



Research Article

Entrepreneurship among farmers: A way to rural development

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SUMMARY : The entrepreneur is considered as a person who initiates, organizes the activities, manages and controls the affairs of business unit combining the factors of production to supply goods and services. The study has been conducted to examine the entrepreneurial content of people in Ludhiana district of Punjab State. A random sample of 120 farmers was taken from the selected villages. Those farmers who had allied enterprises along with farming were considered as enterprising farmers (EF) and those having no such enterprise along with crop farming as non-enterprising farmers (NEF). A majority of the medium farmers considered allied enterprises as good source of additional income while the small farmers took it from the angle of fulfillment of family needs without making big investments. More than 64 per cent respondents perceived that an additional enterprise with farming was very gainful. In the terms of risk taking again all the young and about half of the middle aged respondents preferred risk. Most of the old aged respondents' averted risk associated with new technology. . It is suggested that non-enterprising farmers may have multiple farming practices to enhance their social as well as economic status in the society.

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