

## Prospects and Challenges of Agripreneurship

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### ABSTRACT

The agricultural sector plays a pivotal role within the growth and development of the Indian economy. It fulfills the food and nutrition requirements of 1.3 billion Indians also as creates employment opportunities for the bulk of the population. Traditionally, agriculture has been seen as a low-tech industry with limited dynamics, largely controlled by an enormous number of small families, which over the years paid attention to improving crop yield instead of watching it as money making module. There is a requirement for agri-entrepreneurs to use innovative models and solve the issues during this sector like dissemination of data, farm management, capital availability, farm mechanization, improved cultivars, environment-friendly pesticides and fertilizers and agricultural supply chain. There's got to cause transformational changes within the agriculture sector by making farmers to vary their outlook toward farming. they have to think about their farms as their businesses. Entrepreneurship should be encouraged in agriculture as innovation wouldn't just help farmers improve crop productivity and thus more profit but create new avenues of employment generation for rural youth also.

**Key words:** Agripreneurship Women empowerment, SHGs, MSMEs

### INTRODUCTION

Agricultural entrepreneurship shares many features of entrepreneurship, but it's uniqueness in its nature. For developing country like India it's indeed that economy must be strengthened through more number of entrepreneurs and with effective employment generation. it's clear that there's great scope for entrepreneurship in agriculture and this potentiality are often tapped only by effective management of agri elements. a private with risk bearing capacity and go after knowledge in agriculture sector can convince be right agripreneur. Several existing studies on entrepreneurship within the agricultural sector specialize in the power of farmers to get new opportunities, organized either as new business ventures or as a part of the prevailing business entity.

Agricultural pluriactivity describes farmers' engagement in income generating activities additionally to 'traditional' agricultural production, and is mirrored by the parallel concept of portfolio entrepreneurship, the simultaneous ownership of multiple businesses, studied within the entrepreneurship domain

### OBJECTIVES

1. To discuss the concept and importance of Agripreneurship.
2. To discuss the potential areas and opportunities for Agripreneurship.
3. To discuss the varied sorts of Agripreneurship.
4. To discuss the issues of and future strategies for promoting Agri entrepreneurship.

### REVIEW OF LITERATURE

According to TechSci Research, India's agriculture market was valued at over \$85 million in 2018, and is predicted to grow at a CAGR of over 10 percent. Agritech companies are breathing new life into agriculture by finding new ways for farmers, animal agriculturalists, and food supply managers to travel about their business. While most agritech startups are founded by men, some women also are foraying into the ecosystem with new tech innovations to assist grow the world.

### Need for Agripreneurship

- ❖ Agri industries being labor intensive have high potential employment generation.
- ❖ Agri industries have high potential for income generation in rural areas.
- ❖ These industries inspire dispersal of economic activities within the rural areas and, thus, promote balanced regional development.
- ❖ Agri. entrepreneurship build up village equality Example: Lawn Maintenance Service , Custom Crop Harvesting ,Tractor and Farm Equipment ,Detailing Operating a Roadside Marketing Selling Produce

### **Potential areas of Agripreneurship**

- ❖ Grocery shopping portal....
- ❖ Tree farm....
- ❖ Organic fertilizer production....
- ❖ Business of fertilizer distribution....
- ❖ Dry flower business....
- ❖ Mushroom farming....
- ❖ Poultry farming....

### **Challenges of Agripreneurship**

- ❖ Proper timely training and organizational competency must be needed
- ❖ Developing entrepreneurial traits among the prevailing farmers is important to achieve the general development of agricultural entrepreneurs.
- ❖ There is an urgent need for promoting entrepreneurial culture among the people in rural areas
- ❖ Identifying promising agricultural and allied areas of business to market entrepreneurial activity
- ❖ Providing area specific technical training programmes to develop the specified technical competency among the potential entrepreneurs
- ❖ Scope For Agri-Entrepreneurship In India
- ❖ India is presented with diverse ago-climate, which assists production of temperate, sub-tropical and tropical agricultural produce.
- ❖ Demand for agricultural inputs like feed and fodder, inorganic fertilizers, bio-fertilizers have increased.
- ❖ Applications of biotechnology in agriculture is boon for production of seed, bio- control agents, industrial harnessing of microbes for various products.
- ❖ Economic process are going to be enhanced by harnessing the export.
- ❖ Large coastal line and internal water courses should be utilized for production of marine and inland fish.
- ❖ The livestock wealth provides vast scope for production of meat, milk and milk products, poultry products etc.
- ❖ The forest resources are often utilized for production of forestry by products.
- ❖ Beekeeping and apiary are often practiced on great extent in India.
- ❖ By improving technique of production, enhancement in domestic consumption and export of mushroom production are often done.
- ❖ The farmers should be encouraged and educated for organic farming

