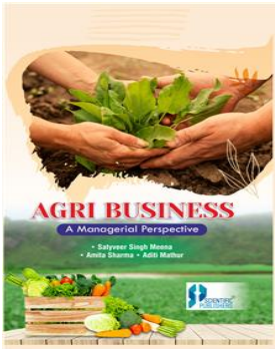


## Agri Business A Managerial Perspective



**Satyveer Singh Meena , Amita Sharma & Aditi Mathur**

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### Blurb

Recent Years have seen a growing interest and debate regarding the significance of research, service, and teaching in agribusiness, particularly as agricultural producers face financial stress and changing attitudes toward production efficiency. Globalization and technology have ushered in shifts in the agribusiness sector, pushing for increased production to meet the demands of a growing and wealthier population. While technology has been a part of agriculture for centuries, the agribusiness sector has historically used rudimentary tools, though advancements have allowed it to keep up with food production demands. Agricultural researchers are now tasked with focusing on the agricultural business economy, organizational structures in the supply chain, and sustainable development. This Requires new research approaches and tools. The proposed book outlines a method for assessing alignment among stakeholders in complex system transitions, offering valuable insights into future trends and potential areas of conflict.

### Table of Contents

*An Introduction to The Editors*

*Preface*

*Acknowledgement*

*Reviewer Panel*

*List of Figures*

*List of Tables*

#### 1. Agri-business, A Journey from Farm to Market: Trends and Challenges

*Kavithambika. S, Shravanthi, A.R, N. Venkatesa Palanichamy and Sagar Deshmukh*

#### 2. Agribusiness Management for Rural Marketing

*Dr. Om Prakash Maurya and Lalit Kumar Verma*

#### 3. Agri-tech Startup in India: Prospects and Challenges

*Rakesh Rathore*

#### 4. An Overview of Contract Farming in the Indian Scenario

*Keshav Prasad Kurmi, Heera Lal Sharma and Avadh Bihari Pal*

#### 5. An Overview of FPOs in India

*Anand Kumar, Singipuram Sankara Rao, Shekhar Sumit and Sudarshan Borse*

#### 6. Blockchain Technology: An Emerging Mechanism in Agriculture

*Avadh Bihari Pal and Dr. Satyveer Singh Meena*

#### 7. Computer Vision Powered Tree Counting from Aerial Imagery: Real World Project

*Dr. Amita Sharma*

#### 8. Consumer Purchase Behaviour During Pre and Post COVID-19

*S. R. Padma and P. Jagadeshwaran*

#### 9. Exploration of Consumption Status and Satisfaction Level of Farmers Towards Water-Soluble Fertilizer in Morbi District of Gujarat

*Alok Kumar, Dr. Satyveer Singh Meena, Vikash and Avadh Bihari Pal*

#### 10. Expectations of Agri Business Companies and Reality of MBA Agri Business Professionals: A corporate perspective

*Mr. Avadh Bihari Pal and Dr. Satyveer Singh Meena*

**11. Farmers as Agripreneurs: A New Wave of Revolution in Indian Farming**

*Jothilingam D and Dr. Mohit Sharma*

**12. Indian Agri-tech Start-ups: Fostering Paradigm Shifts**

*Anubhav Beniwal, Aditi Mathur and Vikash*

**13. Meta-Analysis of Indian Commodity Market Expansion**

*Dr. Satyveer Singh Meena, Singipuram Sankara Rao, Kodali Uma Maheshwari, Vikash and Avadh Bihari Pal*

**14. Role of Agricultural Extension in Attaining Food Security and Nutrition-Sensitive Agriculture**

*Dr. Shachi Singh and Dr. Preeti Singh*

**15. Role of Supply Chain Management in Success of Agribusiness Enterprises**

*Dr. Anamika and Dr. Suman Ghalawat*

**16. Status of Farmers Producers Organization in India**

*Dr. Ritu Rathore, Dr. Jyoti Dashora, Harsh Wardhan Dhakad and Keshav Prasad Kurmi*

**17. The Impact of Summer Internship on MBA Graduates in India**

*Dr. Satyveer Singh Meena, Mr. S.B. Bhusanar and Mr. Avadh Bihari Pal*

**18. Work Transformation in MSME's for Entrepreneurs Through E-Commerce Option**

*Dr. Satyveer Singh Meena & Rahul Singh, Harsh Saharan*

**19. Zero Budget Natural Farming**

*Harsh Saharan, Anubhav Beniwal and Dr. Ramandeep Singh*

**20. Zero Budget Natural Farming- Back to Basic**

*Anamika and Dr. Suman Ghalawat*

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