

AGRIPRENEURSHIP IN INDIA: OPPORTUNITIES AND CHALLENGES

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DOI : 10.48047/IJFANS/V11/ISS8/335

ABSTRACT

India's economy relies on agriculture. The agriculture sector in India provides jobs and supports a large section of the people while contributing significantly to the country's GDP. About 70% of the population lives in rural areas and relies on agriculture for food. Agriculture is growing slower than the service and manufacturing industries, notwithstanding its enormous growth. The agriculture ministry said that India's agricultural sector grew 3.64 percent during the 11th Plan, falling short of the 4 percent target. A comprehensive analysis reveals that accelerating agricultural growth may be needed to reduce poverty in India even with an 8-9% GDP growth rate. The achievement and equal distribution of agricultural growth across the nation can achieve inclusive growth. Sustainability has become a major food production issue. Increasing agricultural output can provide fundamental resources for a variety of agricultural firms, boosting agriculture-based sectors. Given these circumstances, the government must emphasize agriculture and associated sectors. This paper will discuss agricultural inputs, technology, processes, and related domains like food processing, seed processing, floriculture, and others to promote 'Agripreneurship' and help the agriculture sector and allied sectors grow sustainably to benefit the majority of the Indian population and achieve self-sufficiency in food grain production. This paper examines the prospects of Agripreneurship and provides a framework for its growth in India.

Key words: Agripreneurship, Agricultural development, Sustainability, Inclusive Growth, Rural Development

INTRODUCTION

India's economy is based on agriculture. Agriculture and allied industries support 70% of the people in rural areas. India's agriculture industry grew 3.64%, just below the 4% forecast. The

total growth rate of 7-8% may help the economy, but the agriculture sector's low growth rate won't help rural India. The manufacturing and service industries' rapid growth has improved urban residents' lifestyles. However, agriculture and allied progress has not improved rural residents' lives. When comparing rural and urban areas, it becomes clear that a large portion of rural India cannot completely benefit from growth. Given existing gaps, equitable economic progress requires promoting agripreneurship to develop rural India. The best way to leverage on rural India's enormous agricultural resources and unlock its potential is to promote agripreneurship. This notion is exciting and enticing, but implementing it is difficult. These include a lack of public awareness, entrepreneurial culture, infrastructure, and government attention. Agripreneurship has many potential areas. Agriculture, including inputs, farming techniques and technologies, output processing, dairy development, poultry, horticulture, and sericulture, is the main growth area.

AGRIPRENEURSHIP

Agripreneurship is entrepreneurship in the agricultural industry or associated sectors. The use of new technology, methods, and processes in agriculture and allied industries to boost production and profits. Agripreneurship turns agricultural projects into businesses. Agripreneurs use creative ideas in agriculture and related fields to revolutionize the rural economy. This person is willing to take risks, innovate, find new ways to do things, and explore new markets. Entrepreneurship in agriculture involves creating new businesses to expand or profit in a risky and unpredictable environment, according to Dollinger (2003).

NEED FOR AGRIPRENEURSHIP DEVELOPMENT

The Indian economy improved throughout 1991. A significant rural expansion is expected. Agriculture performed well after liberalization until 1998. The service sector led the expansion, followed by manufacturing. From 1950-51 to 2012-13, India's agricultural GDP contribution fell from 51.9% to 13.7%. As agriculture gave way to industry and services, the decrease occurred. However, this drop is negligible given the size of this sector's employment. Agriculture's GDP contribution rose to 18% in 2013-14. The agriculture industry employs almost 50% of the people but contributes just 18% to GDP. The second-largest contributor to global agricultural output, India ranks 14th in agricultural exports. Reports show that India's agricultural production per acre is 50% of the global average, showing a need for improvement. The Indian agricultural sector has 157.35 million hectares of agricultural land, covering all 15 major climates and 45 of the 60 soil types found

worldwide, but its performance is poor. Thus, agripreneurship needs to grow. In July 2000, India launched the National Agricultural Policy (NAP) to tap into its vast agricultural growth potential. It aims to achieve this by strengthening rural infrastructure to accelerate agricultural development, encouraging value addition in the agricultural sector, fostering the rapid expansion of agribusiness, creating rural employment opportunities, ensuring a decent standard of living for farmers, agricultural workers, and their families, discouraging migration, and addressing economic liberalization and globalization challenges.

