

Entrepreneurship in Indian Agriculture - Challenges and Opportunities

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SUMMARY

Agriculture is considered to be the stronghold of the Indian economy. Agriculture sector has prime aim to provide a sufficient amount of food material to the peoples living in country. Agricultural entrepreneurship is a planned development involvement to accelerate the rural development and very important for the generation of employment in the rural peoples. Agriculture sector of India can provides a different business opportunities to do business to rural as well as urban peoples viz., poultry and goat farming, dairy industry, mushroom farming, bee keeping, nursery farming, fish farming, farm management and many more. Agriculture entrepreneurship provides opportunities and it is important for improving the production and productivity. Developing new technology, availability micro financing, awareness among the farmers and training campaign on agriculture sectors and ultimately shifting mindset of the highly educated people to go for starting business in the sector of agriculture which contribute ornamental potentiality for entrepreneurship in India.

INTRODUCTION

Agricultural entrepreneurship is a planned development involvement to accelerate the rural development and very important for the generation of employment in the rural peoples. Agricultural entrepreneurship plays a role in growth and development of national economy, increasing income level and employment opportunities in rural areas. It helps in reducing costs of food, improving the diets of the rural and urban poor peoples in the country and providing entrepreneurial opportunities in both rural and urban areas. Agriculture sector of India can provides a different business opportunities to do business to rural as well as urban peoples viz., poultry and goat farming, dairy industry, mushroom farming, bee keeping, nursery farming, fish farming, farm management and many more (Pandey, 2009). Entrepreneur can face many problems while developing a business. Some problems are facing regularly by agri entrepreneurs is lack of skilled manpower, problem of marketing and lack of new ideas to develop a new strategies. Rapid development in agricultural sector required innovative agriculture entrepreneurship.

Challenges:

Agriculture entrepreneurship provides opportunities and it is important for improving the production and productivity. Some challenges in front of entrepreneur while do business in agriculture sector are: lack of capital or fund, lack of improved technology and market channel and it is very difficult for the illiterate small farmer to develop their farming into an enterprise. The entrepreneur need awareness of business information and marketing agencies. Some are legal restrictions which come in the development of agri-business, promoted by the People's organizations and Cooperatives. Low profitability and outdated technologies, farmers unable to find interest in enterprises (Uplaonkar and Biradar, 2015).

Opportunities:

Developing of new technology, availability micro financing, awareness among the farmers and training campaign on agriculture sectors and ultimately shifting mindset of the highly educated people to go for starting business in the sector of agriculture which contribute ornamental potentiality for entrepreneurship in India. Agriculture sector provides many areas of entrepreneurship like, sericulture, mushroom farming, dairy industry, floriculture, fish farming, sheep/ goat farming, nursery farming, farm forestry etc (Pandey, 2009). Opportunities in agribusiness are agro production and processing units which cannot manufacture a new product but only process the agriculture produce e.g. Rice mills, dal mills, cashew processing unit etc. The units can produce a new products by using agricultural raw material. e.g.- sugar factories. The another areas which provides opportunities for establishment of enterprises in agri sectors are feed and seed processing units, mushroom production units, commercial vermicompost units and bamboo plantation (Uplaonkar and Biradar, 2015).

CONCLUSION

Agriculture entrepreneurship provides opportunities and it is important for improving the production and productivity. Agricultural entrepreneurship plays an important role in growth and development of national economy, increasing income level and employment opportunities in rural areas peoples.

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