A STUDY ON THE ROLE PERCEPTION AND THE ROLE PERFORMANCE OF THE CONVENORS OF GROUP FARMING COMMITTEES OF RICE CULTIVATION

By
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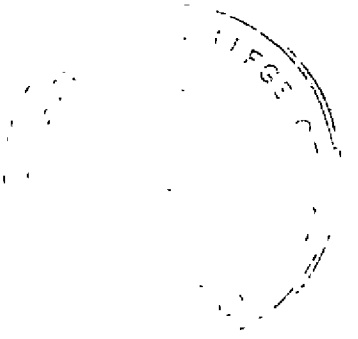

THESIS

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DECLARATION

I hereby declare that this thesis entitled, "**A Study on the Role Perception and the Role Performance of the Convenors of Group Farming Committees of Rice Cultivation**', 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.

VELLANIKKARA,
6th May 1993

JAYASREE MENON

C E R T I F I C A T E

Certified that the Thesis entitled **'A Study on the role perception and the role performance of the convenors of Group Farming committees of rice cultivation'** is a record of work done independently by Smt. **JAYASREE MENON**, under my guidance and supervision and that it has not previously formed the basis for the award of any degree, fellowship or associateship to her.

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CHAPTER - I

INTRODUCTION

Kerala was famous for its extensive rice fields till the recent past. But now we have only 4.18 lakh hectares under paddy (Hali, 1992). All conditions congenial for paddy cultivation such as good varieties, heavy rainfall, availability of fertilizers and plant protection measures, machinery for land preparation etc., are available here. The price for rice is reasonable. Social participation among our cultivators is also good. Moreover, the requirement for rice is going up year after year. Inspite of all these, our paddy area is dwindling by 20000 ha/year. Several constraints in the agricultural scenario many times, make paddy cultivation an unprofitable enterprise leading the cultivators to search for alternate means of survival. KAU (1989) has listed out some of the major constraints in rice cultivation in its publication "The Recommendations for Group Management in Farming" as follows :

1) Extreme marginalisation of rice land;

2) Scattered nature of rice lands possessed by individual farmers;

3) Absence of full time farmers in 80 percent of the operational holdings;

4) Inadequate irrigation facilities;

5) Nonuniformity in agricultural operations including plant protection measures;

6) High cost and non-availability of labour.

Rice cultivation had become a non remunerative proposition in 1970s itself. The situation worsened further in 1980s. This made our Government to realise that the only way out was by the application of the latest agricultural technologies in a cost effective manner even to small and marginal farmers on a collective basis.

The Kerala Agricultural University had initiated a Group Management approach in the adopted villages of the College of Agriculture, Vellayani, as early as in 1975. It had been replicated successfully since 1985 under the Lab-to-Land programme at Palissery, Thuravoor and Kadukkakunnu, three villages in the central part of the state, also. Drawing lessons from these experiences, the University developed a model for implementing Group Management in rice cultivation in the state. This has been the basis on which Government of Kerala decided to adopt Group Management in farming for rice development in the state popularly termed as 'Group Farming'. The programme was implemented initially in 1.77 lakh hectares, starting from the Kharif season of 1989 involving 4.5 lakh farmers. The Government intended to bring the entire paddy area under the programme in the following years.

Group Farming is, in effect, a massive technology transfer programme, in which thrust is given to bring the farmers together and take up paddy cultivation by adopting modern scientific methods of cultivation. The main advantage

of this approach is that the individual farmer retains his ownership on land and is free to take decisions on management practices. Here, key farm operations such as raising of nursery, pesticide and fertiliser applications, water management, marketing and processing are taken up under the programme which an individual farmer cannot hope to achieve efficiently and profitably. The programme is implemented through Krishi Bhavans in every panchayath, with a technically qualified Agricultural Officer to head it, assisted and guided by a functional advisory body.

Farmers of padasekharams with an area of 10-50 ha. or more are organised and registered under Travancore-Cochin literacy, Scientific and Charitable Societies Act and Societies Registration Act (Malabar Area). All farmers whose cultivable wet land comes within the area of operation of Group Farming Committee are eligible for membership. An executive committee, consisting of President, Vice-President, Secretary (Convenor), Agricultural Officer and staff of Krishi Bhavan, is elected by the members. Their term of office is one year.

In the Group Farming system, the problems faced by individual farmers are eased out and solved by group activity. The system arranges easy financial and technical assistance from the Department and Financial Institutions and also coordinates the farming activities in each season as per

an agreed plan. Based on the action plan prepared by the Group farming Committee, they facilitate collection of soil samples, test them and give the results to farmers. The recommendations of the Department of Agriculture are discussed with farmers and manuring schedules finalised accordingly. A special feature of the programme is the introduction of 'Agro-clinics' for crop care in most of the padasekharams. The programme has been widely appreciated by farmers. When the programme was carried out on these lines, an additional yield of 500 kg/ha. and a saving in cultivation expenses at the rate of Rs.1000/ha. could be ensured in the first season. Now, this approach has been extended to pepper and coconut also.

Group Farming programme is coordinated mainly through the convenors of Group Farming Committees. It is the responsibility of convenor to organise and coordinate the activities of the group for a particular season. In doing so, he has to enact several roles such as innovator, communicator, coordinator, facilitator etc. How successfully they perform each of these roles is a reflection of their perception of the expected roles and the ways to discharge the duties in the most effective and meaningful manner. In fact, the success or failure of Group Farming programmes rests in the hands of the convenors.

To make further improvements in Group Farming programme, a clear understanding of how the convenors function as well

as the factors influencing their performance is unavoidable. Hence, a research study was planned to assess the role perception and role performance of the convenors of Group Farming Committees and their relationship with the selected personal and situational characteristics. In addition an attempt was made to identify the major constraints the convenors have to confront while implementing the programme.

OBJECTIVES OF THE STUDY :

The three specific objectives for the study were :

1. to analyse the role perception and the role performance of the convenors of Group Farming Committees.
2. to identify the relationship between the role perception and the role performance of the convenors and
3. to assess the influence of selected personal and situational characteristics of the convenors on their role perception and role performance.

SCOPE OF THE STUDY :

The study, which intended to measure the extent of perception and performance of roles by the convenors of Group Farming Committees, was the first of its kind on the topic. The findings of the study are expected to throw light on the necessary procedures and precautions to be adopted in the selection and improvement of the local leadership for the implementation of Group Farming approach. It may help planners and administrators to reorient the extension management and if necessary, to organise special training

programmes for the group leaders under various farming situations.

LIMITATIONS OF THE STUDY :

One of the obvious limitations of this study was concerned with the resources and time available at the disposal of the researcher to conduct a student research project of this magnitude at the Master's Degree level. Restriction of the sample size might also have been a limitation to make better generalisation of the findings.

The expost-facto design used in this study was also inevitable due to inherent peculiarities of the research problem. To some extent, natural biases of the respondents might also have crept in, even though utmost care was taken to eliminate such extraneous factors.

PRESENTATION OF THE STUDY :

The study is presented in five chapters. The first chapter deals with the introduction covering the statement of the problem, objectives, scope and limitations of the study. The review of related literature and a conceptual framework are given in the second chapter. The third chapter contains the methodology adopted for the conduct of the study. The results and discussion are presented in the fourth chapter, followed by the summary in the fifth.

THEORETICAL ORIENTATION

CHAPTER - II

THEORETICAL ORIENTATION

This chapter is aimed to develop a theoretical framework based on the review of past research studies related to role perception and role performance of individuals in different job situations. A review of all the past efforts would help to identify the variables that are relevant to the area of present research and to presume the probable relationships among them. Hence, an attempt is made here to present the available literature, directly or indirectly related to the topic. These are given under the following main heads :

1. Concept of Group.
2. Concept of Group Management in Farming.
3. Concept of Committee.
4. Concept and Importance of Role Perception and Role Performance of the Convenors of Group Farming Committees.
5. Relationship between Role Perception and Role Performance of the Convenors of Group Farming Committees.
6. Influence of Personal and Situational Characteristics on the Role Perception and Role Performance of the Convenors of Group Farming Committees.
7. Influence of Constraints on Role Perception and Role Performance of the Convenors of Group Farming Committees.

THEORETICAL CONCEPTS RELATED WITH THE STUDY :

2.1 Concept of Group :

The word "group" is used in everyday language to stand for a collection of individuals or things contingent to one another over some period of time. It has been defined in different ways by different authors. Smith (1945) defined social group as a unit consisting of plural number of separate organisms who have a collective perception of their unity and who have the ability to act and/or are acting in a unitary manner towards this environment.

McDavid and Harari (1968) defined a social-psychological group as an organised system of two or more individuals who are interrelated so that the system performs some functions, and has a standard set of norms that regulate the function of the group and each of its members.

Sharma (1979) explained that groups have the following characteristics. The members of a group are related to each other; group involves a sense of unity; members of a group have a sense of we feeling, the interests; ideals and values of the group members are common; similarity of behaviour of members; control of action of members by the group and the members of group are affected by its characteristics. Groups are not only essential and beneficial for the enterprise,

they also have advantages for individuals by providing social satisfaction and security and by promoting communication, as remarked Koontz et al. (1980).

2.2 Concept of Group Management in Farming :

One of the main causes for low agricultural production and productivity in India is the fragmentation of agricultural land with little or no resources with the owner farmers for the efficient utilization of these holdings. While about 75 per cent of the operational holdings in India belongs to the small and marginal category (< 2 ha.), 56 per cent of them are less than 1 ha. (In Kerala, the corresponding figure is 87 per cent). These small holdings are uneconomic for the optimum use of resources, adoption of scientific technology, efficient management of farm operations, etc. The concept of Group Management in Kerala owed its origin to the factors mentioned above. Moczarski (1973) reported that organising potato farmers in a group in Lesothos had helped in increasing the production and reducing the cost. The results were so encouraging that during the next season another group of farmers volunteered to pool their land and to grow the crop under Group Farming system.

Swaminathan (1988) stated that group endeavour should be promoted in areas like land and water management, pest management, nutrient supply and post harvest technology. Unless individual initiative, group endeavour and government

support become mutually reinforcing, the efficiency of small farm management will continue to be low, particularly in rainfed areas, where water harvesting and equitable distribution of the conserved rain water are extremely important for higher and more stable production.

Cultivation of crops, dairying, poultry etc., have been brought under group management with varying degrees in countries such as Java, Bali, Taiwan, Mexico, Colombia, Malaysia and Indonesia, besides India, as reported by Menon (1990).

According to Raghavan (1990), Kerala witnessed a novel strategy for paddy cultivation commencing from kharif season 1989. This experiment, namely, "Group Farming for Rice Development" had been widely acclaimed by one and all, to be of maximum benefit to paddy cultivators for obtaining higher yields with minimum cultivation expenses. He opined that considering the specialities of farming conditions in Kerala, it was evident that Group Management was the only answer to make available the fruits of modern technology to our farmers.

COMMITTEE :

The committee is the most important type of formally designated group found in today's organisations. They mostly

serve as a focal point for the exchange of different viewpoints and informations but some may make major decisions. Haimann and Scott (1970) defined committee as a group of people who function collectively. Committee has been defined by Koontz and O'Donnel (1976) as a group of persons, to whom, as a group, some matter has committed.

Committees may be referred to as teams, commissions, boards, groups or task forces, according to Luthans (1981). They are found in all types of organisations. Most often, committees have specified duties and authority. They might act in a service, advisory, coordinating, informational or final decision making capacity. In the decision making functions, committees acted in a line capacity and is termed as "plural executive". Group Management of this type is becoming increasingly common in many companies. The main advantages of committee lies in a fact that it provides a chance for personal development because the young and inexperienced could learn from members with experience.

2.3 Concept and Importance of Role Perception and Role Performance of the Convenors of Group Farming Committees :

Shaw (1971) stated that relationship of persons are systematically arranged with respect to one another in most groups. This systematic arrangement provides specific

positions for the members within the group. Each position in the group structure has an associated role which consists of the behaviour expected of the occupant of that position. These roles have been classified as "perceived role" and "enacted role" by several social scientists.

The perceived role is a set of behaviour that the occupant of the position believes he should enact. This may or may not correspond to the expected role, since the latter depends upon the perceptions of others. The enacted role is the set of behaviours an occupant actually carries out. When the enacted role departs too much from the expected and/or the perceived role, the role itself will change or the occupant will be evicted from this position. In this context, let us examine the term "role".

Coutu (1951) had stated that role may be defined as a socially prescribed way of behaving in particular situations for any person occupying a given social position or status.

Argyris (1957) defined role as a set of behaviour which was expected of everyone in a particular position, regardless of who he was. The behaviour was a course socially ordained and the role therefore set a kind of limit on the types of personality expression possible in any given situation.

Ogburn and Nimcoff (1964) opined that role was a set of socially expected and approved behaviour patterns consisting of both duties and privileges associated with a particular position in a group.

Biddle and Thomas (1966) had used the term "role" to denote prescription, description, evaluation and overt processes to the behaviour of self and others, to the behaviour of individual initiator versus that which was directed to him.

Klinger et al. (1969) suggested that the persons who defy prescriptions developed strong resistance to roles in appropriate behaviour.

The convenor of Group Farming Committee occupies the position of the leader of the group. The perception of the leaader is bent towards assimilating the facts and knowledge which would allow him to make a rational design for what is needed. Accurate perception of the facts and thorough knowledge of the situation are essential for any leader to perform his roles. When the leader fails to perceive his roles correctly, not only his own performance, but also the performance of groups would be affected adversly.

All these references emphasised the importance of

perception and performance of the roles attributed to each person for the success of any organisation or programme. Hence it was decided to use role perception and role performance of the convenors of Group Farming Committees as the dependent variables in this study.

ROLE PERCEPTION :

Perception pertains to information received from the environment. It is a psychological variable.. People's perception of reality are influenced by many factors such as background, past experience, values, expectations, interest, attitudes and rigid views about the nature of people. Another determinant of perception is the self concept of the individual. In analysing organisational behaviour, the self concept has a significant role. A person perceives a situation depending upon his self concept which has a direct influence on his behaviour. When the self concepts vary, the managerial practices adopted by the individuals also vary.

In a work situation, the way the job is defined, the direction of efforts and the level of effort thought to be necessary for effective performance all go into the role perception. According to Steers and Porter (1979), many characteristics of job situation can affect a person's perception of responsibility. Freedom in decision making, the manner by which the job is supervised etc., are some of them.

This makes it clear that unless the convenor of Group Farming Committee has the right personality make up and the right environment, he cannot make an accurate perception of the situation. As a consequence, his performance would not be satisfactory.

Several studies have been conducted in the field of role perception in different job situations some of which relevant in the context, are mentioned here.

Sargent (1951) defined role perception as a pattern or type of social behaviour which seemed situationally appropriate to an actor in terms of demands or expectations of those in his group.

The roles perceived as most important by Agricultural Extension Officers from a study on role perception and performance of Managing Directors, Agricultural Extension Officers and Gramasevaka of Farmers' Service Societies in Karnataka, by Rajagopal (1977) were :

1. Preparing schemes for agricultural development of the region.
2. Inspecting the farms of members at periodical interval for advice and
3. Checking for proper utilisation of loans.

Manoharan (1979) studied the role of leadership in agricultural development in rural areas in Kerala and reported that agricultural leaders had appreciable

high perception of their roles in agricultural development than other categories of leaders.

Luthans (1981) defined perception as a very complex cognitive process that yielded a unique picture of world that might be quite different from reality and indicated the interaction of selection, organisation and interpretation.

Reddy (1982) reported in his study on job perception, job performance and job satisfaction of Agricultural Assistants, that 63.07 percent of them were in high job perception category compared to 36.93 percent in low category.

Somasundaram (1983) studied the role perception of Agricultural Officers and found that no significant variation existed among the Agricultural Officers on their perception of various roles between the past and present Agricultural Extension system, but perception was better in T & V system.

