



# AGRIPRENEURSHIP FOR ALTERNATIVE EMPLOYMENT OPPORTUNITIES - A PERTINENT ANSWER FOR TODAY'S YOUTH

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## ABSTRACT

*Agripreneurship* refers to entrepreneurship in agriculture. Entrepreneurship is a concept that encompasses transforming an idea or vision into a “new business or new venture creation, or the expansion of an existing business, by an individual, a team of individuals, or an established business”. In economics, alternative employment arrangements are categorized in four types of alternative employment arrangements: independent contractors, on-call workers, temporary help agency workers, and workers provided by contract firms. Youth is the Future of every nation & inheritors of the earth tomorrow. This statement stands true in every sense. When a country has a healthy youth population, you will find the country making headway in terms of overall development and progress. A country with high aging population and lower youth population has a lot of problems to content with that can slow its growth. Youth of this country would be the back bone of success of agripreneurship. There is no significant difference in the level of information of youth on agripreneurship based on gender. There is no significant difference in the challenges faced by youth on agripreneurship based on gender. youth are having awareness about agripreneurship and its various innovations and they are having a positive perception towards its possibilities. **Sanjay Kafle**, founder and vice president of **Youth for Agri Welfare**, a youth organization that promotes agriculture among youths and farmers. Agripreneurship Development Programmes for Graduates is striding towards **Atmanirbhar Bharat Abhiyan**. ‘Agripreneurs’ are regarded as the new breed of businessmen or entrepreneurs who can drive change through innovations, they can easily adapt to constant dynamics of markets and the farm enterprise. With this is the assurance of profitability, sustainability and competitiveness of the various agricultural industries as wide-scale high value crop/livestock production, juxtapose with food processing and other value-adding ventures. **Digital technology** has created enabling techniques that have helped in improving data and information gathering in all works of life, ranging from businesses, schools, security, media, medicine, and most recently agriculture. For instance, the recent coronavirus pandemic has struck a huge blow to the agricultural sector as the cost of agricultural produce, commodities and services rose to a very unbelievable extent. However, in curbing these shortcomings, **digital agriculture** can be adopted.

**KEYWORDS :** *agripreneurship, employment, youth, population, sector, agriculture, research*

## INTRODUCTION

The young agripreneurs brought together pavilions to showcase strides and innovations that they are making in the agriculture sector. Youth agripreneurship summit is for helping the young farmers by harnessing new skills, technologies and approaches. The success of young entrepreneurs can help address such serious social issues as the rural and regional migration and soaring youth unemployment and curtail the associated risks to society.[1]

The unique integrated approach plans to train and equip an Agripreneur from ideation to implementation stage to successfully run her venture and simultaneously connect her to a growing market place, in which Bhumijaa association of India will play a major role of activation and will foster collaborative networks and get the key partners of the value chain together to help realize the huge potential for expanding agro-business and building efficient value



chains from producers to urban areas in ways that benefit the small farmers (including women and youth).

**The Indian Council of Agricultural Research (ICAR)** under the National Agricultural Innovation Project (NAIP) has setup a Business Planning & Development (BPD) unit at National Rice Research Institute (NRRI) Cuttack.

### **The objectives of the project are**

- Promote agripreneurs in rice based ecosystems
- Facilitate technology commercialization related to rice ecosystem
- Conduct training and capacity building in agribusiness management
- To create an interface between farmers, agripreneurs, banks, university, venture capitalists, institutions, companies, input supplier, distributors, public authorities and society as whole.

Eventually, twenty-seven **Agribusiness Incubation (ABI) Centers** have been established in different ICAR-Institutes for technology commercialization and also to train the youth in their respective fields of interest. Entrepreneurship development remains the major objective of the ABIs to support the youth for their agribusiness start-ups.

**“Rashtriya Krishi Vikas Yojana** - Remunerative Approaches for Agriculture and Allied Sector Rejuvenation” (RKVY-RAFTAAR) has been launched with a component for innovation and agripreneurship. Through this initiative, a thrust would be given to promote agripreneurship and startups. Agripreneurship also helps in Promotion of Small Scale Food Processing Units.

Even the farmers have willingness to become agripreneurs, but they lack proper awareness about the opportunities available to them as well as how to go ahead in that line. Further though they possess several essential entrepreneurial skills, they face some issues and challenges preventing them from exploiting the opportunities offered by agripreneurship.

