

## ROLE PERCEPTION AND ROLE PERFORMANCE OF CONVENORS OF GROUP FARMING COMMITTEES IN RICE CULTIVATION

Jayasree Menon and Ranjan S. Karippai

College of Horticulture, Vellanikkara 680 654, Trichur, India

**Abstract:** To study the role perception and role performance of convenors of group farming committees in rice cultivation, a project was carried out with 150 respondents selected from Trichur and Palakkad districts of Kerala state. It was found that majority of the convenors had higher levels of role perception and role performance. Cosmopolitanism and training need of the convenors significantly influenced their role perception, while communication behaviour, training need and knowledge had significant influence on their role performance. The study emphasised the need for initiating formal training programmes for the convenors of Group Farming Committees for betterment of their qualitative pursuits.

**Key words:** Group farming, role perception, role performance.

### INTRODUCTION

Group farming is a massive programme for effective transfer of technology in rice cultivation in Kerala, in which thrust is given to bring the fanners together and take up critical farm operations by adopting scientific practices. This approach was adopted to support the rice cultivation by helping mainly the small and marginal fanners to follow scientific agricultural practices in a cost effective manner on a collective basis. The key farm operations such as raising of nursery, application of fertilizers and pesticides, water management, harvesting, marketing and processing are taken up under the group's management, retaining the individual ownership of the land. The group farming programme is coordinated at the grass root level by a full time fanner, who is selected as the convenor of the group. He organises and coordinates all activities, establishes liaison with various agencies and facilitates the speedy adoption of the recommended practices. Unless the convenor has a clear perception of his roles and performs these roles in a desired manner, the programme would end up in failure. This study was designed and carried out to measure the role perception and role performance of the convenors of the group farming committees in rice cultivation in relation to a set of selected personal and situational characteristics.

### MATERIALS AND METHODS

Among the fourteen districts of Kerala, Palakkad and Trichur ranked first and second

respectively in the total area under rice. It was further noticed that Palakkad Block in Palakkad District and Wadakkanchery Block in Trichur District have maximum rice area and these two blocks were selected as the location for the study. The sample consisted of 150 convenors, selected randomly, with 75 from each block. The study was conducted in an *expost-facto* research design. The respondents were personally contacted with a structured, pre-tested interview schedule. The role perception and role performance of the respondents were measured using the list of prescribed roles and the scoring was done following the procedure adopted by Kareem (1984) on a three point continuum. The data were analysed with the help of percentage analysis, Person's product moment correlation and multivariate path analysis.

### RESULTS AND DISCUSSION

A profile analysis of the respondents indicated that majority of them had high levels of cosmopolitanism, attitude towards group farming, economics motivation, extension orientation and social participation (Table 1). All these are favourable traits for a leader of any development programme enabling him to have good net work of contacts even outside his social system and to coordinate various agencies for speedy adoption of the recommended scientific practices by the group.

It could be seen that a large majority of the respondents were at low levels in the case of

Table 1. Distribution of respondents based on their personal and situational characteristics (n=150)

SI. No	Characteristic	Category	Range	Frequency	Per cent
1	Group size	Low	<S3	87	58.00
		High	83 and above	63	42.00
2	i Education	Low	<3.51	66	44.00
		High	3.51 and above	84	56.00
3	Social participation	Low	<5	62	41.33
		High	5 and above	88	58.67
4	Cosmopliteness	Low	<6	47	31.33
		High	6 and above	103	68.67
5	Extension orientation	Low	<14	59	39.33
		High	14 and above	91	60.67
6	Communication behaviour	Low	<57	76	50.67
		High	57 and above	74	49.33
7	Training need	Low	<46.53	77	51.33
		High	46.53 and above	73	48.67
8	Knowledge	Low	<6	74	49.33
		High	6 and above	76	50.67
9	i Economic motivation	Low	<14	56	37.33
		High	14 and above	94	62.69
10	i Age	Low	<47	67	44.67
		High	47 and above	83	55.33
11	i Farming experience	Low	<25	77	51.33
		High	25 and above	73	48.67
12	j Training	Low	<0.15	126	84.00
		High	0.15 and above	24	16.00
13	Self confidence	Low	<5	87	58.00
		High	5 and above	63	42.00
14	Attitude towards Group Farming	Low	<9	48	32.00
		High	9 and above	102	68.00
15	Farm si/e	Low	<0.72	85	56.67
		High	0.72 and above	65	43.33

training received and also for self confidence. This indicated the need for training to the convenors by any responsible agency, which,

might help them to improve their self confidence in that role for further strengthening the programme.

