

12. Agri-Entrepreneurship: Emerging Concept to Strengthen Agriculture

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Abstract:

Agri- entrepreneurship is a vital force reshaping farming in India, offering a dynamic way for sustainable growth, innovation, and better lives. This summary takes a close look at Agri- entrepreneurship in India, exploring government programs, educational efforts, and the tough challenges faced by those entering this important field.

Government efforts play a big role in Agri- entrepreneurship. Programs like Pradhan Mantri Kisan Sampada Yojana (PMKSY) help modernize food processing, giving entrepreneurs support for things like technology, skills, and infrastructure.

Such initiatives support agri-entrepreneurship by funding services, businesses and agricultural projects. These programs form the foundation for agri-entrepreneurs to innovate and succeed. Education is crucial for agri-entrepreneurs. Programs like Entrepreneurship Development Programs (EDPs) provide essential skills in areas like business planning. Skill development programs focus on improving technical and managerial abilities in areas like precision farming and agri-tech.

These educational efforts together empower agri-entrepreneurs with the tools for success. However, challenges exist. Access to money is hard for agri-entrepreneurs, as formal credit and complicated lending processes limit their opportunities. Market connections are also a challenge. Agri-entrepreneurs struggle with disorganized supply chains and insufficient infrastructure, making it hard to reach customers and get fair prices for their products. Adopting new agricultural technologies is another hurdle due to limited awareness, high costs, and a lack of technical know-how.

Keywords:

Agri-entrepreneurship, schemes, sustainability, business, agriculture

12.1 Introduction:

India's economy, despite its relatively small landmass, shoulders the responsibility of supporting a substantial 17.5 per cent of the global population. At the time of independence, more than half of the nation's income was derived from the agricultural sector, which also provided livelihoods for an impressive 75 per cent of the total population (Pandey, 2013). The crucial interdependence between agriculture and industry in India is foundational to economic dynamics. Agriculture and its allied sectors serve as primary suppliers of raw materials for a diverse range of industries, encompassing essential inputs like fertilizers, pesticides, and agricultural implements. Simultaneously, the demand generated by the agricultural sector significantly influences the production and consumption patterns of industrial products, including a diverse array of consumer goods (Bairwa *et al.*, 2014). This intricate web of dependencies between agriculture and industry underscores the need for comprehensive economic policies that recognize and nurture the synergy between these sectors. The relationship is not merely economic; it extends to social and developmental realms. The sustainable growth of the agricultural sector is pivotal for providing secure livelihoods for a significant portion of the population, contributing to poverty alleviation, and ensuring overall economic stability. Additionally, the vitality of agriculture in supplying raw materials for industries is critical for the continued growth and competitiveness of the industrial sector, both nationally and globally. Agricultural enterprises are confronting a rapidly changing environment marked by challenges such as market fluctuations, evolving consumer preferences, stringent environmental regulations, dynamic quality standards, complex supply chain management, and an escalating emphasis on food safety and sustainability. In response, the industry has witnessed the emergence of new players, increased innovation, and a diversification of entrepreneurial ventures within portfolios. A shared understanding among policymakers, industry practitioners, and researchers is that the sustained success of farmers and growers requires more than just effective management and technical expertise; it necessitates the cultivation of an entrepreneurial mindset (McElwee, 2008; Pyysiäinen *et al.*, 2006). This recognition transcends viewing entrepreneurship as a passing trend or wishful thinking; recent studies underscore its substantial impact on the growth and long-term viability of agricultural businesses (Lans *et al.*, 2011; Verhees *et al.*, 2011). In essence, the advocacy for agricultural entrepreneurship reflects the imperative for adaptability and strategic thinking amid ongoing changes. It emphasizes the significance of farmers and growers embracing entrepreneurial principles to navigate challenges, capitalize on emerging opportunities, and establish a robust foundation for sustained success in the continually evolving agricultural landscape. This shift towards entrepreneurship is not merely a reactive response to current hurdles; it represents a proactive approach to ensuring the resilience and prosperity of agricultural enterprises in the future.

