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Profile of the agriculture assistants of agriculture department in Nagpur district

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Abstract
The study entitled "Communication Behaviour of Agriculture Assistants of Agriculture Department in Nagpur district" was undertaken in 'Hingna', 'Nagpur', 'Kalmeshwar', 'Saoner' and 'Kamptee' Talukas from Nagpur district with sample size of 90 respondents' agriculture assistants. The data were collected by conducting personal interview of the each respondent with the help of structured interview schedule. Careful analysis, tabulation and classification of the data were done. Mean, standard deviation, frequency, percentage and correlation of the data were employed for the interpretation of the results. In the case of the personal profile of the agriculture assistants, more than half of the respondents (57.77%) were belonged to young category (up to 35 years) and 55.55 percent of the respondents were educated up to diploma level. Four fifth of the respondents (80.00%) had medium service experience and majority of respondents (61.11%) had received low number of trainings. 71 .11 percent of respondents had medium transfer of agriculture technology facilities available at their disposal 62.23 percent were above average level achievement motivation. Majority of the respondents (64.44%) were satisfied with their job, followed by 34.44 percent were unsatisfied with their job and only 01.12 percent agriculture assistants were found highly satisfied with their job.

Keywords: Communication behaviour, agriculture assistants, transfer of technology

Introduction
The communication behaviour of agriculture assistants may be operationally referred to as the outcome of different dimensions such as information acquisition (input), information processing (processing), and information dissemination (output). They include all the activities performed by the individuals with respect to these communication and behavioral dimensions. Communication and information play important roles in public as well as private extension services. Information is a critical resource in the operation and management of extension organizations. Communication is considered an art and is one of the most complex processes, especially in view of its importance for development, where the communication medium is an important factor, as are the message and other elements of the communication process. In bringing about effective communication, the communication channel and the message play significant roles. The economic development of developing countries like India completely depends on the development of the agriculture sector. Already, it has been proven that rural and agricultural development is based on transforming innovation, which is generated in research stations and transferred through efficient and proficient extension personnel to farmers, who are the ultimate users of it. The extensionists are not only responsible for the transfer of technology but also for providing feedback to researchers, which is essential for solving problems in the farming community and conducting further research. The agriculture assistants are the grass-root level workers engaged in the transfer of technology, under the supervision of the Maharashtra State Department of Agriculture. In Maharashtra, the Department of Agriculture has a well organizational set up with a Divisional Joint Director, District Superintendent Agriculture Officer, Sub-divisional Agriculture Officer (SDAO), Taluka Agriculture Officer (TAO), Agriculture Officer (AO), Mandal Agriculture Officer (MAO), Agriculture Supervisor (AS), Agriculture Assistant (AA), and Krishi Sevak working as extension functionaries. It's performing the role of change agent among the farming community. Hence, effective and efficient transfer of technology depends on the role played by the agriculture assistant. Thus, this study focused on the communication behaviour of agriculture assistants in the transfer of agricultural technology.

Methodology

The study was conducted in Nagpur district, in the Vidarbha region of Maharashtra State. The Nagpur district comprises fourteen talukas, out of which five talukas, namely, 'Hingna', 'Nagpur', 'Kalmeshwar', 'Saoner' and 'Kamptee' were selected. The selection of Nagpur district for the study was therefore done purposively. For this study, an Agriculture Assistant having more than two years of service experience was selected. Thus, from each selected taluka, 18 Agriculture Assistants were selected, and in total, from these five talukas, 90 Agriculture Assistants (5 x 18 = 90) were considered respondents in the study. The data were collected by personally interviewing the respondents with the help of a pre-tested and structured interview schedule. The collected data were tabulated using statistical tools (mean, standard deviation, percentage, and correlation coefficient).

Results and Discussions

The profile of the Agriculture Assistants

Age

The distribution of respondents according to their age is presented in Table 1. It is observed that, more than half of the respondents (57.77%) were belonged to young category (up to 35 years), followed by 36.67 percent who were middle age group i.e between 36 to 50 years and remaining 05.56 percent of the respondents were found in the old age group (above 50 years). Hence the majority of the agriculture assistants were belonged to young age group. This finding was supported by Tiwari (2005) [11], Gore (2006) [4] and Adetumbi, *et al*. (2013) [2].

