



AGRI-PRENEURSHIP: CHALLENGES AND OPPORTUNITIES FOR SUSTAINABLE DEVELOPMENT

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ABSTRACT

Entrepreneurship involves in quest of opportunities available for the good sake of the society. Entrepreneurial context changes from region to region and even from time to time in the same region. In the same line, the changing agro-economic conditions for quite some time in India have offered as prospective context for developing entrepreneurship in agri-business, called Agri-preneurship. In other words, Agri-preneurship means developing entrepreneurship in agriculture sector. Agriculture is the backbone of the Indian Economy. Due to this vital feature India is known to be an “agriculture-dominated country”. In the path of renaissance of Indian Economy, a budge from agriculture to agribusiness plays a vital role. Agribusiness, according to Surya Kumar (1999), includes activities relating to production, processing and distribution of products and Services to agriculture, floriculture, horticulture sericulture, aquiculture and animal husbandry. Agri- business development benefits an economy in various forms and ways. Agri-preneurship generates immediate large-scale employment, utilizes the idle human and natural resources, promotes capital formation by mobilizing the idle saving of the public, reduces unemployment, promotes balanced regional development, reduces concentration of economic power, promotes equitable distribution of wealth, income and even political power, induces backward and forward linkages for industrial and economic development, and promotes country’s export. This paper mainly devoted to highlight challenges faced and opportunities available for the sustainable development of Agri-preneurship in India

Keywords: Sustainable, Agri-preneurship, Entrepreneurship, opportunities, agri-business.

INTRODUCTION

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In India, Agriculture, with its associated sectors, is indisputably the major livelihood provider, more so in the vast rural areas. It has significant role to play in the Gross Domestic Product (GDP). Agriculture forms the backbone of the Indian Economy. Hence, India is also called as an 'agriculture-dominated country'. Agriculture landscape has changed drastically, since this intervention that a second green revolution is going to need an entirely new set of technology. In view of this, the government of India has been giving increasing importance to the development of agriculture in the country. That agriculture has developed over the years is reflected by various indicators such as increasing productivity, cropping intensity, high yielding variety seeds, diversification, mechanization, and modernization of agriculture. An economy broadly consists of two sectors, namely, agriculture and industry. Agriculture refers to the rural economy, whereas industry to that of the urban economy. Still, 72 per cent of India's population resides in rural areas and the rural areas are characterized by widespread unemployment and miserable poverty. The new agro-economic conditions have offered a good scope for the development of agri-business especially in rural areas of the country. Given its good promises for attracting huge investment including foreign investment, agri-business worldwide is considered to be a sunrise industry including India.

Agri-business is an old concept but relatively new term used in business literature. As referred by Hansra and Vijayaragavan (2003:29), the term 'agri-business' was formally introduced by Professor Ray Goldberg of Harvard University during mid-fifties. It is a comprehensive word encompassing a wide variety of activities related to production, processing and marketing of crops, livestock and forest products. According to Surya Kumar (1999), agri-business includes activities relating to agriculture, floriculture, horticulture, sericulture, aquaculture and animal husbandry. In other words, agri-business comprises of organizations and enterprises which in some way contribute for value and supply chain elements such as production, processing, marketing, packaging, transportation and wholesale and retail trade.

The changing socio, economic, political, environmental and cultural dimensions over the world, farmers' and nations' opinions for survival and for sustainability ensuring success in changing their respective economic environments has become increasingly critical. It is also worth noting that the development of a new spirit of enterprise "Agripreneurship" and the increased individual need for responsibility for running their own businesses (Alex 2011). 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. Dollinger (2003) defines entrepreneurship in agriculture as the creation of innovative economic organization for the purpose of growth or gains under conditions of risk and uncertainty in agriculture. Gray (2002) on the other hand defines an entrepreneur as an individual who manages a business with the intention of expanding the business and with the leadership and managerial skills necessary for achieving those goals. In the face of growing unemployment and poverty in rural areas and slow growth of agriculture there is need of entrepreneurship in agriculture for more productivity and profitability of agriculture. The agripreneurship program is necessary to develop entrepreneurs and management workforce to cater agricultural industry



across the world. Agripreneurship is greatly influenced mainly by the economic situation, education and culture (Singh, 2013).

