



RESEARCH PAPER

Profile characteristics of pomegranate growers of North Karnataka

H. J. Manoj¹, S. G. Aski* and S. H. Gotyal

Department of Agricultural Extension Education, College of Agriculture, Vijayapura (Karnataka) India

(Email : askisubhash@gmail.com; gotyalsh@rediffmail.com)

Abstract : The present study explored the profile characteristics of pomegranate growers regarding their knowledge and adoption of recommended pomegranate production practices. The present study was conducted in Vijayapura and Bagalkot districts of Karnataka state during 2022-23. “*Ex-post facto*” research design was employed for the study. The required data on profile characteristics of pomegranate growing farmers was collected by using simple random sampling technique in Vijayapura and Bagalkot districts, constituting a total sample size of 120 farmers. Statistical tools such as frequency, percentage, mean and standard deviation were used to categorize the profile characteristics. It was observed that majority (65.00 %) of the pomegranate farmers belonged to middle age group, 33.33 per cent of them were illiterates, large majority (86.66 %) of them had medium family size, 32.50 per cent of them were semi-medium farmers, more than half (59.17 %) of them had less than 2.50 acres under pomegranate cultivation, majority (70.84 %) of them had pomegranate farming experience of about 1 to 5 years, 35.83 per cent of them had medium extension participation, more than half (54.17 %) of them had low extension contact, two fifth (40.00 %) of them had low mass media exposure, more than two fifth (45.83 %) of them had low social media utilization, two fifth (40.83 %) of them had medium level of innovativeness, 37.50 per cent of them had medium level of economic motivation and 35.83 per cent of them had medium level of market orientation.

Key Words : Profile, Pomegranate growers

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*Author for correspondence:

¹Department of Agricultural Extension Education, College of agriculture (U.A.S.) Dharwad (Karnataka) India