



Personal profile of experts of KVKs and their role perception and role performance

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Abstract : Now a day, the expert system working at KVKs has become a source of knowledge for the farmers of their jurisdiction. They develop better understanding amongst extension personnel and farmers about the technological components and enhance their self confidence. Hence, present investigation was undertaken with an objective to study the relationship between personal profile of experts working at KVKs and their role perception and to study the relationship between personal profile of experts working at KVKs and their role performance. Present investigation was undertaken in Dept. 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 calculated value of correlation of coefficient ($r = 0.2880^{**}$) was found highly significant at 0.01 level. It means there was positive association between capacity building and perception of role by experts working at KVKs. The calculated value of correlation of coefficient ($r = 0.1499$) was found non-significant at 0.05 level. It reflects that there was no association between experience and perception of role by experts working at KVKs. The calculated value of correlation of coefficient ($r = 0.1631$) was found non-significant at 0.05 level. It means there was no association between source of information and performance of role by experts working at KVKs. The education, social participation, source of information, innovativeness, knowledge about subject etc. had significant influenced on their role performance.

Key Words : Perception, Performance, KVKs Experts

View Point Article : Kadam, M.S., Pandya, R.D., Kolgane, B.T. and Khogare, D.T. (2012). Personal profile of experts of KVKs and their role perception and role performance. *Internat. J. agric. Sci.*, 8(2): 452-459.

Article History : Received : 30.01.2012; Revised : 19.04.2012; Accepted : 19.05.2012

INTRODUCTION

Today, more than 22 thousand agricultural researchers are spread over in public (Central and State) and private sectors. They exercise their expertise for different activities. Out of total, 47 per cent of them gave their services for agricultural research, 27 per cent for training and 15 per cent for extension. Whereas, Dhankumar and Compton (2005) stating that the major responsibility towards transfer of technology shared by SAU's (29 per cent), ICAR (8 per cent), and KVKs (63 per cent). However, ICAR scientists provided 8.80 per cent time, SAUs scientists 13.20 per cent time and KVKs persone 32.30 per cent time in week days for extension

activities.

Experts conduct OFTs for technologies in terms of location specific with sustainable land use system. For requirement of inputs, the research station has evolved number of technologies out of these; some are fully adopted while some are partially adopted. Some technologies brought broad and drastic changes in form of adoption by farmers. KVKs' experts give up-to-date information for maintaining professional relationship and functional linkages with the development of project/agency in their respective fields. They plan, formulate and conduct relevant training facilities and equipments. They spread technologies by developing suitable literature in local language, in the interest of the farmers. Now

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a day, the expert system working at KVKs has become a source of knowledge for the farmers of their jurisdiction. They develop better understanding amongst extension personnel and farmers about the technological components and enhance their self confidence. Hence, present investigation was undertaken with an objective to study the relationship between personal profile of experts working at KVKs and their role perception and to study the relationship between personal profile of experts working at KVKs and their role performance.

MATERIALS AND METHODS

Present investigation was undertaken in Dept. 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.

RESULTS AND DISCUSSION

It refers to the latest agricultural information from various sources. Therefore, an attempt has been made to know the extent of information sources utilized by the experts. Responses of experts were categorized *viz.*, i) rarely used (up to 19 score), ii) sometimes used source of information (20 to 29 score) and iii) regularly used (above 29.1 score). Data regarding the source of information are presented in Table 1.

Table 1 : Distribution of experts according to their use of source of information (n= 104)

Sr. No.	Level of source of information	Frequency	Percentage
1.	Rarely used	14	13.46
2.	Sometimes used	54	51.92
3.	Regularly used	36	34.62
	Total	104	100.00

The data presented in Table 1 revealed that the majority of the experts (51.92 per cent) had sometimes used the source information, followed by 34.62 and 13.46 per cent of them were regularly and rarely used the source of information, respectively.

In general, more than three fourth of the experts (86.54 per cent) belonged to regularly to frequently categories of source of information. The finding indicates that the majority of the experts may utilize farm magazine, research journals of their discipline, recommendations published by SAUs, literature related to agricultural technology published by Department of Agriculture to update their level of knowledge

bound their personal contacts to master trainers. The finding is in consideration with the finding reported by Mandavi (2002).

