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A Study on Communication Behaviour of Extension Personnel of Prakasam District of Andhra Pradesh

S.G.J David Son

Msc. Ag.(Agricultural Extension & Communication), SHUATS (Prayagraj)

Dipak Kumar Bose

Associate Professor, Department of Agricultural Extension and Communication, SHUATS, Prayagraj

Jahanara

Professor and Head, Department of Agricultural Extension and Communication, SHUATS, Prayagraj, Uttar Pradesh, India

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ABSTRACT: Successful communication is the main job of an extension worker. He cannot expect change among farmers unless he is able to communicate effectively to them. This entails the extension personal to have thorough understanding of communication process. This study will be helpful in identifying important variables of extension personnel affecting their communication process. Prakasam District of Andhra Pradesh was selected by purposive random sampling. The study was conducted in 7 mandal's which were selected randomly. Respondents were Agricultural officers, agricultural extension officers, village agricultural assistants and village horticultural assistants. The total sample size for the study were 120 extension personnel. majority of the respondents were female, young aged, having high educational status, with low annual income, job experience and training exposure. Perceived work load was high, medium level of job satisfaction and low level of Innovativeness and medium level of achievement motivation and medium level of communication behaviour was observed. The findings of overall communication behaviour of extension personnel indicate that there is need to increase the communication behaviour from medium to high through suitable training programs on latest Communication technologies and communication skills, providing needed literature.

Keywords: Extension Personnel, Communication behaviour



Introduction

Extension is a process of getting information to people and then assisting those people to utilize the information. Successful communication is the main job of an extension worker. He cannot expect change among farmers unless he is able to communicate effectively to them. This entails the extension personal to have thorough understanding of communication process.

Extension has to play a vital role in promoting adoption of technologies in primary and secondary agriculture in India. It is more complex considering the small holding size of farm, resource poor farmers, dry land farming, price fluctuations, inadequate market facilities, natural vagaries like flood, drought, etc. Therefore, communication for achieving efficiency in primary and secondary agriculture is a challenging task.**(Gowda, 2020)**

This study will be helpful in identifying important variables of extension personnel affecting their communication process. It will be quiet befitting to provide useful guidelines to promote the functioning of extension personnel.

To have effective transfer of technology among the research system and the farming community, the extension personnel had to play a crucial role. The circle of technology transfer process cannot be completed unless and until effective and efficient role played by an extension personnel. For this purpose the extension personnel ought to be effective information seekers to perform their role as 'facilitators' for accessing farm inputs, advisory services and markets to the farming community. Grass root extension functionaries are the direct link for bridging the communication gap between the agricultural researchers and the farmers. In order to perform this role effectively and efficiently, these agricultural extension personnel must have up to date agricultural information. To achieve meaningful growth in agricultural sector, there is need for a comprehensive and well-articulated agricultural extension programme which ensures adequate and timely delivery of services to farmers.**(Tekale, 2019)**

Research methodology

This section describes the approaches and methods employed for data collection and analysis. Prakasam District of Andhra Pradesh was selected by purposive random sampling. The study was conducted in 7 Mandal's which were selected randomly. Respondents were Agricultural officers, agricultural extension officers, village agricultural assistants and village horticultural



assistants. The total sample size for the study were 120 extension personnel. Descriptive research design was used for present study. The selected independent variables were Age, Education, Annual Income, Job Experience, Training Exposure, Perceived Work Load, Job Satisfaction, Innovativeness and Achievement Motivation. The dependent variable of the study was the Communication Behaviour of the Extension personnel. The primary data was collected using a well structured interview schedule developed according to specific objectives of the study. The data was analysed by using appropriate statistical tools in order to draw logical conclusions.

