

2. SDCA-02: Agripreneurship Development

Total Hours: 30

Course Objectives -

1. To create awareness regarding the Agripreneurial activities.
2. To familiarize learners with Agri-business Operations.
3. To acquaint learners with knowledge of specific Agri businesses.

Course Outcome:

1. Perform various agripreneurial activities.
2. Discuss the challenges for Agripreneurship Development in India.
3. Demonstrate competencies to manage Agri-business Operations.
4. Demonstrate competencies to manage specific Agri businesses.

Syllabus -

Unit I

Farm Management: Agriculture production economy in relation to farm resources, capital, managerial factors, land resources and entrepreneurial resources, Agricultural Projects: Preparation of feasibility report after considering different functional areas of farm management

Unit II

Farm Model: Contract farming, co-operative farming, collective farming, organic farming export-oriented farming, Contemporary issues related to agriculture: Changes in government policies, marketing conditions, financial aspects, technology and production-related aspects, Local Factors affecting agriculture, and international changes relating to agriculture

Unit III

Meaning of entrepreneurship and agripreneurship: meaning of entrepreneurs, the role of entrepreneurship in agricultural development traits of an agricultural entrepreneur, and scope of entrepreneurship development in agriculture, Psychological, sociological, managerial, and economical aspects of entrepreneurship development

Unit IV

Role of agripreneurship in the national economy: areas of entrepreneurship development in agriculture, areas of agro produce processing production units, areas of agro produce manufacturing units, areas of agro-input manufacturing units, areas of agro Service center Stages of agripreneurship development: Establishment, survival, early growth, rapid growth and maturity stage, Challenges facing agripreneurs and remedies: Lack of funds, lack of infrastructure, risk, marketing problem/competition, management problem

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