Experience is referred to as the expert worked for the period of time and shared his knowledge and skill for the development of farmers under the jurisdiction of KVK. The data pertaining to experience as experts were collected in completed years and grouped as; i) lower experience (less than 2 years), ii) moderate experience (2.1 to 5 years) and iii) vast experience (above 5 years). The data in this regards are presented in Table 2.

Table 2 : Distribution of experts according to their level of experience at KVKs (n= 104)

Sr. No.	Level of experience	Frequency	Percentage
1.	Lower experience	49	47.12
2.	Moderate experience	37	35.58
3.	Vast experience	18	17.30
	Total	104	100.00

The information presented in Table 2 revealed that more than two fifth of the experts (47.12 per cent) possessed lower level of experience, followed by 35.58 and 17.30 per cent of experts possessed moderate and vast level of experience, respectively.

In general, the majority of the experts (82.70 per cent) had moderate to vast level of experience. Some of the experts had additional charge of Programme Co-ordinator in their KVK. These findings inferred that experts may be recruited recently at KVKs of Gujarat. The finding is in line of Manjunath *et al.* (2008) and Rathore *et al.* (2008).

Innovativeness refers to degree to which an individual is relatively earlier in adoption of new ideas than other member of the society. To confirm, the information was collected and grouped as; i) lower level of innovativeness (up to 1 score), ii) moderate level of innovativeness (2 score) and iii) higher level of innovativeness (3 score). The data in this regard are presented in Table 3.

Table 3 : Distribution of experts according to their level of innovativeness (n= 104)

Sr. No.	Level of innovativeness	Frequency	Percentage
1.	Lower level of innovativeness	11	10.58
2.	Moderate level of innovativeness	50	48.08
3.	Higher level of innovativeness	43	41.34
	Total	104	100.00

It is evident from Table 3 that nearly half of the experts (48.08 per cent) had moderate level of innovativeness, followed by 41.34 and 10.58 per cent of them had higher and lower level

of innovativeness, respectively.

In general, a majority of the experts (89.42 per cent) had moderate to higher level of innovativeness. It is true that innovativeness stimulates the experts for efficient utilization of available resources. This indicates, that the experts may neither much ahead nor lagging behind in accepting the advances coming in their profession. Moreover, this finding confirming the results obtained in use of source of information. This finding is in line with those of Pandya (1998) and Pathak (2002).

In order to ascertain the association between personal profile of experts and role perception a correlation of coefficient “ r ” was calculated on the basis of operational measures developed for the variable, empirical hypothesis was stated for testing the association and their significant on zero order correlation. The findings are presented in Table 4.

Table 4 : Relationship between personal profile of experts working at KVKs and their role perception (n=104)

Sr. No.	Personal profile of experts	Correlation coefficient (r)
1.	Age	0.1563
2.	Education	0.2664**
3.	Social participation	0.2430*
4.	Source of information	0.2490**
5.	Experience	0.1499
6.	Innovativeness	0.2741**
7.	Knowledge about subject	0.2495**
8.	Attitude towards duty	0.3715**
9.	Scientific orientation	0.2315*
10.	Achievement orientation	0.2625**
11.	Value orientation	0.2378*
12.	Overall modernity	0.2327*
13.	Decision making ability	0.2908**
14.	Group motivation	0.3888**
15.	Technical efficiency	0.2496**
16.	Capacity building	0.2880**

* and ** indicate significance of values at $P=0.05$ and 0.01 is 0.1740 and 0.2487, respectively

Age and role perception:

The data presented in Table 4 show that the calculated value of correlation of coefficient ($r=0.1563$) was found non-significant at 0.05 level. It means there was no association between age and perception of role by experts working at KVKs. Hence, Null hypothesis (Ho.1.1) was accepted. This might be due to the experience was dominating on the age of experts working at KVKs. This finding is in line with observation made by Tawde *et al.* (1998) and Saiyad *et al.* (2004).

