

TO AGRIPRENEURSHIP

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OUTLINE

- Meaning
- Basics of Entrepreneurship
- Applications
- The Psychology of Entrepreneurship



MEANING

- Agriprenneurship: refers to entrepreneurship in agriculture (*business established in agriculture*).
- Entrepreneurship has been defined as the ability to *organize resources to seize new business opportunities*.
- A description of the process of *designing, creating, and growing new and small businesses*.



POTENTIAL

- Agripreneurship contributes to ***employment generation, poverty reduction*** and ***improvements in nutrition, health, and overall food security*** in the national economy.
- Agripreneurship has got power to ***generate growth, diversifying income, providing widespread employment, and entrepreneurial opportunities*** in urban and rural areas.



WHO IS AN ENTREPRENEUR

- Entrepreneurship is the character, practice, and skill that combines
 - innovativeness,
 - readiness to take risk,
 - heightened initiative,



WHO IS AN ENTREPRENEUR?

- concern for standard of excellence,
- persistence,
- positive orientation to problem solving, and
- constant strive for growth and excellence.

to exploit the best opportunities to create and run new enterprises



BASICS OF ENTREPRENEURSHIP

opportunity recognition

information search and learning

resource acquisition

enterprise strategy selection

new enterprise establishment

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- **Production:**
Enterprises focused on improving productivity

- **Postharvest handling:**
Enterprises involved with value addition
- **Marketing:** Enterprises that work with farmers to identify new markets to explore.

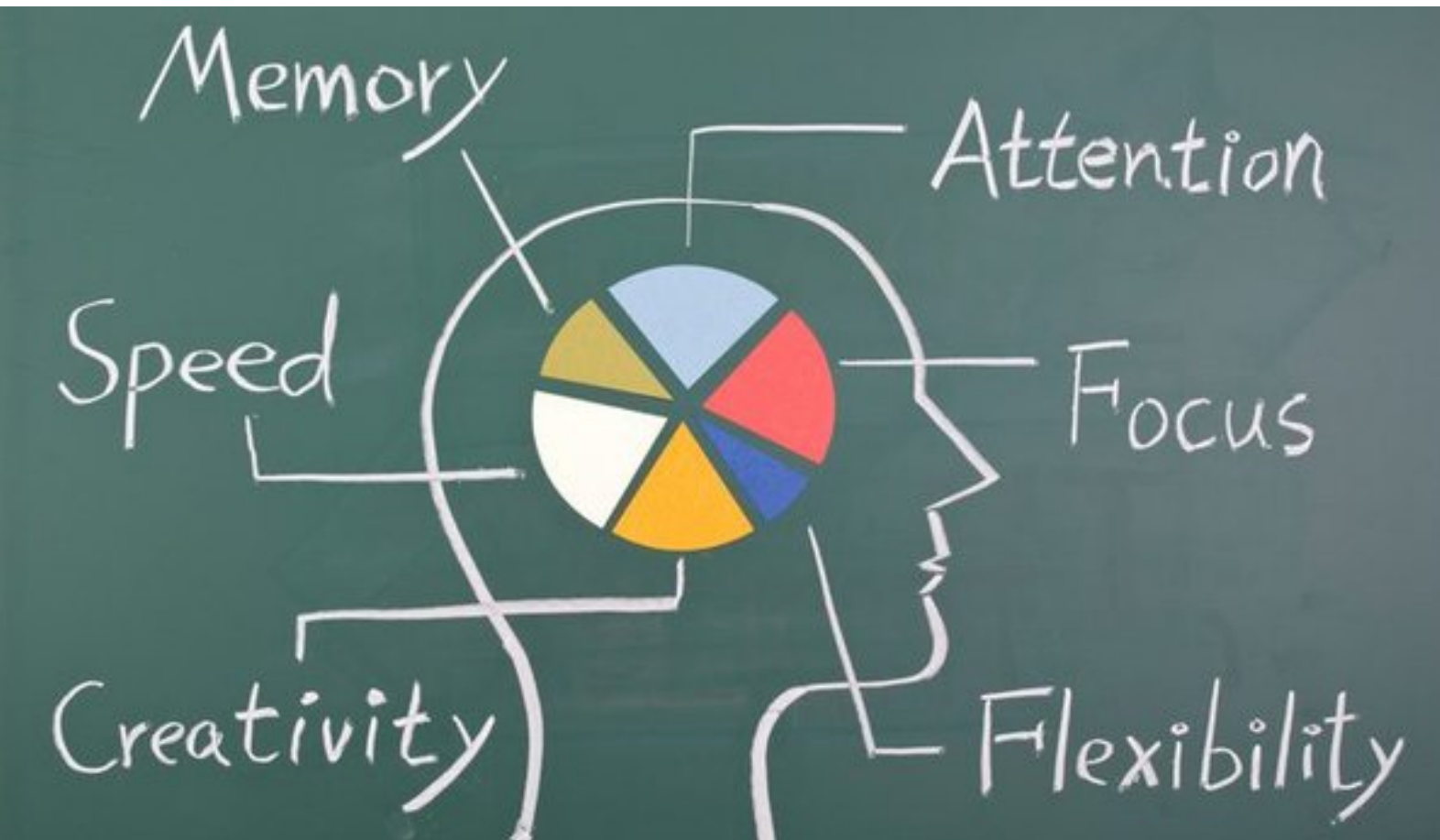


- **Business advisory services:** Enterprises focused on helping farmers improve their skills and/or advise them on investments to improve existing enterprises.
- **Financial services:** Enterprises that provide or/and advise on appropriate agricultural financing method



- **Technology:** Enterprises that apply innovation and technology in agriculture





The Psychology of Entrepreneurship

Importance of Psychology in Entrepreneurship

- Psychological factors: mindset, motivation, and self-confidence ☐ entrepreneurial outcomes.
- Need to understand personal thoughts, emotions, & behaviors to make informed decisions and effectively navigate challenges.
- Role of risk perception, and emotional intelligence ?
- Entrepreneurial behavior influenced by factors like goal setting, persistence, adaptability, and ability to handle uncertainty.
- Psychology + entrepreneurship = valuable insights for personal growth, resilience, and overall success in the entrepreneurial journey.

Handling Failure & Disappointment

- Embracing failure as a learning opportunity
- Strategies for resilience and bouncing back from setbacks
- Overcoming fear of failure and embracing risk-taking
- Managing expectations and maintaining a positive mindset
- Seeking support from mentors, peers, and networks
- Developing coping mechanisms to navigate disappointment



Balancing School or Work with the AgriTech Challenge Classic

- Time management - juggling multiple responsibilities
- Set priorities and establish a clear schedule
- Leverage resources and support systems



- Understand importance of a healthy work-life balance
- Strategies for managing stress and avoiding burnout
- Create boundaries and carve out time for personal well-being



QUESTIONS?