

# Importance of Agri-entrepreneurship in Indian economy: A Review

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## ABSTRACT

India has a particularly large agricultural sector. While the sector's share of GDP has halved in the past 30 years to around 15 per cent, it still employs around half of India's workforce and accounts for much of the volatility in Indian GDP. India, which is one of the largest agricultural-based economies, remained closed until the early 1990s. This sector provides approximately 52 percent of the total number of jobs available in India and contributes around 18.1 percent to the GDP. Agriculture is the only means of living for almost two-thirds of the employed class in India. India's already large population is expected to become the world's largest in the next 20 years, while its economy will soon overtake Japan's to become the world's third largest. The rapid growth has helped Indian agriculture mark its presence at global level. India stands among top three in terms of production of various agricultural commodities like paddy, wheat, pulses, groundnut, rapeseeds, fruits, vegetables, sugarcane, tea, jute, cotton, tobacco leaves, etc (GOI, 2008-09). Agriculture is the main economic engine of India because an overall growth of agriculture sector may be contributing for the overall development of economy, but the very meager. A whopping 67% of the population works in agriculture and similar fields and lives in rural areas. India's efforts to develop its rural areas will be aided by economic growth centered on agriculture. In order to promote total economic growth and national prosperity, it is crucial to create the Agri-entrepreneurship eco-system in nation. Agri-entrepreneurship in common language can be defined as sustainable, community-oriented, directly-marketed agriculture. Sustainable agriculture refers a system oriented approach to farming that put emphasis on the interrelationships of social, economic, and environmental processes. The term agri-entrepreneurship is similar with entrepreneurship in agriculture and describes agribusiness establishment in agriculture and allied sector (Bairwa et al., 2014a). The purpose of this review paper is to study of different government and private scheme to promote agricultural entrepreneurship, Agri venture, Agri tourism and Agri startup for scope, opportunity and future to argiprofessional. Since a few years ago, the government has been attempting to appoint various institutions from both the federal and state governments to collaborate on providing various forms of assistance and facilities for the growth of agribusiness-entrepreneurship. Here are some of the support structures including DBT, MSME, RKVY, APEDA etc.

**Keywords:** Agricultural entrepreneurship, Agri startup, Agri-preneurship, Agricultural sector.

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## INTRODUCTION

India's economy is primarily centred on agriculture. Approximately 67% of people live in rural areas and rely on agriculture and related industries for their income (Khan M.A. (2021)). Agriculture-based economic growth will aid India's efforts to develop its rural areas (Anderson, 1982). The entrepreneurial process used in agriculture or related industries is known as Agripreneurship (Fitz-Koch et al. (2018)). It is the process of implementing innovative approaches, procedures, and techniques in agricultural or related industries to increase productivity and financial rewards. Agriculture-related activity is transformed into an entrepreneurial endeavor by agripreneurship. An agripreneur who is also an inventor propels improvements in the rural economy by implementing novel ideas in agriculture and related fields. The work of an agripreneur is never simple because he takes risks, uses innovation, develops new processes, and seeks out new market prospects. A programme aimed to assist a person in enhancing their entrepreneurial drive and learning the skills and capacities required for efficiently carrying out their entrepreneurial position is referred to as an

entrepreneurial development programme. Agriculture is commonly thought of as a low-tech sector with limited dynamism, dominated by a large number of small family businesses that focus more on doing things well than on trying anything new. This scenario has drastically changed over the past ten years as a result of economic liberalization, decreased agricultural market protection, and a rapidly evolving, more determined society. Agricultural businesses are increasingly required to adjust to market whims, shifting customer lifestyles, more environmental rules and new requirements for product quality, chain management, food security, sustainability, and other factors. Despite COVID-19, India's agricultural sector still makes up about 20% of the GDP and provides a living for more than 50% of the population. Agriculture displayed a positive growth of 3.4 percent in the most recent fiscal year (FY 21), although all other economic sectors showed a negative growth, and it emerged as a vital industry for economic recovery amid natural disasters. (Economic Survey 2020-21). Review work carried out following objectives:

1. To examine the performance of Indian agriculture towards Agri-entrepreneurship.
2. To analyse the importance of agriculture and role in economic development.
3. To determine the problems and obstacles preventing the emergence of agripreneurs in India.
4. To determine how prepared the youth in their particular circumstances to try to become agripreneurs.
5. To assemble data on agricultural entrepreneurship India.

