1. **Study on Technological Gap and Adoption Level of Improved Cultivation Practices by Arecanut Growers of Bhadra Command Area**

**DEEPIKA K. R.**

**ABSTRACT**

A study on technological gap and adoption level of improved cultivation practices by arecanut growers was carried out in Bhadra command area during 2014-15. The number of respondents selected for the study was 120. The data was collected by personal interview method.

Majority of arecanut growers were middle aged (60.00%), 25.83 per cent of respondents studied up to middle school, 29.17 per cent had low farming experience in arecanut cultivation, 61.66 per cent of the respondents belonged to medium level of annual income category. Considerable percent of the respondents belonged to high innovativeness category, medium risk orientation, high economic motivation and high achievement motivation. Variables such as education, extension participation, innovativeness, mass media utilization and achievement motivation were negatively and significantly related with technological gap of arecanut growers.

45.84 per cent of the respondents belonged to medium category of technological gap. Nearly 47.50 per cent of arecanut growers belonged to medium adoption level category. Majority of arecanut growers expressed their training needs on the practices like identification of pests and diseases (83.40%), control of pests and diseases (95.80%), processing of arecanut (75.00%). Majority of the respondents expressed that non availability of labour at right time (76.67%), High incidence of pests and diseases (74.16%) are the major constraints in arecanut cultivation.

June, 2015

(S. Chandra Naik)

Major Advisor
A Comparative Study on Men and Women Self-Help Groups in Shivamogga District

CHINMAYI, V.

ABSTRACT

Self help group is a group of people having a common goal of socio-economic sustainable development discussing their problems and resolving it through appropriate participation decision making. The study was conducted during the year 2015, in Shivamogga district. Main objective of the study was to compare the performance of men and women SHGs, the motivational factors in the formation of Self help groups, various activity undertaken by SHG members, relationship between personal and socio-economic characteristics with performance, suggestions and constraints faced by the members of SHG members. Total of 30 SHGs and 150 respondents were interviewed from three taluks of Shivamogga district.

The findings of the study revealed that, majority of respondents from men SHGs (57.33%) and women (58.67%) SHGs had medium level of social participation. Majority of the respondents from both men (36%) and women groups (37.33%) were having medium level of awareness about developmental programmes. Majority of the respondents from both men SHGs (40%) and women (38.67%) SHGs had medium level of extension participation. Majority of the respondents from both men (42.67%) and women (37.33%) had medium level of extension contact.

With respect to motivational factors, men were formed into self help groups to reduce financial problems (54.67%) and women groups are formed to increase the future savings (74.67%). Majority of both men (73.33%) and women (46.67%) self help groups belongs to medium performance level category. Major constraint faced by the both men (42.67%) and women (36%) respondents were lack of technical guidance. Majority of the respondents (80%) suggested that training programmes should be conducted based on the needs.

June, 2015

(Basavaraj Beerannavar)

Major Advisor
3. Impact of Intercrops in Cashew Based Cropping System Followed by the Farmers of Shivamogga District of Karnataka State

AKSHATH, K. V.

ABSTRACT

The study was conducted in the year 2014-15 in Shivamogga district of Karnataka state with a sample size of randomly selected 120 farmers. The data was collected with the help of structured interview schedule. The socio-economic profile of the respondents in the study revealed that, majority of the respondents belong to young age group (50.00 %), high school education (41.67 %), medium family size category (41.67 %), small land holding category (40.83 %) and medium income level (81.17 %). Whereas, majority of the respondents had low mass media exposure (38.33 %), extension participation category (51.67 %), medium extension agency contact (50.83 %) and medium social participation category (45.83 %). With respect to the intercrops followed in Cashew majority of the farmers (61.67 %) adopted maize as the intercrop in cashew followed by paddy (16.67 %), pineapple (7.50 %) and ginger (6.67 %) in Cashew based cropping system.

The cultivation of intercrops in cashew provides the employment opportunity of an average of 25 man days per acre and it provides the average income of Rs. 53,086.62/- per acre. With respect to adoption level of cashew production technologies most of the farmers (38.33 %) were found in medium adoption category followed by low (35.83 %) and high adoption category (25.83 %). The variables like age, education, farming experience, social participation and extension participation had positive and significant relationship with adoption level at 0.01 levels. Whereas, extension agency contact had negative and significant relationship with adoption level. The major constraints faced by the cashew growers were lack of processing unit (90.96 %), incidence of pest and diseases (85.52 %) and price fluctuation in the market (76.86 %).

June, 2015

(B. Dhananjaya)

Major Advisor
4. **Study on Entrepreneurial Behavior of Mango Growers of Karnataka**

**MANJUNATH**

**ABSTRACT**

A study on entrepreneurial behaviour of mango growers was carried out in Kolar and Ramanagar districts of Karnataka state during 2014-15. The number of respondents selected for the study was 120. The data were collected by personal interview method.

The results showed that more than half (55.83%) of the respondents had medium entrepreneurial behavior. A majority of the respondents had medium level of risk orientation (63.33%), achievement motivation (59.17%), innovativeness (53.33%), decision making ability (52.00%), management orientation (50.00%), scientific orientation (45.83%) and economic motivation (42.50%). Majority of the mango growers (60.00%) were middle aged. 25.00 per cent of the respondents were educated up to high school, 61.66 per cent were had agriculture as main occupation, 32.50 per cent were belonged to small farmers category and 36.67 per cent were had medium experience in mango cultivation. Variables such as education, land holding, annual income, mass media exposure, extension participation and extension contact positively and significantly correlated with entrepreneurial behaviour of mango growers.

Nearly half (49.16%) of the respondents leased their orchard to the pre harvest contractors. Majority of the mango growers most needed training with respect to “marketing of mango and mango products” (37.00%) followed by “irrigation management in mango” (33.33%), and entrepreneurial activities” (30.00%). The major constraints faced by mango growers were “lack of storage facility for fruits and processed products” (100%), followed by “fluctuation of prices in mangos” (100%) and “lack of knowledge on processing” (92.50%).

June, 2015

(K. Amaresh Kumar)

Major Advisor
A Study on Knowledge and Adoption of Improved Cultivation Practices of Pomegranate Growers in Chitradurga District of Karnataka

NAVYASHREE M.

ABSTRACT

The study was conducted in Chitradurga district of Karnataka state to know the knowledge and adoption of improved cultivation practices of pomegranate during the year 2015-16 considering area and production of pomegranate as criterion. In Chitradurga district, Hosadurga, Hiriyur and Challakere taluks were purposively selected. Further, from each taluk 4 hoblis were selected. From each hobli, 15 pomegranate growers were selected randomly making a total sample size 180. Around 50.00 per cent of the pomegranate growers had medium level of knowledge about recommended cultivation practices. About 42.00 per cent of the respondents had fallen under medium adoption category.