Educational qualification

The education of the respondents was studied and the result has been presented in Table 1. It has been noted that, majority (55.55%) of the respondents were educated up to diploma level, followed by 33.34 percent who were educated up to graduate level and only 11.11 percent of the respondents were educated up to post graduate level. The above findings were confirmed by Jawahar (1993) [5], Tiwari (2005) [11] and Raksha and Shaik N. Meera (2016) [8].

Service experience

It is important to know that how many years of service a respondent had given to the department. The results are presented in Table 1. It was observed that, majority of the respondents (80.00%) had medium service experience, followed by 12.23 percent of the respondents had high service experience and 07.77 percent respondents were belonged to the less level of service experience. These findings were similar with the findings of Santiprabha (1994) [10].

Training received

It is most important part as far as to transfer of agriculture technology is concerned as without training you may not know how to use the latest information technology. The training received by the respondents was given in the Table 1. It was observed that, majority of respondents (61.11%) had received low number of trainings (1 to 4), followed by 30.00 percent of the respondents were medium number of trainings (5 to 7) and only 08.89 percent had received high number of trainings (above 7).

Facilities available

The transfer of agriculture technology depends upon the kind of facilities available at your disposal. Facilities available at the level of the respondent were found from the Table 1. It was found that majority of the respondents (71.11%) had medium transfer of agriculture technology facilities available at their disposal, followed by 21.11 percent respondents had low facilities available and only 07.78 percent respondents had high facilities available at their disposal. These findings were similar to the findings of Abdullah *et al.* (2002) [1], Daivadeenam and Satynarayana (1991) [3].

Achievement motivation

The data regarding achievement motivation of the respondents was presented in Table 1. It was confirmed that the majority of the respondents (62.23%) who were above average level achievement motivation, followed by 22.22 percent had below average level achievement motivation. 15.55 percent respondents had good level achievement motivation.

Job satisfaction

It was observed that job satisfaction was most important aspect for transfer of agriculture technology. The results obtained were presented in Table 1. It was found that as majority of the respondents (64.44%) were satisfied with their job, followed by 34.44 percent were unsatisfied with their job and only 01.12 percent agriculture assistants were found highly satisfied with their job. The above results were supported by Mali (2004) [6], Raut (2006) [9] and Pawar (2008) [7].

Table 1: Distribution of respondents based on components of Profile of Agriculture Assistants

Sr. No.	Components of profile of Agriculture Assistant	Respondents (n = 90)		
		Category	Frequency	Percentage (%)
1	Age	Young (Below 35 years)	52	57.77
		Middle (36 to 50 years)	33	36.67
		Old (Above 50 years)	05	05.56
2	Educational qualification	Diploma	50	55.55
		Graduate	30	33.34
		Post graduate	10	11.11
		Doctorate	00	00.00
3	Service experience	Less experienced	07	07.77
		Medium experienced	72	80.00
		Highly experienced	11	12.23
4	Training received	Low (1 to 4)	55	61.11
		Medium (5 to 7)	27	30.00
		High (Above 7)	08	08.89
5	Facilities available	Low	19	21.11

		Medium	64	71.11
		High	07	07.78
6	Achievement motivation	Poor (Below to 25)	00	00.00
		Below average (26 to 50)	20	22.22
		Above average (51 to 75)	56	62.23
		Good (Above 75)	14	15.55
7	Job satisfaction	Highly unsatisfied (Below to 25)	00	00.00
		Unsatisfied (26 to 50)	11	34.44
		Satisfied (51 to 75)	78	64.44
		Highly satisfied (Above 75)	01	01.12

Conclusion

The study provides us profile characteristics of Agriculture Assistants, more than half of the respondents (57.77%) were belonged to young category (up to 35 years) and 55.55 percent of the respondents were educated up to diploma level. Four fifth of the respondents (80.00%) had medium service experience and majority of respondents (61.11%) had received low number of trainings. 71.11 percent of respondents had medium transfer of agriculture technology facilities available at their disposal 62.23 percent were above average level achievement motivation. Majority of the respondents (64.44%) were satisfied with their job, followed by 34.44 percent were unsatisfied with their job and only 01.12 percent agriculture assistants were found highly satisfied with their job.

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