

## Assessment of Job Satisfaction of the KVK Staff in Marathwada

Deshmukh P. R.<sup>1</sup>, Dhakne V. B.<sup>2</sup> and Puri S. G.<sup>3</sup>

1. Associate Professor (Extn.), College of Agriculture, Golegaon , VNMKV, Parbhani

2. Assistant Professor (Extn.), Directorate of Extension Education, VNMKV, Parbhani

3. Assistant Professor(Extn.), College of Community Sciences, VNMKV, Parbhani

Corresponding author's email: [vasantdhakne111@gmail.com](mailto:vasantdhakne111@gmail.com)

### ABSTRACT

Job satisfaction of employees is one of the criterion for evaluating the effectiveness of an organization. Hence, the study was conducted in 2020 in 12 KVKs of Marathwada with specific objectives to study the profile and job satisfaction of the respondents and delineate the relationship between profile and job satisfaction. Job satisfaction of respondents was measured by using scale developed by Kaur and Singh (1997). Majority of the respondents were male, middle aged, married, having farming background and post graduate education without Ph.D. 65.71 per cent, 70.00 per cent and 68.58 per cent respondents had medium level of work experience, medium level of work environment and favorable attitude towards job respectively. Majority of respondents (70.00%) had medium level of overall job satisfaction followed by 15.71 per cent had high level of overall job satisfaction and 14.29 per cent respondents had low level of overall job satisfaction. Education of the respondents had positive and significant relationship with overall job satisfaction. Attitude and work environment of the respondents had positive and highly significant relationship with overall job satisfaction. Other characteristics namely, age, gender, marital status, farming back ground and work experience had non-significant association with overall job satisfaction.

**Key Words:** Job satisfaction, Krishi Vigyan Kendras (KVKs), Assessment, Employee

Krishi Vigyan Kendras (KVKs) are one of the grassroots level organizations established for assessment, refinement and demonstration of technologies for adoption under different farming situations. This pivotal role is carried out through organization of various activities viz. on-farm testing, front line demonstrations, vocational training, capacity building of programmes and other extension activities. KVKs act as a knowledge and resource centre of agricultural technologies and provide farm advisories. KVKs also produce quality products like seeds, planting material, bio agents, livestock, etc.

Job satisfaction is feeling of satisfaction which the employee gains from the job. Hoppock (1935) first industrial psychologist defined job satisfaction as combination of psychological, physiological and environmental circumstances, which cause a person to truthfully say "I am satisfied with my Job". Job satisfaction of an individual reflects that how he or she feels about owns job. Highly satisfied employee recognizes his responsibility, performs assigned work with

commitment which ultimately influence the healthy growth of an organization. Employees with high job satisfaction will display positive attitude towards their jobs. (Robbins *et al.* 2003).

Employees are one of the most important resources of an organization. Job satisfaction of employees is one of the criterions for evaluating the effectiveness of an organization. Ralea (2011) also recognized job satisfaction is of great significance in the functioning of any organization. It is organizations responsibility is to provide a congenial climate and satisfying environment, in which people can gain overall satisfaction in their quality of work life and help organization to attain its objectives. Hence, the study was conducted to investigate the job satisfaction of extension professionals working in Krishi Vigyan Kendras of Marathwada with the following specific objectives.

1. To study the profile of the respondents
2. To study the job satisfaction of the respondents
3. To delineate the relationship between profile of the respondents and job satisfaction

## METHODOLOGY

The present study was undertaken in 2020 with purposive sampling method in Marathwada region of Maharashtra state. All 12 KVKs functioning in Marathwada were selected for the study which includes 8 KVKs under control of Non Government Organizations (NGOs) and 4 KVKs under administrative control of State Agriculture University (SAU). The selected respondents were Senior Scientist & Heads/Programme Coordinator and Subject Matter Specialists working in KVKs who directly involved in organization of FLDs, OFTs, trainings and other extension programmes. 44 respondents from NGO KVKs and 26 respondents from SAU KVKs were selected for study. Data was collected by using the structured interview schedule.

Number of years of service at the time of investigation is considered as work experience. Attitude of the respondents was measured on five point continuum asking 10 statements expressing attitude of respondents towards job. Work environment was calculated on the basis of the perceived availability of physical facilities, staff, work load, target, communication and involvement in decision making for completing the task..Job satisfaction of respondents was measured by using scale developed by Kaur and Singh (1997). 30 statements with respect to different attributes of job satisfaction were asked to measure job satisfaction. Job satisfaction was measured on a five point continuum very much satisfied, satisfied, can not say, not satisfied and not at all satisfied. The statistical tools like mean, frequency, percentage, standard deviation and Pearson coefficient correlation test were used to analyze the data.