REVIEW OF LITERATURE

Agripreneurship is a hot topic in research. Many researchers have contributed to Agripreneurship, advancing its expertise. The following section summarizes research contributions. Dollinger (2003) defines agricultural entrepreneurship as the creation of new economic entities to achieve growth or financial gain in an environment with inherent risks and uncertainties. Agripreneurship's economic development potential has been supported by various research. Agriculture promotes economic growth by developing entrepreneurial skills, raising incomes, and creating jobs in rural and urban areas (Bairwa et al., 2012). The global expansion of free market economies has led to "Agripreneurship," a new phenomenon that involves a greater sense of enterprise and a greater willingness to manage one's own firms (Alex, 2011). The Agripreneurship program is vital for developing entrepreneurs and a skilled management workforce to satisfy global agricultural sector demands (Bairwa et al., 2014b). Economic, educational, and cultural elements define agripreneurship (Singh, 2013). Entrepreneurs share unrelenting focus, tenacity, ambition, ingenuity, problem-solving skills, realism, and a goal-oriented mindset. An entrepreneur recognizes a possible opportunity or unmet need and takes the risks to explore it.

Singh (2013) advises people to learn how to manage productivity and explore new markets. Brockhaus and Horwitz (1986) and Nandram and Samson (2000) have extensively explored how agri-entrepreneurs' personal qualities affect their businesses. Hanf and Muller (1997) found that open-minded farm entrepreneurs are more likely to identify more problems than they can solve rationally in a fast-changing, technologically advanced environment. Man et al. (2002) identified six entrepreneurial talent domains. These include opportunity spotting, relationship building, organization, strategic thinking, conceptual thinking, and problem-solving. In Finland, Kallio and Kola (1999) investigated what gives farmers a competitive edge. The authors suggest seven traits for a successful farm and farmer. First, they observed

that profitable production depends on continual production, income, and expenditure assessments. Second, they emphasize Continual Professional Development (CPD) of cognitive and professional skills. (3) A good work ethic benefits people. (4) Their goal-oriented strategy involves setting, achieving, and setting new goals. (5) Including current, relevant information that applies to particular farmers and their farms. (6) Good beginning conditions for the agricultural firm, including well-maintained machinery, buildings, and land and a good price-production investment balance. (7) Supply chain stakeholder collaboration. Schiebel (2002) found three personality traits distinguish successful farmers from their counterparts. People are more self-confident in their ability to manage events, solve problems, and be proactive in social situations.

Nagalakshmi and Sudhakar (2013) found that research area agripreneurs rely less on government financial and marketing aid. Instead, they form alliances to solve problems, reducing their need for intermediaries. Organizations face financial, marketing, managerial, and human resource concerns. The main focus was on technological and financial barriers to rural company formation, expansion, and advancement (Venkateswarlu P., Ravindra P.S, 2014). Entrepreneurship in agriculture is essential for tackling rural-urban migration, unemployment, poverty, and other difficulties. Promoting agricultural entrepreneurship creates jobs, reduces rural-urban migration, and boosts national revenue. Satish S Uplaonkar and Sharanagoud S Biradar (2015) explored agricultural entrepreneurship's potential. Eze and Chinedu-Eze (2016) found that a well-planned curriculum and its excellent implementation increased young people and farmers' agripreneurship involvement. Agripreneurship is widely regarded as a key driver of rural household development, according to Nwibo, Mbam, and Biam (2016). The promotion of agripreneurship among rural households requires substantial investment in infrastructural amenities like electricity and roads and the transmission of agripreneurial information. Chikaire, Chikezie, and Oparaojiaku (2017) found that professors support agripreneurship as a poverty-reduction strategy. Motivation, risk-taking, decision-making, innovative thinking, self-confidence, pursuit of self-employment and revenue production, and proactive information and opportunity seeking are essential for agricultural entrepreneurs. The study found that many agripreneurs in the study area have moderate traits. To compete in global markets, agripreneurs should improve their capabilities. According to a 2018 study by Kavitha Nachimuthu, Birhanu Melesse, and Beyene Derso, young graduates must be entrepreneurial to address food security, unemployment, and the dynamic transformation of the agrifood sector. The poll found an increase in recent graduates working

