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ABSTRACT

India is among the fastest growing major economies of the world. More than 58 per cent of the rural households depend of agriculture as their principal means of livelihood. From various research findings we can highlight here that agriculture plays a pivotal role in developing and sustaining national financial inclusion. According to the data of National Knowledge commission (2009) enterprises related to agriculture occupies the base of the pyramid. Perfect combination of agriculture with entrepreneurship adds value in sustainable development. With technological advancements our gross agricultural production has also increased noticeably, gone are those days where we are known as food importer. Shifting the paradigm from mere importer to exporter we have come a long way, in spite of all such advancements till now we are facing some serious issues like distress sale and waste of perishable

goods due to lack of various facilities. Here comes the role of Agriprenurship to transform production led to market led approach. To make farming more commercial and to reach the market Agriprenurial units needs to be developed so that it will be more profitable for the farming community.

KEY WORDS - financial inclusion, Entrepreneurship, Agriprenurship, Distress sale

INTRODUCTION

As the concept of entrepreneurship is budding like anything. So first of all we have to differentiate between a businessman and an entrepreneur. We can call a person as an entrepreneur who set the trend in the market in terms of innovation and a business man follows the trends. We can highlight here that an entrepreneur is a person who grabs the opportunity which is unexplored by others. Entrepreneur is a person with vision, creativity, innovativeness and well known as a job giver instead of a mere job seeker. We can elucidate such persons having phenomenal characteristics to start their own venture to be financially independent by deploying own ideas that will turn into revenue generating practices as an entrepreneur. From the above mentioned points we can mark out that an entrepreneur faces all odds to create an opportunity for developing own financial status and significantly contributing to the societal transformation by creating employment opportunities.

Calling Attention to Agriprenurship, it can be defined as the perfect blend of agriculture and entrepreneurship for profit and employment generation. Agriprenur is an individual who starts, organises and manages a business venture focusing on the agricultural sector. Broadly, Agri



entrepreneurship or Agripreneurship provides value addition to agricultural resources typically engaging rural human resources. The finished goods and services coming out of Agripreneurial initiatives are generally procured and produced out of resources in rural areas, the consumption of which however may be both urban and rural.

Agripreneurship is practised in the field of Mushroom Production , 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), in food parks various processing are being carried forward. Agro-Produce manufacturing units, Agro- Inputs manufacturing units, Agro service centres also provides custom hiring services , and also other agri enterprises that sets up Apiaries, feed and seed processing units, units, commercial vermin-compost units, azolla farming, organic vegetable and fruits etc.

Indian Agripreneur could adopt some of the successful tech ventures in agriculture from other neighbouring developing countries where their counterparts have integrated Remote Sensing (that can provide bio geophysical data for agricultural crop monitoring and agro-metadvisory services), Geographic Information System (GIS), Internet of Things (IoT based smart farming is a system built for monitoring crop field with the help of sensors that provide data on temperature, soil moisture, light and humidity. This helps to monitor crop health, automating irrigation systems, etc.), and applying analytics to improve farm productivity, minimise farm wastage and thereby increasing farmers' income. These technologies can also be used to map the

cropping pattern, cropping intensity, draught assessment and better understand the agronomics of crops. A report by Accenture estimates the digital agriculture services market will hit \$4.55 Billion by 2020 globally, thus, pointing out to the fact that agri-tech start-ups in the world as well as India are bound to grow.

Government of India is now promoting Entrepreneurship as a primary aspect of Atma Nirbhar Bharat. Favourable Policies and initiatives act as a supporting hand for the budding entrepreneurs. Technological backstopping along with credit facility will be provide by National Bank for Agriculture and Rural Development (NABARD). To promote Entrepreneurship in rural areas Agri Clinic and Agri Business Centre (ACABC) is taking leading role providing training and consultancy support to rural people focusing unemployed youth. Hence government is providing various opportunities to lend hand to the unemployed youths.

CONCLUSION

Agripreneurship have immense potential to rejuvenate rural economy . It enables employment as well as maximises profit of the farmers. Various schemes should be availed for inclusive growth of the ventures. As it contributes maximum share in the entrepreneurial pyramid in India , it should be focused on sustainable basis. Agripreneurship paves the path for rural upliftment in specific and urban development in general.

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