

“Agripreneurship: the role, growth and opportunities for the agricultural development of India”

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Abstract:

*India is basically agriculturist nation with 2/3rd of total inhabitants and seventy percent of workforce residing in villages and agriculture is main sector as far as rural economy and rural employment is concerned. Economic growth can be achieved by diversifying the composition of product and job from cultivation to more profitable non-farm activities. In India we need **planning and implementation** of entrepreneurial programs and policies that are critical due to excess-reliance on agriculture or land for rural work opportunities. Entrepreneurship growth in villages seems to be the best **possible and promising substitute** for the employment opportunities in rural areas.. Entrepreneurship is the key for economic progress of any country and so advancement in agricultural entrepreneurship is key element to turn agricultural activities into a more productive and economically viable for rural population.*

Commercialization of agriculture is possible through agribusiness activities. With effective agricultural reforms, other activities can be developed if and when the entrepreneurs are skilled, experienced and competent and risk taking and able to manage the whole thing better. Direct marketing promotion through proximity producers with consumers will augment the gain, while motivating jobless rural youth to consider entrepreneurship and trading as their alternative career option.

*The **present study examines** long-term changes in rural area and employment trend and future growth, and adaptation of new agriculture model to overcome basic challenges in Indian Agriculture. Also the Study analyses the dynamics in agriculture sector in recent year in India. Secondary data has been used for the study. The outcome of the paper may be used to suggest strategies and policies for future development of India's rural economy. The paper also tries to study the problems for the potential agripreneurship. The study tries to concentrate on problems of entrepreneurs such as of marketing, primary amenities like water-supply, electricity, transport facilities, and finance. The study also tries to examine possibility of career options as agricultural entrepreneurship and the possible solution and also prospect of agriculture for rural entrepreneurs. The paper is analytical in nature. The study is based on secondary information and literature available from books, journal articles, internet sources, news-papers and other media.*

Keyword: Agropreneurship, Entrepreneurship, Agribusiness, Rural industries, Economic development.

JEL code: Q10, Q13, Q18

Introduction

India is agriculture based country and agriculture is backbone of India and contribute substantially (around 14%) to the GDP. Almost 70% of the Indian population and more than 50% of labour force depends on agriculture directly or

indirectly for their livelihood. There is an urgent need for another green revolution due to the huge change in agriculture.

Limited land is incapable to take up the rural work-force in agriculture. Thus, there is an urgent require to build up industries in rural areas to resolve the problem of rampant unemployment and migration. The rural-urban disparity must be narrowed down. The living standard of the rural populace must be improved. Rural entrepreneurship can solve above problems. Indian rural economy is not backward and isolated now-a-days. Subsequently, business in the tribal and rural regions arises to take care of the issues of destitution, joblessness and backwardness of Indian country economy. Rural industrialization is viewed as a compelling means to speed up the course of country economic growth. Legislature of India has been continually perceiving more prominent importance and backing for the advancement and development of country business.

India being essentially farming, agripreneurs assume extremely powerful part in the rural worth chain. They contribute extensively to build the GDP through their worth expansion. A general development pace of 7-8% might be contributing for the general improvement of economy, yet the exceptionally pitiful development rate in agrarian sectors is challenge for rural advancement in India. Critical development in manufacturing and service areas is contributing for the better day to day environments and way of life of metropolitan populace though farming and associated areas are as yet falling behind in giving the better way of life in rural India.

As contrast with metropolitan region, larger part of the rural individuals can't take advantage of the developmental plans of the public authority of India. For harmonious development, advancing agripreneurship of rural area is vital. To take advantage of the undiscovered possibility of rich, unexploited and neglected country assets, agripreneurship has a huge potential. However it appears to be exceptionally encouraging and alluring, it isn't very simple on account of the glitches like absence of mindfulness, absence of enterprising society, poor infrastructural improvement, absence of sufficient institutional help and successful government strategy. Apart from these impediments, there are such countless roads open for agripreneurship improvement. The principal open doors are in agrarian information sources, cultivating cycles and innovation, areas like dairy, poultry, agriculture, sericulture, etc. There is an immense degree working on expectations for everyday comforts of rural India as well as reinforcing the Indian economy by making it globally cutthroat.