A study on Subject Matter Specialists in T & V system of Karnataka by Katteppa (1984) revealed that majority of specific role items describing function under each group of different broad roles prescribed in the job chart for the position of Agricultural Officers were perceived only to satisfactory level and very less proportion of items were perceived at highly satisfactory and poor levels.

Puttaswamy (1986) reported that only 49 percent of Agricultural Assistants were in high job perception category while Umesha (1987) found 56 per cent to be in high perception category.

In the case of Extension Guides in the University Extension System of Karnataka, the mean job perception scores were highest in the area of planning of extension programmes, as reported by Siddaramaiah and Gowda (1987).

The references cited above throw light on the roles perceived by different workers in the extension field with much variation.

ROLE PERFORMANCE :

Performance represents the pragmatic result that organisations are able to measure objectively. Factors such as personality characteristics of the individuals, motivation by the organisation and the job characteristics influence it. An individual's likes and dislikes, job knowledge, skill and the way he perceives his role are the important determinants of job performance in addition to the amount of effort exerted by him, according to Luthans (1981). In the same way, if the organisation is realistic and flexible and gives the individual an opportunity to get involved, the individual will be motivated to use more of his potential in

accomplishing organisational goals. While doing so, his own performance may improve. The design of a job creates behaviour patterns necessary to fulfil the requirement of job. If these are compatible with one's natural behaviour inclinations, there will be good performance.

A number of studies have been carried out on role performance of individuals. Some of them which are found to be relevant, are presented here.

Davis (1949) defined role performance as how an individual actually performed a task in a given situation as distinct from how he was supposed to perform.

Mundra (1966) reported that 75 percent of Agricultural Extension Officers in Rajasthan did not involve the farmers and local leaders in their effort to improve agricultural practices in their area. Planning of agricultural programme and implementing them according to existing resources were followed by 30 percent.

The study on role perception and role performance of Managing Directors, Agricultural Extension Officers and Gramasevaks of Farmers' Service Societies in Karnataka by Rajagopal (1977) indicated that educational roles such as giving correct recommendations and offering advices on cultivation practices, conducting meetings and group

discussions with farmers to explain the development scheme of Farmers' Service Co-operative Societies and advising the member farmers to use improved seeds and fertilizers were regularly performed by majority of Gramasevaks. The activity that was not performed by majority of Gramasevaks was persuading the members to settle their debts with Farmers' Service Cooperative Societies.

Role performance of the leaders of efficient multipurpose cooperative societies was significantly better than the non-efficient co-operative societies and the best role performance was in respect of planning while the least, with respect to farm business, as reported by Mahipal and Rai (1978).

Janardhana (1979) found that majority of Agricultural Extension Officers in Karnataka were in low to medium performance category. Educational activities like conducting monthly meetings of Agricultural Assistants and educating them on new farm technology, conducting field days, educational group meetings and discussions for the the benefit of farmers and training farmers and Agricultural Assistants were best performed by Agricultural Extension Officers. The least performed activities were training the farmers in marketing their produce, storing food grains and educating them through exhibitions and audio visual aids.

Veerabhadraiah (1980), while studying the time management, job involvement and job performance of extension supervisors, discovered that Dy. Directors of Agriculture performed the functions involving more of technical skill and slightly more number of days compared to Asst. Directors of Agriculture. So also were the functions involving more of human relations skill and conceptual skill.

Reddy (1982) found that the Agricultural Assistants were evenly distributed in "high" and "low" job performance categories.

Supplies and services, administrative and organisational roles were performed better than planning, education and supervisory roles by Jr. Agricultural Officers in Kerala as reported by Sobhana (1982).

Studies by Katteppa (1984) revealed that majority of specific role definition items describing functions under each of the 11 different broad roles prescribed in the job chart for the position of the Agricultural Officers were followed at the poor level followed by the proportion of items which were performed at highly satisfactory level. Most of the specific role definition items describing functions under each of 10 different broad roles prescribed in job chart for the position of Agricultural Officers were performed at satisfactory level and very less proportion of

of items were performed at highly satisfactory level. When seven different broad roles prescribed in the job chart for the position of Agricultural Officers were studied, most of them were found to be performed at "satisfactory" level and very less proportion of items, at "highly satisfactory" level.

In his study on job perception, job performance and job satisfaction of Extension Guides in Karnataka, Gowda (1985) opined that the Extension Guides were evenly distributed in high and low job performance category. Moreover, they differed significantly in the area of job performance. Jayaramaiah et al. (1985), while studying the role performance of contact farmers remarked that they were comparatively less effective as demonstrators and innovators.

Islam et al. (1987), in their study on the factors of performance of Barangay council officials in Philippines, attributed the low performance to investing most of their time to major and minor occupations consequently getting less time for Barangay council affairs, lack of leadership experiences, lack of training and lack of awareness of community problems.

Umesha (1987) reported that 36 percent of Agricultural

Assistants belonged to "high" performance category and the rest to "low" category. The two groups were found to differ significantly in their preference to extension roles.

While studying the role performance of opinion leaders in agricultural development in Maharashtra, Kubde et al.(1989) discovered that they performed roles like communicator, guide and evaluator in toto. Similarly, roles such as innovator, facilitator, symbol compromiser and executive were performed by most of them. The roles of opinion making, encouraging, harmonising and planning were not much recognised.

Factor analysis of roles of Village Extension Officers by Murthy and Somasundaram (1989) revealed that those who perform good in one individual role would show good performance in any of the other individual roles. Moreover, 42 percent of VEOs were found to be in high performance category.

Most of the reviews mentioned here point to the fact that the performance of majority of extension personnel did not cater to the standard expected of them. Hence an attempt was made here to study the effectiveness of convenors of Group Farming Committees taking their role perception and role performance as dependent variables.

RELATION BETWEEN ROLE PERCEPTION AND ROLE PERFORMANCE :

The relationship between role perception and interpersonal behaviour is explained here. It is believed that internal forces such as ability, effort and fatigue and external forces like rules, or weather combine to determine behaviour. But it is the perceived and not the actual determinants that are important to behaviour. The perceived locus of control also has a differential impact on performance. Schein (1983) suggested that perceptions of a leader, as in the case of convenors of Group Farming Committees, will be a joint function of the actual characteristics as they might be observed by an outsider and the leader's own predispositions, biases, defense mechanism and personalilty. The sum total of such perceptions will be the leader's diagnosis of his or her total situation, and it is from such a diagnosis, whether consciously arrived or not, that the leader will choose an intended course of action.

The leader's actual behaviour is then a joint result of the diagnosis and actual predispositions of the leader, alerting us to the commonly observed fact that what the leader intends to do and what he is actually observed doing may be quite different. The actual behaviour will then lead to various outcomes which will influence subordinates, task and leader characteristics in future situations.

Several researchers have tried to bring out the relationship between perception and performance.

Mitchell (1973) stated that behaviour was a function of one's perception and that changing perceptions would result in changing behaviour.

Reddy (1982) as well as Sobhana (1982) found a positive and significant relationship between role perception and role performance.

While studying the leadership role of contact farmers under T & V system, Aruliah (1983) reported that there was agreement between expectation and performance of the following roles by contact farmer such as letting other farmers to visit his fields, meeting Village Extension Worker in his every visit, detecting crop pests and diseases and reporting to the Village Extension Workers or Agricultural Officers, adopting recommended practices, attending meetings, motivating and convincing fellow farmers to adopt recommended practices, assisting Village Extension Workers in his activities and helping other farmers in marketing their produce.

A positive relationship between role perception and role performance was reported in the case of job perception and job performance of Extension Guides by Gowda (1985). But Rao (1985) could not discover any significant relationship

between perception of workload and job performance of Assistant Agricultural Officers. Umesha (1987) found these two dependent variables to be positively and significantly related with each other.

Murthy and Somasundaram (1989) identified role perception as one of the predictors of role performance of Village Extension Officer.

Majority of these literature point out the positive relationship between role perception and role performance in different situations. Hence, it was decided to find out the relationship of these two variables in the case of convenors of Group Farming Committees also.

INDEPENDENT VARIABLES :

The independent variables selected for this study based on the review of literature and discussion with experts and extension workers were :

i) Area of Padasekharam under the convenor
ii) Group size
iii) Age of convenor
iv) Education
v) Farming experience
vi) Main occupation

vii) Annual income

viii) Social participation

ix) Cosmopoliteness

x) Extension orientation

xi) Communication behaviour

xii) Training

xiii) Training need

xiv) Innovativeness

xv) Knowledge

xvi) Self confidence

xvii) Economic motivation

xviii) Attitude towards Group Farming

xix) Constraints in the implementation of the programme

xx) Farm size

AREA OF PADASEKHARAM UNDER THE CONVENOR :

Joseph (1983) in his study found that large and unwieldy area of operation was an important problem making the communication of Agricultural Demonstrators ineffective.

Not much review could be located on this aspect. But, from the observation and discussion with experts, it was assumed that the area under the convenor had some influence on the role perception and the role performance of the

convenors of Group Farming Committees and hence decided to include it as an independent variable.

GROUP SIZE :

Group size is a variable that limits the amount and quality of communication acts that can take place between individual group members.

Hemphill (1950) pointed out that, as the group becomes larger, the demand upon the leaders' role become greater and more numerous. At the same time tolerance for leader centered direction of group activities also increased.

Indik (1965) made an intensive study of three organisations and found that as the size of organisation increased, the rate of communication decreased. He further suggested that as the size of the organisation increased, interpersonal attraction lowered which in turn lead to decreased interpersonal communication.

According to Shaw (1977), the number of persons in a group has several important consequence for group process. The range of abilities, knowledge and skill that are available to the group increases with increase in group size. The advantage of these added resources for effective performance

are obvious. The larger group also provides a greater opportunity to meet interesting people and attract others with whom interaction may be rewarding.

On the other hand, as group size increases, organisational problems crop up which hinder the performance of the group.

According to Rao et al. (1987), size of the group would have profound implication on how this group behaved internally with regard to other groups. It was an important factor determining the number of interactions in a group. In a smaller group, face to face interaction is quite easy and uncomplicated. He found that seven was the ideal maximum for a decision making group and fourteen was the maximum for a fact finding group.

John (1991) reported that as group size increased, subgroups are more likely to form and the potential for conflict is correspondingly greater, so also, the amount of time available for each member to participate in the activities of group decreased.

AGE OF CONVENOR :

Kherde and Sahay (1972) found positive significance of age with role performance of VLWs. This was supported by

Janardhana (1979) in his study on AEOs.

Veerabhadraiah (1980) reported that age was not associated with performance of extension supervisors, whereas Makkar (1981) reported a positive significance. Sethu (1981) reported that younger the age, greater the extent of role performance of agricultural leaders.

Reddy (1982) in his study on job perception, job performance and job satisfaction of Agricultural Assistants in Karnataka, found less number of lower age group and more number of higher age group of Agricultural Assistants to be in low perception category. A positive and significant correlation of age with role performance was reported by Kaur (1983). However, Hegde (1984) opined that age was not significantly associated with role performance.

Seema (1986), while studying the role of farm women in the decision making process of a farming community in Trivandrum district, found age to be important in the case of role performance. But Srinath (1986) found no association between the two.

Gove et al. (1989) suggested, in their study on maturation and role perception on aging and self through adult years, that older persons were well adjusted and more

at ease socially and their self concepts appear to contain more positive attributes and to be some what better integrated.

Leaders of advanced age performed the roles of opinion leadership better than others, as reported by Kubde et al. (1989).

Since most of the previous studies considered age as an important determinant of role perception and role performance, it was decided to select age as one of the variables influencing role perception and role performance in this study also.

EDUCATION :

Education had been taken as an independent variable in majority of the studies carried out by extension scientists.

Sethu (1981) found better role performance with higher educational status, while studying the performance profile of agricultural leaders.

Sobhana (1982) pointed out that education was negatively related to the role perception as well as role performance of Junior Agricultural Officers.

A study of job performance, job usefulness and job satisfaction of Agricultural Assistants in Karnataka by Hegde

(1984) revealed that formal education had no association with job performance. Education was important in the case of independent role perception, according to Seema (1986).

Srinath (1986), while studying the task analysis and time management in respect of District Horticultural Officers and Assistant Directors of Horticulture, discovered that level of formal education had very little influence on job perception.

A non-significant association of education with job performance of Agricultural Assistants was reported by Hegde and Channegowda (1989). Kubde et al. (1989) opined that people with higher education perform the roles of opinion leadership better than others.

Waris et al. (1990) found education of Anganwadi Workers in Andhra Pradesh to be correlated with role performance.

In the light of the above references, education was chosen as an independent variable to be tested in this study.

FARMING EXPERIENCE :

There are different arguments regarding the significance of farming experience on role perception and role performance of individuals. Makkar (1981) in his study

on characteristics and role of Farm Youth Leaders in the diffusion and adoption of agricultural technology, came across with a positive and significant relationship of experience with role performance.

Lesser the farming experience, greater the role performance of agricultural leaders as reported by Sethu (1981).

Reddy (1982) as well as Sobhana (1982) reported a non-significant association of experience with role perception and also with role performance.

Studies by Kaur (1983) showed positive and significant correlation between experience and role performance.

But, Hegde (1984) reported lack of significant association of experience with job performance. This was supported by Gowda (1985).

Srinath (1986) pointed out that experience had no association with the job perception of Horticultural Officers and Assistant Directors of Horticulture. Studies by Hegde and Channegowda (1989) revealed that experience had not influenced job performance.

These past studies indicated contradictory results in different situations and hence it was decided to test this

variable in the context of convenors of Group Farming Committees also.

FARM SIZE :

Sethu (1981) reported farm size to be significantly associated with role performance.

Studies by Seema (1986) revealed that size of holding was an important variable in explaining the variations in role perception.

Kubde et al. (1989), in their study on opinion leaders, found that persons having more farm size performed the role of opinion leadership better than others.

Farm size was selected as an independent variable based on these reviews.

MAIN OCCUPATION :

According to Kherde et al. (1972), father's occupation was positively and significantly associated with role performance.

Kaur (1983) reported that family occupation was significantly correlated with role perception of Gramasevikas in Punjab.

In the case of farm women, Seema (1986) found

occupation to be the only variable having significant negative relation with role perception.

Schooler et al. (1988) suggested that occupational commitment resulted in occupational self direction which lead to positive attitude towards work.

The above reviews were considered and hence it was decided to use farm size also as one of the independent variables.

ANNUAL INCOME :

Unless a person had adequate income to lead a comfortable life, he could not be expected to perform his duties satisfactorily.

Deb et al. (1968) in their study on rationality in decision making in the adoption of improved practices, revealed that rationality was related to farm income.

Seema (1986) discovered that income (from agriculture and other sources) had no significant relation with role perception or role performance.

SOCIAL PARTICIPATION :

Management as an occupation required working with other people, according to Schein (1983). Undoubtedly, this was precisely

what the convenor of a Group Farming Committee needed, not only for better exposure, but also for acting as an incentive to his group members.

Makkar (1981) found social participation was positively and significantly associated with role performance of farm youth leaders. The extent of role performance was higher with greater social participation of agricultural leaders, as reported by Sethu (1981).

Reports by Kubde et al. (1989) indicated that persons who showed more social participation performed the role of opinion leadership better than others.

COSMOPOLITENESS :

Singh (1973) reported that key communicators were distinctly characterised by more cosmopoliteness compared to communicators and non-communicators.

Kubde et al. (1989) pointed out that persons with high cosmopoliteness performed the role of opinion leadership better than others.

EXTENSION ORIENTATION :

The influence of contact with extension personnel and participation in extension activities on the perception and performance of an individual's role in different contexts has been studied by several social scientists.

Studies by Makkar (1981) revealed a significant association between extension contact and role performance.

Sethu (1981) found majority (55.88%) of agricultural leaders to have high participation in extension activities and 61.77 percent to have high degree of contact with extension agency. Thus, extension orientation was found to be significantly associated with role performance.

Maintaining regular and frequent contact with Agricultural Demonstrators was the role perceived and performed as most important by majority of contact farmers, as reported by Kareem (1984).

Seema (1986) noted that contact with extension agency was important in explaining the role perception and role performance of farm women.

