

Agri-Preneurship and Economic Development in India

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Abstract: As we know India is an agricultural country and one of the major source of our income is from the agricultural sector . The large population of India depends mainly on agriculture to meet their day to day needs. But the condition of indian agricultural sector now is low productive with large unemployment . This paper is an attempt to highlight the importance of developing entrepreneurship in the field of agriculture. Agripneurship is a solution to the problems such as poverty ,unemployment , urbanization etc and it helps in rural development. But for the implementation of this techniques requires special skills like knowledge of agriculture, market trends and strategies ,global market conditions etc.

I. INTRODUCTION

Indian economy is basically agrarian economy . At the time of independence more than half of the national income was contributed by the agricultural sector and 70% of the total population was dependent on agriculture . Agriculture and allied sources are considered to be important because they provide raw materials for industries and they demand for a variety of consumer goods. Due to the changing socio ,economic, political ,environmental and cultural dimensions the agricultural sector has lose it importance nowadays. The survival of farmers has become critical. The development of free market economies globally has resulted in the emergence of a new spirit of enterprise “ Agripneurship “. The entrepreneurship in agriculture can be defined as the creation of innovative economic organisation for the purpose of growth or gain under conditions of risk and uncertainty in agriculture .Agripneurship is necessary for achieving more productivity and profitability in agriculture and also to overcome the problems of poverty and unemployment in rural areas.

II. NEED OF AGRIPNEURSHIP DEVELOPMENT

Developing entrepreneurs in agriculture will solve the problems like

- ❖ Reduce the burden of agriculture.
- ❖ Create employment opportunities for rural youth.
- ❖ Control migration from rural to urban areas.
- ❖ Support industrial development in rural areas.

- ❖ Reduces the pressure on urban cities.

III. ROLE OF AGRIPNEURSHIP IN NATIONAL ECONOMY

Agripneurship plays an important role in national economy , it increases the income level and employment opportunities in rural as well as urban areas.It also plays the following roles

- ❖ It helps in inducing productivity gains by smallholder farmers and integrating them into local , national ,and international markets .
- ❖ It helps in reducing food costs ,supplyuncertainties and improving the diets of poor in the country .
- ❖ It also generates growth , increases and diversifies income and provides entrepreneurial opportunities in both rural and urban areas.

IV. POSSIBLE AREAS OF ENTREPRENEURSHIP DEVELOPMENT IN AGRICULTURE

Agriculture have several areas of entrepreneurship which include the activities like Dairying , Sericulture ,Goat rearing ,Rabbit rearing , Floriculture , Fisheries ,Shrimp Farming , Sheep rearing , Vegetable cultivation ,nursery farming ,farm forestry

International Journal of Science, Engineering and Management (IJSEM)

Vol 1, Issue 2, June 2016

V. CHALLENGES INVOLVED IN AGRIPRENEURSHIP DEVELOPMENT

- ❖ Lack of skilled and Managerial Manpower
- ❖ Lack of Infrastructural Facilities
- ❖ Problem of Marketing
- ❖ Lack of Awareness about career in Agripreneurship
- ❖ Inefficient or Lack of Equipments and Technologies
- ❖ High Infrastructural and Distribution Costs
- ❖ Unresponsive Government Policies

VI. WHY INDIA PROMOTING AGRIPRENEURSHIP ...?

In India 52% of total land is cultivable as against 11% in the world .There are 20 agro-climatic regions and nearly 46 out of 60 soil types in the country.Sunshine hours and day length are very much suitable for round the year cultivation. India is the centre for biodiversity in plants ,animals ,insects ,micro-organisms etc.Agriculture contributes for about 24.2% to GDP ,15.2% of total exports and provides employment to 58.4% of country's work force. With the primary objective boosting agricultural exports from India , the government of India announced a policy of setting up of Agri Export Zones (AEZs) across the country. The objective of setting up AEZs is to converge the efforts made by various central and state government departments for increasing exports of agricultural products.The concept of AEZ can be stated as “ to produce what could be sold rather sell what is produced.

The results of Green revolution ,White revolution etc is an encouragement to set forth a new goal for “Agri Export Revolution “ which is a need for strengthening the economy of the country . While India holds an important position in global market for a set of traditional agricultural commodities , new areas and new products are likely to emerge such as live animals and animal products ,floriculture, processed agricultural products etc.Agripreneurship helps to meet these emerging challenges and will place our country as a major player in the global export market .

VII. CONCLUSION

Agripreneurship is the need of the hour to make the agriculture more attractive and a profitable venture. It is clear that there is a large scope for agripreneurship in our

country and the only basic requirement for it is an individual with risk bearing capacity and a quest for knowledge in the agricultural field. The agricultural sector has high potential to contribute towards national income and also has the ability to create employment opportunities to the numerically large and weaker sections of the society .

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