



# **Farm Economics Entrepreneurship & Marketing**

*With the introduction of a unified syllabus by the Veterinary Council of India, all students of the Bachelor of Veterinary and Animal Sciences (B.V.Sc) course in India are expected to study the basics of accounting, economics and marketing. This book provides a brief and concise introduction into various aspects of accountancy as well as economics and marketing which are covered in the third year of the course. A novel feature of this text book is the inclusion of basic concepts in this field of study. The book would also be beneficial to undergraduate students and diploma of dairy science, agriculture, home science and livestock management and other students who have minor courses in this area.*

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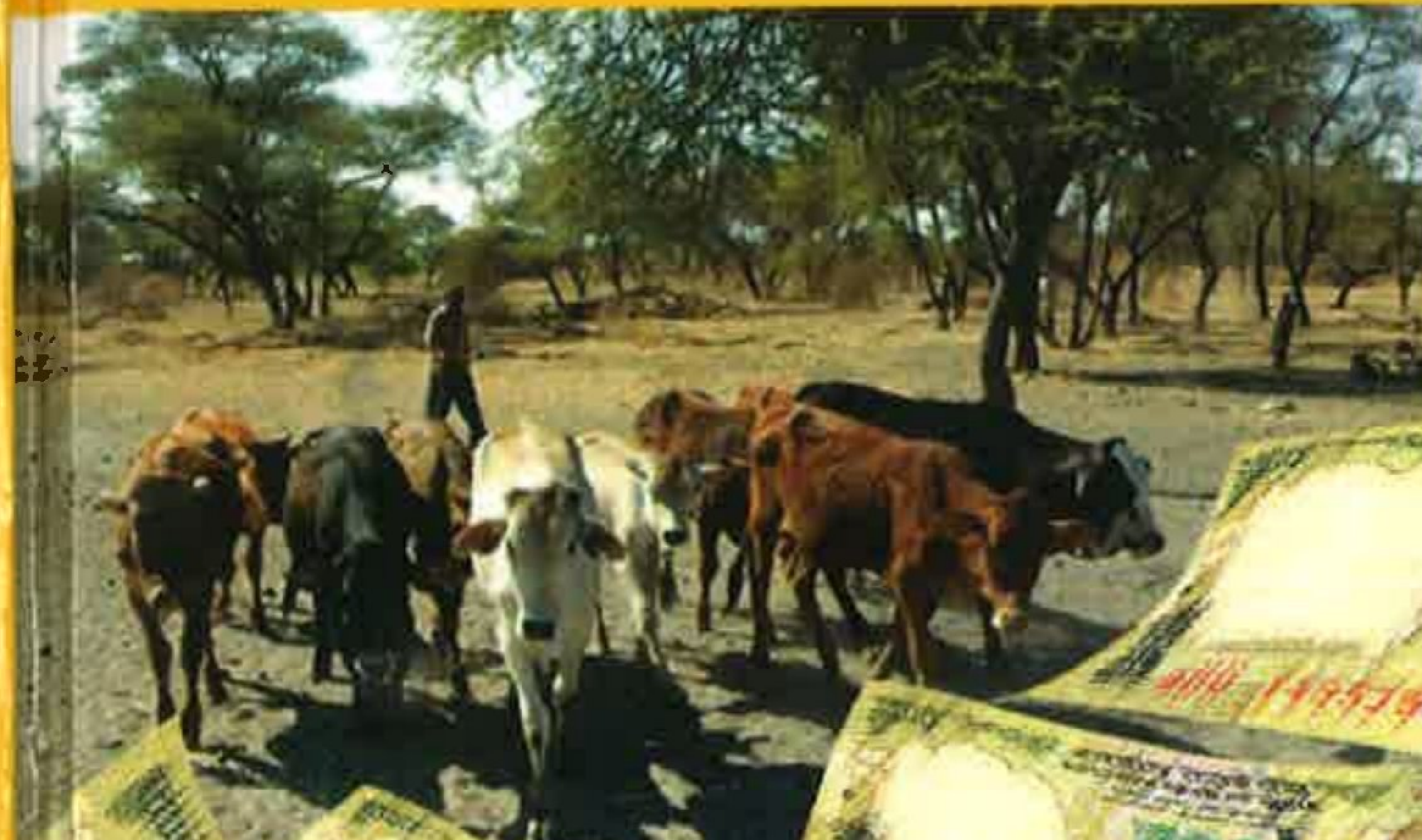


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**Farm Economics Entrepreneurship & Marketing**  
**REEJA GEORGE P. & P.J. RAJ KAMAL**