12.2 Agricultural Entrepreneurship:

The rise of free-market economies globally has given rise to a distinctive entrepreneurial mindset termed "Agripreneurship," reflecting an increased inclination of individuals to take charge and manage their own business ventures (Alex, 2011). Entrepreneurship in the agricultural context is closely linked to the pursuit of effective methods and strategies for establishing and nurturing financially viable farm businesses.

The terms "entrepreneurship" and "agripreneurship" are commonly used, particularly in education and the formation of small-scale agricultural enterprises. Offering a more nuanced perspective, Dollinger (2003) defines entrepreneurship in agriculture as the creation of innovative economic organizations designed specifically for growth or profit, even in the face of challenges such as risk and uncertainty within the agricultural sector. This definition captures the dynamic nature of entrepreneurial activities in agriculture, emphasizing the need for inventive approaches to economic organization to thrive amidst the inherent unpredictabilities of the agricultural landscape. The emergence of Agripreneurship not only responds to the changing dynamics of global economies but also recognizes the growing importance of individual initiative and responsibility in guiding agricultural businesses toward growth and sustainability. It encapsulates the spirit of innovation and risk-taking necessary for navigating the intricacies of the agricultural industry and underscores the role of entrepreneurship as a driving force for progress and resilience in this critical sector. In the backdrop of rising unemployment and poverty in rural areas, coupled with the sluggish growth of agriculture, there arises a pressing need for entrepreneurship in the agricultural sector. This is essential to boost both productivity and profitability. The implementation of Agripreneurship programs becomes imperative as they play a vital role in cultivating entrepreneurs and a skilled management workforce capable of contributing to the agricultural industry on a global scale (Bairwa et al., 2014). The development and success of Agripreneurship are significantly influenced by economic conditions, the level of education, and prevailing cultural factors (Singh, 2013). Therefore, fostering entrepreneurial initiatives in agriculture is not only crucial for the revitalization of rural economies but also for the overall advancement of the agricultural sector.

12.3 Definitions and Concepts:

Agripreneurship: It represents the profitable amalgamation of agriculture and entrepreneurship, resulting in the conversion of a farm into an agribusiness. This term is synonymous with entrepreneurship in agriculture and refers to the establishment of agribusiness ventures in both the agriculture and allied sectors.

Agripreneur: One should embody qualities such as proactivity, curiosity, determination, persistence, vision, hard work, honesty, and integrity, along with strong management and organizational skills. These individuals are essentially entrepreneurs in the agriculture sector, driving innovation to bring about economic change by exploring new markets or devising novel approaches.

Agriclinics: These are envisioned as entities providing farmers with expert advice and services, covering technological guidance, cropping practices, pest and disease management, market trends, and crop prices.

Agribusiness Centers: These are conceptualized to offer farm equipment for rent, inputs for sale, and various related services. These centers aim to provide a comprehensive package, including input facilities, consultancy, and other services, with the objective of strengthening the transfer of technology and extension services. Simultaneously, they create self-employment opportunities for individuals with technical training (Chandra shekara, 2003)

Innovation in Agriculture: Agripreneurship entails the introduction of inventive approaches and technologies within the agricultural sector. This can encompass adopting advanced farming techniques and integrating novel technologies for the management of crops and animal husbandry.

Market Orientation: Agripreneurs must adopt a market-oriented approach, requiring a keen understanding of market demands, consumer preferences, and emerging trends. This involves adapting agricultural practices to align with market requirements and capitalize on evolving opportunities.

Diversification: Agripreneurship promotes diversification by adding value to agricultural products and incorporating agribusiness ventures such as processing and marketing.

Sustainability: Integral to agripreneurship is the adoption of sustainable agricultural practices. This includes embracing environmentally friendly farming methods, ensuring resource efficiency, and advocating for practices that contribute to the long-term ecological balance.

Risk Management: Given the inherent uncertainties in agriculture, agripreneurs must employ effective risk management strategies. This involves mitigating uncertainties related to weather fluctuations, market dynamics, and pest infestations to ensure the resilience of their ventures.

