

Original Research Article

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Clientele Served and Extension Functions Emphasized by the Extension Personnel of Extension Organizations

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ABSTRACT

A study was conducted to know the clientele served and type of extension functions emphasized by the extension personnel of public extension organizations in Hyderabad – Karnataka region of Karnataka during 2013-14. A sample of 38 extension personnel from Krishi Vigyan Kendras under University of Agricultural Sciences, Raichur and 38 extension personnel from Raita Samparka Kendras under Karnataka State Department of Agriculture were selected for the study. The data was collected from the respondents using structured interview schedule developed for the study. The collected data was analyzed using appropriate statistical tools. The results of the study revealed that, majority of the extension personnel in Krishi Vigyan Kendras (52.63 %) and Raita Samparka Kendras (42.11 %) belonged to medium to low satisfaction category with respect to facilities and resources availability in the organization. Over one third (36.84 %) of the extension personnel of Krishi Vigyan Kendras belonged to high satisfaction category with respect to communication in the organization and In case of Raita Samparka Kendras, higher percentage (44.74 %) of the extension personnel belonged to medium level of communication satisfaction category. Majority (47.37 %) of the extension personnel in both the extension organizations belonged to medium level of co-ordination. Youth farmers in case of Krishi Vigyan Kendras and small-scale subsistence farmers in case of Raita Samparka Kendras were the important group of clientele targeted. Transfer of technology is the most important extension function emphasized by both extension organizations. Hence extension organizations should emphasize and prioritize capacity building and empowerment of farmers, youth and women empowerment and entrepreneurship development.

Keywords

Clientele, Krishi Vigyan Kendras, Public Extension Organizations, Raita Samparka Kendras

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Introduction

Worldwide, agricultural extension is the key instrument for the agricultural development process both in terms of technology transfer and human resource development.

Agricultural extension is a function of providing situational and need based knowledge and skills to rural people who are involved in traditional agriculture in non-formal situation. Various organizations are involved in providing agricultural extension

services to farming community in India. Over the years, the number of organizations providing agricultural extension services is increasing and these organizations vary greatly in their activities and approaches depending on their goal, finance and manpower.

The major agricultural extension service providers are, Public agricultural extension service providers includes line departments of the state government like Department of agriculture, horticulture, animal husbandry etc, first line extension system of Directorate of Extension and other wings of State Agricultural Universities, various research units of ICAR, Co-operatives and commodity boards like rubber board and coffee board, farmers associations and producers' cooperatives and marketing board.

Private agricultural extension service providers: includes input supply companies like seeds, fertilizers, chemicals and farm machinery, Agro processing units, private consultants, Agri clinics and agri business centers, input dealers and print media. Non-governmental organizations includes NGOs working in the area of agriculture and rural development and others including autonomous agencies in specific areas and crops, banks through their field officers and internet.

Over the years, number of agencies providing agricultural extension services is increasing resulting in increasing the opportunity to reach greater number of farmers scattered across the country. The need for agricultural extension and rural information is likely to intensify in future. In much of the world, the agriculture faces the challenge of keeping pace with rapidly increasing population with fewer reserves of potentially cultivable land.

Different extension organizations concentrate on different clientele based on their objectives/

goal, availability of resources and manpower and operational area. There is a need to study and know the different clientele groups concentrated by the extension organizations and also main extension functions emphasized by them in order to formulate suitable extension strategies for the benefit of farming community in future and to reform and reorient the extension system.

With this background the present study was conducted with an objective to know the different clientele served and extension functions prioritized by the extension organizations.

Materials and Methods

The present study was conducted in Raichur, Gulbarga, Bidar, Yadgir, Koppal and Bellary districts of Karnataka state during 2013-14. The districts coming under the jurisdiction of University of Agricultural Sciences, Raichur was the criterion in selection. Expost-facto research design was used in the present investigation.

The extension personnel working in Krishi Vigyan Kendras (KVKs) coming under the jurisdiction of UAS Raichur and extension personnel working in Raita Samparka Kendras (RSKs) were selected purposively. From each organization 38 extension personnel were selected.

The sample size was restricted to 38 because of availability of extension personnel in KVKs at the time of investigation was 38. Extension personnel from RSKs were selected from six districts using proportionate random sampling. Thus the sample for the study constituted 76 extension personnel. The data was collected from the extension personnel by personally distributing interview schedule. The collected data was analyzed using appropriate statistical tools and techniques.