Table 2. Role perception and role performance of the Convenors of Group Farming Committees

Sl. No.	Characteristic	Category	Range	Frequency	Per cent
1	Role perception	Low	<23.17	59	39.33
		High	23.17 and above	91	60.67
2	Role performance	Low	< 15.74	64	42.67
		High	15.74 and above	86	57.33

Table 3. Relationship of role perception and role performance of the respondents with their personal and situational characteristics (n = 150)

Sl. No.	Characteristics	Correlation coefficient (r)	
		Role perception	Role performance
1	Group size	0.002	0.143
2	Education	<b>0.160</b>	0.102
3	Social participation	0.035	0.052
4	Cosmopolitaness	0.230*	0.062
5	Extensionorientation	0.055	0.152
6	Communication behaviour	0.176	0.363*
7	Training need	0.212*	0.264*
8	Knowledge	0.158	0.279*
9	Economic motivation	0.131	0.140
10	Age	-0.142	-0.057
11	Farming experience	-0.161	-0.030
12	Training	-0.173	0.052
13	Self confidence	0.082	0.046
14	Attitude towards group farming	0.089	0.074
15	Farm size	0.078	0.107

\*Significant at 5 per cent level

The results presented in Table 2 revealed that majority of the respondents were at higher levels of role perception as well as role performance as convenors of Group Farming

Programme Committees. The convenor, being a full time farmer, with positive attitudes towards the programme had naturally given these results, considerably contributing to the success of the programme.

The study further revealed that cosmopolitaness and training need were significantly influencing the role perception of the convenors as indicated by their positive correlation (Table 3). In the case of role performance, three variables such as communication behaviour, training need and knowledge had positive and significant relationship. In path analysis, it was observed that maximum direct effect was exerted by cosmopolitaness and training need on role perception and by communication behaviour and knowledge on role performance. For role perception, the largest indirect effect was through farming experience while it was through communication behaviour for role performance (Tables 4 and 5).

Cosmopolitaness exposes one individual to the outside world and gives a clear picture of the roles performed by individuals occupying similar positions. Such persons would be the first to come across with the latest developments in technologies and this situation helps them to perceive their roles in a better way as pointed out by Singh (1973). The convenors, having very little formal training in agriculture, were depending on their experience and advice of staff of Krishi Bhavans. But being educated and having high economic motivation and social participation, they were aware of their cognitive inadequacies and hence expressed their strong needs for training. It was only logical to find that the degree of training need implicitly indicated their mental involvement and thus proper perception of their roles as convenors.

Though the role perception and role performance of convenors of the group farming committees were on the higher side, the study underscored the need to introduce formal training programmes to empower them with more technical knowledge and communication skills for effectively utilising them in the transfer of technology process using group farming approach.

Table 4. Path analysis of the personal and situational characteristics of the respondents with their role perception

Var. No.	Characteristic	Direct effect		Total indirect effect		Largest indirect effect	
		Effect	Rank	Effect	Rank	Effect	Through var. No.
1	Group size	0.0016	11	0.0020	13	0.0075	X13
2	Education	0.0495	9	0.1102	1	0.0634	X11
3	Social participation	-0.0210	12	0.0558	6	0.0212	X11
4	Cosmopolitaness	0.2158	1	0.0136	9	0.0120	X10
5	Extension orientation	0.0116	10	0.0437	7	0.0436	X4
6	Communication behaviour	-0.0678	7	0.1081	2	0.0499	X7
7	Training need	0.1132	2	0.0789	4	0.0260	X11
8	Knowledge	0.7340	6	0.0845	3	0.0287	X11
9	Economic motivation	0.0606	8	0.0704	5	0.0450	X11,
10	Age	0.1098	3	-0.2531	15	0.0235	X4
11	Farming experience	-0.1914	15	0.0301	8	0.1018	X10
12	Training	-0.1665	14	0.0062	11	0.0138	X15
13	Self confidence	-0.0918	13	0.0096	10	0.0232	X14
14	Attitude towards Group Fanning	0.0852	4	0.0036	12	0.0138	X7
15	Farm size	0.0807	5	-0.0121	14	0.0128	X2

Residual effect = 0.8088

Table 5. Path analysis of personal and situational characteristics of the respondents with their role performance

Var. No.	Characteristic	Direct effect		Total indirect effect		Largest indirect effect	
		Effect	Rank	Effect	Rank	Effect	Through var. No.
1	Group size	0.1065	4	0.0369	11	0.0192	6
2	Education	0.0192	11	0.0831	5	0.0257	6
3	Social participation	0.0073	13	0.0447	9	0.0149	6
4	Cosmopolitaness	0.0286	9	0.0330	13	0.0080	7
5	Extension orientation	0.0421	8	0.1079	4	0.0470	6
6	Communication behaviour	0.2157	1	0.1471	1	0.0521	7

Table. 5 (contd)

7	• Training need	0.1390	3	0.1252	2	0.0808	6
8	Knowledge	0.1596	2	0.1189	3	0.0702	6
9	Economic motivation	0.0729	5	0.0671	6	0.0595	6
10	Age	-0.0238	15	-0.0332	14	0.8647	11
11	Fanning experience	0.0698	6	-0.1000	15	0.0095	5
12	Training	0.0154	12	0.0364	12	0.0217	6
13	Self confidence	0.0041	14	0.0424	10	0.0187	11
14	Attitude towards Group Fanning	0.0211	10	0.0531	7	0.0144	7
15	Farm size	0.0614	7	0.0457	8	0.0199	8

Residual effect = 0.7794

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