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P. J. RAJ KAMAL**



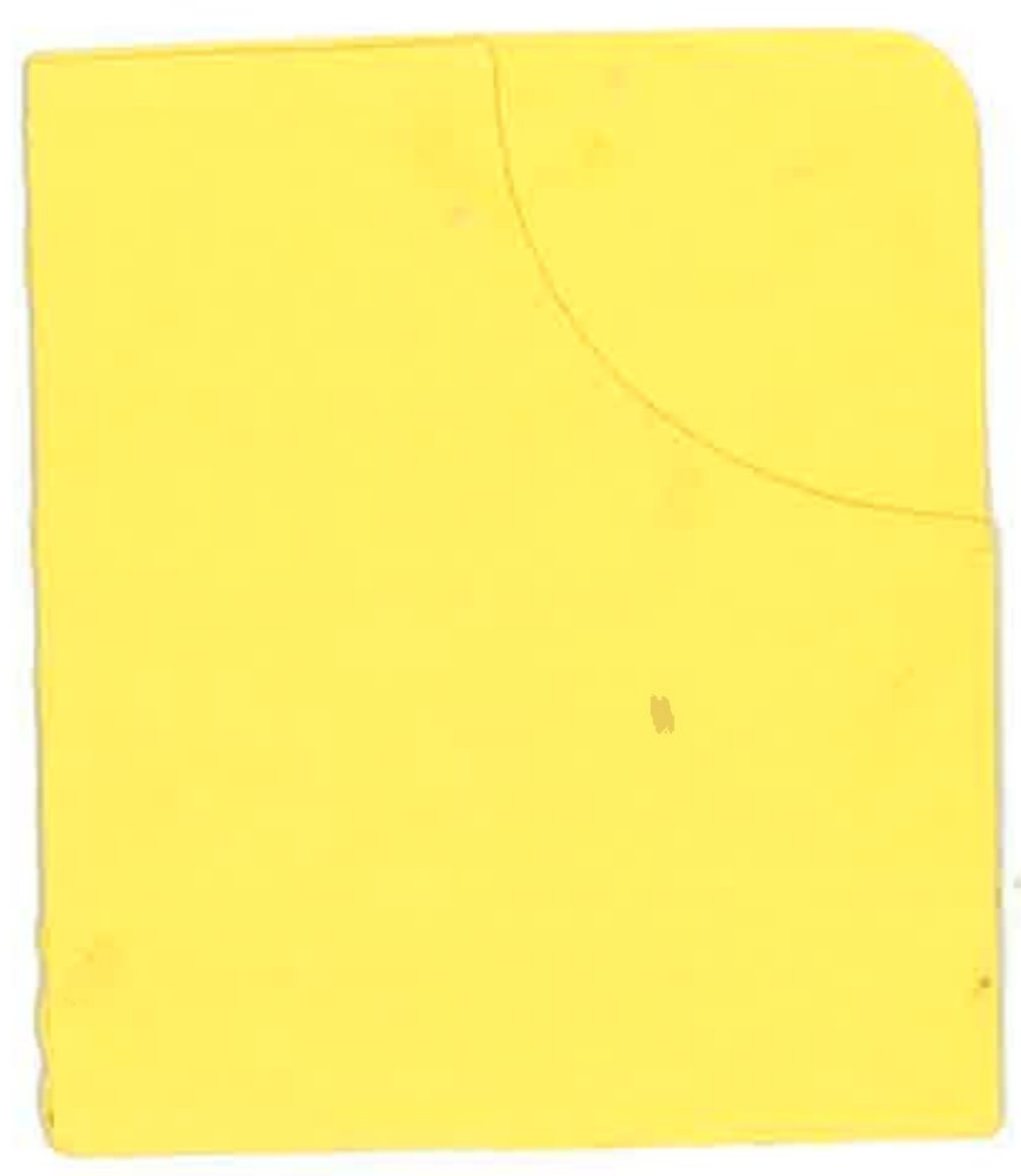


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Dedicated to the memory of Dr T.S. Soundram Founder  
of My Alma Mater, The Gandhigram Rural Institute



When Kasturba Gandhi passed away, the Nation felt that a memorial was to be constructed as a tribute to her. Many people contributed to this cause, and The Nightingale of India, Dr Sarojini Naidu formally handed over a cheque for Rs. 1 Crore at prayer meeting to Gandhiji expressing the Nations' wish. At the same meeting, Gandhiji announced that a Trust would be formed in Smt. Kasturba Gandhi's name and that the money should be utilized to start centres in remote rural areas for training women, especially young widows and deserted women. Accordingly, The Kasturba Gandhi National Trust was started with Gandhiji himself as the first chairman with its head office at Indore. In order to replicate this model in South India Gandhiji himself selected the famous Gandhian couple and founders of Gandhigram, Dr. T.S. Soundram and Dr. G. Ramachandran. Gandhiji nominated Dr. Soundram as the agent of the Kasturba Gandhi National Trust in Southern India by handing over to her a portrait of Smt Kasturba Gandhi at a public meeting in Madras and thus Gandhigram was born.

One of the educational initiatives in the earlier days was The Gandhigram Rural Institute founded in 1956 which was based on undying faith and deep devotion to Mahatma Gandhi's concept of 'Nai Talim' system of education. The work of the Institute invited national attention and the Government of India (Ministry of Education) on the recommendation of the University Grants Commission conferred the status of a Deemed University on the Institute under Section (3) of the UGC Act of 1956 on 3<sup>rd</sup> August 1976.

Dr Reeja George P, M.V.Sc., Ph.D.



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