

Study on Growth and Opportunity of Agropreneurship In India



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Abstract

India is predominantly a rural country with 2/3(two third) population and 70% workforce residing in rural areas. Rural economy constitutes 46 per cent of national income. Traditionally, agriculture is the prime sector of rural economy and rural employment. The transition in composition of output and occupation from agriculture to more productive non-farm sectors are considered as an important source of economic growth. Economic studies on rural India have focused mainly on changes in rural employment, by sectoral aggregation between agriculture and non-agriculture. In India there needs to have planning and implementation for development of entrepreneurial programs are essential because of over-dependence on agriculture for employment. Entrepreneurship development in rural industries appears to be the best potential alternative to find employment avenues for the rural population. Since Entrepreneurship is one of the key driver for economic development of any country, promotion for agriculture entrepreneurship is key element to turn agricultural more productive and profitable for rural people. The present study examines long-term changes in Employment and Future Growth in Rural area, Modern Agriculture as output growth and employment and Adaptation of new agriculture model to overcome basic challenges in Indian Agriculture. Also the Study analyses the changing behavior in Agriculture sector in recent year in India. For this study, Secondary data has been considered for analysis. The findings of the study may be used to suggest strategy for future development of India's rural economy.

Keyword: Rural economy, Agriculture, Employment, Entrepreneurship, Rural industries, Economic development.

Introduction

The 'Make in India' Strategy adopted by the Prime Minister Shri Narendra Modi aims to facilitate investment, foster innovation, entrepreneurship, enhance skill development in the country. Mahatma Gandhi has rightly pointed out that "India lives in villages". Villages comprise the core of Indian society and represent the real India. Rural entrepreneurs are those who carry out entrepreneurial activities by establishing industrial and business units in the rural sector of the economy. In other words, establishing industrial and business units in the rural areas refers to rural entrepreneurship. Entrepreneurship can play an important role in rural development. Agriculture continues to be the backbone of rural society. 70 Percent farmers held by small & marginal farmers are resulting in overcrowding on the agricultural land and diminishing farm produce. This results in migration of

farm worker in large numbers to the urban areas. Land being limited and unable to absorb the labor force in agriculture, there is a need to develop rural industries to solve rural unemployment and rural migration to cities.

Growth and development of rural economy is an essential pre-condition to the development of the country as a whole. The gap between rural and urban disparities should be lessened. The standard of living of the rural population is not up to mark and need to improve. Entrepreneurship in rural sector considering available sources may provide an answer to the above problems.

Indian rural sector is no longer primitive and isolated. Therefore, if entrepreneurs encouraged in rural and tribal areas looms large to solve the problems of poverty, unemployment, and economic disparity, poor utilization of rural capacity, low level of standard of

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living and backwardness of Indian economy. Rural industrialization is viewed as an effective means of accelerating the process of rural development. Government of India has been continuously assigning increasing importance and support for the promotion and growth of rural entrepreneurship.

According to latest definition of Government of India, "Any industry located in rural area, village or town with a population of 20,000 and below and an investment of Rs. 3 crores in plant and machinery is classified as a village industry." Rural entrepreneurship is a new field in the area of entrepreneurship research. It has become one of the supportive factors for rural economic development and agribusiness. In this backdrop, the present paper addresses the problems and challenges for development of entrepreneurship in the context of rural India.

Agriculture as Entrepreneur boon for Rural Area

In context of Indian scenario where large scale of people are living in rural area, it becomes necessary to develop the economic environment for rural people to make the rising India. Although there are so many promotional schemes are governing by the government but due to various factors like illiteracy, non-availability of facilities, life-style challenges, lack of knowledge about the new farming system, lack of resources etc. people from rural area still not moving to advance farming.

Concept of Entrepreneurship

Entrepreneurship is the act of being an entrepreneur, who starts any economic activity for being self-employed. The entrepreneurial activity is governed by varying combination of socio-economic, psychological, cultural and other factors: Caste/religion, Family background, Level of education, perception, Occupational background, Migratory character, Entry into entrepreneurship, Nature of enterprise, Investment capacity and Ambition.

Entrepreneurship in Agriculture

Considering the growing unemployment in rural areas and slow growth of the agricultural sector, it is necessary to tap the opportunities for promoting entrepreneurship in agriculture, which in turn can address the present problems related to agricultural production and profitability.

