



## **INCREASING OPPORTUNITIES, ADVANTAGES AND FUTURE ENHANCEMENT IN AGRIPRENEURSHIP.**

**Sanyukta Ambadkar**

Sau. Vasudhatai Deshmukh College Of Food Technology, Amravati, India.

sanyuktaambadkar@gmail.com

### **ABSTRACT:**

India is an agricultural country and one third population depends on the agricultural sectors directly or indirectly. Agricultural plays a vital role in India's economy. Entrepreneurship is a vast therapy that contain activity of setting up a business or businesses which setup by taking an financial risk in the hope of profit. Most agricultural outliers are forced to migrate to nearby towns and cities in search of work, often in the unorganized unskilled sector. That's why the need for developing more innovative mechanisms in the rural economy that boost employment opportunities in the agriculture sector. Not only in developing alternative sources of employment, entrepreneurship can also help radicalize farming techniques and bring innovation to improve yields per hectare. Agripreneurship has potential to generate growth, diversifying income, providing widespread employment and entrepreneurial opportunities in rural areas. This paper mainly focused on basic concepts of agripreneurship, entrepreneurship skills, and needs of agripreneurship development in India along with major reason for promoting agripreneurship development in country.

**Keywords:** Agriculture, Entrepreneurship process, Radicalize, Self employed, Achievement, Obstacles, Agribusiness.

### **Introduction**

Agripreneurship refers to entrepreneurship in agriculture. Entrepreneurship has been named as one of the key driver for economic development. During an economic crisis, when development is negative, the importance of entrepreneurship development has increased. During recent worldwide financial turbulence the importance of entrepreneurship has never been more obvious. Entrepreneurship has been linked to amplified growth, increased aggressiveness of countries, increased creation of wealth and increased quality of life. After economic liberalization, entrepreneurial activity is playing a major role in socioeconomic. In developing countries like India for raising the living standard of the vast majority of the backward regions, planning and implementation for development of entrepreneurial programs are essential because of their over-dependence on agriculture for employment. Thus entrepreneurship development in rural industries appears to be the best potential alternative to find employment avenues for the rural population. The importance of entrepreneurship development in agricultural sector and business planning for agricultural firms-from input traders to producers to processors and the steps required to prepare a thorough business plan.

### **What is agriculture entrepreneurship?**

Entrepreneurship has no fix definition. It has a variety of definition entrepreneurship can be described in many forms and depends

on condition also. An entrepreneur is the one who takes initiative and starts work from small scale business. Entrepreneurship not only in developing alternative source of employment, but also helps radicalize farming techniques and bring innovations to improve yield per hectare. Entrepreneurship has a lot contribution in agriculture sector. Entrepreneur's role is not only in the boost of production but also in the recruitment of mass labor force. Traditionally, agriculture 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 novel things. Over the last decade, this situation has changed dramatically due to economic liberalization, a reduced shelter of agricultural markets, and a fast changing, more decisive, society. Agricultural companies progressively more 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.

### **Why only agriculture entrepreneurship ?**

The total 72% of India's population depends on agriculture. India has a great human talent for agriculture. The countries there are many grater startups for farmers. Also it leads in various agriculture entrepreneurship and innovations. Agriculture entrepreneurship

mainly focuses on market-led and demand driven product and better services for growth in the sector. There are large numbers of expert labors available in India for any startup .as there are many opportunities for agricultures entrepreneurship. But the people who get this opportunity are very less. The growing unemployment in rural areas and slow growth of agriculture sectors. It is necessary to tap the opportunities for promoting entrepreneurship in agriculture, which in turn can address the present problems related to agricultural production and profitability.

#### **Advantages in agriculture entrepreneurship**

- Small and medium enterprises set up at rural level to supplement traditional farms income in a big way and create alternative source of income.
- Entrepreneurs having knowledge of marketing can set up parallel industries in rural lands.
- An entire food processing industries can be developed in rural areas and augmenting income and employment.
- Developing entrepreneurs in agriculture can immensely benefit to Indian economy by reducing the burden on agriculture, generating employment opportunities for rural youth reducing the need for migration to urban areas, increasing individual and national income.
- India is emerging as a major startup hub with the urban sector giddy with new entrepreneurial energy.
- Smart farming ids the need of hour because increasing demand of agriculture commodities.
- Sectors that can benefit hugely from entrepreneurial intervention are food processing and packaging, preservation of seasonal fruits and vegetables, seed processing flower farming in addition n to crop farming etc.

#### **Barriers of agriculture entrepreneurship development**

Entrepreneurship in agriculture is not only an opportunity but also a necessity for improving the production and productivity. It cannot be assumed that every enterprise will be successful. It needs the right environment. But often there are barriers outside the control of the farmer that limit success and make the environment hard for new businesses. This environment is affected by government policy and the level of investment in agriculture.

