



Entrepreneurial behaviour of papaya growers of Bidar and Gulbarga districts of North Karnataka

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ABSTRACT

The study was conducted to know the entrepreneurial behaviour of papaya growers of Bidar and Gulbarga districts which comes under North Eastern Transitional zone of Karnataka. The study revealed that majority of the respondents were in medium overall entrepreneurial behaviour category. Regarding different components of the entrepreneurial behaviour also, majority were in medium category. Education, land holding, annual income, extension participation, mass media participation, scientific orientation exhibited any achievement motivation had positive and significant relation with entrepreneurial behaviour of papaya growers.

INTRODUCTION

In spite of the progress made in production of papaya (*Carica papaya*) in Karnataka, the productivity is still quite low and the post harvest losses, are considerably higher. Improvement in quality standards of the produce and their marketing is the need of the hour to increase our share in the global market. An entrepreneur is primarily concerned with changes in the formula of production over which he has full control.

Further, it is commonly believed that an entrepreneur is basically an intelligent person and has a definite ability to create something new to prove its worthiness.

In a heterogeneous and stratified society like India, it is not adequately realized that the characteristics which distinguish entrepreneurship may not be only because of its

different state. Therefore, the entrepreneurial activity in a particular section of the population based on preset objectives has to be considered. In this regard, the role played by entrepreneurs also assumes greater importance. This necessitates conducting studies on the entrepreneurial behaviour of papaya growers. As a result of motivational efforts made by Government, many Entrepreneurs in Bidar and Gulbarga districts have started growing papaya crop. Hence, the present study has been undertaken with an objective to assess entrepreneurial behaviour of papaya growing farmers and the relationship of their personal attributes with entrepreneurial behaviour in Bidar and Gulbarga districts with the objectives to study the entrepreneurial behaviour of papaya growing farmers and to find out relationship of socio-economic characteristics with entrepreneurial behaviour of