



# KRUSHI VISHWA

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Qualities that make a man successful are Desire, commitment, responsibility, hard work, character, positive believing, persistence and discipline.

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Reasons for failure are unwillingness to take risks, lack of persistence, lack of confidence, instant gratification, lack of priorities, selfishness and greed, lack of conviction, lack of understanding of Nature's law, lack of planning and preparation, lack of discipline, lack of knowledge, fatalistic attitude, poor self-esteem, lack of purpose and lack of courage.



## From Vice Chancellor's Desk

Man has lived through the struggles for existence, mysteries of mythology, evolutions and revolution of religions, hostilities of history and struggle for independence and now living in the world of science and technology. Agriculture is the mother of mankind and it is our professional culture. The entire process of the evolution of man is connected with agriculture.

Agriculture continues to be the mainstay of life for majority of the Indian population. The agricultural sector employs more than 60% of the country's work force. Significant strides have been made in agricultural production since independence. The green revolution made us self sufficient in food production.

The agricultural produce sector has been one of the most important components of the Indian economy. The trend of increasing agricultural production over the last several decades has brought in its wave new challenges in terms of finding a market for the marketed surplus and ensuring the supply of commodities from regions with surplus to those with deficit. The greatest challenge is in ensuring that the farmer is able to manage price risk. There is also a need to respond to the challenges and opportunities that the global markets offer in the liberalized trade regime. To benefit the farming community from the new global market access opportunities, the internal agricultural marketing system in the country needs to be integrated and strengthened. The government of Gujarat is striving to prepare the Gujarat Agricultural markets and the marketing environment so as to provide maximum benefit to the producers and in turn compete with the global markets. Agriculture and agricultural marketing need to be reoriented to respond to the market needs in consumer preferences.

This will also offer remunerative prices to the producers. There is need of speedy movement of agriculture as business considering the special demands of people from India and foreign countries. This also includes the preparation and propagation of various items from agricultural produce as well as their awareness among people to increase the demand

