

## Young Entrepreneur's: Unlocking the Potential

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**ARTICLE ID: 67**

In recent years, there has been a considerable increase in entrepreneurship in India, with startups playing a crucial role in empowering young people. Entrepreneurs are causing notable societal changes across a variety of industries. The startup ecosystem in India offers young people the chance to pursue entrepreneurship, gain financial independence, and actively participate in the development of the country's economy. Youth empowerment in India is the gradual progression of youth, including autonomy and agency to design their own destinies and actively engage in all facets of society.

Recent years have seen a significant increase in interest and support for projects aimed at empowering youth via entrepreneurship. By offering pathways into entrepreneurship that allow youth to follow their dreams, exhibit their abilities, achieve financial independence, and make important contributions to the economy, startups have emerged as powerful catalysts for empowering youths.

Generally speaking, youth-owned and managed enterprises appear to be less likely to pursue major expansion and create considerable job possibilities for others. The programmes now in place to support youth's economic empowerment fall short of meeting the needs of young entrepreneurs. Female and male entrepreneurs' success is affected by both their unique traits and certain business-related challenges. Given the very substantial obstacles that these youth confront, simply having access to financial resources is insufficient to promote the growth of youth-owned subsistence companies. The development of technology, grants offered in the form of products or services, and initiatives to promote life skills are helpful in assisting male and female entrepreneurs to boost their subjective and economic well-being.

When it comes to overcoming the challenges faced by youths in business, digital solutions might be quite helpful. Linking those who are financially disadvantaged to digital financial services has advanced significantly in recent years. Young entrepreneur may overcome obstacles such limited mobility, poor market information, limited access to cash, and cultural conventions that constrain their movement by utilising digital technologies.



Youth's entrepreneurship is essential to the empowerment of young minds in India because it gives them the chance to start their own businesses, become financially independent, and contribute significantly to the nation's economy. But there are challenges that must be overcome if firms run by youth are to expand quickly and provide a significant number of jobs. Putting into practise efforts like digital solutions can assist in overcoming these difficulties.

Youths who work in agriculture historically have been undervalued and underrepresented, frequently being assigned to unpaid positions within their friends, relatives and colleagues. They have faced several obstacles while trying to obtain property, financing, and training. However, youth's participation in agricultural entrepreneurship is a viable approach to overcome these challenges and open up new possibilities. Youths who actively participate in agricultural businesses can get beyond their obstacles and become financially independent. To figure out the problems and obstacles preventing farmers from becoming agripreneurs[1].

Agricultural startups provide a lot of options for male and female entrepreneurs, enabling them to contribute their ideas and innovation, address concerns of food security, and modernise conventional agricultural methods. Youngsters have the opportunity to use their knowledge and expertise to build agricultural companies that are both lucrative and sustainable. Male and female entrepreneurs may access markets and build relationships with clients, suppliers, and partners by embracing technology and digital platforms.

### **New entrepreneurs often struggle to overcome obstacles [3]:**

#### **1. Uncomfortable Feeling**

I have found that the largest challenge for new business owners is their fear of the unpleasant. Entrepreneurship is unusual in that there is always something new to learn. The answer to this problem? Accept your discomfort. Lean towards ignorance. Learn towards modification. Learn into doing the things that are important for your development but feel a bit awkward to undertake. The thing that should genuinely terrify you is comfort.

#### **2. Overcoming Failure Fear**

Many aspiring business owners struggle with a deep-seated dread of failure. Beginning a new business entails a great deal of risk and responsibility, which can cause anxiety. For both young and experienced businesspeople, the unpredictability of a pandemic and the ensuing economic turbulence clearly adds to their worry. Use your fear to motivate you ahead rather



than attempting to get rid of it. I've been able to look around corners, conduct business, and make judgements that defend the organization against unknowns because to this way of thinking.

### **3. Knowledge of Their Finances**

The inability of many business owners to comprehend their finances is a major barrier. Profitability does not always follow from having money in the bank, and vice versa; even if there isn't enough money in the bank, the business may still be lucrative. Entrepreneurs sometimes conflate profitability with cash in the bank, which is frequently a timing problem. You may identify where you are generating money and potentially losing money by knowing your gross margin by business line or service, gross profit by customer, gross profit by employee, and other indicators. It's crucial to analyse your data and comprehend your finances.

### **4. Being persistent and patient**

The main obstacle, in my opinion, is consistency and patience. You must decide to keep moving forward; you won't regret it. Success that seems "overnight" is the result of a long period of continuous, constant work. This is true for producing money, developing a team, and creating sales, among other things.

