



Research Article

Relationship between personal, socio-economic, communicational and psychological characteristics of dairy farmers with their entrepreneurial behaviour

■ JABINA I. SHAIKH, V.S. TEKALE AND P.P. DAMODAR

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SUMMARY : The present study on relationship between personal, socio-economic, communicational and psychological characteristics of dairy farmers with their entrepreneurial behaviour was undertaken in Hingna and Kalmeshwar tahsils of Nagpur district of Vidarbha region of Maharashtra state with sample size of 100 dairy farmers from 20 villages. The exploratory research design of social research was used in the present investigation. Dairy farming plays an important role in social and economic livelihood of the farmers. The relationship between personal, socio-economic, communicational and psychological characteristics of dairy farmers with their entrepreneurial behaviour, in case of age the respondents had negative and significant correlation with their entrepreneurial behaviour, while education, land holding, annual income, social participation, extension contact and economic motivation were positively correlated with their entrepreneurial behaviour, whereas occupation, family size and herd size had non-significant correlation with their entrepreneurial behaviour.

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Author for correspondence :

JABINA I. SHAIKH

Department of
Extension Education
Section, Post Graduate
Institute, Mahatma
Phule Krishi Vidyapeeth,
Rahuri, AHMEDNAGAR
(M.S.) INDIA
Email: mehjabin1323
@gmail.com

See end of the article for
authors' affiliations