

## ENTREPRENEURSHIP IN AGRICULTURE : NEEDS TO INCUBATE AGRIPRENEURS

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### **Abstract :**

**The Ministry of Agriculture, Government of India, in association with NABARD has launched a unique programme to take better methods of farming to each and every farmer across the country. This programme aims to tap the expertise available in the large pool of Agriculture Graduates. Also, agriculture in India is transforming its practices. Young and charged-up entrepreneurs are joining the fray, commodities are being turned into value-added products and premium prices can be demanded from various retail outlets. With the same available resources, young entrepreneurs are modifying their business-models and exploiting market opportunities to improve their lifestyles. This is not only helping the entrepreneur but also encouraging farmers to shift to a better world.**

**‘Agripreneurs’ are regarded as the new breed of businessmen or entrepreneurs who can drive change through innovations, they can easily adapt to constant dynamics of markets and the farm enterprise. With this is the assurance of profitability, sustainability and competitiveness of the various agricultural industries as wide-scale high value crop/livestock production, juxtapose with food processing and other value-adding ventures. This paper is focused on concept of agripreneurship, women agripreneurship, role of digitalization in the growth of agripreneurship and 6 Ms by William DDar for jumpstarting agripreneurship which clear the need to incubate the agripreneurs.**

**Keywords:** Agripreneurship, Agripreneur, women agripreneurship, e-agriculture.

### **Introduction :**

Agriculture today faces many challenges, including globalization and market liberalization, food price crises, natural resource depletion, climate change, rapid urbanization, changing production and consumption patterns, demographic

changes, and so on. Many of these directly or indirectly lead to changing markets, and create both opportunities and risks for farmers, especially for smallholders, youth, and women. With a growing recognition of the important role of smallholder agriculture for economic

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growth and rural development in many countries, market-oriented agriculture appears more prominently on the agenda. Agripreneurship is key in this regard.

Nowadays, easy access to technology, emergence of micro financing, liberalized government rules, awareness and training programs on agri and allied sectors and finally changing mindset of the highly qualified people to go for self-employment in the field of agriculture have contributed significantly in enhancing the potentiality for agripreneurship in India. Agriculture have several areas of entrepreneurship which include the activities like. Dairying, Sericulture, Goat rearing, Rabbit rearing, Floriculture, Fisheries, Shrimp Farming, Sheep rearing, vegetable cultivation, nursery farming, farm forestry and so on.

**Objectives:**

1. To acquaint the concept of Agripreneurship.
2. To understand the role of digital agri in development of Agripreneurship in India.
3. To make aware the need to be focused on Agripreneurship.

**Agripreneurship:**

*‘Agripreneurship refers to entrepreneurship in agriculture’.*

Agripreneurship= Agriculture + Entrepreneurship.

Entrepreneurship is a concept that encompasses transforming an idea or vision into a “new business or new venture creation or the expansion of an existing business by an individual, a team of individuals or an established business.”

Agripreneurship is defined as “*generally, sustainable, community-orientated, directly marketed agriculture. Sustainable agriculture denotes a holistic, systems-oriented approach to farming that focuses on the interrelationships of social, economic, and environmental processes*”.

**Agripreneur:**

Agripreneur defined as “*entrepreneur whose main business is agriculture or agriculture-related*”

Agripreneur= Agriculture + Entrepreneur

There are so many areas and sub-areas in agriculture. Within each area, enormous number of commodities is available. Based on the needs, agro-climatic conditions and available resources, agripreneurs can adopt some commodities and flourish on it. On other hand, there are uncounted jobless agriculture graduates looking for jobs. The agriculture production is much less in comparison to many other countries. Therefore, it becomes essential to train these jobless

agriculture graduates agri-business management and also provide finance to develop their own business in agriculture.

**Possible areas of entrepreneurship in agriculture:**

Making farmers aware of crop diversification, integrated farming, farm mechanization, market intelligence, value addition, post-harvest processing, new necessities for product quality, chain management, food security, sustainability and so on has brought a tremendous impact in agricultural sector and most of them now take agriculture as an enterprise with sound economic benefits. These alterations have cleared the way for new participator, innovation, and portfolio entrepreneurship. Following are some possible areas of entrepreneurship in agriculture-

**1- Agro produce processing units –**

These units do not manufacture any new product. They merely process the agriculture produce e.g. Rice mills, Dal mills, decorticating mills etc.

**2- Agro produce manufacturing units**

– These units produce entirely new products based on the agricultural produce as the main raw material. e.g. -Sugar factories, Bakery, Straw board units etc.

**3- Agro-inputs manufacturing units**

– These units produce goods either for mechanization of agriculture on

for increasing manufacturing plants, e.g. -Fertilizer production units food processing units, agricultural implements etc.

**4- Agro service centers** –These include the workshops and service center for repairing and serving the agricultural implement used in agriculture.

**5- Miscellaneous areas** – besides the above-mentioned areas, the following areas may prove to be encouraging to establish agri enterprises such as setting up of apiaries, feed processing units, seed processing units, mushroom production units, commercial vermin-compose units, goat rearing farmers club, organic vegetable and fruits retail outlet, bamboo plantation and jatropa cultivation.

Agripreneurship plays various roles in the growth and development of national economy through entrepreneurship development which increases the income level and employment opportunities in rural as well as urban areas.

**Women Agripreneurship:**

Agripreneurship among women is a major agenda of government for better balancing in the society and women empowerment. To achieve this, several measures needed to be taken. Among the

pool of farmers, 70% 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 needs to be properly channelized. One of the mediums for that is 'Agripreneurship'.

