

AGRO-ENTREPRENEURSHIP

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Baljeet Singh holds a Masters in Agri (Horticulture) from BHU and an MBA in Agribusiness Management from MANAGE, Hyderabad. He has more than eight years of experience in both public and private sector organizations of repute like Anand Agricultural University, SD Agricultural University, Dantiwada, Monsanto and IRMA. Baljeet’s interest areas include sales, marketing of agricultural inputs, agribusiness incubation and technology transfer. Currently he is pursuing a Doctorate from GH Patel Post Graduate Institute of Management Studies, Sardar Patel University, V V Nagar, Gujarat.

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Dedication

*This book is dedicated to
My Parents (Both), My Wife (Arpita) and
My Beautiful Daughter (Gidi)*

SRP

*This book is Dedicated to
My wife (Nibha) and daughter (Rubal)*

BS

Preface

Agriculture is backbone of India. Today, India has become a net surplus producer and exporter of food grains and is next only to China in fruits and vegetables production. However, number of people taking up agriculture is reducing day by day. Agri processing sector is also not very well developed unlike in countries like Japan and Malaysia where a large chunk of agri-produce is processed. It also means that investments in agri enterprises are low. Reasons could be many ranging from complexities of starting a new business, lack of capital, lack of technical knowhow to risks associated with new agribusinesses etc.

Every year, more than 10,000 agriculture graduates and 5500 post graduates pass out of Agricultural Universities. Most of them take up higher studies or end up working for someone else (private companies, government organizations etc). One mandate on which our great temples of learning are losing out is preparing enough number of risk takers who can start their own agribusiness. These should aim at producing more of job providers rather than job seekers. This will ease the burden on many other students.

Almost all State Agricultural Universities have an MBA Agribusiness College. Placement is a tough time for students in these colleges. Government cannot provide jobs to all, neither can private sector absorb everyone. Competition among themselves is one reason for it, there are older standalone institutes like MANAGE, NIAM, XIMB, SIIB, CMA (IIMA), IIML etc who have been doing pretty well since decades and most of good companies end up recruiting from these institutes. In such a scenario, the best option is to go for one's own agri enterprise. However, this road is not laden with red carpet. The problem is aggravated by the fact that agriculture is dependent on nature. On the other hand food is a basic necessity and people will any way spend on food. Other way to look at this is- every challenge presents a business opportunity. Nevertheless, entrepreneurship is charming as well. There is no boss to an entrepreneur and he is the master of his time.

The present book is a product of many brains, most of whom have practically been facilitators of agri entrepreneurship in one way or the other. The book will be helpful to aspiring and budding entrepreneurs who want to make it big in agri-preneurship. The book mainly focuses on how the challenges of startup agribusinesses can be overcome in a cost and time effective manner. The book will prove to be a facilitating companion for everyone in startup agri-preneurship fraternity.

The book is divided into five major units in which total twelve chapters are included. The first chapter is an introduction and sets into excitement, young agri graduates and post graduates to try their hand in entrepreneurship. The second to ninth chapters are on entrepreneurship opportunities in Agriculture sector and delve upon Agri Biotech, Food Processing, Protected Cultivation, Floriculture and Landscaping, Supply Chain Management, Agri Retailing, Livestock and allied sector. Tenth chapter is on project formulation and will guide the readers in a step by step process to new agribusiness project. Eleventh chapter is on support system on Agri Entrepreneurship and focuses on both Government and private sector support to agri entrepreneurship in the country and last chapter brings together some existing innovative start up models in agri entrepreneurship from across the country. We hope that the book will be useful to all interested in agri entrepreneurship.

The authors are thankful Ekta Jajoo of Onganic, Praful Patel of Agribiz Corporation, Ishira Mehta of Crop Connect and Titu Yoko of Natur Oma who shared their innovative models of agri entrepreneurship and took time out of their busy schedules to answer authors' queries. We are also thankful to various other agro enterprises, agribusiness companies, agri business incubators both in the private and public sector who extended useful information to bring this book in present form. We are thankful to Scientific Publishers (India), Jodhpur for timely printing of the book.

This book is just the beginning of a literary revolution in agri entrepreneurship and is in no way complete. Useful suggestions and constructive comments are always welcome for improvement of the book. We would be more than happy to have the errors pointed out so as to be corrected in the next edition.

Shakti Ranjan Panigrahy
Baljeet Singh

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