Value Chain Integration: Agripreneurship often entails integration into the broader agricultural value chain. This encompasses understanding and optimizing processes from production to distribution, ensuring efficiency at each stage and maximizing returns.

Agribusiness Incubation: The concept of agribusiness incubation involves creating supportive environments for agricultural startups. This includes providing essential resources, mentorship, and infrastructure to nurture the growth and success of emerging agricultural ventures.

12.4 Need of Agri Entrepreneurship:

Historically, farmers have often found themselves without access to knowledge about advanced agricultural methods and effective agri-management practices. This lack of information leaves them grappling with challenges such as delayed monsoons, droughts, crop debts, fake seeds, and shortages of fertilizers, sometimes resulting in extreme measures like suicide.

Hence, there is a pressing need to apply managerial, technical, and innovative entrepreneurial skills in agriculture to nurture well-trained agri-entrepreneurs who can serve as role models for struggling farmers.

It's worth noting that economic conditions, education levels, and cultural factors significantly influence the success of agri-entrepreneurship. The significance of agri-entrepreneurship for the national economy is multifaceted, as outlined by Sah (2009):

- **Market Integration:** The program facilitates the integration of small farmers into regional, national, and international markets, enabling them to achieve more profitable outcomes.
- **Food Price Stability:** Agri-entrepreneurship plays a role in lowering food prices, thereby granting individuals in both rural and urban areas access to more affordable and nutritious diets.
- **Economic Diversification:** By promoting entrepreneurship in both urban and rural areas, agri-entrepreneurship contributes to economic growth and diversifies income sources.
- **Local Availability:** Agricultural and horticultural products are readily available locally, providing a foundation for agri-entrepreneurs to develop and thrive.
- **Low Entry Barriers:** Small agribusinesses do not require extensive infrastructure or advanced scientific equipment, making entrepreneurship in this sector more accessible.
- **Financial Accessibility:** Unlike many other industries, agricultural firms do not demand substantial financial investments, making it feasible for individuals with limited capital to participate.
- **Youth Employment:** The growth of agribusiness has the potential to create new job opportunities for young people in rural areas, addressing issues of unemployment and migration.
- **Rural-Urban Migration:** By offering farmers alternative sources of income, agribusiness helps curb the migration of young individuals from rural to urban areas, contributing to the overall improvement of living standards for farmers.
- **Interconnected Growth:** The growth of industrial sectors is intertwined with and influences agricultural development in both forward and backward directions, emphasizing the interconnectedness of economic progress.

12.5 Agri-Entrepreneurship in India:

India has long been recognized as a nation with its economic roots deeply embedded in agriculture, a fact that persists to this day (Misra & Puri, 2005). The concept of agripreneurship, or agricultural entrepreneurship, involves a network of mechanisms that establish links not only within the agricultural sector but also extend to secondary and tertiary industries, including the industrial and service sectors.

Within the realm of agriculture and its associated industries, opportunities abound at various stages of the farming process, encompassing input, farming practices, the value chain, output processing, marketing, and supplementary services. The evolving landscape of globalization and an increasingly integrated global market is contributing to the expansion of the scope and potential for entrepreneurial endeavors in agriculture.

Entrepreneurs exploring opportunities in agriculture find a diverse array of prospects. The agricultural process itself relies on a spectrum of inputs, ranging from essential components like seeds and fertilizers to cutting-edge regional farm technologies.

The development and production of these inputs are made feasible through the collaboration of various domains. Moreover, the rising emphasis on organic farming is creating additional avenues for exploration within the agripreneurship domain.

The increasing awareness and demand for organic products provide entrepreneurs with opportunities to contribute to sustainable and environmentally friendly agricultural practices. One of the intriguing areas of potential lies in research and development, particularly in seed development. Entrepreneurs in this space are tasked with innovating seeds that not only enhance agricultural productivity but also demonstrate resilience in the face of unfavorable climatic conditions.

