

AGRIBUSINESSES: SOWING THE SEEDS OF AGREPRENEURSHIP THROUGH FRUITION OF AGRI-POLICIES IN RURAL INDIA

1. **Dr. Rishi Dev**, Assistant Professor, KLE College of Law, Karnataka Lingayat Society, Kalamboli, Navi Mumbai (Maharashtra) E-mail: rishidev21@gmail.com
2. **Ms. Kiran Kumari**, Assistant Professor, School of Law, Mody University of Science & Technology, Lakshmangarh, Dist. Sikar (Rajasthan) E-mail: kirantiwari410@gmail.com

Abstract

"Sowing the seeds of Agribusinesses" is a holistic approach to rural development that not only enhances agricultural productivity but also empowers individuals to create sustainable livelihoods in the agriculture sector. The National Policy on Agriculture seeks to actualize the vast untapped growth potential of Indian agriculture, strengthen rural infrastructure to support faster agricultural development, promote value addition, accelerate the growth of agro business, create employment in rural areas, secure a fair standard of living for the farmers and agricultural workers and their families, discourage migration to urban areas and face the challenges arising out of economic liberalization and globalization. Over the next two decades, it aims to attain. It is crucial for addressing food security, reducing poverty and fostering economic growth in many regions around the world. Agriculture is the lifeblood of nations for economy development. However, the agricultural landscape has evolved significantly in recent years, necessitating a paradigm shift in the way we approach this sector. One of the most pressing contemporary issues in agriculture is the promotion of Agri-preneurship and the development of essential skills within the industry. However, the sector is faced with problems relating to credit, infrastructure, marketing, technology, legal formalities and regulations etc. From various studies, it becomes clear that despite the continuous efforts, there exists a substantial gap between the requirement of credit and supply of agricultural credit. Agriculture sector has undergone significant transformation over the years, shifting from traditional farming practices to modern, technology-driven agriculture. Agri-preneurs who are supported through training programmes have been actively participating in agricultural activities within the identified surveys. One of the most notable trends in this transformation is the rise of Agri-preneurship, where individuals and communities leverage entrepreneurial skills to create innovative solutions in agriculture. Agri-preneurship represents a promising avenue for revitalizing agriculture, creating jobs and ensuring food security. Skill development plays a pivotal role in nurturing Agri-preneurship who can bring innovation and sustainability to the sector. As governments, organizations, and individuals invest in developing the skills required for Agri-preneurship, agriculture is poised to transform into a dynamic and prosperous industry that meets the challenges of the modern world. By embracing Agri-preneurship and skill development, we can cultivate a future of agricultural success. Agri-preneurship is an essential element in addressing contemporary agricultural challenges. It holds the potential to transform agriculture into a dynamic, sustainable, and profitable sector. However, to unlock this potential, there must be a concerted effort to develop

the skills and knowledge of Agripreneurs. Governments, educational institutions and the private sector must collaborate to provide the necessary support and resources. By doing so, we can cultivate a future where Agripreneurs thrive, food security is ensured, and agriculture continues to be the backbone of our societies. Agripreneurship and skill development are not just trends; they are essential strategies for success in contemporary agriculture. This article explores the concept of Agripreneurship and its vital link to skill development. Further this article delves into the current challenges and opportunities in Agripreneurship and skill development in agriculture.

Keyword: Farmers, Agripreneurship, Agri-Policies, Innovation & skill development.

1. Introduction:

"Agripreneurship: A New Horizon" represents a fresh and innovative approach to agriculture that merges traditional farming practices with entrepreneurship. This concept is gaining prominence worldwide, offering a new horizon for individuals looking to engage in agriculture as a business endeavor. Here are key aspects and opportunities associated with Agripreneurship. It encompasses a wide range of activities within the agricultural value chain, from farming and agribusiness to agro-processing and agri-tech startups. A farmer to become a successful agripreneur needs to be active, curious, determined, persistence, visionary, hardworking, come up with ideas, communicative with strong management and organizational skills, recognize suitable marketing opportunities and manage the optimum resources or bearing the risk. Agripreneurs are individuals or groups who combine traditional agricultural practices with entrepreneurial spirit and innovation to create sustainable and profitable businesses. Agripreneurs are individuals or entrepreneurs who engage in agricultural activities with a focus on innovation, sustainability and profitability. They combine traditional farming practices with modern agricultural techniques, technology and business acumen to create successful and sustainable agricultural businesses. Agripreneurs are characterized by their entrepreneurial mindset and approach to farming, viewing agriculture not just as a means of subsistence but as a viable business opportunity. For the purpose of the study, the definition is also extended to agripreneur who is involved in value addition activities such as packaging, processing and distribution. Agripreneurship plays a crucial role in revitalizing the agricultural sector, especially in regions where traditional farming methods may not be economically viable. By blending traditional knowledge with modern practices and an entrepreneurial spirit, Agripreneurs help drive agricultural innovation, economic growth, and sustainability in their communities.

