



NEEDS OF AGRICULTURAL ENTREPRENEURSHIP DEVELOPMENT IN INDIA

DR. JAGTAP BALASAHEB SHESHRAO

Asst. professor in Commerce,

Mula Education Society's, Shri Dnyaneshwar Mahavidyalaya Newasa

Abstract-

Agripreneurs is an entrepreneurship related with agriculture and allied activities. India has big agriculture industry and sufficient customers to purchase products and services. There is a large scope for Agripreneurs in India. Today Indian agriculture sector faces numerous problems like, low prices for agriculture produces, low productivity, highly use of chemical fertilizers, unsuitable export import government policy, low quality, natural calamities, climate change, lack of warehouses, shortage of irrigational equipments, problems of transportation, exploitation from traders, poor supply of electricity etc.

Government schemes, cooperative mechanism, Agricultural Universities, Panchayat Samittees, agriculture department, irrigation department, electricity boards, agriculture produces market committees etc. provide support to development of agriculture sector but agriculture sector of India is not developed much more. Indian people have large scope to create employment in agriculture sector through establishing agriculture based industries and marketing of agricultural goods. Indian government and state government of Maharashtra are liberalize there policy to develop Agripreneurs in rural areas.

Key words- Agripreneurs, agriculture marketing, entrepreneurship, agriculture sector, rural development, employment etc.

- **Objectives of the research study**

1. To study unemployment situation in India.
2. To search a new opportunities for employment generation through agro based industries and agriculture marketing.
3. To make focus on Indian economy.
4. To understand importance and depth of agricultural marketing.
5. To know problems of agriculture and rural development and to suggest essential guidelines to tackle problems before rural entrepreneur.

- **Methodology-**

Researcher did this present study with the help of books, reports, economic survey, NABARD reports, District Socio Economic Reviews, internet sources, thesis and dissertation. Researcher concludes findings depend upon secondary data. Primary information not collected for this research paper.

- **Introduction –**

Indian economy is facing number of problems. Due to this, unemployment problem increased in present time. This problem can be tackled by developing agricultural entrepreneurship in rural area. There is a big opportunity for new entrepreneur for establish agro based business or agriculture marketing. An entrepreneurship can provide employment to hundred or more job less peoples. Agriculture sector is the strength of our nation; it is identity of our India. Agriculture is a backbone of our country. We have to focus on Agripreneurs Development because without the development of agriculture sector, economic development is not possible.

- **Essentials for successful entrepreneurs**

- | | |
|-------------------------------|--|
| 1. Mental health and fitness | 15. Manage disasters |
| 2. Social relationship | 16. Avoid chide labour |
| 3. Autonomy to work | 17. Do not avoid taxes |
| 4. Happiness and satisfaction | 18. Consumer and employee satisfaction |
| 5. Thoughtful decisions | 19. Create good work environment |
| 6. Sharp and silence mind | 20. Manage stress |
| 7. Lawful behavior | 21. Consider legal framework |
| 8. Mutual cooperation | 22. Spend for charity |
| 9. Set a business system | 23. Self-discipline |

- | | |
|---|--|
| 10. Understanding human behavior | 24. Respect women |
| 11. Demand, supply and forecasting | 25. Adopt professionalism |
| 12. Ethical business | 26. Always expand product, business and market |
| 13. Identify global market | 27. Get proper training |
| 14. Forecasting of government policies and competitors strategies | 28. Reinvest profit |

- **Problems of agriculture entrepreneurships**

After the independence, India tried to develop agriculture and rural sector through five year plans. But agricultural entrepreneurship is not developed as expected. It is because of following reasons.

1. Slow rate of literacy and less quality of higher education.
2. Corruption
3. Slow development of infrastructure facilities.
4. Less concentration on agricultural export
5. High growth of population
6. Problems of religious dispute
7. Loss of land fertility due to chemical fertilizers and pesticides.
8. Slow up gradation in technology
9. Natural calamities and high pollution
10. Heavy production of luxury goods

- **Conclusions-**

1. There is a huge scope to develop agricultural entrepreneurship in India.
2. Without the development of agricultural entrepreneurship, economic development of India is not possible.
3. Rural entrepreneurs are facing problems of rural infrastructures.

- **Suggestions-**

1. State governments have to more liberalize to developing rural infrastructure and agricultural entrepreneurship.
2. Entrepreneurs have to keenly observe needs of Indian markets and have to identify problems of agricultural entrepreneurship.

Reference-

1. Ankur Seth, Kavery Ganguly, Digital Technologies Transforming Indian Agriculture the Global Innovation Index 2017
2. Ministry of Agriculture & Farmers Welfare, Post-production interventions: Agricultural Marketing, Doubling Farmers' Income – Volume IV August 2017.
3. Satish S Uplaonkar, Sharanagoud S Biradar, Development of agriculture in India through agripreneurs, International Journal of Applied Research 2015; 1(9): 1063-1066, ISSN Online: 2394-5869, Impact Factor: 5.2, w.w.w. Allresearchjournal.com