

Agripreneurship: a step ahead in building new India

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INTRODUCTION

Indian population as being distributed in the rural and urban population, with the large percentage of population in the rural areas according to the current data, among the 121 crore Indians, 83.3 crore (68.84%) live in rural areas while 37.7 crore stay in urban areas. Agriculture being the principal economic activity of Indian population, with the historical background and ancestral guidance is the major livelihood of the rural population. The change of social, political and economic prospect the rural population lags behind the fast moving urban cultures with the lack of knowledge support and skills, they face number of challenges to meet the demand of the globalization and hence leading to economic losses.

Presently, rural people especially youth has to encounter number of challenges like less opportunities of employment, low income level, lack of proper education facilities. Leading the major population still living below poverty line struggling for primary needs. Thus, in order to get rid of these challenges rural folks migrate to urban areas. Urban population is increasing and rural population is decreasing with the very next moving days. According to Census report of 2011 the urban population is growing from 10.8% to 31.2% and according to National Sample Survey, “the main causes of rural male to migrate to urban areas is unemployment especially among rural youth is a biggest difficulties for India. ‘Unless farming become both intellectually stimulating and economically rewarding it will be difficult to attract or retain rural youth in farming’” (Dr.M.S Swaminathan). The migrating of the rural youth can only be controlled by structuring them to the new skilled and economical agriculture framework which will allow the young work force to contribute to the development of society and the nation.



It is also worth noting that the emergence of the free market economies globally has resulted in the development of a new spirit of the enterprise ‘**Agripreneurship**’ and the increased individual need for responsibility for the running their own business (Alex, 2011). Skill development in agriculture needs special attention through which agripreneurship could be generated among rural youth, and can be a path for employment among the rural youth .Sah (2009) stated that developing entrepreneurs in agriculture will solve the problem like, rural unemployment and migration from rural to urban areas, Personal qualities of an agri-entrepreneur, significantly affect the agribusiness (Brockhaus and Horwitz, 1986). Shifting of the traditional system and guide of the agriculture to the new mould of the pathway that is agri-prenure is essential to revitalize the Indian agriculture, making it more profitable and attractive for the young generation. With the growing unemployment and poverty in the rural community and change of the agricultural scenario there is need of the entrepreneurship in agriculture for economic growth upliftment of the rural people.

NEED FOR SKILL INTIATIVES AND ENTERPRENEURAL ACTIVITY IN AGRICULTURE

With the turning of pages of history we can find that our majority of farmers from the pre to post independence are still following the traditional pattern for their livelihood. With this changing scenario of the agriculture where the lands are just fragmented into the square meter and square centimetre among the increasing family members we need to develop the most potential to acquire the maximum of the provided piece of land and the human resource . We need to develop our skill to meet the competitive market. Developing the skills makes that knowledge meaningful by allowing one to achieve benefits. Education and skills increase the ability to innovate and adopt new technologies in agriculture and enhance farmers’ performance (Hartl M., 2009). According to survey conducted by NSDC, there is a huge demand for skilled workers at all the sectors of work force in which agriculture entrepreneur are one among them .India currently faces a severe shortage of well-trained, skilled workers.

GOVERNMENT INTIATIVES PROMOTING THE SKILL’S DEVELOPMENT

Over the years, government has undertaken several development measures which are evolving each progressing year, catering the changing needs of the country and its citizens more precisely in a cost effective, time bound and self-sustaining manner. The government efforts towards development of society can be effective only when they attain maximum active participation of the stakeholders and focuses on transforming its human capital into asset by enhancing their competency. Ministry of Skill Development and Entrepreneurship and National Skill Development Agency are the primarily engaged with various other Training Institutes and Central Ministries of the Government of India to plan, implement and evaluate the various skill development and entrepreneurial initiatives.

Prime Minister Kaushal Vikas Yojana (PMKVY) implemented through National Skill Development Corporation (NSDC). It aims to offer 24 lakh Indian youth meaningful, industry relevant, skill based training to increase employability and productivity of existing workforce. There is a provision of standardized certificate after completion of training to help the trainees for securing better job.

Start-up India comes with the tagline, ‘Giving wings to young entrepreneurs’, which itself depicts its aim to support and assist the prospective young entrepreneur with new and innovative business ideas. Registered entrepreneurs are benefitted in terms of incentives, tax exemptions and many other rewards. According to start-up India startup is an entity that is headquartered in India which is working towards innovation, development or improvement of products or processes or services.

Entrepreneurship skill development programme are the set of training programmes that are organized to upgrade or inculcate new skills to the prospective entrepreneurs, existing and new workforce of MSEs. It also provides specific skill-training to socially disadvantaged and weaker sections of society.

Student Ready (Rural Entrepreneurship Awareness Development Yojana) is an initiative of Indian Council of Agricultural Research conceptualized to reorient graduates of Agriculture and allied subjects for ensuring and assuring employability and to develop entrepreneurs for emerging knowledge intensive agriculture by articulating knowledge, skill, ability and experiences.



Attracting and Retaining Youth in Agriculture (ARYA) is an initiative by Indian Council of Agricultural Research (ICAR) with an objective for entrepreneurial development of Youth in Rural Areas. It aims to promote agriculture allied and service sector enterprises for sustainable income and gainful employment. The identified youth under the scheme are trained on entrepreneurship development skills by providing a basket of options to start agriculture ventures.

Towards Agripreneurship-

From decade agriculture is always seen as low tech industry with the limited opportunities. With the change of the centuries agriculture is showing its fall with economic liberalization, change in the market, consumer preference and taste demands new entrants, innovations and portfolio entrepreneurship. A person from village migrates in search of employment to obtain good livelihood and are forced to do lower job in urban areas to sustain themselves. The establishment of rural industries and self-employment will improve the prevailing conditions. According to the context, Entrepreneurs are the people who differ in their characteristic that is single-mindedness, drive, ambition, creative, problem solving, practical, and goal-orientation. An entrepreneur is an individual who grabs an opportunity, identifies the need and takes the risk to achieve it. He needs to develop these abilities, managing productivity and seeking out new markets (Singh, 2013). A recent studies says that the agriculture entrepreneurship is not only a new thinking or a new hype; rather it has impact on the business growth and survival (Lans et.al 2011:Verhees et. al 2011) . Government agencies and farmers unions support is more likely to play important role in the farmers to expand their business. Farmers tend to utilise very small group of trusted advisors who lacks the entrepreneurial skills and prohibit them to diversify. Farmers lacking skills, that need to be develop with support from other agencies include; business and management skills specially marketing financing and business planning skills.

CONCLUSION

Entrepreneur is new to the century. The traditional subsistence farming is demanding to more commercialized and efficient farming techniques. The huge gap between the demand and the supply demand more and more quality products. Based on the discussion we can say that



rural upliftment and agripreneurship is outcome of different factors including governmental supports, programme training institutes, cooperative collaborations, and farmer's organisations. Which would help in the reducing the rural migration and improve the quality of livelihood. The major factors which prohibits there development is lack of awareness of different government schemes and programmes, the low level of literacy among the rural society a great barrier among them.

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