



Research Article

ROLE PERFORMANCE OF THE FIELD EXTENSION FUNCTIONARIES IN TRANSFER OF DAIRY TECHNOLOGY IN KARNATAKA

PATEL DIKSHA^{*1}, DEVI M.C.A.², DHODIA A. J.³, PARMAR SUJATA⁴ AND PARAMESWARANAIK J.⁵

¹Dairy Extension Division, ICAR- National Dairy Research Institute, Karnal-132001, India

²Dairy Extension Section, SRS of ICAR- National Dairy Research Institute, Bangalore- 560030, India

³Extension Education Department, N M College of Agriculture, Navsari Agricultural University, Navsari-396450, India

⁴Department of Extension Education, College of Agriculture, Junagadh Agricultural University, Junagadh, 362001, India

⁵Dairy Extension Division, ICAR- National Dairy Research Institute, Karnal, 132001, India

*Corresponding Author: Email-pateldiksha279@gmail.com

Received: April 10, 2016; Revised: April 21, 2016; Accepted: April 22, 2016; Published: July 21, 2016

Abstract- The present study was conducted during 2014-15 to study the role performance of field extension functionaries of Department of Animal Husbandry and Veterinary Services (DAH&VS) and Karnataka Milk Federation (KMF). An ex-post facto research design was employed for the study. The study was restricted to 120 field extension functionaries (FEFs) of DAH&VS and KMF, selected from 2 districts i.e., Bangalore Rural and Bangalore Urban districts of Karnataka state. Data collection was done by using the questionnaire method. Majority of the respondents (62.50%) were in medium level of role performance category followed by 20.00 per cent and 17.50 per cent were in low and high level of role performance categories respectively. The areas wise activity role performance shows that, the other activities were the most prioritized activity with weighted mean score (42.67) followed by veterinary services (40.88) followed by extension services (39.00) respectively. The result shows that extension services were the third most prioritize activity of FEFs in their job activities. This is the main concern for both the department, so the policy makers of both departments should create an exclusive unit of some extension personnel who were only concern with livestock education services, transfer of dairy technology, level of adoption, their consequences and feedback from farmers.

Keywords- Role performance, Field extension functionaries, Veterinary services, Dairy technology, Feedback.

Citation: Patel Diksha, et al., (2016) Role Performance of the Field Extension Functionaries in Transfer of Dairy Technology in Karnataka. International Journal of Agriculture Sciences, ISSN: 0975-3710 & E-ISSN: 0975-9107, Volume 8, Issue 25, pp.-1492-1495.

Copyright: Copyright©2016 Patel Diksha, et al., This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution and reproduction in any medium, provided the original author and source are credited.

Academic Editor / Reviewer: P.R. Kanani

Introduction

Animal husbandry and dairying are the vital parts of agriculture, which play a key role in poverty alleviation, and overall socio- economic development of the rural populace and its output constitutes about 25.6 per cent of country's agricultural output. These sectors provide constant and assured family income, nutrition and generating gainful employment to rural masses particularly among landless labourers, small and marginal farmers and women. Dairying has become a crucial secondary source of income for 70 million rural households, [1]. In last few decades, government has launched several dairy developmental programmes, which were aimed at the upliftment of socio-economic status of rural poor and their overall development. Most of the developmental programmes are planned and implemented by government agencies, with an active involvement of local organisations like farmer service cooperative societies, financial institution, voluntary organisation on one hand and rural people, on the other hand. The objective of these developmental programmes could be realised only when the field level extension personnel implementing the educational activities perceive and understand their role better in order to perform them with all interest and ingenuity in their respective position.

Levinson [2] explained role performance in terms of overt behaviour of an individual. It is more or less a characteristic way in which the individual acts as occupant of a position. Success of any programme in an organisation highly

depends on efficiency and role performance of its employees. It is clear that extent of role performance of the employees is very critical for any organisation. It is equally applicable to dairy organisation, which is playing key role in social and economic upliftment of the country. In Karnataka Department of Animal Husbandry and Veterinary Service (DAH & VS) and KMF are the technical department with the main responsibility of ensuring all round development of animal husbandry and dairy sector. In this background, better role performance of field level functionaries of both departments is most important aspect for developing the livestock sector in the state as well as achieving the objectives of the department. Therefore, it is necessary to understand the level of role performance of the field level functionaries of the department Hence, the present study was undertaken with the objective that to study the role performance of Field extension functionaries (FEFs) in transfer of Dairy technology.

