

# Preface

Entrepreneurial management in agri-startups and rural enterprises plays a pivotal role in driving sustainable economic transformation, particularly in developing regions. By fostering innovation, enhancing productivity, and promoting value-added activities, agri-based ventures empower rural communities and strengthen local economies. This book explores strategies, frameworks, and success stories of entrepreneurial leadership tailored to agriculture and rural enterprises. It highlights how technology, policy support, financial inclusion, and skill development can accelerate rural entrepreneurship. The focus is on building resilient, market-oriented ventures that contribute not only to food security but also to income generation, employment, and holistic socio-economic development in rural landscapes.