The present study was conducted in Belagavi district of Karnataka state. The sample was drawn from the two taluka viz., Belagavi and Khanapur. Thus, 120 sweet potato growers were selected which constituted the sample respondents for the present study. Data were collected by personally interviewing the respondents with the help of pre-tested structured interview schedule in face to face situation. Collected data were tabulated with appropriate tools like frequency, percentage, mean etc. The major results of the study were, 46.67 per cent of the respondents belonged to medium adoption category in sweet potato cultivation. In case of specific adoption of recommended cultivation practices, cent per cent had fully adopted the recommended planting method and irrigation interval. Further a greater majority (90.83%) of the respondents fully adopted the recommended June-July planting season, (81.67%) recommended spacing and 70.83 per cent adopted seed rate per acre and 43.33 per cent of the respondents partially adopted the plant protection measures against leaf spot disease, followed by non-adoption (36.67%) and full adoption (20.00%), respectively. Lastly three forth (75.83%) of the respondents fully adopted the recommended harvesting time followed by 24.17 per cent of the respondents fell under partial adoption category. Problems faced by the farmers in production were of non-availability of labour, high cost of fertilizers and lack of finance. While price fluctuation, distant market and middlemen exploitation were the problems of marketing in sweet potato cultivation.


**SUMMARY** : The present study was conducted in Belagavi district of Karnataka state. The sample was drawn from the two taluka viz., Belagavi and Khanapur. Thus, 120 sweet potato growers were selected which constituted the sample respondents for the present study. Data were collected by personally interviewing the respondents with the help of pre-tested structured interview schedule in face to face situation. Collected data were tabulated with appropriate tools like frequency, percentage, mean etc. The major results of the study were, 46.67 per cent of the respondents belonged to medium adoption category in sweet potato cultivation. In case of specific adoption of recommended cultivation practices, cent per cent had fully adopted the recommended planting method and irrigation interval. Further a greater majority (90.83%) of the respondents fully adopted the recommended June-July planting season, (81.67%) recommended spacing and 70.83 per cent adopted seed rate per acre and 43.33 per cent of the respondents partially adopted the plant protection measures against leaf spot disease, followed by non-adoption (36.67%) and full adoption (20.00%), respectively. Lastly three forth (75.83%) of the respondents fully adopted the recommended harvesting time followed by 24.17 per cent of the respondents fell under partial adoption category. Problems faced by the farmers in production were of non-availability of labour, high cost of fertilizers and lack of finance. While price fluctuation, distant market and middlemen exploitation were the problems of marketing in sweet potato cultivation.