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 **Abstract**

The study was conducted to analyses the tendency of the cattle farmers towards receive artificial insemination (A.I.) technology in relation with their literacy, farming system, previous experience about cattle farming and conception rate of artificial insemination at Boalkhali Upazilla in Chittagong district. Data was collected from a questionnaire from 100 farmers during the period of March 2017 to April 2017. 84 farmers received A.I. technology in this area among 100 farmers. In case of artificial insemination, 84 cows or heifer were inseminated and 60 were become pregnant. So the conception rate was 71.42%.The study revealed that 81.94%literate farmers received A.I. technology and 4-<6 years experienced farmers had high tendency to receive A.I. technology about 100%.The farmers who had intensive farming system, also had high tendency to receive A.I. technology(92.86%). The lower conception rate may be due to poor quality semen, unskilled inseminator and poor management system. The conception rate will improve if good quality semen, skilled inseminator and high quality management system provide to them.

**Key words:** Artificial insemination, Conception rate, Education and Experience