An "agricultural entrepreneur" is an individual or group with the right to use or exploit the land or other related elements required to carry out agricultural, forestry or mixed activities. (Suarez, 1972)

In a simple word, we can define Agri-entrepreneur as "People who is developing the employment using agriculture as a business.

Objective:

1. To find out the Growth in agriculture in India
2. To find out the entrepreneurial opportunity in agriculture.
3. To explore government schemes for rural entrepreneur in India.
4. To find out challenges in agricultural entrepreneurship

Review of Literature:

Piore and Sable (1984), they concluded in their book, "The second industrial Divide" that rural economy will be more effective if government try to improve business condition in rural areas.

Petrin (1994) in article found that entrepreneurship can play an important role in development of rural area to a greater extent. It works as vehicle to increase personal satisfaction for people and families of rural areas.

Gavian et al. (2002), in their study, that have find that SMEs are well poised to react the increased demand by creating job.

Sherief, (2005) focused on factors of rural entrepreneurship will helpful for its improvement. In this study they found that development of entrepreneurship in rural area is most essential to accelerating economy development.

Mehta, (2011), in this study, he found that many Indian origination including MNCs creating business opportunity in rural area of India. The study will be supportive for the different organizations to figure arrangements and approaches so as to help the rural entrepreneurship in India. This may make the Indian rural business sector as a basic power in the worldwide economy. In horticulture, utilizing new entrepreneurial exercises is moderately simple since agriculturists for the most part have numerous valuable assets available to them, for example, land, structures, apparatus, work, systems, and so on.

Sharma, Swati, Vyas and Divya (2011) demonstrated that different social, financial, political and environmental issues in provincial regions in creating nations like India make challenges in livelihood, diminishing rural generation and expanding nourishment lack. This has come about a colossal effect on the residential generation, livelihood and so forth. To a specific degree, these issues can be understood by creating entrepreneurship in rural India.

Research Methodology:

All data have been collected through articles, journals, magazines, books, and website etc. the objective of this paper is to bring out the growth, Opportunity and Prospective of Agropreneurship in India.

Growth in Agriculture in India

India has the 10th largest arable land resources in the world. With 20 agri-climatic regions, all 15 major climates in the world exist in India. The country also possesses 46 of the 60 soil types in the world. Growth in Gross Value Added (GVA) by agriculture and allied sectors is estimated at 3 per cent in 2017-18^{**}. Strategic geographic location and proximity to food importing nations favor India in terms of exporting processed foods. During 2017-18* crop year, food grain production is estimated at record 284.83 million tones. In 2018-19, Government of India is targeting food grain production of 285.2 million tones. India is the largest producer of spices, pulses, milk, tea, cashew and jute; and the second largest producer of wheat, rice, fruits and vegetables, sugarcane, cotton and oilseeds. India is currently the world's fourth largest producer of agrochemicals. India has the largest livestock population of around 512 million.

Also India is one of the largest manufacturers of farm equipment such as tractors, harvesters and tillers. India accounts for nearly one-third of the overall tractor production, globally.

Tractor sales in the country are expected to increase 11-13 per cent in FY19, while the tractor industry is expected grow at 8-10 per cent between FY17-22.

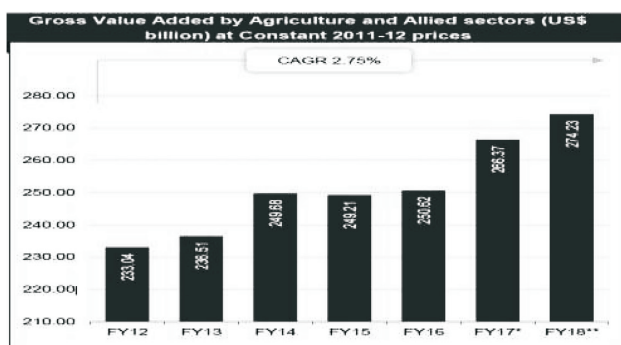
Note: *as per 4th advance estimates,

** as per 2nd advance estimates

Source: Ministry of Agriculture, Government of India, MOSPI, BCG, Crisil

Gross Value Added by Agriculture and Allied Sectors

As per Report of 'India Brand Equity Foundation', Indian agriculture sector has made significant progress in Agriculture and Allied Sector, below progress chart has been shown the progress per year in US\$ billion:



