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**Abstract:** Rearing of Tasar is an important economic activity of farmers of Saraikela – Kharsawan district of Jharkhand. The brand “Kuchai silk” is famous all-over the world for its softness of fibre and comfort to wear. Sericulture is the production of silk through rearing of silkworm. It is not only a tradition but also a living culture in our country. It is a farm-based, labour intensive and commercially attractive economic activity falling under the cottage and small-scale sector. It particularly suits rural-based farmers, entrepreneurs and artisans as it requires low investment with potential for relatively higher returns. It provides income and employment to the rural poor people especially farmers with small land-holding and marginalized and weaker sections of the society. The Saraikela – Kharsawan district is the highest producer of tasar cocoon in Jharkhand. Several studies have indicated that the adoption of sericulture practices gives high income to the farmers. The present study on “Technology used by farmers in tasar silk production and its marketing strategy in Saraikela – Kharsawan district of Jharkhand” was conducted in two blocks viz. Kuchai and Kharsawan of Saraikela – Kharsawan district of Jharkhand. The study aim to access the technology and strategy used by the farmers in silk production and its marketing in Saraikela- Kharsawan district . On the basis of the study the problem facing by the tasar farmers was analysed and relevant measures was suggested to them. A detailed questionnaire was prepared to collect raw information about various aspects of cocoon production from tasar grower of the district and the data were subjected to analyse using various parameters as per the objective of the study. Statistical tools adopted for interpretation of data includes frequency, percentage, average, SD etc. On socio-economic & Demographic aspects of the farmers, majority of the respondents were middle age group (36-50 years), small and marginal farmers (owned 2-4 acres land) with educational level upto junior school level (38%). Most of the famers having medium family size (1-5 members) with an annual income of Rs. 50000 to 100000. Out of this range the earning from tasar contributed 25001 to 50,000 in majority of the farmers. The technology used by the farmers of Kuchai and Kharsawan block for rearing of cocoon was both traditional and improved. Most of the farmers got training from Central Silk Board and NGOs for latest technology used in cocoon production. It was observed in the table that most popular technology under adoption of host-plant technology was “Integrated management of leaf gall” in Kuchai block which has got maximum impact on the respondent (26%). But in Kharsawan block maximum impact was observed in the technology “Integrated package for raising and maintenance of tasar host plant (27%). “Intercropping” was the least used technology i.e. 24% in both the blocks. Under component of silkworm rearing technology, “Egg incubation and larval brushing techniques and Chawki rearing under nylon net techniques” are most accepted and being followed in both the blocks of Saraikela- Kharsawan district. “Model grainage house and Mother moth examination” for production of disease free seed of silkworm were mostly used in both blocks. So far as marketing strategy of cocoon is concerned, most of the farmers sell their produce immediately after harvest, if price is favourable. Almost all the produce is lifted by Government owned Raw Material Bank (RMB) of Cocoon from villages. Central Silk Board is playing an important role in terms of training given on latest technology of cocoon production to the farmers and marketing of the produce. Establishment of Raw material bank (RMB) by Board is also a boon for the farmers to market their produce (cocoon) at village level at optimum price.

**Description:** TECHNOLOGY USED BY FARMERS IN TASAR SILK PRODUCTION AND ITS MARKETING STRATEGY IN SARAIKELA-KHARSAWAN DISTRICT OF JHARKHAND

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