

## AGRI-BUSINESS MANAGEMENT BEHAVIOR OF THE ONION GROWERS OF REWA DISTRICT (M.P.)

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*Received-07.10.2017, Revised-20.10.2017*

**Abstract:** The present study was an attempt to assess the agri-business management behavior of the onion growers. The study was carried out in Rewa block of Rewa District of M.P. with a sample of 120 onion growers. An interview schedule was designed for collecting the relevant information on selected variables. The data were collected personally with the help of this pre-tested interview schedule. It was found that the respondents were managing the agri-business components such as information seeking management, information evaluation management, information preservation management, input management and technology management in a good manner while they could not manage the components i.e. financial management, storage management, labour management, planning and marketing management to the desired extent. It was also observed that the attributes education, occupation, land holding, annual income, farm assets, farming experience, marketing facilities, training received, mass media use, scientific orientation, economic motivation, risk orientation and decision making were determinants of agribusiness management behaviour of onion growers.

**Keywords:** Agribusiness management behavior, Onion growers, Determinants

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