

Entrepreneurship Development in Agriculture

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INTRODUCTION

India is the world's second biggest producer of agricultural commodities. Agriculture is the backbone of the Indian economy, with agriculture and its allied sectors providing the majority of rural households with their primary source of income, and the majority of rural households depend largely on agriculture and allied activities for a living. Globally, India ranks first in pulses, dairy products, fruits such as banana, mango, guava, and papaya, and second in rice and wheat production. India has also made significant strides in the production of flowers, particularly cut flowers, which have an export growth potential. Floriculture covered 0.31 million hectares in 2019-20 (3rd Advance Estimates) with a production of 2.99 million tonnes of flowers, making it the largest producer, consumer, and exporter of spices and spice products. The total spice production in 2019-20 (third advance estimates) was 9.75 million tonnes from an area of 4.14 million hectares (Annual report 2020-21 of the Department of Agriculture & Farmers Welfare)

Concept of Agri-preneurship

Agri-preneurship is a type of agriculture entrepreneurship in which an entrepreneur develops new methods and ideas to solve agricultural marketing and production problems. It is an emerging business for the long-term growth of the Indian economy, as well as for creating tremendous employment possibilities and opportunities for rural people in agriculture and allied sectors. Role of Agripneurship in National Economy

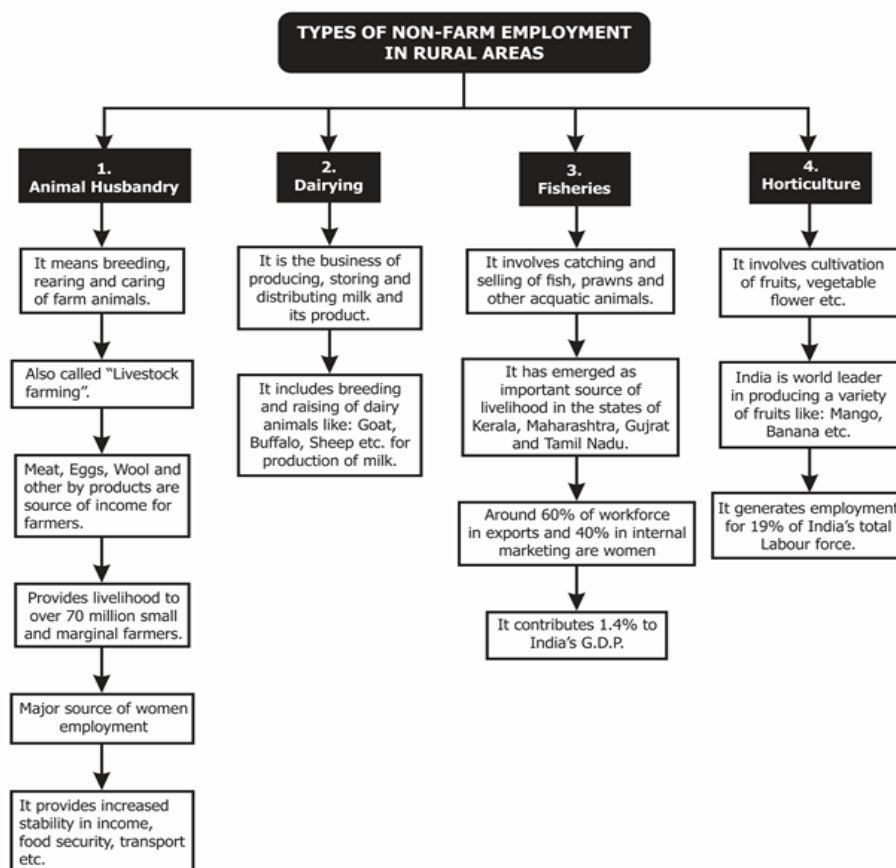
- Agripneurship plays a number of roles in the growth and development of the national economy by fostering entrepreneurship, which raises income levels and employment opportunities in both rural and urban areas.
- It supports in lowering food costs, reducing supply uncertainty, and improving the diets of the country's rural and urban poor.

- It also promotes economic growth by increasing and diversifying income and providing entrepreneurial opportunities in both rural and urban areas.