**Webinars** are conducted including “Prospects and Opportunities for Young Entrepreneurs in Agriculture”. Offerings and Opportunities for Agri-Startups have been started. ABIS-Technology Business Incubator Support towards Agripreneurship” for the students of different Institutes of Technology & Sciences in India. Agribusiness Ideathon Challenge for Rural Youth (AIC-RY) is an initiative for unemployed youngsters who are graduated in this field. This includes Moving towards Smart Agriculture Technologies by digitalization. [2]

### **Other Institutes and Programmes**

1. National Bank for Agriculture and Rural Development (NABARD)- RBI started NABARD in July 1982 to pay full attention in areas of agriculture, small-scale cottage and agro-based industries in rural areas. NABARD is managing all activities of the RBI pertaining to rural development and agro based activities successfully.
2. Agricultural Technology Management Agencies (ATMAs)- ATMAs are functioning at district level to make use of the services of established Agri-entrepreneurs in providing value-added extension services to farmers on Public Private Partnership mode.[3]
3. Panchayatmandi (Agri-Mandi)- The idea of Panchayat mandi is to reduce the control of middlemen and traders. This can be feasible only when working of the Zilla Panchayat is in coordination with state marketing boards and APMC (Agriculture produce market committee).
4. State Agricultural marketing banks (SAMB)- Such banks are set up to actively control markets for food crops and oilseed in bigger markets of towns and cities.
5. NCOSAMB (The national council for state marketing board)- The government of India provides grants in aid to states to set up training facilities with modern facilities and NCOSAMB manage such programmes of training.
6. State Trading Corporation (STC)- STD is foremost international trading house possessed by the government of India. The corporation handles bulk international trades.
7. Farmers Market- This is original initiative from some of the state governments popularly known by Uzhavar santhai (Tamil Nadu), Rythu Bazaars (Andhra Pradesh), Apna mandi (Punjab). This type of market investigates the vast scope for agribusiness entrepreneurship training to develop business skills and imparted through KVK.
8. Domestic and Export Market Intelligence Cell (DEMIC)- This indirectly support business entrepreneurship skills and decision making skills of agri-entrepreneurs. In addition, it also performs function of forecasting of prices of commodities.
9. Agro biotechnology agency for rural employment and development (ABARD)- It is a plan of KAU (Kerala Agriculture University) and provides training on technologies. [4]

10. Pasumai Padai- It is initiated by Pondicherry government and focused on farmer's interests and take actions like hiring agriculture equipments and machinery.
11. Grape wine growers Association, Maharashtra- It consists of 150 co-operative societies and 500 farmers. This association worked as international supplier for quality grape.
12. ITC- e-choupal- It empowers farmers knowledge about weather and price, provide direct linkage between business objectives and societal goals and provide expertise on business skills and entrepreneurship skills.
13. Agribusiness Incubators- The agri-business incubation (ABI) program launched in 2003. It is a joint venture of the International Crops

Research Institute for the Semi-Arid Tropics (ICRISAT) and India's Department of Science and Technology (DST). It sponsors agricultural technologies developed by ICRISAT, other R&D centers of excellence, universities and other institutions [5]

## OBSERVATIONS

Agricultural sector had enormous potential for prosperity. As more and better farms are created, related industries in agri-business, agro-tourism, land management, mechanical and agricultural engineering will expand as well. Agricultural exports will help create jobs across the entire value chain, benefiting corporations, family farms, cooperatives and small and medium enterprises venturing into additional markets.



## Enhancing Agriculture

The International Food Policy and Research Institute (IFPRI) and the Syngenta Foundation for Sustainable Agriculture (SFSA) developed a conceptual framework. This framework classifies contextual and driving factors that contribute to the success of youth entrepreneurship. There are four broad categories for intervention: policy, institutional, technological, and individual capabilities. It is essential for targeting young entrepreneurs and the institutions that support them to leverage access to finance and

markets; showcase best practices and innovative business models; and create pathways to the creation of job opportunities in established agribusinesses. The positive influence of the perception variable calls for relevant strategies which could further help to improve the general outlook of agriculture as a profitable career option for young people.[6]

The challenges and opportunities of agricultural entrepreneurship, federalism, sustainable development goals and climate change are discussed along with motivational sessions from the specialists and

entrepreneurs. Agro-entrepreneurship should be focused mainly as a national issue and involvement of youth must be encouraged. The mantle of Agriculture rest in the hand of educated rural youth in the country. Rural youth experience following challenges while opting Agriculture as profession:

⊖ Insufficient access to knowledge, information and education.