NEED FOR DEVELOPING AGRI-PRENEURSHIP IN INDIA

Indian economy is prominently backed by an Agriculture. Contribution of agriculture is major in Gross Domestic Product (GDP). Its important role is witnessed by the certainties that it contributes 22 per cent to the aggregate gross residential items, gives business to around 65 per cent of the aggregate work constrain, and contributes 14.7 per cent of total exports of the country. That is precisely the reason why Tenth Five Year Plan considered agricultural development as ventral to economic development of the country (Dutt and Sundharam 2010:486). In view of this, the Government of India has been giving increasing importance to the development of agriculture in the country. the agriculture has developed over the years is reflected by various indicators such as increasing productivity, cropping intensity, high yielding variety seeds, diversification, mechanization, and modernization of agriculture. aggregate fares of the nation. the need for and significance of agricultural development in the country can be imbued with multiplicity of justifications as follows:

- Availability of land for agricultural purposes.
- Illiterate and/or less educated population.
- Lack of employment opportunities in formal sector.
- Prevalence of large-scale unemployment.
- both backward and forward inducements and linkages of agricultural development for industrial development.

Agri-business development benefits an economy in various forms and ways. For example, it generates immediate large-scale employment, utilizes the idle human and natural resources, promotes capital formation by mobilizing the idle savings of the public, reduces unemployment, promotes balanced regional development, reduces concentration of economic power, promotes equitable distribution of wealth, income and even political power, induces backward and forward linkages for industrial and economic development, and promotes country's exports.

OPPORTUNITIES FOR SUSTAINABLE DEVELOPMENT OF AGRI-PRENEURSHIP

India has been considered as an Agrian economy since the beginning. There are several mechanisms worked in Agri-preneurship like forward and backward linkages with secondary and tertiary sectors i.e. manufacturing and service sectors. The need for developing entrepreneurship in agri-business can logically proceed to unfold the opportunities available for the sustainable development of agri-preneurship. The recent World Trade Organization (WTO) agreements have opened new vistas for agricultural development and diversification and, in turn, agri-business in the member countries including India. As such, increasing opportunities have emerged for developing entrepreneurship in agri-business sector

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especially agriculture, horticulture, floriculture, sericulture, animal husbandry and veterinary, fishery, etc. Following table gives the summary view of the same.

SECTOR	OPPORTUNITIES
Agriculture	<ul style="list-style-type: none"> ▪ Organic Farming ▪ Agro-based Industry ▪ Farm Mechanization ▪ Pulses and Oilseeds, Post Harvest and Processing ▪ Quality Input Production and Supply Chain
Horticulture Fruits Vegetables Flowers Aromatic and Herbal	<ul style="list-style-type: none"> ▪ Organic Farming ▪ Commercial Production ▪ Marketing ▪ Processing ▪ Packaging ▪ Off-Season Vegetables and Quality Flower Production
Plantation	<ul style="list-style-type: none"> ▪ Commercial Flower Production ▪ Aromatic and Herbal Plantation
Animal Husbandry and Veterinary	<ul style="list-style-type: none"> ▪ Dairy Processing and Chilling ▪ Meat Processing ▪ Broiler and Egg Production and Marketing ▪ Livestock Feed ▪ Livestock Vaccine/Drug Production



Fishery

- Scientific and Commercial Production
- Integrated and Intensive Farming
- Carp Hatchery
- Ornamental Fish
- Fish Feed

Sericulture

- Silkworm Rearing Technology
- Silk Yarn Production
- Handloom and Textile/Garment Design
- Exports

Others

- Mass Production of Bio-Pesticides
- Bio-Fertilizers Production and Marketing
- Mushroom Marketing
- Vermi Compost
- Bee Keeping and Honey Marketing

India has Opportunities to do business with Indian Agriculture are enormous. Fruit pulp, concentrates, flavors, extracts, frozen fruits, frozen vegetables, pickled products, assorted products. Fruits, Vegetables, Food grains, Mushrooms and Medicinal and Aromatic plants etc. They are discussed in detail :

Vermi compost- Organic Fertilizer Production:- Vermicompost organic fertilizer production has now become a major component of agro-business models across the country with a very low initial investment. An entrepreneur can start this business with the proper know-how of the production process.

Dried Flower Business:- Dried Flower Business in specialty flower is a very profitable venture now worldwide. Flower production is one of the fastest growing crop trends in agriculture today with a strong demand for all types of flowers, especially unique and hard-to-grow varieties. The interest in cut dry flowers has increased consistently over the last ten years.



Fertilizer Distribution Business:- Fertilizer distribution business in India is highly controlled by Government regulation. It is one of profitable agriculture business ideas one can start with moderate capital investment.