Results and Discussion

Facilities and resources availability in the extension organizations

It was evident from table 1 that, majority (52.63 %) of the extension personnel in the Krishi Vigyan Kendras belonged to medium level of satisfaction towards facilities and resources. Whereas, in case of Raita Samparka Kendras, majority (42.11 %) of the extension personnel belonged to low level of satisfaction. This shows that the respondents had less to medium facilities to carry out routine extension activities which need to be taken care. It was also revealed during the study that, majority of the extension personnel of public extension organizations expressed satisfaction towards input supplies, providing demonstration equipment, office supplies, supply procedure and storage facility (Table 2). The extension personnel were having limited freedom to purchase or acquire required facilities and resources. These could be probable reasons for medium to low satisfaction of extension personnel towards facilities and resources at work. Mann – Whitney U test also exhibited significant difference between extension personnel of both extension organizations.

The results are in line with the results obtained by Sandika (2006), Nagananda *et al.*, (2006) and Debnath and Saravanan (2014).

Communication

With regard to communication aspects in the organization it could be seen from table 3 that, well over one third (36.84 %) of the extension personnel of Krishi Vigyan Kendras belonged to high satisfaction category. In case of Raita Samparka Kendras, higher percentage (44.74 %) of the extension personnel belonged to medium level of communication satisfaction category.

It was evident from the above results that, majority of the extension personnel of public extension organizations belonged to medium to high satisfaction category with respect to communication aspects in the organization.

It might be due to good coordination among the superiors and subordinates, timely and required replay from the higher authorities and also use of proper communication channels by the higher authority in delivering messages. The results are in conformity with the results obtained by Debnath and Saravanan (2014) *i.e.*, half of the extension personnel expressed medium level of satisfaction towards communication in the organization.

Item wise analysis of communication presented in table 4 revealed that, extension personnel of Krishi Vigyan Kendras expressed high satisfaction towards timely and required replies from higher ups (I rank) followed clear and complete message from higher ups (II rank), communication language used (III rank) and method of communication employed by higher ups (IV rank). The extension personnel of the Raita Samparka Kendras expressed high satisfaction towards timely information regarding programmes from higher ups (I rank), timely and required replies from higher ups (I rank) and communication language used (I rank) followed by atmosphere to exchange ideas freely with superiors and colleagues (IV rank) and method of communication employed by higher ups (V rank). This might be due to existence of better coordination, mutual trust and understanding between the higher authorities and subordinates in the organization.

Co-ordination

The results in table 3 revealed that, higher proportion (47.37 %) of the extension personnel of Krishi Vigyan Kendras had medium level of co-ordination.

Table.1 Over all facilities and resources availability in the extension organizations

n=76

Sl. No.	Categories	UAS- KVK (n ₁ =38)		KSDA-RSK (n ₂ = 38)	
		Frequency	Percentage	Frequency	Percentage
1	Low (Mean – 0.425*SD)	10	26.32	16	42.11
2	Medium (Mean ± 0.425*SD)	20	52.63	9	23.68
3	High (Mean + 0.425*SD)	8	21.05	13	34.21
	Mean	7.18		5.82	
	SD	2.66		1.37	
	Mann Whitney U test	KVK Vs RSK 0.002**			

**Significant at 1 per cent level *Significant at 5 per cent level

Table.2 Facilities and resources provisions for facilitating work in the extension organizations

n=76

Sl. No.	Facilities and resources	UAS- KVK (n ₁ =38)		KSDA-RSK (n ₂ =	
		Index	Rank	Index	Rank
1	Input supplies	56.58	I	53.95	I
2	Repairs and maintenance	48.68	V	43.42	IV
3	Transportation / conveyance	53.95	III	23.68	V
4	Office supplies	53.95	III	47.37	III
5	Supply procedure	47.37	VI	50.00	II
6	Storage facility	42.11	VII	30.26	VI
7	Providing demonstration equipment	56.58	I	42.11	V

