

Issues and Challenges In Agripreneurship

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Abstract

India's Economy is principally dominated by Agriculture with more than 70% population dependent on agriculture. It accounts for about 14 % of Gross Domestic Products 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. In order to tap the untapped potential rich and unexplored rural resources, agripreneurship has a huge scope. Significant growth in manufacturing and service sectors is contributing for the better living conditions and lifestyle of urban population whereas agriculture and allied sectors are still in back foot in providing the better living conditions in rural India. This paper highlights the issues and challenges in agripreneurship.

Keywords: *Economy, Agriculture, GDP & Agripreneurship*

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.

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. An agripreneur job is never easy as he takes risk, adopts innovation, creates new ways of doing things and taps new markets opportunities. Agripreneurship is generally sustainable and community-oriented. Sustainable agriculture denotes a holistic, systems-oriented approach to farming that focuses on the interrelationships of social, economic, and environmental processes.

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creation of innovative economic organization for the purpose of growth or gain under conditions of risk and uncertainty in agriculture. Sudharani defined agripreneurship as “generally sustainable, community oriented, directly marketed agriculture. Sustainable agriculture denotes a holistic, systems oriented approach to farming that focuses on the interrelationships of social, economic and environmental process”.

Need for Agripreneurship

Traditionally, agriculture seen as a low-tech industry with limited dynamics dominated by numerous small family firms, which are mostly paying attention on doing things better rather than doing novel things. Over the last decade, this situation has changed dramatically due to economic liberalization, a reduced shelter of agricultural markets, and a fast changing, more decisive, society. Agricultural companies progressively more have to adapt to the vagaries of the market, varying consumer lifestyle, enhanced ecological regulations, new necessities for product quality, chain management, food security, sustainability, and so on. These alterations have cleared the way for new participator, innovation, and portfolio entrepreneurship.

- The available of the agricultural products are available easily.
- There is no need for huge investment
- There is an opportunity for employment
- The standard of living in rural areas will be improved.

Challenges in Agripreneurship

• **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.

• **Problems in marketing of agricultural products**

Production has no value unless it is sold and consumed. Lack of proper transportation, warehousing facilities, and 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.

Conclusion

Agripreneurship is the need of hours to make agriculture a more attractive and profitable venture. There is a great scope for entrepreneurship in agriculture and this potentiality can be tapped only by effective management of agri-elements. An individual with risk bearing capacity and a quest for latest knowledge in agriculture sector can prove to be a right agripreneurs. The agriculture sector has a large potential to contribute to the national income while at the same time providing direct employment and income to the numerically larger and vulnerable section of the society. Agripreneurship is not only an opportunity but also a necessity for improving the production and profitability in agriculture and allied sector in the nation.

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