

Economy Agriculture and Entrepreneurship

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Abstract: Now a day's agriculture sector is not only for livelihood but it is becoming entrepreneurs .It important for development of a country .It is a main occupation in India Directly and indirectly 7 percent people depend upon farm and farming process. Agriculture entrepreneurs denote the collective business activities that are performed from farm to fork. It covers all types of activities related to the farm and entrepreneur products and their distribution to final consumers. There are many challenges as well as opportunities in this field. Farmers see their farm as a means of earning profits. They are passionate about their farm business and are willing to take calculated risks to make their farms profitable and their business grow. This paper outlines the possible ways and means of practicing agri-entrepreneurship in India. To sustain millions of people in India it is very important vast scope for entrepreneurs of agriculture.

Introduction

Agriculture is the basis of Indian economy, in as much as 75 percent of the population is engaged in agriculture that provides employment to almost two third of the working force .Its share is about a third of GDP and plays a crucial role in contributing about one fifth share to India's exports. It has contributed to the development of various industries of India including the Jute, cotton textile, and sugar industries. With its significant contribution to various industries it occupies a premier position in India's economy and ensures economic development of the country.

So the development of agriculture seems to hold the key to the progress of the economy as a whole and should receive due emphasis, the linkage between agriculture and non agriculture also needs to be recognized. The interaction between agriculture and non agricultural sectors facilitates the growth of both . The demand for non farm inputs of industrial origin

stimulates industrial activity. The industrial growth in turn increases the demand for wage goods and raw materials. Which helps agricultural employment and income. Increased agricultural income creates market demand for industrial consumption goods thereby providing a stimulus to industrialization and market development. As commerce develops, the tertiary sector also expands. As development proceed along these lines, opportunities for diversified employment are opened up to reduce the pressure of population that would have otherwise crowded the agricultural sector to national income, foreign exchange and employment is a measure that sectors importance in the overall economy of the country.First we know the what is entrepreneurs.

Entrepreneurs

An entrepreneur (ann tra pra nur) is a person who organizes and manages a business undertaking assuming the risk for the sake of profit .Any person any age who stats and operates a business is an entrepreneur.

The farmers entrepreneurs operate in a complex but unstable and dynamic environment. They are the part of a large collection of people including other farmers, suppliers, traders, transporters, processors and many others. Everyone is having an important role in producing products and moving them to the market through the value chain. Each one needs to be an entrepreneur and work in an integrated manner to make the whole system work better and to be more profitable in their business.

Entrepreneurship is a key factor for the survival in an ever changing an ever changing and increasingly complex global economy. Farmers –entrepreneurship see their farms as a business and as a means of e means of earning profits. They are so passionate about their farm business that they are willing to take calculated risk to make their farm profitable and their

business grow. Many of them think there is a little future for farmers unless they become more entrepreneurial in the way they run their farms. They have a positive thinking for increasing produce for markets and for earning profits. Becoming more entrepreneurial can be a challenge for small scale farmers. They will need help from extension workers and other institutions to come up at better position as an agripreneur.

Early entrepreneurship

These early entrepreneurship process were called different names.

1. Farming process
2. Productive or production entrepreneur.
3. Ownership.
4. Raising livestock.
5. Growing crops.

There is need of entrepreneurship for productivity and profitability. This is the need of the hour as the people are facing growing unemployment and poverty in rural areas. But after the inception of New Economic Reforms, adoption of liberalization, privatization and globalization and accepting objective of World Trade Organization in 1995, it is expected that rural area has the ability of growing at par with the urban area.

Entrepreneurship in the field of agriculture can generate wide range of economic benefits such as increased agric productivity, creation of new business ventures, new jobs, innovative products and services development of rural areas and increased wealth. Agripreneur is a dynamic business manager who performs various agri-based activities using different sources ,financial resources human resources and information in order to accomplish a certain goal.

Three aspects of entrepreneurship.

1. The identification or recognition of market opportunity.
2. The marshalling and commitment of resources in the face of risk to pursue the opportunity.

3. The creation of an operating business organization to implement the opportunity motivated business idea.

Successful entrepreneurship

According to the small Business Administration successful entrepreneurs have five characters.

1. Drive which is defined as the most important attribute entrepreneur can expect long hours, high stress and endless problems as they launch a new business.
2. Thinking ability or the characteristics that encompasses creativity, critical thinking analytical abilities and originality.
3. The creation of an operating business organization to important the opportunity motivated .
4. Thinking ability or the characteristics that encompasses creativity.
5. Aptitude for human relations this characteristic recognizes the importance of the ability to motivate employees self customers negotiate with suppliers and convince lenders. Personality plays a big part in success in this area.
6. Technical ability speaks to the need of the entrepreneurs to know their product and their market .In short they need strategic management skill.

Challenges

- Market related risk.
- no easy access to finance and credit.
- lack of information
- low bargaining power.
- Vulnerability to economic stocks.
- lack of proper training.

India has opportunities to do agriculture business fruit pulp , concentrates flavors, extracts, frozen fruits ,extracts frozen fruits frozen vegetables ,pickled products, assorted products. Fruits vegetables, food grains mushrooms and medicinal and aromatic plants

, vermicom post organic fertilizer production, dried flower business, fertilizer distribution business, poultry farming hydroponic retail store, snail farming, bee keeping fish farming, fruits and vegetable export florist livestock feed production frozen chicken production botanical pesticide production, basket and broom production, flour milling, fruit juice jam jelly production, groundnut processing cashew nut processing quail egg farming, shrimp farming, fish hatchery, piggery soya beans processing spice processing vegetable farming chicks hatchery, tea growing grocery e shopping portal ,cactus arrangements dairy farming ,goiter farming, jatropa farming, potato powder, soil testing lab ,horticulture crop farming, fodder farming, agriculture consulting, rabbit rearing grass cutter farming coconut juice production, local drinks ,agriculture consulting etc.

Conclusion

It conclude be seen clearly from the above discussion entrepreneurs in agriculture is very important to sustain the livelihood of millions of farmers of India It is noted that India has a vast scope for entrepreneurs of agriculture and also a large number of opportunities for doing entrepreneurs. It has challenges towards agricultural business.

The following suggestions can be considered.

Give priority in the investment in agricultural entrepreneurs giving more focus on area expansion processing in cultivation, crop production an processing.

1. Bring new technologies And inputs from foreign partners for mass production.
2. Large scale investment for the agro processing business.
3. Market exploration and linkage development.
4. Buy back guarantee and contract farming for the mass production.
5. Quality and quantity production at the larger extent.
6. Increase productivity and value addition through commercialization and irrigation investment

7. Improve the functioning of factors of production and marketing.
8. Reach out to the poor and increase investment in basic infrastructure.
9. Insure the supply of fertilizers, seeds and agricultural equipment for all.

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