



Research Article

A study on entrepreneurial behaviour of vegetable growers in Bhopal district of M.P.

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SUMMARY : Study was conducted in Bhopal district of M.P. in 2011. From two selected blocks, five villages were selected randomly from each block and 12 farmers were randomly selected from each selected village. In this way there were total 120 respondents. The present study is an endeavour to fill some of the gaps in the area of farm entrepreneurship where the studies are insufficient. The investigation is confined to 10 villages in Agri Export Zone (AEZ) for vegetables in Madhya Pradesh. It was intended to conceptualize the entrepreneurial behaviour of the vegetable growers in terms of their socio-personal, agro-economic, extension communication and socio- psychological traits. The findings of the study are expected to be useful in identifying farm entrepreneurs for involving them in agriculture development. The mean value of entrepreneurial behaviour of small vegetable growers was lower than overall mean. The overall mean and percentage distribution of economic motivation of the vegetable growers indicated that majority of respondents had medium level of economic motivation. The overall mean and percentage distribution of vegetable growers according to their knowledge about vegetable production technology indicated that majority of respondents had medium level of knowledge about vegetable production technology. It also indicated that the knowledge about vegetable production technology of the small farmers was lower than the medium and large.

KEY WORDS :

Improved vegetable production technology, Constraints, Entrepreneurial behaviour

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