A STUDY OF SELECTED ENVIRONMENTAL FACTORS INFLUENCING EXTENSION PERSONNEL IN COMMUNICATING IMPROVED ANIMAL HUSBANDRY PRACTICES

BY

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THESIS

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DECLARATION

I hereby declare that the thesis entitled "A STUDY OF SELECTED ENVIRONMENTAL FACTORS INFLUENCING EXTENSION PERSONNEL IN COMMUNICATING IMPROVED ANIMAL HUSBANDRY PRACTICES" is a bonafide record of research work done by me during the course of research and that the thesis has not previously formed the basis for the award to me of any degree, diploma, associateship, fellowship, or other similar title of any other University or Society.

Raj Kamal PJ

P.J. RAJ KAMAL.

Mannuthy,
28-7-1979.

CERTIFICATE

Certified that the thesis entitled "A STUDY OF SELECTED ENVIRONMENTAL FACTORS INFLUENCING EXTENSION PERSONNEL IN COMMUNICATING IMPROVED ANIMAL HUSBANDRY PRACTICES" is a record of research work done independently by Sri. P.J. Raj Kamal, under my guidance and supervision and that it has not previously formed the basis for the award of any degree, diploma, associateship, or fellowship to him.

Dr. T. Prabhakaran,
Associate Professor
(Chairman, Advisory Committee)

Mannuthy,
28-7-1979.

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CONTENTS

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INTRODUCTION

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Community Development programme was launched on October two, 1952 with the aim of reconstructing rural India. The programme envisaged people's initiative and active participation in activities for betterment of living standards with government help and support. With a view to expanding rural development the National Extension Service was launched from October two, 1953. According to the Planning Commission, "Community Development is the method and rural extension the agency through which the Five Year Plans seek to initiate a process of transforming the social and economic life of the villages". The basic unit of operation bringing about this transformation was the development block. Based on the Mehtha Committee report the distinction between National Extension Service blocks and Community Development blocks was removed from 1958 and all the National Extension Service blocks became Community Development blocks.

In Kerala the Community Development blocks covered the entire State by 1963, with 144 blocks. During the Fourth Five Year Plan the Small Farmers Development Agency was started to better the conditions of the weaker sections. Two such agencies were formed in 1971. In Trichur district the Small Farmers Development Agency started functioning from April, 1975. The Key Village Scheme which was enlarged into Intensive Cattle Development Project had been the main programme for cattle development besides the programmes in Community Development blocks and Small Farmers Development Agency. The programmes and

projects helped to create conditions favourable for socio-economic transformation.

The technical and extension personnel in the various development agencies responsible for animal husbandry extension, form the backbone of livestock development. Administrative Reforms Committee (1969a) had suggested that the right type of environment should be provided for the staff of the technical services for full blossoming of their initiative and constructive abilities. Commenting on working conditions in general Marrow (1974) pointed out that "a worker who feels he is being turned into a robot, that he stands powerless before the clangorous automatic system, with no scope of changing his drudgery and loss of self esteem, finds psychic withdrawal the only temporary escape against his growing fury. His morale is low and productivity minimal". By morale he meant the collective attitude of individuals and groups towards their working environment. Close relationship, therefore, exist between morale, productivity and environment - physical and psychological. Mukerji (1967) said that "The Community Development approach requires a complete change in the mode of functioning of the administrative machinery in the role it discharges and in the attitude of government functionaries. The change is from 'Executive' to the 'Extension' role. It is essentially and educational process .....". Educational efforts among the millions of farmers to change their knowledge, skill and attitude in animal husbandry though formed part of the development projects, did not receive due attention till recently. It has been argued that for successful implementation of development programmes the working environment of the personnel was as important as the results

to be achieved. There should not only be a clean and efficient administrative machinery but also ample opportunities for interpersonal communication and rapport. Veterinary Surgeons assist the Block Development Officers and Assistant Directors in animal husbandry extension work and are in turn guided and supervised in these projects. Other functionaries like Village Extension Officers, Dairy Farm Instructors and Livestock Assistants are also actively engaged in livestock development under the guidance of Veterinary Surgeons. Interpersonal communication and rapport between and among the different categories of personnel are made possible through the routine fortnightly/monthly conferences held. These personnel get opportunities to discuss, exchange views and seek advice on field problems at these conferences. Besides, there are arrangements for field visits and supply of materials required to motivate farmers. All these constitute the working environment of extension personnel. In as much as the working environment has been found to influence extension personnel in their activities it would be worth exploring the role of certain important factors pertaining to the working environment of animal husbandry extension personnel. The study was, therefore, undertaken with the following objectives:

1) To understand the working conditions of the personnel engaged in Animal Husbandry extension with regard to selected environmental factors.

2) To explore the relationship, if any, existing between the perception

of the selected environmental factors by the extension personnel and their self-assessment on their role in the change agent-client system contact.

REVIEW OF LITERATURE

REVIEW OF LITERATURE

Enquiries into working environment began with those of clerical and industrial workers. The importance of many factors influencing performance and job satisfaction of extension personnel was recognised from early 1970's only. Research in this area, however, has yet to gain momentum. Isolated studies conducted so far were almost wholly on extension workers dealing with crop development. Studies on the working environment of extension personnel engaged in livestock development have been compicuous by their absence. This study, therefore relies heavily on literature available on extension personnel in the field of crop development.

Lawler (1971) reported that feelings of job satisfaction had an important impact on employee's absenteeism and turnover behaviour and that feelings of pay satisfaction were particularly important determinants of absenteeism and turnover.

Williams (1971) reported that adequate opportunities should be given to the extension officers to have a satisfying and rewarding career in the organisation by suitable inservice training programmes.

Sharma and Prasad (1972) observed that the Village Level Workers were generally not satisfied with many of the components of job satisfaction except leave facility and job security. People's response towards development programmes in the Community Development blocks, particularly their interest

in extension, was not satisfactory according to the respondents. Village Level Workers were also dissatisfied with the supply and service position in the block administration.

Chaukidar (1973) found that Village Level workers were not yet competent to perform the job effectively, and suggested the need for intensive job related training for improving their standard.

Jha and Sharma (1973) observed that length of service as a Village Level Worker had a bearing on the amount of knowledge gained as the result of training. With the successful completion of a training programme, there was not only an actual gain in knowledge but the self-perception of the trainees about the gain in knowledge was also highly favourable.

Patel and Leagans (1973) studied the most effective and least effective Village Level Workers with regard to their background and personal traits. The study revealed that the most effective Village Level Workers were those getting more duration of training than the least effective Village Level Workers.

Porter and Steers (1973) revealed that feelings of job satisfaction and pay satisfaction had an important impact on employee's absenteeism and turnover behaviour.

Lawler et al.(1973) found that even when jobs actually were changed, their positive effects sometimes were diminished or even reversed by insufficient attention to the impact of the changes on the surrounding work system.

Marrow (1974) revealed that there was a close relationship between employee's morale and productivity of any organisation.

Menon and Doraiswamy (1975) revealed that the frequency at which the extension agents contacted the small farmers and vice versa were at long intervals only.

Perumal and Rai (1976) reported that the job performance of agricultural extension officers were influenced by the training along with other factors as personality and job satisfaction.

Reddy (1976) reported that the productive efficiency of the Village Level Worker was found to suffer on account of inadequate supplies and services. He also reported that majority of the Village Level Workers were not satisfied with almost all components of job satisfaction studied by him, as 'professional and social prestige', 'incentives and rewards', 'salary', 'promotion prospects' and 'job authority'. He also reported that the job efficiency of Village Level Workers were influenced by the training obtained either in extension or subject matter or both.

Singh and Singh (1976) revealed that there was no significant agreement among the judgement of the three categories of block level extension personnel regarding the relative potency of the ten factors affecting their job satisfaction.

Singh and Shrestha (1976) observed that the Junior Technical Assistants with their meagre salary were not in a position to meet the "basic lower needs" satisfactorily and, as such, the needs of the "higher order", like supervision, recognition, friendship and nature of job were not being felt by them to be very pressing and pre-potent.