Source: Ministry of Agriculture, Print Release, RBI, Aranca Research, MOSPI, Central Statistics Office (CSO)

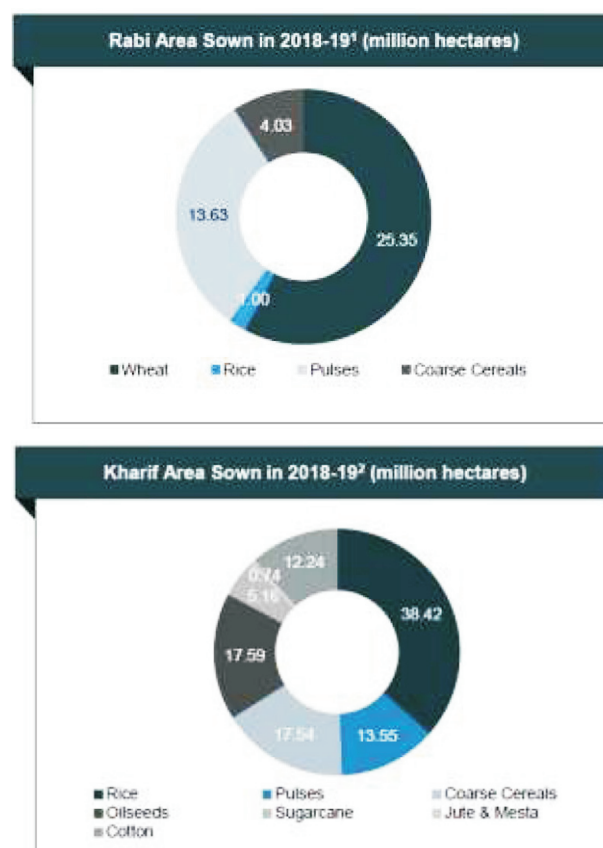
Key Highlights on Agriculture and Allied Sectors

- Agriculture is the primary source of livelihood for about 58 per cent of India's population.
- Gross Value Added by agriculture, forestry and fishing is Rs 17.67 trillion (US\$ 274.23 billion) in FY18.
- Agriculture and allied sector's GVA at constant 2011-12 prices grew a CAGR of 2.75 per cent between FY12-18.
- As per Union Budget 2018-19, allocation of Rs 57,600 crore (US\$ 8.9 billion) was made for The Agriculture Ministry.

> Production of KHARIF AND RABI Corps

There are two major agricultural seasons in India: Kharif and Rabi. Kharif season lasts from April to September (summer); rice (paddy) is the season's main crop. Rabi season lasts from October to March (winter); wheat is the season's main crop. As of October 1 2018, total area sown with kharif crops in India reached 105.24 million hectares.

Progress of Kharif and RABI corps are shown in below graph:



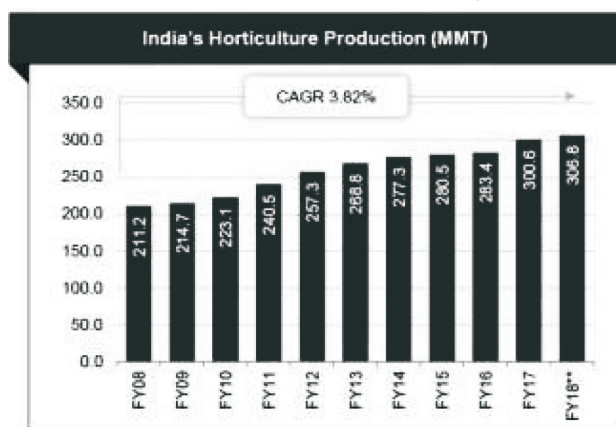
Source: Ministry of Agriculture and Farmers' Welfare

> Increasing Production in Food grains and Commercial Corps

Since 2010, production as well as yield of both major crops - rice and wheat has increased significantly. As per fourth advance estimates, production of rice is estimated at record 112.91 million tons while production of wheat is estimated at 98.70 million tons in 2017-18 crop year.

