



“From Soil to Success: A Case Study of Visionary Entrepreneurs Revolutionizing Agriculture in India

Mr. Devana Nagesh Rathod

Academic Associate,
Vaikunth Mehta National Institute of
Co-operative Management

Abstract

Agriculture stands as the cornerstone of India's economy, deeply rooted in tradition. The nation boasts a rich diversity of crops, with both Kharif and Rabi crops being cultivated, including rice, wheat, maize, jute, and more. Diverse agricultural methods are employed, such as subsistence intensive farming, terrace farming, and crop rotation. Agriculture is a major contributor to India's exports, while farmers are increasingly embracing advanced, sustainable techniques like organic and greenhouse farming. These methods not only enhance yield but also prioritize environmental health. It's imperative to express gratitude to the hardworking farmers who nourish the nation and contribute significantly to its economic prosperity. In recent years, the agricultural landscape in India has witnessed a wave of innovation. Startups have played a pivotal role by introducing state-of-the-art technologies and modern facilities. This shift has also enticed educated professionals to leave their traditional careers and embrace farming as a new vocation. The adoption of cutting-edge agricultural practices and technologies has been the driving force behind this transformation. Additionally, entrepreneurship in agriculture has seen a significant uptick, with corporate education and training programs fostering this shift. As these changes continue to unfold, they hold the promise of bringing increased efficiency and positive transformations to the agricultural sector. This paper serves to elucidate the pivotal role that agriculture has played in the agricultural revolution in India. It sheds light on how agriculture has been at the forefront of this transformative process. Additionally, the paper delves into the challenges that the agricultural sector in India has encountered along the way. It seeks to provide a comprehensive understanding of the dynamics between agriculture, revolution, and the obstacles that need to be addressed for sustained growth and development in the Indian agricultural landscape.

Keywords: - Agriculture ,Entrepreneurs , Traditional , farmers , Enterprise ,Evolution

I. Introduction

A cornerstone of the Indian economy for millennia, agriculture has undergone significant transformations. Evolving from age-old practices, the sector now relies on modern technologies and equipment, replacing traditional methods. Despite these advancements, a segment of small-scale farmers still clings to conventional techniques due to resource limitations. This sector not only sustains itself but also fosters growth across various industries, serving as India's

economic backbone. Beyond its economic role, agriculture embodies a way of life in India, interwoven with the nation's fabric. The Indian government remains steadfast in its commitment to elevate this sector, recognizing its pivotal role in ensuring food security for the entire country. Throughout history, India has journeyed from being a food-importing nation to achieving self-sufficiency through the Green Revolution. The integration of irrigation systems, enhanced fertilizers, pesticides, and superior seed varieties has propelled agricultural output beyond historical constraints. In tandem with technological progress, the role of a farmer in India has expanded. The modern farmer must now acquire entrepreneurial skills to thrive in a competitive landscape. This shift necessitates mastering a new skill set beyond traditional agricultural expertise, as managing successful agricultural enterprise demands business acumen. Entrepreneurship emerges as a catalyst for economic advancement, gaining heightened importance during periods of economic turmoil. Its association with economic growth, wealth accumulation, and improved living standards is particularly pronounced in developing nations like India. Given the agrarian dependence of underdeveloped regions, fostering entrepreneurial initiatives becomes imperative to uplift livelihoods, reduce poverty, and enhance overall well-being. In the annals of India's agricultural history, a shift from a predominantly low-tech, family-oriented industry to one defined by adaptability and innovation has unfolded. Liberalization of the economy and evolving societal norms have forced agricultural companies to navigate complex terrain, accommodating market dynamics, consumer preferences, and stringent regulations. This metamorphosis has paved the way for fresh market entrants, novel ideas, and diversified entrepreneurial pursuits within agriculture. In conclusion, the interplay between agriculture, entrepreneurship, and economic growth in India underscores a dynamic journey of evolution and progress. The transition from time-honored methods to contemporary practices, coupled with the infusion of entrepreneurial vigor, underscores the transformative power of innovation within the agricultural landscape. This fusion of tradition and innovation not only secures India's food security but also propels the nation towards greater self-sufficiency, economic prosperity, and improved quality of life for its populace.

