

**PROJECT REPORT ON**  
**“Agribusiness and Rural Development: Driving growth in**  
**Agricultural Communities”**

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**Submitted to**



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM**

**In partial fulfilment of the requirements for the award of the degree of**  
**MASTER OF BUSINESS ADMINISTRATION**

**Under the Guidance of**

**INTERNAL GUIDE**

**Mrs. Priya Sequeira**

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**Alva's Institute of Engineering and Technology**



**P G DEPARTMENT OF BUSINESS ADMINISTRATION**  
**ALVAS INSTITUTIE OF ENGINEERING AND TECHNOLOGY SHOBHAVANA**  
**CAMPUS, MIJAR, MOODABIDRI**

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# ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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## CERTIFICATE

This is to certify that **Shravan Acharya** bearing USN **4AL22BA094**, is a bonafide student of Master of Business Administration course of Alva's Institute of Engineering and Technology, Moodbidri for the batch 2022-2024, affiliated to Visvesvaraya Technological University, Belagavi. The Project report on "**Agribusiness and Rural development: Driving Economic Growth in Agricultural Communities**", is prepared by him under the guidance of Mrs. Priya Sequeira, Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

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## DECLARATION

I **Shravan Acharya**, USN: **4AL22BA094**, hereby declare that the Project report titled **"Agribusiness and Rural Development: Driving Economic Growth in Agricultural Communities"** prepared by me under the guidance of **Mrs. Priya Sequeira**, HOD, PG Dept. of Business Administration, Alva's Institute of Engineering and Technology.

I also declare that this Project work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi.

I have undergone a summer project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other university/institution.

Place: **Mijar**

Date: **20/9/2024**



Signature of the Student:

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## **Executive Summary**

Agribusiness plays a crucial role in rural development, acting as a catalyst for economic growth in agricultural communities. This project explores how agribusiness activities, supported by market access, infrastructure, technology, and Government intervention, foster sustainable development in rural areas. By connecting local farmers to global markets, agribusiness enhances financial stability and employment opportunities, reducing rural poverty and improving living standards.

The project emphasizes the importance of technological advancements, which improve agricultural productivity and sustainability. These innovations also help reduce the dependence on traditional farming methods, enabling farmers to better adapt to environmental challenges and increase their yields.

Infrastructure plays a critical role in agribusiness success. Improved roads, transportation networks, and storage facilities enhance the efficiency of product distribution and reduce post-harvest losses. The findings show that investment in infrastructure is key to expanding market access and increasing the competitiveness of agribusiness ventures.

Government intervention also significantly impacts agribusiness. Policies that support technology adoption, provide subsidies, and improve market access are vital for the sector's success. Government initiatives that promote agribusiness entrepreneurship and rural development contribute to long-term economic growth.

Data from surveys and interviews confirm the strong correlation between these variables and agribusiness performance. The analysis indicates that market access, infrastructure, and technology adoption are among the most influential factors driving agribusiness growth and rural development. Where I have collected sample size of 200 local farmers of Dakshina Kannada and Udupi district for the survey and analysis.

This project highlights the need for a comprehensive approach to rural development, where agribusiness is viewed as a cornerstone for economic prosperity. Through the integration of modern technology, improved infrastructure, and supportive government policies, agribusiness can significantly contribute to the economic transformation of rural areas, fostering sustainability and reducing poverty.