As per Dollinger (2003) entrepreneurship in agriculture is the creation of innovative economic organization for the purpose of growth or gain under conditions of risk and uncertainty in agriculture. Sustainability of agriculture denotes a holistic, systems-oriented approach to farming that focuses on the interrelationships of social, economic and environmental process Sudharani (2002).

Gray (2002) on the other hand defines an entrepreneur as an individual who manages a business with the intention of expanding the business and with the leadership and managerial skills necessary for achieving those goals. In the face of growing unemployment and poverty in rural areas and slow growth of agriculture there is need of entrepreneurship in agriculture for more productivity and profitability of agriculture.

The agripreneurship program is necessary to develop entrepreneurs and management workforce to cater agricultural Industry across the world (Kular&Brar, 2011).

Agriculture and allied sectors are considered to be mainstay of Agriculture is important sources of raw materials in Indian economy for industries and they demand for many industrial products particularly fertilizers, pesticides, agriculture implements and a variety of consumer goods Bairwa *et al.*, (2014).

### **Need of Agripreneurship**

Traditionally, farmers are ignorant of scientific agriculture and effective agri management systems. Thus, they are unable to deal with delayed monsoons, drought, crop debts, fake seeds and shortage of fertilizer, as a result opt to commit suicide. Hence, the managerial, technical and innovative skills of entrepreneurship applied in the field of agriculture may build a well trained Agri-entrepreneur who becomes a role model to all such depressed farmers. Agri-entrepreneurship program is crucial to build up entrepreneurs and management staff to deal agricultural industry across the world (Bairwa *et al.* 2014b). Agri-entrepreneurship is greatly affected by the economic situation, education and culture (Singh, 2013). Agri-entrepreneurship is important for national economy in following ways (Sah, 2009)-

- 1) First off, it assists small farmers in reaching productive profit by integrating them into regional, national, and international markets.
- 2) Second, it aids in lowering food prices and gives the nation's impoverished in both rural and urban areas access to nutritious diets.
- 3) Thirdly, it promotes entrepreneurship in both urban and rural areas, accelerates growth, and diversifies income.
  1. Locally, agricultural and horticultural products are freely accessible.
  2. These little businesses don't require costly infrastructure or advanced scientific equipment.
  3. Agricultural firms don't require significant financial outlays.
  4. The expansion of agribusiness has a huge potential to open up new employment opportunities for young people in rural areas.
  5. By providing farmers with alternative sources of income, agribusiness helps to lessen the emigration of young people from rural areas to urban areas and enhances the standard of living for farmers.
  7. Industrial growth has an impact on and is linked to agricultural development in both the forward and backward directions.

**Agriculture's importance to the Indian economy**

1. The largest percentage of national income
2. The sector that generates the most jobs
3. Participation in Capital Formation
4. Providing businesses with raw materials
5. Industrial Goods Market

**Important role of agribusiness to the Indian economy**

1. Agripreneurship performs a variety of roles in the growth and development of the national economy through the development of entrepreneurship, which raises income levels and expands job opportunities for peoples living in both urban and rural areas.
2. Agripreneurship also contributes to productivity advances among smallholder farmers and their integration into regional, national, and global markets.
3. It benefits the nation's rural and urban peoples by lowering food prices, increasing supply and enhancing their nutrition.
4. It also stimulates growth by boosting and diversifying revenue and presenting business opportunities in both urban and rural locations.

**Sectoral Avenues for Agri-Business Entrepreneurship**

**1. Farm Level Producers:** At the level of the individual family, each family must be viewed as a business endeavour in order to maximize productivity by utilizing available resources such as technology, possessions, and market demand.

