

ATTITUDE OF VILLAGE LEVEL WORKERS TOWARDS THE COMMUNITY DEVELOPMENT PROGRAMME

JOGINDAR S. DHILLON AND BISHAN SINGH SAMUNDRI*

It is a well known fact that the attitude of individual towards his profession has a significant influence upon his role performance in that occupation. This being so, the efficiency of an Extension Worker in the discharge of his responsibilities is largely influenced by his attitude towards the Programme of Community Development with which he is associated.

A village level worker, from amongst all Extension Personnel, is more in direct contact with the villagers—and thus plays a vital role in the developmental Programme. If he has sincerity of purpose, a sympathetic approach and an unflinching faith in the benefits of Community Development programme, reflected through his attitude, we have reasons to believe, that he will give his best to make the programme a success. Any significant expression of unfavourable attitude towards the programme is bound to have a cumulative effect in the form of adverse reactions among the people, he is supposed to reach and teach.

The present investigation was, therefore, undertaken with the following objectives in view :

1. To explore the prevailing attitude of V.L.Ws. towards the programme of Community Development.
2. To find out if some significant difference exists between the attitudes of In-service and ex-service V.L.Ws.
3. To determine if the frequency of con-

tacts by the Extension Officials with V.L.Ws. in an I.A.D.P. area tends to affect their attitude favourably towards the Community Development Programme as compared to that of V.L.W.S. working in a non-I.A.D.P. area.

Review of Literature

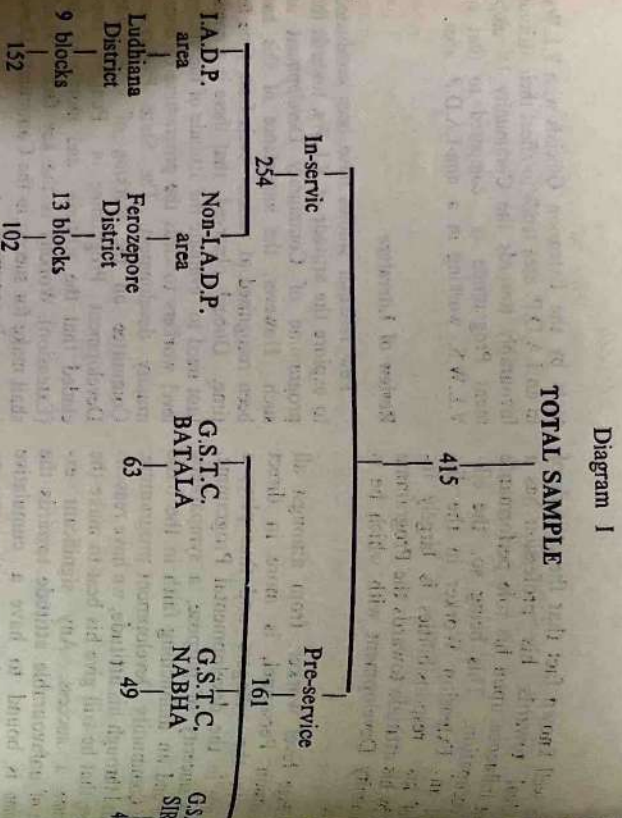
Few research studies have been conducted to explore the attitude of V.L.Ws. towards the programme of Community Development as such. However, the importance of this has been recognised at various levels from time to time. Dubey¹ observed that there is a constant need to evaluate the attitude of the village level workers towards the programme of community development. The State Evaluation Committee on the working of Community Development Programme in Punjab² concluded that the attitude and morale of the (Extension) Workers is the key factor which shall make for success in the Community Development Programme.

Saxena³ in his investigation on 'Relationship between the Efficiency of the Village Level Workers and their Academic Standards and Background', also studied the attitude of Village Level Workers towards the Training Centre and the Extension Organisation by administering Remmers Master Scale. He observed that a large number (about $\frac{3}{4}$ th) of Village Level Workers had not developed any definite attitude towards the training programme. The same was true about their attitude towards the Extension Organisation. One fourth from amongst the rest had a negative attitude towards the Extension Organisation.

*Mr. Dhillon is Assistant Prof. of Extension at Punjab Agricultural University, Ludhiana. Prof. Bishan Singh Samundri formerly Professor of Extension at Punjab Agril. University, Ludhiana is now Principal, Khalsa College, Amritsar.

Research Sample

The entire population of Village Level Workers of the two districts, (Ludhiana and Ferozapore) and all the three Gram Sewak Training Centres of the Punjab State, were included in the sample. The final breakdown of the sample is given below in diagram 1:



the Community Development Program had rich experience in this field for necessary consultations.

A. Evolution of the research tool.

Likert's method of Summated Attitude measurement was used in

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These students had Extension and Community Development as one of their subjects. The results given by the 5-point scale showed more consistency, and it was decided to have a spread of 5-point in the attitudinal scale to be used. The 5 points were: Strongly Disagree, Neutral, Agree, and Strongly

Agree. Through every precaution was taken to avoid the attitude statements in such a way as to avoid the personal bias of the author did not take the construction of the statements, yet, to avoid even the unconscious bias, if any, in the wording of the statements, it was decided to prepare an alternate form of the Research tool in which each statement was to be given in opposite valency than that of the original statement. The number of positive and negative statements was almost the same in each form of scale. For easy distinction, the two forms of attitude scales were got printed on papers of different colour.

