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AGRIPRENEURSHIP – AN INNOVATIVE PATH TO THE ENTREPRENEURS

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ABSTRACT

Entrepreneurs are important to market economies because they can act as the wheels of the economic growth of the country. By creating new products and services, they stimulate new employment, which ultimately results in the acceleration of economic development. Agripreneurship refers to entrepreneurship in agriculture. 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" (Reynolds et al.). India is an agrarian country. Agriculture remains a key sector of the Indian economy accounting for around 25 percent share in the gross domestic product. Increased number of people and unemployed graduates living in rural areas are migrating to urban areas in search of jobs. But the country is unable to create ample job opportunities along with economic development. Agripreneurship is the entrepreneurship activities practised by individuals who own goals to create wealth by applying innovative skills within the agriculture industry. Agricultural entrepreneurs are those entrepreneurs who raise farm products and market them. Agripreneurship helps in reducing food costs, supply uncertainties and improving the diets of the rural and urban poor in the country. It also generates growth, increasing and diversifying income, and providing entrepreneurial opportunities in both rural and urban areas. Basically, the agripreneurial opportunities are at Input stage, Farming stage, Value chain, output processing and marketing stage and related services. At current scenario, Agripreneurship acting as a Tool to the Upliftment of not only Agriculture, but also the upliftment of the economy as a whole.

KEYWORDS

entrepreneurship, agriculture, entrepreneurial opportunities, innovative skills, upliftment and agripreneurship.

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1. INTRODUCTION

India is basically an agriculturally based economy. Approximately 70% of the population is living in rural area depending on agriculture and allied sectors for their livelihood. The development of economy through agricultural sector will help India in developing the rural community (Anderson, 1982). If we compare between rural and urban, the major proportion of the population living in rural is unable to get the benefits of the development happening in India. On 2.4 percent of world land India is managing 17.5 percent of world population. At the time of independence, more than half of the national income was contributed by agriculture along with more than 70 percent of total population was dependent on agriculture (Pandey, 2013). Agriculture and allied sectors are considered to be mainstay of the Indian economy because these are important sources of raw materials for industries and they demand for many industrial products particularly fertilizers, pesticides, agriculture implements and a variety of consumer goods (Bairwa et al., 2014a).

Entrepreneurship is connected with finding ways and means to create and develop a profitable farm business. The terms, entrepreneurship and agripreneurship are frequently used in the context of education and small business formation in agriculture. Agripreneurship is the entrepreneurial process taken up in agriculture or the allied sectors. It is the process of adopting new methods, processes, techniques in agriculture or the allied sectors of agriculture for better output and economic earnings. Agripreneurship converts agricultural activity into an entrepreneurial activity. By adopting innovative ideas in agriculture and allied sectors an agripreneur who is an innovator also, drives the changes in rural economy.

Dollinger (2003) defines entrepreneurship in agriculture as the creation of innovative economic organization for the purpose of growth or gain under conditions of risk and uncertainty in agriculture. A shift from agriculture to agribusiness is an essential pathway to revitalize Indian agriculture and to make more attractive and profitable venture. Agripreneurship have the potential to contribute to a range of social and economic development such as employment generation, income generation, poverty reduction and improvements in nutrition, health and overall food security in the national economy. Agripreneurship has potential to generate growth, diversifying income, providing widespread employment and entrepreneurial opportunities in rural areas.

Agripreneurship is the development of Sustainable Agriculture, which means "a holistic, systems-oriented approach to farming that focuses on the interrelationships of social, economic, and environmental processes". Agripreneurship can already be seen in Dairy, Sericulture, Goat rearing, Rabbit rearing, Floriculture, Fisheries, Shrimp Farming, Sheep rearing, vegetable cultivation, nursery farming, and also farm forestry. In addition, Agripreneurs develop initiatives such as Agro-produce processing units (Rice and pulses mills), Agro-Produce manufacturing units (Sugar and Bakery factories/units), Agro-Inputs manufacturing units (Fertilizer production units food processing units), Agro-service centres (service centres for repairing agri-based tools and equipment), and also other agri- enterprises that sets up Apiaries, feed and seed processing units, mushroom production units, commercial vermin-compost units, organic vegetable and fruits retail outlet, and also the much debated jatropha cultivation.

