

## **A STUDY ON ENTREPRENEURIAL SKILLS IN INDIAN AGRICULTURE**

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### **Abstract**

The goal of the study is to determine how entrepreneurial skills affect India's agricultural development. The tendency of the mind to accept calculated risks with assurance in order to accomplish predefined commercial objectives has been referred to as entrepreneurship. An entrepreneur today is an inventor and developer who spots and seizes chances, transforms those opportunities into marketable concepts, spends time, effort, money, and talents, and accepts the dangers of the competitive market. An entrepreneur can therefore be the forceful agent of change in an agricultural economy like India. Planning may be even more essential in agricultural businesses due to the inherent ambiguity involved in agricultural output. Compared to 11% globally, 52% of the total land area in India is arable. Innovation is produced through the vision, mission, and creation processes of entrepreneurship. As a result, it takes drive and enthusiasm to develop fresh concepts, put them into practise, and come up with original solutions. In order to make the best use of scarce and dispersed resources, entrepreneurship development places a strong emphasis on growing human resources. People's growth and development leads to an increase in competency, creativity, self-control, responsibility, and productivity.

In order to illustrate the nature of entrepreneurial skills and the factors supporting their adoption, the purpose of this study is to look at agriculture and entrepreneurial abilities. In order to maximise farmers' ability for entrepreneurial skills, the research article will first outline what abilities and characteristics a farmer must have.

**Keywords:** Entrepreneurial Skills, Agriculture, Productivity, Development, Innovation.

## **1. Introduction**

India has a primarily agrarian economy. Over 70% of the population lives in rural areas and relies on agriculture and related industries for their support. India's rural community development will be aided by economic growth in the agriculture sector (Anderson, 1982). The majority of the population living in rural India cannot take advantage of the progress taking place in India when we compare rural and urban areas. Agripreneurship is the entrepreneurial activity used in agriculture or related industries. In order to improve output and financial results, new methods, procedures, and techniques are adopted in agriculture or in agricultural-related industries. Agriculture entrepreneurship is the transformation of agriculture into business. Agripreneurs, who are also innovators, propel changes in the rural economy by implementing cutting-edge concepts in agriculture and related industries. An agripreneur's job is never simple because he takes calculated risks, uses innovation, develops fresh approaches, and seeks out new market prospects. Sulaiman, N. N. (2013).

An entrepreneur today is an inventive individual who sees and seizes chances, transforms those opportunities into successful ideas, spends time, effort, money, and talents, and takes the risks associated with the competitive market. Entrepreneurship was first introduced by economists in the fifteenth and sixteenth centuries as an actor and a manager of major production projects, then in the seventeenth and eighteenth centuries as inventors. It remained to be a topic of study and analysis in the nineteenth century. Entrepreneurship is a term often used to describe starting a small business. Without a fact, in a place like India, those with a lot of self-assurance and vision typically launch their own modest businesses rather than taking jobs. Despite having ample resources and natural resources, the Indian economy is moving slowly because of a lack of entrepreneurship. The government, which offers several facilities and incentives to entrepreneurs, is aware of this fact. Industrial policies and the government's five-year plans have so inspired and pushed businesspeople to quicken the pace of industrialisation. The government now provides a variety of incentives and exemptions, including financial assistance, access to technical information, marketing resources, industrial protection, and other infrastructure amenities. Singh, P. S. P. (2017).

## **2. Literature Review**

The rural community's economic base is agriculture. With the development of rural areas, entrepreneurship can be quite beneficial. Rajendra Cholan, who launched Voyage across the Indian Ocean to look for new businesses, is an example of an entrepreneur in India. A developing nation like India's economy depends heavily on rural businesses. It opens the door for emerging countries to become developed countries. It is a solution to ending rural poverty in India. The New Economic Policy of 1991 shifted the agricultural environment in the direction of expansion and self-sufficiency. After serving as an aeronautical engineer for the United States Space Program, Ms. Rikin Gandhi voluntarily assisted the Indian farmers through the Bill and Melinda Gates Foundation-sponsored project "Digital Green" in collaboration with non-governmental organisations. According to Edwards (1998), economic growth is dampened by significant deviations from free trade while it is accelerated by increasing openness. The data indicates that liberalising nations perform better than those that have made unsuccessful liberalisation initiatives (Michael et al., 1991). Kumar, Raj (2004). Which provided an explanation of a strategy for fostering rural entrepreneurship suggested an integrated strategy taking into account various social structures, institutions, and support systems. Kumar, Raj (2004).