**2. Service Providers:** A variety of services are needed at the village level to optimise agricultural businesses. These include borrowing and distributing input, renting machinery like tractors, sprayers, seed drills, threshers, harvesters, dryers and providing scientific services like setting up irrigation amenities, weed curbs, plant security, yielding, threshing, conveyance and warehouses among others. In addition to the distribution of cattle feed, mineral combinations, fodder grains, etc. associated prospects exist in the animal husbandry industries for the provision of breeding, immunisation, illness diagnostic and treatment services.

**3. Input Producers:** There are numerous successful businesses that require essential ingredients. Biopesticides, soil amendments, biofertilizers, vermicompost, plants of various species of vegetables, fruits, and ornamentals, root media for raising plants in pots, production of cattle feed concentrate, agricultural tools, irrigation accessories, mineral mixtures and complete feed are a few of the inputs that can be produced by home business owners at the village level. As part of the sponsorship of essential service facilities in rural areas, there are good opportunities to support fishery, sericulture and poultry as well.

**4. Processing and Marketing of Farm Produce:** A higher degree of knowledge and finance are needed for the administration of post-production operations. People's Organisations, which can be societies, cooperatives, or service joint stock corporations, can oversee such a project. The fruit growers' cooperatives, sugar producers' cooperatives, and dairy cooperatives that are present in many States are the most successful examples. The competency and dependability of the leaders involved are the sole factors that will determine whether such an effort is effective. To operate as a competitive firm and effectively compete with other market participants, especially retail merchants and middlemen, such a venture needs good specialized support.

**5. Crop Protection Technologies:** Improved plant varieties now exhibit more resilience to weeds, pests, and diseases than in previous years. If they aren't controlled appropriately, they have a big impact on yield levels. In order to achieve sustainable production levels, the existing conventional, chemical and biological plant protection methods and their corresponding materials must be drastically changed through innovation. Modern innovations are essential for revealing the constant expansion, as is the deep co-integration of contemporary technology like big data, AI, machine learning and augmented reality. Modern agricultural issues, particularly those involving early pest and disease identification and crop management are being tackled technically by data and computer scientists, who are also building scalable solutions. Jayalakshmi agro tech has ICT enabled platform disseminating crop specific Agri information to farmers and other startups engaged in this segment are Satyukt, Farmsys, Xepertnest and daybest. In addition to detection, there are a number of platforms and practical tools built on first-hand on-site data gathering or on the foundation of data repositories created over time. These tools offer practical advice and encourage the adoption of workable real-time management practices. However, the majority of landholding sizes and the average Indian farmer's payment capacity

are taken into consideration when creating these devices and software. As a result, it is necessary to adapt these technologies for smallholder farmers, and businesses may look into this potential gap in order to connect with the core agricultural community, which makes up 86% of farmers in India.

**6. Post-harvest and food technology:** An efficient post-harvest system ensures the quality and safe food manufacturing and delivery to the consumers besides reducing food wastage. Moreover, in recent times ready to eat, consumer centric nutritional products gaining momentum and is popular in urban areas and also as a replacement to junk food available in the market. The entrepreneurs are developing micro and nano-formulations to advance the synergistic effect of certain nutritional components in a food product. Various enterprises are trying to develop alternative nutritional compositions by utilizing underutilized crops especially nutri-cereals, rare pulses and rare products of hilly and north eastern region.

For instance, the Society for Farmers Development from Himachal Pradesh offering unique valueadded products of the region while creating employment in the rural areas and similarly Zigmo agro pvt.ltd has developed nutria-cereal based valued added products. Further the energy efficient preservation methods like innovative drying techniques, minimal processing methods to be adopted at farmgate, cost effective farmgate storage structures are gaining popularity. In case of storage structures, low cost and sophisticated controlled atmospheric solutions, both are being developed at the opposite ends to capture the whole landscape. Environment friendly smart packaging solutions for primary and secondary storage along with edible cutlery is another dimension which start-ups are exploring to create a sustainable ecosystem.