Newer forms of Agripreneurship models link farmers to markets, both rural and urban, and adopts a decentralised approach in order to boost youth entrepreneurship and contribute to developing regional economies. These models also integrate services of credit, market linkages and also high-quality input, crop advisory to large cohorts of farmers. With effective management of different agri-elements, an individual with risk bearing capacity and a quest for latest knowledge in agriculture sector could prove to be a right Agripreneurs. Agripreneurship is not only an opportunity but also a necessary force for improving the production and profitability in agriculture sector.

2. LITERATURE REVIEW

Entrepreneurial activities are critical in moulding our lives and well-being (Sieger et al., 2016). Entrepreneurship has suddenly become a policy tool in combating unemployment, rising poverty, economic inequality, and food insecurity (Yusoff et al., 2019; Arafat et al., 2020; Magagula and Tsvakirai, 2020). Agripreneurship is considered a growth engine in many countries worldwide, potentially eliminating poverty while also increasing economic growth and development (Bannon et al., 2021). Entrepreneurship fosters value creation in terms of opportunity and socio-economic well-being in the economy (Acs et al., 2008). It primarily aids in regulating economic activity by taking the following actions: 'developing new businesses, "refocusing existing enterprises,' and re-orientating national institutions' (Reynolds et al., 2004).

The agricultural sector provides an appealing foundation for investigating fundamental topics in entrepreneurship research. As a result, recent research (Afandi et al., 2017; Arafat and Saleem 2017; Pindado and Sánchez 2017) have advocated studying entrepreneurship in a particular industry to gain a deeper understanding of the phenomena. In addition, the approaches used to examine conventional entrepreneurship can also be used in the agriculture sector (Borsch and Forsman, 2001; Carter, 1998; Carter and Rosa, 1998; McNally, 2001). The agriculture industry has several distinct qualities that make it an intriguing sector to investigate. These qualities may include but are not confined to - 1) an inherent lack of conviction in biological mechanisms, 2) structural change, and 3) the regulatory environment. 4) Expanding markets, and 5) start-up financial assistance (Grande et al., 2011).

The definition of agripreneurship has been the topic of much debate among academics (Lans et al., 2013; McElwee, 2006, 2008; Vik and McElwee, 2011; Bairwa et al., 2014). Agricultural entrepreneurship has been linked to establishing non-agricultural businesses by established farmers (Seuneke et al., 2013). Pindado and Sánchez (2017) define agriculture entrepreneurship as the decision of individuals to start a new agriculture business. Nagalakshmi and Sudhakar (2013) opined that "agripreneurship is the generally sustainable, community-oriented, directly-marketed agriculture." Umar (2019) denoted that agripreneurship is the integration of agriculture and entrepreneurship. Bairwa et al., (2014), on the other hand, described it as the inter-link between agriculture and entrepreneurship. In addition, (Verma et al., 2018) consider it as adopting new methods, procedures, and techniques in agriculture, or the allied areas of agriculture, for better output and economic earnings. Therefore, it implies that agripreneurship is an amalgamation of agriculture and entrepreneurship, leading to farming as a business venture. Agripreneurs, on the other side, are individuals who create or provide creative solutions to agriculture production for profit. They are people who create new goods, markets, or ways of doing things in agriculture that benefit society. Agripreneurs play a significant role in agricultural value creation that cuts across the production cycle, agro-processing, and marketing or retail sector.

