



Entrepreneurial behaviour of dairy farmers

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ABSTRACT

Livestock plays an important role in Indian economy. India owns one of the largest livestock populations in the world (485 million). It accounts for 16 per cent cattle population and 57 per cent buffalo population of the world. The study was undertaken in the year 2013-14. A sample of 100 Dairy farmers was randomly selected in 10 villages from Amravati and Bhatkuli tahsil of Amravati District of Maharashtra. It was revealed that majority of respondents were middle aged group, educated high secondary school, agriculture+dairy as their main occupation, medium family size, semi medium category of land holding, medium level of experience in dairy farming, medium level of annual income, medium herd size, medium innovativeness, medium milk production, high extension contact, high risk preference and medium economic motivation. Majority (70.00%) of dairy farmers had medium entrepreneurial behaviour level. Among the selected characteristics, education, occupation, land holding, annual income, herd size, innovativeness, milk production, extension contact and economic motivation were positive and significantly related with Entrepreneurial Behaviour where as age, family size, experience in dairy farming and risk preference were non-significant with entrepreneurial behaviour.