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## Development of agriculture in India through agripreneurs

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### Abstract

The study is intended to find out the role of Agripreneurs in agriculture development in India. 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 programmes 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.

**Keywords:** Entrepreneurship, Agriculture, Economic, countries, Liberalization, growth Employment, rural, Population, Business

### Introduction

One in every two Indians relies on agriculture for live hood. Agriculture landscape has changed drastically, since this intervention that 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 creating a thriving economy.

In agricultural businesses, planning may be even more fundamental because of the inherent ambiguity associated with agricultural production. Some significant sources of uncertainty include production risk, price risk, financial (interest rate) risk, and changes in government programs. In India, 52% of total land is cultivable as against 11% in the world. Large population of India is dependent on agriculture for their source of revenue. But Indian agricultures 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 expertises, 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. This situation can be changed by generating employment opportunities for them in rural areas itself. Agro entrepreneurship can be used as paramount medicine for the solution of this complexity. Developing entrepreneurs in agriculture will solve the entire problem.

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

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### **Why Agricultural Entrepreneurship?**

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 participant, innovation, and portfolio entrepreneurship.

### **Concept of Agripreneur**

Agripreneur defined as “entrepreneur whose main business is agriculture or agriculture-related” Agriculture + Entrepreneur = Agripreneur

### **Concept of Agripreneurship**

Agripreneurship defined as “generally, sustainable, community-oriented, directly-marketed agriculture. Sustainable agriculture denotes a holistic, systems oriented approach to farming that focuses on the interrelationships of social, economic, and environmental processes”.

### **Agripreneurs World Wide**

In China, Cargill is collaborating with the Coca-Cola Company and the World Wildlife Fund to help smallholder corn farmers improve their livelihoods through training and information in techniques to progressive yields, conserve water, improve crop repertory, keep wetlands, and decrease the environmental shock of agriculture in Jilin Province. Only in its initial year, the venture has already reached 6,000 farmers. Their knowledge shows that the private sector – as well as some 450 million smallholder farmers and entrepreneurs in the worldwide food chain – can be an engine to ease lack of food and scarcity. However, there are preconditions for long-term achievement. Surrounded by the most critical are policy frameworks that enable smallholder farmers to evolve into commercially viable businesses – policies that include property rights, markets and buy and sell, infrastructure and outlay and threat management. There is plenty and compelling proof that investing in agricultural intensification is among the most effective means to reduce global poverty and hunger and save the ecology. Doing it all right requires the public and private sectors to work together to implement policies and make investments that motivate farmers at every level to increase production responsibly and that enable food to move more freely from areas of surplus to areas of deficit.

S. Surjitsingh, an organic farmer turned his dream into reality by mainly yield maize, wheat and sugarcane in his 30-acre farm land. Yield from diverse crops was not pleasing due to reduced soil health. He spoke to the department of agriculture and discussed his problem with the block official. With the direction of the department of agriculture of Hoshiarpur, he set up the first vermin culture unit in district Hoshiarpur in the year 2003. With practical guidance from the department of agriculture, S. Surjit Singh turn out to be the first commercial producer of Vermi composting and now, he is selling his produce all over Punjab and Himachal Pradesh. He also initiated organic farming of agricultural commodities in his farm, which obtained superior profit.

After considering the achievement of this venture, the planning commission, government of India finally sanctioned a grant of Rs 4.59 crores for the sponsorship of Vermiculture in rural areas of the district under Rashtriya Sam Vikas Yojana.

### **Types of Enterprises**

Different types of ventures in agri-business.

**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 `dryers and 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 biopesticides, soil amendments, biofertilizers, vermicompost, 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. There are good openings to support, fishery, sericulture and poultry as well, during sponsorship of critical service amenities in rural areas.

**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. However, the success of such undertaking is exclusively dependent on the reliability and ability of the leaders involved. Such undertaking needs good specialized support for running the activities as a competitive trade and to contend well with other players in the market, mainly the retail traders and intermediates.

### **Barriers of Entrepreneurship Development**

Entrepreneurship in agriculture is not only an opportunity but also a necessity for improving the production and productivity. Though, the rate of achievement is extremely low in India, because of the following reason.

1. 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.
2. Before promoting diverse services by self-employed people, there is a need to create consciousness among the farmers, who are the customers, about the benefits of these services.

3. For promotion of services, the present performance of providing free service by the Government organizations should be discontinued. In fact, lots of 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. Though, over the years, the trustworthiness has eroded and the services of these organizations are not on hand to small farmers, particularly those living in distant areas. However, the concept of free service makes the farmers unwilling to avail of compensated services, offered by the local self-employed technicians.
4. The self-employed technicians need regular back up services in the form of technical and business information, contact with the marketing agencies, suppliers of critical inputs and equipment and research stations who are involved in the development of modern technologies.
5. There are several legal restrictions and obstacles, which come in the progress of agri-business, promoted by the People's Organizations and Cooperatives. Private traders engaged in such business tend to ignore these rules and disturb the fair trade environment.
6. People's Organizations often hesitate in taking the risk of making heavy investments and 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.