Studies have also established that socio-psychological factors such as age, education, personality traits, prior knowledge, and social network influence the agripreneurial behavior of youths (Adekola and Abdulrahmon Ishola, 2020; Dahalan et al., 2015; Okeke et al., 2015; Wanyonyi and Bwisa, 2015; Yaseen et al., 2018). Hajong and Padaria (2016) found that attitudinal factors are critical in affecting agripreneurial behavior. Similarly, previous studies highlighted a lack of entrepreneurial culture, low infrastructural development, adequate institutional support and government policy as factors affecting entrepreneurship ventures (Esiobu et al., 2015; Mahmoud, 2018; Verma et al., 2018).

Sah (2009) state that developing entrepreneurs in agriculture will solve the entire problem like (a) Reduce the burden of agriculture (b) Generate employment opportunities for rural youth (c) Control migration from rural to urban areas (d) Increase national income (e) Support industrial development in rural areas (f) Reduces the pressure on urban cities.

3. OBJECTIVES & METHODOLOGY

Agri - "culture" is increasingly changing to Agri - "business" in rural India. Though youth are generally apathetic to get themselves involved in agriculture, many are keen to pursue agribusiness as an enterprise. They consider agribusiness as a profession which bestows reputation in the society (amidst the competing IT and related sectors). It also offers better income. Such a change calls for an extension approach beyond the conventional thinking on "crop and livestock production" or "technology". Entrepreneurship development gains momentum in this emerging context. Hence approaches on developing entrepreneurship needs to be discovered and appropriately synthesized with extension so as to have a meaningful and relevant extension system that suits to the entrepreneurs who are engaged in agriculture, livestock and related activities.

This paper mainly focused on basic concepts of agripreneurship, entrepreneurship skills, and needs of agripreneurship development in India along with major reason for promoting agripreneurship development in country with the objectives below:

1. To overview the significance of agriculture and allied sector in the growth of the economy.
2. To find out the role of entrepreneurship in agriculture and its allied fields.
3. To study the concept of Agripreneurship and its necessity for the development of the economy.
4. To analyze the role of Agripreneurship in generation of Employment and Income.
5. To examine the main challenges faced by the Agripreneurs.
6. To analyze the Government Initiatives for Agripreneurs.
7. To provide suggestions for the growth of Agripreneurship.

The study is based on only secondary data which were collected from books, journals, government reports, websites and NSSO data.

4. RESULTS & DISCUSSION

Since the inception of New Economic Reforms, adoption of liberalization, privatization and globalization (LPG) and world trade organization (WTO) in 1992 – 95, it is expected that rural area will grow at par with urban area. Performance of agriculture during first phase of economic reforms till 1998 remained driving force for this notion among all the spheres of academia, administration and government (Singh, 2013). However, things went on different path in the later years and performance of agriculture has not remained satisfactory. Till recently, agriculture used to be treated as just an activity of land tilling and crop harvesting but growing waste land, depleting natural resources, growing migration by rural youth to urban areas, negative perception of the children of farmers towards farming, and emerging technologies in agriculture have necessitated redesigning of agricultural activities. Applying the thought and practice of entrepreneurship in the field of agriculture generates wide range of economic benefits like – increased agri productivity, creation of new business ventures, new Jobs, innovative products and services, development of rural areas and increased wealth.

Traditional farmers who are unaware of scientific agriculture and effective agri management systems are unable to cope up with delaying monsoons, drought, crop debts, fake seeds and shortage of fertilizer, as a result resort to committing suicide. The managerial, technical and innovative skills of entrepreneurship applied in the field of agriculture many yield positive results and a well-trained agripreneurs may become a role model to all such disheartened farmers.

While India has emerged as one of the top three countries globally in term of the number of start-ups found, the start-up ecosystem for agri-entrepreneurship or Agripreneurship does not present a happy scene. For example, in 2015 out of \$6 billion invested in an overall tech start-up, the agriculture sector managed to attract less than 1% investment. However, in 2016, a sum of \$3.23b was invested in agriculture sector worldwide, out of which 53 Indian agri-tech start-ups managed to raise \$313m. One would like to believe 'slow and steady wins...', but regional/ state-wise inequality in attraction investment remained a challenge even in 2019. The disperse nature of investment in agripreneurship made in India should invite more debate and mainstream focus.