Majority of respondents belonged to middle age group and had medium farming experience and medium land holding. Majority of the respondents had high (42.78%) risk orientation, medium (43.89%) economic motivation and medium (42.78%) innovative proneness. Cent per cent of the respondents had knowledge on fertilizer application, micro nutrients application, irrigation method, growth regulators and had adopted the recommended varieties of pomegranate, fertilizer application, pruning, growth regulators, optimum population and harvesting period. Very meager percentage (26.67 %) of them had knowledge about pest control measures. More than 90 per cent of the respondents had knowledge about recommended inter crops and grades of pomegranate.

A positively significant relationship was observed between level of knowledge and adoption with variables like education, cosmopolitanism, mass media participation, extension contact, innovative proneness, risk orientation and scientific orientation. Cent percent of the respondents expressed the problems like incidence of pests and fluctuation in market price.

July, 2016

(Sudheendra M.)

Major Advisor
A study on adoption of dairy management practices by KVK trained farmers was carried out in the operational area of Shivamogga district of Karnataka state during the year 2015-16. The number of respondents selected for the study was 120. The data was collected by personal interview method.

The results showed that majority (85.00%) of the KVK trained dairy farmers had medium adoption level and medium knowledge level (39.17%) regarding improved dairy management practices. Majority (61.67%) of the KVK trained dairy farmers were middle aged. Around 36 per cent of the respondents were educated up to high school, cent percent of respondents engaged in dairy activity and 70.00 per cent of the respondents had high level of annual income. Majority of the respondents had medium level of extension contact (80.00%), mass media participation (50.00%), extension participation (36.67%) and management orientation (70.83%). More than half (55.00%) of the respondents had high scientific orientation and high economic motivation (54.16%). Variables such as education, land holding, occupation, annual income, mass media exposure, extension contact, management orientation and economic motivation were positively and significantly correlated with knowledge and adoption level of the KVK trained farmers.

Majority (76.66%) of the respondents expressed the motivational factors such as, to increase income from the dairy by learning the new practices, followed by to have contact with extension agency (55.00%) for respondents to attend training. The major constraints faced by dairy farmers were financial problem (71.67%) followed by shortage of green fodder during summer season (59.17%) and low price for the milk (44.17%).

June, 2016

(Basavaraj Beerannavar)
Major Advisor
A Comparative Analysis of Public, Private and Corporate Extension System

KAVYASHREE, S.

ABSTRACT

The study on comparative analysis of Public, Private and Corporate Extension system was conducted in Tumkur and Chitradurga districts of Karnataka state during 2015-16. Thirty farmers and twenty extension workers were selected from public, private and corporate sector by following simple random sampling procedure. Total sample size for the study was 150 respondents. The data was collected using structural interview schedule developed for farmers and questionnaires for extension workers. The results showed that majority of farmers had favourable (43.33%) perception towards private extension system and extension workers had favourable perception towards public (55.00%) and private (45.00%) extension system. Criteria like technical knowledge (public), job satisfaction (private) and communication (corporate) were found to be a pivotal factor determining the performance of extension workers in respective extension system. Majority of farmers in public, private and corporate extension system were belonged to the category of middle age and medium level of cropping intensity. Whereas, farmers under both public and private extension system had medium level of irrigation intensity.

In public sector they had medium level of socio economic status and high level of risk orientation. In corporate sector, farmers had medium level of mass media participation. In private sector they had medium level of innovative proneness, scientific orientation, extension participation and management orientation. Similarly, farmers had low level of economic motivation, extension agency contact and decision making ability. Extension participation had significant relationship with perception of farmers towards extension system. Major constraints faced by the farmers were ‘insufficient training’ in public sector, ‘no government support’ in private and ‘labour intensive’ in corporate sector. The extension workers expressed ‘farmers were less responsive’ (public), ‘timely operation is not possible’ (private) and ‘labour intensive’ (corporate) as constraints. The suggestions given by farmers and extension workers were increase number of extension staff and conduct extension activities.
Impact of Bhoochetana Programme in Shivamogga District of Karnataka

PRIYANKA, G.P.

ABSTRACT

The study was conducted in Shivamogga district of Karnataka state during 2015-16 to measure the adoption of recommended Bhoochetana practices, impact of Bhoochetana programme and to ascertain the constraints and suggestions for effective implementation of Bhoochetana programme. Sixty beneficiaries and sixty non-beneficiaries were selected as the sample for study. The data was collected by personal interview with the help of structured schedule which was developed keeping in view the objectives and variables of the study. Majority of the beneficiaries (70.00%) belonged to high adoption category. On the other hand most of the non-beneficiaries (86.66%) belonged to low adoption category. Integrated nutrient management practices like usage of organic manures (100.00%), soil testing (80.00%) and fertilizer recommendations (66.66%), integrated pest and disease management practices like proper spacing (76.66%), insecticidal spray (73.33%) and crop rotation (68.33%) and soil and water conservation practices like land smoothening (60.00%), strengthening of existing bunds (56.66%) and construction of small section bunds (53.33%) were the major Bhoochetana practices adopted by the beneficiary farmers.

Majority of beneficiary farmers (58.34%) belonged to medium annual income category and non-beneficiary farmers (91.67%) farmers belonged to low income category. There was increase in 12 per cent of nitrogen content in the beneficiaries land compared with the non-beneficiaries. Similarly there was increase of 42.5 per cent of phosphorous, 50.00 per cent of zinc and 42.85 per cent of boron was observed in beneficiaries land. Non-availability of labour (98.33%) and non-availability of inputs in time (93.33%) were the major constraints in adoption expressed by respondents of improved crop production practices. Adequate and timely provision of inputs (65.00%) and frequency of visits of field staff need to be increased (51.66%) were the major suggestions given by the farmers.

July, 2016

(Chandranaiik, S.)
Major Advisor
ABHILASH, J.

ABSTRACT

Information management behaviour of farmers play a vital role in adoption of the improved cultivation practices in their farming system. The concept of information management behaviour of arecanut growers is gaining significance as they are emerging as a strong force in increasing the arecanut production in the country. The research study was conducted during 2016-17, in Shivamogga district of Karnataka and found that majority (69.17%) of respondents belonged to medium category of information acquisition behaviour, in case of storage of information 61.66 per cent of respondents grouped under medium category. Whereas, interpersonal sources were the major sources of information for the major chunk of the respondents, 46.67 per cent of the respondents belonged to middle age group, 30.00 per cent of the respondents educated up to high school, 32.50 per cent of the respondents possessed small land holding, 42.50 per cent had very high income, 47.50 per cent had medium level scientific orientation, 49.16 per cent belonged to medium mass media utilization category, 47.50 per cent belonged to medium innovative proneness category, 100 per cent of the respondents possessed Television and Mobile/Telephone, 59.16 per cent of the respondents belonged to medium cosmopolitaness category. Out of 12 independent variables, five variables viz., education, extension contact, mass media participation, social participation and cosmopolitaness showed positive and significant relationship at 1% level of probability with acquisition of information. Further, variables like age, education, extension contact, material possession, social participation, extension participation and cosmopolitaness showed positive and significant relationship at 1% level of probability with storage of information. Majority of the respondents had expressed constraint on lack of sufficient training programmes (72.50%).

