

www.sabujeema.com

# SABUJEEMA

An International Multidisciplinary e-Magazine

**Volume 1 | Issue 6 | September, 2021**

**POPULARISING AND PROMOTING AGRICULTURAL  
ENTREPRENEURSHIP AMONG RURAL YOUTH**

- Ushia Rai, Sabita Mondal & Shrabantika Ghosh

*“Read More,*

*Grow More”*

Sabujeema Sabujeema

editorsabujeema@gmail.com

sabujeema-international  
multidisciplinary-e-magazine





# POPULARISING AND PROMOTING AGRICULTURAL ENTREPRENEURSHIP AMONG RURAL YOUTH

[Article ID: SIMM0125]

**Ushia Rai**

**Sabita Mondal**

**Shrabantika Ghosh**

*Department of Agricultural Extension,  
UBKV, Pundibari, Coochbehar,  
West Bengal, 736165, India*



## INTRODUCTION

India's Economy is principally dominated by Agriculture with more than 60% population dependent on agriculture. It accounts for about 14 % of Gross Domestic Products (GDP) of the country. India being predominantly agricultural, agripreneurs play very vital and important role in the agricultural value chain. They contribute significantly to increase the agricultural GDP by the process of their value addition. An overall growth rate of 7-8% may be contributing for the overall development of economy, but the very meager growth rate in agricultural sector is a challenge for rural development in India.

## CONCEPT OF AGRIPRENEURSHIP

Agripreneurship is the profitable marriage of agriculture and entrepreneurship. It turns your farm into an agribusiness. The term Agripreneurship is synonym with entrepreneurship in agriculture and refers to agribusiness establishment in agriculture and allied sector.

## ROLE OF AGRIPRENEURSHIP IN INDIAN ECONOMY

- It helps in inducing productivity gains by small holder farmers and integrating them into local, national and international markets.
- It contributes in reducing food costs, supply uncertainties and improving the diets of the rural and urban poor in the country.
- Opens opportunities for increasing and diversifying income, also provides entrepreneurial opportunities in both rural and urban areas.

## AGRIPRENEURSHIP NEEDS TO BE DEVELOPED BECAUSE

- Agricultural and Horticultural products are locally available.
- These small-scale industries do not require huge infrastructure and complex scientific technologies and are economically viable and ecologically sustainable too.
- These enterprises do not require huge expenditure.
- Agripreneuship development has huge potential of creating new employment opportunities for rural youth.
- Agripreneurship helps in checking migration of rural youth from villages to urban centers and helps in improving



living condition of farmers by providing alternative source of income.

**EXPECTED OUTCOME FROM AGRIPRENEURSHIP**

- Social and economic benefits
- Net income
- Sustainability
- Employment generation
- Reduce rate of migration of rural people to urban centers
- Providing urban amenities in rural areas

**THE PROBLEM STATEMENT**

In the absence of local entrepreneurship, the opportunities in agriculture are high jacked by outsiders, particularly the urban businessmen and traders, leading to misuse and lack of employment for the farmers.

Considering the growing unemployment in rural areas, migration from both rural area as well as farming and slow growth of the agricultural sector, it is necessary to tap the opportunities for promoting entrepreneurship in agriculture, which in turn can address the present problems related to agricultural production, profitability, unemployment and migration.

**OBJECTIVES:**

1. To study the attitude of rural youths towards Agri-entrepreneurship.
2. To understand the context and needs of rural youth.
3. To find out the constraints youth are facing with Agri enterprises.
4. To generate suggestions to promote Agri entrepreneurship among rural youth.

**REVIEW OF LITERATURE**

- Patel and Chauhan (2009) in their study on Entrepreneurial attitude of youth indicated that 72.5 per cent of the trainees or youth had medium to high level of entrepreneurial attitude.
- Alibaygi & Poya (2011) reported that youth aspirations generally, several studies underscore the notion that youth are uninterested in careers related to agriculture or persisting in rural areas but may have aspirations for becoming entrepreneurs.
- Paul et al. (2010) in their study on Attitude and aspirations of agricultural post graduate students about agri-entrepreneurship revealed that higher percentage of the post graduate students had favourable attitude about agri-entrepreneurship. Most preferred agri-entrepreneurship by the students were; dairy, vermicomposting, floriculture and green/ polyhouse.