Dhillon and Sandhu (1977) revealed that the job effectiveness of extension specialists was dependent on the feelings of job satisfaction they had.

Sandhu and Singh (1977) studied the life related job satisfaction of Agricultural Extension Officers. The actual scores obtained showed that only 8.9 per cent individuals were highly satisfied while 73.3 per cent exhibiting a low level of satisfaction in the job.

Menon et al. (1978) revealed that agricultural officers were dissatisfied with their promotion chances, independence in their work and the departmental policies and practices.

Rao and Sohal (1978) studied the job satisfaction factors of Veterinary Assistant Surgeons, viz., 'recognition for achievement', 'self esteem or respect', 'opportunity for promotion' and 'working conditions' and concluded that self-esteem or respect and working conditions were most potent factors affecting the job satisfaction.

MATERIALS AND METHODS

MATERIALS AND METHODS

Review of literature had indicated the paucity of precise methodology for research studies of the type undertaken. This study had, therefore, to rely principally on the procedure adopted by Reddy (1976) in his study on working environment of Village Level Workers and on the study on extension personnel by Sharma and Prasad (1972). Modifications, however, had been made in the selection of variables and analysis of data to suit the characteristics of the respondents. The methodology followed may be divided broadly into three successive stages; viz., design of study, collection of data and statistical analysis. The explanation of various terms used in this study is also included.

Design of study

The survey method using personal interview with purposive sampling of respondents was adopted. The respondents were those personnel engaged in technical and extension activities relating to livestock development. There were 60 such persons in Trichur taluk. Since the area selected for study was confined to Trichur taluk, all the 60 persons were selected as respondents. These 60 respondents consisted of 25 Village Extension Officers, 17 Livestock Assistants, four Dairy Farm Instructors and 14 Veterinary Surgeons.

Collection of data

Data were collected in pre-tested schedule through personal interview

of respondents. Adequate care was taken to interpret the questions although respondents were fairly well educated. All the sixty persons responded satisfactorily and recorded their experiences.

The six attributes selected as environmental factors in the study were 'Guidance and Supervision', 'Services and Supplies', 'People's participation', 'Interpersonal relationship', 'Communication' and 'Job satisfaction'. Each of these factors had a few sub-components as shown in Appendix-I. Responses to these sub-components were recorded on a three point ordinal scale viz., 'satisfactory', 'some-what satisfactory' and 'not satisfactory'. The responses to the dependent variable selected viz., 'Change agent - Client system contact' were also recorded in an exactly similar three point ordinal scale viz., 'frequently', 'less frequently' and 'very rare'. The sub-components measuring change - agent client system contact were as shown in Appendix-I.

Statistical analyses

Computation of percentage responses.

Simple percentages were calculated for the total responses recorded under all the three levels of satisfaction in the ordinal scale for each major component. Percentages were corrected to two decimals.

Chisquare analysis.

Chisquare analysis (Snedecor and Cochran, 1967) was done using median scores as standards for expected values for identifying the predominant responses to the various factors. Median scores were fixed for all the three levels of satisfaction viz., 'satisfactory', 'somewhat satisfactory' and 'not satisfactory'. For the environmental factors 'Guidance and supervision', 'Services and supplies', 'People's participation' and 'Interpersonal relationship' median scores were fixed as eleven, eight and five respectively for the three levels of satisfaction viz., 'satisfactory', 'some-wrat satisfactory' and 'not satisfactory'. For the environmental factor 'Communication' the scores were in the order of thirteen, ten and seven and for 'Job satisfaction', nineteen, fourteen and nine. Median scores for the dependent variable, 'Change agent - Client system contact', were in the order of 29.5, 22 and 14.5. Predominant responses were taken as those where the observed values came close to the expected median scores.

Hotelling's T^2 analysis.

This test was used to compare the four categories of respondents with regard to their overall experience with the environmental factors taken in the aggregate.

Formula made use of was as follows (Snedecor and Cochran, 1967)

$$F\,(P,\ n_1 + n_2 - p - 1) = \frac{n_1 + n_2 - p - 1}{p} \times \frac{T^2}{n_1 + n_2 - 2},$$

where T^2 represents Hotelling's T^2 and n_1 and n_2 the sample sizes of the two categories of extension personnel under comparison. 'P' represents the total number of instructions in the A matrix.

Multiple correlation.

Multiple linear correlation between the independent variables (selected environmental factors) and the dependent variable (change agent - client system contact) was worked out as explained by Snedecor and Cochran, 1967. Since the population was small for the Dairy Farm Instructors the multiple correlation test was performed with the rest three categories of respondents viz., Village Extension Officers, Livestock Assistants and Veterinary Surgeons. The hypothesis being that client contacts (or in other words the working efficiency) of extension personnel are directly and linearly related to their perception of environmental factors (or in other words their working environment). Formula used was; $Y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + b_5x_5 + b_6x_6$. Here x_1, x_2, x_3, x_4, x_5, and x_6 represented the six environmental factors, 'y' the dependent variable and b-values the regression coefficients of independent variables over dependent variable. The coefficient of determination

R^2 was computed from the formula;

$$R^2 = \frac{\text{Corrected sum of squares due to regression}}{\text{Total corrected sum of squares.}}$$

Analysis of variance test was done to test the significance of R^2 values. The formula made use of was as follows;

$$F = \frac{(n - k - 1)\, R^2}{k\,(1 - R^2)} \quad \text{with k, (n-k-1) degrees of freedom.}$$

Here 'n' is the number of y-values and 'k' is the number of independent variables.

Explanation of terms

Animal Husbandry extension personnel.

Those personnel involved in technical and/or extension activities relating to animal husbandry development.

Environmental factors.

Those factors pertaining to the working conditions under which the extension personnel are discharging their duties.

Change agent - Client system contact.

Degree of contact occurring between the extension personnel and the

clients as expressed by the extension worker.

Guidance and supervision.

The advise and direction the different categories of extension personnel were obtaining from their superiors in the field of professional growth, field work, setting ideal examples and in rendering regular and timely advise.

Services and supplies.

The materials and infrastructural facilities made available to the extension personnel for carrying out field work at the proper time and place most efficiently.

People's participation.

The general interest and attitude of people towards innovations in animal husbandry as well as their physical, moral and material support to the extension programmes as observed by the extension personnel.

Interpersonal relationship.

It is the relationship the extension personnel have with superiors,

colleagues, local leaders and clients.

Communication.

This refers to the nature of communication available to the extension personnel in the transfer of messages, exchange of ideas and development of skills. Emphasis was given to the aspects as clear, complete and well informed message, proper method of communication, freedom to communicate and feedback facility.

Job satisfaction.

The mental satisfaction derived out of the job in the areas like promotion prospects, work distribution, prestige, opportunity for further education, availability of technical information and in attaining the goals set for programmes.

RESULTS

RESULTS

The results have been presented under two broad categories, viz.,

I. Perception of the working environmental factors.

II. Change agent - Client system contact.

I. Perception of the working environmental factors.

Guidance and supervision.

The aggregate responses of each of four categories of extension personnel were as shown in Table 1. The results indicated that among Village Extension Officers 47 per cent responses were recorded as 'some-what satisfactory' followed by 29 per cent 'not satisfactory' and 24 per cent 'satisfactory'. Among Livestock Assistants 72 per cent responses were recorded as 'not satisfactory' followed by 21 per cent 'some-what satisfactory' and nine per cent 'not satisfactory'. In the case of Dairy Farm Instructors 87.5 per cent responses were 'some-what satisfactory' and 12.5 per cent 'not satisfactory'. No response was recorded as 'satisfactory'. With respect to the Veterinary Surgeons 56.96 per cent responses were recorded as 'some-what satisfactory' followed by 24.92 per cent 'satisfactory' and 17.8 per cent 'not satisfactory'.

The predominant responses for each of the four categories of extension personnel, as revealed by chi-square analysis, was 'some-what satisfactory'

for Village Extension Officers', Dairy Farm Instructors and Veterinary Surgeons, and 'not satisfactory' for Livestock Assistants.

