



## Agri-Entrepreneurship Became Future and Demand of Time for Development in India

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India is basically an agriculturally based economy. Approximately 70% of the population is living in rural area depending on agriculture and allied sectors for their livelihood. The development of economy through agricultural sector will help India in developing the rural community (Anderson, 1982). Agripreneurship is the entrepreneurial process taken up in agriculture or the allied sectors. It is the process of adopting new methods, processes, techniques in agriculture or the allied sectors of agriculture for better output and economic earnings. Agripreneurship converts agricultural activity into an entrepreneurial activity. By adopting innovative ideas in agriculture and allied sectors an agripreneur who is an innovator also, drives the changes in rural economy. An agripreneur job is never easy as he takes risk, adopts innovation, creates new ways of doing things and taps new markets opportunities. Agripreneurship is generally Sustainable and community-oriented. Sustainable agriculture denotes a holistic, systems-oriented approach to farming that focuses on the interrelationships of social, economic, and environmental processes. One in every two Indians relies on agriculture for livelihood. Agricultural landscape has changed drastically, since this intervention, will become a second green revolution, is going to need an entirely new approach and an entirely new set of technology. A period when the productivity of global agriculture increased drastically as a result of new advance. We believe entrepreneurs are the key drivers of tomorrow innovations and integral to create a thriving economy. Large population of India is dependent on agriculture for their source of revenue. But Indian agriculture is low in productivity with large number of disguised unemployment.

Entrepreneurial development is a systematic and a controlled development of a person to an entrepreneur. The development of an entrepreneur refers to inculcate the entrepreneurial skills into a common person, providing the desirable knowledge, getting higher the technical, financial, marketing and managerial expertise's, and building the entrepreneurial approach. Entrepreneurial development programmes may be defined as a program designed to help an individual in strengthening his entrepreneurial motive and in acquiring skills and capabilities necessary for playing his entrepreneurial role effectively. Traditionally, agriculture is seen as a low-tech industry with limited dynamics dominated by numerous small family firms, which are mostly paying attention on doing things better rather than doing new things. Over the last decade, this situation has changed dramatically, due to economic liberalization, reduced shelter of agricultural markets, and a fast changing, more decisive, society. Agricultural companies more progressively have to adapt to the vagaries of the market, varying consumer lifestyle, enhanced ecological regulations, new necessities for

product quality, chain management, food security, sustainability, and so on. These alterations have cleared the way for new participator, innovation, and portfolio entrepreneurship.

### Need of Agripreneurship

- Agricultural and Horticultural products are locally available.
- These small-scale industries do not require huge infrastructure and complex scientific technologies.
- These small-scale Industries are economically viable and ecologically sustainable too.
- These enterprises do not require huge expenditure.
- Agripreneurship development has huge potential of creating new employment opportunities for rural youth.
- Agripreneurship helps in checking migration of rural youth from villages to urban centers and helps in improving living condition of farmers by providing alternative source of income.
- Availability of land for agricultural purposes.
- Requirement of funds for agricultural activities.
- Requirement of literate and educated population.
- Both backward and forward inducements and linkages of agricultural development for industrial development.

### Agripreneurship- types of Enterprises

1. **Farm level producers-** At the individual family point every family is to be treated as venture, to enhance the production by making best use of the technology, possessions and demand in the market.
2. **Service providers-** For optimizing agriculture by every family business, there are diverse types of services requisite at the village level. These include the input borrowing and distribution, hiring of equipment like tractors, sprayers, seed drills, threshers, harvesters scientific services such as setting up of irrigation amenities, weed curb, plant security, yielding, threshing, conveyance, warehouse, etc related opportunities exist in the livestock husbandry sector for providing breeding, immunization, disease diagnostic and treatment services, apart from allocation of cattle feed, mineral combination, forage grains, etc.
3. **Input producers-** There are many flourishing enterprises, which need critical inputs. A few such inputs which can be produced by the home entrepreneurs at the village level are bio pesticides, soil amendments, bio fertilizers, vermicomposting, plants of diverse species of vegetables, fruits, ornamentals, root media for raising plants in pots, production of cattle feed concentrate, agricultural tools, irrigation accessories, mineral mixture and complete feed.
4. **Processing and marketing of farm produce-** Well-organized management of post-production processes requires higher level of knowledge as well as investment. Such venture can be handled by People's Organizations', either in the form of cooperatives, service joint stock companies or societies. The most successful instances are the dairy cooperatives sugar cooperatives, and fruit growers' cooperatives in lots of States.

### Areas of Entrepreneurship development in Agriculture

- ✚ Agro produce processing units
- ✚ Agro produce manufacturing units
- ✚ Agro-inputs manufacturing units
- ✚ Agro service centers
- ✚ Miscellaneous areas

## Challenges for Agripreneurship development in India

- ✚ Inadequate infrastructural facilities
- ✚ Lack of Entrepreneurial Culture among People
- ✚ Migration of Skilled and Talented Work force from Rural Area to Urban
- ✚ Poor Technologies and Equipment
- ✚ Lack of Information
- ✚ Lack of Proper Transportation
- ✚ Inadequate Institutional Measure and Government Policies
- ✚ Problems in Marketing of Agricultural Products
- ✚ High costs of Physical Logistics

## Conclusion

The agriculture sector has a large potential to contribute to the national income while at the same time providing direct employment and income to the numerically larger and vulnerable section of the society. Agripreneurship Development will help the economy to leverage the identified strengths and to achieve tremendous growth in primary sector and to contribute for rural development. The government has to make policies for focused Agripreneurship Development and establish developmental organizations to support the process. Agripreneurship Development is going to give excellent results at rural level and macro level also. Agri-preneurship in sustainable agriculture like natural farming, organic farming, eco-friendly agriculture etc. has the potential to transform the face of rural India, the prime driver of our economy.

## References

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