

EXTENSION METHODOLOGY FOR SUSTAINABLE ENTREPRENEURSHIP DEVELOPMENT



S.K. Kher

EXTENSION METHODOLOGY

for Sustainable Entrepreneurship Development

S.K. Kher



Agrotech Publishing Academy
UDAIPUR

Published by :

Mrs. Geeta Somani

Agrotech Publishing Academy

1-GA-24, Sec. 5, Gayatri Nagar

Hiran Magri, Udaipur - 313001

Mob. : 9414169635, 9413763031

Email : agrotechbooks@rediffmail.com

Website : www.agrotechbooks.com

DISCLAIMER

Information contained in this book has been published by Agrotech Publishing Academy and has been obtained by its authors believed to be reliable and are correct to the best of their knowledge. However, the publisher and its authors shall in no event be liable for any errors, omissions or damage arising out of use of this information and specially disclaim any implied warranties or merchantability or fitness for any particular use. Disputes if any, are subjected to Udaipur jurisdiction only.

Reprinted 2014

First Edition : 2011

© All Rights Reserved

ISBN : (13) 978-81-8321-227-4

ISBN : (10) 81-8321-227-1

Typeset by :

Image Print Media, Udaipur

imageprintmedia@redimail.com

Mob. : 9413467622, 02942413922

Printed at :

Shri Krishna Offset Press

Delhi

Foreword

Entrepreneurship has emerged a major focus of attention in the last decades. Its scope has expanded beyond the scope of an owner-manager to include professional managers in large corporations and conglomerates who play the role of entrepreneurial managers. Entrepreneurship is claimed as an economic panacea for problems such as unemployment and lopsided development. The essence of entrepreneurship requires the existence of economic opportunity, cultural forces, supportive government action and strong personal values and traits. The real challenge in developing countries appears to be in bringing the vast majority of the disadvantaged into the mainstream of economic activity.

The field of economic development has undergone a series of transformations over the past few decades. Beginning in the mid-to-late 1980s, a number of economic development organizations began to aggressively encourage local start-ups through the provision of technical and financial support. These initiatives further expanded during the economic boom of the 1990s. At present, entrepreneurship is acknowledged as one of the major driving forces of the economy of every rural and modern society and is considered as the instrument to cope with the new competitive landscape.

The ICAR sponsored short course on *extension methodology for sustainable entrepreneurship development* organised by the Division of Agricultural Extension Education is quite relevant and will strengthen the on going efforts in the direction of agricultural entrepreneurship development. Eighteen participants from different SAUs representing different parts of the country attended the course. The course on Entrepreneurship development has also been included in the undergraduate syllabus in agriculture. Hence the knowledge imparted through lectures and practical exercises will go a long way in upgrading the skills and capabilities in enterprise development. The sharing of experience among the participants will also enhance teaching capabilities and accelerate the research on various issues of entrepreneurship development.

I am grateful to ICAR for providing SKUAST-J an opportunity to host this important short course for promoting and developing entrepreneurship as corner stone for income and employment generation in the country.

All the information delivered by the experts of eminence has been compiled in the form of compendium by the course director and his team. The compendium will serve as reference source for participants in planning and execution of their programmes. The faculty members, scientists and staff who took active part in organization of the event deserve appreciation. I congratulate them for their sincere efforts for making the short course a grand success.

Place : Chatha, Jammu

Date:

B Mishra

(Prof. B. Mishra)

Preface

Green revolution ushered an area of intensive agriculture which paved way for India to achieve self-sufficiency in food production. Growth in production is predicted but the big question is whether it will be able to keep pace with increasing population or not. The growth of towns and number of people involved in non-agricultural activities has led to an increasing demand for agricultural products. Due to low land man ratio, farmers, farm women and youth are finding themselves out of work. Although, they have an option of becoming an entrepreneur but this option is usually ignored and they join the long queue of job seekers in front of offices. Sometimes they accept those jobs which are not at par with their qualifications and experience. The situation has led to alarming increase in the rate of migration from rural areas to cities. It is estimated that the rural population declined from 70% in 2001 to 65 % by 2004. So, the need of the hour is to convert job seekers into job creators or generators. For this purpose, there is a need to develop entrepreneurship among the farmers in particular and rural masses in general. The farm must be looked upon as a commercial enterprise unit. To convert a farm into an enterprise or business, the identity of the person managing it must change from a farmer to that of farm business operator or entrepreneur

The ICAR sponsored short course on *extension methodology for sustainable entrepreneurship development* focused on various aspects of entrepreneurship development where in twenty seven lectures, enterprise visits followed by practical exercises were delivered to the participants by the experts of eminence. The whole information has been compiled in the form of compendium for consultation and ready reference.

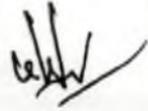
It is my proud privilege to acknowledge the kind gesture shown by ICAR in accepting our proposal for conducting short course. Special thanks are due to Dr. S.D. Sharma ADG, (Human Resource Development) for his amicable advice. Special gratitude to Dr. B. Mishra, Hon'ble vice Chancellor, SKUAST Jammu for his inspiration and keen interest in organizing the winter school. His supportive attitude has been key to grand success of this event. Heartfelt thanks are due to Director of Research, DRI cum Dean PGS, DEE and Registrar for their constant guidance. Thanks are due to Dr. Ajay Koul, Dean, FoA, Chatha for providing all necessary facilities for smooth organization of the short course. I am thankful to Comptroller and Assistant Comptroller (CSS) for their quick disposal of financial matters.

The tireless effort of the Co- Course Directors Dr. Rajinder Peshin and Dr. M. S. Nain and the Course Coordinators Dr. P. S. Slathia, Dr. Nafees Ahmad

and Dr. P. Parihar is duly acknowledged.

