



International Journal of Agriculture Extension and Social Development

ISSN Print: 2618-0723
ISSN Online: 2618-0731
NAAS Rating (2026): 5.04
IJAESD 2026; 9(6): 1113-1115
www.extensionjournal.com
Received: 01-05-2026
Accepted: 13-06-2026
Published: 19-06-2026

A Uday Kumar

Ph.D. Scholar, Department of Agricultural Extension Education, College of Agriculture, Rajendranagar, PJTAU, Hyderabad, Telangana, India

B Savitha

Professor & Head, Department of Agricultural Extension Education, College of Agriculture, Rajendranagar, PJTAU, Hyderabad, Telangana, India

M Jagan Mohan Reddy

Director, Extension Education Institute, Hyderabad, Telangana, India

GE Ch. Vidyasagar

Registrar, PJTAU, Rajendranagar, Hyderabad, Telangana, India

D Srinivasa Chary

Associate Professor, Department of Statistics and Mathematics, College of Agriculture, Rajendranagar, PJTAU, Hyderabad, Telangana, India

A study on job satisfaction of extension personnel in agricultural extension service systems in Telangana

A Uday Kumar¹, B Savitha², M Jagan Mohan Reddy³, GE Ch. Vidyasagar⁴, D Srinivasa Chary⁵

DOI: <https://www.doi.org/10.33545/26180723.2026.v9.i6n.4281>

ABSTRACT

Job satisfaction among extension personnel is an important factor influencing the effectiveness, commitment, and quality of agricultural extension services. Extension personnel play a crucial role in facilitating communication between agricultural research institutions, development agencies, and farming communities. The paper focuses on the job satisfaction of extension personnel in three extension service systems in Telangana i.e., Public, Private and NGO extension service systems. Ex-post facto research design was adopted for the study with a total sample of one hundred and twenty-six extension personnel. From the analysis, it was found that majority of extension personnel from public extension service system i.e. 43.14 per cent of extension personnel had medium level of job satisfaction, followed by high (31.37%) and low (25.49%) levels of job satisfaction. Majority of extension personnel from private extension service system i.e. 46.66 per cent of extension personnel had medium level of job satisfaction, followed by high (31.11%) and low (22.22%) levels of job satisfaction. Majority of extension personnel from NGO extension service system i.e. 40.00 per cent had medium level of job satisfaction, followed by high (33.33%) and low (26.67%) level of job satisfaction. An effective change in the dimensions affecting the job satisfaction can be corrected to subsequently improve job satisfaction the extension personnel with low level of job satisfaction.

Keywords: Satisfaction, Extension Personnel, NGO, Public, Private

Introduction

Job satisfaction is an important determinant of the motivation, commitment, work performance, and effectiveness of extension personnel in delivering agricultural extension services. It reflects the extent to which individuals derive satisfaction from various aspects of their work environment, responsibilities, recognition, and professional opportunities. Previous studies conducted among agricultural scientists and extension personnel have generally reported a moderate or medium level of job satisfaction. Rohan (2018) [1], while studying the utilization pattern of information and communication technologies among scientists, observed that job satisfaction among the respondents was predominantly at a medium level, with relatively fewer respondents reporting high or low satisfaction. Similarly, Obabire *et al.* (2019) [2], in their assessment of job satisfaction among extension workers, found that most respondents exhibited a moderate level of job satisfaction. In contrast, James (2020) [3], in a study on social media for agricultural development, reported a comparatively higher proportion of KVK scientists with high job satisfaction, while medium and low levels were also observed. Sarnaik *et al.* (2020) [4], in their study on farmers' perception towards the effectiveness of extension services, found that most Subject Matter Specialists were satisfied with their jobs, while some reported extreme satisfaction or dissatisfaction. Kshatriya (2020) [5], in a study on job perception, job performance, job satisfaction, and job stress among extension personnel, also reported that job satisfaction was predominantly at a medium level. These findings indicate that job satisfaction among extension personnel varies across organizational and work contexts, highlighting the need to examine the factors influencing their satisfaction within different agricultural extension service systems.

