



Attitude of Farm Women towards Agriculture Extension Services: A Study in Kumaon Region of Uttarakhand

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ABSTRACT Attitude is a strong predictor of human behaviours or acceptance of new ideas or technology. The mandate of agriculture extension services is to make the farmers aware of the latest agriculture technology and practices, and motivate them for adoption. The study was undertaken to determine the attitude of farm women towards agriculture extension services. Following multi-stage sampling design, the study sample comprised of 120 farm women selected from four villages spread across four blocks in two districts. An exploratory research design was used, and a pre-tested structured interview schedule was used for data collection. The study findings indicated that majority (66%) of farm women displayed an unfavourable attitude, and only twenty-six percent had a favourable attitude. The study has implications for extension scientists, policymakers as well as field level extension agents to develop gender-sensitive extension policies and appropriate delivery mechanisms to cater to the needs of farm women.