

**Entrepreneurship in Agriculture****Peddi Naga Harsha Vardhan**

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**SUMMARY**

India is struggling with the problems of unemployment, underemployment, especially among the rural population from many years and unfortunately we have failed in addressing these problems very effectively. Considering that two-thirds of the Indian population is employed in the agriculture sector, providing viable and sustainable business opportunities in Agriculture. Indian agribusiness is imperative for generating employment in the country. Agriculture is the foundation to the Indian economy. India is known as agriculture commanded nation. Based on the Agriculture there was a much scope for Entrepreneurship. Agripreneurship development will help the economy to leverage the identified strengths and to achieve growth in primary sector and to contribute for rural development. The major opportunities are in agricultural inputs, farming processes and technology, agriculture output processing and other agriculture allied sectors like dairy development, poultry, horticulture, sericulture and so on.

**INTRODUCTION**

India's Economy is principally dominated by Agriculture. More than 60% population depend on agriculture. Agriculture accounts about 14 % of Gross Domestic Products (GDP) of the country. Agriculture forms the back bone of the Indian economy. Agriculture is considered as the main economic activity which adds to the overall wealth of the country. In the past, agriculture was seen as a low-tech industry dominated by numerous small family firms, which are mostly focused on doing things better rather than doing new things. The changing agro-economic conditions in our country have offered a prospective context for developing entrepreneurship in the country. Entrepreneurship involves seeking and exploiting opportunities available for the benefit of the society. Abdullah and Sulaiman (2013) study concluded that the decision on whether to be involved in agriculture entrepreneurship is not only confined to attitude, acceptance and knowledge but also determined by the other factors such as family support, government support and the intensity of promotion by related government agencies and related authorities. Agripreneurship is the entrepreneurial process taken up in agriculture or in 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. India being predominantly agricultural, agripreneurs play important role in the agricultural value chain. Significant growth in manufacturing and service sectors is contributing for the better living conditions of urban population whereas agriculture and allied sectors were still in back foot in providing the better living conditions in rural India. Sustainable value addition is happening through the activities like diversification, value addition, precision farming, high-tech agriculture, global marketing, organic farming etc. It is reported that the India's average agricultural production per hectare is only half of the of the world's average (50%), which indicates the need and potential for development of this area (Verma *et al.*, 2018). National Agricultural Policy (NAP) announced by the Government of India in July 2000 seeks to actualize vast untapped growth potential of Indian agriculture, strengthen rural infrastructure to support faster agriculture development, promote value addition, accelerate growth of agribusiness, create employment in rural areas, secure a fair standard of living for farmers and agricultural workers and their families, discourage migration to face challenges arising out of economic liberalization and globalization etc.

**Why Agripreneurship to be developed:**

- Agricultural and Horticultural products were locally available.
- These small scale industries do not require any 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 in creating new employment opportunities for rural youth.
- Agripreneurship helps in checking migration of rural youth from villages.

Agripreneurial opportunities are seen at Input stage, Farming stage, Value chain, output processing and marketing stage and related services. There are many potential opportunities for entrepreneurs. Agriculture process needs so many kinds of inputs like seeds, fertilizers, pesticides and innovative and localized farm technology.

#### Areas of Agripreneurship:

**Fruit and vegetable preservation:** Major small industry which can be started very easily is production of various fruits and vegetables preserved items *viz.*, Potato chips, Potato fingers, Potato pappad, Mango and Litchi Squashes, Jam, Jelly Marmalade, Mixed vegetable, Tomato pickles, Tomato sauce, Ketchup etc.

**Horticulture based enterprises:** India is major producer of vegetables *viz.*, Potato, Onion etc. Fruits like Mango, Guava, Citrus, Banana, Papaya etc. India is also a good producer of flower crops and spice crops.

**Animal Husbandry:** India ranks 1st in milk and milk product production. Livestock management and cattle rearing has been the part of our day to day life. Rearing of improved breed and their proper's management can give a good return to the farmers.

**Beekeeping:** There is an immense scope of honey production and bee-keeping in the country due to its wide area of flora and fauna. This is such a growing venture where even as illiterate and resource poor men/women can start their own with no land required.

Besides above mentioned enterprise there several others which has huge potential to develop as agrienterprises like fisheries, Custom hiring, Agriclinc, sericulture etc. Lack of required skilled manpower, Lack of infrastructural facilities, Problem of marketing, Competition with medium and large-scale enterprises, Lack of awareness and appreciation about career in agro- entrepreneurship were the challenges facing in the Agripreneurship. Shivacharan *et al.*, (2017) revealed that efforts should be made by different agencies of agri entrepreneurship development including SAU's (State Agricultural Universities) and Dept. of Agriculture and Horticulture to take up skill based trainings and exposure visits to entrepreneurs and conduct interaction meetings with successful agri entrepreneurs. Tripathi and Singh (2017) concluded that rural entrepreneurship is the solution to reduce rural migration. Skill development of rural population was recognized as an urgent need of the day to reduce rural migration and achieve decent livelihood. Rural people were not technically skilled. So it becomes an urgent need to develop technical skill of rural people to fill this skill gap.

#### CONCLUSION

Agriculture can be made better with profitable economic activity by integrating the same with processing, packaging and storage activities. Agri-entrepreneurship has the prospect of social and economic development like employment generation, poverty reduction, and overall food security in the national economy especially in rural areas. In the growing unemployment and poverty in rural areas, there is urgency of entrepreneurship in agriculture for more productivity and profitability.

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