Methodology

The Telangana state was purposively selected for the study, the three agro climatic zones of state i.e., North, South and Central zones were considered. One district from each zone, thus a total of three districts were selected randomly for the study. i.e., Rangareddy, Warangal and Karimnagar. Under public extension service systems, *Krishi Vigyan Kendra, District Agricultural Advisory and Transfer of Technology Centres* and *State Department of Agriculture*, in case of private extension system, *Corteva, Syngenta* and *Bioseed* companies and in case of NGO extension service system, *Centre for Sustainable Agriculture (CSA), Modern Architects of Rural India (MARI), Sankalp* and *Sarvodaya* were selected purposively. Ten extension personnel from State Department of Agriculture i.e., Mandal Agricultural Officers (5) and Agricultural Extension Officer (5) from each district were selected by using simple random sampling method. In Rangareddy district, there are

Corresponding Author:

A Uday Kumar

Ph.D. Scholar, Department of Agricultural Extension Education, College of Agriculture, Rajendranagar, PJTAU, Hyderabad, Telangana, India

27 mandals, 27 MAOs, 88 AEOs. In Karimnagar district, there are 16 mandals, 16 MAOs and 79 AEOs. In Warangal district, there are 13 mandals, 13 MAOs and 59 AEOs. The extension personnel (MAOs & AEOs) were randomly selected from the list of one to respective totals and selected using random number generator. Thus constitute thirty (30) extension personnel from State Department of Agriculture for the study. Seven extension personnel were selected from KVKs (5) and DAATTCs (2), So a total of twenty-one extension personnel were included from KVKs and DAATTCs. Thus, constitute fifty-one extension personnel from public extension service system. Five extension personnel from the list of one to respective totals were selected from each private extension service system. Thus, a total of forty-five (45) extension personnel from private extension service systems. Five extension personnel were selected from the list of one to respective totals from each NGO extension service system. Thus constitute thirty (30) extension personnel from NGO extension service system. The data from the extension personnel on job satisfaction was collected with the help of closed-ended questionnaire. Data collected was analyzed and interpretations were drawn based on results.

Results and Discussion

The data was collected from the extension personnel on job satisfaction were analyzed, interpreted, and accordingly the following results and conclusion were drawn.

The results presented in table 1. revealed that majority of extension personnel from public extension service system i.e. 43.14 per cent of extension personnel had medium level of job satisfaction, followed by 31.37 per cent of extension personnel had low level of job satisfaction and 25.49 per cent of extension personnel had high level of job satisfaction.

Table 1. Distribution of extension personnel according to their job satisfaction ($n = 126$)

S.No.	Category	Class interval	Public		Private		NGO	
			f	%	f	%	f	%
1	Low level	16-23	13	25.49	10	22.22	8	26.67
2	Medium level	23-30	22	43.14	21	46.67	12	40.00
3	High level	30-37	16	31.37	14	31.11	10	33.33
	Total		51	100	45	100	30	100

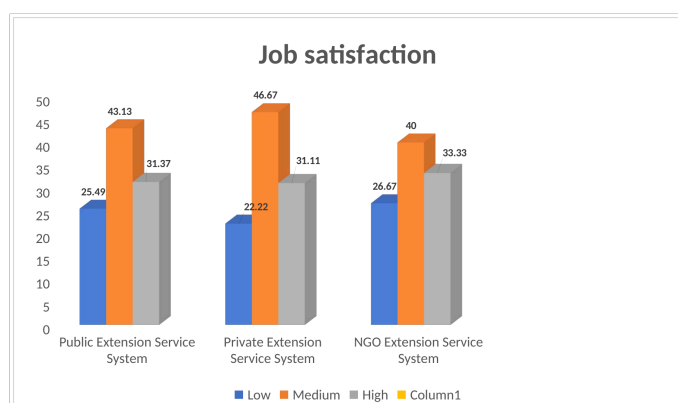


Figure 1. Distribution of extension personnel according to job satisfaction

Conclusion

Job satisfaction among extension personnel was influenced by several organizational and professional factors, including salary, job security, recognition of good work, guidance and encouragement from superiors, opportunities for self-development, supportive work environments, teamwork, workplace facilities, and flexibility in performing assigned responsibilities. Private-sector personnel particularly benefited from mobility facilities, performance-oriented activities, and support for training and product-related responsibilities, whereas

The reasons for majority of extension personnel of public extension service systems were having medium to high level of job satisfaction were because of their salary, job security, praise and recognition for good work, guidance and encouragement from superiors, opportunity for self-development, freedom for flexibility in their work.

Majority of extension personnel from private extension service system i.e. 46.67 per cent of extension personnel had medium level of job satisfaction, followed by 31.11 per cent of extension personnel had high level of job satisfaction and 22.22 per cent of extension personnel had low level of job satisfaction.

