



RESEARCH PAPER

Entrepreneurial behaviour of poultry farmers

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Abstract : The present study “Entrepreneurial Behaviour of Poultry Farmers” was conducted in Amravati district of Amravati, Morshi, Nandgaon Khandeswar, Chandur Railway, Darayapur, tahsils as most of the poultry entrepreneur units were found under data collection of study under Animal husbandry Amravati district office report and Venkys chicken company Amravati district office report were purposively selected for the present study. The exploratory research design was used in the present investigation. The data was collected by personally interviewing the respondents with the help of the presented structured schedule. The collected data was first tabulated, and then mean, frequency, standard deviation, and correlation were employed for interpretation of the findings. The characteristics of entrepreneurial behaviour poultry farmers namely age, education, annual income, competition orientation, market orientation, extension contact, attitude of farmers and experience in poultry were studied as independent variables. The entrepreneurial behaviour poultry farmers was studied as the dependent variable. Components included in the entrepreneurial behaviour were innovativeness, achievement motivation, decision making ability, co-ordinating ability, planning ability, self-confidence.

Key Words : Poultry, Farmers, Entrepreneurial, Behaviour.

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INTRODUCTION

Chicken is the most widely accepted meat in india. Unlike beef or pork, it does not have a much religious taboo. The prices of chicken meat are lower than those of mutton or goat meat. Many indian families, especially, the educated people in urban areas have begun to accept eggs as a regular supplemental part of their vegetarian diet. The eggs, chicken and meat are rich sources of animal protein, vitamins and minerals. The forecast surveys indicate that the present younger generation goes

to the adulthood, the acceptability and demand for eggs and chicken meat in next two to three decades is likely to increase many-folds. In the last three decades, poultry has made tremendous strides particularly in the private sector, with the result that india is now self-sufficient with regard to requirements of high quality breeding stocks, modern poultry equipment and availability of medicines, vaccines and technically qualified skilled manpower.

Poultry farming in rural areas may play a significant role in the fight against malnutrition, income generation

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