Services and supplies.

The aggregate score of the sub-components indicated the response to services and supplies. The responses for the four categories of extension personnel were as shown in Table 2. The findings showed that among Village Extension Officers 45 per cent responses were recorded as 'some-what satisfactory', 40 per cent 'not satisfactory' and 15 per cent 'satisfactory'. With regard to the Livestock Assistants 61.5 per cent responses were recorded as 'not satisfactory', 25.5 per cent 'some-what satisfactory' and 15 per cent 'satisfactory'. With respect to Dairy Farm Instructors 56.25 per cent responses were recorded as 'some-what satisfactory', followed by 43.75 per cent 'not satisfactory' and no response was recorded as 'satisfactory'. In the case of Veterinary Surgeons 55.4 per cent responses were as 'some-what satisfactory', 24.92 per cent 'not satisfactory' and 21.36 per cent 'satisfactory'.

The predominant response for the four categories of extension personnel, as revealed by Chi-square analysis, was 'some-what satisfactory' for Village Extension Officers, Dairy Farm Instructors and Veterinary Surgeons, and 'not satisfactory' for Livestock Assistants.

People's participation.

The responses for the four categories of extension personnel were as shown in Table 3. Among Village Extension Officers 53 per cent responses were 'some-what satisfactory', 27 per cent 'satisfactory' and 20 per cent 'not satisfactory'. Among Livestock Assistants 43.5 per cent responses were 'some-what satisfactory', 37.5 per cent 'satisfactory' and 21 per cent 'not satisfactory'. Among Dairy Farm Instructors 87.5 per cent responses were as 'some-what satisfactory', 12.5 per cent 'not satisfactory' and no response was recorded as 'satisfactory'. With regard to Veterinary Surgeons 62.3 per cent responses were 'some-what satisfactory', 19.58 per cent responses were 'not satisfactory' and 17.8 per cent responses were 'satisfactory'.

The Chi-square analysis revealed the predominant response for the four categories of extension personnel. It was found to be 'some-what satisfactory' for all the categories viz., Village Extension Officers, Livestock Assistants, Dairy Farm Instructors and Veterinary Surgeons.

Interpersonal relationship.

The response for all the four categories of extension personnel were as shown in Table 4. The results indicated that among Village Extension Officers 70 per cent responses were recorded as 'satisfactory', 28 per cent 'some-what satisfactory' and two per cent 'not satisfactory'. With regard to

Livestock Assistants 45 per cent responses were as 'satisfactory', 37.5 per cent 'some-what satisfactory' and 19.5 per cent 'not satisfactory'. In the case of Dairy Farm Instructors 62.5 per cent responses were as 'satisfactory', 37.5 per cent 'some-what satisfactory' and no response was recorded as 'not satisfactory'. With respect to Veterinary Surgeons 49.84 per cent responses were as 'some-what satisfactory', 42.72 per cent 'satisfactory' and 7.12 per cent 'not satisfactory'.

Chi-square analysis revealed that for Village Extension Officers, Livestock Assistants and Dairy Farm Instructors the predominant response was 'satisfactory' and for Veterinary Surgeons it was only 'some-what satisfactory'.

Communication.

Table 5 showed the responses of the four categories of extension personnel to the variable 'Communication'. Results revealed that among Village Extension Officers 39.2 per cent responses were as 'some-what satisfactory', 38.4 per cent as 'satisfactory' and 22.4 per cent as 'not satisfactory'. In the case of Livestock Assistants 74.4 per cent responses were as 'not satisfactory, 22.8 per cent as 'some-what satisfactory' and only 4.8 per cent as 'satisfactory'. With regard to Dairy Farm Instructors 60 per cent of the responses were as 'some-what satisfactory' followed by 40 per cent as 'not satisfactory'. No response was recorded as 'satisfactory'. Among Veterinary Surgeons 67.21 per cent responses were as 'some-what satisfactory', 17.16 per cent were as 'satisfactory'

and 15.73 per cent were as 'not satisfactory'.

The predominant response for the four categories of extension personnel as revealed by Chi-square analysis was 'some-what satisfactory' for Village Extension Officers, Dairy Farm Instructors and Veterinary Surgeons and 'not satisfactory' for Livestock Assistants.

Job satisfaction.

The responses for four categories of extension personnel were as in Table 6. The results indicated that among Village Extension Officers 48.57 per cent responses were as 'some-what satisfactory', 33.71 per cent 'not satisfactory' and 17.71 per cent 'satisfactory'. In the case of Livestock Assistants 65.38 per cent responses were as 'not satisfactory', 33.6 per cent 'some-what satisfactory', and only 3.36 per cent 'satisfactory'. With respect to Dairy Farm Instructors 71.4 per cent responses were as 'some-what satisfactory' followed by 28.56 per cent 'not satisfactory'. No response was recorded as 'satisfactory'. With regard to Veterinary Surgeons 58 per cent responses were as 'some-what satisfactory', 23.4 per cent 'not satisfactory' and 18.32 per cent 'satisfactory'.

Chi-square analysis revealed the predominant response for all the categories of extension personnel. For Village Extension Officers, Dairy Farm Instructors and Veterinary Surgeons the predominant response was found to be

'some-what satisfactory'. It was found to be 'not satisfactory' for Livestock Assistants.

The Chi-square values of the responses of the four categories of respondents to the six environmental factors have been summarised in Table 7.

The computed Hotelling's T^2 test values were as shown in Table 8. This test was based on the hypothesis that, irrespective of slightly differing administrative set up, the perception of working environment by the four categories of extension personnel would be similar. The four categories of respondents were mutually compared using the environmental factors taken in the aggregate, which was assumed to reflect their perception of working environment. The Hotelling's T^2 test values were between Village Extension Officers and Livestock Assistants 9.79, between Village Extension Officers and Dairy Farm Instructors 0.379 and between Village Extension Officers and Veterinary Surgeons 2.87. Between Livestock Assistants and Dairy Farm Instructors and Livestock Assistants and Veterinary Surgeons the values were 5.534 and 4.67 respectively. The value between Dairy Farm Instructors and Veterinary Surgeons was 2.697. The test values significant at one per cent level were between Village Extension Officers and Livestock Assistants, Village Extension Officers and Veterinary Surgeons, Livestock Assistants and Dairy Farm Instructors and Livestock Assistants and Veterinary Surgeons.

II. Change agent - Client system contact

The aggregate responses of each of the four categories of animal husbandry extension personnel were as shown in table 9. Results indicated that among the Village Extension Officers 45.09 per cent of the responses were as 'frequent' followed by 40.73 per cent 'less frequent' and 14.18 per cent 'very rare'. Among the Livestock Assistants 46.52 per cent responses were as 'frequent', 36.9 per cent were as 'less frequent' and 16.58 per cent were as 'very rare'. With respect to Dairy Farm Instructors 46.10 per cent responses were recorded as 'less frequent', 42.10 per cent as 'frequent' and 11.68 per cent as 'very rare'. With regard to Veterinary Surgeons 68.18 per cent responses were as 'frequent', 22.73 per cent as 'less frequent' and 9.09 per cent as 'very rare'.

Inter correlations between the dependent variable and independent variables were as shown in table 10. Correlations were computed for Village Extension Officers, Livestock Assistants and Veterinary Surgeons. The following regression equations were obtained respectively.

$$Y = 15.426 + 0.278x_1 + 0.183x_2 + 0.915x_3 + 0.132x_4 - 0.295x_5 - 0.073x_6$$

$$Y = 28.057 - 1.536x_1 - 0.158x_2 - 1.006x_3 + 1.618x_4 + 0.271x_5 - 0.187x_6$$

$$Y = 33.051 + 0.579x_1 - 0.881x_2 + 0.615x_3 + 0.465x_4 - 0.343x_5 - 1.770x_6$$

Results showed that for the Village Extension Officers the inter correlation

coefficients were - 0.053, - 0.079, 0.373, 0.146, - 0.087 and 0.017. All these values except 0.373 which was significant at five per cent level were found to be not significant statistically. For Livestock Assistants the inter-correlation coefficients were found to be - 0.076, - 0.340, - 0.224, 0-471, 0.185 and 0.099. The value of 0.471 only was found to be statistically significant at five per cent level. For Veterinary Surgeons the inter-correlation coefficients were - 0.069, - 0.643, - 0.329, - 0.151, - 0.381 and - 0.616. The values of - 0.643 and - 0.616 were found to be statistically significant at 20 per cent level.