in agrifood, regardless of schooling. It stressed the need for gender diversity in agriprenurship. Rural entrepreneurship helps a nation develop by creating jobs, raising living standards, dispersing economic power, and boosting self-reliance, according to Addo (2018). These variables showed that education, age, and family did not hinder rural company formation (Laha, 2019).

OPPORTUNITIES FOR AGRIPRENEURSHIP DEVELOPMENT

In India, agriculture has long been the main industry. This has forward and backward ties to manufacturing and service industries. Opportunities in agriculture and allied sectors may arise at various phases. The potential includes input, farming, value chain, output processing and marketing, and associated services. These opportunities are thoroughly studied and explained below. Businesses can investigate many agricultural inputs opportunities. Agriculture requires seeds, fertilizers, pesticides, and farming technologies. These inputs' production and manufacturing offer many opportunities. Entrepreneurship in bio-pesticides, bio-fertilizers, vermicompost, soil testing, and amendment seems promising. Growing interest in organic farming opens new development paths. Selectively breeding and producing fruit, vegetable, and other crop cultivars. Research and development in seed development is promising. Novel seed varieties are being developed to boost agricultural productivity. These seed varieties should withstand harsh weather. Maximum revenue for farmers requires major improvements in agricultural production per hectare. India's per-acre agricultural productivity is 50% of the global average.

Agricultural technology has great promise. Many Indian farmers farm small-scale. They can't afford high-tech agricultural equipment. Small-scale agriculture requires economical machinery. Natural manure and insecticides are replacing chemical-intensive fertilizers and pesticides. Organic fertilizer and pesticide development is again promising due to this transition. During agriculture, seasonal advantages are used to maximize yield. Innovative fertilizer and pesticide use can be achieved by growing multiple crops at once and rotating them seasonally to protect soil quality. Using agricultural technology machinery can also reduce labor costs. The post-harvest phase offers value chain management, output processing, and marketing options. Changing agricultural supply chain management dynamics are allowing new businesses to arise. Agricultural product processing plants are increasing. For career seekers, distribution and logistics offers many opportunities. Services relating to agriculture can help promote agriprenurship. Seeds, fertilizers, insecticides, and other

commodities are purchased and distributed in villages. Leasing multifunction harvesting machines, tractors, and sprayers is also involved. Soil testing, plant protection, weed control, irrigation facility installation and maintenance, and agricultural product transportation and storage are also available. Developing agripreneurship involves cultivating vegetables, fruits, food grains, pulses, and oil seeds, as well as greenhouse techniques, herbal plantations, dairy and poultry enterprises, animal husbandry, grading and packaging agricultural products, food processing facilities, cold storage facilities etc.

CHALLENGES FOR AGRIPRENEURSHIP DEVELOPMENT

Agriculture and related sectors offer many entrepreneurial opportunities, but agripreneurship faces several obstacles.

Poor infrastructure: Every society needs appropriate infrastructure to progress. Transportation, communication, power, and marketing networks are lacking in rural India. These facilities are urgently needed to boost rural economies.

Individual entrepreneurial culture is lacking: Entrepreneurial culture is lacking in several parts of India. Gujaratis, Marwaris, and Rajastanis are known for their entrepreneurship. Lack of formal education and knowledge are hindering rural populations' entrepreneurial development.

