

Original Research Article

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Job Productivity of Assistant Technology Managers Working under Centrally Sponsored Scheme Agricultural Technology Management Agency in Assam, India

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ABSTRACT

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The main purpose of this study was to investigate the job productivity of the Assistant Technology Managers. A survey of 60 Assistant Technology Managers was conducted in Assam Agricultural University, Jorhat. Job productivity was measured with a self-evaluation mail questionnaire. The study found that the majority of the ATMs (71.66%) belonged to medium level of job productivity, followed by 20.00% and 8.33% belonging to low and high level of job productivity, respectively. The independent variables were Age, Service Experience, Perceived organizational support, Job involvement and Achievement motivation had positive and significant relationship with the job productivity of the ATMs'. The independent variables like Sex, Marital status, Educational background, job satisfaction Perceived work environment, Attitude towards extension work exhibited positive but non-significant relation with the job productivity. Administration should conduct a periodic needs assessment to determine the level of job productivity of ATMs' and identify methods for increasing job productivity based on these findings.

Introduction

The share of agricultural sector is gradually reducing towards total GDP in India. The main reason for this is unawareness of the rural farm families regarding the new technologies. The Assistant Technology managers have a big role to play in transfer of technologies at the block level. So, the ATM's need to be productive in their work. Keeping this in view, present study was undertaken in Assam at Assam Agricultural University to measure the job productivity of Assistant Technology Managers.

At the individual level, productivity refers to the effectiveness with which a worker applies

his or her talents and skills to perform their work, using available materials, within a specific period of time (Ruch, 1994). The Objectives of the study is to find out the job productivity of Assistant Technology Managers (ATM's) and to explore the relationship between job productivity and selected socio-personal and psychological characteristics of Assistant Technology Managers (ATM's).

Materials and Methods

Keeping the above objectives in mind, present study was conducted at Assam Agricultural

University, Jorhat during 2014-2015. A judgmental or purposive sampling procedure was selected for the study to select the respondents. All the 14 districts were targeted to select the respondents which were having the Centrally Sponsored Scheme (CSS) ATMA. The ATMs, who are working under CSS-ATMA and having e-mail I.D.s, were selected for the study and the pre-tested questionnaires sent through e-mails. These 14 districts were having 114 blocks, but because of the un-availability of the e-mail I.D.s, only 95 block were targeted to send the questionnaires. These 95 blocks were having 66 ATMs. From those, 60 responses which were filled-up completely, taken for the study. The data were obtained from 60 ATMs *i.e.* 90.00 percent of the respondents. The job productivity is selected as dependent variable. Eight independent variables were selected. The statistical methods such as mean, standard deviation, coefficient of correlation and 't' tests were used for analysis of data.

Results and Discussions

Table 1 indicates that, majority (61.66%) of the respondents belonged to medium age group of 27-35 years followed by 20.00 per cent of the respondents belonged to lower age group of below 27 and 18.33 per cent of the respondents belonged to high age group of above 35 years. Majority (75.00%) of the respondents had medium level of service experience of 2 – 7 years. After that, 15.00 per cent of the respondents had higher service experience of 8 – 10 years and 10.00 per cent of the respondents had less service experience of six months to one year. Majority (63.33%) of the respondents perceived that they have medium level of organizational support followed by 18.33 per cent of the respondents were in the low level category. Another 18.33 per cent of the respondents were in the high category. Majority of the respondents (55.00%) perceived that they have more favourable work environment, the rest (45.00)

of the respondents perceived that they have less favourable work environment. Majority (61.66%) of the respondents had medium level of job involvement followed by 16.66 percent of them had low job involvement and another 21.66 percent of the respondents had high level of job involvement. Majority (63.33%) of the respondents had medium level of achievement motivation, while the same proportion (18.33%) of the respondents had low and high level of achievement motivation respectively. 56.66 per cent of the respondents had less favorable attitude towards extension work. The remaining 43.33 per cent of the respondents had more favorable attitude towards the extension work. Majority (51.66%) of the respondents had medium level of job satisfaction followed by 31.66 percent of them had low job satisfaction and another 16.66 percent of the respondents had high level of job satisfaction.

Job productivity of the assistant technology managers

Table 2 shows that majority (71.66%) of the respondents belonged to medium level of job productivity followed by 20.00 percent of the respondents belonged to low level of job productivity and very low per cent (8.33%) of the respondents belonged to high level of job productivity.

Hegde and Channegowda (1989) found that majority of the Agricultural Assistants had medium job performance followed by some of them had low job performance and very low per cent of the respondents had high job performance. Singh *et al.*, (1971) rated the job performance of majority of the Block Development Officers as average to good and found that the job performance of agricultural graduate Block Development Officers were significantly superior to that of non agricultural graduate Block Development Officers.