This reflects a forward-looking approach, acknowledging the importance of adapting agricultural practices to the challenges posed by climate change. In essence, the landscape of agripreneurship in India is dynamic and evolving, presenting entrepreneurs with a rich tapestry of opportunities across various facets of the agricultural sector.

The interconnectedness of these opportunities with global markets and the pressing need for sustainable practices further underscore the significance and potential impact of agripreneurship on India's economic landscape.

12.5.1 Challenges in the Agri-Entrepreneurship Advancement Faced in India:

The agripreneurship in India encounters several substantial challenges, including:

- a. **Limited Access to Credit and Financial Services:** Agripreneurs often struggle to secure adequate credit and financial services. Limited access to loans and financial resources hinders their ability to invest in modern technologies, sustainable practices, and the overall expansion of their agricultural ventures.
- b. **Climate Change Impacts:** Changing climate patterns pose a significant challenge to agripreneurship. Unpredictable weather conditions, droughts, floods, and other climate-related challenges can disrupt farming cycles, affecting crop yields and overall productivity.
- c. **Land Fragmentation:** In many rural areas, agricultural land is increasingly fragmented due to inheritance patterns, leading to small and economically unviable landholdings. This fragmentation hampers economies of scale and efficient agricultural practices.
- d. **Skill Gaps and Training Opportunities:** There is a notable gap in the skill set of individuals engaged in agriculture. Limited access to training programs and skill development initiatives restricts the adoption of modern farming techniques and agri-business management practices.
- e. **Market Volatility:** Agripreneurs face challenges in dealing with the volatility of agricultural markets. Fluctuating prices, unpredictable demand, and external market forces impact the profitability of agricultural ventures.
- f. **Water Scarcity and Irrigation Challenges:** Water scarcity and inefficient irrigation systems pose significant challenges to agriculture. Agripreneurs often struggle to secure reliable water sources for their crops, impacting the overall yield and sustainability of their ventures.
- g. **Pest and Disease Management:** Effective pest and disease management are crucial for successful agripreneurship. Limited access to information, resources, and sustainable pest control measures can lead to significant crop losses.
- h. **Limited Access to Technology:** Many agripreneurs, especially in remote rural areas, have limited access to modern agricultural technologies. This includes precision

farming tools, IoT devices, and advanced machinery that can enhance productivity and efficiency.

- i. **Regulatory Barriers:** Cumbersome regulatory processes and bureaucratic hurdles can impede the growth of agripreneurship. Streamlining regulatory frameworks and reducing bureaucratic red tape is essential to foster a more conducive environment for agricultural entrepreneurship.
- j. **Post-Harvest Losses:** Inefficient post-harvest practices and inadequate storage facilities contribute to substantial post-harvest losses. Addressing these issues is crucial for ensuring the economic viability of agripreneurial ventures.
- k. **Access to Global Markets:** While globalization presents opportunities, agripreneurs often face challenges in accessing and navigating global markets. Understanding international trade regulations, quality standards, and market dynamics is essential for those looking to expand beyond domestic boundaries.

12.6 Entrepreneurship Development Programmes (EDPs):

An organised endeavour called an entrepreneurship development programme (EDP) aims to provide people with the abilities, information, and perspective needed to start and grow their own successful business.

These initiatives seek to develop and assist budding business owners by arming them with the instruments and assets required to launch and expand their own companies. Programmes for entrepreneurship development are essential in promoting an innovative, risk-taking, and business-creation culture.

These programmes help the entrepreneurial ecosystem grow and remain sustainable by giving potential business owners the resources, information, and encouragement they need.

