



A REVIEW

Scope for value addition of agriculture products for enterprise promotion in rural areas

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Abstract : Majority of rural population dependent on agriculture sector for their livelihood. Majority of the farmers are considering agriculture as livelihood option rather than an enterprise. Hence, farmers are focusing only on increasing agriculture productivity. But processing and value addition of agricultural produce is very low and post harvesting losses are very high in India when compared to other developing and developed countries. Now the country should give more emphasis on value addition to primary agriculture. There is immense scope and potential for promotion of agriculture produce its economy depend on primary agriculture. Secondary agriculture has huge potential for creating infrastructure and jobs in rural areas to strengthen rural economy. By keeping this in view the present paper discusses the scope for value addition of agriculture produce and proposes strategy for promotion of agripreneuership.

Key Words : Value addition, Agripreneuership, Secondary agriculture

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