

Involving rural youth in agri-preneurship : Issues and challenges

Sneha Singh, Abhishek Pratap Singh and Pramod Prajapati

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ABSTRACT : In the present paper, the importance, issues and challenges of developing entrepreneurship in the area of agriculture for involvement of rural youth has been highlighted. Agri-preneurship is solution to many economic problems like urbanization, poverty, unemployment and economic development. It helps in rural development inclusive of men and women, especially the youth. But development of entrepreneurship in the areas of agriculture requires special skills like human development, knowledge of agriculture, knowledge of global agriculture market.

Key Words: Agri-preneurship, agri-clinic, agri-business, agro-processing, agro-manufacturing.