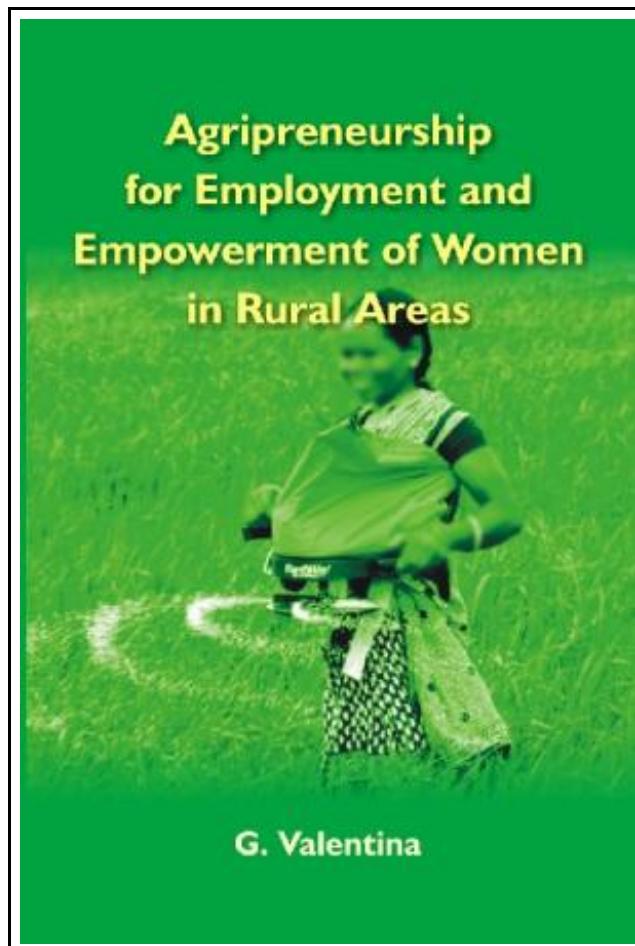


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2015. Hardcover. Book Condition: New. 292 About The Book:- Traditionally women in agriculture are confined to activities mainly Weeders, Preparation of agriculture fields, Application of green & farmyard manure, Crop management, Planting, Harvesting and Post-harvest operations. Onset of liberalisation opened avenues for womens participation in agricultural labour force giving rise to Feminization of Agriculture and increase in rural female work participation rate. Consequent impact has been the creation of women entrepreneurs known as WOMEN AGRI- ENTREPRENEURS. Today they comprise about 10 percent of total entrepreneurs in India and 51% in Forest-based small-scale enterprises playing a key role to transform rural livelihoods. They also face many challenges like mushrooming multinational companies, patriarchy, illiteracy, dependency on male members, economically not self-dependent, dependency on intermediaries, marketing, sales and non cooperation of financial institutions. This book provides a platform for women entrepreneurs to share their experiences, discern role of technology in promoting employment & empowerment and debate on initiatives made by government in promoting Agripreneurship in women. About The Author:- Dr. Valentina Golla, Assistant Professor at National Institute of Rural Development & Panchayatiraj (NIRD & PR), Government of India, is a Doctorate (PhD) in Sociology and specialized in Industrial Relations & personnel Management and Environmental Economics. Her professional life as a Faculty at Government Degree College, Hyderabad Central University and later at NIRD & PR got her involved in Training at International and National level, Policy oriented research studies, Action research projects and publishing many articles. Participated in International Conferences at Japan, Israel and Netherlands and worked in International Project on UN WOMEN on leadership development for women elected representatives. Against the myriad experience she gained while studying the interventions of women in various fields, this book is a result of her work designed to share the experiences of women agri-entrepreneurs in the rural...

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