

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Indian Citation Index (ICI), J-Gate, India [link of the same is duly available at Infilbnet of University Grants Commission (U.G.C.)],

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 (2012) & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 7835 Cities in 197 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<p style="text-align: center;">A STUDY ON WORKING AND PERFORMANCE OF DISTRICT CONSUMER DISPUTES REDRESSAL COMMISSIONS OF MEERUT, ALIGARH AND AZAMGARH MANDAL OF UTTAR PRADESH</p> <p style="text-align: center;"><i>Dr. BHAVET</i></p>	1
2.	<p style="text-align: center;">AGRIPRENEURSHIP – AN INNOVATIVE PATH TO THE ENTREPRENEURS</p> <p style="text-align: center;"><i>Dr. R. UMA DEVI</i></p>	3
	REQUEST FOR FEEDBACK & DISCLAIMER	8

FOUNDER PATRON**Late Sh. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR**Dr. BHAVET**

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ADVISOR**Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**Dr. G. BRINDHA**

Professor & Head, Dr.M.G.R. Educational & Research Institute (Deemed to be University), Chennai

CO-EDITOR**Dr. A. SASI KUMAR**

Professor, Vels Institute of Science, Technology & Advanced Studies (Deemed to be University), Pallavaram

EDITORIAL ADVISORY BOARD**Dr. S. P. TIWARI**

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

Dr. CHRISTIAN EHIOLUCHE

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, USA

Dr. SIKANDER KUMAR

Vice Chancellor, Himachal Pradesh University, Shimla, Himachal Pradesh

Dr. JOSÉ G. VARGAS-HERNÁNDEZ

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

Dr. TEGUH WIDODO

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

Dr. M. S. SENAM RAJU

Professor, School of Management Studies, I.G.N.O.U., New Delhi

Dr. A SAJEEVAN RAO

Professor & Director, Accurate Institute of Advanced Management, Greater Noida

Dr. D. S. CHAUBEY

Professor & Dean (Research & Studies), Uttarakhand University, Dehradun

Dr. CLIFFORD OBIYO OFURUM

Professor of Accounting & Finance, Faculty of Management Sciences, University of Port Harcourt, Nigeria

Dr. KAUP MOHAMED

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

Dr. VIRENDRA KUMAR SHRIVASTAVA

Director, Asia Pacific Institute of Information Technology, Panipat

Dr. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya

Dr. SYED TABASSUM SULTANA

Principal, Matrusri Institute of Post Graduate Studies, Hyderabad

Dr. BOYINA RUPINI

Director, School of ITS, Indira Gandhi National Open University, New Delhi

Dr. NEPOMUCENO TIU

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

Dr. SANJIV MITTAL

Professor & Dean, University School of Management Studies, GGS Indraprastha University, Delhi

Dr. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

Dr. SHIB SHANKAR ROY

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

Dr. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

Dr. NAWAB ALI KHAN

Professor & Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.

MUDENDA COLLINS

Head, Operations & Supply Chain, School of Business, The Copperbelt University, Zambia

Dr. EGWAKHE A. JOHNSON

Professor & Director, Babcock Centre for Executive Development, Babcock University, Nigeria

Dr. A. SURYANARAYANA

Professor, Department of Business Management, Osmania University, Hyderabad

P. SARVAHARANA

Asst. Registrar, Indian Institute of Technology (IIT), Madras

Dr. MURAT DARÇIN

Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey

Dr. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engg. & Tech., Amity University, Noida

Dr. YOUNOS VAKIL ALROAIA

Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran

WILLIAM NKOMO

Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana

Dr. JAYASHREE SHANTARAM PATIL (DAKE)

Faculty in Economics, KPB Hinduja College of Commerce, Mumbai

SHASHI KHURANA

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

Dr. SEOW TA WEEA

Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia

Dr. OKAN VELI ŞAFAKLI

Professor & Dean, European University of Lefke, Lefke, Cyprus

Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

Dr. BORIS MILOVIC

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

Dr. LALIT KUMAR

Course Director, Faculty of Financial Management, Haryana Institute of Public Administration, Gurugram

