

Agripreneurship Development among Women and Rural Youth

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SUMMARY

It is expected that the advancement of agripreneurship aids the economy in achieving food production self-sufficiency. It also aids in the achievement of sustainable economic development. In order to boost youth entrepreneurship and contribute to improving regional economies, newer Agripreneurship models which connect farmers to markets, both rural and urban, and take a decentralised approach should be implemented. Credit, market linkages, and high-quality input, as well as crop advisory, are all should include in these models for large groups of farmers. The extension services wings of agricultural universities, research institutions and development departments should organize meetings/workshops regularly to listen to experiences and problems of agripreneurs. Value addition opportunities in farm produce have the ability to not only solve job challenges, but also to push forward the country's development agenda in a more sustainable manner by matching growth requirements with the country's inherent strengths. The government schemes must focus on attracting youth to the agriculture sector by transforming it into a business and offering them new avenues. Agripreneurship would produce excellent results among women and in rural areas if we followed all of the above measures.

INTRODUCTION

In agriculture, entrepreneurship is described as the development of a creative economic organisation for the purpose of growth or profit in the face of risk and uncertainty. Agripreneurship is the transformation of agricultural production into a business venture. Agripreneurship is the method of starting a business in agriculture or related fields. It is the process of implementing new methods, procedures, and techniques in agriculture and related industries in order to increase production and profits. Crop advice, agricultural input purchases, market linkages, and credit facilitation are the four most important services provided by Agripreneurship. Dairy, Sericulture, Goat, Rabbit, Floriculture, Fisheries, Shrimp Farming, Sheep Farming, potato production, nursery farming, and farm forestry are some of the examples of agribusiness.

Agripreneur

Agripreneur is a form of entrepreneur who uses creative ideas in agriculture and related fields to push change in the rural economy. He takes chances, embraces creativity, invents new ways to do stuff, and taps into new markets. Opportunity discovery, resource organisation, risk-taking, and profit-making are traits that apply to an Agripreneur as well, but only in the sense of the farm sector. They will seek out opportunities in the agricultural or related industries and start a business as a farmer, distributor, or both. Agro-produce processing, Agro-Produce manufacturing units, Agro-Inputs manufacturing units, food processing units, Agro-service centres are among the initiatives established by Agripreneurs.

Significance of Agripreneurship

- Agripreneurship is the application of entrepreneurial skills, and novel concepts to solve problems in the agricultural sector by the way it improves the farming business' profitability.
- It addresses knowledge distribution, farm management, capital availability, farm mechanisation, and the agriculture supply chain challenges.
- It offers a ground breaking approach to some of the most pressing agricultural problems, such as crop production and agricultural input costs and it also provides an innovative solution for critical agricultural issues.
- It addresses the issue of crop waste caused by a shortage of storage facilities and poor supply chain management and it also aids in the advancement of food preservation, accessibility, and affordability.
- Digital technology such as remote sensing, geographic information systems (GIS), in combination with data-driven decision making and analysis, will help farmers boost farm efficiency, reduce waste, and increase income. Digital technology combined with data analytics make farm operation more insight-driven,

potentially more profitable and effective. It creates job openings for people in any stage of the agri-production life cycle.

Current Schemes and Innovative Centres for Rural Youth and Women

- Mudra Yojana
- Prime Minister's Employment Generation Programme (PMEGP)
- Stand Up India Scheme
- Women Enterprise Development
- Credit Guarantee Fund Trust for Micro and Small Enterprises
- Start-up India Scheme
- National Rural Livelihood Mission
- Amended Technology Upgradation
- Antyodaya Anna Yojana
- Deen Dayal Upadhyay Grameen Kaushal Yojna
- Mahila Coir Yojana
- MGNREGA
- Pradhan Mantri Rozgar Yojana
- Spurring entrepreneurship initiative
- Annapurna Scheme
- PM SVANidhi
- Pradhan Mantri Kaushal Vikas Yojana
- Stree Shakti
- Udyam Sakhi
- Bharathiya Mahila Bank Business Loan
- Dena Shakti Scheme
- Entrepreneurial Development Co
- Mahila Samridhhi Yojana

Attracting and Retaining of Youth in Agriculture (ARYA)

The ARYA scheme aims to encourage young people in rural areas to engage in agriculture, allied industries, and service sector businesses in order to earn a living and gain jobs. It enables young people to form network communities in order to engage in resource- and capital-intensive activities such as manufacturing, value addition, and marketing.