⊖ Limited access to land. Inadequate access to financial services[7]

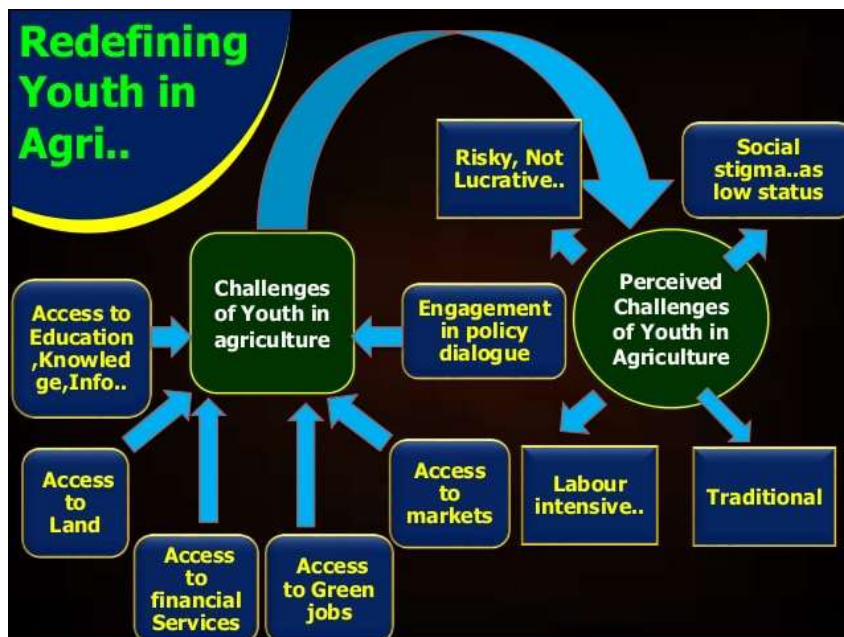
⊖ Difficulties accessing green jobs.

⊖ Limited access to markets.

⊖ Limited involvement in Policy dialogue.

⊖ Lack of agricultural content in education

⊖ High risk in agriculture profession.



### Youth in agriculture: Entrepreneurial perspective

Although major investments in youth entrepreneurship have been made in most ACP countries in the last 10 years by almost all donors, the reality on the ground often differs from what is depicted because of so many bottlenecks -- access to land, access to finance, lack of coaching/mentorship. Along with the provision of secondary school agricultural education and a significant amount of financial support, these perceptions positively influenced their intentions to participate in agripreneurship. Schemes like Agriculture Infrastructure Development Funds, Mission for Integrated Development of Horticulture and Mukhyamantri Krushi Udyoga Yojana will strengthen the states economy while ensuring its agricultural growth. Interested people will get all support from the government in this regard urging the youth to invest in floriculture, mushroom cultivation and production of spices.[8]

The **Youth Agriculture Entrepreneurship** places youth in the role of the change agent, pairing creativity with experiential learning, creating an effective pathway to confronting the region's health challenges. During an eight-week paid intensive summer program, participating youth will learn to plant, grow, harvest, cook and sell their own produce on a teaching farm,

while also learning valuable life and workforce skills. The outcomes for this project are aimed at increasing access to healthy eating options, empowering youth to become change agents for healthy behaviors in their communities, providing low-income youth with summer employment options that build leadership, entrepreneurial, business and marketing skills.[9] Agricultural and entrepreneurial communities are willing to:

- Create a vision for a healthy community
- Participate in discussions and workshops on community engagement, advocacy, health equity and social justice
- Start seeds and tour Grace and Main Urban Farm and Families First Children's Center
- Develop business plans for food system based businesses in order to address the health challenges our community
- Learn about agricultural technology and soil health [10]

### DISCUSSION

The Agri Entrepreneur Growth Foundation (AEGF) is a part of the Small Tea Growers Sustainability Platform (STGSP), a Public-Private - Civil Society Cooperation Platform convened by IDH - The Sustainable Trade Initiative in India. AEGF was





created in partnership with Tata Trusts. The vision of this project is to “**foster agriculture development through agri-entrepreneurs**” and the mission is to “launch 100000 AEs and directly engage 20 million smallholder farmers by 2023” in India. To support farmers, 1782 AEs across 8 states, spread awareness covering a total of 1.58 million farming family

members, directly through over 3 lakh farmers. This incredible feat was achieved over a month starting 24th March 2020.

A motivated, self-employed rural youth trained under AEGF and mentored to sustainably provide a bouquet of agriculture and allied services to a cohort of farmers



### **Agriculture Employment for Youth**

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 has the prospect of social and economic development, for example, employment generation, poverty reduction, improvements in nutrition, health and overall food security in the national economy especially in rural areas. In the face of growing unemployment and poverty in rural areas, there is urgency of entrepreneurship in agriculture for more productivity and profitability. Agri-entrepreneurship can be used as chief remedy for the solution of this complexity such as lower the burden of agriculture, produce employment opportunities for rural youth, control migration from rural to urban areas, boost national income, sustain industrial development in rural areas and cut down the pressure on urban cities. Agri-entrepreneurship program is crucial to build up entrepreneurs and management staff to deal agricultural industry across the world . Agri-entrepreneurship is greatly affected by the economic situation, education and culture . [11]

Agri-entrepreneurship is important for **national economy** in following ways :

1) Firstly, it helps in achieving productivity profit by small farmers and amalgamating them into local, national and international markets.