August, 2017

(A. T. Krishnamurthy)
Major Advisor
The study was conducted in the year 2016-17 in Dakshina Kannada and Dharwad district of Karnataka state with a sample size of 120 farmers. Simple random sampling procedure was used to select the sample.

The data was collected with the help of structured interview schedule. The socio-economic profile of the respondents revealed that, majority of the respondents belong to middle age group (58.30%), middle school education (35.00%), small land holding category (33.30%), 10-20 years of farming experience (65.00%) and high income level (55.00%). Whereas, majority of the respondents had medium cosmopoliteness (51.67%), medium innovative proneness (39.17%), medium level of extension agency contact (45.00%), low mass media participation (35.00%), medium extension participation category (51.67%) and low political participation category (58.34%).

The articles published in newspaper, farm magazine and leaflet/folder could be read by the farmers who had an education level up to middle school, high school and above high school level respectively.

With respect to overall reading habit 37.50 per cent of the reader farmers had low level of reading habit, while 33.33 per cent and 29.16 per cent had medium and high level of reading habit respectively.

The variables like age, education, land holding, farming experience, annual income, cosmopoliteness, extension agency contact and extension participation had significant association with reading habit at 0.01 levels. Whereas, innovative proneness, mass media participation and political participation had non-significant association with reading habit.

The major constraints faced by the reader farmers were “Sometimes information published was neither timely nor practical”, “No detailed information about author for future reference” and “Less articles in the form of success stories”.

July, 2017

(Amaresh Kumar. K) 
Major Advisor
11. Impact of Vocational Training Programme ‘Friends of Coconut Tree and Plant Protection’ Conducted by Krishi Vigyan Kendra, Shivamogga

LEELAVATHI, M.

ABSTRACT

The present study was conducted to ascertain the impact of vocational training programme ‘Friends of Coconut Tree and Plant Protection’ conducted by KVK, Shivamogga. A total of 120 trainees were considered as sample for the study. The study revealed that majority of the respondents possessed low (55.00 %) and high (41.67 %) knowledge level before and after training. The respondents had low (60.83 %) and high (40.84 %) overall adoption level before and after intervention of training. Majority (89.17 %) of the respondents had adopted use of coconut palm climbing equipment, 97.50 per cent of the respondents practicing right time of harvesting coconuts and 81.67 per cent are identifying major pest and diseases. Nearly 33.33 per cent of the respondents possessed 21 to 50 number of coconut trees after training. Only seven respondents (5.83 %) were professional coconut tree climbers before undergoing training and it was enhanced to 20 per cent after training. None of the respondents were using climbing equipment before undergoing training and majority (89.17 %) of the respondents were using it as means of climbing after training. There is an average additional gain of earnings by ₹ 55,812/- per annum by the professional coconut tree climbers after training. There is an average yield of 120 coconuts per year per tree after training when compared to the yield of 100 nuts per tree per year before training. Majority of the respondents expressed the constraints such as problems related to insurance renewal and claims (81.67 %) and difficulty in using the equipment for the trees with bigger trunk size (55.83 %). Suggestions such as organizing awareness programmes related to insurance (75.00 %) and provision for safety belt (65.00 %) were expressed.

July, 2017

(Basavaraj Beerannavar)
Major Advisor
12. Impact of Mobile Agro-advisory Services on the Farmers of Udupi District

NAVINKUMAR

ABSTRACT

The sector of agriculture benefits more from mobile phones in the developing countries as it saves money, time and offers accurate advantage for farmers. The research study was conducted during 2016-17.

Majority (48.33%) of the respondents’ belonged to young age, 35.00 per cent of the farmers were educated upto P.U.C. level, 75.83 per cent had nuclear type of family, 48.33 per cent were engaged in agriculture and animal husbandry occupation, 42.50 per cent farmers possessed small land holding, 40.83 per cent of the respondents belonged to high Annual income category, 65.83 per cent of the farmers had high level scientific orientation, 54.17 per cent of the farmers had high extension contact, 48.33 per cent of the farmers belonged to medium extension participation category, 67.50 per cent of the farmers belonged to high mass media utilization category, 64.17 per cent of the farmers belonged to medium Innovative proneness, 67.50 per cent of the farmers belonged to medium Achievement motivation category, 62.50 per cent of the farmers had high level risk orientation, 55.48 per cent had high level Knowledge and 48.33 percent had high level of Adoption of Mobile agro-advisory services. Total 13 independent variables selected for the study, three variables viz., Education, Achievement motivation and Risk orientation showed positive and significant relationship at one per cent level of probability with Knowledge level, among the 13 independent variables, five variables viz., Achievement motivation, Risk orientation, Scientific orientation, Innovativeness and Extension participation showed positive and significant relationship at one per cent level of probability with Adoption level. Major constraint expressed was lack of Practical exposure (76.67%). Major suggestion expressed was regular weather forecasting (93.33%).

July, 2017

(Dhananjaya B)

Major Advisor
13. Knowledge Impact and Coping Mechanism to Climate Change by Farming Community of Chitradurga District

VASANTHI, C.

ABSTRACT

The study on knowledge impact and coping mechanism to climate change by farming community was conducted in Chitradurga district of Karnataka during 2016-17. By simple random sampling 120 adopter and 30 non adopter farmers were selected, constituting sample size of 150. The data was collected using pretested interview schedule. The result showed that majority of the adopters (74.16%) non adopters (86.67%) had medium level of knowledge on climate change. It was observed that social participation (40.38%) was most impacted followed by extension participation, family type and cosmopolitaness in case of adopter farmers. None of them were significant in case of non adopter farmers. It was found that farmers without adopting any coping mechanism get net returns of ` 11727.65/hectare. The additional return due to adoption of coping mechanism was maximum in case of drip irrigation + mulching + protected cultivation model (` 182384.51). Majority of the adopter and non adopter farmers were male and belonged to middle age category having medium farming experience and medium irrigation potential. Majority of the adopter farmers were educated upto PUC, had medium sized land holding and medium family size. Majority of the non adopters belonged to read only category having marginal land holding and small sized family. Majority of the adopters had medium level of mass media participation, innovativeproness, extension agency contact, risk orientation, management orientation, information seeking behaviour, preparedness for adaptation and change resistance, whereas majority of the non adopters had low level of innovativeproness, extension agency contact, risk orientation, information seeking behaviour, preparedness for adaptation, medium level of mass media participation and management orientation and high level of change resistance. Major constraints faced by adopter and non-adopter farmers were ‘borewell failures’ and ‘high cost of irrigation facility’ respectively. The suggestion included ‘providing subsidies to climate proof technology’ and ‘promoting climate smart agriculture.’

July, 2017

(Sahana, S.)
Major Advisor
14. A Study on Impact of Emerging Institutional Interventions in Fruits and VEGETABLES Marketing at Davangere District

GAYATHRI, G.N.

