



AGRI-ENTREPRENEURSHIP

Challenges and Opportunities



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**Sevak A. Dhenge,
Shubhangi N. Ghadge
Milind C. Ahire, Prabhat Kumar
Sunil D. Gorantiwar**

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This book delves into the theories and praxis of agri-entrepreneurship and envisages the opportunities and challenges at the individual firm as well as industrial levels.

As agri-entrepreneurship opportunities and challenges are the essential factors to be considered while establishing any agribusiness, they cannot be adequately understood if studied separately. Therefore, this book provides the reader with an overview of these elements. When they are combined, they create a new value in the market.

This book helps readers increase their agri-entrepreneurship knowledge, ideas, understandings, competencies, entrepreneurial abilities, thinking and agriprenuership in modern economies and enables them to recognize their abilities in this regard. It considers the day-to-day dynamics in agriprenuership and agri-businesses. It places a substantial emphasis on agriprenuerial skills needed for these ventures to survive, sustain and thrive today and tomorrow.

The book consists of 33 chapters presented in ten parts: Agri-Entrepreneurship Development, Market-Led Extension, Digital Marketing, Market Research, Farmer Producer Organizations, Supply Chain Management of Agriculture Produce, SWOT Analysis, Success Stories, Case Studies and Techno-Economic Assessment. It allows the novices and new readers to understand agri-entrepreneurship and provides a solid basis for starting a business in the future.

Each chapter explains the key concepts, terminologies, dedicated case studies and success stories to demonstrate the essential messages. In addition, it elaborates and discusses several best practice examples, which offer valuable guidance not only to students but also to teachers, extension workers and agricultural and other line department officers, and farmers for reference who wish to study these opportunities and challenges in agri-entrepreneurship.

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Publisher and Distributors

H-1/60, Sector -16, Rohini, DELHI - 110089 (INDIA)

Ph : +91-11-43501867, 91-9891277233

Email : Info@jphindia.com, jayapublishinghouse@gmail.com

website : www.jphindia.com