Results and Discussion

Table 1: Profile of the respondents

S.no	Profile of the respondents	Frequency	Percentage	
1	Age	Young(< 35 years)	60	50
		Middle (35-55 years)	55	45.83
		Old (>55 years)	06	5
2	Educational status	B.Sc. Agriculture	26	21.66
		B.Sc. Horticulture	34	28.33
		M.Sc. Agriculture	04	3.33
		Diploma (Ag.)	50	41.66
		B.Tech. (Ag.)	04	3.33
		Others	02	1.7
3	Annual Income	Low (<2.5 lakhs)	59	49.1
		Medium (2.5- 5 lakhs)	48	40



		High(> 5 lakhs)	13	10.83
4	Job experience	Low (1-5 years)	58	48.44
		Medium (6-10 years)	55	45.83
		High (11-15 years)	07	5.83
5	Training exposure	Low(1-7)	60	50
		Medium(8-13)	50	41.66
		High(14-19)	10	8.33
6	Perceived Work Load	Low(<10.8)	11	9.16
		Medium (10.8-11.6)	04	3.33
		High (>12.4)	105	87.5
7	Job satisfaction	Low(<18)	07	5.83
		Medium (19)	84	70
		High(>20)	29	24 .16
8	Innovativeness	Low (>13.25)	48	40
		Medium (13.25-14.25)	42	35
		High (>15.75)	30	25
9	Achievement motivation	Low (>11.76)	37	30.83
		Medium (11.75-12.5)	60	50
		High (>13.25)	23	19.16



It can be concluded from the above table that the detailed analysis of profile of extension personnel indicated that Majority of respondents 50% belonged to the age group of below 35 years, more than one third (41.7%) of the respondents had Diploma in Agricultural education, In case of annual Income, majority (49.1%) of respondents belongs to the Low level of annual Income similar to finding of Mundhe(2016). Nearly half of the respondents 48.44% belongs to low level of job experience, This finding is similar to Hashemi(2014).

Half of the respondents 50% had low level of training exposure. Majority of the respondents 87.5% had high work load. This finding is similar to Babu (2018). With regards to satisfaction of job, majority of the respondents 70% had medium level of job satisfaction. This finding is similar to Kabir and Roy (2015). In case of Innovativeness, majority of the respondents i.e 40% had low category of Innovativeness. Half of the respondents 50% had medium level of achievement motivation.

Communication Behaviour of the Respondents

Communication behaviour of the extension personnel are the various activities undertaken by them for the development and dissemination of the improved agricultural information. The concept of communication behaviour was broken into three main components namely Information Input Behaviour, Information Processing Behaviour and Information Disseminating Behaviour. The communication Behaviour is the aggregate of scores obtained on all these three components.

Table2 Distribution of the respondents according to their communication behaviour.

(n=120)

S.No	Category	Frequency	Percentage
1	Low (< 80)	17	14.00
2	Medium (80-84)	81	68.00
3	High(84-88)	22	18.00
	Total	120	100.00



The data presented from the table 4.2 Shows that majority of the extension personnel i.e 68% had medium level, followed by 18% of High level and 14% of low level of communication behaviour.

2.1 Information Input Behaviour.

Table 2.1 Distribution of respondents according to information input behaviour.

S.No	Sources of information	Frequently		Occasionally		Never	
		F	P	F	P	F	P
1	Considering farmers feedback	100	83.33	20	16.66	00	00
2	Consulting superior officers	120	100	00	00	00	00
3	Discussing with colleagues	110	91.66	10	8.33	00	00
4	Getting ideas from group discussion	60	50	60	50	00	00
5	Reading magazines	80	66.66	40	33.33	00	00
6	Reading newspaper articles	70	58.33	30	25	20	16.66
7	Attending training programs	30	25	90	75	00	00
8	Visiting Agri websites	45	37.5	75	62.5	00	00
9	Social media (whatsapp etc)	120	100	00	00	00	00
10	Mobile apps on Agriculture	120	100	00	00	00	00
11	Watching television	60	50	60	50	00	00

The data presented from table 2.1. indicates that majority of the sources i.e 100% of information were from consulting superior officers, social media, mobile apps related to agriculture, followed by 91.6% discussing with colleagues, 83.3% considering farmers feedback.



2.2 Information Processing Behaviour.

Information processing behaviour referred to all the activities performed by the Extension personnel for evaluation and transformation of the information.

2.2.1 Information Evaluation

S.no	Statement	Frequently		Occasionally		Never	
		F	P	F	P	F	P
1	Accept it unreservedly	80	66.66	30	25	10	8.33
2	Discuss with progressive farmers	120	100	00	00	00	00
3	Judging in light of past experience	40	33.33	80	66.66	00	00
4	Discussing with colleagues	120	100	00	00	00	00
5	Considering economical and local flexibilities	120	100	00	00	00	00
6	Judging by degree of complexity	55	45.83	50	41.67	15	12.5

It was observed from the table 2.2.1 that extension personnel evaluate information 100% by discussing with colleagues, progressive farmers and considering economical and local flexibilities followed by 66.6% judging in the light of past experience and accepting unreservedly, 45.83% judging by degree of complexity.