COMMUNICATION BEHAVIOUR :

It is impossible to coordinate the efforts of group members without communication. The variable communication behaviour consisted of three dimensions namely information input, information processing and information output. Several research studies have been conducted in this field in the past.

The communication linkages in the flow of farm innovation studied by Balasubramaniam (1976) revealed that the client system evaluated the information received on HYVs of paddy mainly by "considering its profitability". Most of them discussed with friends and neighbours first& observed such crops grown in other holdings before taking the final decision. In addition, they also consulted Village Level Workers.

Vijayaraghavan (1976) in his study on communication behaviour of garden land and dry land farmers found that the most used methods of evaluation of an innovation by garden-land farmers were discussion with family members and consideration of availability of inputs as well as profitability. In the case of dry land farmers, discussion with family members, witnessing demonstration plots and consideration of profitability were the main methods adopted.

He further noticed that gardenland farmers communicated more information to their fellow farmers compared to dryland farmers.

While studying the communication sources and agricultural change in the rural communities of Nigeria, Obibuaku and Mustafa (1978) identified demonstrations, films and lectures to be more effective than other media which relied on reading ability among rural people.

Manoharan (1979), in his study on the role of leadership in agricultural development, reported that mass media exposure was significantly correlated with role performance, except in political leaders.

Reading of farm literature had positive and significant relationship with role performance of farm youth leaders, according to Makkar (1981).

Reddy (1982) reported that mass media participation was not associated with job perception. But it was positively and significantly associated with job performance.

Studies by Hegde (1984) indicated that the communication methods used and mass media exposure were not significantly associated with job performance.

Kareem (1984) reported that the role perception and role performance were positively and significantly correlated

with the interpersonal communication behaviour of contact farmers.

Sherief (1985) in his study on communication behaviour of non-contact farmers under T&V system found that they received most of the information on paddy cultivation from "other farmers" in the locality. The "contact farmers" came only next to other farmers as a source of information. Surprisingly, Agricultural Scientists were the least consulted sources of information. He also reported the increasing difficulty the non-contact farmers experienced as the complexity and cost implications of the messages increased.

Analysis of communication behaviour of tribal farmers by Subramoniam (1986) revealed that they experienced difficulty always with regard to the messages about control of termites, fertiliser application and improved variety. He further reported that majority of the farmers communicated information to "other farmers of the settlement" with personal talk during home visit.

Communication methods were not associated with job performance, as reported by Hegde and Channegowda (1989).

Studies by Kubde et al. (1989) revealed that persons with more mass media exposure performed the role of opinion

leadership better than others.

TRAINING :

There are many problems that are chronic to any group, but members and leaders are often unaware both of the problem and of the fact that the problems can be overcome through training. Many times experiential methods are being used of the participants. Apart from this, there are traditional methods of training such as lectures, readings, demonstrations and practice.

Reddy (1982) reported that training was associated with job perception and job performance of Agricultural Assistants in Karnataka.

A positive and nonsignificant relation between training and role performance was reported by Sobhana (1982). At the same time, she found training to be negatively related with role perception.

Studies by Hegde (1984) revealed a nonsignificant association between training and role perception.

The training received by Extension Guides was not related with job perception, although it had a positive significant correlation with job performance. Islam et al. (1987) identified lack of training as one of the reasons for the low performance of Barangay Council officials.

A significant association of training with role perception was reported by Umesha (1987) in the case of Agricultural Assistants.

Training would help to increase commitment, develop a diagnostic approach to interpersonal and organisational situations and to study and influence group processes. These are the basic aspects expected out of the training programmes in the case of convenors of Group Farming Committees. As a consequence, it was decided to test the influence of training on the role perception and role performance of the convenors.

TRAINING NEED :

A study on attitude of trainees of refresher and higher training programmes by Somayajulu (1972) indicated that the trainees had highest mean scores on attitude towards training methods.

In a study on job related pre-service training needs of Village Level Workers by Chowkidar and Sharma (1974), majority of the respondents suggested that the training imparted was inadequate and efforts should be made to train the different categories of Village Level Workers differently where their training needs differed significantly, but to train at the same level where the differences were not significant.

While analysing the training needs of Village Level Workers, Menon and Annamalai (1975)discovered that in-service training was needed in subjects related to their job competency. As per the opinion of Village Level Workers, training should be conducted once in two years for a period of one or two months either at Agricultural College or at Rural Development Training Centre through lecture method or personal contact with superiors or specialists. The researchers also noticed that education level of VLWs influenced the general area of knowledge in which they needed training.

Murthy and Somasundaram (1989) reported that Village Extension Officers required specialised training to develop job perception.

INNOVATIVENESS :

Innovativeness of an individual depends upon the relative advantage, complexity, observability and trialability of a new practice. All these would affect the perception and performance of an individual in his role. Some references related to the topic are given below.

The greater the innovativeness, the more would be the extent of role performance, as reported by Sethu (1981).

According to Schein (1983), people's needs to be conformist, rebellious or innovative were tied in complex ways to their underlying motive system and such needs changed over the course of their career. He also stated that later stages of career produced more tendency to become either role innovative or conformist depending upon the degree to which the individual remained work involved.

Studies by Kubde et al. (1989) revealed that persons with higher innovativeness performed the role of opinion leadership better than others.

KNOWLEDGE :

A number of studies have been conducted in the past to test the relationship of knowledge about subject matter with his role perception and role performance.

Kherde and Sahay (1972) reported that knowledge of multiple cropping was positively significant to the role performance of Village Level Workers. Knowledge level of agricultural technology had positive and significant relationship with role performance of farm youth leaders, as reported by Makkar (1981).

Devi and Reddy (1984), in their study on role expectation and role performance of farm women discovered that knowledge in management and role expectation and role

performance of rural women in farm activities had no relationship.

Higher level of knowledge contributed significantly to the role performance of contact farmers, as found by Jayaramaiah et al. (1985). Seema (1986) observed that knowledge in farming contributed significantly to variations in role perception.

According to Murthy and Somasundaram (1989) knowledge about T & V system contributed to the role performance of Village Extension Officers.

SELF CONFIDENCE :

Subhalakshmi and Singh (1974) reported that effective Gramasevikas were more confident compared to the ineffective ones, while studying the job satisfaction of Gramasevikas. Khare (1976) emphasised the role played by confidence in the success of a creator/innovator.

One's perceptions of one's own talents was one of the most important part of one's self concept as discovered by Schein (1983).

The maturation and role perspectives on aging and self through adult years was studied by Gove et al. (1989). They found that with age, there was an increase in life

satisfaction and self esteem and a decrease in meaninglessness. The older persons were well adjusted and more ease socially. Their self concepts appeared to contain more positive attributes and were somewhat better integrated.

ECONOMIC MOTIVATION :

Studies in the past had shown that lack of monetary benefits would hamper the adoption of a new practice in any field.

Das and Sarkar (1970), while studying the economic motivation and adoption of farming practices, stated that higher the economic motivation, more would be the favourable attitude towards improved farming practices and their adoption.

The economic motivation was medium among majority of agricultural leaders, as reported by Sethu (1981).

Kobzack (1990), in his study concerning the engineer on the land and social factors influencing the efficiency of his work, noticed that attitude towards work depended on moral and material incentives to improve productivity.

Barkley et al. (1991) in their study on self interest among Kansas farm operators found that they supported agricultural and other policies that yielded direct benefit

to those involved in production agriculture, were less enthusiastic about policies that had less direct effects and were opposed to policies that had a negative economic impact on themselves.

ATTITUDE TOWARDS THE PROGRAMME :

The attitude an individual possessed towards his work position was expected to influence his perception and performance of his roles. There were several references supporting it in the earlier studies.

Kherde and Sahay (1979), while studying the role performance of Village Level Workers noticed the attitude towards beaurocracy to be positively significant to role performance.

Family's attitude towards the job influenced the job satisfaction of Agricultural Extension Assistants as found by Karami (1981).

According to Sobhana (1982), attitude towards farming had positive and significant relationship with role perception and role performance. Seema (1986) reported that attitude towards farming was negatively but significantly related with role performance.

The psychological effect of traditional and economically peripheral joint job settings in Japan was put

to test by Schooler et al. (1988). It revealed that occupational self direction promoted positive attitude towards work by leading a higher level of occupational commitment and job satisfaction.

Reports by Kobzak (1990) indicated that utilisation of production potential of engineering and technical staff in agriculture depended on their attitude towards work.

In the light of the above mentioned reviews, attitude towards the programme was selected in this study as an independent variable.

CONSTRAINTS IN THE IMPLEMENTATION OF PROGRAMME :

Even though organisational roles demand only certain limited activities from each person, Schein (1983) stated that it was the whole person who came to work, who brought with him many attitudes, feelings and perceptions which do not clearly fitted into its plan. As he worked with others, informal agreements and patterns of coordination were developed which went beyond the roles specified by the organisation. In fact, such informal procedures were developed precisely to cope with problems, formal procedures and regulations failed to resolve.

Khosla (1966) reported that administration was top

heavy and there was undue pressure on Village Level Workers from superior officers to achieve unrealistic physical target.

Mundra (1966), while studying the role, job and training of Agricultural Extension Officers discovered that planning of agricultural programmes on the basis of felt needs of village people and implementing them according to certain sources was done by only 30 percent.

Sobhana (1982) reported lack of recognition for good work, late sanctioning of programmes and budget and reluctance of farmers to adopt improved methods of cultivation as seriously felt problems.

Somasundaram (1983) identified the barriers of Agricultural Officers in T & V system as non-involvement of commercial banks, cooperative societies and government agencies, absence of contact farmers during visits, lack of time to attend the urgent farmers' need due to his fixed programme and "fuel ceiling".

Katteppa (1984) discovered that majority of subject matter specialists in T & V system were dissatisfied regarding the facilities under the system viz., transport, residential accommodation, travelling allowances, removal and recognitions.

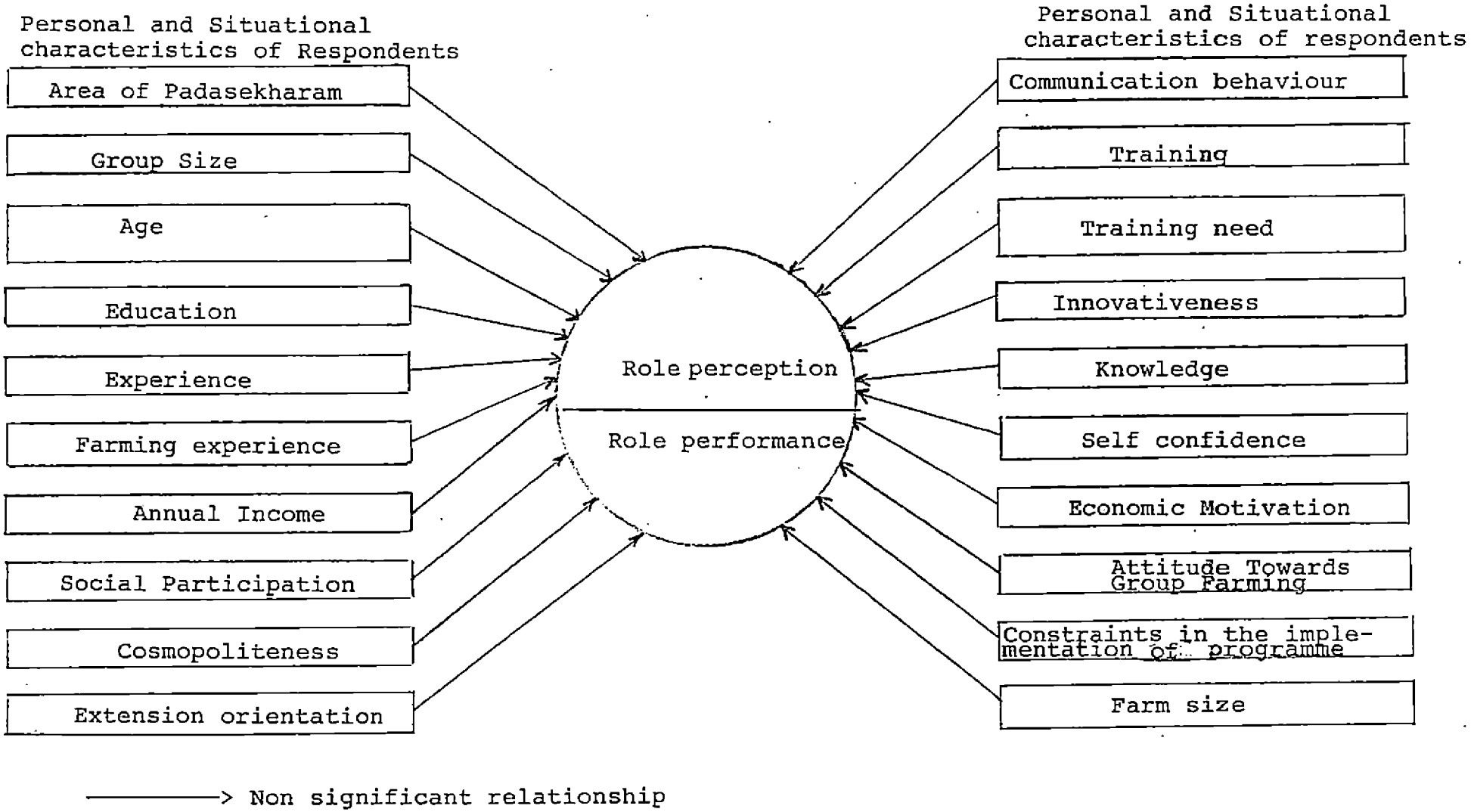
As evidenced from the references mentioned, constraints were expected to exist in any programme or organisation making the perception and performance of individual not upto the level. Hence it was selected as an independent variable in this study also.

CONCEPTUAL FRAME WORK :

The essential function of a convenor of Group Farming Committee is to act as a leader or manager of the group. An effective leader is one who takes an interest in his men, enjoys their confidence, able to carry out the requirements of his role and still maintain good relations with his subordinates (Tannenbaum, 1966). At the same time, he should understand some common perceptual fallacies in order to achieve increased personal awareness, which, inturn, should result in better management. The test of management is performance.

The conceptual framework of this study assumes that role perception and role performance of the convenors of Group Farming Committees are influenced by their selected personal and situational characteristics as well as the constraints experienced in the implementation of the programme. The theoretical framework of the study is given in Fig.1.

FIG.1 - CONCEPTUAL FRAMEWORK OF THE STUDY



Based on the review of literature and conceptual framework, the following hypotheses were derived for the study :

1. There would be no variation in the role perception and role performance of the convenors of Group Farming Committees.

2. There would be no significant relationship between the role perception and role performance of the convenors.

3. There would be no significant relationship between the personal and situational characteristics of the convenors and their role perception and role performance.

METHODOLOGY

CHAPTER - III

METHODOLOGY

This chapter on methodology presents a general description of the methods and procedures followed in conducting the study which is covered under the sub headings such as the research design, locale of the study, selection of respondents, operationalisation and measurement of variables, techniques of data collection and statistical tools used.

3.1 Research Design :

The research designs are developed to enable the researcher to answer research questions as validly, objectively, accurately and economically as possible. This study, with the main objectives of measuring the role perception and role performance of the convenors of Group Farming Committees was conducted adopting an expost-facto research design. Expost-facto research is a systematic empirical inquiry in which the scientist does not have direct control of the independent variables because their manifestations have already occured or because they are inherently not manipulable.

Inferences about relations among variables are made, without direct intervention, from concomitant variation of

independent and dependent variables. In this research study, since the manifestations of the independent variables had already occured and there was no scope for manipulation of any variable, expost-facto research design was resorted to.

3.2 Locale of the Study :

The districts of Palakkad and Thrissur were chosen for the study as these two ranked first and second, respectively, among the fourteen districts in the state in the case of total area under paddy. As Palakkad and Wadakkanchery were the blocks with maximum paddy area under the two districts, they were selected for conducting the study.