The Edward De Bono's (1990) lateral thinking principles is applied to highlight the difference between the -Agriculturall of current approaches to Agripreneurship education and the art of Agripreneurship education which is needed. The poor farmers have failed in agriculture but Agripreneurs are becoming very successful by doing business in Agri Export Zones due to:

- *“Agriculture is selective, whereas the art of Agripreneurship is generative.*

- *Agricultural moves only if there is a direction in which to move, whereas the art of Agri-preneurship moves in order to generate direction.*
- *Agriculture is sequential, whereas the art of Agri-preneurship can make jumps.*
- *Agriculture requires each step to be correct, whereas with the art of Agri-preneurship this does not need to be.*
- *Agriculture has fixed categories, classifications and labels whereas the art of Agri-preneurship there is no such constraints.”*

1.1 Importance of Agri-preneurship:

In a country like India, population growth is a constant phenomenon. The 1971 census-55 crores to 2011 census- 121 crores, the growth has experienced approximately 22% hike per census (10 yrs.) and the decadal growth up to 2021 is expected as 12.5% according to National Commission on Population (NCP, 2020). Prevailing poverty, lack of resource mobilization and need for food and nutritional security of the people ensure Agri-preneurship holds a greater significance and as major part of the population involved in Agriculture and allied the execution of the agripreneurial idea can be successfully forecasted. More the population count of a country, more food production and supply need to be fulfilled in order to attain a holistic as well as national development. People require employment to improve their standard of living. Focusing on the agripreneurial sector can reduce the unemployment rate alongside it can contribute to the GDP. Government pushing for self-reliance principle expands the horizon for thinking about incorporation of innovative noble ideas as well as upgrading the existing ones in the agripreneurial sectors. This, in turn, leads to employment generation, market stabilization, and can act as source of livelihood security. The standard of living of the people can be uplifted as a result of the GDP hike. Youth perception about benefit of choosing agriculture as an option for livelihood can be the burning issue as majority of them preferred agriculture as the first vocational choice (Dash et al. 2018). Whatever the entrepreneurial field is, the manpower needs to be incubated and inducted as per the goal set. If the enthusiastic entrepreneurs consider agriculture as the option for doing business then it will save them from heavy expenditure in comparison to other techno-centric industries. The reason being most people more or less already are aware of the agricultural aspect in our country.

1.2 Scope of Agri-preneurship:

There are a lot of Agri-preneurial concepts, has been adopted by our society. In order to enhance the scope for agri-preneurship, innovations should be promoted and innovators should be motivated and supported financially, institutionally, technically & by capacity building etc. Agri-preneurship ranges starting from input manufacturing up to harvesting machineries and post-harvest technologies alongside with the consultancy services. Supply-chain-management (SCM) concept is one of the examples of innovation, has been diffused or popularized. These kinds of innovations need to be encouraged and should be infiltrated into the enthusiastic entrepreneurs' world. Consultancy services over different media platforms

should be installed and the utility of these services should be made public by awareness campaigns, public exhibition and other extension technologies.

1.3 Dimensions of Agri-Preneurship:

Agri-preneurship, which combines "agriculture" and "entrepreneurship," refers to the practice of applying entrepreneurial principles and innovative strategies to agriculture and related agribusiness activities. It involves creating and managing agricultural ventures that are not only economically sustainable but also socially and environmentally responsible. The dimensions of Agri-preneurship encompass various aspects:

A. Supporting Agriculture: Youth can display their role in supporting agriculture and contribute to their family income in turn changing the GDP of the whole country.

I. Community Hiring Center: Agri-preneurs often contribute to the development of their local communities by creating jobs, supporting rural economies, and promoting sustainable development. A community hiring center, often known as a "job center" or "employment center," is a facility or organization that provides various employment-related services and resources to individuals in a specific community or region. These centers play a crucial role in connecting job seekers with employers, assisting individuals in their job search, and addressing workforce development needs. Community hiring centers play a vital role in reducing unemployment rates, promoting economic development, and enhancing the overall well-being of communities. They serve as a bridge between job seekers and employers, offering valuable resources and support to help individual's secure meaningful employment. Here are some key aspects of a community hiring center: Job Placement Services, Resume Building and Interview Skills, Career Counseling, Training and Skill Development, Access to Job Search Tools, Workshops and Workforce Development Programs, Job Fairs and Recruitment, Events Resource Referrals, Support for Vulnerable Populations, Partnerships with Employers, Data and Research, Follow-Up and Retention Services.

II. Nutritional Garden: Integrating a nutritional garden into the dimensions of Agri-preneurship aligns with the broader goal of promoting sustainable and healthy food production. Nutritional gardens, also known as kitchen gardens or home gardens are small-scale agricultural plots or spaces that are cultivated to grow a diverse range of fruits, vegetables, herbs, and other nutrient-rich crops. Incorporating nutritional gardens into Agri-preneurship demonstrates how entrepreneurial principles and innovative thinking can be applied to address nutritional challenges, promote healthy eating habits, and contribute to community well-being while generating income for Agri-preneurs. This holistic approach to Agri-preneurship reflects a broader commitment to sustainable and socially responsible farming practices. Including nutritional gardens within the context of Agri-preneurship introduces several important dimensions. Agri-preneurs can diversify their agricultural activities by incorporating nutritional gardens alongside traditional crop or livestock farming. This diversification can enhance the variety of produce and income streams. Second, Agri-preneurs can focus on growing nutritious

and specialty crops in their nutritional gardens, catering to niche markets interested in healthy and organic produce. Value-added products like herbal teas or organic spices can also be developed. Third, Emphasis can be placed on sustainable and organic farming practices within the nutritional garden, aligning with consumer preferences for chemical-free, environmentally friendly produce. Fourth, Agripreneurs may offer educational workshops and training programs to the local community on the benefits of nutritional gardens, sustainable farming techniques, and healthy eating habits. Fifth, Agripreneurs can engage with the local community by involving them in the maintenance and cultivation of nutritional gardens. This fosters a sense of community involvement and shared responsibility. Sixth, Nutritional gardens can serve as a source of fresh, nutrient-rich food for the agripreneur's family and the local community. This contributes to improved food security and nutrition. Seventh, Agripreneurs can integrate the nutritional garden produce into their broader value chain by processing, packaging, and marketing these items alongside other agricultural products. Eighth, Nutritional gardens can be designed to promote sustainable resource management, including efficient water use, soil conservation, and biodiversity enhancement. Ninth, Agripreneurs can position their nutritional garden products as contributors to overall health and wellness, tapping into the growing market for health-conscious consumers. Tenth, Agripreneurs can collect data on crop yields, nutritional content, and consumer preferences within their nutritional gardens to make informed decisions and optimize production. Eleventh, Agripreneurs may collaborate with health organizations, schools, or community centers to promote the importance of nutrition and healthy eating practices. Twelfth, Successful Agripreneurs with nutritional gardens can scale up their operations or encourage others in their community to replicate similar models, fostering a culture of nutrition and entrepreneurship.

