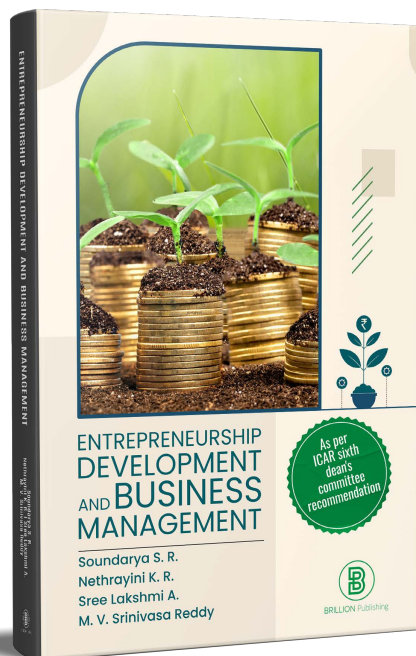




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ENTREPRENEURSHIP DEVELOPMENT AND BUSINESS MANAGEMENT

The book is structured into three key sections:

The **first section, Agricultural Extension**, lays the foundation by introducing the concept of entrepreneurship and its relevance in agriculture. It explores the characteristics, competencies, types, and functions of entrepreneurs. Furthermore, it highlights the need for entrepreneurial development to empower youth and promote agripreneurship.

The **second section, Agricultural Economics**, delves into the strategic aspects of entrepreneurship. Topics such as environmental scanning, opportunity identification, product/service selection, policy support, institutional roles, and funding mechanisms are thoroughly covered. This section guides readers through the critical steps involved in establishing and running an enterprise, including planning, registration, and project formulation.

The **third section, Agribusiness Management**, focuses on managing agricultural enterprises efficiently. It encompasses vital areas such as enterprise, production, personnel, financial, marketing, and crisis management. These chapters aim to enhance the managerial competencies of aspiring entrepreneurs and equip them to face the complexities of agribusiness in a competitive environment.

This book caters to undergraduate students of agricultural and allied sciences, particularly those pursuing courses in entrepreneurship development and agribusiness management as per 6th Dean's committee. We hope that this book serves as a valuable guide and inspires young minds to take up entrepreneurial ventures in the agricultural domain, thereby contributing to sustainable livelihoods and rural prosperity.

**Soundarya S. R. | Nethrayini K. R.
Sree Lakshmi A. | M. V. Srinivasa Reddy**

(Contents)

- Introduction
- Characteristics of Entrepreneurs, Entrepreneurial Attributes/ Competencies
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- Enterprise Management
- Production Management
- Material Management
- Personnel Management
- Financial Management
- Marketing Management
- Crisis Management

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