Newer forms of Agripreneurship models link farmers to markets, both rural and urban, and adopts a decentralised approach in order to boost youth entrepreneurship and contribute to developing regional economies. These models also integrate services of credit, market linkages and also high-quality input, crop advisory to large cohorts of farmers. With effective management of different agri elements, an individual with risk bearing capacity and a quest for latest knowledge in agriculture sector could prove to be a right Agripreneurs. Agripreneurship is not only an opportunity but also a necessary force for improving the production and profitability in agriculture sector.

For India, agriculture feeds and provides nutrition requirements of 1.3 billion people in addition to creating work for about 60% Indian population through forward and backward linkages. The entrepreneurial ecosystem in India has been lauded internationally, the public-private partnership models have also acted in favor of youth entrepreneurship development. While India has emerged as one of the top three countries globally in term of the number of start-ups founded, the start-up ecosystem for agri-entrepreneurship or Agripreneurship does not present a happy scene. For example, in 2015 out of \$6 billion invested in an overall tech start-up, the agriculture sector managed to attract less than 1% investment. However, in 2016, a sum of \$3.23b was invested in agriculture sector worldwide, out of which 53 Indian agri-tech start-ups managed to raise \$313m. One would like to believe 'slow and steady wins...', but regional/ state-wise inequality in attraction investment remained a challenge even in 2019. The disperse nature of investment in agripreneurship made in India should invite more debate and mainstream focus.

4.1. ENTREPRENEUR'S QUALITIES AND ENTREPRENEURIAL SKILLS FOR AGRIPRENEURSHIP

Entrepreneurs are those people who exhibit common traits such as single-mindedness, drive, ambition, creative, problem solving, practical, and goal-oriented. An entrepreneur is an individual who recognizes an opportunity or unmet need and takes the risk to pursue it. He needs to develop these abilities, managing productivity and seeking out new markets (Singh, 2013). Personal qualities of an agri-entrepreneur significantly affect the agribusiness (Brockhaus and Horwitz, 1986; Nandram and Samson, 2000). Self-criticism, leadership, market orientation and creativity are important for successful entrepreneurship development. Entrepreneurship skills are considered to be those competencies required to accomplish tasks and activities related to the farm business. These can be developed by learning and experience. Hanf and Muller (1997) suggest that in a dynamic environment with fast technical progress, open minded farm entrepreneurs will recognise more problems than they are able to rationally solve. Man et al., (2002) categorized entrepreneurial competences in six key areas which includes opportunity

recognition skills, relationship building, Organizing, Strategic competences, conceptual thinking and problem solving skills. Lauweres (2002) study of weaknesses in entrepreneurship and selected seven critical success factors which are management and strategic planning, knowledge of the ecosystem, capable and professional staff, understanding of the value chain perspective, craftsmanship, ability to learn and seek opportunity and enterprising personal characteristics. Thus, management skills are the complete package of skills that a farmer would use in order to develop the farm business. Kallio and Kola (1999) in a study of farmers in Finland attempted to determine what factors gave farmers competitive advantage over other farmers suggest that there are seven characteristics of a successful farm and farmer (1) profitable production seemed to be associated with continuous evaluation of production, incomes and expenditures (2) constant development of cognitive and professional skills i.e. Continual Professional Development (CPD) (3) They benefit from a positive work ethic (4) goal-oriented operation, i.e., the ability to set goals, to reach them and to set new ones (5) utilization of recent information that is relevant for the individual farmer's own circumstances and the needs of the farm (6) favourable starting points for the enterprise, meaning good condition of machinery, buildings, land and an appropriate balance between pricing of product and investments in production (7) cooperation with others in the supply chain. Schiebel (2002) reported that successful farmers differ from others in terms of three personality traits. They have more belief in their ability to control events, problem-solving abilities and social initiative. Agripreneurs is a dynamic business manager performing various agri based activities using different resources viz. physical resources, financial resources, human resources and information, in order to accomplish a certain goal.