**7. Agricultural Supply Chain Management:** Modern, uncomplicated networks that are highly automated are replacing the outdated, complex agri-food supply chains. Earlier chains relied on third parties for trading and were centralized, which caused a lack of accountability, traceability, and auditability. To assure the right quality product with a traceable origin, businesses are already implementing block chain-based traceability solutions. Startups are also working to construct infrastructure, such as fleet management and storage facilities. Through material sourcing, processing, and delivery, the application of AI is also playing a significant role in the management of the supply chains of various commodities. Numerous price discovery platforms are being used in this sector to improve price realization for both buyers and farmers. In addition, there are numerous internet trade platforms, e-marketplaces and specialized commodities i.e., GI tagged products, specific tribal commodities supply chains from back end and front-end integration are also burgeoning. Some of the key startups of this segment are Emerteh innovations, Whrrlfin tech, intallo labs and Layman agro.

**8. Fisheries:** ineffective fisheries and aquaculture management system reduces biodiversity, alters ecosystem functioning and jeopardizes the food security and livelihoods of hundreds of millions of people. Hence, this sector is witnessing a variety of technologies including offline and product-based technologies to AI and ML based data driven technologies. The start-ups are venturing with fish and aquaculture disease and feed detection modules, harvesting grid development systems, bot-based fish waste management systems, aquaculture health tracking devices at the sophisticated end. These all technologies are associated with a user-friendly data feeding and management system in the form of either an Enterprise Resource Planning (ERP) software or a mobile application. At another end, fish and aquaculture based processed and value-added products, RAS and biofloc based fish rearing systems are also gaining popularity among the entrepreneurial community. Some of the startups working in these segments are Dissolved Oxygen plus, Craftcomm pvt.ltd.

### **Development of Agripreneurship in India**

India has been considered an agrarian economy till today (Misra&Puri, 2005). Agripreneurship employs a number of mechanisms, including as forward and backward linkages with secondary and tertiary industries, such as the industrial and service sectors. Opportunities in agriculture and related industries can be found at many stages of the farming process. Agribusiness prospects primarily exist in the input, farming, value chain, output processing, and marketing stages, as well as related services. The scope and potential of agricultural entrepreneurial prospects are currently expanding due to globalization and an increasingly integrated global market. Entrepreneurs have a lot of potential opportunities. The agricultural process requires a wide range of inputs, including seeds, fertilizer, pesticides, and cutting-edge, regional farm technology. The development and production of these inputs are thus made possible by the aforementioned domains. Entrepreneurship potential in fields including bio-pesticides, bio-fertilizers, vermicomposting, testing, and soil remediation are particularly attractive. The increasing focus on organic farming is opening still more opportunities. There is a lot of scope for R&D with respect to seed development. Even these varieties of seeds are expected to serve even in unfavourable climatic conditions. For realizing maximum revenue and improving living

conditions of our farming community, productivity of the crops should be improved which is possible with good management practices alongwith good quality of inputs. India can record only 50% of the average world production per hectare. Further, there is a lot of scope in the area of agro- tech products. There is a gradual shift happening from the usage of chemical intensive fertilizers and pesticides to natural manure and pesticides. This gradual shift is again opening huge potential and opportunities for production and marketing of bio-pesticides, eco-friendly agrochemicals and natural manures. The main goal of farming at this stage is to maximize output and take advantage of seasonal differences. There is room for innovation when it comes to the balanced use of agrochemicals, fertilizers, and pesticides, the adoption of multiple cropping and crop rotation to conserve and improve soil quality, and the use of agri-tech machines to cut down on labour costs and drudgery. Opportunities in the value chain, output processing, and marketing are felt during the post-harvest period. Agriculture produce supply chain management improvements are creating opportunities for new firms. Agriproducts processing units are booming up. There are opportunities in the area of distribution and logistics (Pandey, 2013).

To specify for agripreneurship development, there are opportunities in the areas of farming vegetables, fruits, food grains, pulses, oil seeds etc., developing greenhouse concept, herbal plantation, dairy and poultry development, animal husbandry, grading and packaging of agri-products, establishing food processing units, establishing cold.

