

Agripreneurship – The Instigator of Agricultural Development

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SUMMARY

India is a significant agricultural powerhouse. The majority of people depend on agriculture and related sectors for a livelihood, which contributes to the growth of the Indian economy. Agripreneurship also contributes to economic development. Agripreneurship is the entrepreneurial process undertaken in agriculture or related industries. It is the process of implementing new agricultural methods, processes and techniques in order to increase output and economic earnings. Agripreneurship is the transformation of agricultural activity into an entrepreneurial activity. An Agripreneur who is also an innovator drives changes in the rural economy by implementing innovative ideas in agriculture and allied sectors. An Agripreneur job is never easy because he takes risks, embraces innovation, develops new methods of doing things and explores new market opportunities. Thus, Agripreneurship helps to alleviate poverty, create jobs and assure food security in rural areas. There has been a wide scope for Agripreneurship in different sectors of agriculture. As a result, agribusiness plays a critical role in the development of agriculture and its related industries.

INTRODUCTION

A significant proportion of India's population is reliant on farming, which adds value to the country's GDP. Agriculture and its allied sectors contribute greatly to the Indian economy because they provide an essential source of raw materials for industries. The farmers economic conditions have been critical because of changing socio-economic status, financial, political, and environmental conditions. As a result, the concept of Agripreneurship has emerged to enhance farmers living standards. Agripreneurs discover a way to start and expand a profitable farm business that alleviates unemployment, eradicates poverty, and guarantees food security.

Agripreneurship and Agripreneurs

Agripreneur is defined as "an entrepreneur whose primary business is agriculture or something related to agriculture". Agripreneur is a combination of agriculture and entrepreneurship. Agripreneurship is synonym with entrepreneurship in the field of agriculture and refers to the establishment of agribusiness units in the agriculture and allied sector.

Need for Agripreneurship

Agri-entrepreneurship has the prospects for social and economic development which reduces unemployment, alleviates poverty, enhance nutrition and overall food security in the country and also in rural areas. In the era of growing rural poverty and unemployment, there seems to be an immediate need for agro-based entrepreneurship to increase productivity and profitability. Agro-based entrepreneurship can be used as a key approach to this complexity by lowering the burden of agriculture, creating job opportunities for rural youth, attempting to control the flow of migrants from rural to urban areas, raising national income, retaining industrial development in rural areas and relieving pressure on urban cities.

Agri-entrepreneurship programmes are essential for developing startups and management personnel to compete in the global agricultural industry. Agri-entrepreneurship is heavily influenced by the economy, education and culture.

To starters, it assists small farmers in becoming profitable and attempting to integrate them into local, regional and global markets. It lowers food costs by providing high-quality diets to the rural and urban poor in the country. It also promotes the growth, profitability and advancement of entrepreneurial opportunities in both rural and urban areas.

Scope of Agripreneurship

- India has a diverse agro-climatic environment that promotes the production of temperate, tropical and subtropical agricultural products as well as the processing of these products.

- Increased exports of processed agricultural commodities will boost economic growth. Nowadays, primary processing is the norm, but as people's living standards improve, opportunities for secondary and tertiary agricultural commodity processing will grow.
- Agripreneurs have a wide range of opportunities in agricultural sectors such as mushroom production, livestock production (meat, milk and milk products, poultry), fishery production, and beekeeping. Also, the production of vegetables and flowers under greenhouse conditions can be harnessed for export.
- There are numerous opportunities for the development of crop protection bio-pesticides and bio-control agents. There has been an increase in demand for agricultural inputs (feed, fodder, organic fertilizers, bio-fertilizers) and machinery. Farm equipment that saves labour has potential in the coming years.

Entrepreneurial areas in agriculture

Agriculture and horticultural areas – Fruit and vegetable production, flower production, beekeeping, mushroom production, fodder production, etc

Raw materials manufacturing – seeds, fertilizers, pesticides, fungicides, animal feeds, etc

Marketing sector – wholesale and retail marketing, storage and transportation, export, finance, etc

Processing sector – sugarcane, coir, fruits, vegetables and other farm based products.

Consultative services – relates to marketing, quality control, crop insurance etc.

Agripreneurship - Institutional Support

In July 1982, RBI established NABARD to focus solely on the rural sector in the fields of agriculture, small-scale manufacturing and rural development. Since its beginning, NABARD has been responsible for supervising all of the RBI's rural development and agricultural-based activities.

Panchayat mandi is a type of local government (Agri-Mandi). The desire for self-governance has developed to the point where village products are marketed in village markets and fairs. The Panchayat mandi concept is designed to reduce the influence of middlemen and merchants.

State Trading Corporation is a government-owned corporation (STC) - The government of India owns the state trading corporation of India Ltd, which is a premier worldwide trading house.

SAMBs (State Agricultural Marketing Banks) are established to actively regulate markets for food crops and oilseeds in larger markets in towns and cities. An agro-based country like India requires training centres with modern facilities all over the country, according to NCOSAMB (National Council for State Marketing Board) to facilitate training related to agriculture. The Indian government pays subsidies to states that help them to establish the training institutions. NCOSAMB is the body in charge of coordinating agri-based training programmes.

Agripreneurs – Current Initiatives

The Prime Minister of this government has taken a new step to encourage entrepreneurship in the agricultural sector. The Department of Agriculture, Cooperation and Farmers Welfare has launched a new component called “Innovation and Agri-Entrepreneurship Development” to promote innovation and agripreneurship in the sector. This component was launched as part of the Rashtriya Krishi Vikas Yojana (RKVY-RAFTAAR) in 2018-19. Department of Agriculture, Cooperation and Farmers Welfare has appointed five Knowledge Partners (KPs) and twenty-four Agribusiness Incubators (ABIs) to advise on the smooth and efficient implementation of this programme in various States. A selected start-up will be eligible for a maximum financial assistance of Rs 5 lakh (idea/pre-seed stage) and Rs 25 lakh (seed stage) under this programme. Start-ups are encouraged that contribute directly and indirectly to increase the farmers' income by providing opportunities and employment to rural youth. The RKVY-RAFTAAR initiative selects 346 start-ups in agriculture and allied sectors for funding in instalments totalling Rs 36.72 crore. According to the report, the department has already released Rs 16.01 crore as the first instalment. These start-ups received two months of training at various agribusiness incubation centres across the country.

The knowledge partners are the National Institute of Agricultural Extension Management (Hyderabad), the National Institute of Agricultural Marketing (Jaipur), the Indian Agricultural Research Institute (New Delhi), the University of Agriculture Science (Dharwad) (Shambhavi Anand, 2022. *Economic Times*).

CONCLUSION

Agriculture can be made better with profitable economic activity by integrating the with processing, packaging and storage activities. Agricultural entrepreneurship shares many characteristics with "basic" entrepreneurship, but it also has distinct characteristics due to the unique context of the agricultural sector. Entrepreneurs will naturally take advantage of the vast resources available with improved industrial and entrepreneurial education. It is obvious that there are numerous opportunities for agricultural entrepreneurship that can only be realised through effective agri-element management. A person, who is willing to take risk always looking for the latest knowledge in the agricultural sector to be a successful agripreneur. Agriculture has enormous potential for growth and contributes to national income while simultaneously supplying direct employment and income to the numerically larger and more vulnerable segment of society. Agripreneurship is not only an opportunity, but also a requirement for increasing agricultural production and profitability.

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