## RESULTS AND DISCUSSION

### 1. Profile of the respondents of KVKs.

The data with regards to profile of the respondents is presented in Table 1. The sample predominantly comprised 68.58 per cent respondents of middle age (32 to 46 years), where as 15.71 per cent respondents were in both young age (18 to 31 years) and old age (47 to 62 years) group.

Majority of the respondents (82.86%) were male and 17.14 per cent were female.

Regarding marital status 90.00 per cent respondents were married and remaining 10.00 percent were unmarried.

Large majority (87.14%) of the respondents were from farming background and remaining 12.86 per cent were from non-farming background.

Regarding education 61.42 per cent of the respondents were post graduate and 38.58 per cent were post graduate with Ph. D.

It was observed that majority (65.71%) of the respondents were having medium level (5 to 18 years) work experience, while 20.00 per cent and 14.29 per cent respondents were having low level (up to 4 years) and high level (19 years and above) work experience, respectively.

As regards attitude significant number (68.58%) of the respondents were having favorable attitude towards job, where as equal percentage (15.71%) of the respondents were having more favorable attitude and unfavorable attitude towards job.

70.00 per cent respondents perceived middle level of work environment followed by 20 per cent and 10 per cent respondents perceived low and high level of work environment respectively.

These results are in line with the results of Fazely (2016).

*Table 1*  
*The Profile of the respondents*

(n=70)

Sr.No.	Profile and categories	Frequency	Per cent
<b>1.1</b>	<b>Age (years)</b>		
	Young (18 to 31)	11	15.71
	Middle (32 to 46)	48	68.58
	Old (47 and 62)	11	15.71
	<b>Mean -38.88 SD -7.47</b>		
<b>1.2</b>	<b>Gender</b>		
	Male	58	82.86
	Female	12	17.14
<b>1.3</b>	<b>Marital Status</b>		
	Married	63	90.00
	Unmarried	07	10.00
<b>1.4</b>	<b>Back ground</b>		
	Farming	61	87.14
	Non farming	09	12.86
<b>1.5</b>	<b>Education</b>		
	Post graduate with Ph. D	27	38.58
	Post graduate or any other	43	61.42
<b>1.6</b>	<b>Work experience</b>		
	Low (up to 4 year)	14	20.00
	Medium ( 5 to 18 year)	46	65.71
	High (19 years and above)	10	14.29
	<b>Mean -11.43 SD - 7.35</b>		
<b>1.7</b>	<b>Attitude</b>		
	Unfavorable (Score up to 33)	11	15.71
	Favorable ( Score 34 to 42)	48	68.58
	More Favorable (score 43 and above)	11	15.71
	<b>Mean - 37.27 SD - 4.58</b>		
<b>1.8</b>	<b>Work Environment</b>		
	Low (below 19)	14	20.00
	Medium (20 to 25)	49	70.00
	High ( above 25)	07	10.00
	<b>Mean -22.18SD -2.88</b>		

## 2.1 Job satisfaction of the respondents of KVKs.

Job satisfaction of the respondents of KVKs was measured and result presented in Table 2. The results of Table 2 present that, regarding self esteem or respect 51.43 per cent respondents were satisfied followed by 41.43 per cent respondents were very much satisfied.

With respect to prestige of job inside department 52.86 per cent respondents were satisfied followed by 32.86 per cent were very much satisfied. Regarding Prestige of job outside department 61.43 per cent respondents were satisfied and 31.43 per cent respondents were very

much satisfied.

Results of Table 2 also depict that 30.00 per cent respondents could not say anything and 20.00 per cent respondents were not satisfied about opportunity for professional growth. Similarly 40.00 per cent respondents were not satisfied at all and 21.43 respondents were not satisfied with respect to opportunity for promotion.

Regarding opportunity for job outside department considerable number 32.86 per cent respondents could not say anything followed by 28.57 per cent satisfied respondents.

Results of Table 2 also revealed that

regarding Pay for job 60.00 per cent respondents were satisfied followed by 12.86 per cent respondents were very much satisfied.

Large majority of respondents (72.86%) were satisfied followed by 14.28 per cent respondents were very much satisfied with respect to extent of close supervision.

Regarding opportunity to close friendship and opportunity to help others 51.43 per cent and 48.57 per cent respondents were satisfied, whereas 32.86 per cent and 44.28 per cent respondents were very much satisfied respectively.

Regarding feeling of job security mere percentage (31.43%) of respondents were satisfied followed by 28.57 per cent respondents were in can not say category.

Majority of respondents (68.57%) were satisfied followed by 18.57 per cent respondents were very much satisfied with respect to opportunity to complete work.

65.71 per respondents were satisfied regarding both feeling of accomplishment and chance to do a whole piece of work, however 17.14 per cent and 21.43 per cent respondents could not expressed their views, respectively.