To identify the issues and challenges hindering the farmers from emerging as agripreneurs (Alex, 2011). Since a few years ago, the government has been attempting to appoint various institutions from both the federal and state governments to collaborate on providing various forms of assistance and facilities for the growth of agribusiness-entrepreneurship. Here are some of the support structures drawn.

**i. RKVY – RAFTAAR Agri Business Incubator (R-ABI):** A total of 24 R-ABIs and 5 Knowledge Partners (KP) are catering to the needs of agribusiness entrepreneurs with the objective of a) ensuring timely support to deserving incubates, b) enabling and handholding for translation of minimum viable product (MVP) to marketable stage and scale up the product and business, c) provide a platform for faster experimentation and modification in their approaches or minimum viable product (MVP) based on innovative solutions/ processes / products/ services/ business models etc. for scaling up. Under ICAR -Indian Agricultural Research Institute (IARI) total of 14 R-ABIs are working to assist the incubatees to launch their products/ services/ business platforms etc. into the market and help them to scale up their operations as well as to attain business viability at a faster pace. Enabling interventions of PusaKrishi under RKVY-RAFTAAR fostering agribusiness entrepreneurship

**A. AGRI INDIA HACKATHON:** Agri India Hackathon is the largest virtual gathering to create dialogues, and accelerate innovations in agriculture with fresh perspectives, disruptive approaches, and cutting-edge research & knowledge. Agri India Hackathon seeks to create an impact in 5 interconnected areas to provide a roadmap for the future agricultural development. 24 best innovations from different focus areas will be awarded a cash prize of INR 1,00,000 each. Also, the winning innovations will get an exclusive preference for incubation support, pre-seed & seed-stage funding of 5 Lakhs & 25 Lakhs respectively at any one of the 24 RABIs, subject to assessment by the independent RABI. Further the winning innovations will have the opportunity of field trial and also access technology validation from our network of institutions (if they opt for incubation support).

**B. UPJA:** Up to 25 lakh Grant-in-aid with opportunity to technology validation and backstopping, pilot opportunities and institutional network, access to cutting-edge infrastructure Business Mentoring from Industry Leaders and Market Linkages & Investor's Connect

**C. ARISE:** Up to 5 lakh Grant-in-aid with opportunity to technology validation and backstopping, pilot opportunities, Business Mentoring from Industry Leaders and Market Linkages & Investor's Connect.

**ii. DBT:** BIRAC's Sustainable Entrepreneurship and Enterprise Development Fund ("SEED Fund") provides capital assistance to startups with new and meritorious ideas, innovations and technologies. BIRAC's Biotechnology Ignition Grant (BIG) supports the business ideas having commercialization potential whilst encouraging researchers to take technology closer market through a startup. Also, the E YUVA (Empowering Youth for Undertaking Value Added Innovative Translational Research) of the BIRAC aims to promote a culture of applied research and need-oriented (societal or industry) entrepreneurial innovation among young students and researchers. While the scheme is implemented through EYUVA Centres (EYCs) to inculcate entrepreneurial culture through fellowship, pre-incubation and mentoring support. EYCs are housed within the University/Institute set up and mentored by a BIRAC Bio-NEST supported bio-incubator.

**iii. MSME:**A Scheme for Promotion of Innovation, Rural Industries and Entrepreneurship (ASPIRE) aids to set up a network of technology centres and to set up incubation centres to accelerate entrepreneurship and also to promote startups for innovation in agro-industry. To establish Livelihood Business Incubators (LBI) or Technology Business Incubators (TBI), ASPIRE offers financial assistance.

**iv. IP support:**The IP Facilitation Centre (IPFCs) supports the protection of the inventor's rights under the IP regime and assists the entrepreneur from the ideation stage to IP protection while paying professional fees for the government to cover the IP fees. Additionally, there are income tax advantages for income derived from patents as well as the option of an excise duty waiver.

**v. Network support:**Numerous governmental and nongovernmental organizations on a national and international scale are working to promote the creation of successful start-ups. Few of them are FICCI (Federation of Indian Chamber of Commerce & Industries), NEN (National Entrepreneurial Network), Indus Enterprises, PHD Chamber of Commerce (PHDCC), Indian STEP and Business Association (ISBA) etc.