2) Secondly, it helps in decrease in food costs, and provides highquality diets to the rural and urban poor in the country.

3) Thirdly, it accelerates growth, diversifying income and develops entrepreneurial opportunities in both rural and urban areas.

The feasible opportunities of entrepreneurship in agriculture are: -

- i. Agro produce processing units – Here no manufacture of any new product done and simply the processing of the agriculture produce occurs Example- rice mills, dal mills, decorticating mills etc.
- ii. Agro Produce manufacturing units – Here the entirely new products produced based on the agricultural produce as the main raw material. Example- sugar factories, bakery, straw board units etc
- iii. Agro-inputs manufacturing units – Here production of goods done either for mechanization of agriculture or for increasing manufacturing plants, Example- fertilizer production units, food processing units, agricultural implements etc.
- iv. Agro service centres –These comprise the workshops and service centre for repairing and



servicing the agricultural implement used in agriculture.

- v. Miscellaneous areas – Moreover, the following areas may be hopeful to establish agri enterprises like setting up of Apiaries, feed processing units, seed processing units, mushroom production units, commercial vermin-compost units, goat rearing farmers club, organic vegetable and fruits retail outlet, bamboo plantation and jatropha cultivation.

## RESULTS

Different types of enterprises in agri-entrepreneurship are as follows:

- i. Farm Level Producers: Here family is treated as enterprise for augmenting the production by utilizing the high level of technology, possessions and demand in the market.
- ii. Service Providers: There are varied categories of services indispensable at the village level. These include the input borrowing and distribution, employing of equipment such as tractors, sprayers, seed drills, threshers, harvesters, dryers. It also consists of scientific services for example setting up of irrigation facilities, weed curb, plant security, yielding, threshing, conveyance, warehouse etc. and related opportunities present in the livestock husbandry region for breeding, immunization, disease diagnostic and treatment services, along with provision of cattle feed, mineral combination, forage grains, etc.
- iii. Input Producers: There are many booming enterprises which require significant contribution and such inputs can be produced by the home entrepreneurs at the village level are biopesticides, soil amendments, biofertilizers, vermicompost, plants of diverse species of vegetables, fruits, ornamentals, root media for raising plants in pots, production of cattle feed concentrate, agricultural tools, irrigation accessories, mineral mixture and complete feed. Additionally, opportunities are available in fishery, sericulture and poultry as well.
- iv. Processing and Marketing of Farm Produce: Highly qualified and skilled persons and higher investment required for well-organized management of post-production processes. Such enterprises can be controlled by People's Organizations like cooperatives, service joint stock companies or societies. The most successful illustrations are the dairy cooperatives, sugar cooperatives and fruit growers' cooperatives.[12]

## CONCLUSION

A detailed account regarding the scope of agri-entrepreneurship in India:-

1. India is gifted with diverse agro-climate, which assists production of temperate, sub-tropical and tropical agricultural produce.
2. Demand for agricultural inputs like feed and fodder, inorganic fertilizers, bio-fertilizers have increased.
3. Applications of biotechnology in agriculture is boon for production of seed, bio-control agents, industrial harnessing of microbes for different products.
4. Economic growth will be enhanced by harnessing the export. According to World Trade Organization (WTO), India has immense potential to recuperate its present position in the World trade of both raw and processed form of agricultural commodities. At present processing is done at primary level only and the rising standard of living expands opportunities for secondary and tertiary processing of agricultural commodities.
5. Large coastal line and internal water courses should be utilized for production of marine and inland fish. Ornamental fish culture already gaining popularity due to growing aesthetic value among the citizens of India.
6. The livestock wealth provides vast scope for production of meat, milk and milk products, poultry products etc.
7. The forest resources can be utilized for production of forestry byproducts.
8. Beekeeping and apiary can be taken up on great extent in India.
9. By improving technique of production, enhancement in domestic consumption and export of mushroom production can be done.
10. The farmers should be encouraged and educated for organic farming as organic farming has highest potential in India as the pesticide and inorganic fertilizer application are less in India compared to industrial nations of the world.
11. Huge opportunities for production and promotion of bio-pesticides and bio-control agents for protection of crops.
12. Due to plateauing in the productivity of high yielding varieties; seeds, hybrid and genetically modified crops have the highest potential in India in the future.
13. Owing to declining groundwater level and labor scarcity for agricultural operations like weeding, transplanting and harvesting, micro-irrigation systems and labor saving farm equipments have potential in coming years.



14. Production of vegetables and flowers under green house conditions can be harnessed for the export.
  15. Trained human resources in agriculture and allied sciences will acquire on agricultural extension system due to deteriorating state finance resources and down-sizing the present government agricultural extension staff as consulting services.
  16. Lastly, employment opportunities have increased in marketing, transport, cold storage and warehousing facilities, credit, insurance and logistic support services because of enhanced agricultural production.
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