



ENTREPRENEURSHIP DEVELOPMENT AND COMMUNICATION Skills

(As per Syllabus of 5th Dean's Committee, ICAR)

R.R. Chole • P.S. Kapse • P.R. Deshmukh

Entrepreneurship Development and Communication Skills

The Authors

Dr. R.R. Chole is Former Head and Director of Extension Education at Marathwada Krishi Vidyapeeth, Parbhani (M.S.) with 36 years total experience in the various capacities as Assistant Professor, Associate Professor, Professor, Chief Extension Education Officer, Registrar, and Associate Dean and Principal in the University system. He has more than 150 research, technical and popular articles and 10 books at his credit including two text books. He is renowned poet of Marathi whose poems have been incorporated in curriculum of M.A. (Marathi) in one of the universities in Maharashtra. He has guided fourteen research students for Ph.D. and thirty seven students for M.Sc.(Agri.) degree. He is recipient of ten prestigious state and national level awards for his significant literary contribution and social work including the award of excellence for his academic contribution.

Dr. P.S. Kapse presently working as Assistant Professor, Department of Home Science Extension Education, College of Home Science, Marathwada Krishi Vidyapeeth, Parbhani (M.S.) with ten years total experience in the extension, research and teaching. He has sixty-five research, technical, popular articles and two text books at his credit. He has designed two practical manuals for undergraduate degree programme. He is recipient of 'The Best Teacher' Award. A paper presented in International Conference at UAS, Dharwad has been judged as 'The Best Paper'. He has qualified NET of ICAR, New Delhi.

Dr. P.R. Deshmukh working for last nine years as Assistant Professor at Department of Extension Education, Marathwada Krishi Vidyapeeth, Parbhani (M.S.) has thirty-five research, technical, popular articles and a text book at his credit and has designed three practical manuals for undergraduate degree programme. He has also contributed to a chapter in a book 'Question Bank – Common Entrance Test for M.Sc. (Agri.)' on Extension Education and guided seven M.Sc. students.

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Dr.R.R. Chole

Former Head and Director of Extension Education,
Marthwada Krishi Vidyapeeth,
Parbhani 431 402 (M.S.)

Dr.P.S. Kapse

Assistant Professor,
Department of Home Science Extension Education,
Marthwada Krishi Vidyapeeth,
Parbhani 431 402 (M.S.)

Dr.P.R. Deshmukh

Assistant Professor,
Department of Extension Education,
Marthwada Krishi Vidyapeeth,
Parbhani 431 402 (M.S.)

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PREFACE

Now a day quite frequently people talk about entrepreneurship, both in academic institutions and outside, but in most cases very little attention is paid to important dimensions related to entrepreneurship development. Secondly, many literate people in technologically less advanced areas are grudgingly accepting entrepreneurship as alternative for employment as it involves risk. However, the economic development of a nation much depends on entrepreneurship development. Therefore different programmes of entrepreneurship development have been initiated at various levels. But in most of these programmes there seems to be lack of comprehensive understanding about the different aspects of entrepreneurship development.

The term Entrepreneurship has got a currency value and is presently at the crest of popularity. With growing education particularly the technical education, a big mass of youth turn to new business ventures. The liberalization of economy, open market system and resultant increase in competition have further added to the value of entrepreneurship as well as role of managers. The education and training of entrepreneurship helps the young entrants understanding and developing their traits and attitudes. It helps them to be competent for preparing business plans, seek financial help from different financial institutions and make them able to manage business on profitable lines. Therefore, 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 Communication Skills leading to building the necessary capabilities of entrepreneurs in the learners.

This book is planned to serve as a text book 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 post graduate 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.

Proper utilization of available resources depends upon the abilities, capabilities and potentialities of a person to create successful entrepreneurs through the gate way of multidisciplinary team work. The present work as it happens with all text books, is not the exclusive contribution of the authors but is a derivation of research findings, books and other resources of a large number of academicians, research workers and authors who have been duly acknowledged. Our experience in teaching, training and field extension has helped us to develop get enough material and concepts on the subject and also to provide suitable examples from the field situations.

The aim of adding one more book to continuously expanding list of books on entrepreneurship is to place in the hands of the teacher, students in the agricultural colleges and universities, a handy and simple text book covering complete syllabus. The authors have attempted to clarify most of the fundamental, concepts, principles, techniques and ideas in entrepreneurship development and communication skills with sufficient supporting details.

The book has been divided into seventeen chapters viz. Entrepreneur, Entrepreneurship Development, Motivation and Entrepreneurship Development, Entrepreneurial Behaviour, Entrepreneurship Development Programmes, Setting up of a Small Enterprise, Selection of Product, SWOT Analysis, Market Survey, Formulation of Project, Financial Analysis of Project, Marketing of Product, Government Policy and Institutional Support, Agripreneurship and Indian Agricultural Processing Industry, Communication Skills, Advertising Product and Writing Skills.

We once again duly acknowledge and express our warm indebtedness to the various sources and writers, the views and opinions of whom have been freely incorporated in the book. Thanks to those who motivated and helped us directly-indirectly to bring out this publication. We are grateful to Scientific Publishers (India), Jodhpur not only publishing the present book but also for the earlier text book entitled 'Transfer of Agricultural Technology' which has reached to every nook and corner of India. We hope that the readers will warmly welcome the present work also..

- Authors

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