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**Sher-e-Kashmir**

**University of Agricultural Sciences and Technology-Jammu**

**Division of Agricultural Extension Education**

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| **Title of the Thesis** | **Study on Organic Vegetable Farming in District Reasi of Jammu Division** |
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| **Registration No.** | J-20-M-716 | |
| **Major Subject** | Agricultural Extension and Communication | |
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**ABSTRACT**

The present study entitled **“Study on Organic Vegetable Farming in District Reasi of Jammu Division**” was conducted in Reasi district of Union Territory (UT) of Jammu and Kashmir (J&K).Two blocks were selected to draw a sample of 120 respondents consisting of 80 organic farmers and 40 non-organic farmers using proportionate random sampling without replacement technique. The results of the study revealed that majority of the organic and non-organicfarmers were matriculate with average organic farming experience of 27 and 24 years respectively and they had small and marginal land holdings respectively. Majority of the farmers were living in joint family with average family size of 7 members. 40 per cent organic farmers and 38 per cent non-organic farmers have agriculture as their primary and sole occupation. Majority of the farmers were following recommended package of practices in organic vegetable farming. CBR was more for organic vegetable farmers i.e., cabbage, cauliflower and *knol-khol* by 23 per cent, 25 per cent and 21 per cent than non-organic farmers and were statistically significant. Furthermore, majority of the farmers were selling their produce at mandi and the marketing channel followed was Producer→ Village Trader→mandi→ Wholesaler→ Retailer→ Consumer. Besides, major constraints reported by the majority of organic farmers was lack of cold storage facilities, lack of proper marketing facilities in the study areaand lack of availability of quality bio-fertilizers/bio-pesticides in the market.

**Keywords:**Organic vegetables, adoption, marketing channels, productivity, constraints

Signature of Major Advisor Signature of the Student