**vi. Funding support:**There are several ministries and agencies that offer funding for new businesses in the form of grants, soft loans, equity participation, subsidies, tax breaks, private finance and debt instruments. Some of them are Funds of Fund under start-up India scheme, Soft loan of Technology Development Board, NIDHI PRAYAS to offer pre-incubation support to the start-up, MUDRA scheme, BIRAC Grant, Venture Capital Assistance scheme by SFAC, Credit Guarantee Fund Trust for MSME, SIDBI start-up assistance scheme etc.

**vii. APEDA (Agriculture and Processed Food Products Export Development Authority):**The Agricultural and Processed Food Products Export Development Authority (APEDA) was established by the Government of India under the Agricultural and Processed Food Products Export Development Authority Act passed by the Parliament in December, 1985. The Authority with its headquarters at New Delhi, is headed by Chairman, APEDA has been serving the agri-export community for the last 37 years. In order to reach out to the exporters in different parts of the Country, APEDA has set up 15 Regional Offices. APEDA also functions as the Secretariat to the National Accreditation Board (NAB) for the implementation of accreditation of the Certification Bodies under National Programme for Organic Production (NPOP) for Organic exports. It is a specialized institute to enhance agri export and maximize foreign exchange and also help to create employment through value addition.

**viii. Special Economic Zones (SEZ):**A special economic zone (SEZ) is an area in which the business and trade laws are different from the rest of the country. SEZs are located within a country's national borders, and their aims include increasing trade balance, employment, increased investment, job creation and effective administration. Over 328 SEZs were notified and 265 are operational in 24 states. While 4 dedicated Agro and Food Processing SEZs are also operational and 4 are notified earlier. While under PM Kisan Sampad Yojana a comprehensive credit-linked financial assistance (capital subsidy) in the form of grants-in-aid to entrepreneurs for setting up of food processing/preservation industries is also available.

**ix. Agri Export Zone (AEZ):**A total of 60 AEZs in 60 farm commodities in 20 states were notified, serving the demands of agri exports and linking start-ups to global markets.

#### **Stumbling blocks to entrepreneurship's expansion**

1. Agriculture is the primary source of income for the majority of farmers. Due to a lack of knowledge, resources, technology, and market connectivity, it is difficult for the uninformed small owner to turn their farming into a business.
2. Farmers, who are the clients of the many services offered by independent contractors, need to be made aware of the benefits of these services before they are advertised.
3. To advertise their services, government organizations should abandon the current practice of providing free services. In actuality, a lot of farmers, particularly the politically well-connected leaders, think that the government should provide extension and technical consulting services to farmers.
4. The independent technicians need constant assistance in the form of commercial and technical know-how, interaction with marketing companies, suppliers of necessary supplies and equipment, and research institutes working to develop cutting-edge technologies.

5. A variety of legal restrictions and roadblocks are impeding the development of the agribusiness, which is backed by People's Organizations and Cooperatives. The fair-trade environment is regularly disrupted by private dealers that engage in this type of commerce.

6. People's Organizations frequently hesitate to adopt cutting-edge technology out of concern that they would have to invest significant costs that will negatively affect their profitability. Low profitability and outdated technology cause farmer members to lose interest in both their own businesses and those of their leaders.

### **Agripreneurship Development in India: Challenges**

The development of agripreneurship faces a number of significant obstacles, including the following:

**1. 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 (Gandhi, Kumar & Marsh, 2000).

**2. 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 (Ghosh, 2011).

**3. Migration of Skilled and Talented Workforce from Rural Area to Urban:** People from rural areas are migrating to metropolitan areas because of the abjectly inadequate infrastructure and facilities in such places. This departure is creating a talent shortage in rural areas. It's because there aren't enough chances for employment, skill advancement, specialization, and talent exploitation. Even people who have specialized knowledge, training, and education are looking for jobs in a variety of urban industries. Young people from rural areas frequently move to cities in quest of better work possibilities.

**4. Poor Technologies and Equipment:** Information enables people to explore options, analyse situations, and make the best judgments possible at the correct moment.