### **Women Agripreneurship**

Agriculture, the bottom of Indian economy provides employment to 50 percent of labor force, which again consists of 63.1 percent women. Among the pool of farmers, 70 percent are women. Those women farmers act as principal food producer, devote maximum time to agriculture but remain unreported in statistics. To owe justice to their heavy work, their energy must be properly channellized. One among the medium for that's agripreneurship.

Women agripreneurship may be a medium for ladies empowerment by making them self sufficient, economically stable, independent decision taking, and better purchasing power, socio culturally more active. There are various opportunities in agriculture and allied sectors which are needed to be explored more and practiced to urge a sound economic benefit. The ladies farmers got to be motivated by organizing them into cooperatives, Self Help Groups (SHGs), providing them land ownership, attracting them towards Micro, Small and Medium sized enterprises (MSMEs) and policy implementation by government to form agriculture more attractive and remunerative for them and therefore the future generations. Keywords: Agripreneurship, Women empowerment, SHGs, MSMEs Key problems with Agriculture to Agri-Business:

**The following issues are favourable to market agripreneurship and agri-business:**

**i. Policy Issues:**

From absolute control and management of agriculture by Government, today it's being opened to public-private partnerships.

**ii. Production Technology Issues:**

From input/s oriented technology development for increasing production, today practice based value addition is being promoted.

**iii. Quality and Certification Issues:**

Demands from consumer/s for better quality have forced Government/s to determine regulatory mechanisms for quality certification.

**iv. Logistics and provide Chain Issues:**

Modern retail formats requires efficient and dedicated supply chain and management facilities.

**v. Human Resource Issues:**

Lack of appropriately trained human resource is today considered because the biggest constraint in conversion of agriculture to agri- business or agripreneurship.

**Important government schemes in Agriculture**

**E-NAM**

National Agriculture Market (eNAM) may be a pan-India electronic trading portal which networks the prevailing APMC mandis to make a unified national marketplace for agricultural commodities.

**National Mission For Sustainable Agriculture (NMSA)**

National Mission for Sustainable Agriculture (NMSA) has been formulated for enhancing agricultural productivity especially in rainfed areas that specialize in integrated farming, water use efficiency, soil health management and synergizing resource conservation.

**Pradhan MantriKrishiSinchaiYojana (PMKSY)**

Government of India is committed to accord high priority to conservation and its management. to the present effect Pradhan MantriKrishiSinchayeeYojana (PMKSY) has been formulated with the vision of extending the coverage of irrigation 'HarKhetkopani' and improving water use efficiency

**ParamparagatKrishiVikasYojana (PKVY)**

The ParamparagatKrishiVikasYojana (PKVY), an initiative to market organic farming within the country, was launched by the NDA government in 2015. consistent with the scheme, farmers are going to be encouraged to make groups or clusters and fancy organic farming methods over large areas within the country.

**Pradhan MantriFasalBimaYojana (PMFBY)**

Pradhan MantriFasalBimaYojana (PMFBY) is that the government sponsored crop insurance scheme that integrates multiple stakeholders on one platform.

**Benefits of Agriculture Entrepreneurship Promotion Scheme**

- ❖ Modern farm equipment and agricultural services are going to be offered to the state farmers at their door steps by getting help from the farmingentrepreneurs.
- ❖ Women entrepreneurs are going to be given first preference in receiving the advantages of the scheme.
- ❖ It provides a price reduction, better production and more production for the farmers.
- ❖ There is an elevation within the revenues of thefarmers.
- ❖ The scheme assists around 1000 rural agricultural entrepreneurs of the State.

## CONCLUSION

Agripreneurship contributes to the value alongside direct employment and income to the larger and particularly rural areas. Value added products offer entrepreneurs with larger return-on-investment and profit. There's a requirement of strategically training programme and agribusiness management education in India for developing trained man power and to make business opportunities and employment to compete the planet.

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