A. Objectives of EDP:



Figure 12.1: Objectives of EDP

B. Importance of EDPs:

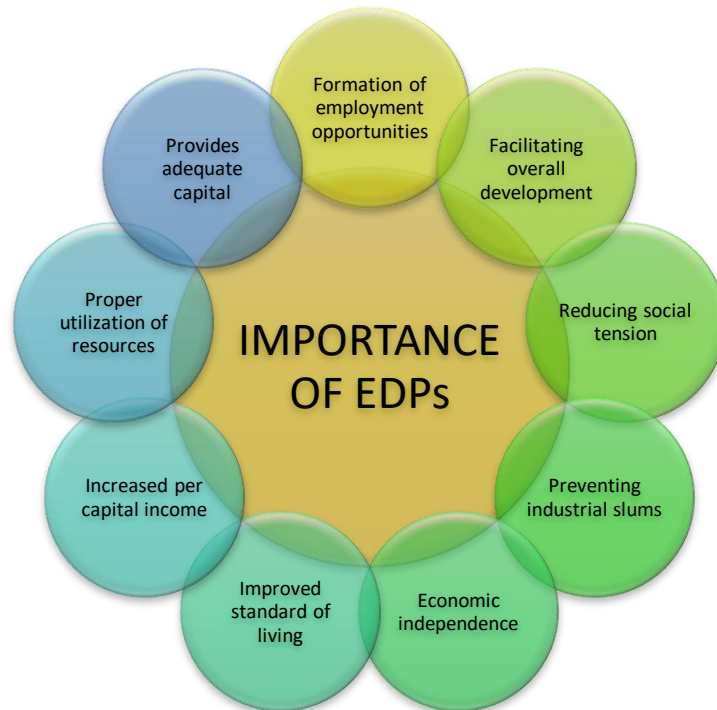


Figure 12.2: Importance of EDPs

12.7 Government schemes for promotion of Entrepreneurship:

Recognizing the importance of micro and small enterprises, which constitute an important segment of Indian economy in terms of their contribution to country's industrial production, exports, employment and creation of entrepreneurial base, the Central and State Governments have been implementing several schemes and programmes for promotion and development of these enterprises.

A. Market Development Assistance Scheme for Micro/ Small Manufacturing Enterprises/ Small & Micro Exporters:

The scheme offers funding for:

- Participation by manufacturing Small & Micro Enterprises in International Trade Fairs/ Exhibitions under MSME India stall.
- Sector specific market studies by Industry Associations/ Export Promotion Councils/ Federation of Indian Export Organisation.
- Initiating/ contesting anti-dumping cases by SSI Associations and
- Reimbursement of 75 per cent of one-time registration fee and 75 per cent of annual fees (recurring) paid to GSI.

Objectives:

- To encourage Small & Micro exporters in their efforts at tapping and developing overseas markets.
- To increase participation of representatives of small/ micro manufacturing Enterprises under MSME India stall at International Trade Fairs/ Exhibitions.
- To enhance export from the small/ micro manufacturing enterprises
- To popularize the adoption of Bar Coding on a large scale.

B. Scheme for Assistance to Training Institutions:

The Scheme provides financial assistance to establish new institutions (EDIs) and to strengthen the infrastructure of the existing EDIs. The chief objectives of the scheme are development local entrepreneurship and thereby to develop new micro and small enterprises and to create self-employment in rural as well as urban areas, by providing training to new generation entrepreneurs in setting up of enterprises. The assistance shall be in the form of capital grant specifically for development of infrastructure.

C. Rajiv Gandhi Udyami Mitra Yojana (RGUMY):

The Union Micro, Small and Medium Enterprises Ministry launched the Rajiv Gandhi Udyami Mitra Yojana to provide assistance to entrepreneurs in the Northeastern region. Beneficiaries from the Northeastern region, and those belonging to the SC/ST/physically handicapped/women categories, will not have to contribute for the establishment of service enterprises of micro-manufacturing enterprises, under the scheme. The scheme aims to provide assistance to entrepreneurs through lead agencies or Udyami Mitra, who would provide guidance to the entrepreneurs in completing various formalities necessary for the establishment of the enterprise. This includes preparation of project report, arranging fund, use of technology, and marketing, setting up of plant with machinery along with getting approvals, clearances and NOCs as and when required. The Yojana was anticipated to provide end-to-end support for establishment of new micro and small enterprises.

Objectives:

The objective of the scheme is to provide support and assistance to the new generation entrepreneurs, who have already completed EDP/SDP/ESDP or vocational training from ITIs, through the selected lead agencies. Under This scheme, financial assistance is provided to the selected lead agencies i.e. Udyami Mitras for rendering assistance and support to the new generation entrepreneurs.

