

# **Constraints Faced by Agripreneurs in Managing agro based Enterprises and Suggestions to Overcome**

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## **ABSTRACT**

“Agriculture is the back bone of India where the agro based industry is considered as an extended arm of agriculture”. A shift from agriculture to agribusiness is an essential pathway to revitalize Indian agriculture. An agripreneur may be defined as entrepreneur who undertakes a variety of activities in agriculture and its allied sectors. The most important constraints faced by agripreneurs in managing agro based enterprises were: Personal Constraints - inadequate risk taking ability, low level of self confidence, Technical constraints - inadequate training on agri – enterprises, inadequate consultancy and counseling services, Economic and Marketing Constraints - poor marketing facilities, stiff competition with other entrepreneurs, Financial Constraints - inadequate working capital, inadequate guidance and financial assistance, high rate of interest, Institutional constraints - poor access to formal credit facilities, poor infrastructural facilities and the suggestions offered by agripreneurs for development of agripreneurship include provision of good marketing facilities and simplifying procedure for obtaining loan.

**Key words :** Agripreneurs, Constraints, Suggestions.