

## DIGITAL PLATFORMS AND MARKET ACCESS: EMPOWERING SUSTAINABLE AGRICULTURE ENTREPRENEURS

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*Digital platforms are increasingly transforming agricultural markets by enabling sustainable agriculture enterprises to overcome traditional barriers such as supply chain inefficiencies, limited market access, and inadequate price discovery. This study examines how platforms including e-marketplaces, mobile-based advisory services, and blockchain-enabled traceability systems enhance inclusivity, transparency, and economic viability for agri-entrepreneurs. Using a conceptual approach supported by secondary data, the study analyzes how digital platforms strengthen entrepreneurial capabilities, promote environmentally responsible practices, and improve livelihood outcomes. The findings suggest that digital platforms significantly reduce transaction costs, expand market access, and incentivize sustainable production practices. The study contributes a conceptual framework linking digitization, entrepreneurship, and sustainable development, offering policy-relevant insights for emerging economies.*

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