**METHODOLOGY**

The problem of promoting and popularizing agri -entrepreneurship is not a new venture or idea. A lot of work and research has been done in this field, but a little could have been achieved and a lot is yet to be done. The topic today is even more important when due to pandemic it is reported that 1.5 crore people lost their job and migrated back to their home. The economy has taken aback. Keeping the importance and opportunities in mind, the topic has been selected and references have been taken from different scientific publications and data from secondary sources related to this problem and its opportunities.



### **A. Attitude of rural youth towards angripreneurship**

- Youth engagement and interest in agriculture the world over has been low recently and potential entry into agriculture has carried a host of challenges (FAO, 2014). Generally, youth worldwide have lacked motivation to enter and persist in the agricultural industry (FAO, 2014; Sharma, 2007).
- “Agriculture is not seen as a viable income source and often the youth view agriculture as employment only of last resort and may consider becoming a farmer as condemning oneself to subsistence and poverty” (Muir-Leresche, 2013, p. 8).
- Agriculture seems to carry with it an image of drudgery and the option of last choice; it is often not even considered by youth in the same vein as an actual career (White, 2012).
- However, the different characteristics like Age, Education, extension contact, entrepreneurial experience, training undergone, economic motivation are found to have positive effect on attitude of the rural youth.

### **B. The context and need of rural youth**

- As agricultural activities are seasonal in nature, the rural youth will be engaged themselves in these activities during seasonal period or during off periods. So, rural youth will have to be given proper training and orientation about self-employment programmes to take up self-employment. Thereby, adding additional income to their family and improving their standard of living.

- Large population of India is dependent on agriculture for their livelihood. But Indian agriculture is facing the challenge of low productivity with large number of disguised unemployed people. Today’s knowledge-based economy is fertile ground for entrepreneurs in India.
- Entrepreneurship in agriculture is not solely guided by profit and entrepreneurs in agriculture do not form a social class like the capitalists. Recent interest in agricultural development coupled with the problems of poverty and unemployment and opening of markets has brought the concept of rural entrepreneurship to the fore.
- To accelerate economic development in rural areas, it is necessary to increase the supply of entrepreneurs, thus building up the critical mass of first-generation entrepreneurs (Petrin, 1992), who will take risks and engage in the uncertainties of a new venture creation, create something from practically nothing and create values by putting together a unique package of resources to exploit an opportunity. By their example they will stimulate an autonomous entrepreneurial process, as well as dynamic entrepreneurship, thereby ensuring continuous rural development.

The following issues highlight the need for agri- entrepreneurship in the present context.

- a. Increasing demand of organic and quality food both in India and abroad.
- b. Competitive advantages for many primary production activities in agriculture. Ex: Rain fed farming, livestock and wild craft production is



through low-cost production technologies only.

c. Private sector is willing to enter in to agribusiness at all levels of operation.

d. To reduce malnutrition as majority of women and children in the country are malnourished.

**C. Constraint youths are facing with agri-entrepreneur**

Youths who are interested and willing to pursue a livelihood in agriculture face many barriers.

- Education, especially in developing nations has been a problem. Both the stigma around agriculture and lack of resources is compounded by, in many cases, an extreme lack of general education in agriculture and associated technical skills at every possible level of entry (Zinnah, Steele, Carson, & Frempong, 2011). Often, a country’s capacity for equipping youth with education is extremely limited due to myriad factors which may include a poor infrastructure, shortage of teachers and extension workers, and the fact that youth, especially females, have limited availability to attend formal education due to family obligations or no money to pay school fees (Acker & Gasperini, 2009).
- Also, youth who may otherwise be willing to be engaged in agriculture lack the necessary resources such as land and capital (FAO, 2014; Kibwika & Semana, 2001).
- lack of technical and business skills, shortage and high cost of raw materials, transport services.

