

## **Entrepreneurship for Healthy Agricultural Commodity Distribution in Rural Area**

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### **ABSTRACT:**

*Government as well as private companies play entrepreneurship role in agriculture sector but problem is that they use traditional way for distributing agriculture commodity. While today service sector growth is booming so if government want to growth of agriculture sector then it is necessary to focus on agriculture commodity but government focus on only cropping pattern. It may increase production capacity and efficiency and also increase income of farmers but what about production cost which increase price of agriculture products.*

*This paper gives development of entrepreneurship in agriculture through better distribution channel of agriculture commodity which helps to decrease cost of production. Farmer's most complex decision is which crop they grow so that they can get maximum profit? Now, through this paper farmer may not think more about profit making because through entrepreneurship farmers will get agriculture commodity like fertilizer, seed etc. at very less price. It is not only helpful to farmers but also helpful to government and private companies because it saves distribution cost by giving better distribution channel of agriculture commodity.*

**Keywords:** *Agriculture Commodity, Entrepreneurship, Distribution Channel, Traditional Model.*