3.3 Selection of respondents :

Two separate lists of convenors of Group Farming Committees were prepared for each block and 75 respondents each from these blocks were drawn using simple random procedure. Thus the sample consisted of 150 respondents.

3.4 Data Collection :

Independent variables were selected based on the discussion with experts from the university as well as the Department of Agriculture, field level extension functionaries, progressive farmers and also on the basis of the pilot study.

Arbitrary scales were developed after discussion with

experts and subjecting the items for judges rating to prepare the measurement devices of independent variables in the structured schedule. The scale items for the dependent variables such as role perception and performance were subjected to pre-testing on a set of 30 non-sample respondents. Based on the analysis of this pre-testing, necessary modifications were made on the items to finalise the measurement devices. The structured interview schedule consisting of scales to measure dependent and independent variables was then translated to the regional language, i.e., Malayalam to make the data collection objective and uniform. All the 150 respondents were personally interviewed by the researcher.

3.5 Operationalisation and measurement of variables :

3.5.1 Operationalisation and measurement of dependent variables :

The success of Group Farming depends to a large extent on the effectiveness with which groups are organised and managed. In order to accomplish the objectives set forth, it is needless to say that an efficient leadership would be vital for the group to function cohesively and meaningfully. In this context, full time farmers are selected to act as convenors of the Group Farming Committees to perform the following responsibilities such as convening the meetings of the group periodically, act as the chief executive, maintain

all records of the group, arrange the supply of inputs and provision of common service and operate the funds of the group.

It is much obvious that unless these convenors perceive the roles prescribed by the organisation, as well as expected by the farming community along with a satisfactory performance of these roles, the very purpose of Group Farming could not be achieved.

ROLE PERCEPTION :

Role perception was operationally defined as the degree to which the convenors of Group Farming Committees perceive their role as envisaged under the programme as well as expected by the farming community. To measure this a list of all possible roles to be played by them was collected by reviewing the documents published by Department of Agriculture, by consulting the officers of Department of Agriculture as well as a few farmers who were members of Group Farming Committees in a non sample area. After editing and pretesting 12 roles were finally selected to be included in the scale.

At the time of interview, the respondents were asked to indicate their perception regarding the importance of these roles for a convenor of Group Farming Committee. The response to each role was obtained on a three point continuum. The scoring pattern used by Kareem (1984) was

used here as follows :

Sl.No.	Category of Response	Score
1.	Most important	3
2.	Important	2
3.	Least important	1

The role perception score of an individual was obtained by adding up the scores on each item in scale.

ROLE PERFORMANCE :

Role performance of the convenors of Group Farming Committee decides the actual success of the programme.

Role performance was operationally defined as the extent to which the convenors of Group Farming Committees perform their roles as envisaged in Group Farming programme as well as expected by the farming community. In the present study, the role performance of the convenors was measured by asking the respondents to indicate how frequently they performed the identified roles. The responses were obtained on a three-point continuum ranging from 'always' to 'never'. The scoring of different response categories adopted by Kareem (1984) was followed here also.

Sl.No.	Category of Response	Score
1.	Always	2
2.	Occasionally	1
3.	Never	0

The total role performance scores of respondents were obtained by adding up the scores corresponding to the response pattern on each item in the scale.

3.5.2 Measurement of independent variables :

Based on the review of past studies and discussion with experts of the university suitable measurement devices were selected and used with appropriate modification, where ever necessary for the measurement of each independent variable in this study.

3.5.2.1 Personal and Situational Characteristics :

AREA OF PADASEKHARAM UNDER THE CONVENOR :

This was operationally defined as the extent of land area under rice cultivation owned by all the members of the group put together.

GROUP SIZE :

This indicated the number of farmers who had registered their names in the Group Farming Committee.

AGE :

It was operationalised as the number of years completed by the respondent at the time of investigation.

EDUCATION :

This indicated the level of formal education of the respondent, which was quantified using the procedure adopted by Karippai (1988) with some modifications.

Sl.No.	Category of Response	Score
1.	Functionally literate	1
2.	Lower Primary Level	2
3.	Upper Primary Level	3
4.	High School Level	4
5.	Pre-degree or its equivalent	5
6.	Degree or its equivalent	6
7.	Post Graduate	7

FARM SIZE :

Farm size was defined as the area of land in hectares under rice cultivation both owned and cultivated by the respondents.

FARMING EXPERIENCE :

Experience in rice cultivation was operationalised as the number of years a farmer has been involved in rice cultivation in his land, similar to the treatment given by Seema (1986).

MAIN OCCUPATION :

This was operationally defined as the vocation from which the convenor derives major part of his income. It was scored as follows :

Sl.No.	Category of Response	Score
1.	Agriculture	2
2.	Service	1
3.	Business	1
4.	Others	1

ANNUAL INCOME :

This was defined as the total earning of the respondent from both agricultural and non agricultural sources in an year expressed in terms of rupees. The agricultural sources included income from cultivation of different crops and allied enterprises, while non agricultural sources included income from service, business and such other vocations. The procedure followed by Seema (1986) was used here.

SOCIAL PARTICIPATION :

Sadamate (1978) defined social participation of the respondent as participation in social institutions as a member or as an office bearer.

Social participation was operationalised in this study as the extent of involvement of an individual in any formal organisation in his community. The scale used by Karippai (1988) was followed here with modification to suit this study. The social participation was measured in terms of the membership of the individual in the organisations as well as his frequency of participation in its activities. The scoring pattern of this variable was done as follows.

(i) Membership or official position in organisations (Such as panchayats, cooperative societies, youth clubs, voluntary organisations, political party, trade unions, library and others).

Sl.No.	Category of Response	Score
1.	Office bearer of more than one organisation	5
2.	Member in more than one organisation and office bearer in any one organisation	4
3.	Member and office bearer in one organisation	3
4.	Member in more than one organisation	2
5.	Member in one organisation	1
6.	Not a member in any organisation	0

(ii) Extent of participation in the activities of the organisations

Sl.No.	Category of Response	Score
1.	Whenever conducted	2
2.	Occassionally	1
3.	Never	0

The scores (i) and (ii) were added to get the score of social participation of a respondent.

COSMOPOLITENESS :

In this study, cosmopoliteness was operationally defined as the tendency of the respondent to be in contact with the outside world, based on the belief that all the needs of an individual could not be satisfied within his own community.

The procedure followed by Kanagasabapathi (1988) was used with slight modification to measure the extent of cosmopoliteness. The two dimensions of the variable measured were :

i) The purpose of visit to the nearest town in a month.
ii) The frequency of visit to the nearest town.

i) Purpose of Visit :

The following items with the scoring procedure were used to measure this dimension.

Sl.No.	Category of Response	Score
1	All visits related to agriculture	3
2.	Mostly related to agriculture	2
3.	Entertainment and other personal purpose	1
4.	For the purposes of other people	1

ii) Frequency of Visit :

The frequency of visit was measured with the following items and scoring procedure.

Sl.No.	Category of Response	Score
1.	Twice or more a week	5
2.	Once a week	4
3.	Once in a fortnight	3
4.	Once in a month	2
5.	Occasionally	1
6.	Never	0

The scores obtained for both the items were added together to get the score for the extent of cosmopoliteness.

EXTENSION ORIENTATION :

This was operationally defined as the extent of contact of the convenors of Group Farming Committees with extension personnel and their participation in extension activities. The method followed by Kareem (1984) was used here for quantifying this variable. The extension orientation was measured on two dimensions viz., extension contact and extension participation.

Extension contact was operationalised as the frequency of contact of the individual respondents with different extension personnel. The extension personnel included in the study were Assistant Directors of Agriculture, Agricultural Officers and Agricultural Assistants. The frequency of contact was assessed by using the scoring procedure of Kareem (1984) with slight modification.

Sl.No.	Category of Response	Score
1.	Twice or more a week	4
2.	Once a week	3
3.	Once a fortnight	2
4.	Once a month	1
5.	Never	0

Extension participation was defined as frequency of participation of the individual respondents in different extension activities conducted for the past one year. Extension activities conducted to evaluate the extension

participation of the respondents were study tours, seminars, farm fair, meetings of the group, demonstrations and others.

The respondent's participation in the above extension activities for the past one year was the index used to arrive at extension participation scores as below :

Sl.No.	Category or Response	Scores
1.	Attended whenever conducted	2
2.	Attended occasionally	1
3.	Never attended	0

The scores obtained for both the sub-items by each respondent were calculated and the total score for extension orientation was obtained by summation of these two scores.

COMMUNICATION BEHAVIOUR :

Communication behaviour had been operationalised by different researchers in different ways.

Katz and Lazarsfeld (1955) measured communication behaviour from literary and reading habits of the respondents.

Singh and Sahay (1970) defined communication behaviour of farmers as their information seeking habits based on the use of information sources such as personal-localite, personal-cosmopolite and mass media sources.

Pandyaraj (1978) measured communication behaviour of Junior Agricultural Officers of Kerala in terms of information input, information processing, information output and information feed back indices. Communication behaviour index was a composite measure of all these indices in terms of information encoding and decoding.

Somu et al., (1978) quantified the communication behaviour of opinion leaders as the extent to which opinion leaders were exposed to the messages through different sources and channels. The communication behaviour of convenors of Group Farming Committees was measured in this study as a composite of the following specific activities.

i) Information input pattern.

ii) Information processing consisting of information evaluation and storage.

iii) Information output pattern consisting of self use and communication to fellow farmers.

These are briefly explained below :

Information Input :

This was operationalised as the 'frequency' of receipt of information by the convenors about improved cultivation practices. from different information sources. The communication sources/channels were Group members, Sales representatives, Co-operative Society Secretaries, Agricultural Assistants, Agricultural Officers, Agricultural Scientists, Circular letters, Farm magazines, Training programmes,

Newspaper columns, Demonstrations, Radio, Agricultural films and Field lectures.

The information input pattern was measured on the dimensions such as frequency of information input pattern, extent of information obtained and extent of usefulness of information.

Frequency of Information :

The respondents were asked to indicate the response on a three-point continuum ranging from regularly to never. The scoring was as follows :

Sl.No.	Category of Response	Score
1.	Regularly	2
2.	Occasionally	1
3.	Never	0

Extent of Information :

Extent of information obtained from various sources was measured as follows :

Sl.No.	Category of Response	Score
1.	Enough information	2
2.	A little information	1
3.	No information	0

Extent of usefulness of Information :

To measure the extent of usefulness of information, here also, a three point continuum was used. The scoring pattern was as given below.

Sl.No.	Category of Response	Score
1.	Very useful	2
2.	Somewhat useful	1
3.	Not useful	0

The sum of scores obtained by the respondent for these three dimensions constitute the score for information input pattern.

Information Processing Pattern :

This was considered by Sanoria and Singh (1976) for a study on communication pattern of extension personnel as all the activities performed by an individual for evaluation, storage and transformation of scientific and technical information related to agricultural technology. Ambastha and Singh (1976) also defined it in the same manner.

The information processing pattern in this study comprised of information evaluation and information storage as measured by Kareem (1984).

Information Evaluation :

The information from different sources is evaluated using past experiences, by holding discussions with family members, other members of the group, with Agricultural Assistants, with Agricultural Officers or with Agricultural Scientists, by seeing demonstrations, by seeing the crop on other farmers' fields, by thinking the suitability of information to own farm and by looking into the economic and technical feasibility.

A score of one was given for each item agreed upon by the respondent. The number of items agreed upon was then counted which constitute the total score for information evaluation.

Information Storage :

This was measured by requesting the respondents to indicate whether they store the information collected from different sources in their memory alone and/or by writing in a notebook and/or by preserving printed information. Each of the methods followed by the respondent was scored one. Thus the score of the respondent was calculated.

By summing up the scores for these two sub-dimensions the score for information processing pattern for each convenor of Group Farming Committee was obtained.

Information Output Pattern :

This was operationalised as the frequency of utilisation of different communication methods by the convenors for dissemination of technical information related to paddy cultivation. It comprises two sub-dimensions namely self use and communication to fellow farmers. The package of practice recommendations regarding the variety of seed, land preparation including the application of FYM, seed treatment, nursery management, transplanting of crop, manuring, water management and plant protection were the items selected for both sub dimensions. Scoring procedure for both sub dimensions is the same as that of information processing pattern. Total of these two is the score for information output. Thus, the total score for communication behaviour of each convenor of Group Farming Committee was the sum of scores obtained for information input, information processing and information output.

TRAINING :

In the present study, for the measurement of this variable, the number of trainings received by the convenor on various aspects of agriculture were considered. The scoring procedure by Pandyaraj (1978) was adopted in this case also. A score of one was given for each training received by the convenor.

TRAINING NEED :

A simple statistical tool for assessment of training need called Training Need Quotient was used which accommodates variation in a number of items checked and arranged from 0 to 100. The formula for computation of TNQ is as follows :

$$TNQ = OSIJ/MSIJ \times 100$$

Where OSIJ = Sum of observed scores of J^{th} individual for the i^{th} item.

MSIJ = Maximum score attributable to the I^{th} item rated by J^{th} individual.

TNQ was calculated for a number of items such as type of training, organisation to conduct training, method of training, duration of training, suitable season for training and the areas which require training. To measure these items, the scoring pattern followed is given below.

Sl.No.	Category of Response	Score
1.	Most preferred	2
2.	Somewhat preferred	1
3.	Least preferred	0

The type of training could be institutional or field based. Kerala Agricultural University, Dept. of Agriculture or any other institution suggested by respondent could conduct training. The different methods of training

suggested were lecture, group discussion, field trip, study tour or demonstrations. Duration of training could vary from "one day" to "above one month". Areas which required training were crop management, water management, use of fertilisers, crop protection, group management, utilisation of credit and schemes of different agencies and maintenance of records. The scoring pattern by Kanagasabapathi (1988) was adopted here.

Sl.No.	Category of Response	Score
1.	Most essential	3
2.	Essential	2
3.	Least essential	1

INNOVATIVENESS :

Pillai (1983) defined innovativeness as the behaviour pattern of farmers who have interest in and desire to seek changes in farming techniques and to introduce such changes into their operations when these are practical and feasible. This definition was accepted for this study also.

Self rating innovativeness scale used by Krishnankutty (1988) was adopted to measure the innovativeness of the respondent convenors. The scale consisted of three sets of statements with weights 3,2 and 1 indicating high, medium and low degrees of innovativeness. After obtaining the most - least choices for each of the three sets of statements, the

scoring was done by summing up the ratios of the weight of "most like" statement to the weight of "least like" statement.

$$\text{Innovativeness} = \frac{\text{Score of "most like" statement for the respondent}}{\text{Maximum possible score}}$$

KNOWLEDGE :

For the purpose of this study, knowledge was operationalised as the knowledge status of the respondent in the cultivation of paddy, in different practices such as seed variety, diseases, plant protection chemicals, seed treatment, soil testing and fertiliser application. Eleven questions were framed on the above mentioned topics and each correct answer was scored one. The total number of correct answers were summed up to get the knowledge score of the respondent. The procedure followed by Khanal (1986) was adopted with suitable modifications.

SELF CONFIDENCE :

In the present study, for the measurement of this variable, a list of items explaining his ability and initiative to achieve his goals was prepared. Some of the items included were selected from a list of items used by Pandyaraj (1978). The responses were obtained on a three point continuum ranging from 'agree' to 'disagree'. These

responses were scored as follows :

Sl.No.	Category of Response	Score
1.	Agree	2
2.	Undecided	1
3.	Disagree	0

The self confidence score was obtained by adding up the respective scores of the response patterns by the respondents.

ECONOMIC MOTIVATION :

Economic motivation may be regarded as an indication of the degree of willingness of a convenor for investment of his available potential resources in adopting farm innovations. It was operationally defined as the extent to which a convenor was oriented towards profit maximisation and the relative value he placed on monetary gains.

A list of five statements were selected from review of literature based on their relevance to the convenors and the respondents were asked to indicate their response to these statements on three point continuum. Scoring pattern by Kunchu (1989) was followed with slight modifications.