ABSTRACT

The study was conducted on impact of emerging institutional interventions in fruits and vegetables marketing at Davangere district of Karnataka during 2017-18. By simple random sampling, 40 farmers each from public, co-operative and private market interventions were selected, constituting sample size of 120. The data was collected using pretested interview schedule. The results showed that majority of the public (72.50 %), co-operative (70.00%) and private (70.00%) market interventions adopting farmers had medium level of knowledge on market intervention. It was observed that overall social impact due to different market interventions was found to be high in private (0.61) market intervention followed by co-operative (0.54) market intervention. The co-operative market intervention was found to be efficient market for Chilli (1.22) and Banana (1.22). The efficient market for Tomato(2.71) was private market intervention. For Papaya(1.04), public market intervention was found to be efficient market. Majority of public, co-operative and private market interventions respondents belonged to middle age category with medium level of education having medium level of farming experience. Majority of the farmers belonged to medium level of economic motivation, decision making ability, market orientation, cosmopoliteness and information seeking behavior are from public, co-operative and private market interventions. Major constraint faced by public (56.67%) and co-operative (45.00%) market intervention was labour availability but post harvest activities (65.83%) were the major constraint in private market intervention. The suggestions given was providing stable prices to produce (87.50%) in public market intervention, supply of inputs from HOPCOMS (97.50%) in case of co-operative market intervention and providing grading facility at collection centers(90.00%) in private market intervention.

July, 2018

(Sahanas, S.)

Major Advisor
15. Decision Making and Participation of Farm Men and Women in Paddy Cultivation: A Study in Shivamogga District.

KAVYASHREE, C.

ABSTRACT

The present study was carried out in Shivamogga district of Karnataka state during the year 2017-18 to analyze the decision making pattern and participation of farm men and women in cultivation of paddy crop. A total of 120 respondents (60 farm men and 60 farm women) of both rainfed and irrigated paddy area were interviewed using a pre-tested interview schedule. The study revealed that majority of farm men are mediums (60.00%) to high (23.33%) level decision makers, and majority of farm women are medium (50.00%) to low (28.33%) level decision makers. More than half of farm men are medium (53.33%) to high (26.67%) level participators and large number of the farm women had medium (46.67%) to low (33.33%) level of participation in paddy cultivation activities.

Variables like age, achievement motivation, extension participation and farming experience is positive and significant with decision making pattern of farm men. Variables such as age and farming experience of farm women are significant with decision making pattern. When it comes to extent of participation of farm men and women, the variables like attitude towards farming, mass media participation and extension participation of farm men are positively significant with extent of participation of farm men and three variables namely farming experience, attitude towards farming and age of the farm women are significant with extent of participation of farm women.

Major problems expressed are non-availability of agricultural labors (86.67% and 81.67%) and Low price/less profit margin (71.67% and 66.67%) by farm men and women respectively. The major suggestions given are enhancement of minimum supportive price for paddy (80.00% and 61.67%) and promotion of mechanization/custom hiring system (75.00% and 50.00%) by farm men and women respectively.

August, 2018

(Basavaraj Beeranavar)
Major Advisor
16. A Study on Knowledge and Socio-Economic Impact of Diploma in Agricultural Extension Services for Input dealers (DAESI)

MAMATA, V. N.

ABSTRACT

The present study was conducted in Shivamogga and Davanagere districts of Karnataka state to ascertain the knowledge and socio-economic impact of Diploma in Agricultural Extension Services for Input Dealers (DAESI). A total of 120 respondents were considered as a sample for the study. The study revealed that majority of the respondents possessed medium (64.16%) level of overall knowledge regarding agricultural aspects. The respondents had high level of knowledge on crop production (94.00%) followed by crop protection (93.00%) and soil health (88.00%). Economic impact of DAESI programme showed significant results. Average number of farmers visited input dealer shop prior to diploma was 140/season which had been increased to 217/season after availing diploma. Frequency of visit made by the farmers in input market prior to diploma was 2 times/season which had been increased to 3 times/season after availing diploma. The magnitude of stocking of inputs like fertilizers (35.00%), micronutrients (12.00%) and plant protection chemicals (1.76%) had been decreased. In every season waiting time has been decreased from 10 to 7 days in case of seeds, 5-3 days in case of fertilizers and 7 to 5 days in case of plant protection chemicals. Annual turnover from existing has increased to the magnitude of 12.50 per cent in case of seeds, in case of fertilizers (68.00%), in case of micronutrients (50.00%) and in case of plant protection chemicals (23.00%). Social skills such as leadership qualities (23.19%), managerial skills (7.64%), technical skills (26.42%), rapport building (15.83%) and social/self-empowerment (25.00%) showed highly significant results. Cent per cent of the respondents expressed that constraint such as less coverage of information related to latest plant protection chemicals and varieties in the course curriculum. Inclusion of latest information related to plan protection chemicals and varieties in the course curriculum was suggested by cent per cent of the respondents.

August, 2018

(M. Sudheendra)

Major Advisor
17. A Study on Utilization Pattern of ICT Tools by the Farmers of Shivamogga and Chikamagluru Districts

SAGAR S PUJAR

ABSTRACT

The study was conducted in the year 2017-18 in Shivamogga and Chikamagluru district of Karnataka state with a sample size of 120 farmers. Simple random sampling procedure was used to select the sample.

The data was collected with the help of structured interview schedule. The socio-economic profile of the respondents revealed that majority of the respondents belong to middle age group (51.70%), high school education (41.67%), small land holding category (32.50%), 10-20 years of farming experience (40.83%) and high-income level (61.70%). Whereas, majority of the respondents had medium and low cosmopoliteness (35.00%), medium innovative proneness (55.83%), medium economic motivation (45.00%), medium mass media exposure (37.50%), medium information seeking behaviour (52.50%) and farmers had low political participation (58.34%).

With respect to regularity of using ICT tools, whatsapp was used daily by majority of the respondents (81.67%). While, e-Krushika app was used once in 3 days by 48.34 per cent of respondents, followed by KMAS tool user used it once in a week (57.50%). Further the extent of agricultural information used, whatsapp (67.50%) and KMAS (53.34%) of the farmers were used partially and e-Krushika app (55.00%) and KCC (67.50%) of the respondents were these tools to get specific information.

The variables like education, innovative proneness, economic motivation and mass media participation had significant association with utilization of ICT tools at 0.01 level. Whereas, age, land holding, farming experience, annual income, cosmopoliteness, extension participation, information seeking behaviour and political participation had non-significant association with utilization of ICT tools.

The major constraints faced by the ICT tools user farmers were “Unaware of origin of the information generated”, “Risk in adoption technology” and “Poor network connectivity”.

August, 2018

(Amaresh Kumar, K)
Major Advisor
18. Adoption of Production Technologies and Marketing Behaviour of Tomato Growers in Chikamagaluru District

SHRIKANT

ABSTRACT

The study was conducted during the year 2017-18 in Chikamagaluru district of Karnataka state with a sample size of 120 farmers. Simple random sampling procedure was used to select the respondents.

