

Scope of Entrepreneurship in Agriculture

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SUMMARY

One strategy for lowering poverty, promoting migration, and creating jobs in rural areas is rural entrepreneurship. This study aims to describe the need for sustainable entrepreneurship, as well as the variables that facilitate and hinder entrepreneurship in rural areas. To establish a rational relationship between the effective elements of entrepreneurship, a model has been proposed in this respect to develop a sustainable rural entrepreneurship region. These entrepreneurs and start-ups can generate a fair and valuable contacts in the agricultural value chain and accelerate and efficient delivery of products, technologies, and services to both farmers and customers. Hence, it becomes essential for developed and developing economies to emphasize the large-scale demonstrations of agriculture entrepreneurship technologies.

INTRODUCTION

An entrepreneur is crucial to the development of a nation's economy. Through inventive resource collection and utilization, he creates a large number of jobs for the populace and stabilizes the economy. The last several years have seen a rise in the number of educated young people who are eager to work and have fresh ideas. These young people have been drawn to high-tech business models that elevate agriculture above its conventional forms. In addition to expediting and effectively delivering goods, technologies, and services to farmers and consumers, these business owners and start-ups may preserve vital connections throughout the agricultural value chain. The effects of entrepreneurial activities and efforts extend to the industrial, agricultural, and technological sectors as well as to trade both domestically and internationally, employment levels, and society at large (Adhikary M.M., 2014)

Honey agribusiness:

Entrepreneur can begin with five colonies, or five boxes, in the first phase. Each box costs approximately four thousand rupees, so if he/she take five of these, the total cost will be twenty thousand rupees. Periodically, they can be separated to make more of them. Twenty thousand boxes can be prepared in a year if partitioning is done correctly. The Department of Horticulture provides 40–50% of the subsidy under the National Agricultural Development Scheme. Farmers receive instruction on this as well. Additionally, farmers do not need to increase their financial outlays for this.

Mushroom farming:

The marketing and cultivation of mushrooms have enormous potential. Because they are high in protein, carbs, mineral salts, and vitamins, mushrooms are used as food and medicine in our nation. To encourage the growing of mushrooms, agricultural universities and other educational institutions offer farmers year-round training programs.

Food processing:

Activities involving the processing and addition of main agricultural products are referred to as the food processing industry. The food processing sector includes, for instance, the processing of dairy products, milk, fruits, vegetables, packaged food, and beverages. The food processing sector in India plays a significant role in supplying the nation's food needs, creating jobs, boosting farmer incomes, and delivering goods to customers on time in western nations. It is thought to have the potential to become a thriving enterprise that will improve nutrition in addition to aiding in the growth of the agriculture sector.

Cultivation of Medicinal Plants: For people, growing medicinal plants offers an excellent chance to start their own business. The growing popularity of herbal remedies and the production of these drugs by pharmaceutical

firms are the causes of this. They will require medicinal plant products as raw materials for this. They are able to supply this demand.

Herbs and Spices:

You can apply herbs or parts of plants for medicine or the taste of food. Herbs have aromatic properties that your potential customers can use for medicinal, culinary purposes, or perfumes. Being a herb farmer allows you to supply raw materials (your herbs) to doctors from various industries, such as those practicing pharmaceutical, cosmetic, and even herbal medicine.

Cyber Extension:

The use of ICTs for rural and agricultural extension is known as "cyber extension." In remote locations, cyber presence is essentially nonexistent. At the fastest possible pace, cooperation between employees, organisations, and farmers can result in innovative developments for the agriculture industry. Farming Farmers can use the knowledge of scientific agriculture to improve their economy by using cyber extensions that convey the technology to them.

Dairy Product:

This industry offers job opportunities in both the government and non-government sectors. Dairy has the potential to generate large sums of money if handled more professionally, with strong local branding and genuine quality control.

Farm Machinery Unit:

Customized farm machinery equipment is desperately needed. For instance, the topography of the hills makes it impossible to use conventional farming tools there. Here, people require compact, user-friendly, robust farm machinery and equipment. Recent graduates in agricultural engineering can create such units.

Fisheries Development:

Fisheries provide good opportunities in both domestic and export sectors. In this direction, entrepreneurial efforts can be highly useful.

Organic production:

In India, the food processing sector is already generating substantial profits. The market is ready for organic food. The biggest winners will be the pioneers. Organic foods are, to put it simply, naturally occurring or processed foods. It is a component of our cultural heritage. As a result, local research will be needed to establish entrepreneurial hubs in these places.

Poultry farming:

Prior to beginning this business, the amount of land needed should be determined based on the number of chickens you intend to keep, in addition to assessing the poultry industry, setting up the location, and obtaining information on the kind of birds and their locations. It's important to see how they market themselves and how their cuisine is presented. In return for sufficient training, NABARD offers suitable loans for the establishment of poultry farms. A number of institutions also offer loans for poultry farming at competitive interest rates. This is a low-cost, easily accessible business that only requires a little information.

Cultivation of Staple Food:

The production of staple foods is one of the most lucrative agricultural ventures. Because they are frequently consumed, crops including rice, potatoes, wheat, and maize are considered staple foods. Entrepreneur can address the demands of the local population by cultivating staple crops on a large or medium scale. The truth is that these foods are exported to other nations and are consumed by a large number of people worldwide.

Vegetable Farming:

Vegetables are used in soups, salads, sauces, and sandwiches, and their great nutritional value and the significance of cooking healthful meals make them highly sought-after. May start a vegetable plantation in home and sell those produce in neighbourhood, vegetable farming requires low startup money.

CONCLUSION

To turn agriculture into a more lucrative and appealing economic venture, agri-entrepreneurship is essential. There is a lot of room for entrepreneurship in agriculture, but it takes skill to manage agri-components including seed, soil, water, and market demands. In developing nations, domestic business and agriculture account for over 50% of employment in half of all positions, yet they do not provide enough revenue to lift people out of poverty. Therefore, entrepreneurship in the context of agriculture produces a means of raising household earnings. The successful integration of government initiatives with competent managerial and entrepreneurial abilities will enable the agricultural industry to meet its expanding demands. A person with these qualities—self-assurance, willingness to take risks, integrity, vision, and innovation—can succeed as an agribusiness owner. Agri entrepreneurship contributes to the national income along with direct employment and income to the larger and especially in rural area. Value added products offers entrepreneurship with larger returns on investment and profits. Therefore entrepreneurs' have to take benefit change in consumers demand and satisfy consumer needs with value added products.

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