Job productivity of the ATMs on individual job items

The job productivity criterion which is selected here is based on their activities which are assigned to them. The mean scores on each of the job productivity items were calculated separately. These are presented in the below table. A perusal of table 3 reveals that the level of performance of the respondents on different job activities had wide variation. The highest mean scores were observed in case of conducting demonstrations (2.78), followed by organizing training programs (2.71), organizing farm schools (2.51), Providing necessary inputs to Common Service Centers (CSCs) and Kissan Call Centers (KCCs) (2.18), organizing field days (2.11), Providing

requisite technical and knowledge support to farm school, farmer friend, FIGs/CIGs/FSGs/FPOs and farmer in general (2.03), Organizing and monitoring of Commodity Interest Groups (CIGs) and Farmer Interest Groups (FIGs) (1.86), Monitoring and evaluation of extension activities (1.76), organizing exposure visits (1.50). The mean score of the activity conducting demonstrations was the highest. This means, the ATM’s were also good at conducting demonstrations. The mean scores for organizing exposure visits and monitoring and evaluation of extension activities were the lowest. This means, the ATM’s performance is very low in organizing exposure visits and Monitoring and evaluation of extension activities.

Table.1 Frequency distribution of respondents according to their socio-personal and psychological attributes (N=60)

S.No.	Independent Variables	Categories	Frequency	Percentage
1.	Age	Below 27 years	12	20.00
		27-35 years	37	61.66
		Above 35 years	11	18.33
2.	Service Experience	<2 years	6	10.00
		2-7 years	45	75.00
		>7 years	9	15.00
3.	Perceived organizational support	Low (<13)	11	18.33
		Medium (13-25)	38	63.33
		High (>25)	11	18.33
4.	Perceived work environment	Less favorable (Up to 11)	27	45.00
		More favorable (Above 11)	33	55.00
5.	Job involvement	Low (<20)	10	16.66
		Medium (20-28)	37	61.66
		High (>28)	13	21.66
6.	Achievement motivation	Low (<16)	11	18.33
		Medium (16-24)	38	63.33
		High (>24)	11	18.33
7.	Attitude towards extension work	Less favorable (Up to 19)	34	56.66
		More favorable (Above 19)	26	43.33
8.	Job satisfaction	Low (<12)	19	31.66
		Medium (12-32)	31	51.66
		High (Above 32)	10	16.66

Table.2 Job productivity of the Assistant Technology Managers: N=60

Dependent variable	Category	Frequency	Percentage
Job Productivity	Low (10-13)	12	20.00
	Medium (14-25)	43	71.66
	High (26-27)	5	8.33

Table.3 Mean scores of ATMs on individual items of job productivity N=60

Sl. No.	Criteria	Mean	Score Range	S.D.	C.V.
1.	Organizing and monitoring of Commodity Interest Groups (CIGs) and Farmer Interest Groups (FIGs)	1.86	0-4	1.26	67.74
2.	Providing necessary inputs to Common Service Centers (CSCs) and Kissan Call Centers (KCCs)	2.18	0-4	1.24	56.88
3.	Organizing farm schools	2.51	1-4	1.28	50.99
4.	Organizing training programs	2.71	0-4	1.59	58.67
5.	Organizing exposure visits	1.50	0-4	0.88	58.66
6.	Conducting demonstrations	2.78	0-4	1.29	46.40
7.	Organizing field days	2.11	0-4	1.36	64.45
8.	Providing requisite technical and knowledge support to farm school, farmer friend, FIGs/CIGs/FSGs/FPOs and farmer in general	2.03	0-4	1.19	58.62
9.	Monitoring and evaluation of extension activities	1.76	0-4	1.76	100.00

Table.4 Correlation coefficient between Assistant Technology Managers' Job productivity and independent variables: N=60

S.No.	Independent variables	Correlation coefficient ('r')
1.	Age	0.484**
2.	Service experience	0.705**
3.	Perceived organizational support	0.363**
4.	Perceived work environment	0.055
5.	Job involvement	0.384**
6.	Achievement motivation	0.629**
7.	Attitude towards extension work	0.038
8.	Job satisfaction	0.119

** Significant at 0.01 level probability * significant at 0.05 level probability.

As the ATM's performance in conducting job productivity, but probably they have low demonstrations is high which increases their capability to deal with monitoring and

evaluation of extension activities which relates to their problems and organizing exposure visits. The ATMs' performance is good at conducting training programs but unable to monitor and evaluate extension activities and organize the exposure visits. The reasons for the low performance in these two activities may be because of communication gap between ATMs and their superiors and the irregular release of funds from government.

Relationship between independent variables and Job productivity

Correlation between independent variables and Job productivity

Correlation between Assistant Technology Managers' job productivity and independent variables was given in table 4. All the independent variables were measured by correlation coefficient analysis. Out of eight variables age, service experience, perceived organizational support, job involvement and achievement motivation were having positive and significant correlation, but perceived work environment, attitude towards extension work and job satisfaction were having positive but non-significant correlation.

Halakatti *et al.*, (1977) found that job attitude, mass media exposure, job perception, achievement motivation, organizational climate, organizational commitment, job involvement, job satisfaction, job stress and organizational stress of Agricultural Assistant were significantly associated with their job performance. Brayfield (1965) and Vroom (1964) found weak relationship between job satisfaction and job performance of the

employees.

In conclusion, the study revealed that, there is a positive and significant correlation between perceived organizational support, job involvement and achievement motivation with the job productivity. This implies that, manipulation of these variables can increase the job productivity of the Assistant Technology Managers (ATM) working under Centrally Sponsored Scheme Agricultural Technology Management Agency in Assam.

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