



Role of Employment Generation in Agripreneurship

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Agriculture has always been the backbone of the Indian economy, providing livelihoods to millions of people. However, traditional farming alone is no longer sufficient to meet the growing demand for employment, especially among rural youth. In this context, agripreneurship—the combination of agriculture and entrepreneurship—has emerged as a powerful tool for creating jobs, increasing farmers' income, and promoting rural development. Agripreneurship refers to the establishment of businesses based on agriculture and allied sectors. These businesses include mushroom cultivation, dairy farming, poultry, beekeeping, fish farming, organic farming, food processing, seed production, floriculture, nursery management, custom hiring centres, agri-tourism, and digital agricultural services. By transforming agriculture into a profitable business, agripreneurship creates employment opportunities for both skilled and unskilled workers.

Objectives of Agripreneurship

1. To generate sustainable employment opportunities in rural areas.
2. To encourage self-employment among educated youth and farmers.
3. To increase agricultural productivity and farmers' income.
4. To promote value addition, processing, and marketing of agricultural products.
5. To encourage innovation and the adoption of modern agricultural technologies.
6. To empower women, youth, and rural entrepreneurs.
7. To reduce poverty and rural-to-urban migration.
8. To strengthen food security and contribute to economic development.

Components of Agripreneurship

Agripreneurship consists of several key components that support successful agricultural enterprises:

1. Production: Crop cultivation, horticulture, livestock, fisheries, and allied activities
2. Input Supply: Seeds, fertilizers, pesticides, farm machinery, irrigation equipment, and other agricultural inputs.
3. Value Addition: Processing, grading, packaging, branding, and quality improvement of agricultural products.
4. Marketing: Storage, transportation, distribution, digital marketing, and market linkages.
5. Finance: Credit facilities, crop insurance, subsidies, venture capital, and institutional finance through banks and NABARD.
6. Technology and Innovation: Precision farming, mobile applications, drones, biotechnology, and smart farming practices.
7. Training and Skill Development: Entrepreneurial training, technical education, business planning, and extension services.

Role of Agripreneurship in employment generation

- Agripreneurship promotes self-employment by enabling individuals to establish their own agricultural enterprises instead of depending on government or private jobs. It creates

opportunities in farming, processing, packaging, transportation, storage, retailing, and agricultural services.

- It also generates direct employment for workers involved in production and processing and indirect employment for suppliers, transporters, marketers, financial institutions, and digital service providers.
- Women benefit significantly from agripreneurship through dairy farming, mushroom cultivation, food processing, floriculture, and Self-Help Groups (SHGs), which enhance their income and financial independence.
- Agripreneurship reduces rural unemployment and migration by creating profitable livelihood opportunities within villages. It also encourages innovation, improves productivity, and supports sustainable agricultural development.
- Government initiatives such as the Agri-Clinics and Agri-Business Centres (ACABC) Scheme, Agriculture Infrastructure Fund (AIF), PMFME Scheme, Startup India, and financial support from NABARD provide training, credit, infrastructure, and market support for agripreneurs.

Result and discussion

- The study highlights that agripreneurship has become an effective strategy for generating employment and improving rural livelihoods. Agricultural enterprises such as mushroom cultivation, dairy farming, poultry, beekeeping, food processing, organic farming, and agri-tourism have created both self-employment and wage employment opportunities. These enterprises not only provide income to entrepreneurs but also create jobs for labourers, transporters, marketers, and service providers.
- The findings indicate that agripreneurship encourages rural youth to establish their own businesses instead of relying solely on government jobs. It also promotes women's participation in economic activities through Self-Help Groups (SHGs) and small-scale agribusinesses, leading to greater financial independence and social empowerment.
- Another important outcome is the increase in farmers' income through value addition, better marketing, and diversification of agricultural activities. Agripreneurs who process, package, and brand agricultural products earn higher returns than those who sell raw produce. This strengthens the rural economy and reduces seasonal unemployment.
- Government schemes, financial assistance, entrepreneurship training, and technological innovations have significantly supported the growth of agripreneurship. However, challenges such as limited access to credit, inadequate infrastructure, market fluctuations, climate risks, and lack of technical knowledge continue to affect the growth of agribusinesses.
- Overall, the discussion shows that agripreneurship has great potential to generate sustainable employment, reduce rural poverty, discourage migration to urban areas, and contribute to inclusive economic development. Strengthening policy support, improving access to finance and markets, and enhancing skill development will further increase the employment-generating capacity of agripreneurship in India.

Government Support for Agripreneurship in India

The Government of India promotes agripreneurship through financial assistance, training, incubation, infrastructure development, market support, and credit facilities. Major initiatives include:

1. PM-RKVY (Rashtriya Krishi Vikas Yojana) – Supports agribusiness incubation, startup funding, innovation, and entrepreneurship development through Agribusiness Incubators (R-ABIs).
2. Agriculture Infrastructure Fund (AIF) – Provides medium- and long-term financing with interest subvention for warehouses, cold storage, grading units, and other post-harvest infrastructure

3. NABARD Schemes (AgriSURE and others) – Offers loans, venture funding, financial assistance, and support for agri-startups, Farmer Producer Organizations (FPOs), and rural enterprises.
4. Pradhan Mantri MUDRA Yojana (PMMY) – Provides collateral-free loans to small agribusinesses and rural entrepreneurs.
5. PM Formalisation of Micro Food Processing Enterprises (PMFME) – Supports food processing units through credit-linked subsidies, branding, training, and technology upgradation.
6. Formation and Promotion of 10,000 FPOs – Helps farmers organize into FPOs, improving access to markets, finance, technology, and value addition.
7. Prime Minister Employment Generation Programme (PMEGP) – Provides credit-linked subsidies to establish new micro-enterprises, including agriculture-based businesses.
8. Kisan Credit Card (KCC) – Ensures timely and affordable credit for farming and allied agricultural activities.

Conclusion

Agripreneurship is a powerful driver of employment generation, rural development, and economic growth. It transforms agriculture from a traditional occupation into a profitable business by creating opportunities across the agricultural value chain. Through innovation, value addition, processing, marketing, and modern technology, agripreneurship generates both direct and indirect employment while increasing farmers' income and improving rural livelihoods. With strong government support, access to finance, skill development, and modern infrastructure, agripreneurship can become a major solution to unemployment and poverty in India. By encouraging young people and women to become entrepreneurs, it not only strengthens the rural economy but also contributes to national food security, sustainable development, and the vision of an Atmanirbhar Bharat (Self-Reliant India). Agripreneurship is therefore not just a business opportunity—it is a pathway towards inclusive growth, innovation, and long-term employment generation.