- Limited access to finance and sustainable markets.
- Lack of information, investment and innovation.
- Impact of free services extended by government organizations .
- Agri-Entrepreneurs face more legal barriers.

**D. Suggestions to promote agri-preneurship among rural youth**

- Skill based trainings and exposure visits to entrepreneurs and conduct interaction meetings with successful agri entrepreneurs
- Simplify the loan sanctioning procedure.
- Formation of organization or association to get help from all sources.
- Need family support in enterprise management.
- Government should encourage rural youth for promoting entrepreneurial activity.
- Provide professional expertise on latest production and market trends.
- Extension officers to take up regular visits and create awareness among the entrepreneurs.
- Groups or clubs for better backward and forward linkages and encourage contract farming.
- As the study revealed majority of the agro enterprises were of seed production and agro processing units, regular training programmes in these areas may be organized for rural youth for technology up gradation and quality maintenance.
- Presently ACABC’s are providing trainings to agri graduates and those who complete agri polytechnic diploma only in various agri entrepreneurship activities, however it would be more appropriate and be fitting in the present



scenario to consider educated rural youth for giving them training in agri entrepreneurship.

- Incorporate youth as stakeholders.
- Recognize the unique context and needs of rural youth.
- Competitions for youth to grow and challenge themselves in entrepreneurial skills.

### CONCLUSION

Agripreneurship is a sustainable, community oriented and directly marketed agriculture. The traditional agriculture may be transformed to commercial agriculture through agripreneurship development. India's economy being agrarian and more than 50 per cent of India's current population is below the age of 25 and over 65 per cent below the age of 35. About 72.2 per cent of the population lives in some 638,000 villages and the rest 27.8 per cent in about 5,480 towns and urban agglomerations. This pool of youths can be engaged in agri-entrepreneurship which will reduce the burden of agriculture, generate employment opportunities for rural youth, control migration from rural to urban areas, increase national income, support industrial development in rural areas, reduces the pressure on urban cities etc. Hence, public and private agencies, NGO's and institutions should work together for the promotion and popularization of agri entrepreneurship among rural youths.

### REFERENCES

- Acker, D., & Gasperini, L. (2009). Education for rural people: The role of Education, Training and capacity Development in Poverty Reduction and Food Security. Rome: FAO.

- Alibaygi, A., & Pouya, M.(2011). Socio-demographic determinants of entrepreneurial intentions: A case from Iran. *African journal of business management*, 5(34), 13316-13321
- FAO. (2014) Youth and agriculture: Key challenges and concrete solutions. Retrieved from [http://www.cta.int/images/youth\\_and\\_agriculture\\_web.pdf](http://www.cta.int/images/youth_and_agriculture_web.pdf)
- Kibwika, P., & Semana, A. R. (2001). The challenge of supporting rural youth for sustainable agricultural development and rural livelihood: A case of Uganda. *Proceedings of the 17<sup>th</sup> annual conference of AIAEE*, XX-XX
- Muir-Leresche, K. (2013). Adapting universities to produce graduates for a changing world: The importance of practical experience to promote entrepreneurship. *Nature & Faune*, 28(1), 8- 14.
- Petrin, T. (1992). Partnership and institution building as factors in rural development. Paper presented at the sixth session of the FAO/ ECA working party on women and the agricultural family in rural development, Innsbruck, Austria. 13-16 October.
- Patel, M.C and Chauhan, N.B. (2009). Entrepreneurial attitude of youth. *Agricultural Science Digest*. 29 (3): 212-214.
- Paul, S.S., Deshmukh, B.A. and Kharde, P.B. (2010). Attitude and aspirations of agricultural post graduate students about agri-entrepreneurship. *Mysore Journal of Agricultural Sciences*. 44 (1): 148-153.