

Factors Determining Extension Education as a Career

Pankaj Kumar Ojha¹ and Kalyan Ghadei²

*1. Scholar & 2. Assistant Professor, Department of Extension Education, Institute of Agricultural Sciences,
Banaras Hindu University, Varanasi-221005.*

Corresponding author e-mail : pkojha.extn@gmail.com

ABSTRACT

This paper is based on a study at Banaras Hindu University on Career Dynamics in Extension Education. The study was carried out among 100 respondents from different agricultural institutions. It was mainly concerned to know the factors which influence the students of Agricultural sciences to choose their career in Extension Education. Attempt was made to find areas/ sectors where Extension students can find their jobs or placements. The paper presents the different factors which are directly or indirectly influence the students to choose their career in Extension Education. It was found that factors like support of teachers/ counsellors, student's personality, aspiration, own interest, attitude towards Extension Education, etc. play very important role in choosing Extension Education as a career.

Key words: *Career, Extension Education, Factors, Motivation, Environment, Personality*

Extension Education is an applied behavioural science, the knowledge of which is applicable for Agriculture and rural development. The persons which are instrumental for this change belong to the discipline of Extension Education. In this context the discussions on career in Extension Education is an important aspect for the discipline of extension Education. With this view a study career dynamics of Extension Education was conceived with the objectives to know about the factors determining career choice in Extension Education, career availability in Extension Education and the relative position of Extension education among all the disciplines of Agricultural sciences. The study was carried out through survey method to provide a base to help the students of agricultural sciences to know about the scope and prospects of Extension Education for deciding it as a career.

METHODOLOGY

Suitable interview schedule and questionnaire as per objectives of the study were prepared for the necessary data collection. The tools used for collection of data in the present study were interview schedule and questionnaire. Prior to the final administration of the schedule for obtaining information required for the study, a sample of 20 respondents was taken from different agricultural institutes for testing the instrument. The schedule prepared was finally tested to know how far it would be helpful in collection of accurate, unbiased, adequate relevant information. The statistical measures which have been used in this study are frequency, percentage, mean score, rank order and Chi-square test.

Table No. 1
Perceived factors determining extension education as a career

S.No.	Factors	% of Responses	Rank
1.	Educational Environment	60.00	III
2.	Support of parents/ relatives/ siblings	55.00	IV
3.	Support of teachers/ counsellors	65.00	II
4.	Impact of eminent personalities	10.00	
5.	Performance of seniors	15.00	
6.	Parent's education	05.00	
8.	Pressure of parents	05.00	
9.	Job opportunities	55.00	IV
10.	Budget of education	05.00	
11.	Student's personality	65.00	II
12.	Aspiration	65.00	II
13.	Own interest	70.00	I
14.	By Chance/ Luck	05.00	
15.	Organizational climate	15.00	
16.	Job satisfaction	45.00	VI
18.	Motivation	52.00	V
19.	Package of salary	45.00	VI
20.	Attitude towards Extension Education	60.00	III
21.	Good communication skill	40.00	VII
22.	Self-motivation	60.00	III

RESULTS AND DISCUSSION

From the above Table-1 it can be inferred that there are about 22 factors that contribute to decide Extension Education as one's own career. Out of 22 factors it was decided to find out 7 important factors. These 7 factors in order of importance are own interest, personality and aspiration, self-motivation and attitude towards Extension Education, support of parents and job opportunities, motivation, salary and job satisfaction and good communication skill which were ranked as I,II,III,IV,V,VI and VIII respectively.

One's own interest is highly important for deciding a career in life. It was revealed that about 70 Per cent respondents are agree with this factor that is why rank I was assigned to it by the respondents. This finding is match with the study of *Helen Mary Sukovieff (1989)*. Personality and aspiration are two second important factors that were ranked II for its contribution for deciding a career in Extension Education. The rank III was assigned jointly to educational environment, attitude towards extension education and self-motivation for taking decision to choose extension education as a career. It is revealed that sixty (60) respondents accepted that educational environment is highly important factor for choosing the extension education as a career. This finding is in confirmative with the study of *Borchert and Michael (2002)* where he found that the factors like environment, opportunity and personality plays a very vital role in career choice (*Splaver, 1977*). As per the perception of the respondents' educational environment got the rank III as important factor contributing towards a career. *Kroll et al. (1970)* stated that throughout a career, an individual seeks to accommodate the environment with one's goals.

Support of parents' and job opportunities have been placed in rank IV by the respondents. About 55 Per cent of the respondents agreed that support of parents/relatives/siblings and family decides to choose extension as career as Studies show that parents are the single greatest influence on a student's career selection. It is important for parents to give students support and encouragement to explore the many options available to find the best career fit for them (the student), as opposed to trying to live out their own unfulfilled career dreams through your young student (*Qwalifax, 2014*).As evident from the table we can

see that motivation having placed in rank Vis another factor that influence to choose extension education as in one's life. About 65 per cent and 60per cent respondents of the sample opined that attitude and self-motivation respectively are determining factors for choosing extension education (*Blustein (1988)*). The nature, structure, salary package and job satisfaction in an organisation attracts the people towards a particular sector. As far as extension education is concerned about 45 per cent of the respondents agreed to this with a rank of VI(*Mulligan, T. & Demand Media (2009)*).

We know that extension education is an applied behavioural science that is used to improve the farm and home life. It needs a good communication skill to bring out change in knowledge and skill of the farmers. From the table it is evident that Fifty five per cent of the respondents are in opinion that communication skill is an important factor to determine extension education as career. About 52 per cent of the sample expressed that the impact of eminent personalities encourages the students towards a particular career. The same kind of opinion was also found here in this study for extension education.

CONCLUSION

High level of competition and lack of sufficient jobs have created pressure among individuals for choosing career in life for survival, review of literature finds that there are many factors that play as determinants for deciding a career. The paper has highlighted the factors and their rank as perceived by the respondents. Factors like aptitude, interests and ambition, cultural and family influences and economic considerations can influence the choice of a career path. Individual's interests, skill, education and job opportunities in a specific area enables a person to take decision on which career can be made. The budget of education, pressure of parents, parents' education and organizational climate received low importance by 80, 68 and 45 respondents respectively for determining a career in extension education. About 60 respondents responded that chance or luck did not matter for determining or choosing extension education as a career.

Paper received on : January 06, 2016

Accepted on : January 20, 2016

REFERENCES

1. Splaver, S. 1977. Your personality and your career. *New York, NY*: Julian Messner.
2. Borchert, Michael. 2002. Career Choice Factors of High School Students.
3. Kroll, A., Dinklage, L., Lee, J., Morley, E., & Wilson, E. 1970. Career development. New York, NY: *John Wiley & Sons, Inc.*
4. Weiler, N. 1977. Reality and career planning. Reading, MA: *Addison-Wesley Publishing Company, Inc.*
5. Qualifax. 2014. The Parent's Role in Career Selection retrieved from [http://www.qualifax.ie/index.php?option=com.content & view = article&id = 179 & Itemid = 207](http://www.qualifax.ie/index.php?option=com.content&view=article&id=179&Itemid=207)
6. Sukovieff, H.M. 1989. An Investigation of Influences on Career Decisions of High School Graduates: A Follow-Up Study retrieved from [http://www.saskschoolboards.ca / research / students / 90-04.htm](http://www.saskschoolboards.ca/research/students/90-04.htm)
7. Blustein. 1988. Career decision making retrieved from [http://www.freepatentsonline.com / article / College - Student - Journal /147389140.html](http://www.freepatentsonline.com/article/College-Student-Journal/147389140.html)