Production of horticulture crops in India is estimated at record 306.82 million metric tons (MMT) in 2017-18, implying a CAGR of 3.82 per cent between FY08-18.

Below Graph shows the ratio of Increasing Production



Foodgrains and Commercial Crops Production (million tonnes)

Crop	2011-12	2017-18*
Rice	105.30	112.91
Wheat	94.88	99.70
Total Cereals	242.20	259.59
Total Pulses	17.09	25.23
Total Foodgrains	259.29	284.83
Oilseeds	29.80	31.31
Sugarcane	361.04	376.91
Cotton (million bales of 170 kg each)	35.2	34.89
Jute & Mesta (million bales of 180 kg each)	11.40	10.14

Note: * As per 4th advance estimates, **as per 3rd advance estimates, 1as of September 26, 2018, *** estimate as per the Indian Cotton Federation

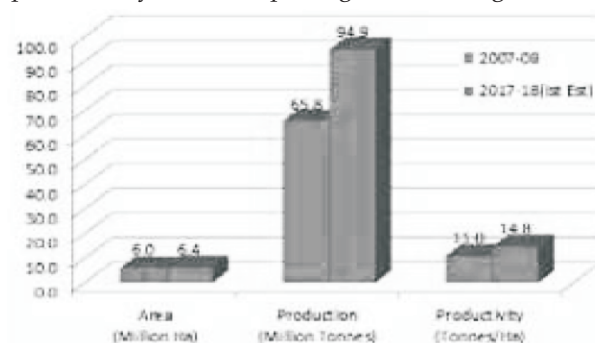
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Source: Ministry of Agriculture and Farmers' Welfare

> Increasing Production in Fruits from 2007-08 to 2017-18

As per the First Advance Estimate the area under fruit crops during 2017-18 is 6.4 m. ha with a total production

of 94.8m. MT. During the period (2007-08 to 2017-18), production of fruits increased by about 44.6% while the area increased by about 9.7%. (2007-08 to 2017-18) Comparative details of area, production and productivity of fruit crops are given in Figure 1.

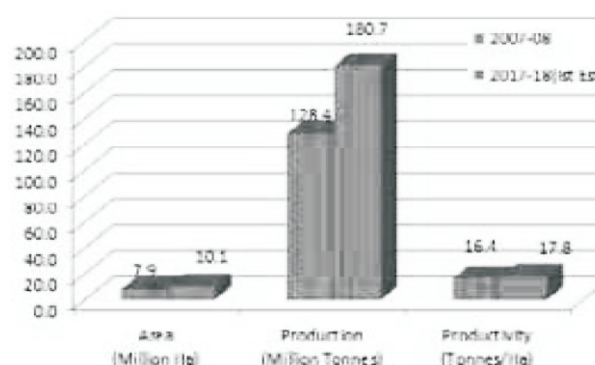


Sources <http://www.dowrrorissa.gov.in/Training Programme/2018/FEBRUARY/ICAR/materials/dy3/Overview%20of%20Organic%20Farming.pdf>

India has retained its status as the second largest producer of fruits in the world. The country is first in the production of fruits like mango, banana, sapota, pomegranate and aonla. India ranks second in global production of fruits and vegetables and are a leading exporter of mangoes and bananas.

> Increasing Production in Vegetables from 2007-08 to 2017-18

Vegetables are an important crop in horticulture sector, occupying an area of 10.1 million a during 2017-18 (1st Estimate) with a total production of 180.7 million tonnes with average productivity of 17.8 tonnes/ha. In fact vegetables constitute about 59% of horticulture production. During the period (2007-08 to 2017-18), area and production of vegetables increased by 30% and 41% respectively. The comparative details are depicted in the Figure 2.



Sources <http://www.dowrrorissa.gov.in/Training Programme/2018/FEBRUARY/ICAR/materials/dy3/Overview%20of%20Organic%20Farming.pdf>

India continued to be second largest producer of vegetables after China. India is a leader in production of vegetables like peas and okra. Besides, India occupies the second position in production of brinjal, cabbage, cauliflower and onion and third in potato and tomato in the world. Vegetables such as potato, tomato, okra and cucurbits are produced abundantly in the country.

