

# ENTREPRENEURIAL INTENTION AMONG THE YOUTH FARMERS TO ENTER THE KASHMIRI SAFFRON INDUSTRY

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## **Abstract**

The present paper endeavours to understand the phenomenon of entrepreneurial intention among young farmers in Kashmiri saffron sector through the application of the behavioural model; theory of planned behaviour's two variables attitude towards behaviour and subjective norm and an individual variable propensity to take risk. Data sample of 220 second generation saffron farmers was collected. After data screening process, descriptive statistics and inferential statistics were used to examine the data. Results of

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