



## Agripreneurship and Rural Development

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Agripreneurship focuses on using entrepreneurial strategies to drive innovation in the Agriculture sector. Agripreneur defined as Agriculture & Entrepreneur. Agripreneurship means agricultural entrepreneurship which is an innovative business approach to the production and marketing of agricultural goods and services. It involves financial risk-taking, management of labour and resources, and a creative way of responding to quickly changing market conditions. This type of entrepreneurship offers opportunities for farmers and other individuals to explore new ways to produce, process, market, finance, or sell agricultural products in order to increase profitability and create job opportunities. Additionally it encourages rural development through the creation of employment opportunities as well as by helping farmers to access markets that are not easily reachable without assistance from corporate or governmental entities. Some of the many critical competencies necessary for operating an agribusiness include business planning, market analysis, equipment management, production operation, negotiation and customer relationship skills, marketing and sales, financial management, and designing training programmes. Crop advise, sales of agricultural inputs, market connections, and credit facilitation are the main four of the various services provided by agripreneurship.

### Need for Agripreneurship

Agripreneurship can be a crucial component of the treatment for this complication. Developing entrepreneurs in agriculture will solve the entire problem.

- Trim down the burden of agriculture
- Create employment opportunities for rural youth
- Control migration from rural to urban areas
- Increase national income
- Sustain industrial development in rural areas
- Cut down the pressure on urban cities etc.

### Aspects

- Identification / Recognition of market opportunity & generation of business idea (Product / Service)
- The marshalling and commitment of resources in the face of risk to pursue the opportunity
- The creation of an operating business organization to implement the opportunity-motivated business idea

### Thrust Areas

- Food Production (Commercial food crop farming)
- Agri Tourism

- Tree Farming
- Horticultural Farming
- Agro Forestry
- Farming of Herbal, Aromatic & Medicinal Plant Species
- Animal Husbandry
- Seri Culture
- Fisheries

### Agribusiness Come in A Variety of Forms

**1. Farm Level Producers:** Considering each individual family, each family must be considered as an enterprise to improve the output by utilising technology to its fullest possessions and market demand.

**2. Service Providers:** A variety of services are needed at the village level to optimise agriculture by each family business. They include borrowing and distributing input, renting machinery like tractors, sprayers, seed drills, threshers, harvesters, and dryers, as well as providing scientific services like setting up irrigation facilities, weed curbs, plant security, yielding, threshing, transportation, and warehouses. In addition to allocating cattle feed, mineral combinations, fodder grains, etc., there are connected opportunities in the animal husbandry sector for offering breeding, immunisation, illness diagnostic and treatment services as well.

**3. Input Producers:** There are numerous successful businesses that require essential ingredients. Bio pesticides, soil amendments, bio fertilizers, vermicomposting, plants of various species of vegetables, fruits, and ornamentals, root media for raising plants in pots, production of cattle feed concentrate, agricultural tools, irrigation accessories, mineral mixtures, and complete feed are a few examples of such inputs that can be produced by home entrepreneurs at the village level. While supporting vital service amenities in rural areas, there are good opportunities to promote fishery, sericulture, and poultry production as well.

**4. Processing and Marketing of Farm Produce:** A higher level of knowledge as well as investment



are needed for post-production process management that is well planned. People's Organizations, whether they take the shape of cooperatives, service joint stock companies, or societies, can manage such a venture. The dairy cooperatives, sugar cooperatives, and fruit producers' cooperatives in many States are the most successful examples. Yet, the dependability and competence of the leaders involved are the only factors that will determine whether such an endeavour is successful. Such an endeavour requires excellent specialist support to conduct the activities as a competitive business and to effectively compete with other participants.

### Scope of Rural Women in Agriprenurship

In all aspects of economic activity and crop production, women play a crucial role. The heart of subsistence agriculture is women farmers. Despite this, they don't get the credit they deserve. The achievement of sustainable development and economic advancement in the agricultural sector depends on women agripreneurs. The government has begun a number of

efforts to turn agricultural output into products and women agripreneurs with money and technical knowledge. Women who work in agriculture can achieve success and demonstrate their value. When given the chance, women's groups have always demonstrated efficiency, tenacity, and intelligence. These "women agri entrepreneurs" have served as role models for other local women as they adopt cutting-edge cultivation methods. Women entrepreneurs have put in a lot of effort, accepted every challenge—from working in the kitchen to the fields to driving to the market—and opened doors for a wealth of employment prospects as well as helping them become self-sufficient and adopt innovative ways. These actions strengthen the nation's economy and provide women a greater voice and status in society while also increasing their participation in the economy.

### **Challenges Involved in Developing Agripreneurship**

1. Lack of skilled and managerial manpower
2. Lack of infrastructural facilities
3. Problem of marketing
4. Lack of awareness about career in agripreneurship
5. Inefficient or lack of equipments and technologies
6. High infrastructural and distribution costs
7. Irregular source of irrigation
8. Low Literacy rate
9. Unresponsive government policies

### **Conclusion**

Agricultural entrepreneurship shares many characteristics of "generic" entrepreneurship, but also has its distinct features due to the specific context of the agricultural sector. Entrepreneurs will naturally take advantage of the abundance of available human resources with higher industrial and entrepreneurial education disciplines. It is obvious that there is a large amount of room for entrepreneurship in the agricultural sector, and this potentiality can only be realised by managing agri elements effectively. An individual with the ability to take risks and a desire to learn the most recent information in the agriculture sector can prove to be a successful agripreneur.

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