B. Creating employment opportunity:

1. Micro, Small and Medium Agricultural Enterprises (MSMAEs): Micro, Small, and Medium Agricultural Enterprises (MSMAEs) play a crucial role in fostering Agripreneurship and contributing to the growth and development of the agricultural sector. These enterprises, often referred to as MSMEs, are characterized by their relatively small size and operational scale. Overall, MSMAEs form the backbone of Agripreneurship, contributing to economic growth, innovation, and social development in rural areas. By providing opportunities for small-scale entrepreneurs, they facilitate the transformation of traditional farming into vibrant and sustainable agribusinesses. Aatmanirbhar Bharat Abhiyan and its provisions by the Prime Minister in the year 2020, received a wide popularity. The rural youth those are jobseekers and those have lost the job can engage themselves in MSMEs by taking agriculture sector into consideration. No wonder, the agricultural sectors can give you a better return as compared to the other enterprises as far as the cost of production, skillfulness of the labour, requirement of modern technology is concerned. This pandemic has experienced an unexplainable return migration out of starvation and other extraordinary issues but this concept of Agripreneurship

will create ample employment opportunity for the rural society and further migration can be reduced.

II. Supply Chain Management (SCM): Effective supply chain management (SCM) is vital for the success of Agri-preneurship ventures in agriculture and agribusiness. A well-managed supply chain ensures that products are efficiently produced, processed, stored, and delivered to customers, which can lead to increased profitability and competitiveness. Agri-preneurs need to source raw materials, seeds, fertilizers, and other inputs efficiently. This involves selecting reliable suppliers, negotiating favorable terms, and ensuring the quality and consistency of inputs. Managing production processes, including planting, cultivation, harvesting, and livestock management, requires careful planning to optimize resource utilization and minimize waste. Proper post-harvest handling is crucial to maintain product quality and prevent losses. Agri-preneurs should invest in appropriate storage facilities, cooling systems, and packaging materials. If Agri-preneurs engage in processing or value addition activities (e.g., food processing, milling), they must ensure that processing facilities are well-maintained and comply with safety and quality standards. Efficient distribution and logistics are essential for delivering products to markets, retailers, or customers on time. Consider factors like transportation, storage, and distribution channels. Balancing inventory levels is critical. Too much inventory can lead to storage costs, while too little can result in stock outs. Agri-preneurs should use inventory management systems to optimize stock levels. Implement quality control measures to ensure that products meet specified standards and customer expectations. This is especially important in the food and agricultural sector. Accurate market research and demand forecasting help Agri-preneurs anticipate customer needs and align production and supply accordingly. Collaborate with other stakeholders in the supply chain, such as suppliers, distributors, and retailers, to improve efficiency and reduce cost. Leverage technology, such as IoT devices and data analytics, to monitor the supply chain in real-time and make data-driven decisions. Incorporate sustainable practices into the supply chain, such as eco-friendly packaging, waste reduction, and environmentally responsible transportation. Ensure compliance with local and international regulations related to food safety, quality, labeling, and environmental standards. Identify and mitigate supply chain risks, such as weather-related disruptions, market fluctuations, and transportation challenges, through risk management strategies and contingency planning. Keep a close eye on supply chain costs and expenses. Effective financial management is crucial for profitability. Build strong relationships with customers to understand their preferences and feedback, which can inform supply chain decisions. Continuously assess and refine the supply chain processes to improve efficiency, reduce costs, and enhance product quality. Goods and services are an inevitable part of the daily life of human life. Some goods are readily available nearby and some necessary goods and services are out of human reach. There are 4 types of goods (1) Fast Moving Consumer Goods (FMCG), (2) Consumer Durables, (3) Industrial Raw Materials, and (4) Investment Goods. Among these FMCGs are mostly available everywhere. Rests of the goods are mostly not easily available. This gap between Source and sink need to be monitored and accordingly, the supply system is to be designed and planned. The rural youth

interested in such a management can be engaged so that they can earn for their livelihood and with that, they can enhance their knowledge pool.

1.4 Incentives for Agriculture: The Government will endeavour to create a favourable economic environment for increasing capital formation and farmer's own investments by removal of distortions in the incentive regime for agriculture, improving the terms of trade with manufacturing sectors and bringing about external and domestic market reforms backed by rationalization of domestic tax structure. It will seek to bestow on the agriculture sector in as many respects as possible benefits similar to those obtaining in the manufacturing sector, such as easy availability of credit and other inputs, and infrastructure facilities for development of agri-business industries and development of effective delivery systems and freed movement of agro produce. Consequent upon dismantling of Quantitative Restrictions on imports as per WTO Agreement on Agriculture, commodity-wise strategies and arrangements for protecting the grower from adverse impact of undue price fluctuations in world markets and for promoting exports will be formulated. Apart from price competition, other aspects of marketing such as quality, choice, health and bio-safety will be promoted. Exports of horticultural produce and marine products will receive particular emphasis. A two-fold long term strategy of diversification of agricultural produce and value addition enabling the production system to respond to external environment and creating export demand for the commodities produced in the country will be evolved with a view to providing the farmers incremental income from export earnings. A favourable economic environment and supportive public management system will be created for promotion of agricultural exports. Quarantine, both of exports and imports, will be given particular attention so that Indian agriculture is protected from the ingress of exotic pests and diseases. In order to protect the interest of farmers in context of removal of Quantitative Restrictions, continuous monitoring of international prices will be undertaken and appropriate tariffs protection will be provided. Import duties on manufactured commodities used in agriculture will be rationalized. The domestic agricultural market will be liberalized and all controls and regulations hindering increase in farmers' income will be reviewed and abolished to ensure that agriculturists receive prices commensurate with their efforts, investment. Restrictions on the movement of agricultural commodities throughout the country will be progressively dismantled.