Dr. MOHAMMAD TALHA

Associate Professor, Department of Accounting & MIS, College of Industrial Management, King Fahd University of Petroleum & Minerals, Dhahran, Saudi Arabia

Dr. V. SELVAM

Associate Professor, SSL, VIT University, Vellore

Dr. IQBAL THONSE HAWALDAR

Associate Professor, College of Business Administration, Kingdom University, Bahrain

Dr. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

Dr. ALEXANDER MOSESOV

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

Dr. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

Dr. BHAVET

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

YU-BING WANG

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

SURJEET SINGH

Faculty, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

Dr. TITUS AMODU UMORU

Professor, Kwara State University, Kwara State, Nigeria

Dr. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

Dr. SAMBHAVNA

Faculty, I.I.T.M., Delhi

Dr. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

Dr. SHIVAKUMAR DEENE

Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

SURAJ GAUDEL

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

FORMER TECHNICAL ADVISOR

AMITA

FINANCIAL ADVISOR

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR	:
Designation/Post*	:
Institution/College/University with full address & Pin Code	:
Residential address with Pin Code	:
Mobile Number (s) with country ISD code	:
Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)	:
Landline Number (s) with country ISD code	:
E-mail Address	:
Alternate E-mail Address	:
Nationality	:

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation **etc.** **The qualification of author is not acceptable for the purpose.**

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
 - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully Italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

A STUDY ON WORKING AND PERFORMANCE OF DISTRICT CONSUMER DISPUTES REDRESSAL COMMISSIONS OF MEERUT, ALIGARH AND AZAMGARH MANDAL OF UTTAR PRADESH

**Dr. BHAVET
JAGADHRI**

Mobile Number: +91-9653536591

Email: drbhavetgarg@gmail.com

ABSTRACT

This paper attempts to study working and performance of 13 District Consumer Disputes Redressal Commissions working Meerut, Aligarh and Azamgarh Mandal of Uttar Pradesh. Although overall disposal percentage of cases is satisfactory in case of District Consumer Disputes Redressal Commissions working in Meerut, Aligarh and Azamgarh Mandal but, if we make one to one analysis of all 13 District Consumer Disputes Redressal Commissions working in Meerut, Aligarh and Azamgarh Mandal of Uttar Pradesh then we came to know that performance of District Consumer Disputes Redressal Commissions of Bulandshahar, Ghaziabad, Aligarh, Etah, Ballia and Mau need improvement and U.P. Government must take necessary steps like filling vacant post of presidents and members in these District Commissions and starting of Lok Adalats to ensure quick justice to consumers.

KEYWORDS

CDRC, CPA, Uttar Pradesh, consumer protection.

JEL CODES

D18, K15.

INTRODUCTION

Government of India enacted number of laws for protection of aggrieved consumers but, Consumer Protection Act, 2019 was one of the landmark law which facilitated setting up of Consumer Disputes Redressal Agencies at District, State and National level for providing simple, speedy and inexpensive redressal to aggrieved consumers and accordingly U.P. Government has established Uttar Pradesh State Consumer Disputes Redressal Commission in state capital Lucknow and 79 District Consumer Disputes Redressal Commissions in 75 Districts of Uttar Pradesh. Agra, Bareilly, Lucknow and Moradabad district have two District Consumer Disputes Redressal Commissions

TABLE 1.1: DETAIL OF MEERUT, ALIGARH AND AZAMGARH MANDAL OF UTTAR PRADESH

Sr. No.	Name of Mandal	Name of Districts under this Mandal
1	Meerut	Meerut, Baghpat, Bulandshahar, Gautam Buddha Nagar, Ghaziabad, Hapur
2	Aligarh	Aligarh, Etah, Hathras, Kasganj
3	Azamgarh	Azamgarh, Ballia, Mau

Source: State Portal, Government of Uttar Pradesh

TYPE OF RESEARCH

The present study is descriptive cum exploratory in nature. It describes and explores state of affairs of 13 District Consumer Disputes Redressal Commissions at Meerut, Baghpat, Bulandshahar, Gautam Buddha Nagar, Ghaziabad, Hapur, Aligarh, Etah, Hathras, Kasganj, Azamgarh, Ballia and Mau districts under Meerut, Aligarh and Azamgarh Mandal of Uttar Pradesh.