Some entrepreneurial areas in agriculture

- **Farming-** Crop, dairy/poultry/goat, fish, rabbit, vegetables, flowers, ornamental plants, palmrosa, fodder, sericulture, agro-forestry, beekeeping, mushroom.
- **Product Marketing-** Wholesale, retail, commission agent, transport, export, finance, storage, consultancy.

- **Inputs Marketing-** Fertilizer, agricultural chemicals, seeds, machineries, animal feed, poultry hatchery, vetmedicines, landscaping, agriculture credit, custom service, bio-control units, bio-tech units.
- **Processing-** Milk, fruits, vegetables, paddy, sugarcane, cashew, coir, poultry, cattle, tannery, brewery.
- **Facilitative-** Research and development, marketing information, quality control, insurance, energy.



Development of Agripreneurship in India

Agripreneurship employs several mechanisms, such as forward and backward linkages with secondary and tertiary sectors, such as manufacturing and service sectors. Potential in agriculture and related industries can be identified at various stages of the agricultural process. In general, agribusiness opportunities

exist at the input stage, farming stage, value chain, output marketing and processing stage, and related services. As a result of globalisation and a more interconnected global market, the scope and potential of agribusiness opportunities is expanding. There are numerous opportunities for entrepreneurs.

Agriculture requires a wide range of inputs, including seeds, fertilisers, pesticides, and innovative and localised farm technology. As a result, the aforementioned areas create agribusiness opportunities in the areas of creating and producing these inputs. Bio-pesticides, bio-fertilizers, and other bio-based products offer very promising entrepreneurial opportunities.

The growing emphasis on organic farming is creating even more opportunities. When it comes to seed development, there is a lot of room for R&D. Even in adverse climatic conditions, these seed varieties are expected to serve. To maximise revenue and improve the living conditions of our farming community, crop productivity should be increased, which is possible with good management practises and high-quality inputs. India can only produce 50% of the average global output per hectare. To be more specific, there are opportunities for agri-preneurship development in the areas of farming vegetables, fruits, food grains, pulses, oil seeds, and so on, developing greenhouse concepts, herbal plantation, dairy and poultry development, animal husbandry, grading and packaging of agri-products, establishing food processing units, and establishing cold storage facilities.

Scope for agri-entrepreneurship in India

1. India has a diverse agro-climate, which helps in the production of temperate, subtropical, and tropical agricultural products.
2. There has been an increase in demand for agricultural inputs such as feed and fodder, inorganic fertilisers, and bio-fertilizers.
3. Biotechnology applications in agriculture are a boon for seed production, bio-control agents, and industrial microbe harnessing for various products.
4. Economic growth will be enhanced by harnessing the export. According to World Trade Organization (WTO), India

has immense potential to recuperate its present position in the World trade of both raw and processed form of agricultural commodities. At present processing is done at primary level only and the rising standard of living expands opportunities for secondary and tertiary processing of agricultural commodities.

5. Large coastal line and internal water courses should be utilized for production of marine and inland fish. Ornamental fish culture already gaining popularity due to growing aesthetic value among the citizens of India.
6. The livestock wealth provides vast scope for production of meat, milk and milk products, poultry products etc.
7. The forest resources can be utilized for production of forestry by products.
8. Beekeeping and apiary can be taken up on great extent in India.
9. By improving technique of production, enhancement in domestic consumption and export of mushroom production can be done.
10. Farmers should have been encouraged and educated about organic farming because it has the greatest potential in India because pesticide and inorganic fertiliser use is lower in India than in other industrialised countries.
11. Significant opportunities for the development and promotion of bio-pesticides and bio-control agents for crop protection.
12. Due to the plateauing of high return varieties' productivity, seeds, hybrid, and genetically modified crops have the greatest future potential in India.
13. Micro-irrigation systems and labor-saving agricultural inputs have potential in the coming years due to declining groundwater levels and workers scarcity for agricultural operations such as weeding, transplanting, and harvesting.

14. Vegetable and flower production under greenhouse conditions can be harnessed for export.
15. Trained human resources in agriculture and allied sciences will acquire on agricultural extension system due to deteriorating state finance resources and down-sizing the present government agricultural extension staff as consulting services.