D. Credit Link Capital Subsidy Scheme for Technology Upgradation:

The Scheme aims at facilitating technology upgradation by providing capital subsidy to SSI units, including tiny, khadi, village and coir industrial units, on institutional credit availed of by them for modernization of their production equipment. The Scheme before its revision provided 12 per cent capital subsidy to SSI units, including tiny units, on institutional finance availed of by them for induction of well-established and improved technology in

selected sub-sectors/products approved under the Scheme. The eligible amount of subsidy calculated under the earlier scheme was based on the actual loan amount not beyond Rs.40 lakh.

A large percentage of SSI units continue with outdated technology and plant & machinery because of insufficient investment and lack of awareness. With increasing competition of the economy, the survival and growth of the SSI units are critically dependent on their modernization and technological upgradation. Upgradation of both the process of manufacture and corresponding plant and machinery is necessary for the small enterprises

It is in this background that the ceiling for loans under the Scheme was raised from Rs. 40 lakhs to Rs. 1 crore and rate of subsidy from 12 per cent to 15 per cent.

E. Schemes for Women Entrepreneurs:

- a. **Mahila Udyami Yojana (MUY):** IDBI has set up special fund under this scheme with corpus fund of Rs.5Crore to provide seed capital assistance to the women entrepreneurs intending to initiate projects in SSI sector. This scheme is implemented by SIDBI. 51 per cent of equity should be managed by women.
 - b. **Stree Sakthi Package (SBI):** Under this scheme, EDPS are exclusively designed and conducted for women entrepreneurs. Moreover, an amount of Rs. 25000/- is provided without collateral security.
 - c. **Priya darshini yojana:** It is implemented by Bank of India. Financial assistance is provided to women entrepreneurs.
- Maximum loan provided in the scheme is up to 2 lakhs for term loan and 1 lakh for working capital.
 - Assets acquired with finance are hypothecated as security.
 - Repayment period is 3-5 years.
 - Margin money is 20 per cent depending on type of activity.

12.8 Institutional Support to Agribusiness Entrepreneurship in India:

For the past few years, the government has been working to assign different state and federal government institutions to collaborate in providing resources and facilities to support the growth of agribusiness and entrepreneurship. Here are some drawings of the support structures.

- a. **RKVY – RAFTAAR Agri Business Incubator (R-ABI):** The needs of agribusiness entrepreneurs are being met by a total of 24 R-ABIs and 5 Knowledge Partners (KP) with the goals of a) guaranteeing prompt support to worthy incubates, b) facilitating and providing handholding for the translation of minimum viable product (MVP) to marketable stage and scaling up the product and business, c) offer a platform that enables quicker experimentation and adjustment of their methods or minimum viable product (MVP) based on creative approaches, procedures, goods, services, business models, etc. for expanding. A total of 14 R-ABIs are employed by the Indian Agricultural Research Institute (IARI) to support incubatees in bringing their goods,

services, business platforms, etc. to market, expanding their operations, and quickly achieving business viability. Start-ups in the agriculture sector have also received active support from BIRAC (Bio-technology Industry, Research Assistance Council), NSTEB (National Science & Technology Entrepreneurship Development Board), and NITI Aayog (Under Atal Innovation Mission and Atal Tinkering labs).