➤ Increasing Production in Flowers Market across India

India is on the 18th rank with contributing 0.6 percent share in global floriculture trade. During the last decade, export increased at a CAGR of 4.33 percent. The domestic Indian market is growing at the rate of 25 percent per year in the country as a whole. About 249 thousand hectares area was under cultivation in floriculture in 2014-15. The states like Karnataka, Tamil Nadu, Andhra Pradesh, West Bengal, Maharashtra, Rajasthan, Delhi and Haryana have emerged as major floriculture centres in recent times.

Flowers are categorized into cut flowers and loose flowers as followings:

- 1. Cut flowers:** Cut flowers are fresh flower harvested in clusters / spike or in single along with their stem. like, Rose, Carnation, Gerbera, Tuberose, Gladiolus and Orchid. West Bengal is number one in cut flower production.
- 2. Loose Flowers:** The flowers which are usually harvested without stalk and used for Gajara, Veni and Garland like Jasmine, Crossandra, Marigold, Gaillardia and Chrysanthemum. Tamilnadu is number one among the states in Loose Flower productions may be due to aesthetic preferences of women for their hair.

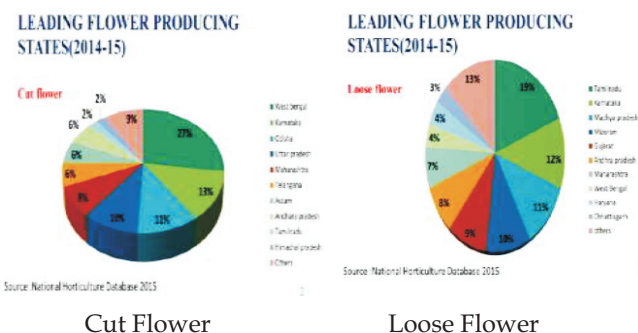


Fig.1 : Showing leading states in Cut Flower Production and Loose Flower Production in India

Entrepreneurial Opportunity in Agriculture

Nowadays, Easy access to technology, emergence of micro financing, liberalized government rules, awareness and training programs on agri and allied sectors and finally changing mindset of the highly qualified people to go for self-employment in the field of agriculture have contributed significantly in enhancing

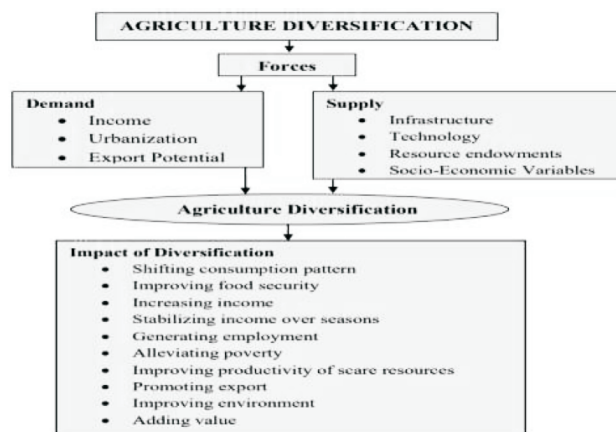
the potentiality for entrepreneurship in India. Agriculture have several areas of entrepreneurship which include the activities like Dairying, Goat rearing, Rabbit rearing, Floriculture, Fisheries, Shrimp Farming, Sheep rearing, vegetable cultivation, nursery farming, farm forestry.

The possible areas of entrepreneurship in agriculture are:

Diversification

Diversification in agriculture involve shift in cropping pattern from traditionally grown crops to more remunerative crops like oilseeds, pulses, fodder crops, horticulture, medicinal and aromatic plants, floriculture etc.

It also includes livestock and fishery enterprises and small scale agro-based industries. Diversification increases the employment opportunities, optimum use of resources and profitability.



In above graph Importance of Agriculture Diversification has been explained as Forces to Impacting the diversification

Organic Farming

India has a lot of potential in the field of Organic Farming, this is started mostly as a small farm agriculture system with operation also being farm less than 1 acre in size.

Form Farms under 10 acres in size, farming is mostly labor intensive and requires lesser mechanization.

Also Organic Farming tends to reduce the cost as it removes the extra cost of synthetic fertilizers used in conventional farming method.