Table 11 showed the coefficient of determination between the independent variables taken in aggregate and the dependent variable. The coefficient of determination R^2 values were found to be 0.1687, 0.5363 and 0.7515 respectively for the Village Extension Officers, Livestock Assistants and Veterinary Surgeons. The computed F values in order were 0.6089, 1.9290 and 3.5300. The F value computed for the Livestock Assistants (1.9290) and the Veterinary Surgeons (3.5300) were found to be statistically significant at 25 per cent and 10 per cent levels respectively.

TABLES

Table 1. Responses to the environmental factor 'Guidance and supervision'

Sl. No.	Category of respondents	Satisfactory		Some-what satisfactory		Not satisfactory		No. of responses
		No.	%	No.	%	No.	%	
1.	V.E.O.	24	24.00	47	47.00	29	29.00	100
2.	L.S.A.	6	9.00	14	21.00	48	72.00	68
3.	D.F.I.	0	0.00	14	87.50	2	12.50	16
4.	V.S.	14	24.92	32	56.96	10	17.80	56

Note*:- V.E.O. - Village Extension Officer.
L.S.A. - Livestock Assistant.
D.F.I. - Dairy Farm Instructor.
V.S. - Veterinary Surgeon.

* applicable to succeeding tables.

Table 2. Responses to the environmental factor 'Services and supplies'.

Sl. No.	Category of respondents	Satisfactory		Some-what satisfactory		Not satisfactory		No. of responses
		No.	%	No.	%	No.	%	
1.	V.E.O.	15	15.00	45	45.00	40	40.00	100
2.	L.S.A.	10	15.00	17	25.50	41	61.50	68
3.	D.F.I.	0	0.00	9	56.25	7	43.75	16
4.	V.S.	12	21.36	30	55.40	14	24.92	56

Table 3. Responses to the environmental factor 'People's participation'

Sl. No.	Category of respondents	Satisfactory		Some-what satisfactory		Not satisfactory		No. of responses
		No.	%	No.	%	No.	%	
1.	V.E.O.	27	27.00	53	53.00	20	20.00	100
2.	L.S.A.	25	37.50	29	43.50	14	21.00	68
3.	D.F.I.	0	0.00	14	87.50	2	12.50	16
4.	V.S.	10	17.80	35	62.30	11	19.58	56

Table 4 . Responses to the environmental factor 'Interpersonal relationship'.

Sl. No.	Category of Respondents	satisfactory		Some-what satisfactory		Not satisfactory		No. of responses
		No.	%	No.	%	No.	%	
1.	V.E.O.	70	70.00	28	28.00	2	2.00	100
2.	L.S.A.	30	45.00	25	37.50	13	19.50	68
3.	D.F.I.	10	62.50	6	37.50	0	0.00	16
4.	V.S.	24	42.72	28	49.84	4	7.12	56

Table 5. Responses to the environmental factor 'Communication'.

Sl. No.	Category of respondents	Satisfactory		Some-what satisfactory		Not satisfactory		No. of responses.
		No.	%	No.	%	No.	%	
1.	V.E.O.	48	38.40	49	39.20	28	22.40	125
2.	L.S.A.	4	4.80	19	22.80	62	74.40	85
3.	D.F.I.	0	0.00	12	60.00	8	40.00	70
4.	V.S.	12	17.16	47	67.21	11	15.73	20

Table 6. Responses to the environmental factor 'Job satisfaction'.

Sl. No.	Category of respondents	Satisfactory		Some-what satisfactory		Not satisfactory		No. of responses
		No.	%	No.	%	No.	%	
1.	V.E.O.	31	17.71	85	48.57	59	33.71	175
2.	L.S.A.	4	3.36	40	33.60	75	65.38	119
3.	D.F.I.	0	0.00	20	71.40	8	28.56	98
4.	V.S.	18	18.32	57	58.00	14	23.40	28

Table 7. Chi-square values of the responses.

Sl. No.	Components	V.E.O. (n=25)			L.S.A. (n=17)			V.S. (n=14)			D.F.I. (n=4)		
		S	SS	NS	S	SS	NS	S	SS	NS	S	SS	NS
1.	Guidance and supervision	64.00	14.87*	62.80	52.73	21.13	12.8*	20.18	9.00*	44.40	4.73	0.50*	5.60
2.	Services & supplies	40.91	10.87*	34.80	43.00	22.60	17.50*	17.64	7.00*	34.00	8.60	1.80*	2.13
3.	People's participation	25.82	12.62*	73.60	17.09	12.63*	64.00	17.00	8.38*	39.80	4.55	0.25*	5.20
4.	Interpersonal relationship	6.64*	32.00	17.60	13.27*	14.88	79.60	15.46	12.25*	76.00	0.91*	2.75	26.00
5.	Communication	25.15	22.20*	81.00	59.77	27.60	11.57*	14.54	6.90*	26.57	8.15	1.43*	2.20
6.	Job satisfaction	55.79	14.64*	66.67	81.21	28.43	11.44*	30.58	12.93*	53.44	—	1.57*	42.00
7.	Change agent - Client system contact	31.91*	35.8	216.97	24.96*	28.18	166.64	14.32*	18.56	112.38	9.73	8.92*	57.17

* Insignificant Chi-square values indicating the predominant responses at 1 per cent level.

Table 8. Hotelling's T^2 test values.

	V.E.O.	L.S.A.	D.F.I.	V.S.
V.E.O.	—	9.79 *	0.379	2.87 *
L.S.A.	—	—	5.534 *	4.67 *
D.F.I.	—	—	—	2.69
V.S.	—	—	—	—

* Significantly different at 1 per cent level with $(n_1 + n_2 - p - 1)$ degrees of freedom.

Table 9. Responses to the dependent variable 'Change agent - Client system contact'.

Sl. No.	Category of respondents	Frequent		Less frequent		Very rare	
		No.	%	No.	%	No.	%
1.	V.E.O.	124	45.09	112	40.73	39	14.18
2.	L.S.A.	87	46.52	69	36.9	31	16.58
3.	D.F.I.	65	42.21	71	46.1	18	11.68
4.	V.S.	30	68.18	10	22.73	4	9.09

Table 10. Inter correlations between 'Change agent - Client system contact' and environmental factors.

Sl. No.	Category of respondents	X_1	X_2	X_3	X_4	X_5	X_6
1.	V.E.O.	-0-053	-0-079	0.373*	0.146	-0.087	0.017
2.	L.S.A.	-0.076	-0.340	-0.224	0.471*	0.185	0.099
3.	V.S.	-0.069	-0.643**	-0.329	-0.151	0.381	-0.616**

* Significant at 5 per cent level.

** Significant at 20 per cent level.

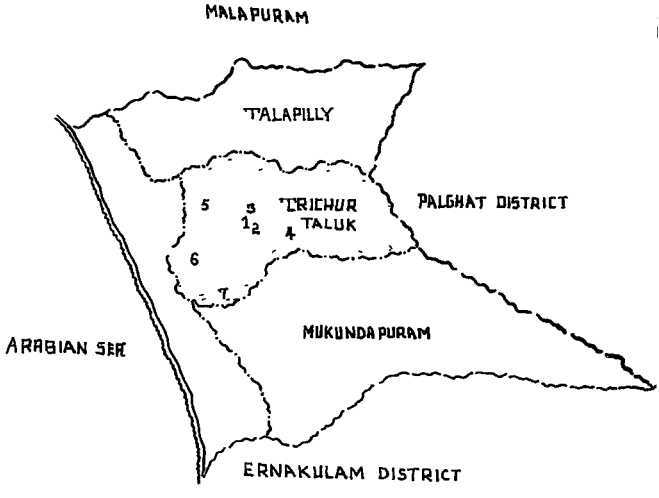
Table 11. Multiple Correlation coefficients.