Sl.No.	Category of Response	Score
1.	Agree	2
2.	Undecided	1
3.	Disagree	0

The scores were then added up to get the total score for the variable.

ATTITUDE TOWARDS GROUP FARMING PROGRAMME :

In this case, attitude was operationally defined as the degree of positive or negative effect of the convenor towards the Group Farming Programme. To measure this variable, the procedure by Sulaiman (1989) was used with changes. The statements regarding different aspects of Group Farming programme were collected from all possible sources. They were written carefully to include the universe of content about Group Farming programme. The irrelevant statements were then edited out and eight most relevant statements, including both positive and negative ones were finally accepted and arranged randomly to form this arbitrary measurement device.

In the final format of the scale, there were three columns representing a three point continuum.

Sl.No.	Category of Response	Score
1.	Agree	2
2.	Neutral	1
3.	Disagree	0

After getting the response, scoring was done by the method suggested by Eysenck and Crown (1949). The total score of the respondent was the sum of the scores of all statements.

CONSTRAINTS IN THE IMPLEMENTATION OF PROGRAMME :

A tentative list of possible constraints confronted by the convenors at organisational, supplies and service, group, personal and technical level was prepared in consultation with experts of Kerala Agricultural University, officials of State Department of Agriculture, farmers and relevant literature.

The selected 22 constraints were administered to the respondents and were asked to indicate their response in terms of their importance on a four point continuum as "most important", "important", "least important" and "unimportant" with scores 3,2,1 and 0, respectively. Based on the responses, the total score for each respondent was found out by adding up the individual item scores.

STATISTICAL METHODS USED :

The data collected from 150 convenors of Group Farming Committees were tabulated and analysed using the following statistical methods.

PEARSON'S PRODUCT MOMENT CORRELATION :

This correlation coefficient was used to study the nature and degree of relationship between each of the personal and situational characteristics of the respondents and the dependent variables. The relationship between the two dependent variables were also studied using the same method. The computed value of "r" was tested for its significance using the table value at n-2 degrees of freedom.

STEP-WISE REGRESSION ANALYSIS :

This was done to know the relative effect of the independent variables in predicting each dependent variable and for elimination of unimportant variables. Thus, the best sub set of variables were selected.

MULTI VARIATE PATH COEFFICIENT ANALYSIS :

Path Analysis originally developed by Wright (1921) followed by Li (1955), and Singh and Chowdhary (1979) was made use of to know the nature of influence with direct or indirect effect of the personal and situational

characteristics exerted on the dependent variable in the prediction model.

SIMPLE PERCENTAGE ANALYSIS :

This method was used to classify the respondents characteristics into two categories viz., high and low.

Mean and less than mean = Low

Greater than mean = High

Percentages of each category were worked out for every characteristic.

Statistical analysis was done using the computer facilities available in the College of Horticulture, Vellanikkara.

RESULTS AND DISCUSSION

CHAPTER - IV

RESULTS AND DISCUSSION

This chapter deals with the results obtained in this study and the discussion based on the results. Keeping the objectives in view, the findings as well as the discussion on them are presented in the following sequence.

1. Distribution of respondents based on their personal and situational characteristics.
2. Distribution of respondents based on their role perception and role performance.
3. Influence of personal and situational characteristics on the role perception of respondents.
4. Influence of personal and situational characteristics on the role performance of respondents.
5. Relationship between role perception and role performance of respondents.

4.1 Distribution of Respondents Based on Their Personal and Situational Characteristics :

An attempt was made to know the distribution of respondents based on the personal and situational characteristics and the results are presented in Table - 1.

TABLE - 1

Distribution of Respondents Based on Their Personal and Situational Characteristics

Variable Number	Characteristic	Category	Range	Frequency	Percent
1	Area of Padasekharam under the convenor	Low	< 46.08	96	64
		High	46.08 & above	54	36
2.	Group Size	Low	<83	87	58
		High	83 & above	63	42
3.	Age	Low	<47	67	44.67
		High	47 & above	83	55.33
4.	Education	Low	<3.51	66	44
		High	3.51 & above	84	56
5.	Farming Experience	Low	<25	77	51.33
		High	25 & above	73	48.67
6.	Main Occupation	Non-agricultural	1	43	28.67
		Agricultural	2	107	71.33
7.	Annual Income	Low	<13246.67	96	64
		High	13246.67 & above	54	36
8.	Social participation	Low	<5	62	41.33
		High	5 & above	88	58.67
9.	Cosmopoliteness	Low	<6	47	31.33
		High	6 & above	103	68.67

Variable Number	Characteristic	Category	Range	Frequency	Percent
10	Extension Orientation	Low	< 14	59	39.33
		High	14 & above	91	60.67
11	Communication behaviour	Low	< 57	76	50.67
		High	57 & above	74	49.33
12	Training	Low	< 0.15	126	84
		High	0.15 & above	24	16
13.	Training need	Low	< 46.53	77	51.33
		High	46.53 & above	73	48.67
14.	Innovativeness	Low	< 0.59	59	39.33
		High	0.59 & above	91	60.67
15	Knowledge	Low	< 6	74	49.33
		High	6 & above	76	50.67
16	Self Confidence	Low	< 5	87	58
		High	5 & above	63	42
17	Economic motivation	Low	< 14	56	37.33
		High	14 & above	94	62.67
18	Attitude towards Group Farming	Low	< 9	48	32
		High	9 & above	102	68
19	Constraints in the implementation of programme	Low	< 24	74	49.33
		High	24 & above	76	50.67
20	Farm size	Low	<0.72	85	56.67
		High	0.72 & above	65	43.33

A perusal of Table-1 revealed that majority of respondents were in high category in the case of 11 variables, namely age, education, main occupation, social participation, cosmopoliteness, extension orientation, innovativeness, knowledge of rice cultivation, motivation, attitude towards Group Farming and constraints experienced in the programme. Maximum number of respondents (71.33 percent) in high category was observed for the variable main occupation followed by cosmopoliteness (68.67 percent), attitude towards Group Farming (68.0 percent) and economic motivation (62.67 percent). Extension orientation and innovativeness also had a good majority of respondents (60.67 percent) in high category. More than 50 percent of the respondents were in high category in the case of social participation (58.67 percent), education (56 percent), age (55.33 percent), knowledge (50.67 percent) and constraints (50.67 percent). With regard to the rest of the variables, less than 50 percent of the respondents were in high category. Among them maximum number of respondents (84 percent) in the low category was found in the case of the variable training followed by area of padasekharam under the convenor and annual income (64 percent).

A close observation of the profile of the sample presented above, indicated that the sample was, more or less, following an even distribution except for a few variables.

Further it could be observed from the results that main occupation was predominantly agriculture for the entire sample as indicated by the good number of respondents in the agriculture group. Only very few of them were engaged in business, service or any other occupation. The fact that they devoted most of their time to agriculture might also have contributed for their selection as a convenor.

Similarly, the sample showed a good standing in the case of cosmopoliteness and attitude towards Group Farming. For the successful implementation of Group Farming Programme the convenor had to have a net work of contacts outside his social system. Unless he had a positive attitude towards the programme, he could not perform any of his roles. Therefore, it was only natural that cosmopoliteness and attitude towards Group Farming were in the high category for majority of the convenors which would have made them to put more managerial efforts in farming. Likewise, economic motivation was also high for most of the convenors.

Extension orientation and innovativeness among the convenors were found to be high since most of them visited the Krishi Bhavans frequently and willingly tried out the latest cultivational recommendations of Department of Agriculture and Kerala Agricultural University.

From the Table it is clear that 58.67 percent of respondents are in high category with regard to social participation. Participation in social activities was inevitable for performing the role of convenor satisfactorily. Moreover, a person active in the field of agriculture was least likely to restrict his activities to that field alone. Hence this finding was quite logical.

The sample showed that 56 percent of the respondents were in high category for the variable education. Kerala being the state with the highest literacy level in the country, this result was least surprising.

The level of knowledge of the convenors was also high which could be attributed to their high educational level, extension orientation and innovativeness. The meetings arranged by Krishi Bhavans and Command Area Development Authority might also have contributed to it.

It is to be noted that for the variable training, most of the respondents were found accumulated in low category. The probable reason might be that very few trainings had been conducted by the Department of Agriculture and attended by these convenors. The variables area of padasekharam under the convenor and annual income had their respondents more in the low group. The area of padasekharam was reduced to make

the programme more effective. Since majority of farmers had less than one acre of land, their annual income was also low. Two other variables that showed majority of respondents in low category were group size and self confidence. Group size was kept minimum for the same reason as that of area under convenor. It was the popular belief that smaller the group, better it's performance. The self confidence of convenors was low probably due to their lack of training in farming, low annual income and low experience.

4.2 Distribution of Respondents based on their Role Perception and Role Performance :

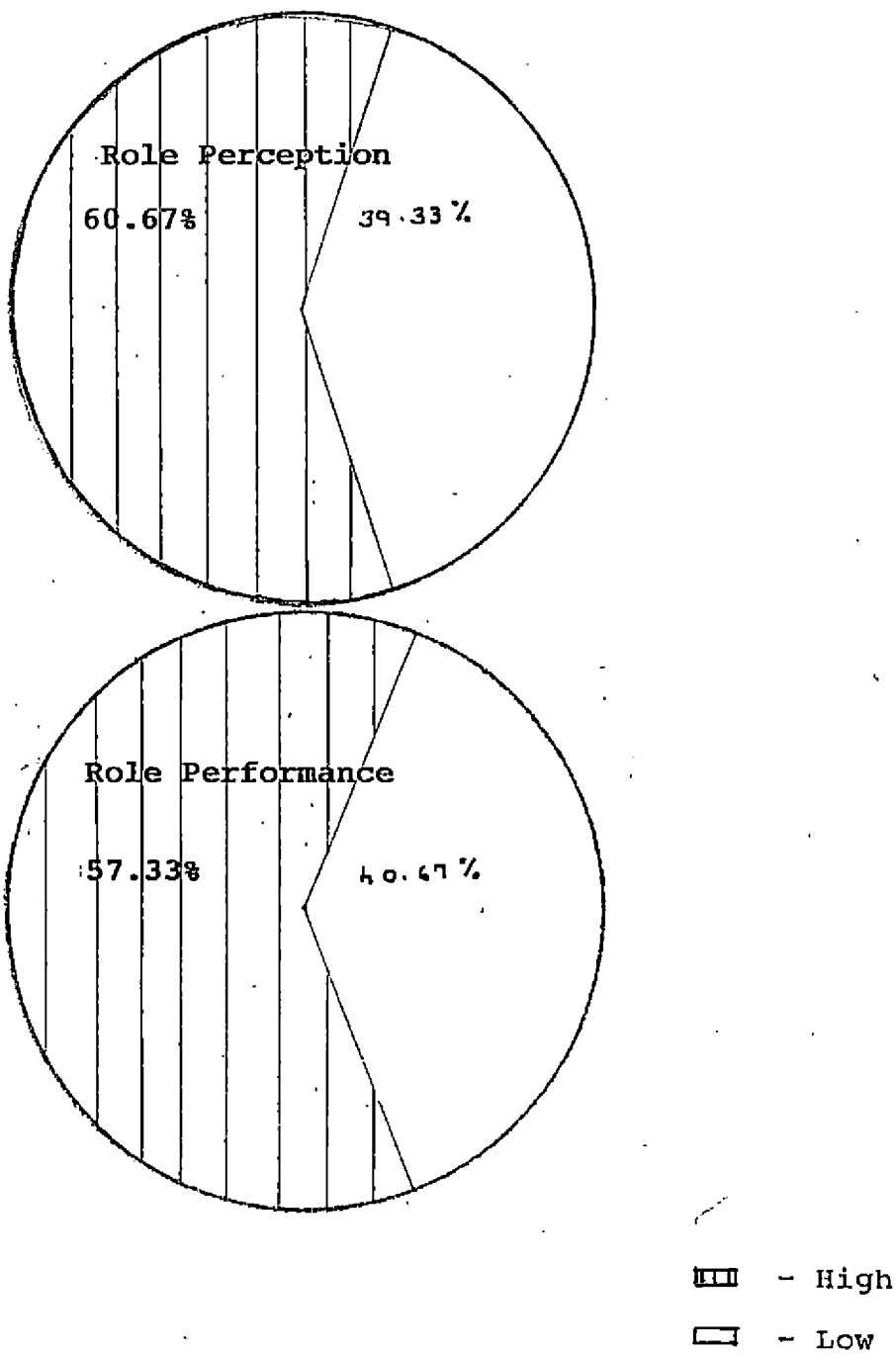
Table-2 clearly indicates that majority of respondents were in high category with regard to both role perception and role performance.

TABLE - 2

Distribution of Respondents Based on Their Role Perception and Role Performance

Variable No.	Characteristic	Category	Range	Frequency	Percent
14	Role Perception	Low	<23.17	59	39.33
		High	23.17 and above	91	60.67
15	Role Performance	Low	<15.74	64	42.67
		High	15.74 and above	86	57.33

Fig. 2 - Pie Diagram showing the distribution of respondents based on their role perception and role performance.



There could be many reasons for the high role perception and role performance of convenors. One reason may be that both the districts selected had implemented the programme from 1989 itself. Intensive efforts had been made by the Department of Agriculture for the successful implementation of the programme. This might have given the convenors a fairly good idea about their roles. Another reason could be that the majority of these convenors had agriculture as their main occupation. They also had a positive attitude towards the programme. This might have stimulated them to make a sincere effort to complete their term of office successfully. The high cosmopoliteness, extension orientation, innovativeness and social participation might also have contributed to the perception and performance of their roles as convenors. The high category of constraints may be due to various physical impediments, lack of cooperation from group members, political interference etc., in performing their roles as convenors.

4.3 Influence of Personal and Situational Characteristics on the Role Perception of Respondents :

The results obtained from simple correlation co-efficients, multiple regression analysis and path analysis were taken into consideration for analysing the influence of

personal and situational characteristics on the role perception of convenors of Group Farming Committees. The results of the relationship of role perception of respondents with their personal and situational characteristics are presented in Table 3.