- b. DST:** Proof-of-concepts for the development of pre-competitive/commercial technologies, techniques, and processes are to be converted by DST's Technology Development Programme (TDP). The purpose of DST NIDHI's Promoting and Accelerating Young and Aspiring Technology Entrepreneurs (PRAYAS) program is to specifically assist young innovators in transforming their ideas into products and services that are in line with the country's "Atma Nirbhar Bharat Mission." Additionally, the NIDHI EIR (Entrepreneurs in Residence) program seeks to offset the opportunity cost of high-paying jobs for entrepreneurs by making office space, administrative support, and stipend available to them in order to develop their ideas into successful businesses or ground-breaking innovations. Additional support programmes include the NIDHI Grand Challenges and Competition, the NIDHI Seed Support System, and others.
- c. MSME:** The establishment of a network of technology centres and incubation centres to boost entrepreneurship and support startups for innovation in the agro-industry is made possible by the Scheme for Promotion of Innovation, Rural Industries, and Entrepreneurship (ASPIRE). ASPIRE offers funding to establish Technology Business Incubators (TBI) or Livelihood Business Incubators (LBI).
- d. APEDA (Agriculture and Processed Food Products Export Development Authority):** It is a specialized organization to maximize foreign exchange and improve agricultural exports. Employment generation via value addition.
- e. Special Economic Zones (SEZ):** 265 of the over 328 SEZs that were notified are currently operational across 24 states. Four specific SEZs for agriculture and food processing are currently operational and have received prior notification. A comprehensive credit-linked financial assistance (capital subsidy) in the form of grants-in-aid is also available to entrepreneurs for the establishment of food processing and preservation industries under the PM Kisan Sampada Yojana.
- f. Agri Export Zone (AEZ):** In 20 states, a total of 60 AEZs were notified for 60 farm commodities, meeting the demands of agri exports and introducing start-ups to global markets.

12.9 Status of Startups in India:

As of October 3, 2023, India had over 1,12,718 DPIIT-recognized startups spread across 763 districts, making it the third-largest startup ecosystem in the world. Among middle-income economies, India ranks #2 in terms of innovation quality and top in terms of the caliber of its universities and scientific publications. India is a nation that innovates across many industries. We've identified startups that are tackling issues in 56 different industrial domains, including 13% from IT services, 9% from healthcare and life sciences, 7% from education, 5% from agriculture, and 5% from food and drink. (www.Gov.in)

Top Agritech Startups in India: [Dehaat](#), [Absolute](#), [Agrostar](#), [Farmart](#), [Reshamandi](#) and [Loopworm](#).

12.9.1 Case studies:

A. Case Study I:

Nagalakshmi and Sudhakar (2013) examined the characteristics and attributes of agricultural entrepreneurs in Dharmapuri, Andhra Pradesh, India. The study aimed at hunting through understanding the concept of Agripreneurship, the Agripreneur concept, and the distinct attributes of agripreneurs. The study intends to utilize an integrated data source i.e., primary and secondary data sources.

Primary data was obtained through precise questionnaire designed with a focus on the Agripreneur concept, Agripreneurship, and the characteristics of agripreneurs in Dharmapuri, Andhra Pradesh, India, whereas secondary data were gathered from various sources such as journals, newspapers, magazines and internet repositories.

The sample size used for the studies was 100 agripreneurs, selected using the principles of random sampling. The study concluded that among the 100 respondents 60 respondents belonged to the age 31-40 years, 22 belonged to age 41-50 years, 16 were of age 25-30 years and only 2 were above 51 years in age. Talking about the educational

Qualifications amongst all 100 respondents 48 completed their secondary education with graduation, 32 completed their matriculation, 12 were postgraduates and 8 were illiterate, which concluded that Dharmapuri village contained 92 per cent literacy rate.

Among all 100 agripreneurs 22 contained more than 8 hectares (ha) land holding, 52 had medium land holding of about more than 2 ha and less than 8 ha and 26 amongst them had less than 2 ha land holding. The agripreneurs annual income varied from less than 1 lakh to more than 3 lakhs, 44 agripreneurs had 1-3 lakhs, 28 having their annual income less than 1 lakh and similarly, another 28 having more than 3 lakhs. 46 respondents had joint family, 18 of them lived in large family and 36 had small family. Among the 100 respondents, 76 produce the products at commercial level whereas, 24 among them do not produce it for commercial use. 42 among them are dependent on speciality crops, 24 on commodity crops and 16 on aquaculture and rest 18 on other food products. The 100 Dharmapuri village agripreneurs stated that 76 sold their products directly in the market, 14 of them were dependent on the intermediaries and rest on the agents.