II . Review of Literature

1. **Sancho Federico (2010)** the study describes the conceptual elements of entrepreneurship, the actors involved and ways of promoting entrepreneurship within agriculture and rural life in regions where more opportunities are needed to allow people to improve their socioeconomic conditions. Study found that construct of major corporations, senior management, capital intensity and sophisticated technological systems is replaced by other involving small-scale producers who are often invisible as far as national accounting is concerned but who need to be linked to the market.
2. **Griffin-EL Eliada and others (2014)** the study analysis social enterprise landscape in Kenya, particularly in the health and agricultural sectors. The study found that there was no clear consensus on the definition of social enterprise in Kenya, and some stakeholders were skeptical about using the term. However, most interviewees recognized the potential of supporting businesses that generate social impact and financial returns.
3. **Dr. Lans Thomas and others (2013)** the research is design study the approach to studying agricultural entrepreneurship avoids focusing only on new ventures and includes established businesses. Success isn't just about personality but also skills and experience. The entrepreneur's environment matters; creativity and understanding are shaped by family, employees, competitors, and partners.
4. Department of Extension Education, Jawaharlal Nehru Krishi Vishwa Vidyalaya, Adhartal, Jabalpur (2021) Entrepreneurship is an essential component of agricultural development. Entrepreneurship development in agriculture is an important way out to bring a transformation in our rural areas. Agricultural education is a dynamic one, which is undergoing change in a very rapid manner to meet the need of the rural society. Entrepreneurship development and Business Communication has come to be recognized globally as the key to rapid and sustainable economic development as well as the welfare and progress of mankind.
5. **Mr. Hajgolkar Raghavendra (2017)** the study discussed Agribusiness enterprises at the local level offer the possibility of capturing value added and thereby increasing local incomes. Since many smallholders have relied on government buyers for their marketing options, the retraction of those services is un-likely to be immediately replaced by private enterprise. Also, even when such services are available, small producers do not present as attractive a transaction to service providers because of the often enormous costs of transacting with many small clients. Promotion of direct marketing by establishing close interaction between producers and consumers will

further enhance the benefits, while encouraging a large number of unemployed rural youth to turn into micro-entrepreneurs and traders.

6. **Lab Metis and others** (2020) the research understands the foundations of this topic, identify the gaps and suggest some perspectives. Sustainable and social entrepreneurship have experienced significant growth in entrepreneurship studies. It shows that the changing management in the farm sector is quite different from one country to another. The challenges and barriers that arise in developing countries create a situation that is quite different from that of developed countries. Could we reasonably consider the situation of European farmers to be similar to that of farmers in India or Iran.

III. Research Methodology

The study is descriptive in nature, it is based on Secondary data was obtained using articles, reports, and different websites etc. which are published on various aspects of agriculture Entrepreneurs displacement.

IV .Objectives of the study

- i.To examine the role of agripreneurs in driving innovation and growth in the agriculture sector of India.
- ii.To explore the challenges and opportunities faced by agriculture entrepreneurs in India.
- iii.Assess its impact on agricultural productivity and sustainability.