TABLE - 3

Correlation of the Role Perception of Respondents with Their Personal and Situational Characteristics

(n = 150)

Variable Number	Characteristic	Correlation Coefficient (r)
1.	Area of Padasekharam under the convenor	-0.099
2.	Group size	0.002
3.	Age	-0.142
4.	Education	0.160
5.	Farming Experience	-0.161
6.	Main Occupation	0.041
7.	Annual income	-0.013
8.	Social participation	0.035
9.	Cosmopoliteness	0.230*
10.	Extension orientation	0.055
11.	Communication behaviour	0.176+
12.	Training	-0.173+
13.	Training need	0.212*
16.	Innovativeness	-0.030

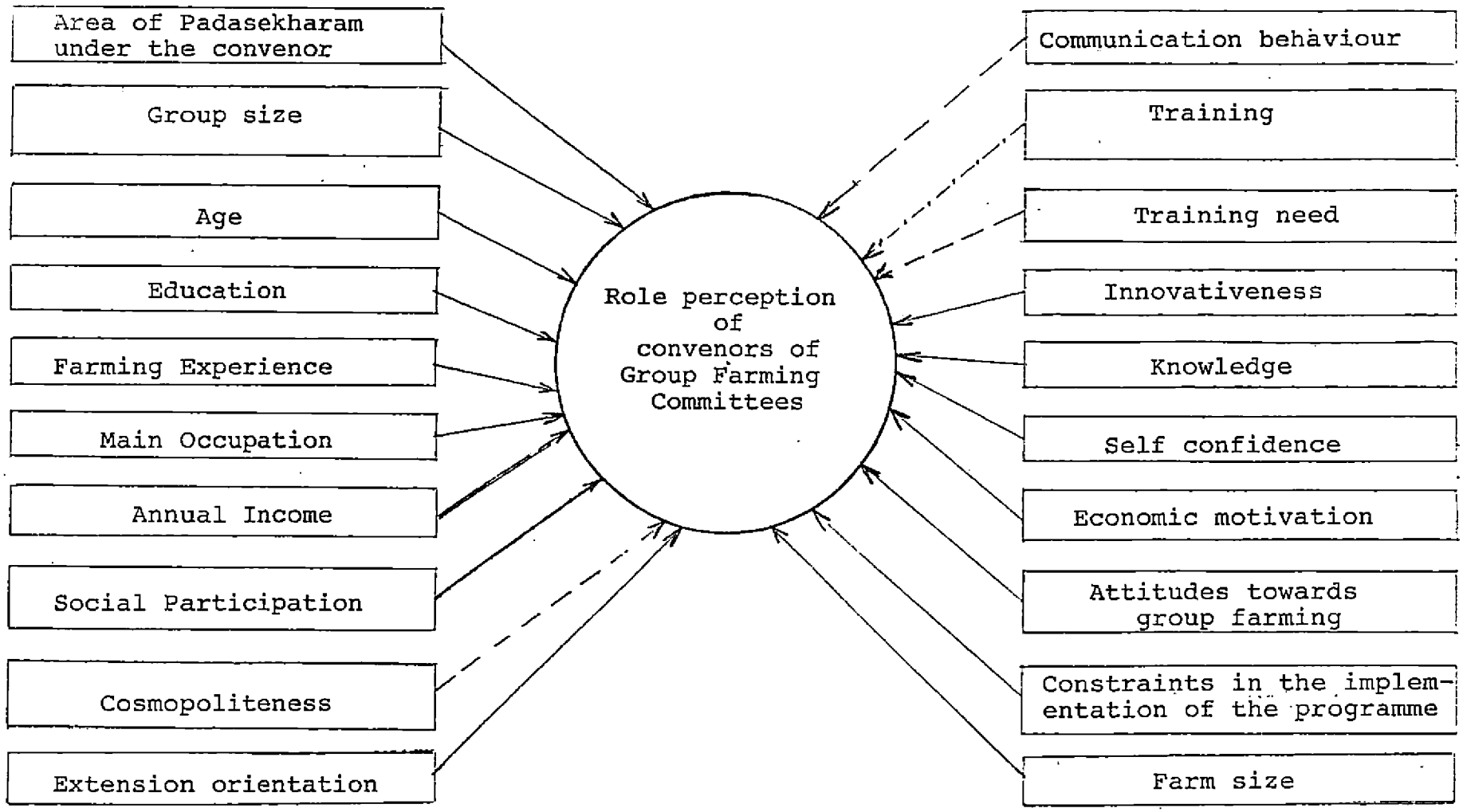
1	2	3
17.	Knowledge	0.158
18.	Self confidence	0.082
19.	Economic motivation	0.131
20.	Attitude towards Group Farming	0.089
21.	Constraints in the implementation of the programme	0.127
22.	Farm size	0.078

* Significant at 0.05 level

\+ Significant at 0.10 level

Correlation analysis revealed that out of 20 independent variables, two variables viz. cosmopoliteness and training need were ~~also~~ significantly related with the dependent variable role perception at 0.05 level of significance. However, two other variables namely communication behaviour and training were also significantly related with role perception at 0.10 level of significance. The degree of relationship was maximum in the case of cosmopoliteness (r = 0.230) followed by training need (r = 0.212). It was also noticed that, training had negative correlation with role perception.

Fig.3 Empirical model of Role Perception of respondents with their Personal and situational characteristics.



STEPWISE REGRESSION ANALYSIS :

The evidence by correlation coefficients showed that each of the personal and situational characteristics had some effect on the role perception of respondents. The relationships were expressed in terms of simple correlation coefficients. However, it could be assumed that role perception need not be fully influenced by any one of these factors selected in isolation, but by all of them as a part of an interdependent system with reciprocal and interactive relationships. Hence, the joint influence of all the selected personal and situational characteristics on the role perception was determined through stepwise regression analysis and the results are given in Table 4.

TABLE - 4

Stepwise Regression analysis of Selected Personal and Situational Characteristics of Respondents with Their Role Perception.

Var. No.	Characteristic	Regression Coefficient	t Value	F
9	Cosmopoliteness	0.52088	2.769	
12	Training	-1.8068	-2.268	6.82
13	Training need	0.086077	2.613	

R^2 = 0.123

Significant at 1% level

The stepwise regression analysis was carried out in three steps. Initially all the 20 variables were included in the analysis. In the next step, nine variables, namely, cosmopoliteness, training, training need, self confidence, attitude towards Group Farming, farming experience, farm size, knowledge and communication behaviour were selected based on the low probability value and the process repeated. Again, variables with very high probability values were eliminated and stepwise regression analysis was done with four variables such as cosmopoliteness, training, training need and experience. The data revealed that three variables, namely, cosmopoliteness, training need and training were significant in explaining the variation in the role perception of convenors of Group Farming Committees. The coefficient of determination (R^2) was found to be 0.123. The three variables mentioned above had probability values less than 0.05.

The simple correlation coefficients indicated the degree and nature of relationship of each personal and situational characteristic with role perception ignoring the possible influence of other personal and situational characteristics while multiple regression analysis revealed the joint influence of all the selected personal and situational characteristics on role perception. It could be of interest to split the amount of relationship that a

particular characteristic had with the role perception into 1) it's direct influence on the role perception and 2) Possible indirect effect on the role perception through the influence of the other personal and situational characteristics. Since this information was not available in the earlier analysis, the data were subjected to the multivariate path analysis in order to get the desired information. This path analysis would enable us to measure direct and indirect effects of each personal and situational characteristic on the role perception and the results are presented in Table 5.

TABLE - 5

Path analysis of the Personal and Situational characteristics of the respondents with their role perception

Sl. No.	Characteristic	Direct effect		Total indirect effect		Largest indirect effect	
		Effect	Rank	Effect	Rank	Effect	Through variable number
1	Area of Padasekharam under the convenor	-0.0525	17	-0.0468	18	0.0105	X_{16}
2	Group size	0.0016	13	0.002	15	0.0075	X_{16}
3	Age	0.1098	3	-0.2531	19	0.0235	X_9
4	Education	0.0495	9	0.1102	2	0.0634	X_5
5	Farming Experience	-0.1914	20	0.0301	9	0.1018	X_3
6	Main occupation	0.0195	10	0.0219	10	0.0277	X_{12}
7	Annual income	-0.0094	14	0.0036	14	0.0277	X_9
8	Social participation	-0.0210	15	0.0558	7	0.0212	X_5
9	Cosmopoliteness	0.2158	1	0.0136	11	0.0120	X_3
10	Extension Orientation	0.0116	12	0.0437	8	0.0436	X_9

...2/-

11.	Communication behaviour	-0.0678
12	Training	-0.1665
13	Training need	0.1332
14	Innovativeness	-0.0314
15	Knowledge	0.0734
16	Self confidence	-0.0918
17	Economic motivation	0.0606
18	Attitude towards Group Farming	0.0852
19	Constraints in the implementation of programme	0.0173
20	Farm size	0.0807

Table 5 Continued

7	0.1081	3	0.0499	X_{13}
19	0.0062	13	0.0138	X_{20}
2	0.0789	5	0.0260	X_5
16	0.0011	16	0.0097	X_{18}
6	0.0845	4	0.0287	X_5
18	0.0096	12	0.0232	X_{18}
8	0.0704	6	0.0450	X_5
4	0.0036	14	0.0138	X_{13}
11	0.1148	1	0.0322	X_5
5	0.0121	17	0.0128	X_4

It was interesting to note that cosmopoliteness had the highest direct effect on role perception followed by training need. The remaining variables such as age, attitude towards Group Farming, farm size, knowledge, communication behaviour, economic motivation, education, main occupation, constraints, extension orientation and group size had comparatively smaller positive direct effect on role perception. The rest of the variables had negative direct effect on the dependent variable. The table further revealed that constraints in implementing the programme possessed highest total indirect effect followed by education.

The table also explained that the variables such as area of padasekharam and group size had their largest indirect effect through self confidence while self confidence had its largest indirect effect through attitude towards Group Farming. So also for innovativeness. Variables like age, annual income and extension orientation experienced their largest indirect effect through cosmopoliteness, which in turn had its largest indirect effect through age. Similarly for farming experience. Main occupation experienced its largest indirect effect through training while training had its largest indirect effect through farm size. Education, social participation, training need, knowledge, economic motivation as well as constraints in implementing the programme had their indirect effect through farming

experience. Communication behaviour and attitude towards Group Farming were indirectly affected through training need.

It could be seen from Table 3 that cosmopoliteness, training need and communication behaviour were positively and significantly related to the role perception of convenors with the highest degree of relationship for cosmopoliteness. Training had negative significant relationship with role perception. Later, regression coefficients (Table 4) pointed to the variables cosmopoliteness, training and training need, which contributed significantly to role perception with a maximum regression coefficient for cosmopoliteness.

The significant correlation coefficient of cosmopoliteness (Table 3) was due to its high direct effect on role perception which was supplemented by a good contribution of indirect effect of the variables age, training need and self confidence. Cosmopoliteness would expose the individual to the outside world and give a clear picture of the roles performed by individuals, occupying similar positions. It would, in turn, enable him to perceive the roles to be performed by him. Hence it is only logical that a person who is highly cosmopolite had better perception of his roles.

Singh (1973) reported that key communicators were distinctly characterised by more cosmopoliteness.

The next important variable was found to be training need owing to its significant correlation coefficient, regression coefficient and high direct effect which was supplemented by a fairly high indirect effect of farming experience, cosmopoliteness and knowledge. Majority of the convenors of Group Farming Committees had not attended any training on Group Management. They were perceiving their roles as convenors based on their experience in farming and also the suggestions of the staff of Krishi Bhavans. Moreover, farmers with more age and experience generally have less contact with extension personnel, as reported by Mathiyazhagan and Singh (1986). This explained the strong relationship between training need and role perception. This result is in line with the findings of Menon and Annamalai (1975) and Murthy and somasundaram (1989).

A strong correlation was observed between communication behaviour and role perception, probably due to the indirect effect of training need followed by experience. The conceptualisation put-forth by Pfiffner and Sherwood (1968) could be referred to in this context. According to them, accuracy in role perception had a definite impact on

effectiveness and efficiency in organisation. Individuals have certain abilities and are motivated in varying degrees to perform designated tasks. However, if a task is incorrectly perceived, the result may be quite ineffective from the organisational point of view. On the other hand, an activity or role associated with a particular position could be perceived accurately and yet ineffective performance could result because of deficiencies in ability and/or motivation. Thus generally it is expected that the perception of an individual will influence his performance of an assigned job, or task. A contact farmer with near perfect role perception and role performance would have adequate ability to enter into meaningful interaction with others. This would have resulted in the significant association of communication behaviour of convenors with their role perception.

Training was the variable found to have negative and significant correlation coefficient as well as regression coefficient. Its indirect effect was through farmsize. This finding has been supported by Sobhana (1982) and Gowda (1985). The disparity between training need and training obtained could be a reason for the negative relationship of training with role perception. Moreover, in the farmers'

training programmes conducted by the Department of Agriculture, Extension Training Centres or Kerala Agricultural University, the emphasis was on theoretical aspects of farming, not on the practical aspects or Group Management. This suggested the need for suitable modification of the training imparted at present, so that it could help to develop a clear perception of their roles by convenors of Group Farming Committees.

Education showed a positive and nonsignificant relationship with role perception. Table 1 also showed more number of respondents to be in the high education category. It could be argued that education might have indirectly influenced the convenors to get associated with Group Farming. Probably, education acted as a stimulus for involvement in activities like Group Farming. Those who are better educated would have better contact with extension personnel and with print media. They would in most cases, show high social participation and cosmopoliteness. All these factors might have contributed to their strong relation with role perception.

Another variable found to have positive but nonsignificant relationship with role perception was knowledge. It also had a fairly high direct and indirect effect. This contradictory result may be due to the reason that a role as convenor is mostly a managerial role where as knowledge in subject matter may not influence managerial abilities. Seema (1986) had revealed that knowledge in farming contributed significantly to variation in role perception.

Apart from this, economic motivation, constraints in the implementation of the programme, attitude towards farming, farm size, extension orientation, main occupation, social participation and group size were positively, but nonsignificantly related with role perception. Except social participation, all other variables mentioned above depicted a positive direct effect towards role perception.

The results reported above accepted the hypothesis that there would be no significant relationship between the personal and situational characteristics of convenors and their role perception except for cosmopoliteness, communication behaviour and training need.

4.4 Influence of Personal and Situational Characteristics on the role Performance of Convenors :

An attempt was made to find out the influence of personal and situational characteristics on the role performance of respondents through the techniques of correlation analysis, stepwise regression analysis and path analysis of the data.

The results of the relationship of personal and situational characteristics on the role performance of convenors are presented in Table 6.

TABLE - 6

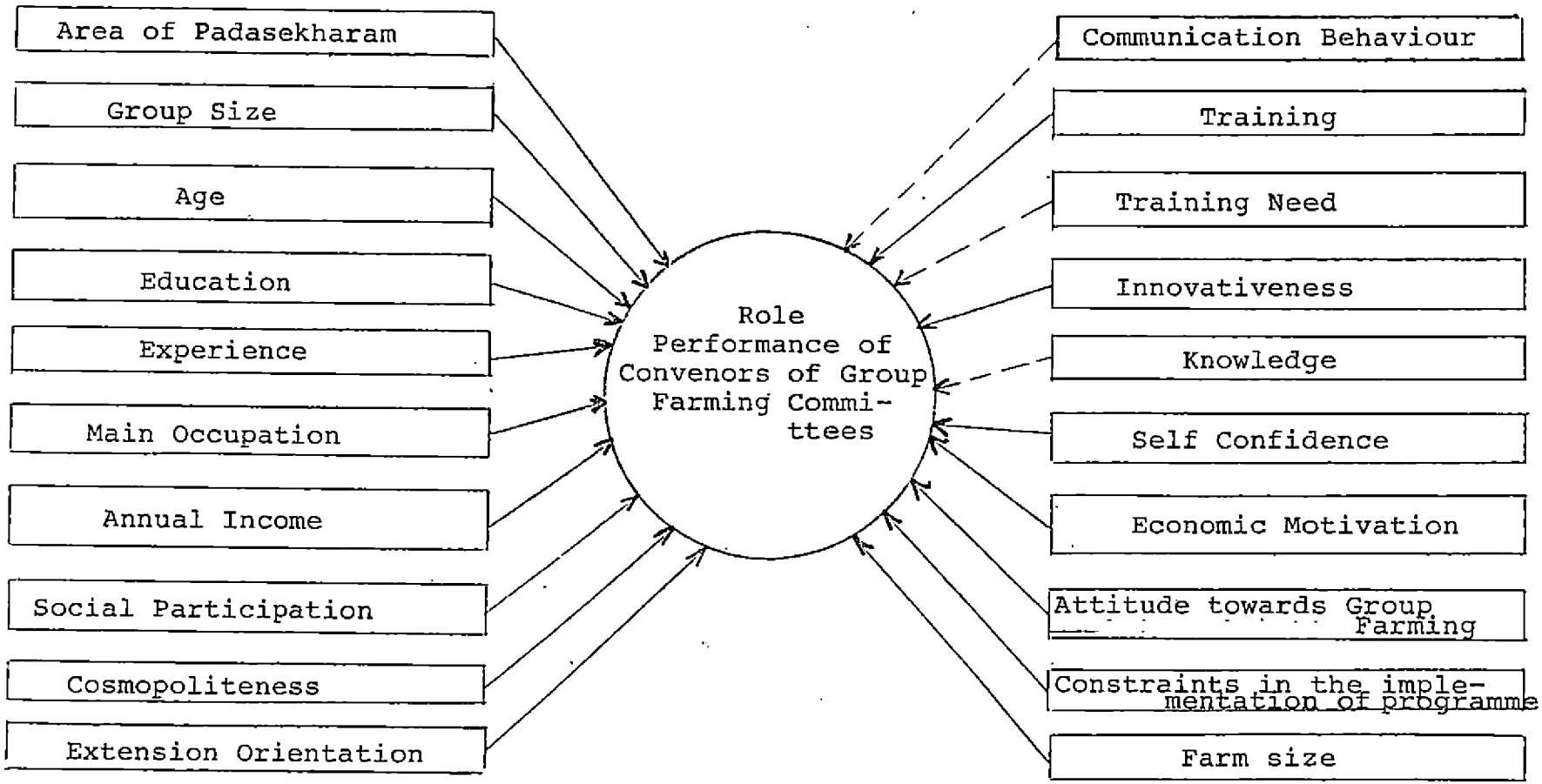
Correlation of Role Performance of Respondents with Their Personal and Situational Characteristics

(n = 150)

Var. No.	Characteristic	Correlation Coefficient (r)
1	Area of Padasekharam	0.008
2	Group size	0.143
3	Age	-0.057
4	Education	0.102
5	Farming Experience	-0.030
6	Main occupation	0.136
7	Annual income	-0.052
8	Social participation	0.052
9	Cosmopoliteness	0.062
10	Extension orientation	0.152
11	Communication behaviour	0.363*
12	Training	0.052
13	Training need	0.264*
16	Innovativeness	0.008
17	Knowledge	0.279*
18	Self confidence	0.046
19	Economic motivation	0.140
20	Attitude towards G.F	0.074
21	Constraints in the implementation of programme	0.124
22	Farm size	0.107

* Significant at 0.05 level

Fig.4 Empirical Model of The Role Performance of Respondents with their Personal and Situational Characteristics



A perusal of Table 6 indicated that three variables namely communication behaviour, training need and knowledge alone showed significant relationship with role performance at 0.05 level of significance. The degree of relationship was maximum in the case of communication behaviour (r = 0.363) followed by knowledge (r = 0.279) and training need (r = 0.264). The relationship of other variables were found to be low.