Agriculture meets the essential necessities of developing populace of India. Now-a-days, farming changed from means cultivating to business cultivating, import situated to trade oriented, supply driven innovation to demand driven innovation and technology and so on. Agribusiness is normally utilized basically as a helpful mix of farming and business, alluding to the series of exercises and disciplines integrated by present day food creation. Agribusiness is essentially commercialization of farming and expanded significant attractive overflow of different product items like vegetables, natural products, cash crops and other rural items. Agribusiness has likewise picked up speed worldwide because of significant expansion underway and exchanging exercises between the nations particularly after globalization. However, the outcome of agribusiness relies upon the viability of the value chain that controls from creation to showcase in response to purchaser interest. Despite the fact that, creation has expanded dramatically, however benefits or remuneration doesn't go to rancher's pocket and generally caught by the middle men and merchants.

Enterprising expansion is currently basic and needs to perform various jobs of expanding creation, handling, exchange and advertising. The new methodology would require areas of strength for an exploration base, enterprising methodology focusing on farmers, farm ladies and provincial youth, center around little/peripheral ranchers and wide way to deal with agriculture. The preparing module ought to incorporate delicate abilities for business, store network, food regulations, show-casing, monetary administration, accounting & accounts, costing and evaluating, discourse with business visionaries and visits to agribusiness units.

Enterprising expansion is currently basic and needs to perform various jobs of expanding creation, handling, value addition, exchange and advertising. The new methodology would require areas of strength for an exploration base, enterprising methodology focusing on farmers, farm ladies and rural youth, center around little/peripheral ranchers and wide way to deal with agriculture. The preparing module ought to incorporate delicate abilities for business, store network, food regulations, show-casing, monetary administration, accounting & accounts, costing and evaluating, discourse with business visionaries and visits to agribusiness units.

The fundamental goal of the 'Make in India' is to ease venture, support advancement, rouse business, and improve ability advancement in India. Villages are at the center of Indian culture and represents the genuine 'Bharat' as Mahatma Gandhi said that "India lives in villages". Rural business people are those individuals who do their business exercises in the rural regions by laying out modern and specialty units there. Rural entrepreneurship can assume the part of impetus in rural economic development. Presumably agriculture keeps on being the foundation of rural culture in India. Small and peripheral farmers, who are the larger part in rural India, results abundance tension on the

agrarian land and lessening efficiency prompting disguise joblessness and underemployment also. The movement of immense number of laborer to the urban communities, metropolitan and semi-metropolitan regions is the aftereffect of these elements.

To that end we really want to foster businesses in rural regions to take care of the issue of rustic joblessness and rustic displacement as lands are scant and restricted and unable to retain the overabundance workforce in agriculture. Without the improvement of rural economy of non-industrial nation like India can't develop in general. The disparity between urban and rural must be minimizing for the sack of equity and social justice and above all for the harmonious development of the country. Now-a-days Indian villages are not very isolated or primitive as was fifty years back due to development of transportation and telecommunication. Therefore if entrepreneurship is encourage in rural areas it can solved the problem of unemployment, disguised unemployment, poverty, economic inequality, backwardness, low living standard and a whole lot. Rural industrialization is considered as a powerful method for speeding up the course of country improvement.

GoI is also supporting and promoting growth of rural entrepreneurship. It has become one of the catalysts for rural economic development and agribusiness in India. In this background, the current paper is trying to address the problems and challenges for the growth and progress of rural entrepreneurship in India.

Structure of this study is as follows. Section-I is the introduction of our study where we explain some basic issues of agriculture and entrepreneurship in agriculture. In section-II we have reviewed some literature on topic. In Section-III we have explained the research methodology and objectives of study. In Section-IV we have introduced the concept of Agripreneurship. Importance of shifting from agriculture to agripreneurship is explained in Section-V. In Section-VI we narrated different types of enterprises in agriculture. Role of agripreneurship in India is highlighted in Section-VII. In Section-VIII we have explained some challenges the agripreneurs are facing in India and the role they can play in national economy. In Section-IX we have drawn conclusions on the study. In Section X we have provided some recommendations for the promotion of successful agripreneurship.