V. Case Study & Visionary entrepreneurs

In the earlier stages of our society, many young individuals aspired to pursue professional careers across various sectors, while very few showed interest in agricultural work. However, as time has progressed, the agricultural sector has undergone significant developments, and it's heartening to see that more and more young people are now choosing to engage in and learn about agriculture. Over the years, it has become evident that the agriculture sector has not remained stagnant but has evolved significantly. This transformation can be attributed to the adoption of new technologies and innovative practices within agriculture. These advancements have breathed new life into the field, making it more appealing to the youth. Today, agriculture is not just about traditional farming methods; it incorporates cutting-edge technologies, such as precision agriculture, data analytics, and sustainable farming practices. These innovations have made the sector more efficient, economically viable, and environmentally responsible. Young individuals are now recognizing the potential of agriculture to provide fulfilling and financially rewarding careers. They are taking on the challenge of understanding modern agricultural techniques and applying them to increase productivity while minimizing the environmental impact. In essence, the evolving landscape of agriculture, with its incorporation of technology and sustainable practices, is inspiring a new generation to actively engage in this vital sector. This shift reflects not only the sector's adaptability but also the growing awareness of its crucial role in providing food security and addressing global challenges, such as climate change and sustainability. Few Visionary entrepreneurs are as follow

- i.**Vergheese Kurien**, often referred to as the "Father of the White Revolution" in India, was a remarkable social entrepreneur. His visionary "billion-litre idea," known as Operation Flood, transformed dairy farming into India's largest self-sustaining industry, playing a vital role in rural employment and income generation. This initiative made India the world's leading milk producer, significantly increasing milk availability per person and quadrupling milk output within three decades. Kurien introduced the Anand model of dairy cooperatives, a pioneering system that was successfully replicated nationwide. This model combined both "top-down" and "bottom-up" approaches, ensuring that no farmer's milk was turned away. Moreover, it empowered dairy farmers by allowing them to control the marketing, procurement, and processing of milk and its products, effectively making them the owners of the dairy business. One of his innovative achievements was the production of milk powder from buffalo milk, addressing the shortage of cow milk in India. Additionally, Kurien played a crucial role in making India self-sufficient in edible oils, challenging the dominance of the "oil kings" who resorted to unfair and even violent tactics to maintain their control over the oilseed industry. Vergheese Kurien was born in Kerala, India, in 1921. He came from a family of

Anglican Suriyani Nasrani background, and his father was a civil surgeon. He went to school in Tamil Nadu and later joined Loyola College in Chennai, where he graduated in physics. He then pursued a bachelor's degree in mechanical engineering at the College of Engineering, Guindy. After his father's death when he was 22, his maternal grand-uncle, Cherian Matthai, supported his family and brought them to Trichur. Initially, Kurien wanted to join the army as an engineer, but his mother convinced him to study at the Tata Steel Technical Institute in Jamshedpur, based on his uncle's recommendation. However, Kurien grew disillusioned with his uncle's influence and decided to seek a government scholarship to study dairy engineering. His uncle, John Matthai, who was the finance minister, did not support him. He was sent to the Imperial Institute of Animal Husbandry in Bangalore and later to the United States, specifically Michigan State University, on a government scholarship. Kurien returned with a master's degree in mechanical engineering, with a focus on metallurgy and a minor in nuclear physics. He commented that he had initially intended to study dairy engineering but, in a way, "cheated" by pursuing different fields he thought would be more useful to India's development. Kurien's journey took him to New Zealand to learn about dairy farming and to Australia, where he gained knowledge on setting up the Amul dairy. In simple terms, he started with the idea of studying dairy engineering but ended up learning other valuable skills that later played a significant role in India's dairy and agricultural development. In 1949, the Indian government sent Verghese Kurien to Anand in the Bombay province (now part of Gujarat state) to work at a struggling creamery for five years. During weekends and by pretending to work, he began helping Tribhuvandas Patel, who had formed a cooperative to buy milk from local farmers after a strike in 1946. Patel needed help processing the milk with basic equipment. At first, Kurien wanted to leave his government job and Anand, but Patel convinced him to stay and assist in building the dairy cooperative. As a result, in 1950, Kurien established the Kaira District Cooperative Milk Producers' Union Limited, which is better known as Amul, in Anand. This cooperative played a crucial role in transforming the dairy industry in India.

