

## “ENTREPRENEURIAL BEHAVIOUR OF ROSE GROWERS IN PRAYAGRAJ DISTRICT OF UTTAR PRADESH”

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### **ABSTRACT**

The study was conducted in Prayagraj District of Uttar Pradesh to measure the entrepreneurial behaviour of rose growers in the district. A total number of 120 respondents were selected randomly from six villages under Chaka block because productivity, production and area under rose cultivation were found to be maximum. The data were collected by personnel interview method by using pre structured interview schedule and later appropriate statistical analysis was done to find out the meaningful results. The findings of the study revealed that 62.50 per cent of the respondents belonged to the middle-aged group, 41.66 per cent of the respondents belong to the farming occupation and majority of the respondents (55 %) belongs to medium level of annual income i.e. 50,000 – 1 lakh. The findings also revealed that 63.34 per cent of the respondents had medium level of entrepreneurial behaviour followed by 15.83 % and 20.83 % of the respondents with low and high levels of entrepreneurial behaviour respectively.

**KEYWORDS:** Entrepreneurial Behaviour, Rose Growers

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