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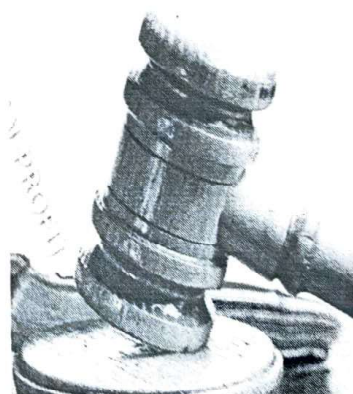
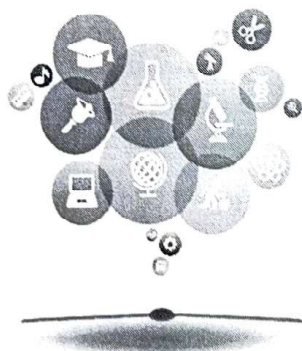
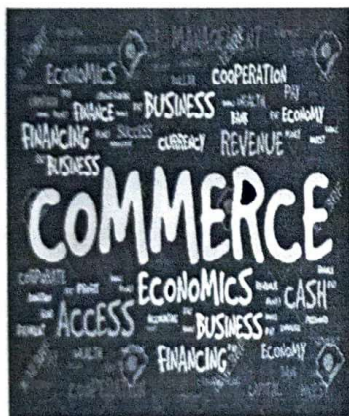
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**Role of Agripreneurs for Agriculture Development****Dr. Bilas S. Kale**

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Abstract:

This study is proposed to find out the role of agripreneurs for agriculture development. India is a developing as well as an agricultural country. More than 70% population living in the rural area and they are depended agriculture. We know the entrepreneurs playing very vital role for the economic development of the any country. At the time of economic crisis, the development of the country is slow or negative, that time significance of the entrepreneurs is increased. The role of the entrepreneurs has been related with enlarged growth, increased aggressiveness of the countries, Raised the wealth of the country and also increased the standard of the living. Thus, Agripreneurship Development in rural industries looks to be best possible option to creation an employment for the rural area. The significance of agripreneurship development in agricultural sector and business planning for agricultural firms.

Keywords: -Agripreneurs, Agripreneurship, Agricultural, employment, Economic etc.

Introduction:

Entrepreneurship is one of the key drivers for economic development. During an economic crisis, the importance of entrepreneurship development increases. Entrepreneurship has been linked to improved growth, increased wealth and quality of life. In developing countries like India, planning and implementation for development of entrepreneurial programmes are essential for raising the living standard of the vast majority of the backward regions because of their over-dependence on agriculture for employment (Uplaonkar and Biradar 2015). Thus, entrepreneurship development appears to be the best substitute to find employment opportunities, income generation, poverty reduction and improvements in nutrition, health and overall food security in the national economy. Agriculture all over the world is going through a phase of change. In this changing scenario, agriculture is taking new shape and increasing its scope beyond the limits of mere crop cultivation and animal husbandry for livelihood of rural population. Agriculture and allied sectors are considered to be mainstay of the Indian economy because these are important sources of raw materials for industries and they demand for many industrial products particularly fertilizers, pesticides, agriculture implements and a variety of consumer goods. Due to the changing socio, economic, political, environmental and cultural dimensions over the world, farmers' and nations' options for survival and for sustainably ensuring success in changing their respective economic environments has become increasingly critical. It is also worth noting that the emergence of the free market economies globally has resulted in the development of a new spirit of enterprise "Agripreneurship" and the increased individual need for responsibility for running their own businesses. Entrepreneurship is connected with finding ways and means to create and develop a profitable farm business. The terms, entrepreneurship and agripreneurship are frequently used in the context of education and small business formation in agriculture. Entrepreneurship in agriculture is the creation of innovative economic organization for the purpose of growth or gain under conditions of risk and uncertainty in agriculture. In recent years, there has been a considerable emphasis on crop diversification towards horticulture (fruits, vegetables, ornamental crops, medicinal and aromatic plants and spices), plantation crops (coconut, cashew nuts and cocoa) and allied activities. The problems of unemployment, underemployment and disguised unemployment have swamped the country, especially the rural common people. Considering that 2/3rd of the Indian population is employed in



the agriculture sector, providing viable and sustainable business opportunities in Indian agribusiness is essential for generating employment in the country

Basic Terminology:

1. Agripreneurs – in general, agripreneurs should be proactive, curious, determined, persistence, visionary, hardworking, honest, integrity with strong management and organizational skills. Agripreneurs also known as entrepreneurs. Entrepreneurs may be defined as innovators who drive change in the economy by serving new markets or creating new ways of doing things. Thus, an agripreneurs may be someone who undertakes a variety of activities in agriculture sector in order to be an entrepreneur.

2. Agripreneurship – Agripreneurship is the profitable marriage of agriculture and entrepreneurship. Agripreneurship turn your farm into an agribusiness. The term Agripreneurship is synonym with entrepreneurship in agriculture and refers to agribusiness establishment in agriculture and allied sector.