Table.3 Level of communication and co-ordination in extension organizations with other departments/agencies

n=76

SL. No	Categories	UAS- KVK (n ₁ =38)		KSDA-RSK (n ₂ = 38)	
		Frequency	Percentage	Frequency	Percentage
	Communication				
1	Low (Mean – 0.425*SD)	12	31.58	11	28.95
2	Medium (Mean ± 0.425*SD)	12	31.58	17	44.74
3	High (Mean + 0.425*SD)	14	36.84	10	26.32
	Mean	7.65		7.81	
	SD	2.62		1.46	
	Co-ordination				
1	Low (Mean – 0.425*SD)	10	26.32	9	23.68
2	Medium (Mean ± 0.425*SD)	18	47.37	18	47.37
3	High (Mean + 0.425*SD)	10	26.32	11	28.95
	Mean	9.11		6.58	
	SD	2.86		2.06	
	Mann Whitney U test				
	Communication	KVK Vs RSK 0.979			
	Co-ordination	KVK Vs RSK 0.000**			

**Significant at 1 per cent level *Significant at 5 per cent level

Table.4 Level of communication in extension organizations with other departments / agencies

n=76

Sl. No.	Particulars	UAS-KVK		KSDA-RSK	
		Index	Rank	Index	Rank
	Communication				
1	Timely information regarding programmes from higher ups	56.58	V	65.79	I
2	Atmosphere to exchange ideas freely with superiors and colleagues	52.63	VI	63.16	IV
3	Clear and complete message from higher ups	78.95	II	60.53	VI
4	Timely and required replies from higher ups	81.58	I	65.79	I
5	Communication language used	64.47	III	65.79	I
6	Method of communication employed by higher ups	57.89	IV	61.84	V
	Co-ordination				
1	Department of Agriculture	86.11	I	100	I
2	Department of Horticulture	73.61	II	52.63	V
3	Department of Animal husbandry	48.61	VI	27.63	VII
4	Department of sericulture	27.78	VIII	5.26	VIII
5	Department of fisheries	23.61	IX	2.63	IX
6	Input supply agencies	56.94	IV	86.84	II
7	Financial institutions	40.28	VII	56.58	III
8	NGOs	72.22	III	53.95	IV
9	Co-operative societies	51.39	V	43.42	VI

Table.5 Clientele served by the extension organizations

n=76

Sl. No.	Particulars	UAS- KVK (n ₁ =38)			KSDA-RSK (n ₂ = 38)		
		Mean	Index	Rank	Mean	Index	Rank
1	Large commercial farmers	1.13	56.58	VIII	0.79	39.74	VI
2	Small/medium-scale commercial farmers	1.34	67.11	IV	1.31	65.38	II
3	Farmers growing specific crops	1.42	71.05	II	1.26	62.82	IV
4	Small-scale subsistence farmers	1.39	69.74	III	1.95	97.44	I
5	Women farmers	1.28	64.47	V	1.28	64.10	III
6	Youth farmers	1.44	72.37	I	1.23	61.54	V
7	Landless agricultural laborers	1.07	53.95	IX	0.36	17.95	IX
8	Rural youth	1.28	64.47	V	0.51	25.64	VII
9	Rural women (nutrition, health, hygiene)	1.26	63.16	VII	0.41	20.51	VIII
	Mann - Whitney U test	KVK Vs RSK 0.000**					

**Significant at 1 per cent level *Significant at 5 per cent level

Table.6 Different extension functions emphasized by the extension organizations

n=76

Sl. No.	Particulars	UAS- KVK (n ₁ =38)			KSDA-RSK (n ₂ = 38)		
		Mean score	Index	Rank	Mean score	Index	Rank
1	Capacity building and empowerment of farmers	1.82	90.79	II	1.53	76.32	II
2	Women and youth empowerment	1.34	67.11	III	0.89	44.74	IV
3	Entrepreneurship development	1.24	61.84	IV	0.92	46.05	III
4	Transfer of technology	2.00	100.00	I	1.97	98.68	I
5	Promotion of products	1.16	57.89	V	0.61	30.26	V
	Mann - Whitney U test	KVK Vs RSK 0.000**					

**Significant at 1 per cent level *Significant at 5 per cent level

Similarly, 47.37 per cent of Raita Samparka Kendras extension personal had medium level of co-ordination with other developmental department / agencies. Mann – Whitney U test also showed significant difference between the extension personnel of both the extension organizations. Majority of the extension personnel of Krishi Vigyan Kendras and Raita Samparka Kendras belonged to medium level of co-ordination. This might be due to fact that, the extension organizations are working for the welfare of farming community. In implementation of various schemes and programmes coordination of other related institutes and agencies is very much essential.

