RESEARCH ARTICLE :

Factors affecting entrepreneurial behaviour of dairy farmers

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SUMMARY : Entrepreneurial behaviour of a farmer is influenced by several factors. This study was conducted in Gwalior district of Madhya Pradesh. A list of farmers who were practicing dairy and possessing minimum 5 dairy animals was prepared and 200 dairy farmers were selected by random sampling method. The majority 65.5 per cent respondents had medium level of entrepreneurial behaviour about dairy management practices. The entrepreneurial behaviour of respondents was found to have positive and significant relation with the factors *i.e.* education, dairy experience, land holding, livestock possession, occupation, annual income, material possession, extension contact, economic motivation, market orientation, scientific orientation, attitude of dairy farmers towards dairy farming and knowledge of improved dairy management practices. The co-efficient of determination (R^2) was 0.977 which indicates that 97.00 per cent variation in the entrepreneurial behaviour by all the variables together. The major constraints expressed by dairy farmers were lack of veterinary facilities in the village (68.75%). The majority 67.50 per cent respondents said storing milk in summer season was very difficult and high cost of cross breed cow/buffalo was reported by 60.00 per cent respondents.

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