

## QUALITIES AND ROLE OF EXTENSION WORKER

Extension worker is like a teacher, philosopher, leader, guide and colleague for the community and on the basis of his special qualities he is able to carry on developmental programme successfully. It is undoubtedly true to say that the success and failure of development programmes depend upon the qualities of extension worker. Now we will do realistic study of those necessary qualities and capabilities of extension worker. By extension worker we mean a man who is the last chain of extension organization, who while living in the midst of the community, propagates his programmes.

### Qualities of Extension Worker are:

- 1. Sound knowledge of subject**—The work of extension worker is to introduce villagers to new ideas and to bring change in their behaviour. But, he cannot be successful in this work unless he himself is aware of new technologies. Only after having full and complete knowledge about latest techniques/technologies, he will be able to impress the people.
- 2. Burning desire for new knowledge**—Extension worker should have burning desire to know his subject and problems and requirements of people, so that the research work of research institutions can be brought to the people and problem of the people could be brought to the research institutions for analysis and inspection and again their results can be brought to the people. It is correct to say that the extension worker should play the role of teacher as well as that of a student.
- 3. Explicitness**—Extension worker lives alone in the village and he has to provide appropriate solution to the problems of the people. Therefore extension worker should be capable of taking prompt action and providing explicit solution. Opposite trait in extension worker will create disbelief and disappointment among people.
- 4. Tactful**—Extension worker should be tactful and try to derive relevant benefits from the experiences, problems and resources of the people in order to gain their trust and become reliable person for them.
- 5. Foresightedness**—Extension work is a continuous process, therefore, extension worker should have foresightedness to know which type of work will bring, what kind of result and what will be its impact on the people. He should also know which work should be given priority in order to achieve long lasting benefit.
- 6. Sympathetic attitude**—Sympathetic attitude is the best quality in extension worker. If he is capable of listening to the problems of people sympathetically and able to solve them then undoubtedly people will respect and honour him. This is the first and last step for the success of the programme
- 7. Service attitude**—The mentality of extension worker should be filled with servitude. As far as possible at every stage, he should perform his duties and should not exert his rights. Due to this mental attitude, other people will also take interest in social welfare programme and new leadership will emerge and help voluntary in extension work.

- 8. Attractive personality**—Extension worker's personality should be able to attract people easily. Therefore, the behaviour of extension worker should be lively, polite and courteous so that people of all strata can come in contact with him without hesitation.
- 9. Faith in programme**—Strong faith enhances personality and increases respect among people, Due to strong faith in programme, people get self-motivation to participate in programme and extension work achieve success.
- 10. Enthusiasm**—An attempt without enthusiasm is bound to fail. Therefore, extension worker's heart should be filled with enthusiasm, zeal and affection. A body without enthusiasm is like a cadaver. Person who himself is not motivated, self-confident and aware, cannot convince others to follow his path. Enthusiasm is sure way for success. It enhances personality of extension worker. It is also relevant here to mention that over-enthusiasm is harmful.
- 11. Courage**—Extension worker should be courageous enough to tackle difficult conditions and situations.
- 12. Tolerance**—The extension worker should develop his personality in such a way as not get easily hurt by opposition. There is no impact of anger on tolerant people.
- 13. Honesty**— Wherever there is a question of behaviour and policy, people should practise honesty and truthfulness. Extension work is a practical work in which definite policy is adopted through which new motivation emerge in the community.
- 14. Simple living**—Behaviour of an extension worker should be simple without any pomp and show. It means that extension worker's standard of living and his behaviour should be like an educated villager.
- 15. Friendly nature**—Behaviour of extension worker should be amicable so that he can make friends easily. Feeling of friendship among people enhances cooperation and extension work.
- 16. Firm determination**—Extension worker should have firm determination so that he can do his work in spite of all hurdles, which come in his way. If he lacks in determination then he will be unable to generate faith among people.
- 17. Religious outlook**—Extension worker should be liberal and religious minded so that he can easily achieve respect in that particular society in which he has to work. But extension worker should not be conservative and fanatic in his religious outlook.
- 18. Organizing capacity**—The success of extension work depends on two main factors: (i) Development of power of motivation. (ii) Capability to organize people. Power of motivation develops naturally but capability to organise people is very important for doing any kind of work. The proper utilization of money, labour and other resources of people is possible only when all these different factors are properly organized.
- 19. Dignity of labour**—Extension worker should not hesitate to do social work and labour work of any kind. This way he himself will do less work but the environment created is essential for the progress of development work in which development programme will progress rapidly. In this way dignity of labour will be enhanced among people.

**20. Knowledge of rural social values**—In order to convince a person it is necessary to respect that person's social values. If the people of a particular area believe in Ramayana and Gita then extension worker of that area should start new programmes along with Akhand Ramayana and recitation of Geeta. This will develop strong respect for the work and people will easily adopt the extension work.

### **Role of Extension Worker:**

The role of extension worker while living among rural people is to bring necessary change in individual and collective behaviour and motivating them. For this, extension worker is required to have knowledge about psychological factors, extension related training and technological knowledge. In performing his duties an extension worker has to perform work enumerated:

- 1. To create motivation and feeling**—By motivating rural people for the development of programmes so that they themselves may become anxious to improve their standard of living and make new programmes and implement them for their upliftment.
- 2. Knowledge of local felt need**—Development programme should be based upon local felt needs. For this extension worker should be aware of requirements and problems of local people.
- 3. Precedence of instant needs**—In preparing programme, precedence should be given to those work which fulfil instant requirement of people.
- 4. To create self-belief in rural people**—Till now rural people have no faith upon their own power. They still depend on government assistance for the development work. So, it is important to make them understand or convince them that they can do most of the work through mutual cooperation.
- 5. Emphasis on self-dependence**—Our villages were self-dependent before British rule. Their needs like food, clothing and housing, were fulfilled in villages itself, but now they have to go outside to fulfil their basic needs and still they are unable to earn enough for themselves. Therefore, it is necessary to bring change in this situation and to teach lesson of self-independence to the villagers.
- 6. To develop the close relations between research centre and agricultural farm**— A close coordination is to be developed between research centre and agricultural farm. So that scientific information can be given to the farmers and their problems can be addressed to the scientific institution for solution.
- 7. Full use of present local resources**—In order to enhance the extension work and rural industries like agriculture and cottage industries, it is necessary to efficiently utilize the available local resources so that people can become self-dependent.
- 8. Plan for all-round development**—Extension worker should organise social, economic and educational development programmes for all round development of the society.

**9. Reconstruction of village**—Work should be done for the development of education, health, transportation, electricity, water etc in villages, so as to encourage educated people to stay in villages. Arrangement should be made for providing security to the people in villages.

**10. Change in social attitude**—The rural environment in India is filled with jealousy, hatred, ill feeling and conflicts. Selfishness is increasing day by day and it is harmful for the society and the country. “Extension worker should try to bring change in this mental attitude of people so that they can sacrifice their selfishness for the welfare of the society and country and may become partners in the reconstruction of the country.

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