

Profile characteristics and the variables influencing job satisfaction of extension personnel

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Abstract : The study "Profile Characteristics and the Variables influencing Job satisfaction of Extension Personnel" was conducted at Malappuram district of Kerala in 2003. A total of 60 Extension personnel were selected to serve as respondents for the study by applying random sampling technique. Majority of the respondents profile belong to medium category. Organizational communication, Team work, Task identity and Clarity of task were found to be positively and significantly correlated with Job satisfaction of Extension personnel.

Key words: *Profile characteristics, Job satisfaction, Extension personnel and Interview schedule*

Introduction

The organizational climate - the psychological environment in the organization where people live and work is one of the important factor in influencing employees satisfaction (Friedlander and Margulies 1969) It adds considerably to the progress and success of any extension programme. When satisfaction and productivity data are gathered for the organization as a whole, it was found that organization with more satisfied employees tended to be more effective than organizations with less satisfied employees. Radhakrishnamoorthy (1987) reported that job satisfaction of Agricultural Officers was positively and significantly related with their planning and organizing role.

Keeping this in view the present study was undertaken to:

1. To study the profile characteristics of Extension Professionals working in the State Department of Agriculture
2. To know the existing relationship between the profile characteristics and job satisfaction.

Research Methodology

The study was conducted in Malappuram District of Kerala State (during 2003) The Extension professionals comprising Agricultural Officers and Assistant Director of Agriculture were randomly selected from Malappuram District. The data were collected through a structured interview schedule distributed to the Agricultural Officers and Assistant Director of Agriculture during their monthly workshops conducted every month in which Scientist from Research station will be present as resource persons. The sample size of 60 is considered sufficient and by random sampling method the respondents were selected. The data were analysed by using percentage analysis, mean and correlation coefficient.

Findings and Discussion

The profile characteristics of the Extension personnel are presented in Table 1.

1. Age: The data in the Table 1 reveals that majority of Extension personnel (86.67%) were in the middle age and young age and they

Table 1. Distribution of Respondents on their Profile characteristics

S.No.	Variable	Categories	Score range	Frequency	Percentage
1.	Age	Young age	Up to 35	24	40.00
		Middle age (36-45 years)	36-45	28	46.67
		Old age (more than 45 years)	>45	08	13.33
		Total		60	100.00
2.	Education	Diploma / Certificate in Ag.	5 to 6	04	6.67
		B.Sc. (Agri) degree	8	41	68.33
		M.Sc.(Agri) degree	9	15	25.00
		Total		60	100.00
3.	Professional experience	Low	0-10	27	45.00
		Medium	11-20	23	38.33
		High	21-30	10	16.67
		Total		60	100.00
4.	Participation in decision making	Low	14-18	10	16.67
		Medium	19-23	31	51.67
		High	24-29	19	31.66
		Total		60	100.00
5.	Organisational communication	Low	10-15	16	26.67
		Medium	16-20	34	56.67
		High	21-26	10	16.66
		Total		60	100.00
6.	Clarity of task	Low	11-16	23	38.33
		Medium	17-24	23	38.33
		High	25-30	14	23.34
		Total		60	100.00
7.	Team work	Low	12-18	17	28.33
		Medium	19-24	36	60.00
		High	25-30	07	11.67
		Total		60	100.00
8.	Task identity	Low	8-12	21	35.00
		Medium	13-16	31	51.67
		High	17-20	08	13.33
		Total		60	100.00
9.	Job satisfaction	Low	-61 to 0	16	26.67
		Medium	0-50	30	50.00
		High	50-100	14	23.33
		Total		60	100.00

Table 2. Correlation coefficient of Independent variables with job satisfaction of Extension Professionals

S.No.	Independent Variables	Correlation Coefficient
1.	Age	0.055 NS
2.	Education	-0.173NS
3.	Professional experiences	0.029 NS
4.	Participation in decision making	0.219 NS
5.	Organizational communication	0.503**
6.	Clarity of task	0.378**
7.	Team work	0.279*
8.	Task identity	0.304*

* Significant at 5 per cent level

** Significant at 1 per cent level NS - Non Significant

can communicate the farm information to the farmers effectively. This is in accordance with the findings of Ravi (1996).