Administration of the research Tool

The research tool was administered to the students of the selected blocks and the Gram Sewak Training Centres, at specially arranged meetings. The respondents were assured of the anonymity of their responses, and that they could express their true attitude. This was done by telling them the following

On the basis of the opinions of the experts, referred to above, ten broad the Programme of Community Development were identified. In all 303 statements expressive of a particular attitude, were derived from the relevant literature or collected by the investigator himself, under the

by the investigator himself, under the areas. In the final questionnaire only statements were retained. The ten Community Development Programme same as those mentioned in Table 3.

In order to determine whether a 10-point rating scale of attitude was to be used, two scales, one with 5 points and the other with 10 points, were administered to the two groups of 3rd year students of the College of Agr

ponses.

6. Investigators were not interested in the responses of a particular individual, but the group as a whole.

At each Block and Gram Sewak Training Centre, the respondents were divided into two equal groups. One group was given the original form of the questionnaire, and the other was given the alternative form.

C. Scoring of the Attitude Scales :

For scoring each statement, it was decided that positively worded statements should be scored high, and negatively worded statements should be scored low. Responses to positive statements were, therefore, scored as follows : 5 for strong agreement, 4 for simple agreement, 3 for uncertain or neutral, 2 for simple disagreement, and 1 for strong disagreement. The order was reversed in case of negatively worded statements. The total attitude score of an individual was calculated by adding his scores for all the statements, and then dividing that total by the number of statements to which he had responded.

To facilitate and avoid errors in the scoring process, special scoring keys were devised. These when placed on the attitude protocol of a respondent, could indicate the direction of scoring of each statement.

To permit any back reference to a particular response of an individual and to remove mechanical errors, specially constructed tabulation sheets were used.

D. Reliability and validity of the attitude scale used.

Repeat test technique was used for finding the reliability, and administration of the alternative questionnaire technique was used for finding the validity of the research instrument. The reliability and the validity of the attitude scale was found to be 0.73 and 0.94 respectively.

Keeping in view the group measurement of attitudes, the reliability coefficient may not be considered as low. Krech and Crutchfield believe that it is possible to arrive at useful conclusions with an attitude scale in group measurements having a reliability coefficient as low as 0.50.

Research Methodology

The following two steps, which were considered to be of a great significance for the successful execution of the research project, were taken before designing the research instruments.

To have a first-hand knowledge of the working of Village Level Workers in the field, the senior author spent two weeks with the Village Level Workers of three blocks in a non-sample district. This was done in an informal manner without letting the respective Village Level Workers know the purpose of the visit.

Secondly, to introduce greater objectivity in the investigation, a panel of experts (ten in number), who were actively associated with

