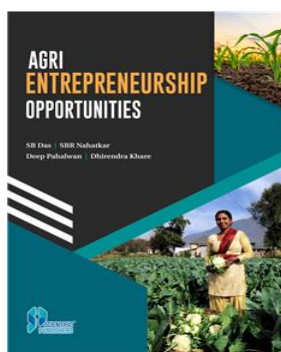


Agri-Entrepreneurship Opportunities



[SB Das](#) , [Dhirendra Khare](#) , [SBR Nahatkar](#) & [D.K. Pahalwan](#)

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Blurb

The book converses innovative entrepreneurship opportunities in the field of agriculture for the purpose of growth under conditions of risk and uncertainty as agri-entrepreneurship is an emerging field in trade and commerce. The experiences of both the mentors and agri-entrepreneurs who actually achieved their goal by converting agricultural activity into an entrepreneurial activity have been discussed. The book will help startups, school drop outs and farmers to start and increase the market engagements and also mentors of incubation centers and teachers of the agricultural Universities involved in the Experiential Learning Programme for explaining agri-entrepreneurship i.e., analysis and understanding the strategies of agri-entrepreneurs in response to the institutional changes, government policies, economic and technological interventions and implementation of the mandate of National Education Policy. Know how of contributors, discussion on case studies, and experience of successful entrepreneurs made the book a blend of information on entrepreneurship in a how-to-do-it manner at every step to accomplish the goal. Chapters elucidate project formulation and financial analysis; support mechanism; licensing, marketing and export of agri-products to take high risks, prosper, manage and organize a new agri-business enterprise to earn the profit. The book explicated the commercial production and marketing of - Bio-pesticide, Bio-fertilizer, Vermi-based-products, Hybrid seed, Mushroom, Vegetables, Flowers, Fruits, Herbal medicine, Nursery, Citrus saplings, dehydrated fruits, Bakery and Confectionary products and Pearl cultivation.

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