The data was collected with the help of structured interview schedule. The socio-economic profile of the respondents revealed that, majority of the respondents belong to middle age group (51.67%), high school education (33.34%), small family size (50.00%) and land holding category (41.67%), medium annual income (50.84%). Whereas, majority of the respondents had medium extension contact (48.34%), extension participation (54.67%), mass media participation (66.67%), scientific orientation (55.84%), achievement motivation (55.84%), risk orientation (44.16%), innovativeness (48.34%) and low level of social participation (51.66%).

It was observed that half (50.00 %) of the respondents belonged to medium level of adoption category. Whereas, 25.84 per cent and 24.16 per cent of respondents belonged to high and low level of adoption category respectively.

With respect to marketing behaviour more than half (57.50 %) of respondents had medium level of marketing behaviour. Followed by, (21.66%) high and low (20.84%) level.

The variables like education, land holding, annual income, extension contact, extension participation, social participation, scientific orientation, achievement motivation and innovativeness had significant association with adoption of tomato production technologies at 0.01 levels. Whereas, age, family size, mass media participation risk orientation had non-significant association with adoption of tomato production technologies.

The major constraints faced by the farmers in adoption of production technologies and marketing of tomato were “Costly storage facilities”, “Labour problem”, “Diseases and pest problem”, “High charges of commission agent”, “Fluctuation in market price” and “Lack of remunerative price”.

August, 2018

(A. T. Krishnamurthy)
Major Advisor
A Study on Problems and Prospects of Mechanized Paddy Cultivation through Custom Hiring Centres in Udupi District

SUBHASH KALAGI

ABSTRACT

The study was conducted to know the problems and prospects of paddy mechanization practices followed by farmers of Udupi district by involving 120 respondents using random sampling technique. The study revealed that Majority of the respondents faced the problems like non-availability of machineries during peak season (100.00%), less number of government CHSC (95.83%), high initial investment (87.50%), fragmented land holdings (75.00%), implements and machineries require frequent repairs (70.83%) and 61.66 per cent opined mechanized paddy cultivation has highly prospective. Further, it was clear from the data that for every one rupee invested by government CHSC respondents got 1.43 rupee returns while private CHSC respondents got 1.32 rupee returns hence it is clear that government CHSC is economically more viable than the private CHSC.

The study revealed that nearly half of the respondents (44.00%) and 43.00 per cent belonged to medium level of overall knowledge category about farm mechanization practices both among the government and private CHSC respectively. Further, more than half of the government CHSC respondents (63.33%) and 73.33 per cent of private CHSC respondents belonged to medium level of adoption category.

This study revealed that a larger number of government CHSC respondents were of middle aged (66.67%), educated up to high school (38.33%), having medium family size (61.67%), medium farming experience (36.66%) and medium level of other socio-economic characteristics. A considerable number of private CHSC respondents were of middle aged (58.33%), studied up to high school (23.33%), having medium family size (65.00%), medium farming experience (33.33%) and medium level of other personal and socio-economic characteristics.

August, 2018

(Dhananjaya B)

Major Advisor
20. A Study on Entrepreneurial Skills Acquainted by Students of UAHS Shivamogga through Agricultural Experiential Learning Programme (AELP)

(CHAITHRASHREE, J.)

ABSTRACT

The study was conducted in four different colleges of University of Agricultural and Horticultural Sciences, Shivamogga of Karnataka state during 2018-19. A total of 120 students who underwent Agricultural Experiential Learning programme during the academic year 2016-17 and 2017-18 were purposively selected.

The data was collected using pretested interview schedule. The results found that about 40.00 per cent of respondents had completely understood the course content and 41.66 per cent of respondents mentioned their source of information was senior friends, teachers and by own interest. Cent percent of respondents were understood the scope of AELP, majority of an equal (92.50 %) per cent of them had understood the aspects like concept of AELP and placements in AELP.

Nearly three fourth of the AELP respondents had moderately acquired (78.33 %) the entrepreneurial skills. Majority of the respondents had moderately acquired planning skills (81.66 %), organizing skills (95.83 %), staffing skills (43.33 %) and budgeting skills (81.66 %). Majority of AELP student’s families had low annual income and had medium scientific orientation, self-confidence, leadership ability, innovativeness, risk orientation, achievement motivation, marketing orientation, management and decision making abilities.

The strength and weakness of AELP course was expressed by the students that AELP was a merging of theory and practice (100.00 %) and inadequate availability of trained manpower (87.50 %). With respect to opportunities and threats of AELP was expressed by the AELP students was demand from external agencies for products (85.83 %) and stringent financial rules and regulations (85.00 %). Cent per cent of AELP students expressed non-availability of appropriate technologies was a major constraint. Majority (78.33 %) of AELP students suggested that giving preference to student’s interest while choosing a module.
A Study on Knowledge and Adoption of Paddy Seed Production Practices by the Farmers of Davanagere District

(CHETAN, B.M.)

ABSTRACT

The present study was carried out in Davanagere district of Karnataka state during the year 2018-19 to know the knowledge and adoption of paddy seed production practices by the farmers of the district. A total sample consisting of 120 respondents from four major paddy seed producing taluks of the district were selected wherein three villages from each taluk and ten farmers from each village were interviewed using pre-tested interview schedule. The study revealed that majority(48.34 %) of the respondents were middle aged, having education upto PUC level (44.16 %) with medium (80.83%) family size, nearly half of the respondents were medium size land holder and 59.16 per cent of respondents had high farming experience and exactly half of respondents had moderate seed production experience. Whereas nearly half of the respondents (49.16%) were under medium income category. About 77.50 per cent of respondents had medium extension contact and 76.66 per cent of the respondents had medium social participation and 64.16 per cent of respondents had medium market orientation, while 69.16 per cent of paddy seed production farmers had medium cosmopoliteness and majority (83.34%) of the farmers had medium innovativeness. Majority of paddy seed production farmers had medium (73.34 %) to low (15.00%) knowledge level. More than half of them had medium (65.84%) to high (21.66 %) adoption level with respect to overall adoption of paddy seed production practices. Lack of labours (76.66%) and difficulty in maintaining recommended spacing (75.83%) were the major constraints expressed by the respondents. The major suggestions given by respondents were early payment for produce sold in respective seed production agencies (82.50%) and promotion of mechanization or custom hiring system (69.16%). Hence, seed certification agencies should provide adequate training to the paddy seed production farmers to enhance their level of knowledge and adoption of paddy seed production technologies.

August, 2019

(Ramappa Patil)

Major Advisor
22. A Study on Performance of Farmer Producer Organizations in Shivamogga District of Karnataka

(DHARMARAJ, B. M.)

