ABSTRACT
The study was conducted in Bidar district of Karnataka state. It revealed that majority (60.83%) of the respondents had medium level of knowledge followed by 25.85% and 13.33% of the respondents had high and low level knowledge, respectively. Majority of respondents were literate (80.84%) of middle age (53.33%) and having medium annual income (61.66%). The variables namely annual income, extension participation and innovative proness revealed a significant association with knowledge level of the respondents. Education and mass media utilization revealed a non significant association, age was negatively non-significant association with knowledge level of the respondents regarding the recommended practices of sugarcane cultivation.

Key words: Sugarcane, Knowledge level, Socio-economic profile,