



**RESEARCH ARTICLE :**

## To study the entrepreneurial behaviour of gerbera growers from Ahmednagar district

**ARTICLE CHRONICLE :**

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**SUMMARY :** Gerbera is an exotic/ornamental flower plant grown throughout the world and known as “African Daisy” (or) “Transwal Daisy”. This flower originated from Africa and Asian continents and belongs to “Compositae” family. The entrepreneurial behaviour is not necessarily doing new things but also doing things in a new way that has been already done. The present investigation aimed at knowing the entrepreneurial behaviour of gerbera growers in Ahmednagar district of Maharashtra State. So, the exploratory research design was used for the present study. In Ahmednagar district there are three tehsil, of namely Newasa, Rahuri and Rahata will be purposively selected. Thus, in total 12 villages will be selected for the study. Forty respondents from each will be selected form three tehsils, namely: Newasa, Rahata and Rahuri in all 120 respondents will be selected.

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