ii. **Dr. Devi Prasad Shetty**, a prominent cardiac surgeon and the Chairman of Narayana Health, embarked on his remarkable medical career in 1978 when he completed his MBBS. Taking a significant step in his educational journey, in 1982, he achieved a surgery master's degree from the University of Mysore. However, it was the year 2000 that marked a turning point in his life when he founded Narayana Health. This was a groundbreaking moment that not only transformed the trajectory of his career but also had a profound impact on healthcare in India. Dr. Shetty's influence extended beyond the confines of a hospital. His visionary introduction of the "micro health insurance scheme" in Karnataka was a pivotal moment, as it laid the foundation for the subsequent implementation of the Yeshasvini scheme. This initiative brought accessible and affordable healthcare to rural farmers, making healthcare more equitable and inclusive. Recognized for his outstanding contributions to the medical field, Dr. Shetty has received several prestigious awards. Notably, the 'Padma Shri' was conferred upon him in 2003, and in 2012, he received the 'Padma Bhushan,' both honors bestowed by the Government of India. His unwavering commitment to improving healthcare and his innovative solutions have left an indelible mark on the medical community and continue to inspire progress in healthcare and medical innovation. Dr. Shetty's life journey serves as a beacon of hope and inspiration, illustrating the profound impact one dedicated individual can have on the lives of many.

iii. **Rajiv Bajaj**, the Managing Director of Bajaj Auto, has made significant contributions to the field of agriculture through his innovative and affordable farm equipment. His journey began with a strong educational foundation and a vision for modernizing Indian agriculture. Rajiv Bajaj hails from the prominent Bajaj family, known for its business acumen. He was born on December 21, 1966, in Pune, India. He completed his early education in India and went on to pursue a degree in mechanical engineering from Pune's College of Engineering, one of the prestigious institutions in the country. Later, he pursued an MBA from the Harvard Business School, which provided him with a strong management background. Rajiv Bajaj's pivotal moment came when he took over as the Managing Director of Bajaj Auto, one of India's leading motorcycle manufacturers. Under his leadership, Bajaj Auto embarked on a mission to diversify and expand its product portfolio. This expansion led to the development of affordable and efficient farm equipment, which was a transformative step in his career. Bajaj's focus on mechanizing and modernizing Indian agriculture was a turning point not just in his work but also in the realm of Indian farming. By introducing cost-effective and innovative agricultural machinery, he aimed to reduce the strenuous labor associated with farming and enhance overall productivity. This initiative not only contributed to the welfare of Indian farmers but also played a crucial role in boosting the agricultural sector in the country. Rajiv Bajaj's achievements are not limited to business alone. His efforts in the agriculture sector have earned him recognition and respect, making him a visionary leader who has brought about positive change and innovation in the Indian farming landscape. His work demonstrates how the right blend of education, vision, and leadership can make a substantial impact on society and industry.

- iv. **Ritu Kumar** is a famous and highly respected fashion designer in India. She's been in the fashion industry since 1969 and is known for blending traditional Indian craftsmanship with a modern style. Her brand, Ritu Kumar, is well-known for using vibrant colors, high-quality fabrics, intricate embroidery, and a rich Indian aesthetic in their clothing. Ritu Kumar was the first woman to introduce the concept of a 'boutique' in India, and her fashion collections combine Eastern and Western influences, reflecting the fast-changing trends in modern India. The brand has been selling its products in Europe and India since the 1970s, offering various types of clothing, including couture, formal wear, accessories, and a sub-brand called LABEL, Ritu Kumar. The company, Ritika Pvt. Limited, operates two main production centers in Gurgaon and Calcutta, where they handle everything from fabric printing to quality control. They also have retail outlets under the name RITU KUMAR, which they run themselves and franchise to others. Ritu Kumar's work in preserving traditional craftsmanship has earned her recognition, including a knighthood from the French government for her contribution to Indian textile arts and her involvement in the French fashion industry. She's also received the 'Indira Gandhi Priyadarshini Award' for her achievements in the fashion field, joining other notable recipients like Mother Teresa, Birju Maharaj, and Pt. Hari Prasad. In 1999, Ritu Kumar published a book called "Costumes and Textiles of Royal India," which chronicles the history of how Indian royalty supported textile arts throughout history, from ancient times to the present day. This book is an important reference in the world of fashion history in India and
- v. Others **Norman Borlaug** made significant contributions to agriculture primarily during the mid-20th century, particularly in the 1960s. **Cyrus McCormick** made significant contributions to agriculture in the early to mid-19th century. **Jethro Tull** made significant contributions to agriculture in the early 18th century.

