



FACTORS INFLUENCING EXTENSION WORKERS' JOB PERFORMANCES IN RELATION TO PERSONAL ATTRIBUTES: A CASE IN HAMBANTOTA DISTRICT, SRI LANKA

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ABSTRACT

The effectiveness of the extension delivery mechanism is to a large extent responsible for the success or failure of extension programme and is critically dependant on the knowledge of extension officers. The factors which influence the performance of extension officers have been thoroughly analyzed by many research studies. The study is an attempt to investigate job performance of extension workers in terms of socio demographic characteristics using 30 Agriculture Instructors (AIs) in Hambantota district in Sri Lanka from 32 of total population. Mainly their education level and working experiences were considered for the study. Spearman correlation and Jonkheere-Tepstra test used to measure the correlation between the performances of AI officers with the education level and years of experiences. The performances of AI officers were measured by selection of more promising and better contact farmer for the knowledge and information transfer process. The study concluded that the impact of educational level and experiences of AI officers does not affect the decision of selecting most promising contact farmer for the extension activities. Further, the study found that those two independent variables do not affect the individual perception towards the barriers for effective extension service except for the one barrier. More experienced AI officers would have a better understanding about the prevailing administrative and hierarchical barriers to the effective knowledge transfer process in Hambantota district. Further, the study implies the need of immediate intervention to reduce the barriers caused by present hierarchical barriers through certain policy reforms in the country. Issues pertaining to administrative barriers caused by the hierarchical system have to be carefully studied and corrected by policy makers in Sri Lanka.

Keywords: Extension officers, Performances, Education level, Experiences, Contact farmer