Organic Farm Green House:- An organic farm greenhouse business has a high potential to grow and succeed because steadily the demand for organically grown farm products has grown considerably. Organic farm greenhouse business has been normally done on small, family-run farms. But since the demand for organically grown food products is now increasing, people are investing in land for organic farming.

Poultry Farming:- Poultry farming in India has transformed into a techno-commercial industry from the status of backyard farming since three decades. Poultry farming is the fastest growing sector in agriculture and farming business. The annual growth rate is 8-10% in egg and 12-15% in the broiler industry.

Mushroom Farming:- A mushroom farming business can be a mean of big profit in just a few weeks with considerably low startup capital investment to start a business. A person who has a little bit of idea in the science and technology of mushroom growing and has an own building for having the farm – mushroom farming business will be the perfect option for him to start.

Hydroponic Retail Store:- A person having passion in plantation technology can start the hydroponic retail store business to turn his hobby into a profit-making venture. Hydroponics is a new plantation technology that has been increasing in demands over the past decades as a soil free way of plantation both for commercial and home use.

Snail Farming:- Snail farming business opportunity demands discipline and specific knowledge in modern technology. Snail farming is the process of raising land snails specifically for human consumption. It has a high rate of protein, iron, low fat and almost all the amino acids that are needed for human body.

Sunflower Farming:- In starting sunflower farming business, the primary requirement is the land. In India, sunflower is often called a commercial cash crop. Growing sunflower for oilseed with maintaining right process is a viable business opportunity. An entrepreneur passionate about agriculture and having owned land can start sunflower farming business.

Guar Gum Manufacturing:- Guar gum, locally called guaran, is a galactomannan. It is basically the ground endosperm of guar beans. The guar seeds are dehusked, milled and screened to obtain the guar gum. It is typically produced as a free-flowing, off-white powder. It is a natural food thickener, similar to locust bean gum, cornstarch or tapioca flour.

Bee Keeping:- Beekeeping business opportunity demands day-to-day monitoring with close supervision to the bees. With the increasing awareness about the health, demand for honey is growing globally. Beekeeping for selling honey and other products like wax is a profitable venture to start with less startup investment.

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Fish Farming:- Commercial fish farming business is a lucrative investment that can spin money at any time of the year continuously. With the implementation of modern techniques and having owned space, an entrepreneur can start this business with moderate capital investment.

Fruits and Vegetables Export:- An entrepreneur can start an export business of fresh fruits and vegetables by collecting them from local farmers. one can start this business from a home location only having a phone and computer with internet connection.

Micronutrient Manufacturing – Folier and Soil Application:- Micronutrient has an immense potential in agriculture business. Having a strong distribution strategy, one can start this manufacturing business with substantial capital investment.

Florist:- One of the very profitable agriculture business ideas. Having a retail space and connection with the flower growers, one can start this business. An entrepreneur also can generate a substantial online sale by offering customers door-step delivery.

Livestock Feed Production:- This business is small scale manufacturing. Having confidence in distribution, one can start this business to make money out of livestock feed production.

Frozen Chicken Production:- Frozen chicken is a hot product now. The demand for this product is increasing globally. An entrepreneur living in a metro or suburban city can start this business with proper planning. **Botanical Pesticide Production:-** The botanical pesticide is one of the most profitable agriculture business ideas. It is an essential and mandatory product for organic farming and the demand for this product is increasing highly.

Basket and Broom Production:- Basket and broom are very common products in rural agriculture scenario. An entrepreneur can start this business by sourcing these products from rural makers and after giving ornamentation, it can be sold as utility or decor item through retail and online both. To start profitable basket-weaving business one requires thoughtful planning and a high level of creative mind having a flair for design. Using a wide range of raw material an entrepreneur can initiate customized basket-weaving business from a home location with moderate capital investment. Broom production technical process is simple and the project can be initiated with proper planning and moderate capital investment. Broom has been used from centuries to sweep up dirt and dust, in and around homes and workplaces.

Flour Milling:- Flour milling business has many diversified fields. An entrepreneur can start this business with a proper business plan. Establishing your own brand product is highly profitable in this business.

Fruit juice-Jam-Jelly Production:- Fruit juice-jam-jelly production business has the huge market opportunity. Most important thing is the production process is not that complex and can be initiated small-scale basis.