Regarding Opportunity to get to know others 61.43 per cent of the respondents were satisfied and an equal percentage (17.14%) of respondents were in very much satisfied as well as in can not say category.

Regarding Opportunity to do challenging job, Opportunity to do many things and Liking for the nature of the work 64.29 per cent, 58.57 Per cent and 60.00 per cent respondents were satisfied, respectively. where 22.86 per cent respondents were very much satisfied in as all three aspects.

Results of Table 2 also revealed that, 57.14 per respondents were satisfied regarding both variety on the job and comforts of physical working condition, however 21.43 per cent and 17.14 per cent respondents were very much satisfied, respectively.

Majority of respondents (64.29%) were satisfied followed by 14.28 per cent respondents were very much satisfied with respect to technical facilities to do the job.

With respect to the fringe benefits relating to housing, medical, provident funds, etc. only 28.57 per cent respondents were satisfied and 31.43 per cent respondents were could not expressed their views. Considerable number of respondents 21.43 per cent and 15.71 per cent belonged not satisfied at all and not satisfied categories respectively.

Regarding opportunity for independent thought marginal majority (54.28%) of the respondents were satisfied followed by 21.43 per cent respondents could not expressed their views and 14.28 per cent respondents were also very much satisfied.

Marginal number (55.71%) of respondents satisfied with respect to freedom on the job followed by 17.14 per cent were very much satisfied.

Regarding opportunity to participate in decision making and opportunity for feedback on performance 55.71 per cent and 64.29 per cent respondents were satisfied, whereas 18.57 per cent and 15.71 per cent respondents could not expressed views respectively.

Majority of respondents (61.43%) were satisfied followed by 21.43 per cent respondents were very much satisfied with respect to use of talents to do the job.

Marginal majority of respondents (61.43%) were satisfied followed by 25.71 per cent respondents can not say about feeling that know when to do job well.

Regarding help from the administration in doing job and fairness of authority 61.43 per cent and 60.00 per cent respondents were satisfied, followed by 20.00 per cent respondents were very much satisfied in both aspects.

*Table 2*  
*Distribution of respondents according to Job satisfaction*

(n=70)

Sr. No.	Job Facets	Job Satisfaction									
		VMISA		SA		CNS		NSA		NASA	
		F	%	F	%	F	%	F	%	F	%
1	Self-esteem or respect	29	41.43	36	51.43	02	2.86	02	2.86	01	1.43
2	Prestige of job inside department	23	32.86	37	52.86	07	10.00	03	4.28	00	00
3	Prestige of job outside department	22	31.43	43	61.43	03	4.28	02	2.86	00	00
4	Opportunity for professional growth	10	14.28	21	30.00	15	21.43	14	20.00	10	14.28
5	Opportunity for promotion	03	4.28	10	14.28	14	20.00	15	21.43	28	40.00
6	Opportunity for job outside department	05	7.14	20	28.57	23	32.86	13	18.57	09	12.86
7	Pay for job	09	12.86	42	60.00	08	11.43	09	12.86	02	2.86
8	Extent of close supervision	10	14.28	51	72.86	08	11.43	01	1.43	00	00
9	Opportunity to close friendship	23	32.86	36	51.43	08	11.43	03	4.28	00	00
10	Opportunity to help others	31	44.28	34	48.57	02	2.86	01	1.43	02	2.86
11	Feeling of job security	10	14.28	22	31.43	20	28.57	10	14.28	08	11.43
12	Opportunity to complete work	13	18.57	48	68.57	05	7.14	04	5.71	00	00
13	Feeling of accomplishment	07	10.00	46	65.71	12	17.14	04	5.71	01	1.43
14	Chance to do a whole piece of work	07	10.00	46	65.71	15	21.43	02	2.86	00	00
15	Opportunity to get to know others	12	17.14	43	61.43	12	17.14	03	4.28	00	00
16	Opportunity to do challenging job	16	22.86	45	64.29	03	4.28	05	7.14	01	1.43
17	Opportunity to do many things	16	22.86	41	58.57	08	11.43	03	4.28	02	2.86
18	Liking for the nature of the work	16	22.86	42	60.00	09	12.86	02	2.86	01	1.43
19	Variety on the job	15	21.43	40	57.14	10	14.28	04	5.71	01	1.43
20	Comforts of physical working condition (place of work, transportation, light, etc.)	12	17.14	40	57.14	08	11.43	08	11.43	02	2.86
21	Technical facilities to do the job	10	14.28	45	64.29	08	11.43	06	8.57	01	1.43
22	The fringe benefits (housing, medical, provident funds, etc.)	02	2.86	20	28.57	22	31.43	11	15.71	15	21.43
23	Opportunity for independent thought	10	14.28	38	54.28	15	21.43	06	8.57	01	1.43
24	Freedom on the job	12	17.14	39	55.71	09	12.86	07	10.00	03	4.28
25	Opportunity to participate in decision making	10	14.28	39	55.71	13	18.57	06	8.57	02	2.86
26	Opportunity for feedback on performance	07	10.00	45	64.29	11	15.71	05	7.14	02	2.86
27	Use of talents	15	21.43	43	61.43	06	8.57	06	8.57	00	00
28	Feeling that know when to do job well	07	10.00	43	61.43	18	25.71	02	2.86	00	00
29	Help from the administration in doing job	14	20.00	43	61.43	09	12.86	02	2.86	02	2.86
30	Fairness of authority	14	20.00	42	60.00	08	11.43	05	7.14	01	1.43

