

## Employment Generation through Agripreneurship

Naik G. V.<sup>1</sup> and Sawant P. A.<sup>2</sup>

<sup>1</sup>B. Sc. (Agri.) Student, College of Agriculture, Dr. BSKKV, Dapoli, (M. S.)

<sup>2</sup>The Registrar (In- Charge) & HOD, Dept. of Agril. Extension, Dr. BSKKV, Dapoli, (M. S.)

### SUMMARY

Agriculture has been an important sector of Indian economy owing to its high share in employment generation and providing livelihood to as much as 65% of the Indian population. Entrepreneurship is one of the key driver for employment generation among the rural peoples. The Agriculture sector provides a different opportunities to entrepreneur to do business and Agri-preneurship has large potential to contribute to national income while at the same time proving direct income and employment to a large section of society.

### INTRODUCTION

Agriculture has been an important sector of Indian economy owing to its high share in employment generation and providing livelihood to as much as 65% of the Indian population. India is having 52% of the total cultivable land, 15 major climates, 20 agro climatic regions and nearly 46 different soil types; while the sunshine hours and day length are ideal for all round the year cultivation. All this factors, along with the recent advancement in agriculture has resulted in increase in agricultural production on the whole. However, is might not be true for the small and marginal farmers, who find it difficult to adopt new technology. Moreover, changes in the market dynamics , customer lifestyle and demands have created a scope for individuals to come forward and create novel things; thus giving rise to entrepreneurship in agriculture , i.e. agri-preneurship. Entrepreneurship could be said as the ability and readiness to develop, organize and run a business enterprise along with any of its uncertainties in order to make a profit.

Farm youths, who are passionate about their farm business, see agri-enterprising as means to earn profits and hence are willing to take calculated risk to make their farm profitable and business grow. However, further growth of this sector is slow because of certain problems faced by the people; both, those which are already running their enterprise and those willing to start theirs. For someone starting an enterprise needs to be innovation, should be in search of opportunities and having ability to grab them. Although many farmers have these qualities, they are focused on producing “what they need” and not on “what is possible”. Farm entrepreneurs are faced with the difficulty of obtaining adequate and necessary information, capital sources along with technology needed to run the enterprise.

To run successful enterprise, it is important to have proper infrastructural facilities, lack of those acts as an obstacle in entrepreneurial development. Day by day, as the market is changing, the customer demand for quality product is being strongly acknowledged. Hence, it is important for entrepreneurs to have standard tools for quality assessment. However, poor supply of those, leads to poor quality products which fetch less price in the market; thereby discouraging farm business. In order to overcome these challenges, some solutions have been offered, which could be stated as: proving training pertaining to the enterprise that is to be established, providing financial support through credit with concessional rates of interest, setting marketing co-operatives, facilitating partnership between farmers and researchers or among farmers themselves to develop, adopt and test new technologies.

In recent years, the government has also taken initiative to boost development of entrepreneurs in agriculture. The National Institute of Agriculture Extension Management(MANAGE), State Agricultural Marketing Banks (SAMB), State Trading Corporation (STC), The National Council for State Marketing board(NCOSAMB), NABARD are some of the organization which assist the entrepreneur by providing finance, training and making market available for the product. There are certain scheme which work in order to achieve the same objective; viz., AIC (Atal Incubation Centre), Venture Capital Scheme for Agri-business Development.

### CONCLUSION

Agri-preneurship has large potential to contribute to national income while at the same time proving direct income and employment to a large section of society. Hence it won't be inadequate to conclude that agri-preneurship is the need of the hour and urgent steps have to be taken to overcome the problems in its way.

**REFERENCES**

Uplaonkar, S. S. And Biradar, S. S. (2015). Development of agriculture in India through agripreneurs.  
Int. J. App. Res.1 (9): 1063-1066.  
[www.businessofagriculture.com](http://www.businessofagriculture.com)  
[www.slideshare.net](http://www.slideshare.net)