AGRO-PROCESSING INDUSTRIES – A CHALLENGING ENTREPRENEURSHIP FOR RURAL DEVELOPMENT

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Principal Topic

Entrepreneurs are encountering a number of constraints pertaining to finance, marketing, technological and export for smooth running of their entrepreneurial units. Therefore, there is urgent need to provide the facilities which facilitate them setting up of economically viable units and they should be equipped with latest technologies and skills by organizing different entrepreneurial motivational and skill oriented programs frequently. With this background the present study was undertaken in the four industrially leading districts of Haryana state to determine the correlates which help in establishing economically viable small scale agro-processing units; to determine the specific training needs of entrepreneurs who have already established their units; to make an assessment of problems encountered by entrepreneurs to facilitate setting up of sustainable units and to suggest the strategies for smooth working of small scale agro-processing units. A total number of 120 entrepreneurs who were running their agro-processing units were constituted the sample for the study.


The study found that important areas of training preferred by entrepreneurs were quality management, marketing management, packaging techniques, marketing techniques, technology up gradation, financial management, brand promotion, export promotion technique, advertising the products and personnel management.


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