

What Makes an Entrepreneur - A Case of Agripreneur

Divyang J. Joshi, Ekta Joshi, Vaibhavi Pate

Assistant Professor, Parul Institute of Management and Research, Parul University, Gujarat, India.

Abstract:

Mr. Dipak Arvindbhai Bhatt is the son of a marginal farmer, who was compelled to join family business 25 years back in 1994 due to ill health of his father at the cost of his studies. He was concerned about the bread and butter for the family as his business was quite debt drowning. When he joined the business, there was a debt of 1.2 million rupees against the assets of only four cattle and 8 acre (20 bigha) land. But his focused, flexible, and determinant attitude took his business up to a 20 million rupees venture along with 40 cattle and 65 acre (162 bigha) land. This case attempts to demonstrate the traits of entrepreneur, importance of marketing, and development of new market for milk products.

Keywords:

Entrepreneur, Dairy Farming, Entrepreneurial Traits, Decision Making, 5Fs, 4Ps

Link:

<http://www.publishingindia.com/jem/50/what-makes-an-entrepreneur-a-case-of-agripreneur/822/5727/>