VI .The Role of Agripreneurs

The role of agripreneurs in driving innovation and growth in the agriculture sector of India is increasingly important, as they play a crucial role in addressing the numerous challenges faced by this sector. Agripreneurs are individuals or groups of entrepreneurs who are involved in agricultural activities while also employing innovative techniques, technology, and business models to enhance productivity, profitability, and sustainability. Here are some key aspects to consider:

- **Technology Adoption & Diversification::** Agripreneurs are at the forefront of adopting modern agricultural technologies, such as precision farming, IoT-enabled sensors, drones, and data analytics. These technologies can significantly increase crop yields, reduce wastage, and enhance resource efficiency. Agripreneurs often introduce crop diversification and mixed farming practices, reducing the reliance on a single crop and mitigating the risks associated with monoculture. This leads to a more resilient and sustainable agricultural system.
- **Value Addition & Market Access :** Agripreneurs focus on adding value to agricultural products through processing, packaging, and marketing. This not only increases farmers' income but also reduces post-harvest losses due to this Agripreneurs Bridge the gap between farmers and markets. They establish direct linkages with consumers, retailers, and export markets, thereby ensuring better prices for farmers and higher-quality products for consumers.
- **Innovation in Farming Practices & Education and Training :** Agripreneurs experiment with innovative farming practices such as organic farming, aquaponics, vertical farming, and hydroponics. These practices promote sustainability and reduce the environmental impact of agriculture ,when we provide Education and Training: Agripreneurs often engage in capacity building and training programs for farmers, helping them acquire new skills and knowledge. This leads to increased agricultural productivity.
- **Risk Mitigation:** They develop and implement risk management strategies, including crop insurance and climate-smart farming techniques, to mitigate the impact of unpredictable weather patterns and other risks.
- **Access to Finance & Policy Advocacy:** Agripreneurs help farmer's access credit and financial services, enabling them to invest in their farms and adopt modern technologies. Agripreneurs can influence policy changes and advocate for reforms that benefit the agriculture sector. They can highlight the need for pro-agriculture policies, infrastructure development, and research and development.
- **Youth Engagement :** Agripreneurship attracts the younger generation to agriculture by making it more appealing through innovation and technology. This is crucial for ensuring the sustainability of the sector as older farmers retires.

- **Environmental Sustainability And Global Competitiveness :** Many agripreneurs prioritize sustainable and environmentally friendly practices, reducing the sector's negative impact on natural resources and climate change and Agripreneurs help Indian agriculture become more globally competitive by producing high-quality products that meet international standards and regulations.

VII. Opportunities for Agriculture Entrepreneurs in India

- **Technology Adoption:** There is a growing trend of technology adoption in Indian agriculture, offering opportunities for entrepreneurs to develop and market innovative solutions like precision farming, AI-based crop monitoring, and automated equipment.
- **Value Addition:** The demand for processed and value-added agricultural products is increasing. Entrepreneurs can invest in food processing, packaging, and branding to capture this market.
- **Organic and Sustainable Farming:** There is a rising demand for organic and sustainably grown produce both domestically and internationally. Entrepreneurs can tap into this market by adopting eco-friendly farming practices.
- **E-commerce and Agri-Marketplaces:** Online platforms and marketplaces are emerging, connecting farmers and consumers directly. Entrepreneurs can create digital solutions to facilitate this connection.
- **Government Initiatives:** The Indian government has launched various schemes and initiatives to support agriculture entrepreneurship, including Start-up India and the Pradhan Mantri Krishi Sinchayee Yojana (PMKSY).
- **Skill Development:** Entrepreneurs can provide training and capacity-building services to farmers, helping them adopt modern practices and technologies.
- **Export Opportunities:** India has significant export potential for agricultural products. Entrepreneurs can explore international markets and meet quality and safety standards.
- **Diversification:** Entrepreneurs can promote crop diversification and alternative income sources for farmers, reducing their reliance on traditional crops.
- **Agri-Tourism and Rural Development:** Agripreneurs can explore agri-tourism ventures and rural development projects, which can provide additional income sources for farmers.