Materials and Methods

The present study was conducted in Karnataka State during the year 2014-15 in two purposively selected districts namely; Bangalore Rural and Bangalore Urban and Field extension functionaries (FEFs) of DAH&VS and KMF were selected as the respondents for the study. The ex-post facto research design was employed for the study with 120 respondents, out of them 30 respondents from each department of each district were selected through simple random sampling. For

the purpose of data collection, a questionnaire was developed with the consent of experts of study and covering all the objectives and pre-tested among the respondent from non-sample area. The collected data were scored, compiled, tabulated and analyzed through MS Excel and SPSS computer software by using various appropriate statistical tools and techniques such as mean, standard deviation, frequencies, percentage, and correlation.

In the present study the role performance was operationalized as the degree to which the different job duties (activities) were performed by the respondents as the occupants of the post or role performance refers to the manner and extent in which different task expected from Field Extension Functionaries were performed actually in the practical situation. For measuring the role performance of FEFs a structured schedule having 34 role items was developed by the researcher based on the experience gained during the pilot study and detailed investigation of literature. The schedule consists of three major areas related to their job i.e. veterinary services, extension services and other activities / miscellaneous.

By using self rating technique the schedule consisted of 34 role activities on a four point continuum namely 'regularly', 'occasionally', 'rarely' and 'never' with a score 4, 3, 2 and 1, respectively given to FEFs and ask for their frank response. Based on total score respondents were categorised into three categories high, medium and low. For the purpose to identify differential role performance, prioritization of role performance items by the respondents were made through weighted mean

score as follows:

Step 1

$$\text{Weighted mean score} = \frac{\text{Total obtained score of all respondents in each item of constraints}}{\text{Total maximum possible score for each item of constraints}}$$

Step 2

Prioritization = Descending order of mean score of all the role items

Results and Discussion

[Table-1] revealed the profile of FEFs and it shows that, a significant percentage (43.34%) belonged to middle aged category and an equal 28.33 per cent were in the old age category as well as in young age category, with a mean age of 42.63 years. It might be due to the department has not recruited jobs recently or due to limited recruitment has taken place in recent year and also few retirement of the older staff. It is also depicted from [Table-2] that most of the respondents (62.50%) possessed Professional degree (B.V.Sc. & AH), the probable reason for majority of the respondents possessing B.V.Sc. & AH degree could be due to the fact that the basic educational requirement for the post they hold was basic graduation in veterinary sciences.

Table-1 Profile of respondents

Sl. No.	Variables	Category	Frequency	Percentage
1	Age (in year)	Young (Up to 35)	34	28.33
		Middle(36-50)	52	43.34
		Old (Above 50)	34	28.33
2.	Educational qualification	UG / PG Graduates	21	17.50
		Professional UG (B.V.Sc. & AH)	75	62.50
		Professional PG (M.V.Sc.)	24	20.00
		Ph.D.	00	00
3	Gender	Male	102	85.00
		Female	18	15.00
4	Marital status	Married	103	85.83
		Unmarried	17	14.17
5	Work experience	Low (< 5.96)	27	22.50
		Medium (5.96 to 26.21 years)	71	59.17
		High (> 26.21 years)	22	18.33
6	Training received	No training	15	12.50
		1 to 2 numbers	28	23.33
		3 to 4 numbers	57	47.50
		More than 4 numbers	20	16.67
7	Achievement motivation	Low (< 22.20)	27	22.50
		Medium (22.20 to 26.85)	77	64.17
		High (> 26.85)	16	13.33
8	Job stress	Low (< 12.97)	12	10.00
		Medium(12.97- 18.29)	97	80.83
		High(>18.29)	11	9.17
9	Job satisfaction	Dissatisfied (<23.12)	24	20.00
		Moderately Satisfied (23.12 to 31.87)	82	68.33
		Highly satisfied (>31.87)	14	11.67

Majority of respondents were male (85.00%) and married (85.17%) and most of the respondents were having (59.17%) medium level of work experience in their job. The experience of FEFs ranged from 0 years to 34 years with a mean of 16 years. Nearly half of the respondents (47.50%) had received 3 to 4 numbers of training in their job. This might be due to budget constraints so FEFs could not able to attend more numbers of training. Majority of respondents (64.17%) and (68.33%) having medium level of achievement motivation and job satisfaction respectively. A large proportion of respondents (80.83%) were perceived job stress in their work. This could be due to fact that there is lack of infrastructural facilities in office, place of posting is far from family, centralization in organization, unhealthy working atmosphere, work load, salary is not sufficient, lack of recognition from job etc.

Role Performance of the Field Extension functionaries in Transfer of dairy technology:

Role performance refers the manner and extent in which different task expected from field extension functionaries were perform actually in the practical situation as an occupant of post. Role performance of FEFs by self rating technique was analyzed in three major fields of work activities the FEFs are involved namely veterinary services, extension services and other activities /miscellaneous activities.

