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Extent of knowledge about improved cultivation practices of cumin production technology and source of information preferred by farmers in Jalore district of Rajasthan

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SUMMARY: It is one of the valuable medicinal and spices crop used fresh as well as dry. In the Rajasthan state it is mostly grown in the western districts such as Jalore, Barmer, Jodhpur, Nagour, Ajmer, Pali and Sirohi. The present investigation was undertaken in Sanchore panchayat samiti of Jalore district of Rajasthan with the specific objectives of studying the knowledge level about the improved cultivation practices of cumin production technology and to identify the source of information being used by the cumin grower. The over all major findings reveal that knowledge of the farmers about improved cultivation practices of cumin production technology was found to be medium to high level. Majority of the respondents (74%) had medium level of knowledge followed by high knowledge (19%) and low knowledge level (7%). The highest knowledge gap (43.5 %) was measured in seed treatment practices. The most credible source of information for dissemination was found personal *localite*. As an individual source, neighbor was found most important source of information followed by progressive farmers and friends.

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KEY WORDS:

Cumin, Knowledge, Source of information, Personal localite, Personal cosmopolite, Mass media, Production technology

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