2. Education: Majority of the Extension personnel (93.33%) are professionals qualified having the basic degree in Agriculture. Hence they can frequently update their technical knowledge in the trainings and monthly workshops. Similar such findings were reported by Ravi (1996).

3. Professional experience: The experience of the respondents in the job was found to be ranging from 1 year to 28 years. However 45.0 per cent of the respondents reported experience up to 10 years. The remaining 38.3 per cent and 16.7 per cent had experiences between 10 to 20 years and 20 to 28 years respectively. From the findings, it could be concluded that most of Extension personnel in the study area had entered the job in the last decade and hence such variation.

4. Participation in decision making: It was found that majority of the respondents had

medium level (51.67%) of participation in decision making. Followed by 31.66 per cent of respondents with high level of participation whereas 16.67 per cent of them had low level of participation in decision making. It might be due to the fact that majority of the respondents had entered the job in the last decade.

5. Organisational communication: A majority of the respondents (83.34%) were found to have medium to low degrees of organizational communication.

6. Clarity of task: It could be seen that 76.66 per cent of Extension personnel had low and medium level in clarity of task and 23.34 per cent had high level of clarity of task scores. This might be due to the heavy work load and overlapping of Panchayat and Department Schemes operated by them.

7. Team work: Majority (60.00 per cent) of the extension personnel had medium level of team work spirit which is an indication that better co-ordination exist in the programme implementation.

8. *Task identity*: It was found that majority of the respondents (51.67 per cent) fall in the medium level of task identity.

9. *Job satisfaction*: The data in the table reveals that half (50 per cent) of the extension personnel had medium level of job satisfaction, the rest had almost low or high level of job satisfaction. This might be due to medium level of participation in decision making, organization communication, team work, clarity of task and task identity. This is in line with the findings of Umesh Meti (1997).

Correlates of characteristics

It is interesting to observe from table 2 that the correlation values of four out of eight characteristics of extension personnel were significant in their relationship with their job satisfaction. Age, education, Professional experience and participation in decision making did not exhibit any association.

Contribution of characteristics Organizational communication

Organizational communication showed significant and positive association with the level of job satisfaction of Extension professionals. This indicates that high level of organizational communication will result in more job satisfaction within the organization. This is in accordance with the findings of Patil (1999).

Clarity of task

Clarity of task of Extension professionals was found to be positively and significantly correlated with their job satisfaction. Pavelka (1993) reported that clear cut task positively affect job satisfaction and negatively job stress.

Team work

Team work was positively and significantly correlated to job satisfaction. Frequent training and exchange of views during the monthly

workshops and field visits would have enabled the Extension personnel to have better co-ordination in the implementation of various schemes of State Agricultural Department and Panchayats. This is in accordance with the findings of Patil (1999)

Task identity

There was positive and significant relationship of task identity of Extension professionals with their job satisfaction. The results indicate that the Extension professionals had the opportunity to do the work from the beginning to the end and hence had better job satisfaction. Sundaraswamy (1997) reported a positive and significant relationship between task identity and job performance.

Conclusion

Half of the respondents had medium level of job satisfaction, majority are middle aged (46.67 per cent) and possessed the desired professional education (Graduate in agriculture 68.33 per cent and Post graduate in Agriculture 25.00 per cent) having low level of professional experience, medium level of participation in decision making (51.67 per cent), medium level of organizational communication (56.67 per cent), team work (60.00 per cent) and task identity (51.67 per cent). Since the study revealed that attributes namely Organizational communication, Clarity task, team work and task identity played a decisive role in the job satisfaction of extension personnel higher officials of State department of Agriculture should invariably manipulate these significantly contributing variables to motivate extension personnel for better job performance.

Reference

- Friedlander, F. and N. Margulis. (1969). Multiple impacts of organizational climate and individual value system upon job satisfaction. *Personal Psychology*. 22: pp 171- 183.