This can be observed as an achievement by the people of Dharmapuri as most of them are able to sell their products directly. The number of crops in a year may vary from one to three, amongst which 68 had two crops in a year, 16 had one crop and similarly another 16 had three crops within a year. The agripreneurs have different source of financial assistance like 30 depending upon banks, 26 on micro finance companies, and another 26 on self-finance and 18 of them on friends and relatives. Talking about the subsidiary from the Government 42 get bank loans as subsidy while 30 are getting low-cost seeds, 18 get machinery subsidy and rest of the 10 get other subsidies. 86 amongst the 100 respondents have agripreneurs association to solve the problems such as financial assistance, marketing assistance, subsidies, loans and other type of seed and machinery subsidy assistance, rest 14 of the respondents do not have any such associations.

B. Case Study II:

Baishya *et al.* (2021) studied a successful tribal young agripreneurs on agrienterprises in 22 villages of Wokha district, Nagaland, Northeast India, over a period of four years (2016-2020) under a project on Attracting and Retaining Youth in Agriculture (ARYA) India. The sample size used for the studies was 200 young agripreneurs selected of age between 18 and 35 years and with an educational qualification of minimum matriculation based on the market demand four most important enterprises piglet production, poultry farming, mushroom production and cut-flower production were chosen for the studies. They concluded that over four years of time period the amongst the 200 agripreneurs 194 of rural youths have been running different enterprises auspiciously, with a income varying between Rs 61,000–4,60,000. Along with that it provides an opportunity of employment to 213-1150 man-days in the 22 villages of Wokha district. This led to reduction in the migration rate of the youth to urban areas from 458 to 284 with 37 per cent reduction in migration rate after the project was executed.

C. Case Study III:

Choudhury and Easwaran (2019) studied about the significance of farmer entrepreneurs in making agriculture a profitable livelihood passage in Lower Brahmaputra Valley in Assam. The study aims at the reasons for agriculture to remain unprofitable and the various ways to use by agripreneurs to overcome this problem and making farming a business enterprise. It involved interview of 30 agripreneurs in the Lower Brahmaputra Valley region of Assam using multi-stage sampling procedure to select districts, block, villages and agripreneurs. They concluded that the farmers of Lower Brahmaputra Valley region have high potential for farming but it may require high self-motivation to encourage people of this region to adopt farming as an enterprise. Most of them belonged less educational background, with farming as family occupation. The main constraints observed were middleman, less knowledge about demand of consumer and supply, market facilities, low knowledge with respect to crops. The farmers of the region faced problems such as problems including human-wildlife conflict, irrigation, and improved variety of seed. The problems can be solved by having unity amongst the farmers regarding the price of the products and common platform which is beneficial for the farmers to get benefits. Agriculture entrepreneurship is mainly related to societal recognition and association of the farmers to get benefits and financial assistance.

12.10 Conclusion:

Agri-ntrepreneurship is currently at a pivotal stage in India and the success of agricultural ventures relies on a harmonious interplay of several factors. A successful trajectory necessitates a harmonious combination of supportive government initiatives, impactful educational programs, and tailored solutions for existing challenges. Government schemes such as Pradhan Mantri Kisan Sampada Yojana (PMKSY), National Mission on Agricultural Extension and Technology (NMAET), and Rashtriya Krishi Vikas Yojana (RKVY) provide the essential foundation by furnishing financial aid and developmental support. These initiatives act as catalysts, enabling agri-entrepreneurs to modernize practices and integrate innovative technologies.

Concurrently, a robust educational ecosystem comprising Entrepreneurship Development Programs (EDPs), Agri-Business Incubators (ABIs), and skill development initiatives equips individuals with the requisite skills for effective agri-business management. Challenges persist, notably in accessing finance and establishing efficient market linkages, demanding collaborative efforts to enhance market access and streamline supply chains. Moreover, the adoption of modern agricultural technologies remains a priority, requiring awareness campaigns and accessible training programs. Addressing these challenges holistically will empower agri-entrepreneurs to thrive, contributing not only to India's agricultural sustainability but also to global advancements in the field.

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