1.5 Success Story of Leading Lady about Organic Agriculture: (Agri-Clinic and Agri-Business Centers):

In the context of Agri Clinics and Agri Business Centers (ACABCs) in India, Dr. Vandana Shiva is often recognized as a leading figure and advocate for organic agriculture, sustainable farming practices, and the promotion of agripreneurship. While she may not hold a formal position within the ACABC system, her work and influence in the field of agriculture, particularly organic and sustainable farming, have earned her a prominent role in the movement.

Dr. Vandana Shiva is an Indian environmental activist, author, and scholar known for her strong advocacy of organic farming, conservation of biodiversity, and promotion of sustainable agricultural practices. She has been involved in various initiatives aimed at empowering farmers, especially small and marginalized ones, to adopt organic and eco-friendly farming methods. Her work aligns closely with the objectives of Agri Clinics and Agri Business Centers, which aim to provide agricultural extension services, training, and support to farmers and agripreneurs.

Through her organization Navdanya, Dr. Vandana Shiva has been actively involved in promoting seed sovereignty, organic farming, and sustainable agriculture practices across India. She has also been a vocal critic of genetically modified (GM) crops and the corporate control of agriculture, advocating for farmers' rights and the protection of traditional knowledge.

While Dr. Vandana Shiva may not be formally affiliated with the ACABC system, her contributions to the field of organic agriculture and sustainable agripreneurship have had a significant impact on India's agricultural landscape and have inspired many individuals and organizations to embrace eco-friendly and sustainable farming practices. Her work embodies the principles and objectives of Agri Clinics and Agri Business Centres, which seek to enhance agricultural productivity and sustainability while empowering farmers to become successful agripreneurs.

1.6 Udupi: Raghavendra Nayak - Role Model for Agriculturists:

Raghavendra Nayak from Shirva in Udupi is an agriculturist with an extraordinary zeal for his profession. He holds a BA degree, but his passion lies in not only in cultivating crops but also creating awareness about cultivation. Having lost his father at a young age, he developed a keen interest in agriculture in his childhood. For the past six years he has been following traditional practices in agriculture by bringing in certain changes. Sanjay Nayak, a 39-year-old agriculture entrepreneur, serves as a role model for others by demonstrating the potential for success in the agricultural sector and inspiring fellow agripreneurs. While I don't have specific information about Sanjay Nayak due to my knowledge cutoff date in September 2021, individuals like him can serve as role models in several ways: Nayak has adopted various innovative techniques like line planting system, minimum water usage, pipe water supply to jasmine plants, drip irrigation, terrace cultivation, organic fertilizer, weed control, compost fertilizer and so on. He also guides people who have land to cultivate crops which yield high-income like coconut, arecanut, plantain, red spinach, pepper, sunflower, cucumber, pumpkin and others. Raghavendra has also spread awareness on cultivating lady's finger in jute bag and terrace garden. For the benefit of society and for extending financial assistance, he has set up "Anna Bramha Raitha Shakthi" self-help group and Shirva milk producers' association to encourage farmers. Other than cultivation, he also assists people by providing them training, and information on schemes and loans from government and banks. (Marathe, 2012) Krishi Vigyan Kendra (KVK) head Jayant Pati and added that Nayak's polyhouse now covers floriculture, fruit orchard and vegetables. Nayak said with technical support from KVK and Horticulture Department, he gained confidence to become

an agri-entrepreneur and created agriculture asset base of nearly `10.5 lakh with annual turnover of ` three lakh from sale of flowers, fruits and vegetables while he is able to provide employment to two daily wage earners throughout the year.



(Service, 2016)

Figure1. A worker in the crop field (left) Flouriculture in Polyhouse (Right)

Source: <https://www.newindianexpress.com/states/odisha/2016/oct/20/agripreneurscript-success-story-1529874.html>

2. Objectives of the study:

- 1) Understanding the barriers in the development of entrepreneurial skills in the Agri-preneurship sector and policies.
- 2) To study the agricultural entrepreneurship model of rural development.

3. Why India promoting Agri-preneurship:

India's diverse agro-climatic regions and soil types are among its most significant agricultural assets. This diversity allows the country to cultivate a wide variety of crops and adapt to changing climatic conditions. India is divided into 20 agro-climatic regions, each characterized by unique climatic conditions, topography, and agricultural practices. These regions help policymakers, researchers, and farmers understand the specific needs and challenges of different areas. Examples of these regions include the Western Himalayan region, the Eastern Plateau and Hills region, and the Western Dry region. India boasts a rich variety of soil types, with nearly 46 out of the 60 recognized soil orders worldwide. These diverse soils offer various advantages for agriculture, allowing the cultivation of a wide range of crops. Some of the major soil types in India include Alluvial soil, Black soil (Regur), Red soil, Laterite soil, and Desert soil, among others.

The diversity in agro-climatic regions and soil types allows India to grow a wide array of crops, including staples like rice, wheat, and maize, as well as fruits, vegetables, spices, and cash crops like cotton and sugarcane. It also means that the country can adapt to changing weather patterns and environmental conditions, making it resilient in the face of climate

change. However, this diversity also presents challenges. Farmers must tailor their agricultural practices to suit local conditions, which can vary significantly from one region to another. Effective land use, soil management, and crop selection become critical factors for agricultural success in different parts of the country. Overall, India's diverse agro-climatic regions and soil types play a vital role in its agricultural productivity and food security, making it one of the world's most agriculturally diverse nations.