STEPWISE REGRESSION ANALYSIS :

In the case of role performance, stepwise regression was carried out in four steps. All the 20 variables were selected and analysed in the first step and six variables were selected based on their probable contribution to the dependent variable. They were communication behaviour, knowledge, training need, main occupation, group size and economic motivation. In the second step, four variables namely communication behaviour, knowledge, main occupation and training need were chosen. Main occupation was eliminated in the third step. Communication behaviour and knowledge alone were found to have significant relationship in the last step. Coefficient of determination (R^2) was found to be 0.160.

TABLE - 7

Stepwise Regression Analysis of selected Personal and Situational Characteristics of Respondents with their Role Performance

(n = 150)

Var. No.	Characteristic	Regression coefficient	t value	F value
11	Communication behaviour	0.11435	3.810	14.05
17	Knowledge	0.40064	2.245	

R^2 = 0.160

Significant at 1% level

PATH ANALYSIS :

Results of path analysis presented in Table 8 revealed that communication behaviour exerted maximum direct effect on role performance followed by knowledge and training need. Role performance also experienced a positive direct effect of variables such as main occupation, group size, economic motivation, experience, farm size, extension orientation, cosmopoliteness, attitude towards Group Farming, education, training, social participation, area of Padasekharam under the convenor and self confidence. The remaining variables had a negative direct effect on role performance.

Total indirect effect was maximum in the case of constraints followed by communication behaviour. Majority

of independent variables exerted their indirect effect through communication behaviour. The variables were groupsize, education, social participation, training, training need, knowledge, economic motivation and constraints in the implementation of the programme. The indirect effects of age and main occupation were through farming experience whereas farming experience, innovativeness and self cofidence exerted their indirect effect through main occupation. Similarly, training need was responsible for the indirect effect of cosmopoliteness, communication behaviour as well as attitude towards Group Farming. In the same way, farm size owed it s indirect effect to knowledge in subject matter.

TABLE - 8

Path Analysis of Different Characteristics of Respondents with their Role Performance

Sl. No.	Characteristic	Direct Effect		Total indirect effect		Largest indirect effect	
		Effect	Rank	Effect	Rank	Effect	Through variable number.
1	Area of Padasekharam under the convenor	0.0028	15	0.0049	18	0.0444	X_2
2	Group Size	0.1065	5	0.0369	13	0.0192	X_{11}
3	Age	-0.0238	19	-0.0332	20	0.8647	X_5
4	Education	0.0192	12	0.0831	6	0.0257	X_{11}
5	Farming experience	0.0698	7	-0.1	19	0.0095	X_6
6	Main occupation	0.1286	4	0.0073	17	0.0052	X_5
7	Annual income	-0.0102	17	0.0422	12	0.0197	X_{20}
8	Social participation	0.0073	14	0.0447	10	0.0149	X_{11}
9	Cosmopoliteness	0.0286	10	0.033	15	0.0080	X_{13}
10	Extension orientation	0.0421	9	0.1079	5	0.0470	X_{11}
11	Communication behaviour	0.2157	1	0.1471	2	0.0521	X_{13}

Contd.....

12	Training	0.0154	13
13	Training need	0.1390	3
14	Innovativeness	-0.0332	20
15	Knowledge	0.1596	2
16	Self confidence	0.0041	16
17	Economic motivation	0.0729	6
18	Attitude towards Group Farming	0.0211	11
19	Constraints in the implementation of programme	-0.0108	18
20	Farm size	0.0614	8

Table 8 Continued..

0.0364	14	0.0217	X_{11}
0.1252	3	0.0808	X_{11}
0.0246	16	0.0121	X_{6}
0.1189	4	0.0702	X_{11}
0.0424	11	0.0187	X_{6}
0.0671	7	0.0595	X_{11}
0.0531	8	0.0144	X_{13}
0.1341	1	0.0540	X_{11}
0.0457	9	0.0199	X_{15}

It was interesting to note that communication behaviour was the most important variable influencing role performance. Knowledge and training need also possessed a significant, positive relationship with role performance.

A convenor showing plentiful interaction with other members of the society would be held in high esteem by his peers. People showing high communication behaviour would have adequate exposure to mass media and the extension activities performed by Department of Agriculture or any other such organisation. The variable had been found to be indirectly affected through training need, knowledge and economic motivation. Besides, it had significant negative correlation with age and positive correlation with knowledge. This explained that younger persons had better communication behaviour. It could be further stated that knowledge influenced communication behaviour and vice versa. All these factors would help a convenor to correctly identify and perform his role as a potential farm leader. This result has been supported by Kareem (1984).

As the data revealed, knowledge had strong relation with role performance. It also showed strong inter correlation with education. Communication behaviour and training need affected it indirectly. This was quite logical

because higher education would improve the knowledge in any subject. Menon and Annamalai (1975) reported that educational level of VLWs influenced the general areas of knowledge in which they needed training.

Training need showed significant correlation and high direct effect on role performance. It had negative correlation with age and experience. From this it could be inferred that convenors of younger age and lesser experience expressed higher training need. This might be due to their desire to perform their roles satisfactorily.

A positive and non-significant relationship was shown by extension orientation. It is only natural that good extension contact and extension participation would help the individuals ascertain their roles and perform the necessary activities. The positive relation between extension contact and role performance had been supported by Makkar (1981), Sethu (1981), Kareem (1984) and Seema (1986).

From table 6, it was evident that group exerted a positive but nonsignificant relation on role performance. Communication behaviour affected it indirectly. Thus, it could be interpreted that in larger groups, better communication behaviour prevailed. This in turn, improved the role performance of convenors.

A significant finding evidenced from Table 8 was that constraints in the implementation of programme exerted maximum total indirect effect on role performance. This was true in the case of role perception also.

Variables such as attitude towards Group Farming, knowledge, economic motivation, communication behaviour and education had significant intercorrelation with constraints. Among the constraints, supplies and services was reported to be the most important by majority of the respondents. But very few found personal constraints to be a serious hurdle in performing their roles.

Based on these results, the hypothesis that there would be no significant relationship between selected personal characteristics and role performance of respondents could be accepted except for communication behaviour, knowledge and training need.

4.5 Relationship between Role Perception and Role Performance of Respondents :

The two dependent variables were seen to possess strong intercorrelation. Correlation coefficient (r) was 0.251. This was quite logical because one cannot perform any task without perceiving them initially. A clear perception of the roles to be performed was the most significant factor

determining the success or failure of an individual as convenor. This result was in line with the findings of Sobhana (1982), Reddy (1982), Gowda (1985), Rao (1985) and Umesha (1987).

TABLE - 9

Correlation of Role Performance of Respondents with their Role Perception

(n = 150)

Var. No.	Characteristic	Correlation Coefficient (r)
14	Role Perception	0.251*

* Significant at 0.05 level.

FIG.5 - Path Diagram showing the direct and indirect effect of personal and situational characteristics on the Role Perception of Respondents

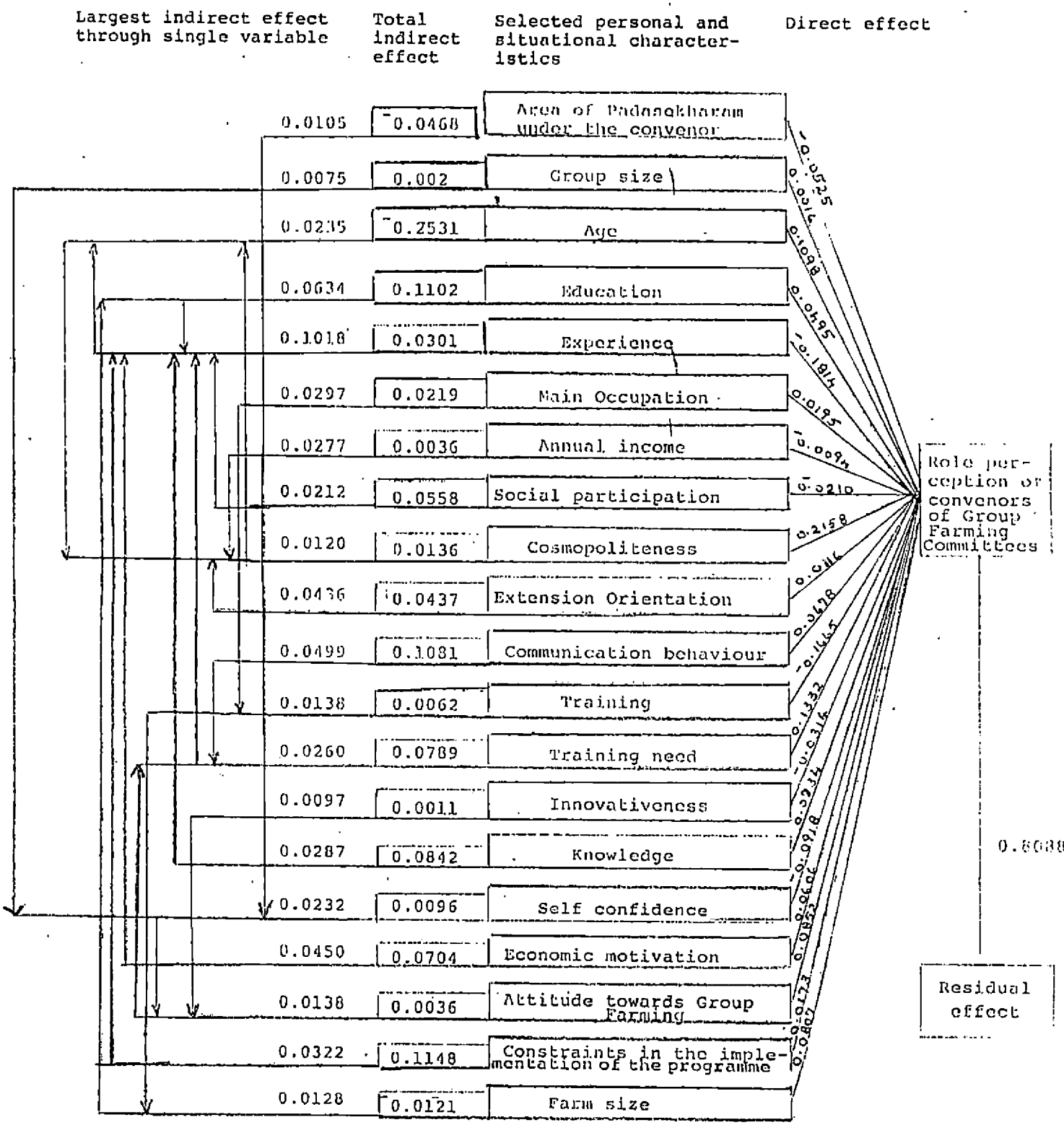
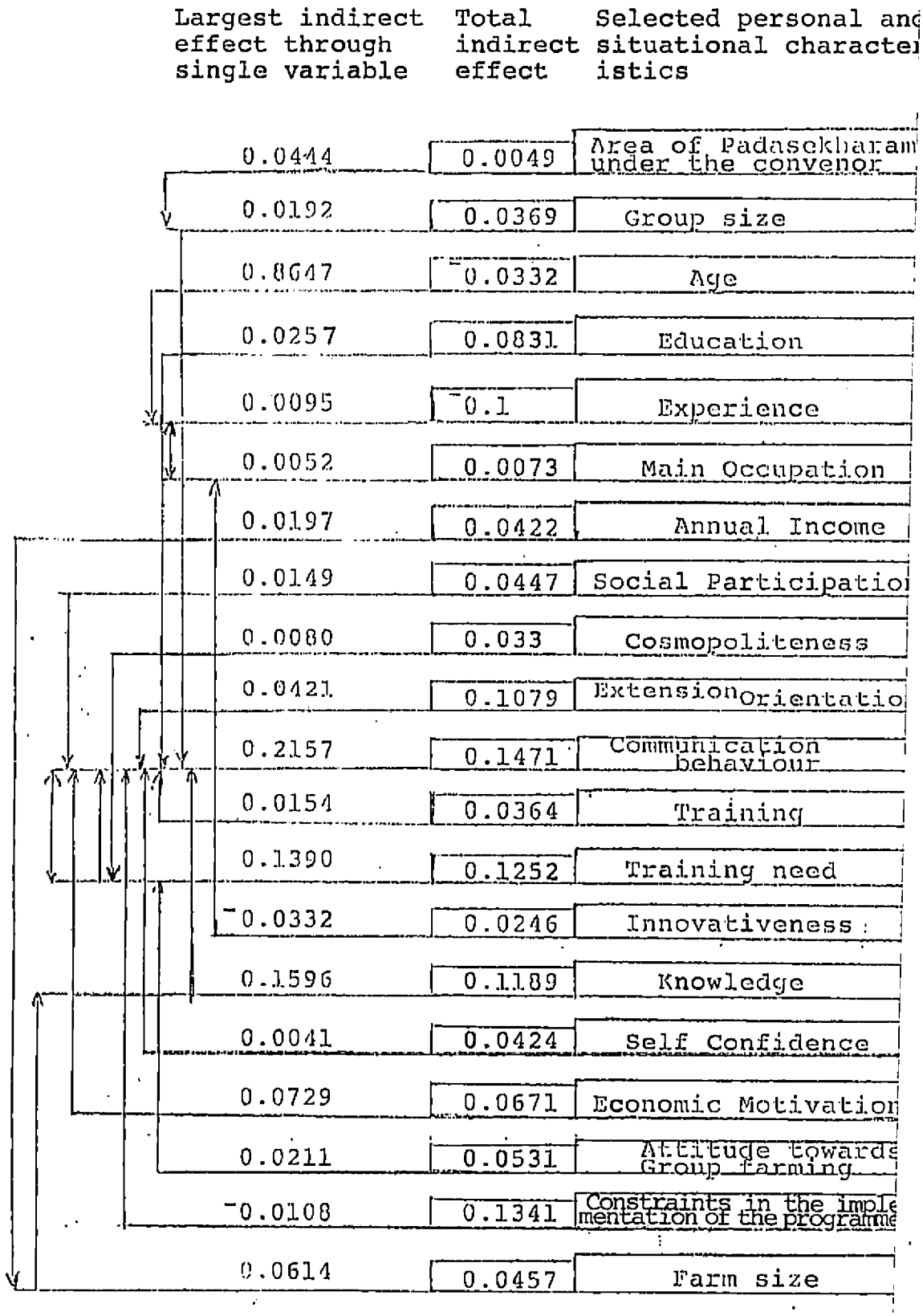


FIG.6 Path Diagram showing the direct and indirect e
situational characteristics on the Role Perfor



SUMMARY

CHAPTER - V

SUMMARY

Being predominantly agricultural in nature, Kerala economy cannot hope for a bright future unless significant breakthrough is achieved in agricultural production and also the development of agro based industries. A major reason for the low yield of our agricultural sector is the marginalisation of holdings. This effectively makes employment of scientific methods of cultivation uneconomical. Therefore, a way out was found in the Group Farming Technique which was introduced in the state in 1989 for rice cultivation.