Education and role perception:

The data in Table 4 indicate that the calculated value of correlation of coefficient ($r = 0.2664^{**}$) was found highly significant at 0.01 level. It reflect that there was significant association between education and perception of role by experts working at KVKs. Hence, Null hypothesis (Ho.1.2) was rejected. This might be due to the most of the experts were holding the masters degree at KVKs. This finding is in conformity with the findings of Tawde *et al.* (1998), Hardikar (1998), Mankar *et al.* (1998), Umale and Kude (2000) and Saiyad *et al.* (2004).

Social participation and role perception:

On the basis of the data presented in Table 4 specify that the calculated value of correlation of coefficient ($r = 0.2430^{*}$) was found significant at 0.05 level. It indicates that there was significant association between social participation and perception of role by experts working at KVKs. Hence, null hypothesis (Ho.1.3) was rejected. This might be due to the most of the experts working at KVKs may have professional relation in their working areas. This finding is in line of the findings of Umale and Kude (2000) and Sawant (2001).

Source of information and role perception:

The data presented in Table 4 explain that the calculated value of correlation of coefficient ($r = 0.2490^{**}$) was found highly significant at 0.01 level. It means there was association between source of information and perception of role by experts working at KVKs. Hence, Null hypothesis (Ho.1.4) was rejected. This might be due to work as a stake holder they must have to frequently approach to those organizations as well as refer the literatures from where they can get the latest technical information to fulfill the requirement of farmers of their jurisdiction. This finding is in line with the work of Manker *et al.* (1998), Ekale *et al.* (2003) and Uike *et al.* (2003).

Experience and role perception:

The data illustrated in Table 4 specify that the calculated value of correlation of coefficient ($r=0.1499$) was found non-significant at 0.05 level. It reflects that there was no association between experience and perception of role by experts working at KVKs. Hence, Null hypothesis (Ho.1.5) was accepted. This might be due to the age was dominating on the experience of experts working at KVKs. This finding is in conformity with the findings of Sawant (2001).

Innovativeness and role perception:

The data portray in Table 4 indicate that the calculated value of correlation of coefficient ($r = 0.2741^{**}$) was found highly significant at 0.01 level. It reflects that there was an association between experience and perception of role by experts working at KVKs. Hence, Null hypothesis (Ho.1.6)

was rejected. This might be due to their service requirements. This finding is in consideration with the findings of Mankar *et al.* (1998), Ekale *et al.* (2003) and Sawant (2001).

Knowledge about subject and role perception:

The data presented in Table 4 explain that the calculated value of correlation of coefficient ($r = 0.2495^{**}$) was found highly significant at 0.01 level. It means there was association between knowledge about subject and perception of role by experts working at KVKs. Hence, Null hypothesis (Ho.1.7) was rejected. This might be due to their strong linkages with the university personnel. This finding is in consideration with the findings reported by Saiyad *et al.* (2004).

Attitude towards duty and role perception:

On the basis of the data presented in Table 4 specify that the calculated value of correlation of coefficient ($r = 0.3715^{**}$) was found significant at 0.01 level. It indicates that there was highly significant association between attitude towards duty and perception of role by experts working at KVKs. Hence, Null hypothesis (Ho.1.8) was rejected. This might be due to the most of the experts perceived their work as part and parcel requirement of their life. This finding was in line of the finding of Nagnur and Sundaraswamy (1996).

Scientific orientation and role perception:

The data represent in Table 4 explain that the calculated value of correlation of coefficient ($r = 0.2315^*$) was found significant at 0.05 level. It means there was an association between scientific orientation and perception of role by experts working at KVKs. Hence, Null hypothesis (Ho.1.9) was rejected. This might be due to their strong linkages with the university personnel. This finding is in line of findings made by Manker *et al.* (1998).

Achievement orientation and role perception:

The data illustrated in Table 4 specify that the calculated value of correlation of coefficient ($r = 0.2625^{**}$) was found highly significant at 0.01 level. It reflects that there was positive association between achievement orientation and perception of role by experts working at KVKs. Hence, Null hypothesis (Ho.1.10) was rejected. This might be due to the experts working at respective KVKs worked as system and with “we” feelings. This finding is in conformity with the findings of Hardikar (1998) and Sawant (2001).