Review of literature

Piore and Sable (1984), mentioned in their book, 'The second industrial Divide' that rural economy can be more effective if government try to develop business environment in rural areas. Petrin (1994) found that entrepreneurship can develop rural area to a greater extant working as vehicle to increase personal satisfaction for people and their families of rural sector. Sherief, (2005) concentrated on factors of rural entrepreneurship will helpful for its development and found that development of entrepreneurship in rural area is most essential to accelerating economy development. Mehta, (2011), found that many Indian including MNCs creating business opportunity in rural area of India. Sharma, Swati, Vyas and Divya (2011) confirmed that different social, financial, political and environmental issues in rural regions make challenges in livelihood, weakening rural generation and growing nourishment lack. This has come about a massive effect on the residential generation, livelihood and so forth. To a certain degree, these issues can be addressed by creating entrepreneurship in rural India or Agripreneurship.

Research methodology and objectives of the study

The study is conceptual and analytical in nature. To foster essential discernment in regards to the idea, the analyst has utilized secondary information. The writer has referred books, magazines, reports and papers notwithstanding visits to different sites. The past analysts concentrate on in agribusiness has prompted the conceptualization of this examination. A work is made to give an outline on Indian agribusiness industry, the plausible size of the market for advancement of agribusiness through business venture valuable open doors and possibilities are likewise attempt to look at with the assistance of targets referenced beneath.

The main objectives of the present study are as follows:

1. To know the degree, jobs and significant advantages of rural business venture in financial improvement of India.
2. To distinguish the issues, difficulties and learning experiences for business visionaries in agribusiness.
3. To propose a few medicinal measures to tackle the issues looked by country business visionaries

What is agri-entrepreneurship (agripreneurship)?

Characterizing entrepreneurship is definitely not a simple job. Entrepreneurship implies principally innovation, it implies risk taking. For other people, a market settling force as well as it implies beginning, overseeing and possessing an independent venture. A business person is an individual who makes new mix of creation factors for instance new items, new strategies for creation, new business sectors, finds new items and an individual who will face challenges or an individual who kills disequilibrium between total demand and total stockpile by taking advantage of market open doors, or who just own and works a business. An entrepreneur who is in any business or monetary action is a self-employed. Entrepreneurship helps in fostering a nation's economy, increments production

and further develop labour market, set out work open doors lastly diminishes joblessness rate which impacted to empower and uphold business venture for their monetary turn of events.

Agripreneur is characterized as a business person whose principal work is farming or agribusiness related. An 'agricultural entrepreneur' is an individual or group who uses or takes advantage of natural assets (counting land) or other related inputs expected to complete business movement. Agripreneurship is the pioneering action engaged with agriculture or the allied areas. It is the most common way of taking on new strategies, processes, and methods in farming or the united agribusiness areas, for improved yield and monetary profit.

Agripreneurship changes over agricultural work into a pioneering adventure. By embracing imaginative thoughts in agricultural and unified areas an agripreneur is an innovator and a powerful driver to change the rustic economy. An agripreneur work isn't extremely simple since he/she faces the challenge, embraces development, and attempts to make better approaches for getting things done, and find, set out new market open doors.

Agriculture to agripreneurship

The position of India is 10th as far as arable land on the planet and out of 20 agro-climatic region, 15 key climate are available in India. India additionally has 46 (out of 60) soil types on the planet. Rise in Gross Value Added (GVA) by agribusiness and associated exercises is assessed at 3% in 2017-18 (Source: Ministry of Agriculture, Government of India, MOSPI, BCG, Crisil). India additionally partakes in the key geographic area and closeness to food importing nations to export food. India is the forerunner in delivering beats, tea, milk, cashew, flavors, and jute; and the second greatest producer of rice, organic products, vegetables, wheat, cotton, sugarcane, and oilseeds. India is one of the greatest makers of trucks, harvesters and tillers.

A shift from 'agriculture' to 'agri-business' or to farming business venture is being viewed as a fundamental method for reviving Indian agriculture. However, the portion of 'agriculture' in all out GDP is declining, it is as yet a significant supporter of the GDP and assuming a significant part in the generally socio-economic development of India.

Expectedly, agriculture is viewed as a low-tech industry with restricted elements dominated by numerous little family firms, which are for the most part attempting to improve instead of doing innovative things. Be that as it may, presently, the circumstance has changed emphatically because of financial progression, privatization and globalization, a diminished safe house of rural business sectors, and a quick changing and more definitive society. Farming organizations need to adjust to the impulses of the market, differing buyer tastes and ways of life, changed environmental guidelines, new superior item quality, chain the executives, food security and supportability, etc. These changes and adjustments have introduced the opportunities for new participator, advancement, and portfolio business.