Objectives of the study:

1. To understand the role of agripreneurs for agriculture development.
2. To understand the concept and role of entrepreneurs.

Overview of Literature: -

Bairwa S.L. (2014) It is clear that there is a great scope for entrepreneurship in agriculture and this potentiality can be tapped only by effective management of Agri elements such as – soil, seed, water and market needs. An individual with risk bearing capacity and a quest for latest knowledge in agriculture sector can prove to be a right agripreneurs. 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. Agripreneurship is not only an opportunity but also a necessity for improving the production and profitability in agriculture and allied sector. Sharma V.K. (2021) noticed that the Agripreneurial development has the potential of supporting resource infrastructure that will grow and create an urban-like setup and facilities for local inhabitants in rural areas. Agripreneurship will also help in alleviating poverty by reducing unemployment. It also helps in checking the migration of rural youth and workforce and thus reduces population pressure on major urban cities. Agriculture as a sector has a huge potential to contribute to the national income by providing employment and income to the larger & weaker section of the society. Uplonkar, S.S. and Biradar S.S. (2015) It is clear that there is a great scope for entrepreneurship in agriculture and this potentiality can be tapped only by effective management of agri elements an individual with risk bearing capacity and a quest for latest knowledge in agriculture sector can prove to be a right agripreneurs. 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. Agripreneurship is not only an opportunity but also a necessity for improving the production and profitability in agriculture sector. Nwibo, S. U. Mbam, B. N. and Biam, C. K. (2016) Agripreneurship has been seen as the driver of wealth and income generation among the rural households and are driven by institutional, socio-economic, and cultural factors though venturing into it is constrained socio-cultural, knowledge-base, and economic factors. Based on the findings, the study recommended adequate provision of key investment infrastructures such as electricity, good roads, organised; and proper information dissemination to the rural households on how to identify viable agripreneurial opportunities. Verma, M, Arya, L, Kashyap, P. and Tyagi, R. (2019) The good managerial skills and entrepreneurial expertise infuse with government measures would facilitate accomplishment of the growing needs of agri-business. An individual who is confident, risk bearer, honest, visionary and innovative can prove to be a right agri-entrepreneur. Agripreneurship contributes to the national income along with direct employment and income to the larger and especially rural areas. Value added products offer entrepreneurs with



larger return-on-investment and profit. Therefore, entrepreneurs have to take benefit of change in consumer demand and satisfy consumers' needs with value-added products, such as organically grown coffee. Mehra, S. (2019) it is concluded that agripreneurship is a product of both internal and external factors such as personal attributes, financial support, trainings, and market access among others. The research indicated that most of the farmers have at least basic primary education. Most of them have also received some informal training on farm management. Furthermore, Farmer training has a positive correlation with the dependent agripreneurship. Therefore, Farmer training is a determinant of agripreneurship. Clearly, most of the beneficiaries of the farmer trainings have managed to add value to farming business. Agripreneurship plays an important role in the growth and development of national economy through entrepreneurship development which increases the income level and employment opportunities in rural as well as urban areas. During 2008 financial crisis and COVID-19 pandemic, agriculture and value chain was the only sector emerged and created various career opportunities. It helps in inducing productivity gains by smallholder farmers and integrating them into local, national and international markets. It helps in reducing food costs, supply uncertainties and improving the diets of the rural and urban poor in the country. It also generates growth, increasing and diversifying income, and providing entrepreneurial opportunities in both rural and urban areas (Stewart, E.W.).

Significance of the Agripreneurship: -

Agripreneurship is also viewed as the crucial mediator that transforms knowledge to the labour force via profit motivation and therefore it turns out to be the key determinant of sustainable economic growth. Longterm economic development due to human capital accumulation of factors such as knowledge and skills, scientific knowledge and technical skills is central to economic growth. With nearly half of its population living in conditions of extreme poverty caused by a high unemployment rate, the economic realities of rural sector in India are harsh, though the promise of sustainable development remains bright. By creating economic growth, Agripreneurs are proving to be at the heart of that promise, and a key weapon in the fight against poverty. It is therefore necessary for India to be entrepreneurial and create new businesses that will, in turn, create more job opportunities and raise the standard of living for the society.

Conclusion:

Agriculture forms the backbone of the Indian economy. Agripreneurship can help in the growth and development of the economy in a variety of ways. However, the sector is faced with problems relating to credit, infrastructure, marketing, technology, legal formalities and regulations etc. among which insufficiency of finance being the most important one. Agripreneurship development will help the Indian economy in achieving self-sustainability in food production and balanced economic growth. A sustainable Agribusiness model can promote job-led economic growth in rural areas by binding science and technology for environmentally sustainable and socioeconomic viable opportunities with the potential of transforming the face of rural India. Agripreneurship development will help the Indian economy in achieving self-sustainability in food production and balanced economic growth. A sustainable Agribusiness model can promote job led economic growth in rural areas by binding science and technology for environmentally sustainable and socioeconomic viable opportunities with the potential of transforming the face of rural India.

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