3.1 Agriculture contributes 24.2% to GDP: This means that agriculture, including crop production, livestock farming, and related activities, accounts for 24.2% of the country's Gross Domestic Product (GDP). GDP is a measure of the total economic output of a country, so this statistic suggests that agriculture plays a significant role in the country's overall economic performance.

3.1.1 5.2% of total exports: This indicates that agricultural products and commodities make up 15.2% of the country's total exports. In other words, a substantial portion of the goods and products that the country sells to other nations consists of agricultural items. These exports could include crops, livestock, processed food products, and more.

3.1.2 Provides employment to 58.4% of the country's workforce: This statistic highlights the labor-intensive nature of agriculture in the country. Approximately 58.4% of the country's working population is employed in various agricultural activities. This includes farmers, farm laborers, agribusiness workers, and others involved in the agricultural sector.

3.2 Legitimate expectations by stakeholders: Domestic market prices will be closely monitored to prevent distress sales by farmers. Public and cooperative agencies undertaking marketing operations, will be strengthened. The Government will enlarge the coverage of futures markets to minimize the wide fluctuations in commodity prices as also for hedging their risks. The endeavour will be to cover all important agricultural products under futures trading in course of time. Investments in Agriculture The agriculture sector has been starved of capital. There has been a decline in the public sector investment in the agriculture sector. Public investment for narrowing regional imbalances, accelerating development of supportive infrastructure for agriculture and rural development particularly rural connectivity will be stepped up. A time-bound strategy for rationalisation and transparent pricing of inputs will be formulated to encourage judicious input use and to generate resources for agriculture. Input subsidy reforms will be pursued as a combination of price and institutional reforms to cut down costs of these inputs for agriculture. Resource allocation regime will be reviewed with a view to rechannelizing the available resources from support measures towards assets formation in rural sector. A conducive climate will be created through a favourable price and trade regime to promote farmers' own investments as also investments by industries producing inputs for agriculture and agro-based industries. Private sector investments in agriculture will also be encouraged more particularly in areas like agricultural research, human resource development, post-harvest management and marketing. Rural electrification will be given a high priority as the prime

mover for agricultural development. The quality and availability of electricity supply will be improved and the demand of the agriculture sector will be met adequately in a reliable and cost effective manner. The use of new and renewable sources of energy for irrigation and other agricultural purposes will also be encouraged. Bridging the gap between irrigation potential created and utilized, completion of all on-going projects, restoration and modernization of irrigation infrastructure including drainage, evolving and implementing an integrated plan of augmentation and management of national.

3.3 Legal regulations: Decisions are strongly affected by laws pertaining to competition, price setting, distribution arrangements, advertising, etc. It is necessary for a manager to understand the legal environment of the country and the jurisdiction of its courts.

The following laws affecting business in India are important:

1. Indian Contract Act, 1872
2. Factories Act, 1948
3. Minimum Wages Act, 1948
4. Securities contracts Regulation Act, 1956 (Now replaced by SEBI Act)
5. The Companies Act, 1956
6. Trade and merchandise Marks Act, 1958
7. Monopolies and Restrictive Trade Practices Act, 1969
8. The water (Prevention and Control of Pollution) Act, 1974
9. The Air (Prevention and Control of pollution) Act, 1981
10. Sick Industrial Companies (Special provision) act, 1985
11. Environment protection Act, 1986
12. Consumer protection Act, 1986
13. Securities and Exchange Board of India Act, 1992 Taxation laws covering Corporate tax, indirect taxes like Excise, Customs, Sales tax and Wealth tax)

3.4 Issues and Challenges of Agri-preneurs:

Agri-preneurs, like any other entrepreneurs, face various issues and challenges in their pursuit of agricultural innovation and profitability. These challenges can be complex and multifaceted, and they can vary depending on the region, type of agriculture, and specific circumstances. Here are some common issues and challenges faced by Agri-preneurs:

1. **Access to Capital:** Securing financing for agricultural ventures can be challenging for Agripreneurs, especially in regions with limited access to credit and financial services. High upfront costs for land, equipment, seeds, and technology can create significant barriers.
2. **Resource Scarcity:** Limited access to land, water, and other critical resources can hinder Agripreneurs' ability to expand their operations and invest in modern farming techniques. Land tenure issues and water scarcity are particularly prevalent challenges.
3. **Market Access and Price Volatility:** Agripreneurs often struggle to access markets, negotiate fair prices for their products, and deal with price volatility. The lack of transparent and efficient market systems can lead to income uncertainty.
4. **Climate Change and Weather Risks:** Climate change-related challenges, such as irregular rainfall patterns and extreme weather events, can disrupt agricultural production. Agripreneurs need to adopt climate-resilient farming practices and invest in risk mitigation.
5. **Technological Adoption:** While technology can enhance productivity and efficiency, many Agripreneurs may lack access to modern agricultural technologies and may face challenges in adopting and using them effectively.
6. **Lack of Information:** Access to timely and accurate agricultural information, including market trends, pest and disease management, and best practices, can be limited in rural areas. This knowledge gap can affect decision-making and productivity.
7. **Government policies and programmes:** Agripreneurs may face regulatory hurdles, complex licensing processes, and inconsistent government policies that can impede their business operations and expansion plans.
8. **Skills and Training:** A lack of training and technical skills can hinder Agripreneurs from implementing best practices, managing their businesses effectively, and adapting to changing market demands.
9. **Infrastructure Gaps:** Inadequate rural infrastructure, including transportation, storage facilities, and processing units, can lead to post-harvest losses and limit Agripreneurs' ability to reach broader markets.
10. **Access to markets:** Access to real-time market information and price transparency is often lacking, making it difficult for Agripreneurs to make informed decisions about when and where to sell their products.
11. **Pests and Diseases:** Managing pests and diseases can be a significant challenge, especially for Agripreneurs practicing organic or sustainable farming methods. Pest outbreaks can lead to crop losses and increased production costs.

