

Attitude of Agripreneurs towards Agri Entrepreneurship - A Study in Andhra Pradesh

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ABSTRACT

This study was to identify the attitudes of agripreneurs towards agri entrepreneurship, in three selected districts of Andhra Pradesh i.e Chittoor, Krishna and Visakhapatnam were selected based on highest number of agri linked enterprises. 240 agripreneurs were selected through a proportionate random sampling. Expost- facto research design was used in the study. A well structured and pre tested interview schedule was used to collect data. More than half of the agripreneurs (62.50 %) had moderate level of favourable attitude towards agri entrepreneurship. Rank ordering of attitude statements indicated that nurturing in the parental enterprise is the key for success of agri entrepreneurship was ranked I followed by environmental scanning as part of strategic planning is a must for agri entrepreneurship was ranked II.

Key words: *Agri entrepreneurship, Attitude.*