Organic farming results in clean very good quality products. Given the current state of Indian agriculture, Organic Farming seems to have a lot of scope in Uplifting the condition of Indian Farmers.

The importance of organic farming is growing very fast particularly in international market. This sector provides great business opportunities to agro-based entrepreneur. Area under organic farming is increasing but unable to meet the demand of organic produce.



Sources: <https://www.agrifarming.in/organic-farming/>

Floriculture

Floriculture is the growing of cut flowers, potted flowering and foliage plants, and bedding plants in greenhouses and/or in fields. There are several thousand different species of flowers and plants that are



Fruits & Vegetable Seed

Fruits & Vegetable Seed in India is being viewed as a high growth Industry. Most seeds normally remain viable for 2 or 3 years if stored under good conditions. Therefore, buy only from seed firm of known integrity. High yielding, high price seeds should have 90% germination. For germination of seeds adequate moisture, temperature and aeration are essential. The requirement of temperature for various fruits and vegetable seeds varies markedly. Some seeds do not germinate at low temperature while some others at high. Usually germination is optimum in between 400 F and 600 F.

Varieties:

The major seeds which are grown in India are Beet Seeds, Cabbage Seeds, Cauliflower seeds, Fruit Seeds, Onion seeds, Pea Seeds, Pomegranate seeds, Radish Seeds, Tamarind Seeds and Other Seeds etc.

Areas of Cultivation:

Maharashtra, Karnataka, Andhra Pradesh, Tamil Nadu, West Bengal, Uttar Pradesh, Orissa have emerged as major areas of cultivation

grown as commercial crops. Cut flowers include such crops as roses, freesia, alstromeria and snapdragons. Some of the favourite flowering potted plants that are available year-round are African violets, orchids, cyclamen and potmums (potted Chrysanthemums). Some seasonal flowering plants are an important part of our traditions, for example, poinsettias for Christmas and Easter lilies for Easter.

Maharashtra, Karnataka, Andhra Pradesh, Haryana, Tamil Nadu, Rajasthan, West Bengal have emerged as major floriculture centers.

India facts & Figure for Floriculture

About 249 thousand hectares area was under Cultivation in floriculture in 2015-16. Production of flowers are estimated to be 1659 thousand tons loose flowers and 484 thousand tons cut flowers in 2015-16.

Exports

The country has exported 20703.46 MT of floriculture products to the world for the worth of Rs. 507.31 crores/78.73 USD Millions in 2017-18. U S A, Netherland, U K, Germany and United Arab Emirates were major importing countries of Indian floriculture during the same period.

India Facts and Figures for Foods and Vegetables Seeds

The country has exported 14463.14 MT of Fruits and Vegetables Seeds to the world for the worth of Rs. 670.9 crores/ 104.03 USD Millions during the year 2017-18.

Major Export Destinations (2017-18):

U S A, Netherland, Pakistan Ireland, Bangladesh and Thailand were major importing countries of Indian seeds during the same period.



http://apeda.gov.in/apedawebsite/SubHead_Products/Floriculture.htm

http://apeda.gov.in/apedawebsite/SubHead_Products/Fruits_and_Vegetable_Seeds.htm

Government Schemes for Rural Entrepreneur In India

The Indian Council of Agricultural Research (ICAR) is an autonomous organization under the Department of Agricultural Research and Education (DARE), Ministry of Agriculture and Farmers Welfare, Government of India.

The Council is the apex body for coordinating, guiding and managing research and education in agriculture including horticulture, fisheries and animal sciences in the entire country. With **101 ICAR, institutes** and **71 agricultural universities** spread across the country this is one of the largest national agricultural systems in the world.

The ICAR has played a pioneering role in ushering Green Revolution and subsequent development in agriculture in India. Through its research and technology development that has enabled the country to increase the production of **foodgrains by 5.4 times, horticultural crops by 10.1 times, fish by 15.2 times, milk 9.7 times and eggs 48.1 times since 1951 to 2017**. It has played a major role in promoting excellence in higher education in agriculture. It is engaged in innovative areas of science and technology development and its scientists are internationally acknowledged in their fields.

There are several schemes available to promote new startups, facilitating training to farmers on agri-entrepreneur. Listed below some of the major schemes operated in India to boost the Agriculture as an entrepreneur.