12. **Access to Extension Services:** Adequate agricultural extension services, which provide guidance and support to farmers, are often lacking in many regions, leaving Agripreneurs with limited technical assistance.
13. **Value Addition and Post-Harvest Management:** Agripreneurs may struggle with adding value to their products and effectively managing post-harvest processes, leading to losses and lower profitability (Mehra, 2019)

Table A. Agri-preneurship Skills required by Farmers:

Sr. No.	Category	Underlying Skills
1.	Professional Skills	Crop production
		Technical skills
2.	Management Skills	Human resource management skills
		Administrative skills and Financial management
3.	Opportunity Skills	Risk management skills
		Recognizing business opportunity
		Threats awareness
		Customer and market orientation
		Innovativeness
4.	Strategic Skills	Strategic planning skills
		Receiving and using feedback
		Monitoring and evaluation skills
		Strategic decision-making skills
		Conceptual skills
		Goal-setting skills
5.	Cooperation/Networking Skills	Skills related to cooperating with other farmers and companies
		Networking skills
		Team working skills
		Leadership skills

Source: Exploring the significance of entrepreneurship in agriculture by Pieter de Wolf and Hermann Schoorlemmer.

Table B. Questions to assess Agri-preneurship skills:

- 1) I am able to recognize business opportunities in agribusiness.
- 2) I am able to evaluate an agribusiness opportunity and determine if it is viable.
- 3) I seek advice and information about an agribusiness venture before its actual implementation.

- 4) I can find creative ways to develop value-added products for income generation.
- 5) I can develop innovative and creative ways to ensure the success of an agribusiness firm.
- 6) I am able to develop mental models (plans) on how to turn an agriculture opportunity into a business.
- 7) I often take calculated risks on new agribusiness ventures (business ideas).
- 8) I am able to bear the uncertainties related to my agribusiness enterprise.
- 9) I often identify risks before or during the implementation of a new agripreneurial activity.
- 10) I am able to successfully implement an agribusiness enterprise.
- 11) I take agribusiness challenges as learning opportunities.
- 12) I always plan and schedule my agripreneurial activities.
- 13) I am always confident that my agripreneurial activities will succeed.
- 14) I take responsibility for any outcome of the agribusiness venture(s).
- 15) When working on an agribusiness venture, I plan and think about the future.
- 16) I strive to ensure the sustainability of my agribusiness venture(s)/project(s).
- 17) I make rational decisions that align with the future goals of my agribusiness venture(s).
- 18) I look for ways to market my agricultural product(s).
- 19) I am able to brand and set the right price(s) for my agricultural product(s).
- 20) I am able to determine the type of agricultural product(s) that my customers want.
- 21) I can convince others to buy my agricultural product(s).
- 22) I have the skills required to convince someone to fund my Agri-preneurship idea(s)/venture.
- 23) I feel comfortable entering into a collaborative agribusiness partnership .
- 24) If the need arises, I am able to make independent decisions for the success of my agribusiness.
- 25) I am able to overcome failures resulting from agribusiness projects and start all over again.
- 26) I do not easily give up when faced with challenges involving my agribusiness.
- 27) I like being in control of my agribusiness. (Dolapo Adeyanju, 2023)

3.5 Exploring the rural development model:

The primary concern of the study is to recommend ways how conditions of the social, economic, political and cultural framework can be changed in order to facilitate the adoption of entrepreneurial skills by the farmers. With time farmers, agricultural business men, researchers and government have recognized the need for more entrepreneurial inclination in the agriculture business. The development of entrepreneurial skills of farmers is a significant issue, which needs to be promoted by all the stakeholders in the agricultural network. The study of social and economic environment of farming should not be underestimated when promoting the development of the entrepreneurial skills, as entrepreneurship is the system of innovation.

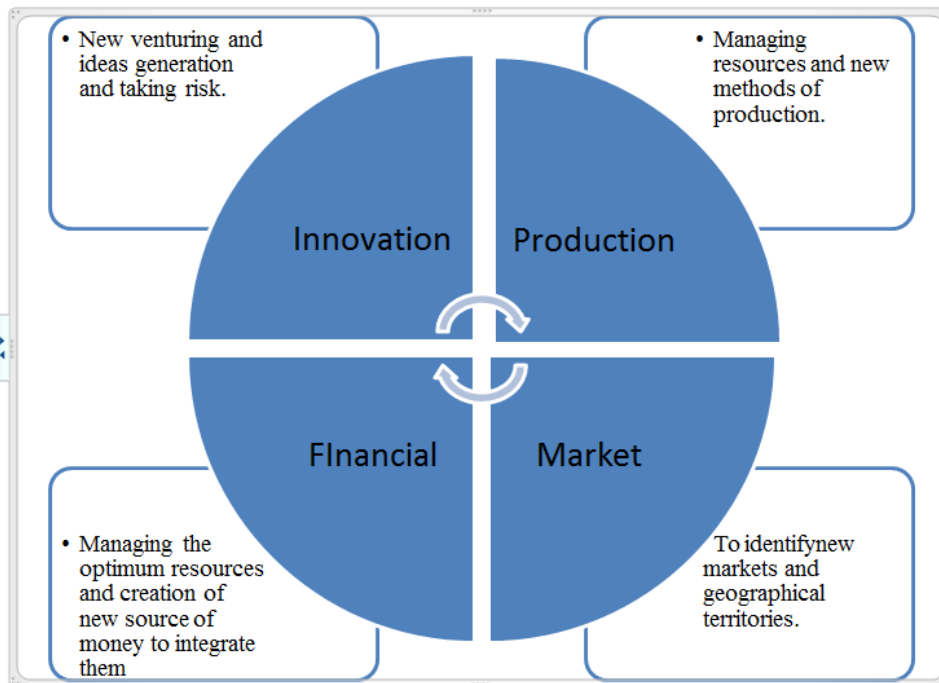


Figure1: Exploring the rural development model through entrepreneurship in the agriculture sector.