VIII. Challenges for Agriculture Entrepreneurs in India

Agriculture entrepreneurs in India face a unique set of challenges and opportunities due to the country's diverse agricultural landscape, regulatory environment, and economic conditions. Here's an exploration of these challenges and opportunities:-

- **Fragmented Land Holdings:** A significant challenge is the small and fragmented land holdings, which make it difficult for agriculture entrepreneurs to scale up operations and achieve economies of scale. Many farmers in India have small plots of land, which means they cannot grow a lot of crops or raise many animals. This limitation makes it hard for agriculture entrepreneurs to expand their farming operations and earn more money. Smaller farms may not be able to benefit from economies of scale, which can lead to lower productivity and income.
- **Access to Finance:** Securing adequate funding for agricultural ventures can be challenging, especially for small and marginal farmers turned entrepreneurs. Limited access to credit and high-interest rates is common issues. Getting enough money to start or expand a farming project can be difficult, especially for small farmers who don't have valuable assets to use as collateral. Banks and lenders often charge high interest rates on agricultural loans, making it expensive for entrepreneurs to borrow money.
- **Infrastructure and Logistics:** Poor rural infrastructure, including inadequate transportation, storage, and cold chain facilities, leads to post-harvest losses and inefficiencies in the supply chain. In some rural areas of India, the roads are not well-maintained, and there is a lack of proper storage facilities for agricultural produce. Poor infrastructure can lead to post-harvest losses as crops may get damaged during transportation or due to inadequate storage conditions.
- **Market Access:** The lack of direct market access and the dominance of middlemen can lead to lower prices for farmers and reduced profitability for entrepreneurs. Farmers often have to sell their products through middlemen or intermediaries, such as traders or brokers. These middlemen take a significant portion of the profits, leaving farmers and entrepreneurs with lower income from their produce.

- **Climate Change and Weather Risks:** Indian agriculture is highly dependent on monsoons, making it susceptible to climate change-related risks, such as droughts and floods. Entrepreneurs need to adopt climate-resilient practices and technologies.
- **Regulatory Hurdles:** Complex and often outdated regulatory frameworks can hinder entrepreneurship in agriculture. Obtaining licenses permits and complying with various regulations can be cumbersome.
- **Lack of Technology Awareness:** Many farmers and agriculture entrepreneurs in India may not be aware of or trained in modern agricultural technologies, limiting their ability to innovate and increase productivity.
- **Market Volatility:** Agriculture prices can be highly volatile, making it difficult to predict income and plan for the long term. The agriculture sector can boost the country's income and provide jobs and income to many people. Agripreneurship, which means starting agricultural businesses, is not just a chance but also something we really need to make farming more productive and profitable. Developing agripreneurship will help our economy by using the strengths we have and making the farming sector grow a lot, which will also help rural areas and balance our country's economic growth. Entrepreneurship in agriculture has a lot of potential, but it can only be successful if people manage things like soil, seeds, water, and market needs well. Someone who is willing to take risks and keeps learning about agriculture can become a successful agripreneur. Agriculture has the potential to boost our national income and provide jobs, especially for vulnerable people. So, agripreneurship is not just an opportunity; it's a necessity to make farming more profitable and productive in our country.

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