5.F. = STRONGLY FAVOURABLE
N = NEUTRAL
5.U. = STRONGLY UNFAVOURABLE

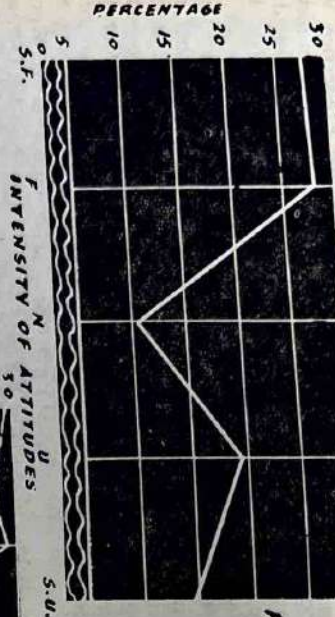


Fig. 2. ATTITUDE PROFILE OF V.L.W.S OF THE TOTAL SAMPLE TOWARDS C.D. PROG. RAM AS A WHOLE

Fig. 3. ATTITUDE PROFILE OF IN-SERVICE AND PRE-SERVICE V.L.W.S TOWARDS C.D. PROG. RAM AS A WHOLE

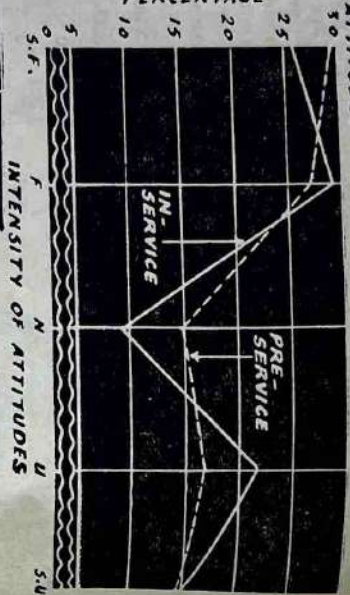


Fig. 4. ATTITUDE PROFILE OF V.L.W.S OF I.A.D.P. AND NON-I.A.D.P. TOWARDS C.D. PROG. RAM AS A WHOLE

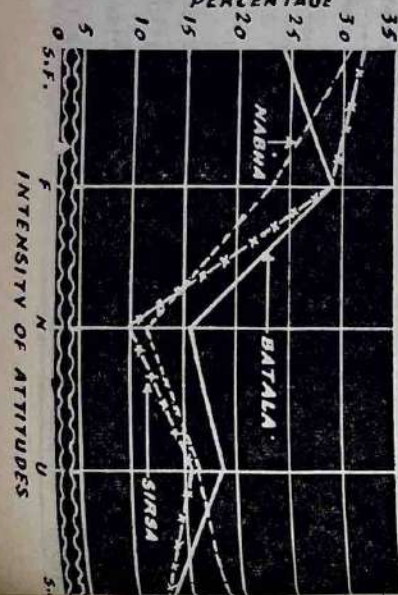
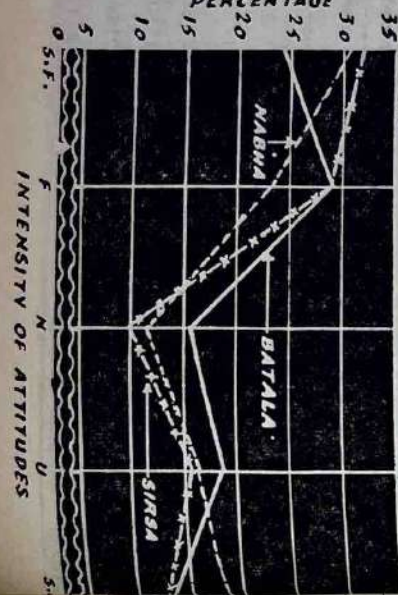


Fig. 5. ATTITUDE PROFILE OF TRAINEE V.L.W.S OF TRAINING INSTITUTES TOWARDS C.D. PROGRAM AS A WHOLE



Only 55.66% of all the respondents have favourable attitudes, whereas 33.69% total unfavourable attitudes. This difference is statistically significant. Another 65% of the Village Level Workers have not developed any attitude so far towards the programme with which they work.

In-service and Pre-service V.L.W.s.

From Table 2 and Fig. 3, it is evident that In-service Village Level Workers hold more total favourable (strongly favourable and favourable) attitudes and less of total unfavourable (strongly unfavourable and unfavourable) attitudes as compared to the In-service Village Level Workers. Also, a larger percentage of pre-service Village Level Workers have neutral attitudes than their counterparts in the field. Although, there is not much difference in the strongly held unfavourable attitudes of the two categories of respondents, it is to be noted that this percentage is more in the case of pre-service Village Level Workers.

V.L.W.s.—I.A.D.P. and Non-I.A.D.P. areas

Although the Village Level Workers working in the I.A.D.P. area have a higher attitude than those of the Non-I.A.D.P. area (Table 1) still, their distribution attitudes are different picture. Total favourable attitudes are higher by a larger percentage of the Village Level Workers of the Non-I.A.D.P. area than those

of the I.A.D.P. area, the percentages in the two cases being 56.37 and 53.39 respectively. But, the same trend also holds good between the two categories as regards the total unfavourable attitudes.

It thus, offsets the advantage the Non-I.A.D.P. respondents had over the I.A.D.P. respondents as regards the favourableness of their attitudes. Further, it is to be observed that the percentage of the Non-I.A.D.P. Village Level Workers having strongly unfavourable attitudes as compared to the village Level Workers of the I.A.D.P. area is comparatively higher, the values being 16.81 and 12.05 respectively. Another interesting finding is that the Village Level Workers of the I.A.D.P. area who have not developed any attitude towards the Community Development Programme are more than double (12.50 against 5.63) the percentage of non-I.A.D.P. respondents holding the similar type of attitude.

Attitudes of different categories of the V.L.W.s. towards various aspects of the Community Development Programme :

The average attitude scores of the total sample as well as the different categories of Village Level Workers towards each of the ten aspects of the Community Development Programme included in the study are presented in Table 3.

TABLE 3. Attitude scores of different categories of V.L.W.s. towards various aspects of the Community Development Programme

Aspects of the C.D. Programme	No. of respondents	Total sample	In-service V.L.W.s.	Pre-service V.L.W.s.	V.L.W.s. of I.A.D.P. area	V.L.W.s. of non-I.A.D.P. area
Philosophy & Principles of C.D. Programme	415	3.75	3.82	3.68	3.76	3.88
Extension Teaching Methods		3.81	3.82	3.80	3.76	3.89
Programme Planning		3.17	3.05	3.26	3.13	2.97
Programme Content		3.56	3.49	3.62	3.40	3.58
Peoples' Participation & Programme Execution		3.42	3.25	3.59	3.31	3.18
Programme Evaluation		3.18	3.17	3.18	3.22	3.12
Interpersonal relations of the V.L.W. with the Block staff & people		2.95	2.93	2.96	2.95	2.91
Research in Agri. & Adoption of practices		3.39	3.28	3.40	3.42	3.34
Working conditions of a V.L.W.		3.17	3.12	3.22	3.12	3.11
Role Perception by the V.L.W.		3.14	2.99	3.29	3.10	2.88
Total average		3.35	3.31	3.40	3.32	3.29

