International Journal of Farm Sciences **2(2)** :161-166, 2012

Study on the communication efficiency, job commitment and job satisfaction of extension workers working in sugar industries in North Karnataka

SYED SADAQATH and S DEVENDRAPPA

Directorate of Extension, University of Agricultural Sciences
Dharwad 580003 Karnataka
Email for correspondence: sdevuasd@rediffmail.com

ABSTRACT

Communication plays an important role in extension system. The communication efficiency also influences the job satisfaction and job commitment of an individual. The study was conducted in North Karnataka during the year 2008. This area was selected because more than 50 per cent of sugar factories are situated in north Karnataka and more sugar factories are situated in Bagalkot and Belgaum districts. From the study it was inferred that agricultural graduates had more communication efficiency as compared to non-agricultural graduates working in the private sugar factories and the agricultural graduates had more job satisfaction and job commitment in private sugar factories. Communication efficiency was highest in non-agricultural graduates in private sugar industries and lowest in agricultural graduates in cooperative industries. Agricultural graduates in private sugar industries had highest job satisfaction and agricultural graduates in cooperative sugar industries. While talking of job commitment non-agricultural graduates in private sugar industries had highest level of job commitment which was lowest in non-agricultural graduates in cooperative sugar industries.

Keywords: Communication efficiency; sugar; agricultural graduates; industries

INTRODUCTION

Communication is considered as an art and is one of the most complex processes especially in view of its importance for development wherein the communication medium is an important factor as are the message and other elements of communication process. In bringing an effective communication the communication channel and the message play significant role. Communicators by and large are not the creators of messages but they are at the best processors of message in such a way that the people and the organizations can easily accept them. They act as transmission link between technology source on one hand and actual receivers on the other hand. There is still gap between the technology generation and technology perceived.

Communication and information play very important role in public as well as private extension. Information is a critical resource in the operation and management of extension organizations. Timely availability of relevant information is vital for effective performance of managerial functions such as planning, organizing, leading and control. The need of the hour is to have thorough understanding of the communication process and communication skills by the extension workers (Jahagirdar and Balasubramanya 2010).

Obiyai et al (2011) carried out a study to examine the influence of leadership qualities on innovations adoption behaviour of 300 farmers in Bayelsa state, Nigeria and observed that proffered training and retraining of extension workers on leadership behaviour government should improve on the incentives given to extension workers, remove bureaucratic bottlenecks and involve farmers in extension programme planning.

While analyzing the reasons for this gap many researchers have indicated constraints within and outside the extension system such as lack of location in spreading the specific technology, lack of coordination among the development agencies, weak linkages between systems operating for agricultural development, incompetence and lack of initiative on the part of extension workers, non-responsive nature of clients due to illiteracy etc. Right from the inception of Community Development Programme in India in 1952 the village level workers were given a key role in the dissemination of new farm technology to farming community. The role of this functionary as a change agent is that of a friend, a philosopher and a guide to farmers and people to assist them in basic agricultural development. Thus the village level extension workers at field level assume a great responsibility for communication of new agricultural innovations and occupy a strategic position in the network of agricultural information dissemination system in the area of operation as a primary link between the extension system and client system.

Ibrahim et al (2008) assessed the level of role perception and job satisfaction among 60 extension workers of Nasarawa Agricultural Development Programme (NADP) of Nasarawa state, Nigeria.

One of the most significant developments in the field of organization in recent times is the increasing importance given to human resources. The development of people, their competencies and the process development of the total organization are the main concerns of human resource management (Pareek and Rao 1992).

Human resource planning forecasts the future personnel needs of extension organizations. With the rapid changes in technology, needs of farmers, market

situation, and competitive environment planning for human resources has become an important challenging task for extension. Human resource planning involves plans for future needs of personnel, their required skills, recruitment of employees and development of personnel (Miller et al 1980). The human resource audit gives an account of the skills, abilities and performance of all the employees of an organization (Werther and Davis 1982).

Values and attitudes such as faith in rural people, commitment to agricultural development,and concern for the whole community are important for all extension personnel (Gupta 1963, Bhasin 1976).

The principles of job enrichment according to Herzberg (1966), are removing controls while retaining accountability, introducing new tasks, giving a complete unit of work, granting job freedom and helping employees to become expert in their tasks. These principles can be practiced by extension managers to increase the quality of work and job satisfaction among extension personnel.

METHODOLOGY

The present investigations were carried out in North Karnataka during the year 2008. This area was purposively selected as more than fifty per cent of the sugar industries were situated in this northern part of Karnataka. Northern Karnataka comprises of 25 sugar industries situated in different districts. Out of 25 more than 70 per cent of the sugar industries are situated in Bagalkot and Belgaum districts. Hence these two districts were selected for the study. Within these district, 12 cooperative and 14 private sugar factories exist. Out of them 10 each from cooperative and private sugar industries were selected. The extension workers working in these industries were used as respondents for collection of data.

RESULTS AND DISCUSSION

Communication efficiency

Table 1 depicts that the mean and standard deviation values of communication efficiency of different types of extension workers are 27.74±6.19. The non-agricultural graduates in private sugar industries had higher communication efficiency (28.30±6.66) followed by the agricultural graduates in private sugar industries (27.63±6.29), non-agricultural graduates in cooperative sugar industries (27.60±6.53) and agricultural graduates in cooperative industries (27.27±4.83).