## 2.2 Overall Job satisfaction of the respondents.

Majority of the respondents (70.00 %) had medium level of job satisfaction followed by 15.71 per cent had high level job satisfaction and 14.9 per cent respondents had low level of job satisfaction. These results are in line with the results of Bimal *et al.* (2016) Akshata Ramannanavar and Shobha Nagnur

(2018) and Sarnaik *et al.* (2020).

This might be due to that many respondents were not satisfied with respect to some factors like opportunity for professional growth, opportunity for promotion, opportunity for job outside department, feeling of job security and fringe benefits.

**Table 3**  
*Distribution of respondents according to their overall job satisfaction.*

(n=70)

Sr. No.	Categories	Respondents	
		Number	Per cent
1.	Low (Up to 96 )	10	14.29
2.	Medium (97 to 128)	49	70.00
3.	High (129 and above)	11	15.71
	Mean -112.37	SD- 16.32	

## 3. Relationship between profiles of the respondents of KVKs with job satisfaction.

The Relationship between profiles of the respondents of KVKs with job satisfaction was calculated and results were given in Table 4.

Results of Table 4 revealed that characteristic education had positive and significant relationship

with job satisfaction, whereas characteristics attitude and work environment had positive and highly significant relationship with job satisfaction. Other characteristics namely, age, gender, marital status, back ground (Farming / Non farming) and work experience had non significant association with job satisfaction

**Table 4**  
*Relationship between profiles of the respondents with job satisfaction*

Sr. No.	Independent Variables	
1	Age	0.095 <sup>NS</sup>
2	Gender	0.176 <sup>NS</sup>
3	Marital Status	0.069 <sup>NS</sup>
4	Back ground (Farming / Non farming )	0.093 <sup>NS</sup>
5	Education	0.253*
6	Work experience	-0.023 <sup>NS</sup>
7	Attitude	0.645**
8	Work Environment	0.633**

\* Significant at 0.05 level of probability \*\* Significant at 0.01 level of probability

## CONCLUSION

In order to achieve high standard of mandatory activities, understanding of factors that influence high job satisfaction of KVK staff is of prime importance. Study showed that large majority of the respondents had medium level of overall job

satisfaction. It indicates that there is scope to improve organizational commitment and climate to address the factors that improve job satisfaction of KVK staff.

*Paper received on 07.07.20*

*Accepted on 10.08.20*

## REFERENCES

- AkshataRamannanavar and ShobhaNagnur, (2018). The Relationship between Job Satisfaction and other job related factors of KVK Subject Matter Specialists. *Int. J. Pure App.Biosci.* 6(6) : 886-889.
- Bimal P. Bashir, N. Narmada, K. M. Sakthivel, V.Uma, M. Jyotilaxmi and D.Thirunavukkarasu, (2016). Organizational Environment of Subject Matter Specialist working in Krishi Vigyan Kendra. *Indian J. Agric. Res.*50(4)2016:325-329.
- Fazely, A.S. (2016). A Study on job perception, job performance and job satisfaction of teachers of state Agricultural Universities in Karnataka (Agri), *Thesis*
- Hoppock R. (1935), *Job Satisfaction*, New York: Harper & Row
- Kaur S.P. and A. Singh (1997). Delineate and determinants and measures of job satisfaction of Gram Sevakas, *Ph.D. Thesis (Unpub)*, PAU, Ludhiana.
- Ralea M. C. (2011). Working in teams- the efficiency of a united teams. *J. Defense Resource Manage*, 1:131-135.
- Robbins S.P., Odendaal A., Roodt.G. (2003). *Organizational behavior* (9<sup>th</sup> Ed.), Cape Town: Prentice Hall-International.
- Sarnaik S. D, Bhopale P.P., Tekale V. S. and Katole R. T. (2020) Association of job performance and job satisfaction with job related factors of subject matter specialist of Krishi Vigyan Kendras, *Indian Res. Journal Extn. Edn.* 20 (2&3), April & July 2020.

.....