



## Study on entrepreneurial behaviour of pomegranate growers

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### ABSTRACT

The study carried out in Bagalkot district of Karnataka regarding entrepreneurial behaviour of pomegranate growers, revealed that majority of the respondents had medium innovativeness (64.16per cent), achievement motivation (80.84per cent), decision making ability (47.50per cent), economic motivation (65.83per cent), risk orientation (85.84per cent) and leadership ability (44.16per cent) and management orientation (62.50per cent).

Nagesh, B., Halakatti, S.V. and Hanchinal, S.N. (2011). Study on entrepreneurial behaviour of pomegranate growers. *Agric. Update*, 6(3&4): 122-125.

### INTRODUCTION

Entrepreneurial behaviour of farmers have not been studied in a systematic way especially those involved in pomegranate cultivation. Even though number of studies have been conducted in India to find out differential characteristics of farmers in adopting the farm practices, most of these studies have tried to find out association between knowledge and adoption, attitude, personal and socio-psychological characteristics. But, these studies have not been tried to investigate the role of entrepreneurial behaviour. However, only few research studies have been conducted in India on entrepreneurial behaviour of farmers.

A considerable amount of research about the personal traits and behaviour of entrepreneurs has been conducted in recent years. But, the precise identification of entrepreneurial talent remains elusive. Intensive research is needed in this new field of entrepreneurship to yield further insights into our growing body of knowledge about psychological tests and related methods which still remain more of an art than a science. Though numerous studies have yielded important quantities into entrepreneurship, it is

important to recognize that the available knowledge represents only the tip of the iceberg, with areas of agreement, as well as continuing debate. Hence, the study was undertaken with an objective to know the entrepreneurial behaviour of pomegranate growing farmers.

### METHODOLOGY

The study was conducted in Bagalkot district of Karnataka. Bagalkot district is one of the major pomegranate growing districts occupying fourth position in area and production next to Koppal, Bijapur and Bellary. Based on highest pomegranate area, production and productivity, Bagalkot, Mudhol and Jamakandi Taluks were selected for the study. From each of the selected Taluks, four villages were selected based on highest area, production and productivity of the pomegranate. Thus, in all 12 villages were selected for the study. Ten farmers were selected from each of the twelve selected villages following the random sampling procedure. Thus, a total of 120 farmers formed the sample for the study. The pre-tested interview schedule was used to collect the data. The analysis was done using mean and standard deviation.

**Key words :**  
Entrepreneurial  
behaviour,  
Pomegranate  
growers

**Received:**

Jun., 2011;

**Revised:**

Aug., 2011;

**Accepted :**

Sep., 2011