ENTREPRENEURIAL BEHAVIOUR OF COCONUT GROWERS OF COIMBATORE DISTRICT

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ABSTRACT

Entrepreneurship is the route for transforming material or product into money through efficient utilization of resources and opportunities. It is the core factor for sustainable agricultural development. The study was taken up to find out the entrepreneurial behaviour of coconut growers of Coimbatore district. The study was undertaken in Anaimalai block of Coimbatore district which ranks one in the area under coconut cultivation. A sample size of 130 coconut growers from six villages was fixed as respondents using the proportionate sampling method. The data were collected through personal interview by the researcher using pre-tested and structured interview schedule. From the data it was found that more than two-thirds (67.70%) of the respondents belonged to a medium entrepreneurial behaviour category. Exactly equal number of respondents belonged to low and high entrepreneurial behaviour category with 16.20 per cent. Through efficient extension efforts the entrepreneurial behaviour among the coconut growers can be enhanced.

KEYWORDS: Entrepreneurial Behaviour & Coconut Growers

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