Value orientation and role perception:

The data presented in Table 4 show that the calculated value of correlation of coefficient ($r = 0.2378^*$) was found significant at 0.05 level. It means there was an association between value orientation and perception of role by experts working at KVKs. Hence, Null hypothesis (Ho.1.11) was rejected. This result indicates that even after their different

disciplines, they perceived their duty /role as an expert at utmost level of their life. This finding is in consideration with the findings reported by Pandya (1998) and Saiyad *et al.* (2004).

Overall modernity and role perception:

The data described in Table 4 indicate that the calculated value of correlation of coefficient ($r = 0.2327^*$) was found significant at 0.05 level. It means there was association between overall modernity and perception of role by experts working at KVKs. Hence, Null hypothesis (Ho.1.12) was rejected.

This finding reflects that the experts working at respective KVKs believed that the all round development of farmers of their jurisdiction was the ultimate goal of their life. This finding is in consideration with the finding reported by Singh *et al.* (1999).

Decision making ability and role perception:

The data illustrated in Table 4 specify that the calculated value of correlation of coefficient ($r = 0.2908^{**}$) was found highly significant at 0.01 level. It reflected that there was positive association between decision making ability and perception of role by experts working at KVKs. Hence, Null hypothesis (Ho.1.13) was rejected. This finding might be due to their positive attitude towards duty and possession of latest knowledge about their subject. This finding is in line of work done by Pandya (1998), Sawant (2001), and Saiyad *et al.* (2004).

Group motivation and role perception:

The data presented in Table 4 show that the calculated value of correlation of coefficient ($r = 0.3888^{**}$) was found highly significant at 0.01 level. It means there was positive association between group motivation and perception of role by experts working at KVKs. Hence, Null hypothesis (Ho.1.14) was rejected. This result might be due to their strong linkages with the farmers as well as within the experts working at respective KVKs. This finding is in consideration with the finding reported by Shekhawat (1991).

Technical efficiency and role perception:

The data illustrated in Table 4 specify that the calculated value of correlation of coefficient ($r = 0.2496^{**}$) was found highly significant at 0.01 level. It reflects that there was positive association between technical efficiency and perception of role by experts working at KVKs. Hence, Null hypothesis (Ho.1.15) was rejected. This finding might be due to their higher level of education and strong linkages with university personnel. This finding is in line of Dhankumar (2001).

Capacity building and role perception:

The data presented in Table 4 explain that the calculated value of correlation of coefficient ($r = 0.2880^{**}$) was found highly significant at 0.01 level. It means there was positive association between capacity building and perception of role

by experts working at KVKs. Hence, Null hypothesis (Ho.1.16) was rejected. This also might be due to their higher level of education and strong linkages with university personnel. This finding is in consideration with the finding reported by Singh *et al.* (2007) and Yadav *et al.* (2006).

In order to ascertain the association between personal profile of experts and role performance, correlation of coefficient “*r*” was calculated on the basis of operational measures developed for the variable, empirical hypothesis was stated for testing the association and their significant on zero order correlation. The findings are presented in the Table 5.

Table 5 : Relationship between personal profile of experts working at KVKs and their role performance

Sr. No.	Personal profile of experts	Correlation coefficient (<i>r</i>)
1.	Age	-0.0349
2.	Education	0.2532**
3.	Social participation	0.2463*
4.	Source of information	0.1631
5.	Experience	0.1529
6.	Innovativeness	0.2301*
7.	Knowledge about subject	0.2226*
8.	Attitude towards duty	0.2306*
9.	Scientific orientation	0.2213*
10.	Achievement orientation	0.2295*
11.	Value orientation	0.2343*
12.	Overall modernity	0.2212*
13.	Decision making ability	0.2826**
14.	Group motivation	0.2685**
15.	Technical efficiency	0.2362*
16.	Capacity building	0.2321*

* and ** indicate significant of values at P=0.05 and 0.01 is 0.1740 And 0.2487, respectively

Age and role performance:

The data presented in Table 5 show that the calculated value of correlation of coefficient ($r = -0.0349$) was found non-significant at 0.05 level. It means there was no association between age and performance of role by experts working at KVKs. Hence, Null hypothesis (Ho.2.1) was accepted. This might be due to the experience was dominating on the age of experts working at KVKs. This finding is in consideration with the finding reported by Tawde *et al.* (1998) and Saiyad *et al.* (2004).