Group farming, as the name suggests, is the application of modern scientific methods of cultivation in a cost effective manner even to small and marginal farmers on a collective basis. The programme is being implemented through Krishi Bhavans of every Panchayath under the leadership of a full time farmer known as the convenor of Group Farming Committee. The convenor organises the operations of the farm area under him, while individual farmers retained the ownership of land. The success of the programme depended on the convenor's ability to inspire confidence among his fellow farmers in the use of modern techniques of cultivation. This again is based on the reflection of his perception and performance of his roles

as a convenor. It was therefore decided to make a study on this topic so that factors influencing the convenor on his role perception and performance could be identified and reinforced to make the Group Farming Programme a success.

The study was conducted with the following specific objectives :

1. To analyse the role perception and role performance of convenors of Group Farming committees.

2. To identify the relationship between role perception and role performance.

3. To ascertain the influence of selected personal and situational characteristics of convenors on their role perception and role performance.

To conduct the study, 150 respondents were selected from Trichur and Palghat Districts. The required information was elicited from the farmers by personally interviewing them. Ex post facto design was followed here. The results of the study were as detailed below :

ROLE PERCEPTION :

Role perception of the convenors was found to be positively and significantly influenced by the variables of cosmopoliteness, training need and communication behaviour.

Different statistical tools in analysing the data collected showed cosmopoliteness and training need as two factors helping the convenors in the clear perception of their roles. Surprisingly, though training need was a significant factor related to role perception, the variable training indicated negative correlation with it. This suggested that training presently given was not only insufficient but needed thorough revision contentwise. Another significant finding was that the variable 'constraints in implementing the programme' exerted maximum indirect effect on other variables closely followed by the variable 'farming experience'. As clear perception of his roles is a precondition for successful performance of the convenor, focus could be made on the variables described above to make the convenor's role perception effective and complete.

ROLE PERFORMANCE :

The study showed a strong and positive correlation between the variables communication behaviour, knowledge, and training need with role performance. As mentioned earlier, 'constraints in implementing the programme' was found to be very much influential as it exerted maximum indirect effect on the other independent variables.

The study revealed that majority of the respondents had agriculture as their main occupation. At the same time, very few of them alone had received any training in farm practices. Another important finding was that role perception was strongly correlated with role performance. Thus, from the results, it could be safely concluded that for the performance of convenors, there need to be a clear perception of their roles in the first place.

SUGGESTIONS FOR FUTURE RESEARCH :

In the crux of the present agricultural situation in Kerala, there should be a continuous effort at all levels to improve the production and productivity of rice. It also requires boosting up of morale of farmers as well as extension personnel .

Due to lack of resources and time, this research was focussed only on the convenors of Group Farming Committees. To get a clearer picture of the real problems facing the cultivation scenario, it is necessary to include the group members, non-members of Group Farming programme and the staff of Krishi Bhavans. A detail research involving the above mentioned persons is of paramount importance,if the Group Farming programme has to acquire the intended result.

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A P P E N D I C E S

APPENDIX - III

A study on Role perception and Role performance of the Convenors of Group Farming Committees.

INTERVIEW SCHEDULE

1. Name of Padasekharam :
2. Area of Padasekharam :
3. No. of farmers in the Group Farming Committee :
4. Name of Convenor :
5. Address :

6. Age :
7. Education :
   - Functionally literate :
   - Lower primary level :
   - Upper primary level :
   - High school level :
   - Pre-degree or equivalent :
   - Degree or equivalent :
   - Post graduate :
8. Farm Size (acres)
   - Gardenland :
   - Wet Land :
9. Experience in rice cultivation :

10. Main Occupation

Agriculture :

Service sector :

Business :

Others (Specify) :

11. Annual Income

Agriculture :

Non-agriculture :

12. Social Participation

Name of organisation	Nature of involvement		Extent of participation in the activities		
	Member	Office bearer	Frequently	Sometimes	Never
Panchayat					
Service Co-operative					
Youth Clubs					
Voluntary Organisations					
Political group					
Trade Union					
Village Library					
Others (Specify)					

13. Cosmopoliteness :

1. Kindly mention the purpose of your visit to places outside your village :

All visits related to Agriculture :

Mostly related to agriculture :

Entertainment and other personal purpose. :

For the purposes of other people :

2. Frequency of visit

Twice or more a week :

Once a week :

Once in 15 days :

Once in a month :

Occasionally :

Never :

14. Extension orientation

a) Extension contact

Category of Personnel	Frequency of contact				
	Twice or more a week	Once a week	Once a fort-night	Once a month	Never
Asst. Director of Agriculture					
Ag. Officer					
Ag. Assistant					

b) Extension participation

Sl.No.	Activities	Attended whenever	Occassionally attended	Never attended
1.	Study tours			
2.	Seminars			
3.	Farm fair			
4.	Meetings of the group			
5.	Demonstrations			
6.	Others (Specify)			

15. Communication behaviour

1. Information input pattern : Which are the sources/channels you use to get agricultural information ?

Sl. No.	Information source/channel	Frequency			Extent of information obtained			Extent of usefulness of information		
		Regularly	Occasionally	Never	Enough	A Little	No	Very	Some what	Not
1.	Group members									
2.	Sales representatives									
3.	Co-operative Society Secretary									
4.	Ag. Assistant									
5.	Ag. Officer									
6.	Ag. Scientists									
7.	Letters									
8.	Farm magazines									
9.	Training programmes									
10.	Newspaper columns									
11.	Demonstrations									
12.	Radio									
13.	Ag. Films									
14.	Field lectures									

2. Information processing pattern

a) Information evaluation : How do you rate the agricultural information when you get it from all these different sources ?

Sl. No.	Courses	Count the checked items
1.	By evaluation with past experiences	
2.	By discussion with family members	
3.	By discussion with other group members	
4.	By discussion with Ag. Assistants	
5.	By discussion with Ag. Officers.	
6.	By discussion with specialists	
7.	By seeing demonstrations	
8.	By seeing the crop on other farmers' fields	
9.	By thinking the suitability to own farm	
10.	By looking into the economic and technical feasibility	

b) Information storage : How do you store the agricultural information ?

Sl. No.	Sources	Count the checked items
1.	By memory	
2.	By writing in a note book	
3.	By preserving printed information	

3. Information output pattern :

a) Self use : Are you following the message obtained from the information sources in your field?

Yes/No

If yes, indicate the package of practices that are disseminated by you to the fellow farmers :

Sl. No.	Items	Count the checked items
1.	Recommended variety of seed	
2.	About land preparation including the application of FYM	
3.	About seed treatment	
4.	About nursery management	
5.	About transplanting of crop	
6.	About manuring the field	
7.	About plant protection in the field.	
8.	About water management in the field	

16. Training

Have you participated in any training programme ? : Yes/No

If yes, please give the details

Name of training undergone	Name of Institution	Purpose of training	Duration

17. Training need

a) Do you feel that your job performance can be improved by training ? : Yes/No.

If yes, please indicate your preference with respect to the following :

Sl. No.	Category	Most Preferred	Somewhat preferred	Least preferred
a)	Type of training			
1	Institutional training			
2	Field based training			
b)	Organisation to conduct training			
1	Kerala Agricultural University			
2.	Dept. of Agriculture			
3.	Others (specify)			

c) Method of training

1. Lecture
2. Group discussion
3. Field trip
4. Study tour
5. Demonstration
6. Others (specify)

d) Duration of training

1. One day
2. Two days
3. 3-6 days
4. One week
5. Two weeks
6. One month
7. Above one month

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e) Season of training :

Which month do you prefer to undergo training programme?

f) Areas which require training :

Sl. No.	Area	Most Essential	Essential	Least Essential
1.	Crop management			
2.	Water management			
3.	Use of fertilisers			
4.	Crop protection			
5.	Group management			
6.	Utilisation of credit and various schemes of different agencies			
7.	Maintenance of records			

18. Role perception of the convenors of Group Farming Committees.

Please place the following roles of a convenor of Group Farming Committee in the appropriate column as perceived by you.

Sl. No.	Statements	Rating		
		Most Important	Important	Least Important
1.	Planning the operations of Group Farming Committee			
2.	Conducting meetings regularly			
3.	Collection of funds			
4.	Procurement of inputs			
5.	Informing the members about the Committee's activities			

Sl. No.	Statements	Rating		
		Most Important	Important	Least Important
6.	Communicating the decisions of Committee to the other farmers			
7.	Distribution of inputs and services			
8.	Evaluation of the programmes of Committees			
9.	Observing the rules and regulations regarding Group Farming.			
10.	Maintenance of records			
11.	Encouraging the members and other farmers to perform better.			
12.	Acknowledge the good performance of other farmers.			

19. Role performance of the convenors of Group Farming Committees.

The Convenors of Group Farming Committees have to perform a number of roles. Please indicate the frequency with which you have performed the following roles of a convenor in the past.

Sl. No.	Statements	Frequency		
		Always	Occassionally	Never
1.	Planning the operations of the Group Farming Committee.			
2.	Conducting meetings regularly			
3.	Collection of funds			
4.	Procurement of inputs			
5.	Informing the members about the Committee's activities			
6.	Communicating the decisions of Committee to other farmers.			
7.	Distribution of inputs and services			
8.	Evaluation of the programmes of Committees			
9.	Observation of rules and regulations regarding Group Farming.			
10.	Maintenance of records			
11.	Encourage the members and other farmers to perform better			
12.	Acknowledge the good performance of other farmers.			

20. Innovativeness :

Sl. No.	Items	Most like	Least like	Most like/ least like
1a)	I try to keep myself up-to-date with information on new farm practices, but that does not mean that I try out all the new methods in any farm (2)			
b)	I feel restless till I try out a new farm practice I have heard about (3).			
c)	They talk of many new farm practices these days, but who knows, if they are better than old ones (1).			
2a)	From time to time I have heard of several new farm practices and I have tried out most of them in the last few years (3)			
b)	I usually wait to see the results my neighbours obtain before I try out the new farm practices (2).			
c)	Somehow I believe that the traditional way of farming is the best (1)			
3a)	I am cautious about trying a new practice (2).			
b)	Afterall our forefathers were wise in their farming practices and I do not see any reason for changing their old methods (1)			
c)	Often new farm practices are not successful, however if they are promising, I would surely like to adopt them (3)			

21. Knowledge of rice cultivation

a) A farmer goes to an Extension Officer with a diseased specimen of "cheera" rice crop. He identifies it as blast and recommends spraying with Fytolan. State whether the recommendation is right/wrong.

b) Which of the following variety is high yielding and of short duration ?

a) Chitteni b) Chenkaima c) Mashoori d) Triveni

c) Which of the following variety is tolerant to Brown Plant Hopper attack ?

a) Jaya b) IR - 8 c) Annapurna d) Bharathi

d) What is the purpose of seed treatment with chemicals before sowing ?

a) to kill the insects present in the seed

b) to kill the disease causing pathogens present in the seed

c) to kill the weed seeds present in the seed.

e) Soil to a depth of ..... is collected for testing it's fertility status.

a) 6 inches b) 15 inches c) 10 inches d)20 inches

f) How will you apply Ammonium sulphate/urea to paddy crop ?

a) Entire quantity as basal dose
b) Entire quantity as top dressing
c) Split doses in different growth phases.

g) Please mention the chemical used for the control of rice stem borer.

a) Sevin b) Ekalux c) BHC d) Furadan

h) Please mention the chemical used for the control of blast disease of paddy.

a) Hinosan b) Bordeaux Mixture c) Sevin d) Ekalux

22. Self Confidence

Sl. No.	Items	Agree	Undecided	Disagree
a.	I welcome and look for challenges and variety in day to day life			
b.	I am confident that I can always keep my commitments			
c.	I will be happy, if someone works out things for me.			
d.	In all decision making situations I insist on personal choice and freedom.			
e.	I find myself always worrying about something or other.			

23. Economic Motivation

Sl. No.	Statements	Agree	Undecided	Disagree
1.	The convenor should work towards better yields and economic profit for the Padasekharam			
2.	Incentives like monetary benefit would improve the performance of convenors.			

3. It is not monetory benefit, but the enjoyment of work done, which gives him satisfaction.

4. The most successfull farmer is one who makes maximum profit.

5. A farmer should try any new idea in farming which may earn him more money.

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24. Attitude towards Group Farming Programme

Sl. No.	Statements	Agree	Undecided	Disagree
1.	Group farming has made significant improvement in the economic condition of farmers.			
2.	The Group Farming programme should be immediately abolished as no good work is actually done.			
3.	Group Farming promotes mutual cooperation among farmers.			
4.	In reality, no individual farmer is interested in Group Farming.			
5.	Knowledge of farmers of Group Farming Committees have increased due to better contact with Extension Officers and other farmers.			
6.	Group Farming solves many problems of our farmers.			

7. Cost of cultivation has been reduced by following Group Farming Programme

8. The Group Farming Programme has nothing new to offer

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25. The convenors of Group Farming Committees are faced with a number of constraints in the successful implementation of the programme. They can be organisational, group, supplies and service, technological or personal constraints. Please give your response to the following constraints by giving a tick (✓) mark against each statement in the appropriate column.

Sl. No.	Constraints	Most Important	Important	Least important	Unimportant
	Organisational				
1.	Lack of membership for the group in co-operative society				
2.	Other development programmes allotted to extension personnel reduce their concentration in the Group Farming Programme.				
	Supplies and Service				
1.	Inordinate delay in granting the inputs to farmers.				
2.	Non availability of skilled labourers at the peak time of agricultural operations				

3. Shortage of good quality seeds, fertilizers and plant protection chemicals.

4. Nonavailability of farm machinery and implements

5. Lack of processing and storage facilities.

Group Constraints

1. Lack of interest of group members.

2. Group pressure to adopt certain practices which are not particularly suited to the individual farm.

3. Political interference on group actions.

4. Formation of cliques that adversely affect group activities.

5. Lack of cohesion among the members

Personal Constraints of Convenors

1. Lack of time on the part of convenor to perform his duties.

2. Lack of experience in farming.

3. Convenors lack the ability and skill to solve problems.

4. Lack of training to receive and transmit technical information.

Technological Constraints

1. Nonavailability of appropriate technology to overcome

1. Waterlogging/drought in the area

2. Acidity/alkalinity in the area

3. Indescriminate use of fertilizers irrespective of soil-nutrient status.

4. Lack of varieties suited to the locality.

5. Recurring pest and disease infestation

6. Constraints in farm mechanisation owing to small size of holding

A STUDY ON THE ROLE PERCEPTION AND THE ROLE PERFORMANCE OF THE CONVENORS OF GROUP FARMING COMMITTEES OF RICE CULTIVATION

By
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ABSTRACT OF THESIS

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ABSTRACT

The study on role perception and role performance of the convenors of Group Farming Committee was carried out using 150 respondents selected from Trichur and Palghat districts. The opinions of respondents towards the programme were collected by personally interviewing them Analysis of the data thus collected indicated that cosmopoliteness and training need were the most important independent variables positively influencing role perception. Training received by the convenors exerted a negative effect on the perception of their roles as convenors. Communication behaviour came first followed by knowledge and training need among the independent variables influencing role performance. In the case of role perception as well as role performance, constraints in implementing the programme exerted maximum indirect effect on other independent variables. It was also found that role perception was strongly correlated with role performance.