- **AGRI-UDAAN Program** - In an attempt to promote innovation and entrepreneurship in agriculture, the government is launching a new AGRI-UDAAN program that will mentor startups and help them connect with potential investors
- **Training programme** - The National Institute of Agricultural Extension Management (MANAGE), Hyderabad is implementing the Scheme of Agri-clinics and Agri-Business centers initiated by the Ministry of Agriculture, Government of India. The Scheme aims at supplementing existing extension network to accelerate process of technology transfer in agriculture and strengthening input supply and services. Agri-graduates and Post graduates. Diploma holders in agriculture and allied fields can set up their Agri-Clinics and Agri-Business Centers and offer professional/consultancy extension

services to farmers. The scheme enumerates availability of better methods of farming to farmers and better opportunities for self-employment to the Agricultural Graduates.

- **Institutional Support for Agri-business** - RBI started in July 1982 NABARD to give full attention to the rural sector in areas of agriculture, small -scale and cottage industries and agro-based industries. Since its formation NABARD hold the responsibility of managing all the activates of the RBI pertaining to rural development and agro based activities
- **Panchayatmandi (Agri-Mandi)** - The concept of self-governance has gone to the level of marketing of village produce through village markets and fairs. The concept of Panchayat mandi is to reduce the influence of middlemen and traders. This is possible only if functioning of the District Panchayat is effective in coordination with state marketing boards and APMC (Agriculture produce market committee)
- **State Agricultural marketing banks (SAMB)** - State agricultural marketing banks are set up to actively regulate markets for food crops and oilseed in bigger markets of towns and cities
- **NCOSAMB (The national council for state marketing board)** - An agro based country like India needs training centers with modern facilities throughout the country. The government of India provides grants in aid to state to set up such training facilities. NCOSAMB is the body to coordinate the programmes of such training
- **State Trading Corporation (STC)** - The state trading corporation of India Ltd is premier international trading house owned by the government of India having been set up in 1956; the corporation has developed vast expertise in handling bulk international trade international trade.
- In September 2018, the Cabinet Committee on Economic Affairs (CCEA) approved a Rs 5,500 crore (US\$ 820.41 million) assistance package for the sugar industry in India
- In March 2018, the Government of India extended the urea subsidy to the farmers till 2020 with the aim of ensuring supply of urea at statutory controlled prices. Urea subsidy for 2018-19 is estimated at Rs 45,000 crore (US\$ 6.95 billion).

Challenges in Agriculture Entrepreneurship

Although there are so many schemes available for the farmers in respect of Agriculture, Rural development. But still there are some challenges which cannot be ignore and all the responsible body like Central Govt., State Govt., Local Authorities and Corporate leaders need to overcome with some solutions. There are some

basic challenges has been highlighted below as following:

Financial Challenges

- **Shortage of Funds** - Lack of finance available to Agri entrepreneurs is one of the biggest problems. Major sources of finance in rural areas are loans from regional rural banks or from zamindari but their rate of interest are usually very high.
- **Lack of infrastructural facilities** - The growth of Agri entrepreneurs is not very healthy in spite of efforts made by government due to lack of proper and adequate infrastructural facilities.
- **Risk element** - Agri. entrepreneurs have less risk bearing capacity due to lack of financial resources and external support

Marketing Challenges

- **Competition** - Major problems faced by marketers are the problem of standardization and competition from large scale units
- **Mediators (Distribution Channel)** - The Agriculture entrepreneurs are heavily dependent on distribution channel for marketing of their products who pocket large amount of profit.

Management Challenges

- **Lack of Advance technology** - Information technology is not very common in rural areas. Legal formalities Agri-entrepreneurs find it extremely difficult in complying with various legal formalities in obtaining licenses due to illiteracy and ignorance
- **Lack of Modern Machinery** - The growth of agriculture is based on advance supporting machinery and tools. In Indian context farmers is not having such capability to cultivate the farms with modern machinery which result as time taken processing for agriculture.

Finding

Gross values added by agriculture and allied sectors are attending satisfactory growth. India rank 2nd in global production of fruits and vegetable continuous to be a leading exporter of mangoes and banana; along with producing potato, brinjal extra in abundant quantity.