The reasons for majority of extension personnel of private extension service systems were having medium to high level of job satisfaction were because of their salary, job security, facilities such as personal car for all territory managers, success meet for the sale of their products in different areas, support from the superiors to complete trainings and new product introduction.

Majority of extension personnel from NGO extension service system i.e. 40.00 per cent had medium level of job satisfaction, followed by 33.33 per cent of extension personnel had high level of job satisfaction and 26.67 per cent of extension personnel had low level of job satisfaction.

The reasons for majority of extension personnel of NGO extension service systems were having medium to high level of job satisfaction were because of praise and recognition for good work, opportunity with team spirit, freedom to pursue original ideas, freedom for flexibility in work.

The results are in line with the results obtained by Mishra (2005), Nagananda (2005), Godara *et al.* (2006), Jyothi (2006), Sandika (2006), Kiran (2007) and Sharma *et al.*, (2013).

NGO personnel valued teamwork, recognition, autonomy, and freedom to pursue innovative ideas. Therefore, agricultural extension organizations should periodically assess the job satisfaction of their personnel and adopt suitable human-resource-development measures. Improvements in compensation and service conditions, career advancement opportunities, professional training, supervisory support, recognition and reward mechanisms, workload management, mobility facilities, and participatory decision-making may enhance employee satisfaction. Increased job satisfaction can contribute to greater motivation, organizational commitment, work performance, and ultimately the effective delivery of extension services to farming communities. The study concludes that strengthening the dimensions associated with job satisfaction is essential for improving the efficiency, responsiveness, and sustainability of agricultural extension service systems in Telangana.

Acknowledgement

I sincerely express my deepest gratitude to my Major Advisor and Chairperson of the Advisory Committee, Dr. B. Savitha, Professor & Head, Department of Agricultural Extension Education, College of Agriculture, Rajendranagar, Hyderabad, for her invaluable guidance, insightful suggestions, and unwavering support. Her wisdom, meticulous supervision, and constant encouragement have been instrumental throughout my study and research journey.

I consider it a privilege to express my sincere gratitude and deep respect to Dr. M. Jagan Mohan Reddy, Director, Extension Education

Institute, Rajendranagar, Hyderabad, Dr. G.E.Ch. Vidyasagar, Registrar, PJTAU, Rajendranagar and Dr. D. Srinivasa Chary, Associate Professor, Department of Statistics and Mathematics, College of Agriculture, Rajendranagar, Hyderabad. Their expert guidance, invaluable suggestions, constructive criticism, and keen attention to detail have been instrumental in shaping this research. Their constant encouragement has played a crucial role in bringing this study to its final form.

Conflict of Interest

There is no conflict of interest

References

1. Rohan S. Utilization pattern of information and communication technologies among scientists of KVKs in Madhya Pradesh and Chhattisgarh. Ph. D. Thesis. RVSKVV, Gwalior; 2018.
2. Obabire IE, Atere OB, Adedapo AO. Assessment of job satisfaction among extension workers in Ondo State agricultural development project, Nigeria. *International Journal of Innovative Science and Research Technology*. 2019;4(10):45-50.
3. James DJ. Social media for agricultural development: Perception of Krishi Vigyan Kendra scientists. Ph.D. Thesis. University of Agricultural Sciences, GKVK, Bangalore; 2020.
4. Sarnaik SD, Bhople PP, Mankar DM, Tekale VS. Perception of farmers towards effectiveness of extension services of KVK. *Indian Journal of Extension Education*. 2020;56(4):43-48.
5. Kshatriya AM. Job perception, job performance, job satisfaction and job stress of extension personnel working in state agriculture department of Marathwada region. Ph. D. Thesis. Vasantrao Naik Marathwada Krishi Vidyapeeth, Parbhani, Maharashtra; 2020.
6. Kavyasree S. A Comparative Analysis of Public, Private and Corporate Extension System. M.Sc. Thesis. University of Agricultural and Horticultural Sciences; 2016.
7. Murugan PP. Identification of Indicators for Effective Extension Services in Public, Private and Non-Government Organisations and their Extent of Contribution. Ph.D. Thesis, Tamil Nadu Agricultural University, Coimbatore; 2004.

How to cite this article: Kumar AU, Savitha B, Reddy MJM, Vidyasagar GC, Chary DS. A study on job satisfaction of extension personnel in agricultural extension service systems in Telangana. *International Journal of Agriculture Extension and Social Development*. 2026;9(6):1113-1115. doi: <https://www.doi.org/10.33545/26180723.2026.v9.i6n.4281>