Talent movement from rural to urban: Rural communities' poor living conditions and limited opportunities may explain talent migration. Due to migration, rural areas have less skilled workers. Experts, knowledgeable, and trained people want to live in cities for better career prospects.

Low technology and equipment: Today is the Information Technology era. Information helps people explore and make decisions. Insufficient information hinders agripreneurship. Access to agricultural machinery is also poor. Agripreneurship will suffer from a lack of IT and agricultural equipment knowledge. ICT plays a major role in several fields today. Technological infrastructure and equipment are lacking, preventing Agripreneurship knowledge and support.

Agricultural product marketing challenges: The value of production is not recognized until the products are marketed and eaten. Many obstacles make selling agricultural products harder for farmers. Farmers struggle to market their products due to poor transportation and warehousing infrastructure, limited promotional opportunities, lack of market information,

fluctuating prices, uneven demand, and local intermediaries. Farmers have many challenges during marketing because to these characteristics.

Due of poor transportation connectivity, physical logistics in Indian villages are expensive. Farmers are having trouble transporting their crops to nearby markets. Lack of storage facilities prevents them from storing their goods. Transporting goods to market is becoming a major expenditure for the former. Seeds, fertilizers, and insecticides are purchased as well as agricultural produce transported.

The government has many policies, but corruption and bureaucratic inefficiency make them unresponsive. Rural communities lack literacy and expertise, limiting their access to government programs and benefits. Critics contend that the government provides much less support to agriculture than to industry and services.

The above factors make the sector less appealing. Aspiring entrepreneurs are deterred from entering this market by rising challenges. In addition, many farmers still depend on monsoons for irrigation. Alternative sources are few in many fields. Few people understand crop insurance and other preventative measures for natural disasters or other events.

SOME SUGGESTED STEPS FOR THE DEVELOPMENT OF AGRIPRENEURSHIP IN INDIA

- Foster an entrepreneurial culture within rural communities and establish a dynamic ecosystem that facilitates the growth and progress of these locations.
- Delivering entrepreneurial education and training to the prospective rural youth population.
- Enhancing the infrastructural amenities in rural regions to facilitate the initiation of entrepreneurial endeavours.
- Identifying key areas of trust for agripreneurial advancement throughout the various stages of the agricultural value chain and formulating suitable strategies to promote such development.
- Identifying promising sectors within the agriculture industry that show potential for entrepreneurial activity promotion.
- Implementing region-specific technical training programs to enhance the technical skills of aspiring entrepreneurs.

- Establishing region-specific entrepreneurial development organizations to facilitate targeted efforts in the identified sectors.
- Establishing a development fund to provide financial support for the initial stages of agripreneurship ventures.
- Establishing agricultural incubation centres to foster innovation and growth within the industry.
- Providing financial and marketing assistance to agripreneurs
- Encouraging the exportation of products from agripreneurs
- Implementing measures to safeguard agripreneurs from unforeseen crises in their ventures.
- Offering subsidies, incentives, and other forms of support for new agripreneurial organizations

CONCLUSION

Agriculture, the principal industry, is predicted to boost employment and GDP. Due to industry issues, agriculture is seen as undesirable nowadays. The primary sector's performance and contributions to GDP, employment, food production sustainability, and rural development are expected to be affected by migration to other sectors. The agricultural sector is losing quality and taste. Despite growth and prosperity in the manufacturing and service sectors, India, with abundant resources like fertile land, favourable climate, diverse soils, and a large rural population, must prioritize agriculture and rural development. Agripreneurship is also thought to help the economy capitalize on its advantages and strengthen the primary sector, which will boost rural development. Food self-sufficiency boosts the economy. Additionally, it promotes equitable economic development. Agripreneurship Development policies and developmental organizations are government priorities. Agripreneurship Development should improve rural and macroeconomic outcomes.

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