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**RESEARCH ARTICLE :** **Profile characteristics of cabbage growers in north Karnataka**

■ **S. ASHOKKUMAR AND S.G. ASKI**

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**SUMMARY :** The study was conducted in Belagavi and Haveri districts of Northern Karnataka during the year 2015-16 to know the profile of cabbage growers and to find out relationship of characteristics of cabbage growers with adoption of cabbage production technology. It was found from the study that majority of the cabbage growers belonged to middle age, educated up to high school, medium level of land holding, medium farming experience, medium annual income, medium extension contact, medium mass media participation, medium economic motivation, medium risk orientation and medium achievement motivation. The variables like education, land holding, farming experience, annual income, extension contact, mass media participation, economic motivation, risk orientation and achievement motivation were positively and significantly related with the adoption of cabbage production technology. While, age did not establish any significant relationship with their adoption of recommended practices.

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**KEY WORDS:**

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Mass media  
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Author for correspondence :

**S.G. ASKI**

Department of  
Agricultural Extension  
Education, Agriculture  
College, VIJAYAPURA  
(KARNATAKA) INDIA  
Email : askisubhash@  
gmail.com

See end of the article for  
authors' affiliations