ABSTRACT

The present study was conducted in the year 2018-19 to assess the performance of Farmer Producer Organizations (FPO) in Shivamogga district of Karnataka state. An ex-post-facto research design was engaged. A total of 120 members out of six FPO from four talukswere considered as the sample for the study. Data is collected through pre-tested semi structured interview schedule. The study revealed that exactly half of the FPOs (50.00 %) were having medium level of overall performance followed by high (33.33 %). All the FPOs were performing activities like custom hiring services, input supply, auditing of accounts, conduct of meetings, rules and regulations of the FPO, book keeping and documentation followed by 83.33 per cent of the FPOs possess internet facility and offering farm advocacy. Just above half of the farmer members (52.50 %) were possessed medium level of knowledge and (52.50 %) of them belonged to middle aged group, more than half (58.33 %) of members had medium education category, about (40.00 %) of the members were semi medium farmers and less than half (42.50 %) of them had low income. About 44.16 per cent of the members had medium level of extension contact, 46.66 per cent of the members had medium level of extension participation and 42.50 per cent of them belong to medium level of organizational participation. Less than half of them (45.84 %) were distributed in medium level of economic motivation. Just below fifty per cent (48.34 %) of the members had medium category of credit orientation. Majority of the members expressed the constraints such as problems related to lack of processing units (83.33 %), non-existence of procurement system (53.33%). The suggestions like establishment of processing units (71.66 %), Procurement system to be improved (59.76 %), Credit facility can be enhanced 55.83 per cent of members were expressed.

August, 2019

(Basavaraj Beerannavar)
Major Advisor

(NARENDRA, V.N.)

ABSTRACT

The study on farmers practices on irrigation methods in arecanut growing areas of Chitradurga district was conducted in Chitradurga district of Karnataka during 2018-19. By simple random sampling 40 each from drip, sprinkler, flood irrigation adopted farmers in Arecanut, constituting sample size 120. The data was collected using pretested interview schedule. The result showed that majority of the farmers (66.67%) had medium level of awareness on operational aspects of different irrigation methods. It was observed that as high water use efficiency in drip irrigation is 9.81 liters followed by sprinkler irrigation (13.15 liters), flood irrigation (19.18 liters) respectively. High economic efficiency will be observed in drip irrigation is Rs. 5.87 (net returners per acre rupee of irrigation cost) followed by sprinkler irrigation (Rs. 4.58) and flood irrigation (Rs. 3.89). The average arecanut yield obtained per acre under drip, sprinkler and flood irrigation was 9.62 quintal, 8.56 quintal and 8.22 quintal respectively. Cost of cultivation of drip irrigation (Rs. 98,868.94/acre), sprinkler irrigation (Rs. 1,04,544.16/acre) and flood irrigation (Rs. 98,247.23/acre). Net returns from drip irrigation is found be highest of Rs. 3,10,000.00 per acre. Majority of the farmers belonged to middle age category having medium farming experience. Majority of the farmers were educated up to PUC and had medium sized land holding. Majority of the farmers had medium level of innovative proneness, risk bearing ability, extension participation, extension contact, mass media exposure, cosmopolitaness, information seeking behavior, social participation. More than half of the farmers had high level of annual income. Major constraints faced by farmers ‘high installation cost’ in drip irrigation. ‘Nozzle blocking’ in sprinkler irrigation. ‘High labour cost’ in flood irrigation. The suggestions included ‘MSP facility should be provided for arecanut’ in drip irrigation farmers. ‘Regular supply of electricity’ in sprinkler irrigation farmers. ‘Need of training for effective management of soil crusting’ in case of flood irrigation.

August, 2019

(Sahana, S.)

Major Advisor
24. A Study on Knowledge and Perception of Farmers on Soil Health Card in Shivamogga District

(SANJANA, U. H.)

ABSTRACT

The study was conducted in Shivamogga district of Karnataka state during 2018-19 to assess the knowledge and perception of farmers on soil health card and to ascertain the constraints and suggestions for effective implementation of soil health card scheme. A total of 120 respondents were considered as a sample for the study. The study revealed that majority of the respondents possessed medium (61.66 %) level of overall knowledge regarding soil health card. The respondents had high level of knowledge on soil health (63.33 %), soil sampling and testing(59.16 %) and contents of soil health card (52.50 %). The respondents were found to have a medium (61.66 %) and low (21.67 %) level of perception about soil health card. Majority of the farmers perceived that soil health card gives crop wise recommendation of fertilizers and nutrients (57.50 %). About 45 per cent of the respondents belonged to middle age group and 38.33 per cent of them were educated up to high school level. More than half of the farmers had medium (51.66 %) social participation. Majority of the respondents had medium (70.00 %) level of mass media participation, 63.33 per cent of the respondents had medium scientific orientation and majority of the farmers had medium (73.33 %) level of source of information. Variables like education, extension contact, mass media participation, scientific orientation and source of information showed highly significant results with the knowledge. Variables like education, farming experience, and extension contact showed positive and significant association with the perception level of respondents. Soil testing labs should be available at the hobli level was suggested by 72.50 per cent of the respondents. There is a need for conducting more training programmes in shaping the capabilities and improving the knowledge of the farmers towards soil health card.

August, 2019

(Sudheendra, M)
Major Advisor
The study was conducted in Hosanagara taluk of Shivamogga district. Four Hoblishaving highest area under paddy were selected and from each Hobli three villages were selected. From each village ten paddy farmers were randomly selected. Thus the total sample of 120 respondents. The study indicated that majority of the paddy farmers had medium (64.17%) to high (18.33%) level of knowledge. In case of adoption 59.17 per cent had medium level of adoption followed by high (23.33%) level of adoption of paddy production practices. Majority of the respondents were middle-aged (52.50%), having education up to PUC (61.67%). More than half of paddy farmers were belong to medium size of landholding (58.34%), whereas 64.17 per cent of the paddy farmers had medium level of extension contact, extension participation (76.67%). Majority of paddy farmers had a medium social participation (72.50%), innovativeness (55.83%), and risk orientation (59.17%). Medium level of cropping intensity could be observed in case of 77.50 per cent of respondents, followed by medium level of economic motivation (64.17%). Pest and disease problem (94.17%), high cost of labour (92.50%), non-availability of seeds (81.67%) were the major constraints faced by the respondents. The majority of them suggested that developing high yield varieties (75.83%), followed by less water required paddy varieties (70.83%) and pest and disease resistant varieties (64.17%). Hence, Agriculture Universities, KVKs, and Agricultural departments should provide adequate training to the paddy growing farmers to enhance their knowledge about improved technologies which helps in adoption of scientific paddy cultivation practices.
The study was conducted in the Chikkamagaluru district of Karnataka state during 2019-2020 to document the Indigenous Technical Knowledge (ITKs) in agriculture practiced by the farmers of Chikkamagaluru district. A total of 80 ITK practicing farmer respondents considered as samples for this study from two talukas of Chikkamagalurudistrict viz, Tarikere and Mudigere. From each taluk 40 respondents were selected and interviewed with help of pre-structured interview schedule. During the study, 90 ITKs were documented along with rationale behind practice of these ITKs. Further ITKs documented were categorized into groups viz, soil/nutrient management (8), seed treatment (2), weed management (5), pest management (23), disease management (11), non-insect pests (8), physiological disorders (3), soil and water conservation (4), storage of grains (10), animal husbandry (12) and others (4).