Table 4 indicated that, Krishi Vigyan Kendras extension personnel had high level of co-ordination with Department of Agriculture (I rank), Department of Horticulture (II rank) and NGOs (III rank). The extension personnel of Raita Samparka Kendras had high level of co-ordination with Department of Agriculture (I rank) and Input supply agencies (II rank). High level of co-ordination of extension personnel with department of agriculture is due to fact that, the extension organizations are involved in transfer of latest agricultural technologies to the farming community and

department of agriculture is one of the important nodal agencies in the state responsible for carrying out extension activities. Raita Samparka Kendras under Department of agriculture are the grass root organizations working hence they have easy access to farming community and have good coordination with farmers. These might be the probable reasons for the above findings.

Clientele served by the extension organizations

It was evident from table 5 that, youth farmers (I rank) were the important group of clientele served by the Krishi Vigyan Kendras followed by farmers growing specific crops (II rank), small-scale subsistence farmers (III rank), small/medium-scale commercial farmers (IV rank) and women farmers (V rank). Whereas, small-scale subsistence farmers (I rank) were the important group of clientele served by the Raita Samparka Kendras followed by small/medium-scale commercial farmers (II rank), women farmers (III rank), farmers growing specific crops (IV rank) and youth farmers (V rank). Mann – Whitney U test also showed significant difference in clientele served by both the extension organizations.

It was clear that, organizations primary target group (clientele) reflect the goals of the organization. These results also indicated that, organizations were more specific in terms of their target clientele. Youth farmers with more enthusiasm and energy may adopt the latest agricultural technologies given by the extension organizations like Krishi Vigyan Kendras. Raita Samparka Kendras are working for the benefit of farming community at grass root level may concentrate on small scale subsistence farmers with poor resource base as majority of the farmers in the state and country are small and marginal farmers with small land holdings. These might be the probable reasons for the above results.

Saravanan (2001) reported that private extension service providers mostly concentrate on big farmers, farmers growing commercial crops and areas having favorable environment like high fertile soil. While, Masangano and Mthinda (2012) revealed that, the main target of extension activities of the extension organizations is the smallholder farmer, with 95.80 per cent of organizations spending no time with large commercial farmers. It can be concluded that, the different extension organizations serve different clientele based on their mandated tasks.

Different extension functions emphasized / prioritized by the extension organizations

It was evident from the results in table 6 that, transfer of technology (I rank) was the important extension function addressed by the extension personnel of Krishi Vigyan Kendras followed by capacity building and empowerment of farmers (II rank), Women and youth empowerment (III) and Entrepreneurship development (IV). In case of Raita Samparka Kendras, transfer of technology (I rank) was the important extension function addressed by the extension personnel followed by capacity building and

empowerment of farmers (II rank), Entrepreneurship development (III rank) and Women and youth empowerment (IV rank). Significant difference was observed with respect to different extension functions emphasized by the both the extension organizations (Mann – Whitney U test).

Krishi Vigyan Kendras and Raita Samparka Kendras are the government organizations working under the central and state governments with a mandate of transferring of latest scientific agricultural and allied technology interventions developed at the research stations to the farmers' field to boost up the agricultural production and productivity. These organizations are not profit oriented and working for the welfare of farming community. These could be the probable reasons for the above findings.

Deogratias and Amon (2001) reported that, all-private agribusiness firms are more concerned with enterprise and profit maximization than the empowerment or personal development of the farmer and his/her farm family. Jha *et al.*, (1995) also reported that, private input companies are involved only in the transfer of chemical (fertilizers, pesticides), mechanical and biological (hybrid seeds) technologies developed/produced by them.

It can be concluded from the results of the study that, Majority of the extension personnel in Krishi Vigyan Kendras and Raita Samparka Kendras belonged to medium to low satisfaction category with respect to facilities and resources availability in the organization. Majority of them belonged to high to medium satisfaction category with respect to communication aspects in the organization. Majority of the extension personnel in both the extension organizations belonged to medium level of co-ordination. Youth farmers in case of Krishi Vigyan

Kendras and small-scale subsistence farmers in case of Raita Samparka Kendras were the important group of clientele targeted. Transfer of technology is the most important extension function emphasized by both extension organizations. Hence, there is a need by the extension organizations to cover larger clientele groups such as women farmers, farmer's cultivation specific crops and others. Extension organizations should emphasize and prioritize capacity building and empowerment of farmers, youth and women empowerment and entrepreneurship development. There is a need to improve the communication within the extension organizations and co-ordination of extension organizations with other extension agencies/department.

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