India is rank significantly on the promotion of global floriculture trade. There are numerous opportunity of agropreneurship by means of diversification, organic farming, and floriculture with the development of hybrid seeds of fruits and vegetables.

There are several government schemes to promote new startups in the field of agropreneurship like agri-udaan program, state agriculture marketing bank, NCOSAMB besides providing adequate subsidies to the player in this field.

After this study , it can also be found that besides the positives being under taken to cater there are several challenges like financial, marketing, and management challenges in order to make a prolific statement in the sector.

Conclusion & Recommendation

Conclusion:

Agricultural entrepreneurship shares many characteristics of "generic" entrepreneurship, but also has its distinct features due to the specific context of the agricultural sector. With better industrial and entrepreneurial education discipline, entrepreneurs will naturally take advantage of the vast human resource availability. It is clear that there is a great scope for entrepreneurship in agriculture, only effective management of agri elements an individual can tap this potentiality with risk bearing capacity, and a quest for latest knowledge in agriculture sector can prove to be right agriculture entrepreneurs.

The agriculture sector has a large potential to contribute to the national income while at the same time providing direct employment and income to the numerically larger and vulnerable section of the society. Agriculture entrepreneurship is not only an opportunity but also a necessity for improving the production and profitability in agriculture sector.

Floriculture production and market is booming now days due to increase in demand both in national and international market. USA and United Kingdom are two best markets for India floral export, but national market is very much fragmented, that gives emerging of many associations. Understanding of major market at both brick and click way, gives the stakeholders a better way of understanding of floral market.

A shift from 'agriculture' to 'Agropreneurship' is an essential pathway to refresh Indian agriculture. While the share of pure agriculture in GDP may decline, the share of Agri Entrepreneurship is bound to go up with the demand for value added products continuously increasing.

Agri entrepreneurship is also the answer to removal of rural poverty in India. Therefore, there should be more stress on integrated rural development programs. The problem is that most of the rural youth do not think of entrepreneurship as the career option. Therefore, the rural youth need to be motivated to take up Agri based entrepreneurship as a career, with training and sustaining support systems providing all necessary assistance. There should be efficient regulated market and government should lend its helping hand in this context.

Recommendation:

Following are the recommendation has been underlined to make new India as Agri India:

- **Change in Traditional Agriculture** - as per current position of the agriculture in India especially in States like Bihar, Jharkhand, Punjab, Maharashtra, West Bengal, Odisha and Northeast, where maximum population is dependent on Agriculture. People need to change the scope of farming from traditional farming to advance farming like organic farming, Floriculture, Fruits and seeds farming and even crop farming with advance machinery to avoid the flood and Dry-land issues.
- **Technology** - Improvement in the production technologies. Apart from the production technologies, the extension worker now, have to get equipped with market information which requires further training for skill upgradation in the field of agricultural marketing.
- **Network Building** - Strong network of marketing extension is very much necessary at District/block/Village level to effectively advise farmers on various aspects of marketing, advice on product planning, marketing information, securing market for farmers, advice on improved market practices and advice on post-harvest management practices.
- **Marketing of Production** - Marketing is the necessary element of any production activity to mobilize the product in global Market. Officers of Agriculture, Horticulture and Agricultural Marketing departments should be given training on various aspects of Agricultural Marketing for the purpose of carrying out extension works effectively and efficiently. This will help in minimizing the postharvest losses to a considerable extent.
- **Development of Cooperative Society** - Cooperative market should be formed. To set up mandi of nearest block so that they may could direct contact with the customers.
- **Enhancement of Communication Skills of Farmers** - Since we are moving into global market and to compete with global competition the communication skill is playing major role to promote the products, explore the markets and grabs the global markets easily. Enhancing the interactive and communication skills of the farmers to exchange their views with customers and other market forces (middlemen) for getting feedback and gain the bargaining during direct marketing.
- **Training Center** - Educating the farming community to treat agriculture as an entrepreneurial activity and

accordingly plan various phases of crop production and marketing. Training also require to develop the skill to cultivate organic corps, floriculture, Fruits and vegetables etc.

- **Facility of Resources** - Providing the facility of resources like advance machinery, proper water facility etc. to enable the farmers to produce and cultivate the corps in any form.

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