Last but not least it is my duty to acknowledge the sincere efforts put by my divisional staff Mr. Hakeem Arif Hameed and Krishan Lal, students and other staff members of the university who were directly or indirectly associated with the success of this short course, I thank them all.

Place : Chatha, Jammu



(Prof. S.K. Kher)

About the Authors

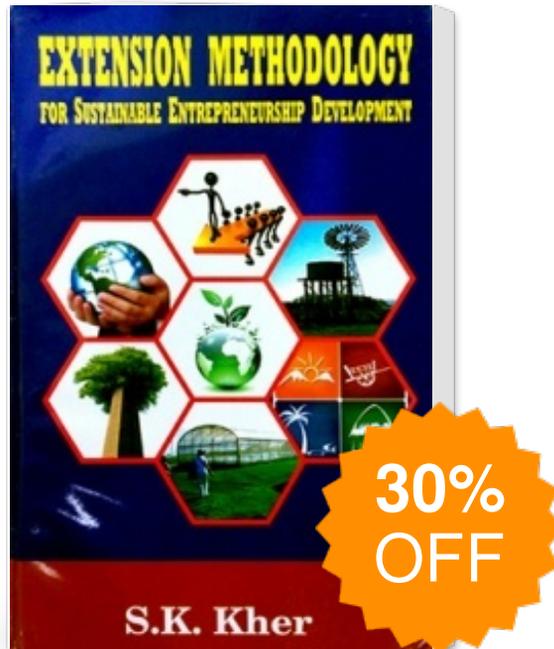
Dr. S.K. Kher completed his graduation in Agriculture from GNDU Amritsar in the year 1979 and same year he joined Department of Horticulture as Research Assistant at Fruit Research Station Shalimar, Kashmir through Public Service Commission. He did his Master's Degree in Extension Education from Punjabrao Dev Krishi Vishavidhalaya, Akola and Ph.D. from Gujarat Agricultural University, Navasari. He was appointed as Assistant Professor/Jr. Scientist Extension education at Sher-i-Kashmir University of Agricultural Science and Technology, Kashmir in the year 1986. Presently, he is Head of the Division of Agriculture Extension Education at Sher-i-Kashmir University of Agricultural Science and Technology, Jammu and has more than 50 research papers, extension articles and popular articles to his credit. He is involved in extension activities since 1986 and worked in programme, village visit and stay programme, RAWE programme. He has been teaching the undergraduate and post graduate level for the last 10 years and has produced 2 Ph.D. and 1 M.Sc. student. He has organized more than 50 monthly workshops and trainings under Training and Visit system. He was course director of the ten days ICAR sponsored short course organized by SKUAST-J. Besides, he has been involved in the extension research projects in the three agro Principal Investigator in the DST sponsored research project entitled Popularization of bio-fertilizers in rain fed areas of Jammu division. He is recipient of Bharat Jyoti Award.

Contents

Foreword	3
Preface	5
About the book	7
About the authors	8
1. Entrepreneurship development: an overview <i>S.K.Kher and Bhavana Gupta</i>	11
2. Extension strategies for entrepreneurship development <i>M.S.Nain, P.S.Slathia and Nafees Ahmad</i>	24
3. Motivation for entrepreneurship development <i>P.S.Slathia, S.K.Kher and M.S. Nain</i>	31
4. Women entrepreneurship and SHGs <i>Poonam Parihar</i>	41
5. Technique for identification of potential entrepreneurs <i>Rajinder Peshin and Rakesh Sharma</i>	54
6. Market-led extension for promoting entrepreneurship <i>Nafees Ahmad, S.K.Kher, M.S.Nain & P.S.Slathia</i>	62
7. Modern ICT tools for effective transfer of technology <i>Vinod Gupta, P.K. Rai, and Rakesh Nanda</i>	69
8. Gender equity in agriculture and rural development <i>Poonam Parihar</i>	81
9. Role of information and communication technology for entrepreneurship development <i>P.S.Slathia, S.K.Kher</i>	91

10. Promoting seed production technology for entrepreneurship development	108
<i>S K Kher and P.S.Slathia</i>	
11. National policies for small business development and estimation of financial requirements	118
<i>Jyoti Kachroo and Dileep Kachroo</i>	
12. Vermi compost: income and employment generation enterprises and its role in sustainable crop production	134
<i>B. R. Bazaya and A. S. Bali</i>	
13. Bio fertilizer production for sustainable entrepreneurship development	142
<i>A. K. Bhat</i>	
14. Mushroom production – a viable enterprise for livelihood	158
<i>P.K.Raina</i>	
15. Beekeeping in sustainable livelihood	166
<i>D.P. Abrol</i>	
16. Entrepreneurship development in food processing sector	198
<i>Monika Sood</i>	
17. Entrepreneurship development for custom hiring of agricultural implements and machinery	211
<i>Sanjay Khar and C.K. Lidhoo</i>	
18. Economics of dairy units of varying sizes	225
<i>R K Taggar</i>	
19. Economics of setting up of a poultry unit for extension development	230
<i>Asma Khan</i>	
20. Farming system approach for entrepreneurship development	238
<i>Dileep Kachroo, Jyoti Kachroo and N.P. Thakur</i>	
21. Products and schemes in agri business	254
<i>Manmohan Sharma</i>	
Subject Index	264

Extension Methodology for Sustainable Entrepreneurship Development



Publisher : Agrotech Publications ISBN : 9788183212274

Author : Kher SK

Type the URL : <http://www.kopykitab.com/product/7873>



Get this eBook