Source: Edited by Christie Rudmann, Specific targeted research project SSPE-CT-2005-006500

3.6 Factors Enhancing Entrepreneurial Development:

1) Agricultural Education and Training: Providing comprehensive agricultural education and training programs to aspiring Agri-preneurs is essential. This includes teaching those modern farming techniques, crop management, livestock rearing, and sustainable agricultural practices.

- 2) **Access to Information:** Ensure that Agripreneurs have access to up-to-date information on market trends, weather forecasts, crop prices, and government policies. This information helps them make informed decisions about their agricultural ventures.
- 3) **Skill Development:** Offer skill development programs that cover a wide range of agricultural activities, from planting and harvesting to post-harvest handling and value addition. These skills can help individuals optimize their agricultural practices and add value to their products.
- 4) **Financial Literacy:** Teach Agripreneurs about financial management, budgeting, and access to credit. This is crucial for managing the financial aspects of their agricultural businesses effectively.
- 5) **Market Linkages:** Facilitate connections between Agripreneurs and markets, including local and international buyers, food processors, and retailers. This can help them secure better prices for their products and expand their customer base.
- 6) **Technology Adoption:** Encourage the adoption of modern agricultural technologies, such as precision farming, IoT (Internet of Things) applications, and farm management software. These technologies can improve productivity and reduce wastage.
- 7) **Entrepreneurship Training:** Equip Agripreneurs with entrepreneurial skills, including business planning, marketing, and risk management. This empowers them to operate their agricultural enterprises as successful businesses.
- 8) **Access to Resources:** Ensure access to land, water, seeds, and other essential resources for agriculture. In many cases, land reform and land tenure policies may need to be addressed to provide secure land rights to Agripreneurs.
- 9) **Government Support:** Governments can play a significant role in promoting Agripreneurship by implementing policies that support small-scale farmers and Agripreneurs. This may include subsidies, grants, and infrastructure development.
- 10) **Collaboration and Networking:** Encourage Agripreneurs to collaborate with each other, form cooperatives, and participate in agricultural networks and associations. These connections can provide mutual support and opportunities for collective growth.
- 11) **Sustainability and Environmental Awareness:** Promote sustainable farming practices and raise awareness about the importance of environmental conservation. Sustainable agriculture ensures long-term success and minimizes negative impacts on the environment.
- 12) **Monitoring and Evaluation:** Implement monitoring and evaluation mechanisms to assess the impact of Agripreneurship and skill development programs. This helps refine strategies and allocate resources effectively.

3.7 Important Steps in the development of Agro based EDP Programme:

1. Identification of and location of perspective self-employees
2. Selection of potential self-employed/entrepreneurs from amongst prospective candidates
3. Agro based entrepreneurship development training
4. Providing help/guidance in selection of product and preparation of project report
5. Mobilizing different resources
6. Organisational support in setting a enterprise
7. Follow up

3.8 Young Agri-preneurs improve their skills through Agri-preneurship empowerment programmes:

Young Agri-preneurs in India can improve their skills significantly through Agri-preneurship empowerment programs. Evidence from various initiatives and programs in India suggests that these programs have been instrumental in equipping young individuals with the necessary knowledge, skills, and resources to succeed in agricultural entrepreneurship. Here are some key points and evidence supporting this statement:

1. **Training and Skill Development:** Many Agri-preneurship empowerment programs in India offer comprehensive training and skill development opportunities. These programs cover various aspects of agriculture, including modern farming techniques, crop management, animal husbandry, and value addition. For example, the National Institute of Agricultural Extension Management (MANAGE) offers specialized training programs for Agri-preneurs.
2. **Entrepreneurial Skills:** These programs also focus on nurturing entrepreneurial skills among young Agri-preneurs. They provide training in business planning, marketing, financial management, and risk assessment. This equips young Agri-preneurs to not only produce agricultural goods but also effectively market and sell them.
3. **Access to Information:** Agri-preneurship programs often provide access to valuable information, market intelligence, and technological advancements. This information is critical for young Agri-preneurs to make informed decisions and stay competitive in the market.
4. **Financial Support:** Some programs offer financial support in the form of grants, subsidies, and credit facilities. Access to capital is crucial for young Agri-preneurs to invest in their agricultural ventures and scale up their operations.

5. **Networking and Collaboration:** Agri-preneurship programs encourage networking and collaboration among young Agri-preneurs. This enables them to share experiences, knowledge, and resources, leading to collective learning and growth.
6. **Success Stories:** There are numerous success stories of young Agri-preneurs in India who have benefited from such empowerment programs. These individuals have transformed their small-scale farming operations into profitable businesses, contributing to rural development and economic growth.
7. **Government Initiatives:** The Indian government has launched various initiatives to promote Agri-preneurship among the youth. For instance, the Atmanirbhar Bharat Abhiyan and the Pradhan Mantri Krishi Sinchayee Yojana (PMKSY) provide support and incentives for young Agri-preneurs.
8. **Case Studies:** Several case studies and research papers have documented the positive impact of Agri-preneurship empowerment programs on the skills and livelihoods of young individuals in India. These studies showcase how these programs have enabled young Agri-preneurs to increase their income and contribute to rural development.