India's farming area heavily relies on the rainstorm season and taking into account this, a second Green Revolution is expected to conquer such limitations. Aside from an expansion in the development rate and watermanagement system, further developing soil quality, differentiating into high-esteem yields, organic products, vegetables, spices, restorative plants, and biodiesel are required to have been taken by the Green Revolution to further develop the agribusiness area in India.

Scope of agripreneurship in national economy

Agriculture and allied areas are forever been the foundation of the Indian economy and regardless of escalated industrialization over the most recent couple of many years; farming actually possesses a position of pride. The importance of agriculture in the economy emerges from the capability it plays in India's GDP, export and employment. Improvement of Agro-business helps an economy in a few structures, it creates enormous scope of work, animates capital development, diminishes joblessness, decreases the centralization of monetary influence, advances impartial dissemination of riches, pay and, surprisingly, political influence, prompts in reverse and forward linkages and increment nations exports. As a signatory of WTO, India can possibly work on its portion in the World exchange of rural products both raw and processed form.

- ✓ The long waterfront line and inward streams give gigantic open doors to the creation of marine and inland fish and fancy fish culture.
- ✓ The woodland assets can be used for the creation of results of ranger service like Beekeeping and apiary can be developed for huge scope in India.
- ✓ Mushroom creation for homegrown utilization and exports can be expanded with mechanical improvement in their creation.
- ✓ Natural cultivating has greatest expected in India as the pesticide and inorganic manure applications are less in India contrasted with developed nations. The farmers can be spurred and prepared to switch over to natural cultivating.

- ✓ Seeds, hybrid and genetically modified crops, have the greatest expected from now on, since the efficiency of high-yielding assortments has arrived at a most extreme.
- ✓ Miniature irrigation system and labour saving homestead hardware have the potential for the future due to lessening groundwater levels and work shortage for agrarian tasks.
- ✓ Creation of vegetables and flowers under green-house conditions can be taken up to associate the export market. The improved rural product sets out open doors for work in advertising, coldstorage and warehousing, credit, transport, insurance, and logistic services.

Challenges in agripreneurship

Business in farming is both an open door and a need for further developing efficiency, proficiency, and profit. As of now there are a ton of plans, projects, and strategies for rural development and agriculture entrepreneurship, still, numerous issues stay that need unique consideration with respect to legislatures.

- Nonappearance of sufficient information, assets, innovation, and availability with the market mindfulness among the ranchers.
- Lack Regular training and back up services
- Legal formalities
- Lack of infrastructural facilities
- Lack of entrepreneurial culture
- Limited Funds
- Risk element
- Competition from big players
- Problems in marketing of agricultural products
- Lack of Advance modern machinery and technology
- Migration of skilled and talented workforce for rural areas
- Inadequate institutional measure and Government Policies

Role of Agripreneurship in National Economy

India's Economy is primarily dominated by Agriculture with over 60% populace subject to farming. It represents around 14 % of the Gross Domestic Product (GDP) of the country. Agripreneurship assumes numerous significant parts in the development and advancement of the national economy through business venture improvement which expands the pay level, and expectation for everyday comforts, eliminates disparity and sets out work open doors both in rural and urban regions (Bairwa et al., 2012). It assists with expanding the efficiency of smallholder ranchers and incorporates them into neighborhood, national, and worldwide business sectors. It assists with lessening food costs, supply vulnerabilities, and work on diets of the rural and urban poor in the country. It additionally creates development, expanding and enhancing creation and pay roads giving pioneering open doors in both rustic and metropolitan regions.

Agripreneurship is the answer for some socioeconomic issues like urbanization, neediness, joblessness, and economic development. The improvement of agripreneurship requires exceptional abilities like human turn of events, information on farming, worldwide rural market, and so on. The financial advancement of India implies and relies upon the economic improvement of her colossal agrarian and rustic economy.

Social and economic benefits: Agripreneurs' way of life is expanded with financial strengthening and improvement. Their societal position and glory are additionally improved and perceived. They can bear the cost of quality and amount of nutritious food, and better education, and medical services for their families. It's an arising area to construct and prepare nearby idle assets for local area improvement all in all.

