

## ABSTRACT

This study was conducted to assess the level of acceptance accordingly the adoptability of Modern Human Resource Management Practices in Agriculture as an assurance of Farmers livelihood and prosperity.

The essence of this study is multifold; first to assess the awareness level of modern HR Practices in Agriculture; secondly their acceptance; thirdly their adoption and finally its impacts on Farmer's living standard and prosperity.

Farmers being the ultimate beneficiaries of this study, remained focus at each level of research, though it may be observation of existing practices, focus group discussions on the evens and odds, comfort zone attitude or full stops, self-managed questionnaire, introductory sessions, willingness of farmers and landlords to accept modern HR practices and management resulting degree of adoption. Lots of hiccups based on demographic placement, weather and resource availability remained unpredicted area at all the time.

To have unbiased direction, the survey conducted at three different demographic locations, as the general observation based on majority opinion and observation can be developed and presented for maximum exposure and implementation in field.

For collection of primary data, the researcher personally administered the fully structured survey questionnaire on the randomly selected sample of 150 farmers (potential beneficiaries) from the population of 2000 plus farmers at these three locations were targeted, 135 farmers have agreed to at-least be the part of this whole move and listen and share their opinions.

Results of willingness to adopt (acceptance leading to adoptability) recorded outstandingly encouraging; but few serious reservations with respect of crop selection and yield share, water expenditure management and calamity cover

observed as main grey areas towards the acceptance and adoptability of Modern HR practices and their management in Agriculture.

Out of 150 sample 127 have responded, thus the response ratio was 85%. The questionnaire contained the information pertained to demographic conditions of the farmers, obtaining and utilization of the basic growing techniques and technologies in support of both Organic and Artificial resources required for plantation.

Two Focus Group transactions were also adopted, with 20 Farmers who remained part of study throughout the tenure. Visits at inspiration sites at Tando Soomro and Experiment site at Deh Soomra. A unique observation of smart execution seen at 75%.

Crop yields and their financial returns of these farmers for last three years 2015-2016, 2016-2017 and 2017-2018 were analyzed and observed high probability of acceptance leading towards adoptability of Modern HR practices and their management in Agriculture as a guarantee factor for Farmers livelihood and prosperity.

The study established that majority of the farmers have accepted the change adoption as prosperity factor, but due to non-availability of calamity cover, traditional outdated techniques are kept into practice. Elimination of basic seeds and massive supply of hybrid seeds, bombardment of pesticides have also created hazy situation for farmers.

No control on prices of Seeds, Fertilizers, water shortage issues and yield sharing plans are also contributing factors that have kept the farmer away from acceptance and adoptability of modern HR practices and their management.

The results indicate the, high probability of adoption of Modern Human Resources Management Practices is possible provided the income sharing plan, calamity cover and strong recovery mechanism be considered as game changer in this transaction.

The study further established that financial performance and growth of the farmers who adopted the modern HR practices and managed them accordingly enjoy growth and stability with speedy pace.