4. The structure of taxes on food grains and other commercial crops:

The taxes will be reviewed and rationalized. Similarly, the excise duty on materials such as farm machinery and implements, fertilizers, etc., used as inputs in agricultural production, post-harvest storage and processing will be reviewed. Appropriate measures will be adopted to ensure that agriculturists by and large remain outside the regulatory and tax collection systems. Farmers will be exempted from payment of capital gains tax on compulsory acquisition of agricultural land. Risk Management: Despite technological and economic advancements, the condition of farmers continues to be unstable due to natural calamities and price fluctuations. National Agriculture Insurance Scheme covering all farmers and all crops throughout the country with built-in provisions for insulating farmers from financial distress caused by natural disasters and making agriculture financially viable will be made more farmer-specific and effective. Endeavour will be made to provide a package insurance policy for farmers, right from sowing of crops to post-harvest operations, including market fluctuations in the prices of agricultural produce. In order to reduce risk in and impart greater resilience to Indian agriculture against droughts and floods, efforts will be made for achieving greater flood-proofing of flood prone agriculture and drought-proofing of rainfed agriculture for protecting farmers from vagaries of nature. For this purpose, contingency agriculture planning, development of drought and flood resistant crop varieties, watershed development programmes, drought prone areas and desert development programmes and rural infrastructure development programmes, will receive particular attention. The Central Government will continue to discharge its responsibility to ensure remunerative prices for agricultural produce through announcement of Minimum Support Prices policy for major agricultural commodities. The food, nutrition and other domestic and exports requirements of the country will be kept in view while determining the support prices of

different commodities. The price structure and trade mechanism will be continuously reviewed to ensure a favourable economic environment for the agriculture sector and to bring about an equitable balance between rural and urban incomes. The methodology used by the Commission on Agricultural Costs and Prices (CACP) in arriving at estimates of cost of production will be periodically reviewed. The price structure of both inputs and outputs will be monitored to ensure higher returns to the farmers and bring about cost effectiveness.

5. Conclusion and Recommendations:

Agri-preneurship represents a promising avenue for revitalizing agriculture, creating jobs, and ensuring food security. Skill development plays a pivotal role in nurturing Agri-preneurs who can bring innovation and sustainability to the sector. As governments, organizations, and individuals invest in developing the skills required for Agri-preneurship, agriculture is poised to transform into a dynamic and prosperous industry that meets the challenges of the modern world. By embracing Agri-preneurship and skill development, we can cultivate a future of agricultural success. Addressing these challenges often requires a multi-pronged approach involving government support, private sector investment, community collaboration, and capacity building for Agri-preneurs. Sustainable agricultural practices, improved access to credit, better infrastructure, and the development of efficient market systems are some of the solutions that can help Agri-preneurs overcome these challenges and thrive in the agricultural sector.

Expected outcome:-

Digital Literacy is the ability of individuals and communities to understand and use digital technologies for meaningful actions within life situations. Digitally literate persons would be able to operate computers/digital access devices (like tablets, smart phones, etc.), send and receive emails, browse internet, access Government Services, search for information, undertaking cashless transactions, etc. and here use IT to actively participate in the process of nation building.

MGDISHA is expected to be one of the largest digital literacy programmes in the world. Under the scheme, 25 lakh candidates will be trained in the FY 2016-17; 275 lakh in the FY 2017-18; and 300 lakh in the FY 2018-19. To ensure equitable geographical reach, each of the 250,000 Gram Panchayats would be expected to register an average of 200-300 candidates.

6. Following recommendations have been made through this research paper:

- 1) To enhance the environment for entrepreneurship by creating the right culture and conditions for entrepreneurship.
- 2) To create the right agricultural entrepreneurial policy.
- 3) To invest in a high quality, integrated system of support services.

- 4) To foster entrepreneurship education at all levels to ensure capacity building for diverse enterprises.
- 5) To strengthen business to business networking opportunities.
- 6) To monitor and evaluate entrepreneurship support interventions.

References

1. De Wolf, P., Schoorlemmer, H., & Rudmann, C. (2007). Important trends and required skills: an international synthesis. Exploring the Significance of Entrepreneurship in Agriculture. *Frick*, Switzerland: FIBL.
2. Dolapo Adeyanju, J. M. (2023). Can young agripreneurs improve their skills through agripreneurship empowerment programmes. *Heliyon*, Volume 9, Issue 1. <https://doi.org/10.1016/j.heliyon.2023.e12876>.
3. Dash, D. (2018). Generating livelihood for tribal youth through agripreneurship development: Prospects, retrospect, constraints and strategies. *Journal of Pharmacognosy and Phytochemistry*, 7(5), 3412-3416.
4. Marathe, P. (2012, October 16). *Udupi: Raghavendra Nayak - Role Model for Agriculturists*. Retrieved October Thursday, 2023, from <https://www.daijiworld.com/>: <https://www.daijiworld.com/news/newsDisplay?newsID=152774>
5. Mehra, D. S. (2019). Improving agripreneurship in India: The impact of training and incubation programme . *International Journal of Agriculture Extension and Social Development* , Volume 2; Issue 2; Jul-Dec 2019; Page No. 59-63 .
6. Service, E. N. (2016, October 20). *Agri-entrepreneurs script success story*. Retrieved Octocer Thursday, 2023, from Newindianexpress.com
<https://www.newindianexpress.com/states/odisha/2016/oct/20/agri-entrepreneurs-script-success-story-1529874.html>.
7. Tarania, Pratyush & Prusty, Ajay & Pradhan, Sabyasachi & Rout, Dwity & Rout, Sandeep. (2021). Rural Empowerment and Development through Agri-preneurship. *Food and Agriculture*, pp.35-46 Publisher: ESN.