A Study on **Entrepreneurial Orientation** among Entrepreneurs at the **Kisan Mela, GBPUAT**, Pantnagar

**Abstract**

Entrepreneurial Orientation refers to the strategic mindset, practices, and processes that businesses adopt to innovate, take risks, and proactively seek out new opportunities in the market. It is a critical factor influencing the success and sustainability of entrepreneurial ventures, especially in rural and agrarian contexts. The present study investigates the entrepreneurial orientation among entrepreneurs participating in the Kisan Mela organized by Govind Ballabh Pant University of Agriculture and Technology (GBPUAT), Pantnagar. Using a descriptive research design and purposive sampling, the study collected data from various entrepreneurs through a structured questionnaire measuring different dimensions of entrepreneurial orientation, such as innovativeness, risk-taking, and proactiveness. The results revealed that the majority of respondents (56%) were from the middle age group (25–35 years). Most respondents (60%) were from urban areas, and (30%) had education up to the graduation level. A majority (68%) had previous entrepreneurial experience, and (42%) had an annual income in the range of ₹5 to ₹10 lakhs. Regarding mass media ownership, (95.5%) owned a television, ( 77.3%) had a computer, (45.5%) had a tablet, and (99.2%) owned a smartphone. In terms of entrepreneurial orientation, respondents exhibited moderate to high levels of innovativeness and proactiveness, indicating a growing readiness to adopt new technologies and diversify business activities. Risk-taking behavior was found to be moderate, reflecting a cautious but optimistic approach to investment and experimentation. These insights can guide policies and training programs to boost innovation and resilience in rural entrepreneurship.

**Key** **words: Entrepreneurial orientation, entrepreneurs, Innovativeness, Risk-orientation.**