

COMBATING INDUSTRIAL CHALLENGES DURING COVID 19

Editors

Dr. Sourabh Jain
Prof. (Dr.) Ashok Gupta
Dr. Priyadarshini Agnihotri
Prof. Ajay Jain
Dr. A. K. Singh
Dr. Parul Sharda

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Editors

TABLE OF CONTENTS

| S. No. | NAME OF TITLE | P. No. |
|--------|---|--------|
| 1 | STRUCTURAL STUDIES OF TETRA - DENTATE: SCHIFF BASE, TETRA DENTATE LIGANDS, POLYDENTATE & AMBIDENTATE LIGANDS Sudhanshu Shekhar, Dr. Pushpa Kumari | 01-04 |
| 2 | PATANJALI AYURVEDA DOES HAND HOLDING OF BANKRUPT RUCHI SOYA Dr. Rachna Kaul | 05-11 |
| 3 | CHARACTERIZATION OF SILICON SOLAR CELL Dr. Sudhanshu Shekhar | 13-18 |
| 4 | A COMPARATIVE STUDY OF ONLINE LEARNING AND CLASSROOM LEARNING IN THE ERA OF COVID-19 Ms. Sunanda Narang, Dr. Parul Sharda | 19-30 |
| 5 | STUDY ON MUNICIPAL SOLID WASTE MANAGEMENT Dr. N. Srivastava | 31-35 |
| 6 | शिक्षक एवं व्यावसायिक नैतिकता TEACHER & PROFESSIONAL ETHICS Dr. Sudhanshu Shekhar | 37-43 |
| 7 | "CHALLENGE'S AND OPPORTUNITIES OF LEGAL EDUCATION IN INDIA DURING COVID-19" Urvashi Sharma | 45-50 |
| 8 | SOCIAL SECURITY POLICIES AND PRACTICES FOLLOWED IN LIC OF INDIA WITH SPECIAL REFERENCE TO INDORE CITY Mrs. Ranjita Das Soni, Dr. Sanjay Sharma | 51-61 |
| 9 | THE FUTURE OF MACHINE LEARNING IN EDUCATION Prof. Ranjana Dalwani Arora | 63-72 |
| 10 | A STUDY ON NON PERFORMING ASSETS (NPA) RECOVERY THROUGH LEGAL TOOLS POST COVID-19 Abhiraj Singh Chauhan | 73-83 |
| 11 | IMPORTANCE OF E-LEARNING COURSES - A CONCEPTUAL STUDY Dr. Sanjay Sharma, Dr. Priyanka Sharma | 85-92 |

- 12 **"COVID - 19 AND EDUCATION SECTORS IN INDIA- CHALLENGES AND OPPORTUNITY"** 93-100
Aditya Narayan Mishra
- 13 **MARKING & MEASUREMENT OF LONG JUMP** 101-108
Dr. Sudhanshu Shekhar
- 14 **WOMEN EMPOWERMENT AND EDUCATION: IMPACT, ISSUES AND OBSTACLES** 109-119
Dr. Shobhana Jain
- 15 **AN APPROACH ON QUALITY OF PRIMARY EDUCATION** 121-130
Dr. Shyam Sundar Sharma
- 16 **A STUDY ON HUMAN RESOURCE DEVELOPMENT IN COOPERATIVES** 131-140
Dr. Ona Ladiwal
- 17 **A STUDY OF MODERN AGRICULTURE: AN ENTREPRENEURIAL OPPORTUNITY IN INDIA** 141-149
Dr. Atul Gupta

A STUDY OF MODERN AGRICULTURE: AN ENTREPRENEURIAL OPPORTUNITY IN INDIA

Dr. Atul Gupta

Associate Professor, Department of Management Studies,
Swami Keshvanand Institute of Technology,
Management & Gramothan, Jaipur

Abstract - Indian economy is dependent on agro-based activities as about 65 percent of the population living in rural areas is dependent on agriculture for their livelihood. Industrial enterprises and modern technologies no doubt can generate additional employment in urban areas and pay rich dividend to elite and big investors. Also, at the same time with the rapid pace of technological development it provides entrepreneurial opportunities to the maximum population in India. The need of the hour is to innovate the modern methods of agriculture. Though, it is not a easy task, however it provides the sustainable growth to the development of economy. It also helps to bridge the economic gap between the rural and urban population.

Recognizing these imperatives, the present study focus on indentify the entrepreneurial opportunities in India in the sector of agriculture. The study is of prominent importance as the investment done on this sector involved huge financial costs. This study makes an attempt to find out the Problems and Challenges for the potentiality of Rural Entrepreneurship. It also focuses on the major problems faced by rural entrepreneurs in India. Nowadays government also following the path PPP model to improve the conditions of farmer and agriculture production. The government also anticipated to double the income of the farmers by 2024. So the study got its relevance to study the modern agriculture techniques and its relevance in making agri-preneur.

Keywords: Agri-preneur, economic development, PPP model

1 INTRODUCTION

Gone are the days when farming is considered as a profession for the poor and the uneducated rural people living in villages. Stories of the farmer's conditions and suicides reinforce this myth. But people are now realizing that agriculture can be better handled by the hands of well trained and well educated people. The essential is that they have their hearts in the right direction.

Agriculture is one profession where the people can earn money as well as make an impact on the people in rural India who have existed on the extreme fringes of our society till now-unseen, unheard, uneducated and unable to break free of their improvised lifestyles. But agriculture is not only about farming. Rural development is more than ever before linked to entrepreneurship. Institutions and individuals promoting rural development now see entrepreneurship as a strategic development