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## DETERMINANTS OF FARM ENTREPRENEURIAL BEHAVIOR: A CASE FROM ODISHA

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Entrepreneurship plays an important role in the economic growth and development of nation. An entrepreneur is a critical factor in economic development. Several case studies have been conducted from successful agri-entrepreneurs across the country for the study to identify the factors contributing to the success of entrepreneurship. This particular case deals about a farmer named Chakradhar Pradhan, hailing from Odisha. He quit his studies after 7<sup>th</sup> standard owing to financial difficulties and family responsibilities. Since then he was into agriculture. He wanted to go for lemon cultivation rather than traditional crops. A non-profit organisation 'Trees for Life' helped him in getting best quality lemon trees. Once, 3/4<sup>th</sup> of his lemon trees died without any visible symptoms of any pests and diseases. The problem could not be identified even by experts. He heard the cutting sound of pests by keeping the stethoscope on the outer region of plants. The root borer pest was located and controlled by using curative measures. Since then he uses stethoscope for identifying pests in the trees. He has also used telescope for identifying pests at the top of trees. He is very innovative farmer. He has popularized lemon cultivation in Odisha. He has also successfully employed a technique of cutting the bark of lime plant for advancement of flowering date in lemon. His innovativeness has been recognized by various organizations. The case highlights the attributes of an entrepreneur and the role of various organizations in nurturing, sustaining and motivating his entrepreneurial abilities. Efforts are needed to document and analyze the innovative practices of farmers' for scalability through joint experimentations by farmers and scientists. Extraction of entrepreneurial attributes could be added into cookbook of extension interventions.