OBJECTIVES OF THE STUDY

It attempts to elaborate the state of affairs of the cases filed/disposed of at the 13 District Consumer Disputes Redressal Commissions working in Meerut, Aligarh and Azamgarh of Uttar Pradesh. The study points out various problems being faced by these Consumer Disputes Redressal Agencies and suggest their possible solutions.

RESEARCH METHODOLOGY

The study is based on the secondary data collected through various journals, website and other unpublished sources.

RESULTS AND DISCUSSION

The statement showing the cases filed/disposed of at the 13 District Consumer Disputes Redressal Commissions working in Meerut, Aligarh and Azamgarh of Uttar Pradesh as on March 31,2019 is given in Table No. 1.2

TABLE 1.2: STATEMENT OF CASES FILED/DISPOSED OF IN DISTRICT CONSUMER DISPUTES REDRESSAL COMMISSIONS OF MEERUT, ALIGARH AND AZAMGARH MANDAL OF UTTAR PRADESH (AS ON 31-03-2019)

Sr. No.	Name of District Commission	Name of Mandal	Cases Filed since inception	Cases Disposed of since inception	Disposal Percentage	Pending Cases	Pendency Percentage
1	Aligarh	Aligarh	23548	20534	87.20	3014	12.80
2	Azamgarh	Azamgarh	1485	1340	90.24	145	9.76
3	Baghpat	Meerut	11335	10406	91.80	929	8.20
4	Ballia	Azamgarh	1810	1568	86.63	242	13.37
5	Bulandshahar	Meerut	2044	1754	85.81	290	14.19
6	Etah	Aligarh	6906	6141	88.92	765	11.08
7	Gautam Buddha Nagar	Meerut	26617	23992	90.14	2625	9.86
8	Ghaziabad	Meerut	8588	7393	86.09	1195	13.91
9	Hapur	Meerut	11657	10820	92.82	837	7.18
10	Hathras	Aligarh	3552	3204	90.20	348	9.18
11	Kasganj	Aligarh	3086	2975	96.40	111	3.60
12	Mau	Azamgarh	25192	22469	89.19	2723	10.81
13	Meerut	Meerut	5452	5199	95.36	253	4.64
		Total	131272	117795	89.73	13477	10.27

Source: Unpublished Record of Uttar Pradesh State Consumer Disputes Redressal Commission (2022)

INTERPRETATION

- The study examined the statement of cases filed/disposed of at the 13 District Consumer Disputes Redressal Commissions working in Meerut, Aligarh and Azamgarh Mandal of Uttar Pradesh as depicted in Table 1.2. Analysis of Table 1.2 reveals that 131272 cases have been filed out of which 117795 (89.73%) has been disposed of.
- The overall disposal rate of 89.73 percent reflects that disposal rate of the cases at 13 District Consumer Disputes Redressal Commissions working in Meerut, Aligarh and Azamgarh Mandal of Uttar Pradesh is satisfactory.
- Out of 13 District Consumer Disputes Redressal Commissions working in Meerut, Aligarh and Azamgarh Mandal of Uttar Pradesh 7 District Consumer Disputes Redressal Commissions have disposal rate higher than overall disposal rate of 89.73%.
- Out of 13 District Consumer Disputes Redressal Commissions working in Moradabad, Mirzapur and Agra Mandal of Uttar Pradesh 6 District Consumer Disputes Redressal Commissions have pendency rate higher than overall pendency rate of 10.27%.
- As per statistics released by National Consumer Disputes Redressal Commission post of president and members were vacant in various District Consumer Disputes Redressal Commissions so, U.P. Govt. should take necessary steps to solve this problem and to ensure that no post remain vacant at any level.
- Analysis of Table 1.2 clearly shows that pendency percentage of cases is highest in District Commission of Bulandshahar at 14.19%. It is followed by District Commission of Ghaziabad (13.91%), Ballia (13.37%), Aligarh (12.80%), Etah (11.08%) and Mau (10.81%). U.P. Govt. should allow starting of Lok Adalats in these District Commissions to solve the issue of pendency of cases.