### **5. Handling Everything by Oneself**

Most new business owners find that trying to do everything alone or overextending themselves is their biggest challenge. Even though it can be essential at first, it's crucial to get to a place where you can rely on the knowledge and skills of others to advance your business if you don't have aid when you first start it. I've struggled with this, and occasionally I still believe that I have the time to accomplish things for my business even when they aren't perhaps the best use of my time. If you don't delegate, you'll undoubtedly burn out, which will hurt the company, not to mention that you won't be in the correct frame of mind to provide everything you've got.

### **6. Concentrate on Single Idea**

The hardest part of being an entrepreneur is concentrating on one concept. The more you go from concept to concept, the less concerned you are with whether your answer is superior to what is already there. A great idea succeeds when you give it your whole attention and fully consider every aspect of the solution.

### **7. Handling Mistakes**



Many individuals give up after their first failed attempt, but it's crucial to remember that failure is a part of the road and that you won't succeed in your objectives unless you keep trying. Any aspiring businessperson needs to be persistent. It's crucial to keep a good outlook and be resilient. Nobody ever accomplished anything significant without facing challenges along the way. So, keep your eyes on your goal, go forward, and don't allow anything or anyone stand in your way. You are the only one who can prevent yourself from realising your aspirations. Therefore, never give up and never quit.

### **Agripreneurship development Challenges in India**

The following are some significant obstacles that must be overcome in the growth of agribusiness [4]:

- 1. Inadequate Infrastructure:** Infrastructure is a requirement for any type of growth. Specifically in terms of utilities like transportation, communication, power, and marketing networks, rural India's infrastructure is woefully deficient.
- 2. Lack of Business Culture:** It has been noted that there is a very low spirit of entrepreneurship in several parts of India. Rural residents are having trouble developing a spirit of entrepreneurship because of a lack of education and awareness.
- 3. Migration of Skilled and Talented Workforce from Rural to metropolitan regions:** Due to the extremely low infrastructure and facilities in rural regions, people from rural areas are migrating to metropolitan areas. A skill gap in rural areas is being caused by this exodus. It is due to a lack of opportunities for employment, skill development, specialisation, and talent utilisation. Even those who are skilled, educated, and trained in a few particular fields are looking for work in many metropolitan sectors. Youth from rural areas are often drawn to metropolitan lifestyles in search of greater job opportunities.
- 4. Poor Technologies and Equipment:** Information enables individuals to explore options, analyse situations, and make the best judgements possible at the proper times.
- 5. Lack of knowledge:** There is a significant gap in the growth of agribusiness. Agripreneurship will be negatively impacted by a lack of awareness of machinery for agriculture, farm business, and current technology.
- 6. Growers are having a lot of difficulty in marketing of their products due to a lack of proper transportation,** warehousing facilities, resources to promote produce from agriculture, a lack of marketing strategy development, established prices for



agricultural products, inconsistent demand, the impact of local mediators, and many other factors.

- 7. Insufficient Institutional Measures and Government Policies:** Despite the existence of several government policies, it is thought that their execution is insufficient due to issues like bureaucracy and corruption. Rural residents are unable to learn about government initiatives and reap the benefits because of their illiteracy and ignorance. Furthermore, the government offers significantly less assistance to the agricultural sector than it does to the growth of the manufacturing and service industries.
- 8. Agricultural product marketing issues:** Producing anything is worthless unless it is sold and consumed. Because of so many issues, selling agricultural products has become challenging for farmers.

## Conclusion

The research identifies a significant demand for agri-preneurship, gathers data on fundamental agri-entrepreneurship models, and tracks the growth of agri-preneurship in India as well as its challenges, such as skill gaps. The main obstacles include insufficient infrastructure, a shortage of a spirit of entrepreneurship among the populace, and the transfer of highly skilled employees from rural to urban areas. The fact that the dairy and poultry industries contribute significantly to India's GDP and that the pet care industry there has had rapid expansion in recent years suggests that there may be prospects in this related industry.

Agripreneurship is not only a chance, but also a requirement, to increase the sector's output and profitability. Additionally, it assists India in attaining balanced economic growth. In order to help the process, the government must establish organisations for concentrated entrepreneurship development.

It is commonly accepted in this context that sustainable agricultural projects may support job-led economic growth in rural regions. Agri-preneurship in sustainable agriculture, such as organic farming, natural farming, and eco-friendly agriculture, among others, has the power to change how rural India, the main engine of our economy, looks. Making appropriate policies, structures, and action plans is therefore immediately necessary in order to achieve the goal of agripreneurship. Agripreneurship is the effort to improve the appeal and financial viability of agriculture [2]. Agriculture offers many opportunities for entrepreneurship, but this



potential may only be realised via efficient management of agri-elements including soil, seed, water, and market demands.

An individual with a willingness to take risks and a thirst for the most recent information in the agriculture business may prove to be an effective agripreneur. The agricultural industry has a significant potential to boost national GDP while also directly employing. For the nation's agricultural and related sectors to increase output and profitability, agribusiness is not just a chance but also a requirement.

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