

# **Relationship of Profile Characteristics of Pomegranate Growers with their Entrepreneurial Behaviour**

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## **ABSTRACT**

The study revealed that majority of the pomegranate growers belonged to medium entrepreneurial behaviour (65.00%) followed by low (19.17%) and high (15.83%) levels. The relationship between profile characteristics and entrepreneurial behaviour of pomegranate growers observed that computed 'r' values of education, land holding, mass media exposure, experience in pomegranate cultivation, training exposure, scientific orientation, credit orientation and market orientation were positively significant at 0.01 per cent level of probability. Age was negatively significant and social participation was negatively non-significant with entrepreneurial behaviour of pomegranate growers.

**Key words :** Entrepreneurial behaviour, Pomegranate growers, Profile, Relationship