

# **Relationship of Profile Characteristics of Agripreneurs with their Entrepreneurial Behaviour in Visakhapatnam District of Andhra Pradesh**

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## **ABSTRACT**

The study was conducted in Visakhapatnam district of Andhra Pradesh during the year 2014-15 to know the entrepreneurial behaviour of agripreneurs. A total of 120 agripreneurs were selected from registered list with DIC and MSME based on their number in the district. The study revealed that little less than half (48.33 %) of the respondents belonged to medium entrepreneurial behaviour followed by those belonging to high (35.83%) and low (15.84%) categories. Profile characteristics Education, Annual income, Entrepreneurial Experience, Caste, Entrepreneurial Development Programme (EDP) Participation, Employment Generation, Financial behaviour, Mass Media Exposure, Market Orientation showed significant relationship with entrepreneurial behaviour of agripreneurs and also revealed that all the 14 selected profile characteristics together contributed to the extent of 84.20 per cent of variation in the entrepreneurial behaviour of agripreneurs.

**Key words :** Agripreneurs, Entrepreneurial behaviour, Profile, Relationship.