- Through the rate of achievement is extremely low in India because, most of the farmers, agriculture is largely a means of livelihood .in the lack of adequate information, capital technology and connectivity with the market. It is difficult for the uneducated small owner to turn their farming into an enterprise.
- For promotions of services, the present of providing free services by the government organization should be discontinued. In fact lots of the farmers mainly the politically associated leaders are of the feeling that the government is accountable for providing extension and technical advisory services to the farmers. through over the years the trust worthiness has eroded by the services of these organization are not on hand to small farmers particularly those living in distant areas. However, the concept of free services makes the farmers unwilling to avail of compensated services, offered by the local self employed technicians.
- There are several legal restriction and obstacles, which come in the progress of agribusiness promoted by the people organization and cooperatives private traders engaged is such business tend to ignore these rules and disturb the fair trade environment.
- People's organizations often hesitate in taking the risk of making heavy investment adoption of modern technologies, which in turn affect the profitability. With low profitability and outdated technologies, Farmer members lose interest in their own enterprises as well as in that of their leaders.
- There is also lack of financial support. A major stumbling block for many farmers to expand production or diversify into new high value enterprises is lack of access to finance. Farmers who are starting new enterprises often face difficulty raising investment capital.

#### **Opportunities**

- In a development of agriculture entrepreneurship employment should be increased and that's why migration also reduced, Augment of income and opportunities also increases.
- There are highly in demanding is food industry which develops in rural areas and explore in different areas because there are availability of workers and labors.

- Agriculture entrepreneurship and agribusinesses have lot of contribution in Indian economy
- It also increases gross domestic products in economy. While development of agriculture enterprises, farmer will get the proper outcomes of money through entrepreneurship
- Agriculture has always been the backbone of the Indian economy and despite concerted industrialization, in the last six decades; agriculture still occupies a place of pride. The significance of agriculture in the national economy arises from the role it plays in India's national income, employment and export.
- Broadly, food processing industries include cannery, meat packing plant, slaughterhouse, sugar industry, vegetable packing plants, industrial rendering, etc. Food processing provides special benefits to the society..
- Food processing involves set of methods and techniques used to transform raw ingredients into food or to transform food into other forms for consumption by humans or animals either in the home or food processing industry.
- To quote, it contributes 22% to total gross domestic product, 66% to total employment, and 15% to total exports of the country. Agricultural products-tea, sugar, oilseeds, tobacco, spices, etc. constitute the main export items of India and it may increase more in coming years.

### Conclusion

The study has provided an account of agripreneurship based on an analysis of the Published topics in agriculture entrepreneurship research. It has offered initial definitions of agriculture entrepreneurship and outlined a number of the barriers facing farmers, and its opportunities finally, considered what policy implications are considered to be important. The agriculture entrepreneurship may became grate income source due to which rural areas may develop more and more. Smart agriculture is a need to today's world. The people have the responsibility to decrease

the barriers which preventing farmers from the financial loss.

There appear to be a number of important areas that should be considered for further research. For example ,there are only limited contributions on topics such as business strategies and general business skills for farmers, the role of women farm entrepreneurs, support for farmers and clustering. We conclude that the research suggests that a major challenge for the agricultural sector is to enable farmers to develop their entrepreneurial skills. This requires economic support and greater emphasis on education and training. It is hoped that this research will assist in this challenge.

### References

- McElwee G. Farmers as entrepreneurs: developing competitive skills. Journal of. 2006.
- Kular IK, Brar AS. Transforming Indian Agriculture through Agripreneurs. Indian Journal of Marketing. 2011;42(3).
- Dollinger, M. J. (200 3). Entrepreneurship – Strategies and Resources, Pearson InternationalEdition, New Jersey. Economic Times, August 30, 2013
- Santhi N. and Rajesh Kumar S. (2011), Entrepreneurship Challenges and Opportunities in India, Bonfring International Journal of Industrial Engineering and Management Science, Vol. 1, Special Issue, December.
- Kahan, D. Entrepreneurship in Farming; Food and Agricultural Organization of the United Nations: Rome, Italy, 2013.
- Bairwa SL, Lakra K, Kushwaha S, Meena LK, Kumar P. Agripreneurship Development as a Tool to Upliftment of Agriculture
- <https://www.scribd.com/doc/26661470/Rural-Entrepreneurship-in-India>
- <https://www.slideshare.net/sudhanusethi/agri-entrepreneurship>
- <http://www.fao.org/uploads/media/5-EntrepreneurshipInternLores.pdf>
- <https://krishijagran.com/agripedia/india-n-agriculture-gifted-with-best-human-talent-expert/>