The higher communication efficiency in non-agricultural graduates in private sugar industries might be due to uncertain job security that is there in private industries. If an extension worker is found to be inefficient he might loose his job. With this type of insecurity there might be higher

communication efficiency in these extension workers.

Job satisfaction

The mean and standard deviation values for job satisfaction of extension workers were 27.54±7.34 out of which the agricultural graduates in private sugar industries had higher job satisfaction (29.66±5.98) followed by the non-agricultural graduates in cooperative industries (27.68±7.58), non-agricultural graduates in private sugar industries (27.61±8.28) and agricultural graduates in cooperative sugar industries (24.53±6.18). The satisfaction level in case of agricultural graduates in cooperative sugar industries was higher because of their education level in specific areas as against non-agricultural graduates in cooperative sugar industries (Table 1).

Job commitment

The mean and standard deviation values of job commitment of extension workers were 17.25±3.53 out of which non-agricultural graduates in private sugar industries had higher job commitment (17.91±4.07) followed by agricultural graduates in private sugar industries (17.65±1.84), agricultural graduates in cooperative sugar industries (16.87±2.85) and non-agricultural graduates in cooperative sugar industries (16.45±4.34). The job commitment was higher in case of agricultural graduates in private sugar industries as compared to non-agricultural graduates because of former's higher technical knowledge and more exposure.

Jahagirdar and Balasubramanya (2010) have also found that the significant and positive relationship between communication behavior and some of the selected characteristics of government extension personnel might be due to the reason that extension personnel with high education level, more experience, training and mass media exposure were expected to have more knowledge and understanding which in turn motivated them to perform various acts for seeking farm information better.

In their study on the level of role perception and job satisfaction among 60 extension workers of Nasarawa Agricultural Development Programme (NADP) of Nasarawa state, Nigeria Ibrahim et al (2008) indicated that the extension workers considered their role as important. Knowing the technology and communication of the technology to the farmers were perceived as the most important role of the extension workers. The extension workers were also satisfied with their job. The major job related factors contributing to the level of satisfaction were fulfillment as extension workers involvement in special extension activities, length of stay in current station and government funding. There was a significant relationship between job satisfaction and payment of allowances, rate

Table 1. Communication efficiency, job satisfaction and job commitment of extension workers (n= 315)

Trait	Mean	SD
Communication efficiency		
Agricultural graduates in private sugar industries	27.63	6.29
Agricultural graduates in cooperative sugar industries	27.27	4.83
Non-agricultural graduates in private sugar industries	28.30	6.66
Non- agricultural graduates in cooperative sugar industries	27.60.	6.53
Cumulative value	27.74	6.19
Job satisfaction		
Agricultural graduates in private sugar industries	29.66	5.98
Agricultural graduates in cooperative sugar industries	24.53	6.18
Non-agricultural graduates in private sugar industries	27.61	8.28
Non- agricultural graduates in cooperative sugar industries	27.68	7.58
Cumulative value	27.54	7.34
Job commitment		
Agricultural graduates in private sugar industries	17.65	1.84
Agricultural graduates in cooperative sugar industries	16.87	2.85
Non-agricultural graduates in private sugar industries	17.91	4.07
Non- agricultural graduates in cooperative sugar industries	16.45	4.34
Cumulative value	17.25	3.53

of promotion, regular training and level of education of extension workers.

From the study it can be inferred that the communication efficiency was more in case of private sugar factory extension workers because of uncertainty of job security. In case of agricultural graduates communication efficiency was higher because of their higher level of education as well as higher technical knowledge.

REFERENCES

Bhasin K 1976. Participatory training for development. FFHC/AD, FAO, Bangkok.

Gupta TS 1963. Characteristics of effective village level workers. Unpublished MSc thesis, Division of Agricultural Extension, Indian Agricultural Research Institute, New Delhi.

Herzberg F 1966. Work and nature of work. World Publishing, Cleveland.

Ibrahim H, Muhammad D M, Yahaya H and Luka EG 2008. Role perception and job satisfaction among extension workers in Nasarawa Agricultural Development Programme (NADP) of Nasarawa state, Nigeria. Production Agriculture and Technology **4(1):** 62-70.

Jahagirdar KA and Balasubramanya AS 2010. A study on communication behaviour of extension personnel. Karnataka Journal of Agricultural Sciences **23(2):** 384-385.

Miller EL, Burack EH and Albrecht MH 1980. Management of human resources. Prentice Hall, Englewood Cliffs, NJ.

Obiyai KK, Ekpebu ID and Ekubo NA 2011. Leadership qualities of extension workers as determinants of innovations adoption behaviour of farmers. International Journal of Sustainable Agriculture **3(3):** 97-102.

Pareek U and Rao TV 1992. Designing and managing human resource systems. Oxford & IBH Publishing Company, New Delhi.

Werther WB Jr and Davis K 1982. Personnel management and human resources. McGraw Hill International Book Company, Tokyo, Japan.

Received : 17.10.2011 *Accepted : 6.1.2012*