Snowballing individual and national income: The course of the value chain and agro-processing increment the total income more than the traditional technique for advertising, after production.

Sustainability: Agripreneurs generally attempt to learn and embody sustainable cultivating techniques, and business open doors through the rotation and diversification of agribusiness and defeated risks connected with agribusiness. They generally search for more sustainable development of their endeavors.

Creating employment opportunities: The most steady benefit of agripreneurship improvement is the generation of huge job opportunities for country youth and ranchers. In this way it helps in upgrading rural pay and living standard of rustic individuals and consequently fostering the country economy. Agripreneurship likewise helps in decreasing joblessness, disguised joblessness and underemployment consequently helping in reducing destitution.

Decrease movement of rural individuals and pressure on metropolitan urban communities: Agripreneurship improvement sets out open doors for work in country regions themselves, in this manner giving vocation in towns. The decrease of movement of gifted and capable rural youth and labor force to metropolitan focuses diminishes the populace strain on metropolitan social and economic framework and furthermore sets out open doors inside rural themselves.

Giving metropolitan conveniences in rural regions: The agripreneurial adventures won't develop alone yet the supporting asset foundation will develop which will make a metropolitan-like setup and offices for nearby occupants in country regions.

The issue is basically inconsistent improvement that is an advancement of one region at the expense of improvement of somewhere else, with synchronous issues of underdevelopment. For example, we have seen underemployment or joblessness in the towns which has prompted an inflow of country populace to the urban communities. Presently what is required is to cause what is going on wherein the relocation from rural regions to metropolitan regions descends. Relocation as such isn't generally adverse however it ought to be limited. Certainly, the circumstance should be with the end goal that individuals ought to track down it qualified to move themselves from urban communities to villages in view of better conveniences and opportunities there.

Conclusions

There are **many opportunity of agripreneurship through diversification, organic farming, and floriculture, growth of hybrid seeds of fruits and vegetables.** Gross values added by agriculture and allied activities are showing satisfactory growth. India is rank second on the planet production of fruits and vegetable and will be a main exporter of mangoes and bananas alongside potato, and brinjal delivered in plentiful amount. India is also doing well on the export of global floriculture trade.

There are **several government schemes to promote new start-ups in agripreneurship** like agri-udaan program, state agriculture marketing bank, NCOSAMB apart from providing sufficient subsidies to the player in this field. The study finds that besides the positives steps taken, there are **several challenges like financial, marketing, and management** challenges required to be solved for the development in the sector.

It is smarter to promote agro-based activities in rustic regions, as the nearby individuals have the necessary least abilities and the vast majority of the organizations assist the business visionaries with guaranteeing food security. The results of such organizations have ready demand even in rural regions and subsequently the market open doors are better. With a solid agro-based program, nonfarm exercises can likewise be started when the business people are more capable, equipped for facing challenges, and can deal with the program better. The advancement of direct marketing by laying out close correspondence among makers and shoppers will additionally expand the advantages while empowering an enormous number of jobless rural youth to transform into miniature business visionaries and traders.

Agrarian business venture has the qualities of customary business venture; however it has some distinct features because of the fundamental nature of the agriculture. There is a limitless degree for business in agribusiness. Agriculture is adding to the income alongside giving direct business and pay to the feeble and weak part of the village society. With better modern and innovative instruction and preparing, business visionaries can normally exploit the enormous human asset accessibility. **Agriculture entrepreneurship is both an open door and a need to further develop production, efficiency, profitability and productivity in the farming area.**

A shift from 'farming' to 'Agripreneurship' is a fundamental pathway to invigorating Indian agriculture. Agribusiness ventures can likewise kill rustic poverty and disparity in India. The government ought to view this area in a serious way and figure out essential strategies and projects to advance agripreneurship for the rustic individuals by coordinating all the current and new country improvement programs. Most rustic young people don't consider business their professional choice. Subsequently, **the rustic youth should know, be informed, and spurred to take up Agribusiness venture as a vocation,** by furnishing legitimate preparation and valuable help with any remaining essential help. There should be an effectively controlled market and the public authority ought to expand its assistance in this specific situation.

