



RESEARCH PAPER

Profile characteristics of chrysanthemum growers in North Karnataka

B. Sandeep Kumar¹, 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 chrysanthemum growers with their knowledge and adoption level of recommended production practices. The present study was conducted in Dharwad and Gadag districts of Karnataka state during 2023-24. “*Ex-post facto*” research design was employed for the study. The required data on profile characteristics of chrysanthemum growing farmers was collected by using simple random sampling technique in Dharwad and Gadag 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 42.50 per cent of the chrysanthemum growers belonged to middle age category, 27.50 per cent of them were educated up to high school, 33.34 per cent of them were marginal farmers, large majority (79.17 %) of them belonged to medium family, 40.00 per cent of the respondents belonged to medium annual income category, more than half (65.83 %) of them had less than 1.50 acres under chrysanthemum cultivation, nearly half (48.34 %) of them had less than 10 years of experience in flower cultivation, 45.00 per cent of them had low extension contact, 42.50 per cent of the respondents had low extension participation, 45.84 per cent of them had medium mass media exposure, more than one third (36.67 %) of them had medium level of economic motivation and 46.67 per cent of them had medium level of risk orientation.

Key Words : Profile, Chrysanthemum growers

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***Author for correspondence:**

¹Department of Agricultural Extension Education, College of Agriculture (U.A.S.), Dharwad (Karnataka) India
(Email: itsmesandeep275286@gmail.com,)