Sl. No.	Category of respondents	Coefficient of determination (R^2)	Degrees of freedom (df)	F value
1.	V.E.O.	0.1687	F,6,8	0.6089
2.	L.S.A.	0.5363	F,6,10	1.9290*
3.	V.S.	0.7515	F,6,7	3.5300**

* Significant at 25 per cent level.

** Significant at 10 per cent level.

FIG.1 TRICHUR DISTRICT



~~ District boundary
--- Taluk boundary

1. Small Farmers Development Agency
2. Dairy Development Dept.
3. Intensive Cattle Development Project
4. Ollukara block
5. Puzhakkal block
6. Anthikad block
7. Cherpu block

Fig. 2

PERCENTAGE RESPONSES RECORDED TOWARDS THE ENVIRONMENTAL FACTORS BY THE VILLAGE EXTENSION OFFICERS

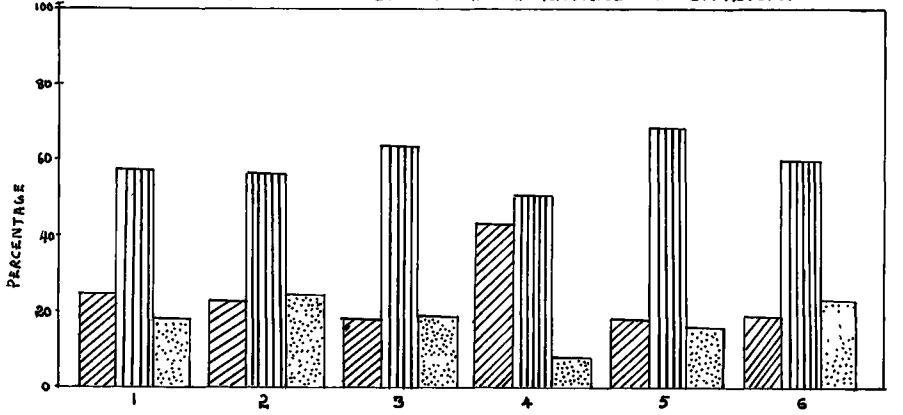
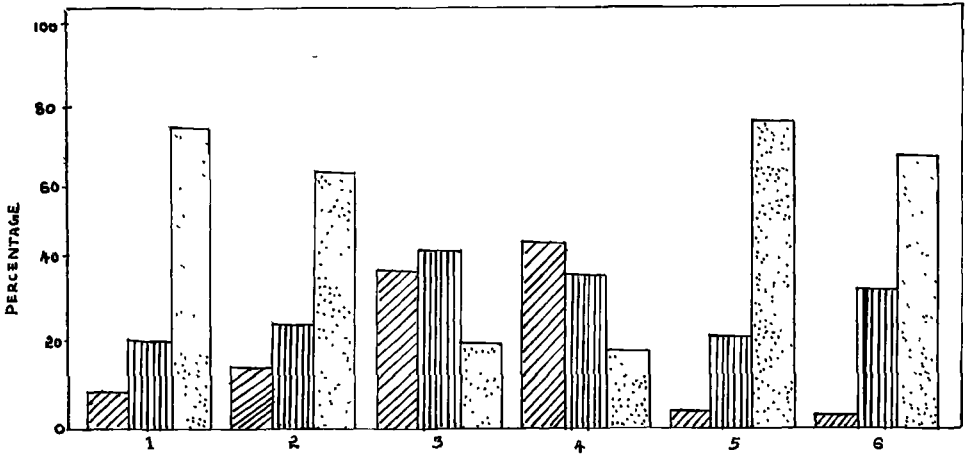


Fig. 3

PERCENTAGE RESPONSES RECARDED TOWARDS

THE ENVIRONMENTAL FACTORS BY THE LIVESTOCK ASSISTANTS



Satisfactory

Somewhat-Satisfactory

1. Guidance and supervision
2. Services and supplies
4. Interpersonal relationship
5. Communication

Fig. 4

PERCENTAGE RESPONSES RECORDED TOWARDS THE ENVIRONMENTAL FACTORS BY THE VETERINARY SURGEONS

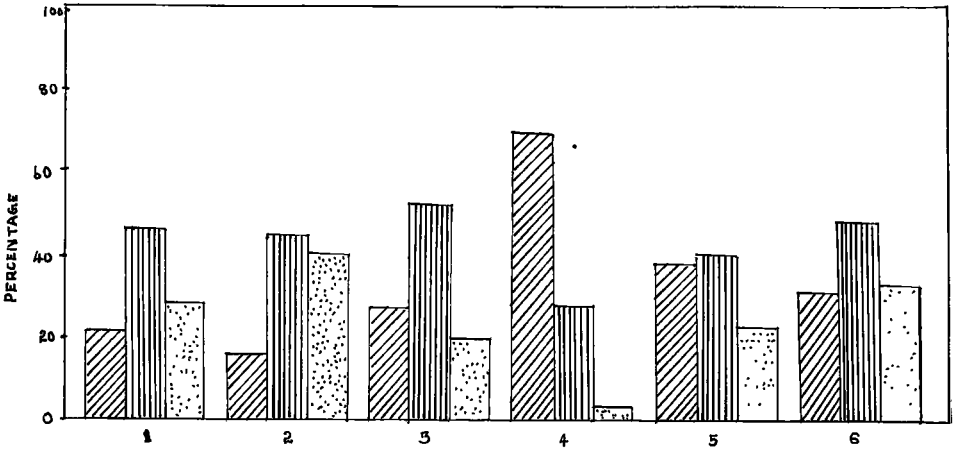
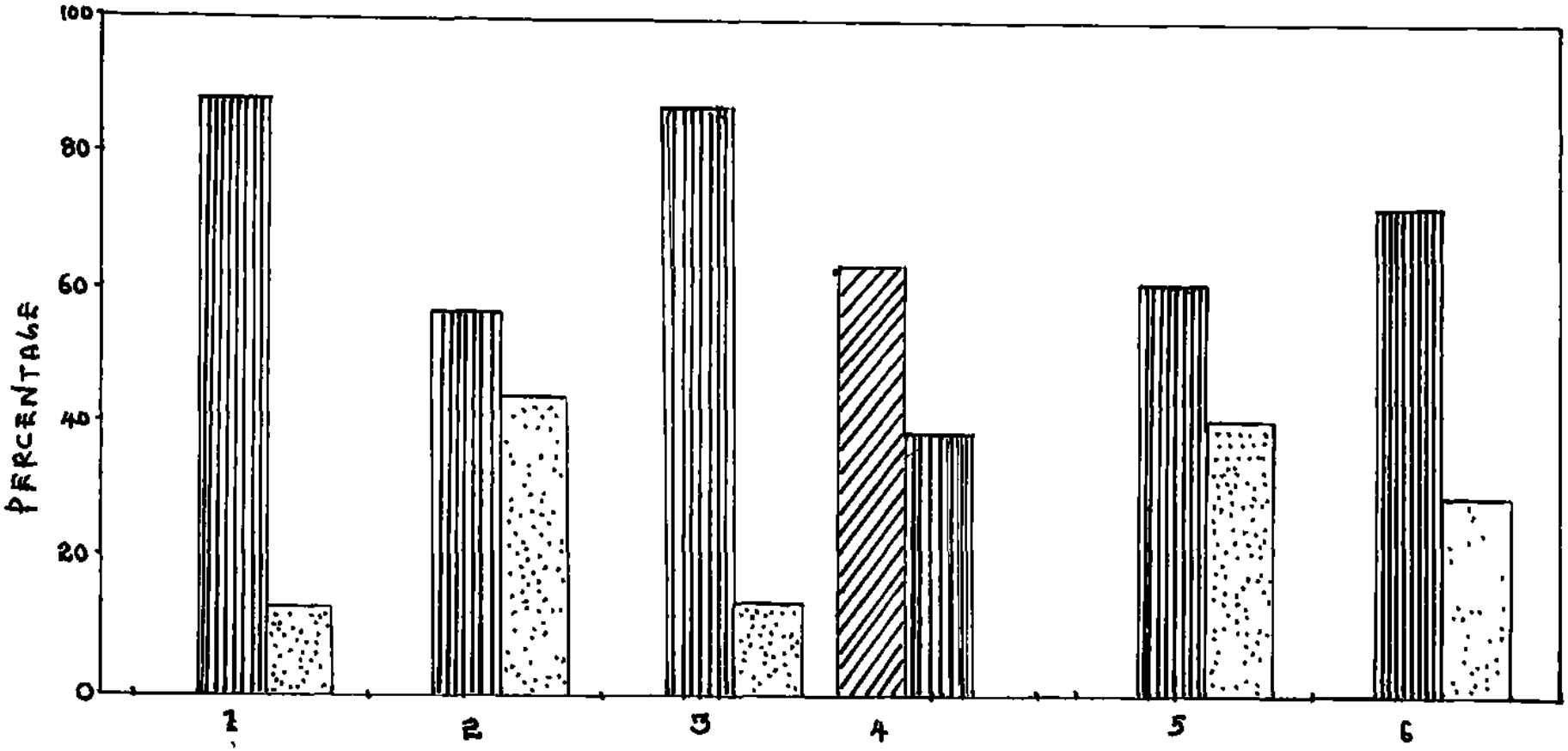