Women agripreneurship is a medium for women empowerment by making them self-sufficient, economically stable, independent decision taking, better purchasing power, sociocultural more active. There are various opportunities in agriculture and allied sectors which are needed to be explored more and practiced to get a sound economic benefit.

#### **Role of Digital Agriculture in Growth of Agripreneurship:**

Inexpensive smartphones equipped with various sensors are opening new opportunities for rural farmers who previously had limited access to up-to-date agricultural information (e.g., market, weather, and crop disease news) and assistance from agricultural experts and government extension workers.

Digital agricultural hub, i.e. agricultural apps help the farmers learn everything from tilling the land to sowing the seeds, crop protection to time for harrowing. Also, it is providing them direct access to the latest scientific information

and tools that may assist them to improve their agro-outcomes and set them up to date.

Even though, majority of farmers in the state or country are not aware that mobile phones can be used to conduct businesses and receive information. Mobile phone costs should be lowered to enable majority of farmers for having access to the current information about agri business within the state or country.

- e-Agriculture has not been implemented because farmers in the country have not been sensitized about it & young farmers were in lack of information about the agriculture such that e-agriculture might provide them useful information regarding the plantations that they have grown.

- The government should also conduct sensitization to create awareness for the farmers on how best they can use information technologies to conduct agri business.

- Illiteracy among farmers in reading messages is also another factor that pertains the usage of technology in agriculture. To overcome this, it is necessary to create awareness at least of learning the state language such that the message sent will be in the state language.

Agriculture apps are allowing farmers easier access to quality seeds and inputs such as fertilizers, digitizing our agriculture to help ease agricultural processes, boost electronic commerce. Agri apps are transfiguring agriculture as a paradigm shift, given that old ways of delivering important services to populations are becoming outdated.

**Six Ms By William D Dar For Jumpstarting Agripreneurship:**

As outlined by William D Dar, president of the InangLupa Movement in the Philippines, jumpstarting agripreneurship will require a change in perspective and resources of farmers. These include: **Mindset, Mentoring, Mastery, Market, Money and Machines** or referred to as the six Ms for Agripreneurship.

**Mindset** change is installing the culture of entrepreneurship to all stakeholders. In the educational system including parents, the academic program for agripreneurship should allow for pedagogy beyond the confines of classrooms and application of lessons learned in real-life situations to strengthen critical thinking. The industry partners can provide said platform for experiential learning.

Business incubations are helpful in **Mentoring**, providing the necessary guidance/directions and even coaching on

different functional areas of entrepreneurship. Technology business incubation (TBI) in agripreneurship can focus on the youth for providing and developing the skills in business management and operation, including access to funding that not only covers credit supply but also possible capital investment by partners or venture capitalists.

As emphasized by Dar, **Mastery** brings to focus the significance of deliberate inclusion the basics of entrepreneurship from secondary level to higher education. Key areas to master should also include spotting market opportunities, product positioning and differentiation, product and market development, business plan preparation and a system for continuous learning and innovating.

Besides the need for innovation, strengthening and creating **Market** linkages in the entire supply and value chains, both local and export markets can stimulate the production system. When agripreneurs are able to convert raw agriculture produce into higher value-added products, referred to as agro-processing, they can compete both in the local and global markets. The aim to tap the export markets can stimulate even greater farm production and bring more

income to agripreneurs and even farmers who work together with them.

Resources like **Money And Machinery** are as equally important since these are inputs to make one's business competitive. Money would also include skills and knowledge in financial tasks. Financial literacy is important not only in putting up schemes for financing agribusinesses but the entire process of decision-making. Towards the pursuit of agripreneurship, one must not only have the appropriate tools or equipment but must also learn art to achieve cost-efficient production and processing including packaging. Together, these ensure quality production and as mentioned earlier, to be globally competitive.

Thus, it's need of hours to create better ecosystem for agripreneurship. Agripreneurship will be the best use of collective potential of the young farmers across the country by providing attention and more improved reforms than all other sectors.

#### **Conclusions:**

As agriculture sector contributes around 16% of GDP, becomes the backbone of the Indian economy. It has political dimensions, social dimensions, economic dimensions, power dimensions linkages with many other sectors and dimensions i.e. multi sector linked sector.

Agripreneurship in sustainable agriculture like natural farming, organic farming, eco-friendly agriculture etc. has the potential to transform the face of rural India, the prime driver of our economy. Agripreneurship is not only an opportunity but also a necessity for improving the production and profitability in agriculture and allied sectors. Agripreneurship development will help the economy to achieve tremendous growth in primary sector and contribute for rural development. Further, women-agripreneurship helps in achieving balanced economic growth.

Therefore, there is a dire need of making suitable policies and frameworks like National Agricultural Development Policy by the government with action plans. Also needs strong Agricultural Ministry for achieving the target of agripreneurship development with establishment of several support systems to incubate the agripreneurs in rural India. National Technology Policy can enhance the level of farm mechanization in the country with the help of digitalization in agriculture. Cooperation and coordination between Central and State Government with common framework can results in developing innovative ways to help and empower the farmer community. It can be possible by starting special incubation

centers for Agripreneurship in rural and agri sectors/ areas.

It is clear that there is a great scope for entrepreneurship in agriculture and this potentiality can be tapped only by agripreneurship which needs to be focused.

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## विनम्र आवाहन

मा. प्राचार्य,

प्राध्यापक, संशोधक विद्यार्थी यांना विनम्र आवाहन,

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