Table-2 Overall role performance of FEFs on self-rating technique

Sl. no.	Particular	Frequency	Percentage
1	Low(< 90.48)	24	20.00
2	Medium (90.48 to 115.46)	75	62.50
3	High (>115.46)	21	17.50
Total		120	100.00
(Mean=102.97)		(SD=12.49)	

On the basis of self rating of 34 role activities by respondents, it can be observed

from [Table-2] that majority (62.50%) of the respondents had medium level of role performance in transfer of dairy technology followed by 20.00 and 17.50 per cent in low and high level of role performance. The reason for majority of respondents having medium level role performance in transfer of dairy technology are because

respondents were having medium level job satisfaction, medium level achievement motivation, etc. Similar contentions has been reported by Nagananda, et al [3], Maiti [4] and Goayal [5] who found that majority of respondents were falls under medium level role performance category.

Table-3 Distribution of respondents according to activity wise their role performance

Sl. no.	Activities	Role performance			Mean score	Rank
		Low	Medium	High		
1	Veterinary services	21 (17.50)	73 (60.83)	26 (21.67)	40.88	II
2	Extension services	22 (18.33)	82 (68.33)	16 (13.34)	39.00	III
3	Other activities	15 (12.50)	74 (61.67)	31 (25.83)	42.67	I

Data indicated in [Table-3], that other activities were the most prioritized activity which was regularly performed by respondents. Activities like administration, supervision, maintenance of office records were regularly performed by respondents. Than the second most prioritized activity is veterinary services. Activities like primary treatment to animal, conducting pregnancy diagnosis are some important activities which were performed by extension personnel, the extension activities were the third prioritize activity of extension personnel it was third prioritize activities among all three activities. It includes organising health camp, creating awareness and knowledge about scientific dairy farming practices etc.

Prioritization of Role performance items by the Field extension functionaries

The previous [Table-1], and [Table-2] presented the overall role performance of FEFs and activity wise role performance of FEFs but, it does not reveal the among all these 3 activities which role activity was regularly performed by FEFs or which role activity they themselves rating prime activity and performed regularly by FEFs. Hence, prioritization of role performance activities was also done on the basis of weighted mean score and the results have been presented in [Table-4]. The [Table-4] consisted of all the 34 job items which were scored by the FEFs on the basis of self rating technique. In this, the weighted mean score of each activity was calculated and analyzed keeping in view these aspects.

Table-4 Prioritization of role performance items by the respondents based on self rating technique

Sl. no.	Particular	Weighted mean score	Rank
1	Providing preliminary veterinary aids or primary treatment to the animals	47.50	I
2	Conducting pregnancy diagnosis	44.9	II
3	Conducting routine vaccination programmes	44.6	III
4	Providing A.I. services	44.2	IV
5	Maintenance of office records	43.00	V
6	Supervision of sub-ordinates		
7	Administration		
8	Attending review/ follow up meetings	42.90	VI
9	Visiting farm/ home units of farmers for technical advice	40.90	VII
10	Supply of farm or veterinary inputs to the clientele group		
11	Organising health camp		
12	Creating awareness and knowledge about scientific dairy farming practices	40.5	VIII
13	Guidance to dairy farmers to select high yielding dairy animals	40.0	IX
14	Interdepartmental communication	38.4	X
15	Participation in collecting data for animal census	38.10	XI
16	Involving dairy farmers/ local leaders for transfer of technologies	38.00	XII
17	Organise mobile veterinary clinics	37.9	XIII
18	Preparation and distribution of farm literature for farmers	37.8	XIV
19	Guidance to dairy farmers for availing credit facilities	37.5	XV
20	Motivating dairy farmers for enhancing participation in dairy farming	37.1	XVI
21	Meetings clientele group for follow-up/ feedback		
22	To conduct periodical survey regarding the disease occurrence		
23	To evaluate the achievement/ performance of dairy development schemes	36.9	XVII
24	Identify the quality bull calf produced by A.I.	36.4	XVIII
25	To organise group meeting, field day, farmers day for dissemination of new technology	36.2	XIX
26	Guidance to farmers to start Dairy Co-operatives in your area	36.0	XX
27	To organise training programmes for farmers		
28	Guidance to farmers to start Dairy Co-operatives in your area		
29	Conducting demonstration on improved dairy farming practices to the farmers	35.6	XXI
30	Organise the cattle show, calf rallies, dairy mela, milk yield competition etc.	33.8	XXII
Participation in mass media as a part of technology transfer activity		32.5	XXIII
31	Articles in journals	20.8	XXIV
32	Radio talk	19.7	XXV
33	Web-based article	18.8	XXVI
34	TV programme	18.7	XXVII

