

Factors Associated with the Attitude of Entrepreneurs towards Vermicompost Technology

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ABSTRACT

The present study was conducted in Guntur district of Andhra Pradesh. The investigation was done to assess the factors associated with attitude of the entrepreneurs towards vermicompost technology. Ex-post facto research design was followed and a total number of 60 entrepreneurs were approached personally by the investigator for collection of relevant data and facts. The results showed that education, occupation, experience in vermicompost preparation, training received, economic orientation, market orientation, innovativeness, risk orientation and achievement motivation were found to have association with the attitude of the entrepreneurs whereas age, social participation, land holding, family size did not show any association with the attitude of the entrepreneurs.

Key words : Attitude, Entrepreneur, Profile, Relationship, Vermicompost