Fig. 5

PERCENTAGE RESPONSES RECORDED TOWARDS THE ENVIRONMENTAL FACTORS BY THE DAIRY FARM INSTRUCTORS



Satisfactory

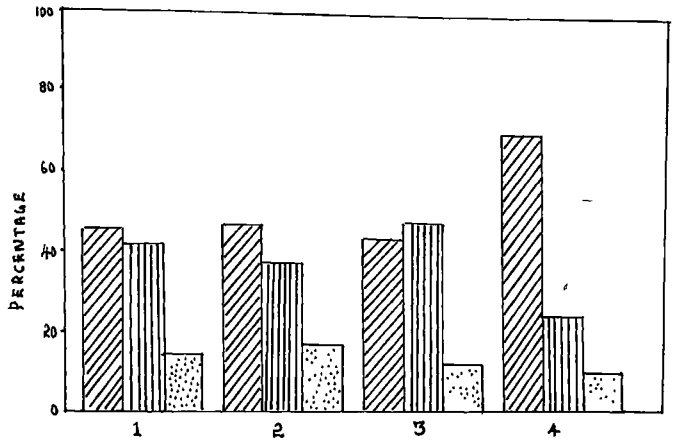
Somewhat satisfactory

Not satisfactory

1. Guidance and supervision
2. Services and supplies
3. People's participation
4. Inter personal relationship
5. Communication
6. Job satisfaction

Fig.6

PERCENTAGE RESPONSES TOWARDS THE DEPENDENT VARIABLE CHANGE AGENT-CLIENT SYSTEM CONTACT



Frequently

Less frequently

Very rare

1. Village Extension Officers
2. Livestock Assistants
3 Dairy Farm Instructors
4. Veterinary Surgeons

DISCUSSION

DISCUSSION

The predominant responses of the selected environmental factors for the Village Extension Officers were 'some-what satisfactory' for 'Guidance and supervision', 'Services and supplies', 'Peoples participation', 'Communication' and 'Job satisfaction'; while that for 'Interpersonal relationship' was 'satisfactory'. These results agree with those reported by Sharma and Prasad (1972) and Reddy (1976). If the next highest response is added to the predominant response it will be seen that for over 75 per cent of the Village Extension Officers the 'Guidance and supervision', 'Services and supplies' and 'Job satisfaction' were only 'some-what satisfactory' and below while for factors like 'People's participation', 'Interpersonal relations' and 'Communication' the environment was 'some-what satisfactory' and above. The results thus revealed that in matters relating to the personal aspects of the Village Extension Officers there was a fairly high degree of satisfaction while in impersonal matters requiring the assistance of outside agencies, the degree of satisfaction was low. Studies in the past have shown that Village Level Workers are more credible and important information sources for the Villagers in matters of development programmes. (Singh, 1965; Shankaraiah, 1969 and Anonymous, 1969 b). In this study, however, dealing largely with animal husbandry innovations, though the Village Extension Officers seem to be quite satisfied with factors relating to their personal involvement in their opinion, the impersonal factors do not seem to be adequate. The inadequacy and unsatisfactory nature of 'Services and supplies' in the

Community Development programmes had been pointed out by many reports in the past (Anonymous, 1963; 1966 and 1968). The 'Services and supplies' form a major motivational factor for rendering prompt and timely assistance to farmers. It may be that when compared to innovations in crop husbandry those for animal husbandry are more technical in nature. Further, there may be insufficient rapport between Village Extension Officers, who are usually generalists and less experienced technically in animal husbandry techniques, and technically qualified superiors in the block administration.

As far as the Livestock Assistants are concerned they are the para-technical workers at the field level, dealing more with technical matters rather than extension educational aspects when compared to Village Extension Officers. The predominant responses for this category of personnel were 'not satisfactory' for 'Guidance and supervision', 'Services and supplies', 'Communication' and 'Job satisfaction'; 'some-what satisfactory' for 'People's participation' and 'satisfactory' for 'Interpersonal relations'. For over 80 per cent of the Livestock Assistants, the impersonal factors like 'Guidance and supervision', 'Services and supplies' and 'Job satisfaction' were low in satisfaction along with 'Communication', while they seem to be quite satisfied with factors requiring personal involvement like 'People's participation' and 'Inter-personal relationship'. Being relatively more involved in animal husbandry innovations at the village level, their response

of very low satisfaction to the impersonal factors may be indicative of the very poor rapport existing with superiors. According to Kann and Katz (1952) there is close relationship between the level of morale and the degree to which the personnel are informed about their work. The close relationship between employees morale and productivity of any organization was also reported by Marrow (1974). The Livestock Assistants seem to be quite satisfied with personal factors, but in dealing with other technical and extension personnel they seem to be much less satisfied than Village Extension Officers. Perhaps their nature of work and approach to farmers are different from those of Village Extension Officers with higher expectations for technical and personal supervision which do not seem to be forthcoming. A more thorough probe into all environmental factors and attitudes of Livestock Assistants would appear necessary.

Most of the Dairy Farm Instructors in the taluk have expressed the existence of 'some-what satisfactory' environment for factors like 'Guidance and supervision', 'Services and supplies', 'People's participation', 'Communication' and 'Job satisfaction'. They seem to be quite satisfied with their 'Interpersonal relationship'. With Dairy Farm Instructors also 'Services and supplies' leave much to be desired and the same is the case with 'Communication'. This category of personnel though have to deal more on the extension side are relatively ill-equiped on technical aspects and, like the Village Extension Officers, cannot develop the skill required in

relations revealed the extension characteristic of their work. As another link in the communication chain for the diffusion of animal husbandry innovations it may be desirable that better rapport and motivation are provided to them. These findings agree with those of Sharma and Prasad (1972).

For majority of the Veterinary Surgeons, who are the most technically qualified among the categories of personnel studied, all the six selected environmental factors appeared to be 'some-what satisfactory'. For over 80 per cent of them, 'Guidance and supervision', 'Interpersonal relations' and 'Communication' were quite satisfactory while 'Services and supplies', 'People's participation' and 'Job satisfaction' were less satisfactory. As the most technically qualified persons dealing with animal husbandry innovations, mostly from the technical rather than extension aspects it is but natural to expect the type of responses as revealed in this study. The relatively lower satisfaction in the matter of 'Services and supplies' is in line with the other categories of personnel studied. The fairly high response of satisfaction to many of the environmental factors studied appear to be in agreement with the importance of working conditions as reported by Rao & Sohal (1978) on Veterinary Assistant Surgeons. However, their finding of working conditions affecting 'Job satisfaction' is not revealed by the

present study which shows large majority of Veterinary Surgeons to be less satisfied with the factor 'Job satisfaction'. Whether this low job satisfaction has affected their job performance requires further study since Dhillon and Sandhu (1977) found that the job effectiveness is dependent on the job satisfaction the extension specialists have got.