Groundnut Processing:- Having confidence in the source of raw material ground nut an entrepreneur can start this business with moderate capital investment. Processed groundnut has very good market potential globally. **Cashew-nut Processing:-** Processed cashew nut is a consumer durable product and has huge market potential. An entrepreneur can initiate this venture semi-automatic small scale basis.

Quail Egg Farming:- Commercial quail farming is all about raising quails commercially for the purpose of profitable eggs and meat production. Globally quail farming is playing an important role in fulfilling the daily family nutrition demands and earning livings.

Shrimp Farming:- Shrimp farming is an aquaculture business that exists in the freshwater environment, producing shrimp or prawn for human consumption. The demand for this product is increasing globally.

Fish Hatchery:- A fish hatchery is a place for artificial breeding, hatching and rearing through the early life stage of finfish and shellfish in particular. Hatcheries produce larval and juvenile fish primarily to support the aquaculture industry where they are transferred to on-growing systems.

Piggery:- Having a sufficient landholding an entrepreneur can start a piggery business. Among the various livestock species, piggery is most potential source for meat production and pigs are more efficient feed converters after the broiler. The major facility is pig farming requires a small investment in buildings and equipment.

Soya Beans Processing:- Commercially soya beans processing to produce milk, soy flour, soya sauce, soya bean oil, natto etc is a very profitable agriculture business ideas to start with moderate capital investment. With proper marketing strategy, an entrepreneur can start this business in small scale also.

Spice Processing:- Rising global demand gives a boost to spice processing industry recently. Good quality processed spice has very good demand. Processing and packaging methods are not very complex. The margin is also very satisfying in spice processing business. **Vegetable Farming:-** Vegetable farming is one the most profitable agriculture business ideas. Having sufficient land an entrepreneur can start good quality vegetable farming with quality seed and fertilizers.

Chicks Hatchery:- Chick's hatchery business is all about making money by selling commercially produce chicks to local egg and poultry farmers. It is a highly profitable business to start with a small capital and as such no specialized knowledge is required.

Tea Growing:- Tea growing business has huge potential and demand for the product is increasing globally. Tea plants typically fare best in acidic soil and regions with heavy rainfall around 40 inches per year, although they can be grown anywhere from sea level to altitudes as high as 1.3 miles above sea level.



Grocery E-Shopping Portal:- Grocery E-shopping portal is a most trending business in recent phenomena. This tech-based business opportunity demands proper planning and strong online marketing strategy to start.

Medicinal Herbs Farming:- Growing medicinal herbs commercially are one of profitable agriculture business ideas. Having sufficient land and knowledge about the herbs marketing, an entrepreneur can initiate medicinal herbs farming with moderate capital investment.

Cactus Arrangements:- Cactus is the most favorable item as plant decor item. This is ideal for tabletop gardens, and many plants can coexist happily in the same container. Creating and selling cactus arrangements is a very profitable and selfrewarding business to start. It can initiate from a home location with low startup capital.

Dairy Farming:- Commercial dairy farming is one of the most profitable agriculture business ideas. Apart from milk, it produced a quantity of manure. There is a tremendous scope/potential for increasing the milk production through profitable dairy farming.

Goatery Farming:- Goats are among the main meat-producing animals in India. This meat is one of the choicest meats and has huge domestic demand. Due to its good economic prospects, goat rearing under an intensive and semi-intensive system for commercial production has been gaining momentum for the past couple of years.

Jatropha Farming:- Commercial jatropha farming for Bio-diesel is one of the most trending agriculture business ideas. By exploring the modern technology marginal farmers and cultivators can produce jatropha as a raw material for bio-diesel.

Potato Powder:- Potato powder has wide application in the processed and snack food industries, it can be used in any recipe which requires mashed potatoes. Potato powder is used as a thickener or base for the preparation of ready to eat vegetable gravies and soups. The processing method is also not very complex. Potato powder processing business can be initiated semi-automatic small scale basis.

Corn Farming:- Corn (Maize) is one of the most versatile emerging crops having wider adaptability under varied agro-climatic conditions. Globally, maize is known as the queen of cereals because it has the highest genetic yield potential among the cereals. Commercial corn farming by using modern technology with quality seed is one of the most profitable agriculture business ideas.

Certified Seed Production:- Seed certification is a quality assurance system whereby seed intended for marketing is subject to official control and inspection. At its simplest, the system certifies that a sack, packet or box of seed contains what it says on the label and that the seed was produced, inspected and graded, in accordance with the requirements of a Certification Scheme. To initiate this business you don't have any requirement of land, just start the venture by contract farming.