Education and role performance:

The data in Table 5 indicate that the calculated value of correlation of coefficient ($r = 0.2532^{**}$) was found highly significant at 0.01 level. It reflects that there was significant association between education and performance of role by experts working at KVKs. Hence, Null hypothesis (Ho.2.2)

was rejected. This might be due to most of the experts perceived the importance of education in their life. This finding is in conformity with the findings of Sarkar *et al.* (2002) and Salunkhe (2009).

Social participation and role performance:

On the basis of the data presented in Table 5 specify that the calculated value of correlation of coefficient ($r = 0.2463^{*}$) was found significant at 0.05 level. It indicates that there was significant association between social participation and performance of role by experts working at KVKs. Hence, Null hypothesis (Ho.2.3) was rejected. This might be due to most of the experts working at KVKs had good relation in their jurisdiction and maintained it very professionally. This finding is in line of the findings of Diwan (2000) and Jana (2004).

Source of information and role performance:

The data presented in Table 5 explain that the calculated value of correlation of coefficient ($r = 0.1631$) was found non-significant at 0.05 level. It means there was no association between source of information and performance of role by experts working at KVKs. Hence, Null hypothesis (Ho.2.4) was accepted. This might be due to stereo type approach made by the farmers of their jurisdiction. This finding is in conformity with the findings of Sarkar *et al.* (2002) and Patel (2006).

Experience and role performance:

The data illustrated in Table 5 specify that the calculated value of correlation of coefficient ($r = 0.1529$) was found non-significant at 0.05 level. It reflects that there was no association between experience and performance of role by experts working at KVKs. Hence, Null hypothesis (Ho.2.5) was accepted. This might be due to the educational level was dominating on the experience of experts working at KVKs. This finding is in conformity with the findings of Khare *et al.* (1987) and Popat (1991).

Innovativeness and role performance:

The data presented in Table 5 indicate that the calculated value of correlation of coefficient ($r = 0.2301^{*}$) was found significant at 0.05 level. It reflects that there was an association between experience and performance of role by experts working at KVKs. Hence, Null hypothesis (Ho.2.6) was rejected. This might be due to their nature of services. This finding is in line of the with observations made by Ekale *et al.* (2003).

Knowledge about subject and role performance:

The data presented in Table 5 explain that the calculated value of correlation of coefficient ($r = 0.2226^{*}$) was found significant at 0.05 level. It means there was association between knowledge about subject and performance of role by experts working at KVKs. Hence, Null hypothesis (Ho.2.7) was rejected. This might be due to their strong linkages with experts

and with the university personnel. This finding is in consideration with the findings reported by Sarkar *et al.* (2002), Saiyad *et al.* (2004) and Salunkhe (2009).

Attitude towards duty and role performance:

On the basis of the data presented in Table 5 specify that the calculated value of correlation of coefficient ($r = 0.2306^*$) was found significant at 0.05 level. It indicated that there was a significant association between attitude towards duty and performance of role by experts working at KVKs. Hence, Null hypothesis (Ho.2.8) was rejected. This might be due to most of the experts perceived their work as part and parcel requirement of their life. This finding is in line of the finding of Dhankumar (2001).

Scientific orientation and role performance:

The data present in Table 5 explain that the calculated value of correlation of coefficient ($r = 0.2213^*$) was found significant at 0.05 level. It means there was an association between scientific orientation and performance of role by experts working at KVKs. Hence, Null hypothesis (Ho.2.9) was rejected. This might be due to their strong linkages with the university personnel. This finding is in line of observations made by Salunkhe (2009).

Achievement orientation and role performance:

The data illustrated in Table 5 specify that the calculated value of correlation of coefficient ($r = 0.2295^*$) was found significant at 0.05 level. It reflects that there was positive association between achievement orientation and performance of role by experts working at KVKs. Hence, Null hypothesis (Ho.2.10) was rejected. This might be due to the experts working at respective KVKs were worked as system. This finding is in line of findings of Patel (2006).

