**ABSTRACT**

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| **Title of the Thesis** | **Impact of Weather based Agro-Advisory Services in Jammu District** |
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| **Registration No.** | **J-20-M-715** |
| **Major Subject** | **Agricultural Extension Education** |
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| **Degree to be awarded** | **M.Sc. (Ag.) Agricultural Extension and Communication** |
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| **Name of the University** | **Sher-e-Kashmir University of Agricultural Sciences & Technology of Jammu** |

The present study entitled **“Impact of Weather based Agro-Advisory Services in Jammu District**” was conducted in Jammu district of Jammu and Kashmir. Simple random sampling technique was employed to draw a sample of 100 AAS farmers. 50 non-AAS farmers were also selected from the villages where AAS farmers were selected. Hence, the study sample consisted of 150 farmers. The results of the study revealed that majority of the AAS and non-AAS farmers were matriculate with average farming experience of 23 and 21 years respectively. Majority of the farmers had marginal land holding. Majority (90 per cent) of the respondents had Agrometeorological Field Unit (AMFU), Chatha as main source of information regarding AAS whereas WhatsApp (92 per cent) was the main source of mass media exposure. Majority of the farmers agreed that weather based AAS provide timely information, AAS helps in scheduling the sowing or transplanting time, harvesting and post harvesting operations and there has been an increase in the crop productivity due to AAS. Majority of the farmers preferred Hindi language along with text to be supported with audio, upto 150 words, WhatsApp medium, biweekly frequency of AAS and anytime for receiving messages regarding AAS. Majority of the farmers were following recommended package of practices in crop production. BCR was high for AAS farmers by nearly 20 per cent in all the crops as compared to non-AAS farmers and was statistically significant. Besides, major constraints reported by the majority of AAS farmers were no provision of feedback to clear the doubts regarding agro-advisory bulletin, high cost of mobile phones and recommended inputs are not available on time as per AAS recommendations.

**Keywords:** Agro-advisory services, perception, adoption, impact, BCR, constraints

Signature of Major Advisor Signature of the Student