2.2.2 Information Transformation

S.NO	Statements	Frequently		Occasionally		Never	
		F	P	F	P	F	P
1	Preparing lectures in local language	20	16.66	100	83.33	00	00
2	Preparing charts,posters etc	110	91.66	10	8.33	00	00
3	Adding personal experience	30	25	90	75	00	00
4	Adding success stories	110	91.66	10	8.33	00	00
5	Preparing written materials	10	8.33	110	91.66	00	00
6	Demonstrations	60	50	60	50	00	00

The data presented in the table 2.2.3 indicates that majority of the extension personnel transform the information 91.6% by preparing charts posters, written materials, adding success stories, followed by 83% preparing lectures in local languages and 50% by result demonstrations.

2.2.3 Information Dissemination Behaviour

S.no	Communication channel/method	Frequently		Occasionally		Never	
		F	P	F	P	F	P
1	Farm and house visits	90	75	30	25	00	00
2	Conducting field days	95	79.16	25	20.83	00	00
3	Results demonstrations	18	15	102	85	00	00
4	Campaigns	21	17.5	99	82.5	00	00
5	Sending SMS	115	95.83	4.16	12.5	00	00



6	Phone calls	117	97.5	03	2.5	00	00
7	Farmers training programs	30	25	90	75	00	00
8	Fim shows	00	00	20	16.66	100	83.33
9	Posters, pamphlets	80	66.66	40	33.33	00	00

It can be concluded from the table that 97.5% was through phone calls, 95.83% through sending SMS, 85% by result demonstrations, 82.5% by campaigns, 79.16% by conducting field days and 75% by farm and house visits and 66.6% through posters and pamphlets.

3) Relationship Between Profile Of The Respondents With Communication Behaviour.

Table 3: correlation between the profile characteristics and communication behaviour (n=120)

S.no	Profile characteristics	'r' value
1	Age	0.348**
2	Educational status	0.317**
3	Annual Income	0.225*
4	Job experience	0.391**
5	Training exposure	0.263*
6	Perceived work load	-0.496*
7	Job satisfaction	0.977**
8	Innovativeness	0.123 NS
9	Achievement motivation	0.900**

** 0.01% level of Significant

*0.05% level of Significant.

NS - Non Significant.



The data presented in the table 3 indicates that variables such as Age, Education, Income, Job Experience, Training Exposure, Job satisfaction and Achievement Motivation had positive and significant relationship with communication behaviour. Perceived Work Load was negatively correlated with the dependent variable. There exists positive and non significant relation between Innovativeness and communication behaviour. There exists positive and non significant relation between Innovativeness and communication behaviour. Age($r= 0.348^{**}$), Educational status($r=0.317^{**}$), Job experience ($r=0.391^{**}$) of respondents had a positive and significant relationship with communication behaviour at 0.01% level of significant. Annual Income ($r= 0.225^{*}$), Training exposure ($r=0.263^{*}$) of the respondents had positive and correlation at 0.05% level of significant. It implies that as the these variables increases, communication behaviour of the respondent also increases. Perceived Work Load ($r= -0.496^{*}$) was negatively and significantly correlated with communication behaviour. This means the more the perceived work load, the less would be the communication behaviour of extension personnel. These findings was similar to the findings of Babu (2018). Job satisfaction ($r= 0.977^{**}$) and achievement motivation ($r=0.900^{*}$) were positively and (very highly) significant with communication behaviour of the respondents.

CONCLUSION

It is concluded from that majority of the respondents were female, young aged, having high educational status, with low annual income, job experience and training exposure .Perceived work load was high, medium level of job satisfaction and low level of Innovativeness and medium level of achievement motivation and medium level of communication behaviour was observed. Variables such as Age, Education, Income, Job Experience, Training Exposure, Job satisfaction and Achievement Motivation had positive and significant relationship with communication behaviour. Perceived Work Load was negatively correlated with the dependent variable. There exists positive and non significant relation between Innovativeness and communication behaviour.



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