Value orientation and role performance:

The data presented in Table 5 show that the calculated value of correlation of coefficient ($r = 0.2343^*$) was found significant at 0.05 level. It means there was an association between value orientation and performance of role by experts working at KVKs. Hence, Null hypothesis (Ho.2.11) was rejected. This result indicates that the perception of experts about their role depicted significantly in their performance. This finding is in consideration with the findings reported by Ahuja *et al.* (1995).

Overall modernity and role performance:

The data described in Table 5 indicates that the calculated value of correlation of coefficient ($r = 0.2212^*$) was found significant at 0.05 level. It means there was association between overall modernity and performance of role by experts working at KVKs. Hence, Null hypothesis (Ho.2.12) was rejected. This finding reflects that the efforts made by the

experts under their jurisdiction were the ultimate goal of their life. This finding is in consideration with the finding reported by Singh *et al.* (1999) and Salunkhe (2009).

Decision making ability and role performance:

The data illustrated in Table 5 specify that the calculated value of correlation of coefficient ($r = 0.2826^{**}$) was found highly significant at 0.01 level. It reflects that there was positive association between decision making ability and performance of role by experts working at KVKs. Hence, Null hypothesis (Ho.2.13) was rejected.

This might be due to their positive attitude towards duty and possession of latest knowledge about their subject. This finding is in line of observations made by Saiyad *et al.* (2004).

Group motivation and role performance:

The data presented in Table 5 show that the calculated value of correlation of coefficient ($r = 0.2685^{**}$) was found highly significant at 0.01 level. It means there was positive association between group motivation and performance of role by experts working at KVKs. Hence, Null hypothesis (Ho.2.14) was rejected. This result might be due to their strong linkages with the farmers as well as within the experts working at respective KVKs. This finding is in consideration with the finding reported by Dhankumar (2001).

Technical efficiency and role performance:

The data illustrated in Table 5 specify that the calculated value of correlation of coefficient ($r = 0.2362^*$) was found significant at 0.05 level. It reflects that there was positive association between technical efficiency and performance of role by experts working at KVKs. Hence, Null hypothesis (Ho.2.15) was rejected.

This finding might be due to their higher level of education and strong linkages with university personnel. This finding is in line of Dhankumar (2001).

Capacity building and role performance:

The data presented in Table 5 explain that the calculated value of correlation of coefficient ($r = 0.2321^*$) was found significant at 0.05 level. It means there was positive association between capacity building and performance of role by experts working at KVKs. Hence, Null hypothesis (Ho.2.16) was rejected. This also might be due to their higher level of education and strong linkages with university personnel. This finding is in line of work done by Dhankumar (2001).

The above results inferred that the hypothesis is partly accepted and partly rejected. Thus in general the education, social participation, innovativeness, knowledge about subject, attitude towards duty, scientific orientation, achievement orientation, value orientation, overall modernity, decision making ability, group motivation, technical efficiency and capacity building play a vital role in the role perception and

role performance of experts.

The paradigm shows that the education, social participation, source of information, innovativeness, knowledge about subject, attitude towards duty, scientific orientation, achievement orientation, value orientation, overall modernity, decision making ability, group motivation, technical efficiency and capacity building of the experts had significant influence on their role perception. Further more, the education, social participation, innovativeness, knowledge about subject, attitude towards duty, scientific orientation, achievement orientation, value orientation, overall modernity, decision making ability, group motivation, technical efficiency and capacity building of the experts had significant influence on their role performance.

Conclusion:

Investigation concluded that the calculated value of correlation of coefficient ($r=0.2880^{**}$) was found highly significant at 0.01 level. It means there was positive association between capacity building and perception of role by experts working at KVKs. The calculated value of correlation of coefficient ($r=0.1499$) was found non-significant at 0.05 level. It reflects that there was no association between experience and perception of role by experts working at KVKs. The calculated value of correlation of coefficient ($r=0.1631$) was found non-significant at 0.05 level. It means there was no association between source of information and performance of role by experts working at KVKs. The education, social participation, source of information, innovativeness, knowledge about subject etc. had significant influence on their role performance.

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