The majority of entrepreneurship theories were developed in the 1950s by economists. When economist Richard Cantillon used the phrase "risk bearing capability in the entrepreneurs," entrepreneurship was first recognised in France during the seventeenth century. Entrepreneurship, in the words of Robert C. Ronstadt, "is the process of creating incremental wealth." John M. Hobson is "considered as a rich farmer who controls and makes his firm profitable by his intelligence, talent, and money as an entrepreneur," according to Francois Quesnay in 2004. A wide-ranging consensus that has recently formed is reflected in Lazear (2002) and Parker (2004), who "provide a complete understanding of the entrepreneurial decision, new business creation, and the role of the entrepreneurship in growth. Another definition of entrepreneurship is "the act of starting a business" (Hoy 1987 & Gartner 1988). In order to encourage economic growth in the post-liberalization reform the central and state governments of India are pursuing growth and development strategies that support self-

employment and entrepreneurship (Ahluwalia 2002; Ahluwalia 2005). A steering group on agriculture and related industries was established by the Indian government, with Dr. M.S. Swaminathan serving as its head. The committee recommended that agricultural graduates establish agriclincs and agribusiness centres to offer consulting services to the farming community in remote areas. According to Bairwa et al. (2014), agriculture and related industries are regarded as the backbone of the Indian economy because they provide crucial sources of raw materials for businesses and generate significant demand for a wide range of industrial goods, including fertilisers, pesticides, agricultural equipment, and a range of consumer goods.

### **3. Nature and Scope of the study**

The study is quantitative and qualitative in nature. This research is both descriptive and inductive in character. A good evaluation of the various government and non-government organisation programmes would result from the examination of farmers' entrepreneurial abilities. Thousands of farmers would benefit from the study by becoming more self-reliant and capable. Which would aid in reducing poverty and unemployment in the nation? India, which has a largely agricultural economy, is the world's second-largest producer of fruits and vegetables, behind China. With agribusiness, the food processing sector can be expanded and encouraged. The study offers plenty of opportunity for agricultural scientists, trainers, and farmers to hone their skills in entrepreneurship development.

### **4. Significance of the Study**

In India, the idea of entrepreneurship has existed for a very long time. After India's liberalisation, entrepreneurship increased. Health care, cosmetics, computing, and other industries are thriving. The socioeconomic development of entrepreneurship and agribusiness generally, both in India and overseas, has, however, received less attention in research. The examination of the literature demonstrates the effects of entrepreneurship, although few research have focused on farmers and agriculture. They must be given the opportunity to improve their abilities and be empowered for national progress. As rural areas are home to more than 71% of India's population. Agriculture is their primary source of employment.

## **5. Objective of the Study**

- To study India's agricultural entrepreneurship potential and prospects.
- To analyse how the Indian government and training institutions are fostering rural entrepreneurship.
- To identify and evaluate the entrepreneurial abilities of farmers.
- To research the challenges faced by rural entrepreneurs in India.

## **6. Agricultural Entrepreneurship**

A person who implements improvements that directly or indirectly result in increased agricultural output is said to be an agricultural entrepreneur, according to Heredero. Entrepreneurial activities, according to Schendel and Hofer (1999), are "very essential in strategic management and encompass the creation and management of new and existing organisations and companies. The term "corporate entrepreneurship" refers to a variety of entrepreneurial activities that take place within established corporations (Sharma & Chrisman, 2005). Any sort of innovation, such as a novel good or service, a novel method, or a strategic revision, falls under these categories of entrepreneurship (Zahra, 2005). Entrepreneurship can also be viewed as a series of behaviours rather than a single effort, according to Westhead and Wright (2010). Singh (1970). (1970). In contrast to traditional and successful businesses, a successful agribusinessman or woman must have a favourable attitude towards technology and individual farming for the expansion of agriculture in the nation. Herberton (2014) "defined the entrepreneur as a person who initiates, organises, manages, and controls the business unit's affairs before combining the factors of production and supplying goods and services." In 1992, Chatterjee made the comparison between an entrepreneur and a missionary. An entrepreneur is someone who invents new things, takes calculated risks, and manages economic uncertainty. Entrepreneurship, according to Ganeshan (2016), is the capacity for invention and the ability to implement cutting-edge methods in the operations of a business. According to Baumol (2015), the secret to promoting growth is to support entrepreneurs. An integrated method for entrepreneurship development among rural people taking into account various social organisations, institutions, and support facilities was offered by Raj Kumar (2014) in his explanation of the approach for growing rural entrepreneurship.

## **7. Agripreneurship in India**

Agripreneurship should be meticulous, tenacious, imaginative, diligent, come up with ideas, communicative, and have organisational abilities. The economy, education, and culture of India all have a significant impact on agripreneurship. In the current environment, the scope of agribusiness has expanded. In the 1980s, agriculture at the national level performed well in terms of growth, and its slowdown in the 1990s was attributed to stagnant public spending on agricultural infrastructure, ineffective extension services, and unfavourable economic reforms. The Indian economy is an agrarian one, with agriculture serving as the foundation of the national economy. Agriculture has been performed in India from ancient times, when other sectors were nonexistent and agriculture was only done for survival. India is third in the world for food production. An estimated \$35 billion is spent on fresh produce in India. processed food, dairy products, canned goods, flavoured beverages, food grains, and frozen goods. The Planning Commission has established a 4% growth target for the agricultural sector during the Eleventh Five Year Plan, or 2007–2012. The commercial importance of the agriculture industry has grown, and it is now a significant contributor to the GDP of the country. Agriculture has grown thanks in part to public-private partnerships and farmer organisations. Entrepreneurship is a topic that is currently receiving a lot of academic, practical, and political attention, according to Gerard Mcelwee (2016). More entrepreneurial emphasis in rural areas has been touted as a potential solution to the rising challenges in Europe's agriculture, which has been under intense pressure for restructuring. "Conducted a study on banana producers in Bangalore district of Karnataka State," Kumar (2014) "revealed that most (54.0%) of the banana growers sold their goods to the customers through middleman, while (22.33%) of them sold to wholesalers."