CONCLUSION

This paper attempts to study working and performance of 13 District Consumer Disputes Redressal Commissions working Meerut, Aligarh and Azamgarh Mandal of Uttar Pradesh. Although overall disposal percentage of cases is satisfactory in case of District Consumer Disputes Redressal Commissions working in Meerut, Aligarh and Azamgarh Mandal but, if we make one to one analysis of all 13 District Consumer Disputes Redressal Commissions working in Meerut, Aligarh and Azamgarh Mandal of Uttar Pradesh then we came to know that performance of District Consumer Disputes Redressal Commissions of Bulandshahar, Ghaziabad, Aligarh, Etah, Ballia and Mau need improvement and U.P. Government must take necessary steps like filling vacant post of presidents and members in these District Commissions and starting of Lok Adalats to ensure quick justice to consumers.

REFERENCES

- Bhavet (2010) 'An Analysis of Performance of Consumer Disputes Redressal Agencies with special reference to state of Uttarakhand in India' SDCM Journal of Management Volume 1 Issue 1 July 2010 ISSN no. – 0976 – 6596 Page No 63-74
- Bhavet (2012) 'An Analysis of Working and Performance of District Consumer Disputes Redressal Forums in India' MMU Journal of Management Practices (ISSN 0974-7257) Volume 6, Issue 1, January-June, 2012 Page No 37-43
- Bhavet (2013) 'A Study on Working and Performance of District Consumer Disputes Redressal Forums in the State of Andhra Pradesh' Shree Ram Institute's International Journal of Commerce and Management (ISSN 2321-5631) Volume 1, Issue 1, June, 2013 Page No 69-70
- Unpublished records of National Consumer Disputes Redressal Commission, New Delhi (2022)
- Unpublished records of Uttar Pradesh State Consumer Disputes Redressal Commission (2022)

AGRIPRENEURSHIP – AN INNOVATIVE PATH TO THE ENTREPRENEURS

Dr. R. UMA DEVI
ASST. PROFESSOR OF COMMERCE
Dr. S. R. K. GOVERNMENT ARTS COLLEGE
PONDICHERRY UNIVERSITY
YANAM

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.

JEL CODES

Q13, Q14.

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 (Bannor 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 (Seunke 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. It helps in reducing food costs, supply uncertainties and improving the diets of the rural and urban poor in the country. 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 value 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 living 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 a 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.

