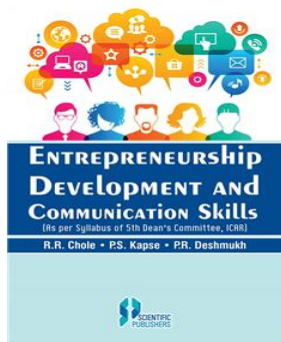


Entrepreneurship Development and Communication Skills



R.R. Chole , P.S. Kapse & P.R. Deshmukh

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Blurb

The course entitled Entrepreneurship Development and Communication Skills has been introduced in the course curriculum of agricultural universities in India on the recommendation of Fourth Deans Committee. The book contains important aspects of Entrepreneurship Development and required communication skills leading to building the required capability of entrepreneurs in the learner. This book is planned to serve as a textbook at undergraduate level for students of agriculture and allied subjects such as horticulture, home science, animal sciences, etc. This could also be used as reference book by students at postgraduate level in agricultural universities in particular and non-agricultural universities in general. Further, it may act as a guide to functional entrepreneurs to inculcate in them the good qualities required for successful entrepreneurship.

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