**5. Lack of Information:** There is a significant gap in the growth of agribusiness. Agripreneurship will be negatively impacted by a lack of knowledge of farm equipment, farm business, and information technology.

**6. Lack of Proper Transportation:** warehousing facilities, lack of facility to promote the agri-products, lack of marketing formation, 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.

**7. Inadequate Institutional Measure and Government Policies:** Though there are number of Govt. policies, the implementation is felt not appropriate because of the problems like corruption and bureaucracy. Because of illiteracy and ignorance, the rural people are unable to get the information of the policies of the Government and get the benefit. Critically speaking, the support from the Government in agriculture sector is much less than the support extended to industry and service sectors development.

**8. Problems in Marketing of Agricultural Products:** Production has no value unless it is sold and consumed. The marketing of agricultural products has become difficult for the farmer because of so many problems.

**9. High costs of Physical Logistics:** India has poor transportation connections between its villages. Moving their goods to surrounding marketplaces is a challenge for farmers. They don't have access to warehouse space, therefore they can't store their goods. The expense of getting the product to market is rising significantly for the former. Not just for the purpose of moving agricultural products, but also for acquiring agricultural supplies like seeds, fertiliser, and insecticides.

## **DISCUSSION**

The study gathers data on the fundamental varieties of agri-entrepreneurship, the growth of agripreneurship in India, as well as its obstacles like a lack of necessary skills. The main obstacles include insufficient infrastructure, a lack of an entrepreneurial culture among the populace, and the transfer of qualified and bright workers from rural to urban areas. The large GDP contributions made by the dairy and poultry industries, as well as the pet care market's rapid

CAGR expansion over the previous six years (Chand, 2019), indicate that there may be prospects in this related industry.

### **RECOMMENDATION**

1. Finding profitable agriculture and related businesses is crucial for fostering a thriving rural development environment and encouraging an entrepreneurial spirit among rural communities.
2. Providing area-specific technical training programme to help aspiring businesses get the necessary technical proficiency.
3. Encouraging the creation of a venue and platform where organizations interested in agricultural entrepreneurial growth can convene.
4. Establishing a development fund to aid in the establishment of agricultural incubation centres by agripreneurs.
5. Offering potential rural youngsters with entrepreneurial education and training while also offering financial and marketing help.
6. Up-grading the infrastructure in remote areas designing efficient marketing strategies and identifying crucial and targeted areas for agripreneurship development across the various stages of the agricultural process' value chain.
7. Fostering an entrepreneurial culture among rural residents and creating a dynamic environment for the growth of rural communities.
8. Providing entrepreneurial education and training to young people in rural areas while improving the infrastructure there to support the establishment of new firms.
9. Identifying the main areas for agricultural entrepreneurship growth across the various stages of the value chain for the agricultural process, and creating efficient promotion strategies.
10. Finding prospective agriculturally related business sectors to encourage entrepreneurship.
11. The provision of industry-specific technical training programme to assist aspiring business owners in acquiring the required technical competency.
12. Establishing area specific entrepreneurial development organizations to support focused efforts for the development of designated areas.
13. Establishing a development fund to aid in the launch of agricultural entrepreneurship.
14. Opening up centres for agricultural incubation.
15. Providing assistance through demonstrating financial and marketing assistance.

### **CONCLUSION AND POLICY IMPLICATIONS**

Agriculture has a significant potential to raise the nation's GDP in addition to directly employing and supporting a greater and more disadvantaged segment of society. Agripreneurship is a necessity as well as a chance for the sector to increase productivity and profitability. The development of agribusiness will help the economy make the most of its resources, achieve exceptional growth in the primary sector, and assist rural development. Additionally, it helps India achieve its objective of balanced economic growth. Agriculture is currently in demand to develop more lucrative and enticing agricultural and related companies. Since the growth and development of agriculture directly influences how much poverty is reduced, it is imperative to foster an entrepreneurial spirit among young people. Agriculture-related entrepreneurship essentially generates innovative, implementable solutions that enable the expansion of farm income, employment, and rural prosperity.

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