REFERENCES

1. Alex, Lwakuba (2011). A review and analysis of policies on farmers' entrepreneurship development, A Publication of PELUM, Misereor, pp. 1-55.
2. Bairwa, S. L., Kalia, A., Meena, L. K., Lakra, K. and Kushwaha, S. (2014b) Agribusiness Management Education: A Review on Employment Opportunities, International Journal of Scientific and Research Publications (IJSRP), 4, (2) 1 – 4
3. Bairwa, S.L., Lakra, Kerobim, Kushwaha, S., Meena, L.K. and Kumar, Pravin (2014). Agripreneurship development: As a tool to upliftment of agriculture. Internat. J. Scientific & Res. Publications, pp. 1-4. Bairwa, S.L. and Kushwaha, S. (2012). Agro Industry scenario in India In Edited by S. P. Singh, Agricultural research and Sustainable development in India, Bharti Publications, NewDelhi, 110093, pp 159-182.
4. Boye, M., H.A. Raza, M. Asghar, M. Saleem and A.H. Wudil. 2022. A systematic Mapping of Agripreneurship Studies in Developing Countries: A Review of Research Direction and Gaps. Journal of Global Innovations in Agricultural Sciences. 10:111-119.
5. Brockhaus, R. H. and Horwitz, P. S. (1986) The psychology of the entrepreneur (in D.L. Sexton and R.W. Smilor (eds.), The art and science of entrepreneurship. Ballinger publishing company, Cambridge, pp. 25-48.
6. Chandra shekhra, P. (2003) Third wave in Indian agriculture: introduction to Agriclincs and agribusiness centre scheme. MANAGE Ext. Res. Rev., pp. 10-20.
7. Dollinger, M. J. (2003) Entrepreneurship – Strategies and Resources. Pearson International Edition, New Jersey.
8. Drucker, P. (1985), Innovation and Entrepreneurship. Harper and Row, New York. Eenhoorn, H. www.worlconnectors.nl (www.fao.org.spfs).
9. Ghosh, Sudipta (2011). Entrepreneurship: An overview of the issues and challenges in the context of ruraldevelopment in India". Vol.1, No. 2, July – December 2011, Business spectrum.
10. Global Agrisystem (2010) Evaluation Study of Agriclincs and agribusiness centre Scheme, Global Agrisystem Private Limited, New Delhi.
11. Gray, C. (2002) Entrepreneurship, Resistance to change and Growth in Small Firms. Journal of Small Business and Enterprise Development, 9 (1), 61-72.
12. Kallio, V. and Kola, J. (1999) Maatalousyritysten menestystekijät: Aluetutkimus Etelä-Karjalassa, Etelä-Savossa ja Kymenlaaksossa. (Success Factors of Farm Enterprises in Finland.), University of Helsinki, Department of Economics and Management, Publications No. 24.
13. Lauwere, C.D., Verhaar, K. and Drost, H. (2002) Het Mysterie van het Ondernemerschap, boeren en tuinders op zoek naar nieuwe wegen in een dynamische maatschappij' (The Mystery of Entrepreneurship; Farmers looking for new pathways in a dynamic society, In Dutch with English summary), Wageningen University and Research Centre.
14. Man, T. W. Y., Lau, T. and Chan, K. F. (2002) The competitiveness of small and medium enterprises - A conceptualization with focus on entrepreneurial competences, Journal of Business Venturing, 17, pp.123- 142.
15. Mehra, Kavita (2002). Entrepreneurial spirit of the Indian farover. National Institute of science technology and development studies" 112-118.

16. Mittal, Ramesh (2009) Entrepreneurship Development through Agripreneurship in India: Crossing the Boundaries with Agri-Export Zones (AEZ), A Paper presentation in ICARD at Banaras Hindu University, Varanasi – 221005.
17. Mukhopadhyay, B.R. and Mukhopadhyay, B.K. (2020). What is Agripreneurship, and why India needs it, The Sentinel, Editorial, 12th March.
18. Pandey, Geeta (2013) Agripreneurship Education and Development: Need of the Day, Asian Resonance, 2(4)155 – 157.
19. Promoting agripreneurship and technology commercialisation. <https://www.aesanetwork.org/wp-content/uploads/2019/07/05.pdf>
20. Sah, Pooja, Sujan, D. K. and Kashyap, S. K. (2009) Role of Agripreneurship in the Development of Rural Area, Paper presentation in ICARD at Banaras Hindu University, Varanasi – 221005.
21. Shoji Lal Bairwa, Kerobim Lakra, S. Kushwaha, L. K. Meena and Pravin Kumar. Agripreneurship Development as a Tool to Upliftment of Agriculture. International Journal of Scientific and Research Publications, Volume 4, Issue 3, March 2014.
22. Singh, A. P. (2013) Strategies for Developing Agripreneurship among Farming Community in Uttar Pradesh, India, Academia: An International Multidisciplinary Research Journal, 3(11) 1- 12.
23. Sridhar, G. and Ballabh, B. (2007). Indian agribusiness institutions for small farmers: Role issues and challenges. In V. Ballabh (Eds) Institutional alternatives and governance of Agriculture". 311- 328. New Delhi: Academic Foundation.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, IT & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

