

A STUDY ON ENTREPRENEURSHIP OF VEGETABLE GROWERS IN INDORE DISTRICT IN MADHYA PRADESH

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Abstract : A study was conducted Indore district, as farmers cultivating vegetable crops the research study was conducted in Indore district of Madhya Pradesh. A representative sample of 90 vegetable growers was drawn from the 10 randomly selected villages of two blocks viz., Indore and Depalpur and data were collected with the help of an interview schedule (pre-tested) The mean entrepreneur success of vegetable growers was 27.93, indicating that the most of them had medium level of entrepreneur success. The study also revealed that the entrepreneur success of large farmers was higher than the medium and small farmers. It was further observed that family type, material possession, economic status, risk taking willingness and were positively correlated at 0.05 level of probability and economic motivation at 0.01 level of probability with entrepreneurial success.

Keywords : Growers, Production, Vegetable

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