4.2. MAJOR REASONS FOR PROMOTING AGRIPRENEURSHIP IN INDIA

Agriculture frames the foundation of the Indian economy. Thus, India is likewise called 'Agriculture - Commanded Nation.' Agriculture assumes a vital part in the Indian economy is confirmed by the certainties that it contributes 22 per cent to the aggregate gross residential items, gives business to around 65 per cent of the aggregate work constrain, and contributes 14.7 per cent of aggregate fares of the nation. Over the period of time, the contribution of agricultural sector in GDP in India has declined to 13.7% in 2012-13 from 51.9% in 1950-51. This decline is result of the shift from traditional agricultural economy to industry and service sectors, this performance is very meagre if we consider the size of the employment in this sector. In 2013-14, the GDP contribution of agricultural sector has been improved to 18%. More than 50% of people are employed in agricultural sector contributing to only 14 % of GDP. With respect to agricultural production India stands second but as far as export are concerned it is ranked 14th in the world. It is reported that the India's average agricultural production per hectare is only half of the of the world's average (50%), which indicates the need and potential for development of this area.

Agriculture remains a key sector of the Indian economy accounting for 13.2 per cent share in the gross domestic product (GDP) and about 13 per cent of the total export earnings. India is the second largest producer of rice and wheat in the world; first in pulses and fourth in coarse grains. India is also one of the largest producers of cotton, sugar, sugarcane, peanuts, jute, tea and an assortment of spices. In terms of the real value added, the Indian agriculture sector ranks third, after China and the United States. The share of agriculture in the total value added to the economy, at around 13.2 per cent, is still quite high. This implies that agriculture is likely to remain a priority, both for policy makers as well as businesses, in the foreseeable future and any move to ramp up the sector calls for a multi-pronged strategy. In recent years, there has been a considerable emphasis on crop diversification towards horticulture (fruits, vegetables, ornamental crops, medicinal & aromatic plants and spices), plantation crops (coconut, cashew nuts and cocoa) and allied activities. Creation of critical infrastructure for cold storage, refrigerated transportation, rapid transit, grading, processing, packaging and quality control measures open major opportunities for investment. India is second highest fruit and vegetable producer in the world (134.5 million tons) with cold storage facilities available only for 10% of the produce. We are second highest producer of milk with a cold storage capacity of 70,000 tonne and sixth largest producer of fish with harvesting volumes of 5.2 million tonnes. India is fifth largest producer of eggs in the world. Investments in cold chain required storing 20% of surplus of meat and poultry products during 10th plan require Rs 500 Crores (Sah, 2009). Thus, Indian agriculture need to convert in agribusiness due to above mentioned reasons which only possible through agripreneurship development.

4.3. OPPORTUNITIES FOR AGRIPRENEURSHIP DEVELOPMENT

From very beginning to till now India has been considered an agrarian economy. There are several mechanisms worked in the Agripreneurship like forward and backward linkages with secondary and tertiary sectors i.e., manufacturing and service sectors. Opportunities in agriculture and allied sectors can be identified at different phases of agriculture process. Basically, the agripreneurial opportunities are at Input stage, Farming stage, Value chain, output processing and marketing stage and related services. Presently the scope and potential of Agripreneurial opportunities is increasing as a result of globalization and more interconnected world market. There are many potential opportunities for entrepreneurs. Agriculture process needs so many kinds of inputs like seeds, fertilizers, pesticides and innovative and localized farm technology. So above mentioned areas create agripreneurial opportunities in the areas of developing and producing these inputs. There are very promising opportunities for entrepreneurial process in the areas like bio-pesticides, bio-fertilizers, vermicomposting, testing and amending soil etc. The increasing focus on organic farming is opening still more opportunities. There is a lot of scope for R&D with respect to seed development.