Comparing the responses to the environmental factors studied, the results revealed that there is almost unanimous agreement among the different categories of personnel to the unsatisfactory nature of 'Services and supplies' prevailing in the diffusion of animal husbandry practices and also in their 'Job satisfaction'. For the three categories of farmer level extension personnel namely, Village Extension Officers, Livestock Assistants and Dairy Farm Instructors, 'Guidance and supervision' appeared to be insufficient although these three categories of personnel seem to be quite satisfied with the 'People's participation' and 'Inter-personal relationship'. The Veterinary Surgeons also seem to be quite satisfied with 'People's participation' and 'Interpersonal relationship'. Regarding 'Communication' the Village Extension Officers and the Veterinary Surgeons were quite satisfied. The Livestock Assistants and the Dairy Farm Instructors were only less satisfied, with the former feeling extreme dissatisfaction towards the existing pattern of communication. If the channels of communication for diffusing animal husbandry innovations had been well-organised the study should have revealed an efficient

system for obtaining information by all the personnel concerned. There also should have been adequate 'feed back' facilities. It is clear that existing channels appear to be broken or insufficient in the passage of innovations to the village level extension personnel resulting in a communication gap. The satisfaction expressed by the Village Extension Officers for communication is because they are exposed to more means and methods of education concerning mostly crop than animal husbandry innovations. This is evident from the lower level of satisfaction expressed for 'Guidance and supervision'. The inadequacy and unsatisfactory nature of communication in diffusing animal husbandry innovations are evident from the results of the study.

Taking the selected environmental factors studied in the aggregate the perception by the Veterinary Surgeons was significantly different from the perception by Village Extension Officers and Livestock Assistants as revealed by the Hotelling's T^2 analysis. This may, perhaps, be due to the differences in the nature of duties, functions and technical competency. A significant finding from this analysis is that the Livestock Assistants appear to have an entirely different perception of the environmental factors leaning more towards total dissatisfaction when compared to other categories in the study. This confirms the suggestion made earlier that a more comprehensive study on the nature and causes of the responses indicated may

be desirable. As an important category of personnel in the diffusion of animal husbandry innovations it is essential to create satisfactory environmental conditions.

The 'Change agent - Client system contact' analysed included the sociability on the part of the extension personnel and the types of clients contacted. The questionnaire items had important persons in the working area of the extension personnel. The responses would indicate the self-importance of the personnel as conceived by them. Thus they were expected to serve as a measure of self evaluation as the responses would reflect the prestige, popularity and self esteem the extension personnel feel they hold in the area. Except in the case of Veterinary Surgeons, where the proportions of responses to 'frequently' and 'less frequently' were wide, for all other categories the difference in the proportions of responses to the two categories namely, 'frequently' and 'less frequently' were narrow.

The predominant responses were 'frequently' for Village Extension Officers, Livestock Assistants and Veterinary Surgeons; and 'less frequently' for Dairy Farm Instructors. Menon and Doraiswamy (1975) reported that the frequency at which the extension agents contacted the small farmers were at long intervals only. The results thus indicate that by and large all extension personnel consider themselves to be keeping in fairly frequent contact with the client system including important persons. Almost all the

extension personnel have indicated their participation in social organizations and groups to be 'frequent'. The results would thus indicate that despite the reservations of the extension personnel studied to the selected environmental factors they seem to have considered themselves as fairly good extension workers in the matter of their contacts with the clients. It would thus appear incongruous that working under a less than satisfactory environment the extension personnel were able to acquit themselves creditably in their contacts with farmers and other important persons. In order to throw some light on this phenomenon observed a multiple correlation was worked out with the scores of the respondents in the 'Change agent-Client system contact' as dependent on their scores in the environmental factors.

It is interesting to note that the coefficient of determination was significant at 10 per cent level for Veterinary Surgeons and significant at 25 per cent level for Livestock Assistants and very insignificant for Village Extension Officers. It may be recalled that the predominant responses to all the environmental factors studied were 'some-what satisfactory' for Veterinary Surgeons while majority of the factors were not satisfactory to the Livestock Assistants, with the Village Extension Officers occupying a some-what middle position, between these two. It would thus appear that in the self-assessment of their contacts with clients the environmental factors studied had least importance in the case of Village Extension Officers and of some importance in the case of Livestock Assistants and Veterinary Surgeons. This is only to

be expected as it was observed earlier that the working environment of the different categories of extension personnel studied, with regard to animal husbandry extension, were different. It is obvious that the client contacts were only to a slight extent related to the perception of environmental factors. In the case of Veterinary Surgeons, however, the relationship was of a higher order. It is also possible that in their self-assessment on contacts with various types of clients the respondents have tried to project themselves as persons of considerable importance and popularity in the area. The relation between perception of the working environment and client contacts appear to be in keeping with the findings of Rao & Sohal (1978) in the case of Veterinary Surgeons where they found self-esteem or respect and working conditions were the most potent factors affecting the job satisfaction. The results obtained for Livestock Assistants, however, do not agree with these findings. Since Village Extension Officers are less concerned with animal husbandry innovations it is but natural that the perception of working environment indicated by them, from the point of view of communicating improved animal husbandry practices, are least related to their client system contact.

SUMMARY

SUMMARY

The right type of environment is a must for full blossoming of the productive abilities of the technical and extension personnel in the various agencies responsible for animal husbandry development. The importance of the working environment for the successful implementation of development programmes has been realised. The productivity of any organisation is dependent on the collective attitude of the personnel engaged in the development programmes towards their working environment. Thus one could find that the morale, productivity and the working environment are closely interrelated. With this understanding, the present study was undertaken to explore the role of certain factors pertaining to the working environment of those personnel involved in animal husbandry extension work.

The specific objectives were as follows:-

1. To understand the working conditions of the personnel engaged in animal husbandry extension with regard to selected environmental factors.

2. To explore the relationship, if any, existing between the perception of the selected environmental factors by the extension personnel and their self-assessment on their role in the 'Change agent-Client system contact'.

The study was carried out in Trichur taluk. There were 60 persons engaged in activities relating to Livestock development and the entire universe was taken for study. These personnel comprised of Village Extension Officers, Livestock Assistants, Dairy Farm Instructors and Veterinary Surgeons.

The six attributes selected as environmental factors in the study were, 'Guidance and Supervision', 'Services and Supplies', 'People's Participation', 'Interpersonal relationship', 'Communication' and 'Job Satisfaction'. The dependent variable was the degree of change agent-client system contact expressed. Each environmental factor studied comprised of a few sub-components. Responses to these sub-components were recorded on a three point ordinal scale viz., 'Satisfactory', 'Some-what Satisfactory' and 'Not Satisfactory'. The responses to the dependent variable selected viz., 'Change agent-Client system contact' were also recorded in an exactly similar three point ordinal scale. Data were subjected to the statistical analyses viz., computation of percentage responses, Chisquare analysis, Hotelling's T^2 analysis and Multiple linear correlation.

In general, for over 75 per cent of the Village Extension Officers the 'Guidance and supervision', 'Services and supplies' and 'Job satisfaction' were only 'some-what satisfactory' and below, while for factors like 'People's participation', 'Interpersonal relations' and Communication the environment

was 'some-what satisfactory' and above.

As far as the Livestock Assistants are concerned they were in general not satisfied with the 'Guidance and Supervision', 'Services and Supplies', 'Communication' and 'Job Satisfaction'; some-what satisfied of 'People's participation' and satisfied with the 'Interpersonal relations'.

