about their role as trainer. In general, a great majority of the experts (96.15 per cent) were found moderate to good categories of perceived role as trainer. The probable reason may be due to high education and farmers' cooperation.

The Table 5 indicates that the majority of the experts (53.85 per cent) moderately perceived their role as a planner, followed 39.42 and 6.73 per cent had good and poor level of perception about their planner's role, respectively. In general, a great majority of the experts (93.27 per cent) were found in moderate to good categories of perceived role as planner. The majority of experts perceived medium role as planner probable the reason may be due scanty experience and inability to take proper decision in time.

It is seen from the Table 5 that the majority of the experts (51.92 per cent) had good perception about advisor's role, followed 44.23 and 3.85 per cent had moderate and poor level of perception about as advisor role, respectively. In general, a great majority of the experts (96.15 per cent) were found in moderate to good categories of perceived role as an advisor. The majority of experts comfortably perceived the role as advisor, this may be due to cooperation of farmers at all level of his jurisdiction.

The Table 5 shows that the majority of the experts (52.88 per cent) moderately perceived their role as innovator, followed 41.35 and 5.77 per cent had good and poor level of perception about innovator's role, respectively.

In general, a great majority of the experts (94.23 per cent) were found in moderate to good perception categories of perceived role as an innovator. The majority of experts had moderate perception as innovator; the probable reason may be due to limited resources available and no relation between researchers and KVKs personnel.

From the Table 5 one can understand that the majority of the experts (51.92 per cent) moderately perceived their role as communicator, followed 43.27 and 04.81 per cent of had good and poor level perception about communicator's role, respectively. In general, the majority of the experts (95.19 per

Sr. No.	Level of perception	Frequency	Percentage
As a trainers			
1.	Poor perception (up to 20 score)	04	03.85
2.	Moderate perception (21 to 29 score)	49	47.11
3.	Good perception (above 30 score)	51	49.04
As a planner			
1.	Poor perception (up to 25 score)	07	06.73
2.	Moderate perception (26 to 35 score)	56	53.85
3.	Good perception (above 35 score)	41	39.42
As an advisor			
1.	Poor perception (up to 16 score)	04	03.85
2.	Moderate perception (17 to 23 score)	46	44.23
3.	Good perception (above 23 score)	54	51.92
As an innovator			
1.	Poor perception (up to 24 score)	06	05.77
2.	Moderate perception (25 to 34 score)	55	52.88
3.	Good perception (above 35 score)	43	41.35
As a communicator			
1.	Poor perception (up to 15 score)	05	04.81
2.	Moderate perception (16 to 21 score)	54	51.92
3.	Good perception (above 22 score)	45	43.27

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 success of agricultural programme mainly depends upon actual performance of experts. The manner and extent to which different roles are performed in practical situation by the experts were classified as; i) poor performance of role (up to 100 score), ii) moderate performance of role (101 to 140 score), and iii) good performance of role (above 141 score). Collected data in this regards are presented in Table 6.

It can be seen from the Table 6 that the majority of the experts (51.92 per cent) fell in the category of moderately

Sr. No.	Level of performance of role	Frequency	Percentage
1.	Poor performance	13	12.50
2.	Moderate performance	54	51.92
3.	Good performance	37	35.58
Total		104	100.00

performance of role followed by 35.58 and 12.50 per cent of them good and poor level of role performance categories, respectively. In general, the majority of the experts (87.50 per cent) belonged to moderate to good level of role performance categories. This may be due to their length of service. The probable reason may be due to that the majority of experts were from young age group, their low service experience, medium facility available and some of experts had additional charge which may affected in the role performance of experts working at KVKs. These findings have been supported by the finding of Popat (1991) and Waman and Girase (2002).

The success of agricultural programme was mainly depends upon actual performance of experts. Generally, it is understood that one of the factors responsible for poor or perfect success of the activities or to be an efficient /effective experts performance in the activities. Thus, the role performance can be judged by the level of success achieved by an expert as a result of his efforts. The manner and extent to which different role are performed by experts, the role were classified as; i) a person who trains to another person with his ut-most knowledge for developing the ability or expected production he can be said as a trainer, ii) a person realizes the need, interest and constraints of people while planning and suggest suitable solution to overcome the constraints can be called as a planner, iii) it is who gives the advice in relation to constraint called as an advisor, iv) innovator is the person who is relatively earlier in adoption of new ideas than other members of the society can be called as an innovator and v) is the person who communicate the treated message in to palatable form for farmers development can be known as a communicator. Collected data regarding different role of experts are presented in Table 7.

The Table 7 shows that more than half of the experts (50.96 per cent) fell in the category of moderate role performance as trainer, followed by 42.27 and 05.77 per cent of them found in good and poor level of role performance categories, respectively. In general, the majority of the experts (93.23 per cent) belonged to moderate and good level of role performance categories. The probable reason may be due to multifarious duty like administration, on and off farm activities and linkage with research.

The data presented in Table 7 that the majority of the experts (52.88 per cent) fell in the category of moderately performed their role as planner, followed by 36.54 and 10.58 per cent of them had good and poor level of role performance as planner, respectively. In general, the majority of the experts (89.42 per cent) belonged to moderate to good level of role performance categories. The probable reason may be due to that the majority of KVKs are working in undeveloped areas so limited source of transportation facility for organizing the activities.

The Table 7 shows that more than half (51.92 per cent) of

Sr. No.	Level of perception	Frequency	Percentage
As a trainers			
1.	Poor performance (up to 20 score)	6	05.77
2.	Moderate performance (21 to 29 score)	53	50.96
3.	Good performance (above 30 score)	45	42.27
As a planner			
1.	Poor performance (up to 25 score)	11	10.58
2.	Moderate performance (26 to 35 score)	55	52.88
3.	Good performance (above 35 score)	38	36.54
As an advisor			
1.	Poor performance (up to 16 score)	08	07.69
2.	Moderate performance (17 to 23 score)	54	51.92
3.	Good performance (above 23 score)	42	40.38
As an innovator			
1.	Poor performance (up to 24 score)	9	08.65
2.	Moderate performance (25 to 34 score)	51	49.04
3.	Good performance (above 35 score)	44	42.30
As a communicator			
1.	Poor performance (up to 15 score)	05	04.81
2.	Moderate performance (16 to 21 score)	56	53.85
3.	Good performance (above 22 score)	43	41.35

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. In general, the majority of the experts (92.30 per cent) belonged to moderate to good level of role performance categories.

It is indicated in the Table 7 that nearly half of the experts (49.04 per cent) fell in the category of moderately performed their role as an innovator, followed by 42.30 and 08.65 per cent of them had good and poor level of role performance as innovator, respectively. In general, the majority of the experts (91.34 per cent) belonged to moderate to good level of role performance as innovator categories. The probable reason may be due to their weak linkages with the researchers.

It is seen from the Table 7 that the majority of the experts (53.85 per cent) fell in the category of moderately performed their role as communicator, followed by 41.35 and 04.81 per cent of them had good and poor level of role performance as communicator, respectively. In general, the majority of the experts (95.20 per cent) belonged to moderate to good level of role performance communicator categories. The probable reason may be due to their inadequate communicational facility

available at KVKs.

Conclusion:

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 by experts 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.

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