The personal and socioeconomic characteristics of the respondents revealed that majority of respondents were old aged (47.50%), had PUC level of education (40.00%), medium family size (86.25%), possesses semi medium sized land holdings (36.25%), high farming experience (42.50%), low level of income (42.50%), practicing poor cropping pattern (46.25%), medium level of livestock possession (48.75%) and medium level of material possession (57.50%), medium level of extension contact (80.00%) and medium level of source of information (55.00%). The major constraints for discontinuation of practicing of ITKs were easy availability of modern technologies (90.00 %), lengthy procedure of preparation of ITK (83.75 %), lack of availability of input- materials for ITK practice (57.50 %), non availability of labors (47.50 %) and constraint of time (58.75%).

Major suggestions documented by ITK practicing farmers were creating mass awareness about ITK (80.00 %), encouraging the ITK practicing farmers (86.25 %) and educating the farmers regarding benefits of ITK (91.25 %).
27. Impact of KrishiBhagya Scheme on the Beneficiaries in Shivamogga District

(CHAITRA, N. R.)

ABSTRACT

The present study was conducted in the Shivamogga district of Karnataka state during the year 2019-20 to analyze the impact of KrishiBhagya Scheme on beneficiaries. A total of 120 respondents were selected, consisting of 60 beneficiaries and 60 non-beneficiaries, respectively. The study results revealed that the majority of beneficiaries (53.33 %) and non-beneficiaries (48.33 %) have medium overall knowledge. The calculated z’ statistic shows a highly significant increase in paddy and vegetable yield, with a moderate cropping pattern of 4 to 6 crops followed by low crop yields in the case of non-beneficiaries. The ‘z’ statistic shows a significant difference in cropping intensity, employment generation and annual farm income, and self-sufficiency in comparison to non-beneficiaries. The majority of the beneficiary farmers (53.33%) had an enterprise combination of agriculture + horticulture + animal husbandry and low-implementation possession (55.00%). In contrast, non-beneficiaries possess agriculture + horticulture as a significant enterprise (38.33%) with not much possession of new implements (45.00%). The significant (48.33%) of beneficiaries have a favorable attitude with a significant association with variables like education, landholding, information-seeking behavior, mass media exposure, and management orientation. It was found that majority of the beneficiaries belong to medium landholding (56.67%) with medium land under protective irrigation (50.00%), and management orientation (43.33%). The prominent constraints expressed by beneficiary farmers are elevation of polythene sheets during the rainy season (78.76) and clogging of motor nozzles (71.07). In comparison, non-beneficiaries experienced that they couldn't be able to harvest more crops (78.75) and lowered yield (77.00). The significant suggestion given by the beneficiaries is polythene sheets/sprinkler/drippers has to be serviced whenever they got damaged (78.76%) and digging of farm ponds depending on their needs (77.10%).
The present study was conducted in Udupi district of Karnataka state during the year 2019-20 to assess the farmers’ perception and adoption of groundnut production technologies. Three taluks having highest area under groundnut cultivation were selected. Four villages from each taluks were selected and from each village ten farmers were randomly selected. Thus the sample size of the study comprises of 120 farmers. The study revealed that 65.83 per cent of farmers had high perception about groundnut production technologies. In case of adoption 75.00 per cent of the farmers had adopted the recommended groundnut production technologies. Majority (55.83%) of the farmers were middle aged, having education up to high school (46.67%). More than half of the groundnut farmers belonged to nuclear family (65.83%), whereas 82.50 per cent of the farmers had medium annual income and medium social participation (65.00%). Majority (55.83%) of the farmers had high innovativeness and 74.17 per cent of the farmers had low risk orientation. Followed by majority (69.16%) of the farmers had medium achievement motivation, high mass media exposure (71.67%) and high extension participation (65.00%). Followed by majority (44.17%) of the farmers had low market orientation. Hence, SAU, KVKs, RSKs and concerned agriculture department should provide ample training and information to motivate the farmers in order to improve their perception level and to adopt the recommended technologies.
ABSTRACT

The study entitled ‘Socio-economic impact of e-tendering system on Arecanut growers in Karnataka’ was conducted during 2019-20. For the study, two major Arecanut trading APMCs of Karnataka, viz., APMC of Shivamogga district and Bheemasamudra APMC of Chitradurga district were selected. From each APMCs, 50 farmers, 10 traders, and 10 commission agents were selected randomly. Thus, the total sample size was 140. The primary data were gathered using a pre-tested interview schedule and secondary data were collected from Krishimarathavahini. The results indicated that majority of the farmers (65.00%), traders (60.00%) and commission agents (50.00%) had medium level of perception about e-tendering system in Arecanut. The factors influencing the perception of farmers about e-tendering system were Market conduct, Operationalisation, Time saving, Transparency and Competition. The Arecanut prices in Shivamogga and Bheemasamudra APMCs increased by Rs. 2020.18 and Rs. 6332.55 per quintal, respectively because of e-tendering system in comparison to the control market. Significant positive social impact was observed in credit orientation, public recognition, organizational participation and self-sufficiency of the farmers. The quantity of Arecanut traded by a farmer increased by 23.15 per cent and 25.02 per cent along with 44.16 per cent and 44.55 per cent increment in the income per quintal of Arecanut in Shivamogga and Bheemasamudra APMC, respectively. The time taken for bid announcement reduced by 35.34 per cent in Shivamogga and 35.90 per cent in Bheemasamudra APMC. Frequent price fluctuation was the major constraint confronted by the farmers and difficulty in rectifying the mistakes after quoting the price was the major issue for traders and commission agents. Majority of the farmers insisted on creating awareness about the operational aspects of e-tendering system, whereas traders demanded a provision to rectify mistakes after quoting the price. Results from this study could provide policy makers with key insights to strengthen the Karnataka model of agricultural marketing.
30. Knowledge Management Behaviour of Vegetable Growers in Chikkamagaluru District

(CHETHANA, A. T.)