Rural and Entrepreneurship Awareness Development Yojana

Rural and Entrepreneurship Awareness Development Yojana is a professional development programme aimed at equipping students with the skills they need to face global challenges, as well as improving their employability and ability to start a business

Agricultural cooperatives and Self-help groups (SHG)

In many developed countries, women work in the informal economy alone, often in isolation, with low levels of activity and marginal wages. Through banding together in a small-scale cooperative, they can gain the economic, social, and political clout they need

SHGs are small voluntary communities of people, ideally from the same socioeconomic context, who come together to solve common problems through self-help and mutual aid. This current SHG definition can be revitalised by focusing on women's empowerment through agriprenership

a-IDEA Centre

NAARM has founded the a-IDEA Centre for Agri-innovation to provide agri-entrepreneurs with incubation services. This aids in the development of their companies and provides access to information and networking support resources in agriculture innovation and entrepreneurship in order to promote agriculture innovation and entrepreneurship

MSME

Micro, small, and medium-sized agricultural businesses may play a critical role in promoting women's economic empowerment while combating poverty and gender inequality. Many policymakers have described them as growth engines, and their promotion has resulted in the development of new employment for developed countries as well as increased innovation and economic dynamism.

Agri-clinics and Agribusiness Centres

Government programmes should concentrate on attracting young people to the agriculture sector by turning it into a company and providing them with new ways and opportunities to participate in the agriculture value chain. The Agri-clinics and Agribusiness Centres Scheme is one of several entrepreneurship growth schemes offered by the Indian government for agricultural development (AC&ABC).

Types of Agri entrepreneurship**Individual Entrepreneurship**

It is the entrepreneur who is the only owner. The entrepreneur bears full responsibility for each and every activity and is alone the strategic thinker and decision maker to make the unit viable as well as profitable.

Group Entrepreneurship

It is classified into mainly three types such as

- Partnership
- Private Limited Company
- Public limited company

Cluster Formation

It is primarily a formal and non-formal group of people to achieve a common objective. It basically covers Non-Governmental Organizations (NGOs), Self-Help Groups (SHGs).

Co-operatives

A co-operative is an autonomous association of persons united voluntarily to meet their common economic, social and cultural needs and aspirations through a jointly-owned and democratically controlled enterprise". "A Cooperative Enterprise is a group based form of business which is owned and controlled by the same people who use it services."

Opportunities for Agripreneurship**Agro-processing, Agro-produce and Agro-input manufacturing units**

Seeds, fertilisers, pesticides, and farming technology are just some of the inputs required in the agriculture process. There are so many possibilities in terms of designing and producing these inputs. In the regions, there are excellent prospects for the entrepreneurial process like bio-pesticides, bio-fertilizers, vermin compost, testing and amending soil. The increasing emphasis on organic farming is opening still more opportunities. Various species varieties are being produced, in the case of fruits, vegetables, and other crops R&D has a lot of potential. when it comes to seed production, to combat this, new seed varieties are being developed.

Processing of various fruits and vegetables preserved foods, such as potato chips, potato fingers, potato pappad, mango and litchi squashes, jam, jelly, mixed vegetable, tomato pickles, tomato sauce, and ketchup, is another big small industry that can be started quite easily.

Beekeeping

Due to the country's vast flora and fauna, honey production and beekeeping have enormous potential. This is such a rising industry that even illiterate and resource-poor men and women can start their own business with no need for land.

Agricultural machineries

Small-scale farming is practised by a large number of farmers in India. The use of chemically intensive fertilisers and pesticides is gradually being replaced by natural manure and pesticides. This shift is re-opening

doors in the industry. There is an opportunity to be creative in terms of fertiliser and pesticide use, planting several crops at once, changing crops seasonally to protect soil quality, and using agritech machines to minimise labour costs, among other things supplying agritech equipment such as multifunction tractors on-lease , harvesting machines, tractors, sprayers, and other equipment, as well as technical support such as soil testing, plant safety, weed control, and the installation and upkeep of irrigation systems, transportation and storage of agricultural products, and so on are also some of the business opportunities available in agriculture.

Animal husbandry

India is the world's leading producer of milk and milk products. Our daily lives have included livestock handling and cattle rearing. Farmers can make a good profit by raising improved breeds and properly managing them.

The role of Extension agents in agripreneur development

All farmers, whether small or large, need better advice and help from extension agents in order to achieve greater commercialization. Extensionists assist them in the areas of market research, working with partners in a supply chain, as well as developing farm plans, creating significant market opportunities and developing the necessary skills and experience to be a successful entrepreneur.

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