## 8. Food Processing in India

The business of modifying and introducing food is referred to as the "food processing industry." Demand for food-processed goods has been steadily rising as a result of India's population's continually evolving lifestyle. In this scenario, merchants can carve out a new niche for themselves in this market by making fewer investments and receiving greater business support, for which the Ministry of Food Processing Industries is implementing numerous programmes. This includes technical support, aid with setting up a new unit, upgrading an existing unit, etc. The manufacture and export of processed foods has a significant potential in India's food processing industry sector. The food market is estimated to be around Rs 11.1 lakh crore, or 63%, of which is accounted for by the food processing sector. Rs. 6.36 lakh billion. Agarwal, S. (2015).

India's food processing sector leads the globe in terms of production, consumption, exports, and future growth. Growing consumer wealth has created new chances for diversification in the food processing industry and new paths for growth. Because of urbanisation, a change in lifestyle, and a shift in people's eating habits, there is a permanent rise in the demand for processed and

convenience foods. As a result, modern manufacturing techniques have been used to produce brand-new, high-quality food products for the Indian market. Presently, the majority of India's agricultural exports are raw commodities that are processed in other nations, which is a sign that can be carried farther up the value chain. India ranks among the top producers of agricultural products worldwide, but its agricultural exports as a percentage of GDP are substantially lower than those of the rest of the world. Similar to this, the NITI Commission quoted research that predicted a loss of Rs 80,000 crore each year following annual harvesting. Rais, M., Acharya, S., & Sharma, N. (2013).

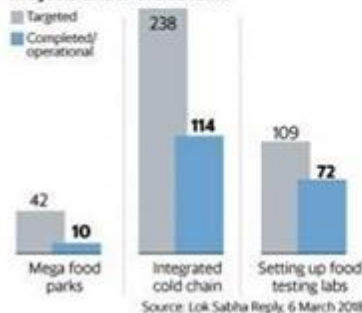
The food processing business in India is referred to as a "sunrise industry" because it has the ability to significantly improve the agricultural economy, build large-scale facilities for manufacturing processed foods and building the food supply chain, and create jobs and export revenue. The Food Safety and Standards Authority of India is tasked with creating standards and bringing them into compliance with international norms in a manner that satisfies food safety and hygiene requirements as well as industrial conditions in India. In order to promote exports from India, two nodal organisations were established: the Agricultural & Processed Food Products Export Development Authority (APEDA) and the Marine Products Export Development Authority (MPEDA). APEDA is in charge of overseeing the exports of all fish and fishery products, while MPEDA is in charge of managing the exports of all other processed food items.

### Food processing in India: A reality check

Progress under Pradhan Mantri Kisan Sampada Yojana

Expected to benefit **2 mn** farmers  
 Funding **Rs 6,000 cr** for 2016-20

Projects under the scheme



Gaps in India's cold chain infrastructure

	Required	Infrastructure created
Pack houses (number)	70,080	249
Cold storage capacity (in million tonnes)	35	31.8
Reefer vehicles (number)	61,826	9,000
Ripening chambers (number)	9,131	812

Source: A 2015 study commissioned by the National Centre for Cold Chain Development



Annual post harvest losses in India



Source: Study by the Central Institute of Post-Harvest Engineering and Technology, Ludhiana, 2015



## **9. Conclusion**

Agriculture is the main sector of the Indian economy. In rural India, more than 71% of the population resides. Since the country's liberalisation in 1991, a brand-new idea known as rural entrepreneurship has evolved in an effort to increase self-employment and lower poverty levels. In India, the idea of an entrepreneurial endeavour is outdated. In the current environment, education on management and entrepreneurial skills has become essential. Farmers' abilities can be improved through education that takes place in the field and through practise. Development is a stage that takes time to mature and contribute to a shift in perspective. Education is essentially the sharing of knowledge and information to help people recognise the obstacles facing the agricultural industry. The current challenges that a farmer faces in the production of agricultural goods can be overcome through entrepreneurship. They are a component of a huge group of individuals that also includes other farmers, suppliers, traders, transporters, and processors, each of whom has a specific function to perform along the value chain. Farmers need to have an entrepreneurial spirit in order to manage the risks they will encounter in the complicated marketplace they compete in. Any country's economic growth is largely reliant on the crucial role that entrepreneurs play in society. Such entrepreneurs play a crucial role in society because they may create a wealth of chances by utilising new technologies to take advantage of the resources that are already accessible. Agripreneurship

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