#### **Agri-business Centers Scheme – Training programme**

The National Institute of Agricultural Extension Management (MANAGE), Hyderabad is implementing the Scheme of Agri-clinics and Agri-Business centers initiated by the Ministry of Agriculture, Government of India. The Scheme aims at supplementing existing extension network to accelerate process of technology transfer in agriculture and strengthening input supply and services. Agri-graduates and Post graduates. Diploma holders in agriculture and allied fields can set up their Agri-Clinics and Agri-Business Centers and offer professional/consultancy extension services to farmers. The scheme enumerates availability of better methods of farming to farmers and better opportunities for self-employment to the Agricultural Graduates. As an integral part of the Scheme, specialized training is provided free of cost to the eligible agricultural graduates. The course comprises of various aspects of entrepreneurship and business management. Centre for Entrepreneurship Development, (CED) Hyderabad is one of the recognized Nodal Training Institutes to provide two months Training Programme.

#### **Institutional Support for Agri-business**

RBI started in July 1982 NABARD to give full attention to the rural sector in areas of agriculture, small –scale and cottage industries and agro-based industries. Since its formation NABARD hold the responsibility of managing all the activates of the RBI pertaining to rural development and agro based activities

#### **Panchayatmandi (Agri-Mandi)**

The concept of self-governance has gone to the level of marketing of village produce through village markets and fairs. The concept of Panchayat mandi is to reduce the influence of middlemen and traders. This is possible only if

functioning of the zilli Panchayat is effective in coordination with state marketing boards and APMC (Agriculture produce market committee)

#### **State Agricultural marketing banks (SAMB)**

State agricultural marketing banks are set up to actively regulate markets for food crops and oilseed in bigger markets of towns and cities

#### **NCOSAMB (The national council for state marketing board)**

An agro based country like India needs training centers with modern facilities throughout the country. The government of India provides grants in aid to state to set up such training facilities. NCOSAMB is the body to coordinate the programmes of such training

#### **State Trading Corporation (STC)**

The state trading corporation of India ltd is premier international trading house owned by the government of India having been set up in 1956; the corporation has developed vast expertise in handling bulk international trade international trade.

#### **Possible areas of entrepreneurship development in agriculture**

Nowadays, Easy access to technology, emergence of micro financing, liberalized government rules, awareness and training programmes on agri and allied sectors and finally changing mindset of the highly qualified people to go for self-employment in the field of agriculture have contributed significantly in enhancing the potentiality for entrepreneurship in India (Bairwa *et al.*, 2014 [2]) Agriculture have several areas of entrepreneurship which include the activities like, Dairying, Sericulture, Goat rearing, Rabbit rearing, Floriculture, Fisheries, Shrimp Farming, Sheep rearing, vegetable cultivation, nursery farming, farm forestry Pandey, RK (2009) [14] he possible areas of entrepreneurship in agriculture are:

1. Agro produce processing units –These units do not manufacture any new product. They merely process the agriculture produce e.g. Rice mills, Dal mills, decorticating mills etc.
2. Agro Produce manufacturing units –These units produce entirely new products based on the agricultural produce as the main raw material. E.g.-Sugar factories, Bakery, Straw board units etc.
3. Agro-in puts manufacturing units –These units produce goods either for mechanization of agriculture or for increasing manufacturing plants, e.g.-Fertilizer production units food processing units, agricultural implements etc
4. Agro service centres –These include the workshops and service centre for repairing and serving the agricultural implement used in agriculture.
5. Miscellaneous areas –besides the above mentioned areas, the following areas may prove to be encouraging to establish agri enterprises such as setting up of Apiaries, feed processing units, seed processing units, mushroom production units, commercial vermin-compost units, goat rearing farmers club, organic vegetable and fruits retail outlet, bamboo plantation and jatropha cultivation.

### **Role of Agripreneurship in national economy**

Agripreneurship plays various roles in the growth and development of national economy through entrepreneurship development which increases the income level and employment opportunities in rural as well as urban areas (Bairwa *et al.*, 2012) [2]. Agripreneurship also play following role in the economic system, it helps in inducing productivity gains by smallholder farmers and integrating them into local, national and international markets.

- It helps in reducing food costs, supply uncertainties and improving the diets of the rural and urban poor in the country.
- It also generating growth, increasing and diversifying income, and providing entrepreneurial opportunities in both rural and urban areas.

### **Conclusion**

Agricultural entrepreneurship shares many characteristics of "generic" entrepreneurship, but also has its distinct features due to the specific context of the agricultural sector. With better industrial and entrepreneurial education discipline, entrepreneurs will naturally take advantage of the vast human resource availability. It is clear that there is a great scope for entrepreneurship in agriculture and this potentiality can be tapped only by effective management of agri elements an individual with risk bearing capacity and a quest for latest knowledge in agriculture sector can prove to be a right agripreneurs. 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 is not only an opportunity but also a necessity for improving the production and profitability in agriculture sector

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