



Koneru Lakshmaiah Education Foundation

(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

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KL COLLEGE OF AGRICULTURE

1.	Name of the visit	:	Visit to Bhoomi Bharathi enterprise
2.	Courses covered under the activity	:	24AECO241
3.	Date	:	01-08-2025
4.	Venue	:	Athota
5.	No. of Students Participated	:	72
6.	Objective of visit	:	To study and analyze the entrepreneurial traits, decision-making approaches, and business strategies of the enterprise owner engaged in natural farming and product sales, in order to understand how entrepreneurial characteristics influence the success and sustainability of eco-friendly agribusiness ventures.
7.	Description of the visit	:	The visit began with a tour of the natural farming fields, where students observed eco-friendly practices such as organic manuring, bio-fertilizers, and natural pest control. The entrepreneur explained crop management techniques, water-efficient irrigation, and methods to maintain soil fertility. Afterwards, an interactive session covered the business side of natural farming, including value addition, packaging, branding, and marketing strategies. The visit provided practical insights into how sustainable farming is combined with entrepreneurial skills to create a successful agribusiness.

8.	Outcome of the visit	: Students gained practical exposure to how entrepreneurial vision and skills can transform natural farming into a profitable and sustainable enterprise. They understood the importance of innovation, risk-taking, market identification, and branding in building a competitive agribusiness. The visit highlighted how effective decision-making, adaptability, and customer-focused strategies contribute to the success of eco-friendly ventures, inspiring students to explore entrepreneurship in the sustainable agriculture sector.
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9. Photographs of the visit



Farmer explaining about natural farming



Farmer explaining about models of natural farming



Enterprise owner Bapayya garu explaining the functions and business methods adopting in the enterprise.



Students interacting with Bapayya garu