For the last numerous years, India is continually battling with the issues of joblessness, underemployment, and disguised joblessness, especially among the country populace. Taking into account that 66% of the Indian populace is utilized (straightforwardly or by implication) in the primary sector, giving suitable and practical business amazing open doors in agribusiness is important for creating work in the country. It assists the economy with accomplishing self - maintainability in food creation and accomplishes adjusted financial development. Agripreneurship can advance occupation drove financial development in rustic regions through coupling science and innovation for ecologically supportable and financial reasonable open doors. Sustainable agri-preneurship such as natural farming, organic farming, eco-friendly agriculture etc. has the potential to transform the destiny of rural India which is the prime driver of our economy. Agriculture can be better situated and profitable economic activity by coordinating with processing, packaging and storage activities. Thus, there is a critical need of making viable arrangements and structures with legitimate activity plans for accomplishing the objective of agripreneurship advancement by setting up a few correlative emotionally supportive networks to incubate the agripreneur in country India

Recommendations for promotion of successful agripreneurship

Considering the current problems confronted by the agri-entrepreneurs, it is necessary to create an amiable environment in the field. Some of the essential settings are necessary for effective agri-business.

There must be a **consensus among government officials and farmers about the need and benefits** of promoting self-employed youth or private entrepreneurs to facilitate the farmers to enhance agricultural production, productivity and profitability. The Government should terminate the practice of providing free services in those sectors where the work has been assigned to private entrepreneurs. The **technical skills and efficiency of the entrepreneurs should be evaluated to ensure quality and standards**. There **should be a monitoring agency to check the quality of the services and the charges collected from the farmers** to stop exploitation.

To popularize the services of the self-employed rural entrepreneurs, the Agricultural Extension Agencies and Farmers Organizations should arrange **publicity about the services available to the farmers**. The Government should encourage the entrepreneurs through various concessions and incentives and create more awareness about agri-business entrepreneurship. Communication among entrepreneurs may be established to discuss and share their experiences. These networks can be linked with Research Institutions and Universities to become acquainted with the latest research findings and seek solutions for their problems.

The following recommendations are made for the development of agripreneurship in India through the development of rural economy as a whole.

Promotion of entrepreneurial culture -There is a serious need to promote and create entrepreneurial culture among the rural youth people by providing a proper environment in the rural areas. At the same time it is necessary to **Identify promising agricultural and allied areas** of business to promote entrepreneurial activity.

Transition to advanced farming—In India states like Bihar, Jharkhand, Punjab, Maharashtra, West Bengal, Odisha and Northeast, majority of population is dependent on agriculture. There is a need of transition from traditional farming to more advanced farming like organic farming, floriculture, fruits and seeds farming and crop farming with latest technology and machinery to avoid the risk and damage **due to flood and dry-land issues**.

Technological improvement- Apart from the using latest technology in production, they have to equip with market information which needs training for knowledge and skill development in the field of IT, agricultural marketing etc.

Network Building- Strong network of marketing chain is essential at District/block/Village level to properly advise farmers on various aspects of marketing, product planning, innovation, marketing information, improved market practices and post-harvest management planning.

Marketing - Marketing is very important of any production activity to mobilize the product in local, national and global Market. Officers of all the departments related to agriculture, rural development and agripreneurship should be given proper training on various aspects of Agricultural Marketing to carry out extension works effectively and efficiently.

Development of Cooperative Society— Cooperative activities should be formed and encouraged. *Mandis* must be set up nearest block so that everyone could directly contact with the customers.

Communication Skills—To compete with global competitors the communication skill is playing vital role to promote the products, to explore the markets and grab the opportunity in the global markets. It is necessary to improve the communication skills of the farmers **to exchange their views with customers, traders and middlemen** for getting feedback and gain in bargaining during direct marketing.

Training institutions— Training require educating the farming community to consider agriculture as an entrepreneurial activity and plan various phases of crop production and marketing accordingly. Training also requires developing the skill to cultivate organic crops, floriculture, fruits and vegetables which are in demand in both national and global market. It is essential to provide **area specific technical training programmes** to develop the vital **technical competency among the potential entrepreneurs**.

Facility of Resources- Providing the resources like advance machinery, proper water facility etc. throughout the year to enable the farmers to produce and cultivate the crops in any form without any interruption. It is necessary to **establish developmental fund to support the start-up** process of agripreneurship to establish agricultural development centers.

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