Soil Testing Lab:- Soil Testing is agronomically sound, beneficial and environmentally responsive tool used for monitoring the nutrient as well as making precise fertilizer recommendations for various crops and cropping sequences ensuring no damage to the environment. Establishing a soil testing lab with a Government certification is one of ideal agriculture business ideas.

Horticulture Crop Farming:- Horticulturists produce fruits, flowers, and plants in greenhouses and nurseries. Selection of the crops and method is important in this business.

Fodder Farming for Goats and Cows:- Fodder is any agricultural foodstuff used specifically to feed domesticated livestock, such as chickens, horses, pigs, cattle and goats. The term refers to food given to animals, rather than the food they forage for themselves. Types of plants typically grown for fodder include alfalfa, barley, oats, clover, grass and wheat.

Agriculture Consulting:- As with other consulting services, agriculture consulting requirement is surely expected to grow with coming days. People with experience and knowledge in a specified field of farming activity can consider offering consulting services to organizations and farmers.

Rabbit Rearing:- There is no law prohibiting the keeping of rabbits in Towns and Cities. A backyard can serve as a good source of additional income, food and employment; thus reducing poverty, hunger and idleness. Rabbit do not compete with humans for food, as kitchen leftovers, cut grasses and formulated or compounded feed can sustain them. Rabbit keeping does not require much capital for investment and maintenance. As little space is needed, most rabbits could be kept in the backyard or in the abandoned sheds.

Grass Cutter Farming:- Grass cutter is worth considering for use in husbandry in the humid forest where poor grazing and harsh environment limits the performance of conventional livestock. Ranching of grass cutter as a backyard mini livestock would therefore improve the lot of the peasant farmers, provide an alternative source of animal protein and create job opportunities for urban dwellers.

Coconut Juice Production:- From fresh chunks of meat to milk, creams, and powders, the flavor of coconut is a distinctive addition to hundreds of sweet and savory recipes. One can make good money by selling in wholesale to retail outlets and supermarket, but make sure the product is well branded, with company's name and contact.

Local Drinks or Dry Gin Production:- A lot of villagers has come to the city and still love to take local drinks, if well packaged, and accessible, you can start making money by selling to some beer palour, while Ogoro can be supplied to some companies that uses this product as one of their raw materials



Agricultural Brokerage and Consulting:- One can start a business in agricultural brokerage by linking sellers of agricultural produce with buyers and get commission for it. One can also become a consultant and offer expert advice or organize trainings and seminars

CHALLENGES FOR SUSTAINABLE DEVELOPMENT OF AGRI-PRENEURSHIP

Agriculture is the main source of livelihood in rural India, which is home to 75% of the nation's poor. Though it provides livelihoods to more than half of India's workforce, the sector contributes to less than one-fifth of the country's GDP. The per capita income of farmers is a fraction of the national average. Such low incomes are a result of a deteriorating natural resource base, disconnected value chains, fragmented landholdings, weak infrastructure, inadequate knowledge and multiple intermediaries. A majority of the farmers are trapped in a vicious cycle of low productivity and low investments.

Though technological solutions can be found to address the challenges of low productivity, the critical problem lies in making the farmer capable of implementing them. Transfer of technology, including know how and information, customization and capacity building are crucial in empowering the farmer to raise productivity and adopt sustainable agricultural practices. Given the complexity of geographical spread, diversity of crops and the large number of farmers involved in agriculture, innovative models of engagement are essential to ensure robust sustainable agricultural practices as well as avenues for livelihood creation.

Such innovation need to address some of the inherent conflicts in the agricultural sector. Some of the conflicts that need to be resolved are as follows:

- Food vs fuel/fibre/fodder: Competing land usage
- Today's vs tomorrow's income: Building capacity to enhance risk appetite to invest for long-term benefits
- Consumer vs farmer: Producing what the consumer demands vs consuming what the farmer produces
- Market vs government: Well-meaning government interventions that may lead to market distortions.

In the modern context, the private sector can play a vital and complementary role in ensuring an increase in agricultural productivity. Investments by large agribusinesses can ensure coordination of the availability of inputs, facilitation of finance for crops and capital investments and augmentation of resources. This will enable the delivery of customized extension services to improve productivity through technology, regenerate and enrich land fertility, enable better usage of scarce water resources and adopt best practices in crop management.