Most of the Dairy Farm Instructors in the taluk expressed the existence of some-what satisfactory environment on factors like 'Guidance and supervision', 'Services and supplies', 'People's participation', 'Communication' and 'Job satisfaction'. They were quite satisfied with their 'Interpersonal relationship'.

For majority of Veterinary Surgeons, all the six environmental factors appeared to be 'some-what satisfactory'. Relatively lower satisfaction was recorded for the factors 'Services and supplies', 'People's participation' and 'Job satisfaction'.

Livestock Assistants had an entirely different perception of the environmental factors leaning more towards total dissatisfaction when compared to other categories in the study. But it is interesting that there was almost unanimous agreement among the different categories of personnel to the unsatisfactory nature of services and supplies prevailing in the diffusion of

animal husbandry practices and also in their job satisfaction. Regarding communication, the Livestock Assistants felt extremely dissatisfied and Dairy Farm Instructors less satisfied. The unsatisfactory conditions of services and supplies and communication have been pointed out by almost all personnel. It is high time that the materials and infrastructural facilities be made available to the extension personnel, for carrying out field work, at the proper time and place and most efficiently. So also to remove the gaps in the communication process and to guarantee better rapport between the superiors and subordinates.

Regarding the 'Change agent-Client system contact' analysed, the results indicated that by and large all extension personnel considered themselves to be keeping in fairly frequent contact with the client system including important persons. Almost all the extension personnel have indicated their participation in social organisations and groups to be frequent. It appeared that in the self-assessment of the extension personnel's contacts with clients the environmental factors studied had least importance in the case of Village Extension Officers and of some importance in the case of Livestock Assistants and Veterinary Surgeons.

Thus the results of this study reflected the poor working conditions in terms of partial or complete dissatisfaction towards the various aspects of the working environment in the projects and organisations engaged in livestock

development. It is quite likely that similar trends would be descernible at the district and State level of administration. This warrants the necessity to improve upon the efficiency of the existing administrative machinery. If this is neglected the working conditions would continue to be unsatisfactory and would affect the developmental policies adversely. The present study, however, has taken into account only six aspects of the working environment. It is possible that many other factors, that were not included in the present study, also contribute to the total working environment. Studies on all such factors may be quite revealing of the working environment better and should have a higher influence over the extension personnel's performance.

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N.S. SS S

a) Their (People's) interest in extension work.

b) Their acceptance for improved technology.

c) Their voluntary participation in activities connected with extension.

d) Their financial and other help.

IV. INTERPERSONAL RELATIOUSHIP

(How much satisfied are you in dealing with various personalities).

a) Your relation with local leaders.

b) Your relation with clientele.

c) Your relation with seniors.

d) Your informal relations with colleagues.

V. COMMUNICATION

(Since communication is the key to extension programmes how are you satisfied with)

a) Programmes being well informed.

b) Freedom to exchange ideas.

c) Clear and complete message or instructions.

d) Feed back facility.

e) Method of Communication.

VI. JOB SATISFACTION

(How satisfied are you with)

a) The programmes you are carrying out towards the goals.

b) Professional and social prestige (including recognition of work done)

c) Promotion prospects.

d) Work distribution.

e) The flexibility to do your work well.

f) Availability of technical information.

g) Opportunity for further education.

CHANGE AGENT-CLIENT SYSTEM CONTACT

A. Sociability.

1) How do you rate the following statements.

a) You participate in meetings of village Organisations/institutions.

(Often) (Sometimes) (Never)

b) You take part in village social organisations

(Often) (Sometimes) (Never)

c) People come to you for advice

(Frequent) (Sometimes) (very rare)

d) You visit others

(Frequent) (Sometimes) (Very rare)

B. Degree of contact with farmers, what type of farmers and how frequently you contact them:- F. L.F. V.R.

a) Farmers coming to you on their own for seeking information.

b) Progressive farmers.

c) Small farmers.

d) Chairman or members of village Panchayath.

e) Secretary or members of village institutions.

f) Other influential farmers.

g) Demonstration farmers.

N.B. 'F' denotes Frequently.

'LF' denotes Less Frequently.

'VR' denotes Very Rare.

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APPENDIX

APPENDIX

INTERVIEW SCHEDULE

Name of the respondent :

Designation :

Area of work :

Please indicate your degree of satisfaction with regard to the following statements. Mark in the appropriate column provided in the right hand side.

'N.S.' denotes Not Satisfied.

'S.S.' denotes Some-what satisfied.

'S' denotes Satisfied.

I. GUIDANCE AND SUPERVISION

(How much satisfied are you with the guidance and supervision)	N.S.	S.S.	S
a) In your professional growth.			
b) In carrying out your field work.			
c) In setting ideal examples.			
d) In rendering regular and timely advice.			

II. SERVICES AND SUPPLIES

a) Supplies under schemes made available promptly.			
b) Availability of specialists for demonstrations, teaching and training camps.			
c) Transportation facilities.			
d) Supply procedures followed.			

III. PEOPLE'S PARTICIPATION

(How much satisfied are you with the participation of people or clients in the extension programmes).			

N.S. SS S

a) Their (People's) interest in extension work.

b) Their acceptance for improved technology.

c) Their voluntary participation in activities connected with extension.

d) Their financial and other help.

IV. INTERPERSONAL RELATIONSHIP

(How much satisfied are you in dealing with various personalities).

a) Your relation with local leaders.

b) Your relation with clientele.

c) Your relation with seniors.

d) Your informal relations with colleagues.

V. COMMUNICATION

(Since communication is the key to extension programmes how are you satisfied with)

a) Programmes being well informed.

b) Freedom to exchange ideas.

c) Clear and complete message or instructions.

d) Feed back facility.

e) Method of Communication.

VI. JOB SATISFACTION

(How satisfied are you with)

a) The programmes you are carrying out towards the goals.

b) Professional and social prestige (including recognition of work done)

c) Promotion prospects.

d) Work distribution.

e) The flexibility to do your work well.

ABSTRACT

The objectives of the study were to understand the working conditions of the personnel engaged in animal husbandry extension with regard to selected environmental factors and to explore the relationship, if any, existing between the perception of the selected environmental factors by the extension personnel and their self-assessment on their role in the 'Change agent-Client system contact'.

The study was conducted in Trichur taluk with all the 60 personnel engaged in animal husbandry extension work. These personnel comprised of Village Extension Officers, Livestock Assistants, Dairy Farm Instructors and Veterinary Surgeons.

Results revealed that for majority of the Village Extension Officers the 'Guidance and supervision', 'Services and supplies' and 'Job satisfaction' were only 'some-what satisfactory' and below, while for factors like 'People's participation', 'Interpersonal relations and 'Communication', the environment was 'some-what satisfactory' and above. Livestock Assistants were in general not satisfied with 'Guidance and supervision', 'Services and supplies', 'Communication' and 'Job satisfaction'; 'some-what satisfied' with 'People's participation' and 'satisfied' with 'Interpersonal relations'. Most of the Dairy Farm Instructors expressed the existence of 'some-what satisfactory' environment on factors like 'Guidance and supervision', 'Services and supplies',

'People's participation', 'Communication' and 'Job satisfaction'. They were quite satisfied with their 'Interpersonal relationship'. For majority of Veterinary Surgeons, all the six environmental factors appeared to be 'some-what satisfactory'.

Livestock Assistants had an entirely different perception of the environmental factors leaning more towards total dissatisfaction when compared to other categories in the study.

There was almost unanimous agreement by all categories of personnel to the unsatisfactory nature of 'Services and supplies' prevailing in the diffusion of animal husbandry innovations and also in their 'Job satisfaction'.

It was found that in the self-assessment of the extension personnel's contacts with clients the environmental factors studied had least importance in the case of Village Extension Officers and some importance in the case of Livestock Assistants and Veterinary Surgeons.

The results thus indicate the necessity to improve upon the efficiency of the existing administrative machinery. It also suggests the need for a more detailed study of the working environment prevailing in the projects and organisations engaged in livestock development.