Based on the weighted mean score the role activities of FEFs as per their routine work schedule expressed in self rating technique showed in [Table-4] which were regularly or frequently performed by them. These activities included primary treatment to the animals (47.50), conducting pregnancy diagnosis (44.90),

conducting routine vaccination programmes (44.60), provide A.I. services (44.20), maintenance of office records (43.00), supervision to staff (43.00), administration (42.90), attending review/ follow up meetings (40.90), visiting farm/ home units of farmers for technical advice (40.50), supply of farm or veterinary inputs to the

clientele group (40.50), organising health camp (40.00), creating awareness and knowledge about scientific dairy farming practices (38.40), guidance to dairy farmers to select high yielding dairy animals (38.10), interdepartmental communication (38.00), participation in collecting data for animal census (37.90), involving dairy farmers/ local leaders for transfer of technologies (37.80), organise mobile veterinary clinics (37.50), Identifying beneficiaries for implementation of dairy and animal husbandry oriented schemes (37.30), preparation and distribution of farm literature for farmers (37.10), guidance to dairy farmers for availing credit facilities (37.10), motivating dairy farmers for enhancing participation in dairy farming (36.90), meetings clientele group for follow-up/ feedback (36.90), to conduct periodical survey regarding the disease occurrence (36.40), to evaluate the achievement/ performance of dairy development schemes (36.20), identify the quality bull calf produced by A.I. (36.00), To organise group meeting, field day, farmers day for dissemination of new technology (36.00), guidance to farmers to start Dairy Co-operatives in their respective area (35.60), to organise training programmes for farmers (35.60), conducting demonstration on improved dairy farming practices to the farmers (33.80), organise the cattle show, calf rallies, dairy mela, milk yield competition (32.50), participation in mass media as a part of technology transfer activity a) articles in journals (20.80), b) radio talk (19.70), c) web-based article (18.80), d) TV programmes (18.70).

The above result might be due to the fact that the role expectation and job assigned in the official organizational set up added with prescribed duties by the superior and preference made according to the respondent's perception in the job.

Conclusion

The measurement of role performance and its feedback plays an important role in knowing the efficiency of employees in an organisation. Any organization, small or big needs constant studies and evaluation with a view to ascertain the measure necessary to improve areas of deficiency. Extension personnel plays a key role in raising the livestock productivity by offering technical advice, help farmers to identify their problems and opportunities, sharing information and supportive group formation. Field extension functionaries of DAH&VS and KMF play a central role in dairy development in Karnataka state. So it becomes very necessary to know the level of role performance of FEFs in transfer of dairy technology because they are the ultimate authority, who is going to implement any governmental scheme or programme. The job activities of FEFs contain many areas in which they worked. The finding of study shows that extension activities were least prioritised by the FEFs as most of the respondents were veterinary doctors so they were mostly busy with the treatment of the animals, and after the treatment they were busy with maintaining of office records, administration etc. They hardly find time for extension activities. So the policy makers of both departments should create an exclusive unit of some extension personnel who were only concerned with livestock education services, transfer of dairy technology, level of adoption, their consequences, feedback from farmers and the departments may use para-vet services for service delivery at less cost. All this may help for effective transfer of dairy technology, which is aim of the organisation.

Acknowledgement

The authors are thankful to Director ICAR-NDRI, Karnal and Head of SRS of ICAR-NDRI, Bengaluru for providing necessary facilities. The authors are also thankful to the all Field extension functionaries of DAH&VS and KMF for their sincere responses.

Conflict of Interest: None declared

References

- [1] Gol (2015) Economic Survey (2014-15) Department of Finance, Ministry of finance. Government of India. New Delhi.
- [2] Levinson D.J. (1959) *The Journal of Abnormal and Social Psychology*, 58(2), 170-180.
- [3] Nagananda C., Bheemappa A. & Hirevenkangoudar L.V. (2006) *Karnataka Journal of Agricultural Sciences*, 19(4), 877-882.
- [4] Maity S. (2007) Role performance and job satisfaction among pranibandhu

of Purba Medinipur district (West Bengal). Unpublished M.Sc. Thesis, ICAR- National Dairy Research Institute, Karnal, India.

- [5] Goyal J. (2013) Job performance and job satisfaction of veterinary surgeons in Haryana. Unpublished M.V.Sc. Thesis, ICAR- National Dairy Research Institute, Karnal, India.