Policy reforms in the agriculture sector need to cognize for several conflicting needs mentioned above that impact the value chain from the farmer to consumer. There is also need for an enabling policy framework that boosts the provision of rural infrastructure so that wastage can be eliminated and farmers can receive better returns.



The trends in global agribusiness are changing at a rapid pace and the traditional practices in agriculture seem obsolete today. Now this sector is more concerned with delivering customer value and diversification rather than increasing quantity of production only.

The consumer is more conscious of a number of product attributes before making a decision about the product like low nutritive value, good taste, convenient packaging, easy availability and “Green” products.

The regulations in agribusiness have also approached to its ever highest standards. The environmental protection, food health and safety standards and child labor issues are at the core of consumer welfare theory. Agribusiness firms are exploring other ways to maximize profit i.e. exploitation of niche markets, product innovation, market segmentation, targeting specific customers, product positioning, product differentiation etc.

Sustainability of agribusiness to ensure consumer and producer’s welfare is the need of the time. Recent food crisis in the country wheat flour, sugar, pulses, rice, milk etc. demand prime focus of the policy makers. The major pro-active motivators for the globalization of agribusiness are the price differentials between national and international markets while the market distortions shortage, hoarding, black marketing etc. at local level are the reactive motivators. The more is the difference between national and international market prices, the more will be the market distortions.

The global arena is very dynamic with continuous quality improvements and cost competitiveness. The local infrastructure regarding implementation of food safety standards

and quality control is not satisfactory. Another major problem is ever increasing prices for agricultural inputs i.e. fertilizers, high yielding seed, fuel, agricultural credit, plant protection measures and farm machinery which put this sector in less productive profile. Hence the increased cost of production put the exporters in a no situation in the international market. At national level, these price hikes have crushed the purchasing power of the consumers.

Agribusiness sector is characterized by many functional and institutional inefficiencies. All the marketing functions being performed in transferring the agricultural products from producer to consumer exhibit inefficiency. The functioning of wholesale markets is not satisfactory due to many reasons like lack of storage facilities, unhygienic display sites, exploiting behavior and illegal deductions by the market intermediaries, lack of availability of accurate and transparent market information, nonprime setting mechanism, lack of market research and development efforts, lack of production and price forecasts etc. The modern marketing concepts like future markets and crop insurance do not exist altogether. One of the major reasons resulting in these functional and institutional inefficiencies is lack of skilled management. In the absence of management agricultural graduates, it becomes a little difficult job to yield quality results from this sector.

Productivity of the farmers may be enhanced meaningfully by connecting agricultural research more closely to the needs of farmers and the food industry. An integrated approach,



collaborating the efforts of research institutions, universities and industry should be adopted. International compliance to emerging and changing trends is the need of the time. This target may be achieved by adopting a more proactive approach. In a nutshell, the country's future lies in agribusiness and we should not only try to add value but create value as well. We should move towards a more integrated approach to remove deficiencies and inefficiencies in this sector. Improving quality, economizing on cost of production, well-articulated marketing efforts, effective regulatory framework and compliance to increasing international standards are some of the core policy issues confronting agribusiness sector. Policy reforms in changing preferences and attitudes can serve the purpose by adopting a well integrated approach involving all the stakeholders.

CONCLUSION

It could be seen clearly from the above discussion that agri-preneurship is very important to sustain the livelihood of millions of farmers in India. It could be noted that India has a vast scope for agribusiness and also a large number of opportunities for doing agri-preneurship.

However some of the constraints and challenges are observed towards practicing agribusiness. In order to overcome such constraints and challenges are observed towards practicing agri-preneurship, the following suggestions can be considered.

Give priority in the investment in agro business giving more focus on area expansion in cultivation , crop production and processing.

- ✓ Bring new technologies and inputs from foreign partners for mass production
- ✓ Larger scale investment for the agro processing business
- ✓ Market exploration and linkage development
- ✓ Buy back guarantee and contract farming for the mass production.
- ✓ Quality and quantity production at the larger extent Establishment and operation of Commercial farms
- ✓ Advise government for the revision of policies and act to bring conducive environment for FDI
- ✓ Larger scale and aggregated farming of the crops
- ✓ Increase productivity and value addition through commercialization and irrigation investments.
- ✓ Improve the functioning of factors of production and marketing.
- ✓ Reach out to the poor and increase investment in basic infrastructure
- ✓ Insure the supply of fertilizers, seeds and agricultural equipment for all.

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