4.4. AREAS OF AGRIPRENEURSHIP

Bee keeping: There is an immense scope of honey production and bee-keeping in the country due to its wide area of flora and fauna. This is such a growing venture where even as illiterate and resource poor men/women can start their own with no land required.

Animal Husbandry: India ranks 1st in milk and milk product production. Livestock management and cattle rearing has been the part of our day to day life. Rearing of improved breed and their proper's management can give a good return to the farmers.

Fruit and Vegetable Preservation: Another major small industry which can be started very easily is production of various fruits and vegetables preserved items viz., Potato chips, Potato fingers, Potato pappad, Mango and Litchi Squashes, Jam, Jelly Marmalade, Mixed vegetable, Tomato pickles, Tomato sauce, Ketchup etc. Horticulture based enterprises: India is major producer of vegetables viz., Potato, Onion, Eggplant, and Cauliflower. Bihar is known for its Shahi Litchi, other fruits grow is Mango, Guava, Citrus, Banana, Papaya, Ber, Pineapple and Makhana. Flavour of its Spices, red Chilli and Coriander spreads all over the country. Besides above mentioned enterprise there several others which has huge potential to develop as Agri-enterprises like fisheries, Custom hiring, Agri-clinic etc.

4.5. ROLE OF AGRIPRENEURSHIP IN NATIONAL ECONOMY

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 (Bairwa et al., 2012). Agripreneurship also play following role in the economic system (Sah, 2009). It helps in inducing productivity gains by smallholder farmers and integrating them into local, national and international markets. Φ It helps in reducing food costs, supply uncertainties and improving the diets of the rural and urban poor in the country. Φ It also generating growth, increasing and diversifying income, and providing entrepreneurial opportunities in both rural and urban areas.

- ❖ **Social and economic benefits:** Agripreneurs standard of living is increased with socio-economic empowerment. They are recognized with social status and prestige. They can afford quality and quantity of nutritious food, better education, and medical facilities to their families. It is a promising sector to build resources and mobilize local resources for community development as a whole.
- ❖ **Net income:** The process of vale chain and agro processing manifolds the net income into many times than conventional method of marketing after produce.
- ❖ **Sustainability:** Agri-preneurs continue to learn and embrace sustainable farming methods, business opportunities through the cycle of agribusiness and overcome risks associated with agribusiness. They always seek for more sustainable development of their enterprises.
- ❖ **Employment generation:** The most pressing advantage of agripreneurship development is huge employment opportunities for rural youth and farmers. Therefore, it helps in enhancing rural income and improving lining standard of rural people.
- ❖ **Reduce rate of migration of rural people to urban centres:** Agripreneurship development creates lot of employment in rural areas itself, thus provide people their standard livelihood in villages only. This reduces the rate of migration of rural people particularly rural youth from villages to urban centres consequently reduce the population pressure on urban infrastructure.
- ❖ **Providing urban amenities in rural areas:** The agripreneurial ventures will not grow alone but the supporting resource infrastructure will grow which will create urban like setup and facilities for local inhabitant in rural areas.

4.6. CHALLENGES FOR AGRIPRENEURSHIP DEVELOPMENT

Despite huge potential and prospects of agripreneurship development in the country there are some important challenges in the process of agripreneurship development which needs to be taken care very seriously and timely: They are as following:

- **Inadequate infrastructural facilities:** For any kind of development, infrastructure is a pre requisite. In rural India, the infrastructural facilities are very poor and inadequate particularly with respect to the facilities like transportation, communication, power and marketing networks.
- **Lack of entrepreneurial culture among people:** In India, in many areas very poor entrepreneurial culture has been identified. Lack of education and awareness is causing a gap in the development of entrepreneurial culture among rural people.
- **Migration of skilled and talented workforce from rural area to urban:** People from rural area are migrating to urban area because of very poor infrastructure and facilities in rural areas. This migration is creating a gap in the rural talent. It is because of lack of employment, skill, specialization and platforms to use their talent. Even Skilled, educated and trained in some specific areas are seeking jobs with different areas in urban sector. Also, rural youth are attracted to urban lifestyle seeking better career opportunity.
- **Poor technologies and equipment:** Information helps people to explore the opportunities analyzing the situation and make appropriate decisions at right time. Lack of information is a big gap in agripreneurship development. Lack of Information Technology and knowledge on farm equipment and farm enterprise will have an adverse impact on the development of Agripreneurship. It happens due to poor technological facilities and equipment creating challenge for information support for agripreneurship development which is very critical for smooth growth of this sector.
- **Problems in marketing of agricultural products:** Production has no value unless it is sold and consumed. Lack of proper transportation, warehousing facilities, lack of facility to promote the agri-products, lack of market information, destabilized prices for agriculture products, uneven demand, influence of local mediators and many more are creating a lot of trouble for farmers in the process of marketing their products.
- **Inadequate institutional measure and Government Policies:** Though there are number of Govt. policies, the implementation is felt not appropriate because of the problems like corruption and bureaucracy. Because of illiteracy and ignorance, the rural people are unable to get the information of the policies of the Government and get the benefit. Critically speaking, the support from the Government in agriculture sector is much less than the support extended to industry and service sectors development.

4.7. SUGGESTIONS FOR PROMOTING AGRIPRENEURSHIP IN INDIA

There is an urgent need for promoting entrepreneurial culture among the people in rural areas and to create a vibrant environment for the rural development

- Identifying promising agricultural and allied areas of business to promote entrepreneurial activity.
- Providing area specific technical training programmes to develop the required technical competency among the potential entrepreneurs.
- Promoting the establishment of forum and platform where organization concerned with entrepreneurial development in agriculture.
- Establishing developmental fund to support the start-up process of agripreneurship to establish agricultural incubation centres.
- Extending support in terms of providing financial and marketing support.
- Entrepreneurial education and training to the potential rural youth.
- Improving infrastructural setup in rural areas.
- Identification of important and specific areas of agripreneurship development across the stages of value chain of the agricultural process and designing appropriate strategies for the promotion.

Besides above visible impact agripreneurship also helps in reducing unemployment and under-employment thus helps in alleviating poverty. Agripreneurship helps in checking migration of skilled and talented rural youth and workforce from rural to urban areas thus reducing population pressure on major urban centre and also create opportunity within villages itself.

5. CONCLUSION

From the last many years country is constantly struggling with the problems of unemployment, underemployment, especially amongst the rural populace and unfortunately, we have failed in addressing these problems very effectively. Considering that two-thirds of the Indian population is employed (either directly or indirectly) in the agriculture sector, providing viable and sustainable business opportunities in Indian agribusiness is imperative for generating employment in the country. With Industrialization attaining a plateau, the opportunities of value addition in farm produce has the potential to not only address the issues of employment but also carry forward the development agenda of the country in a more sustainable manner by balancing the growth requirement with the inherent strengths of the country. It is believed that agripreneurship development will help the economy to leverage the identified strengths and to achieve tremendous growth in primary sector and to contribute for rural development. It helps the economy to achieve self-sustainability in food production. Further, it helps in achieving balanced economic growth. Agripreneurship Development is going to give excellent results at rural level. In this context, it is widely believed that sustainable agribusiness ventures can promote job-led economic growth in rural areas through harnessing science and technology for environmentally sustainable and socioeconomic viable economic opportunities. 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. Agriculture can be better positioned as a more profitable economic activity by integrating the same with processing, packaging and storage activities. So, there is a dire need of making suitable policies and frameworks with action plans for achieving the target of agripreneurship development with establishment of several support systems to incubate the Agripreneurs in rural India.

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