ABSTRACT

The study was conducted during the year 2019-20 in Chikkamagaluru district of Karnataka state with a sample size of 120 respondents. Simple random sampling procedure was used to select the respondents. The data was collected with the structured interview schedule. The results indicated that majority of the respondents belonged to the medium category of knowledge management (63.33 %), in case of Knowledge acquisition (61.67 %) of the respondents belonged to medium category. Whereas, interpersonal source were the major sources of knowledge management for the major chunk of the respondents, followed by More than half of the respondents belonged to medium Knowledge retention, 44.17 per cent of respondents belonged to medium Knowledge retrieving, majority (68.33 %) of the respondents belonged to medium Knowledge evaluation and 69.16 per cent of the respondents belonged to medium Knowledge Dissemination category. The socio economic profile of the vegetable growers revealed that, majority of the respondents belonged to middle age group (54.17 %), primary school education (25.83 %), small land holding (45.00%) and medium annual income (86.67 %). Whereas, majority of the respondents had medium extension participation (57.50 %), medium extension contact (69.17 %), medium mass media utilization (68.00 %), medium social participation (75.50 %), medium cosmopoliteness (68.33 %), medium innovativeness (57.50 %), medium risk orientation (61.67 %) and medium management orientation (56.67 %). The variables like education, extension contact and innovativeness showed positive and significant association at 1 % level of probability. Whereas, farming experience, extension participation and Mass media participation showed positive and significant association at 5 % level of probability with knowledge management. The majority of the respondents had expressed constraint on lack of availability of farm publications in the local (58.33 %). More than half of the respondents (65.00 %) gave suggestions to Increase development department and extension agents at the local level.

November, 2020

(Krishnamurthy, A. T.)

Major Advisor
31. A Study on Knowledge and Adoption of Betel vine (Piper betel) Cultivation Practices Followed by the Farmers of Davanagere District of Karnataka

(Subhash, V.)

ABSTRACT

The study was conducted in Harihara and Honnali Taluks of Davanagere District in 2019-20. Eight villages have been selected from two taluks, four villages from each taluk. From each village, 15 betel vine farmers were randomly selected. Thus, the total sample was 120 respondents. The study indicated that majority of the respondents had medium (76.67 %) level of knowledge. In case of adoption, 65.00 per cent of the respondents belong to medium level of adoption category. Majority of the respondents were middle-aged (47.50 %), and educated up to high school level (40.83 %). Majority of the respondents belong to small farmers category (42.50 %), whereas 67.50 per cent of the respondents are having medium level of farming experience in betel vine cultivation. Majority of the respondents belong to medium (76.67 %) level of annual income category, whereas 68.33 per cent of the respondents are having medium level of the extension contact, Mass media participation (60.83 %), and Information-seeking behaviour (63.33 %). Majority of the respondents are belong to medium level of the Innovativeness (60.00 %), Risk-orientation (70.83 %). Non-availability of the skilled labour (77.50 %), High cost of inputs (75.00 %), lack of technical guidance (56.66 %) and lack of capital (52.50 %) were the major constraints faced by the respondents. Hence the Agricultural Universities, state Horticulture Department and KVKs should provide required training to the farmers and demonstrate the new technologies, organizing the Exhibitions, field days in the villages to increase the level of knowledge of the farmers and to make them adopt the important practices in the betel vine cultivation.

November, 2020

(Basavaraj Beerannavar)

Major Advisor
The study was conducted in the year 2019-20 in Chitradurga district of Karnataka state. Total sample size of 120 farmers taking Private Advisory Services (PAS) were selected as respondents by using Simple random sampling procedure. The study was aims to understand impact of PAS given by the private agencies in backward and forward linkages about horticultural crops. Result indicates that majority of the farmers (72.50%) expressed favorable attitude followed by 15.83 and 11.67 per cent expressed less and more favorable attitude towards backward and forward linkage services received by Private Advisory Service Agencies (PASA). The deviation was observed before and after obtaining advisory services by respondents with respect to practices like selection of appropriate PPCs (64.17%), herbicide application (62.50%) and appropriate methods followed for pest and disease management (57.50%). “Availability of good information and management practices” was a major strength of PASA as expressed by 93.33 per cent of the respondents. “Farmers will get inputs from only specified companies” (68.33%) were said as weaknesses of PASA. “PASA make integration of farmers to grow innovative crops” was a major opportunity expressed by (73.33%) of the respondents. 85.00 per cent of the respondents expressed that “The freedom of farmers is very limited in the selection of inputs and other services” as threat of PAS. Farmers adopted recommended practices given by PASA in both backward and forward linkages. The farmers need to be oriented towards cost-effective production technologies for better returns.
A study was conducted in Chikmagalur district of Karnataka state during 2018-19 with a sample of 120 respondents under Custom Hiring Service Centre programme. The data was collected by personal interview method using pre structured schedule to assess the impact on socio-economic status, knowledge, extent of utilization and constraints in availing services at Custom Hiring Centre.

The results pertaining to know the impact, the season-wise machineries required, the extent of utilization of machineries revealed that major impact seen in material possession, the score 4.55 before has increased to 4.78 after implementation of Custom Hiring Centres with per cent increase of 5.05 per cent and was significant, for annual income the score 2.36 before increased to 2.39 with per cent increase of 1.27 per cent and was non-significant, for land holding the score 10.12 before increased to 10.24 with per cent increase of 1.18 per cent and was non-significant.

The results pertaining to season-wise machineries required in Kharif, majority (60.00 %) of farmers required paddy transplanter, tractor cage wheel (56.67%) and paddy harvester (54.17 %). In Rabi majority (45.83%) of farmers required tractor, M.B. Plough (40.00%) and cultivator (35.00%). In summer majority (55.83 %) of farmers required back pack sprayer, motorized power sprayer (48.33 %) and tractor (38.33 %). Further, extent of utilization of machineries majority (450) of farmers utilized tractor with a number of 2700 hours covering an area of 3200 acres, mini tractor (200) with a number of 450 hours covering an area of 600 acres and power tiller (40) with a number of 40 hours covering an area of 55 acres.
34. An Assessment of Listening Behaviour of Agricultural Information Disseminated by All India Radio Bhadravathi

(PAVANKUMAR.G)

ABSTRACT

The present study titled on “An assessment of listening behaviour of agricultural information disseminated by All India Radio Bhadravathi” was carried out at AIR Bhadravathi in Shivamogga district of Karnataka state during the year Jan 2018 to Dec 2018 with an objectives, to assess the listening behavior of respondents, to know the awareness on various agricultural programmes broadcasted, to assess extent of utilization of agricultural information and their relevance by farmers and to enlist the preference of the programmes by the listeners and their suggestions for improvement. The sample size comprised of 80 radio listeners selected randomly from four taluks of shivamogga district. The study revealed that 38.75 percent of the listeners belong to medium listening behavior category and cent percent of the farmers were fully aware about the AIR programmes. Majority (56.25%) of the farmers belongs to middle age group with medium family size and studied up to high school education (47.50 %). About 40.00 percent of farmers belonged to small land holding category with high income group and majority of the farmers had high level of farming experience. More than (57.50%) of the farmers were medium level of scientific orientation and 43.75 percent of farmers had high level of innovativeness. More than half of the farmers had medium level of extension and high mass media participation. Majority of the farmers suggested increasing the duration of radio programmes, increasing agricultural programmes, improving network coverage and creating more awareness on agricultural programmes. Hence, these suggestions should be considered by the AIR Bhadravathi in order to increase the listening behavior of the farmers.

February, 2021

(B.Dhananjaya)

Major Advisor