

**Department of Extension Education and Communication management, ANDUAT,
Ayodhya**

Course No. **HECM-121 3 (3+0)**

Course Title: **Women in Agriculture**

Course Instructors: **Dr. Archana Singh and Dr. Raksha**

Background and rationale

Agriculture today faces many challenges, including globalisation and market liberalisation, food price crises, natural resource depletion, climate change, rapid urbanisation, changing production and consumption patterns, demographic changes, and so on. Many of these directly or indirectly lead to changing markets, and create both opportunities and risks for farmers, especially for smallholders, youth, and women. With a growing recognition of the important role of smallholder agriculture for economic growth and rural development in many countries, market-oriented agriculture appears more prominently on the agenda. Agripreneurship is key in this regard.

Agripreneurship refers to entrepreneurship in agriculture. Entrepreneurship is a concept that encompasses transforming an idea or vision into a “new business or new venture creation, or the expansion of an existing business, by an individual, a team of individuals, or an established business”. But entrepreneurship, as opposed to self-employment, is also defined by the *spirit* of the entrepreneurs. Entrepreneurs are usually creative, take opportunities and accept risks, and can quickly change business strategies to adapt to changing environments. While usually being innovative and creative, farmers often lack experiences, access to services, people, or markets, and skills to have realistic chances to succeed as entrepreneurs. In addition, agripreneurs are influenced by external, systemic factors, such as economic and social barriers, policies, and regulations. While these constraints affect all farmers and especially all smallholders, women and youth are particularly affected.

Why Agricultural Entrepreneurship?

Traditionally, agriculture seen as a low-tech industry with limited dynamics dominated by numerous small family firms, which are mostly paying attention on doing things better rather than doing novel things. Over the last decade, this situation has changed dramatically due to

economic liberalization, a reduced shelter of agricultural markets, and a fast changing, more decisive, society. Agricultural companies progressively more have to adapt to the vagaries of the market, varying consumer lifestyle, enhanced ecological regulations, new necessities for product quality, chain management, food security, sustainability, and so on. These alterations have cleared the way for new participator, innovation, and portfolio entrepreneurship.

Concept of Agripreneur

Agripreneur defined as “entrepreneur whose main business is agriculture or agriculture-related” Agriculture + Entrepreneur= Agripreneur

Concept of Agripreneurship

Agripreneurship defined as “generally, sustainable, community-oriented, directly-marketed agriculture. Sustainable agriculture denotes a holistic, systems oriented approach to farming that focuses on the interrelationships of social, economic, and environmental processes”.

BASIC TERMINOLOGY RELATED WITH AGRIPRENEURSHIP DEVELOPMENT

1. **Agripreneurs** – in general, agripreneurs should be proactive, curious, determined, persistence, visionary, hard working, 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.
3. **Agriclinics** – these are envisaged to provide expert advice and services to farmers on technology, cropping practices, protection from pests and diseases, market trends, prices of various crops in the markets and also clinical services for animal health which would enhance productivity of crops/animals and increased income to farmers.
4. **Agribusiness Centres** – these are envisaged to provide farm equipments on hire, sale of inputs and other services. These centres will provide a package of input facilities; consultancy and other services with the aim of strengthen transfer of technology and extension services and also provide self employment opportunities

Types of Enterprises

Different types of ventures in agri-business.

1. Farm Level Producers: At the individual family point, every family is to be treated as venture, to enhance the production by making best use of the technology, possessions and demand in the market.

2. Service Providers: For optimizing agriculture by every family business, there are diverse types of services requisite at the village level. These include the input borrowing and distribution, hiring of equipment like tractors, sprayers, seed drills, threshers, harvesters, dryers and scientific services such as setting up of irrigation amenities, weed curb, plant security, yielding, threshing, conveyance, warehouse, etc. related opportunities exist in the livestock husbandry sector for providing breeding, immunization, disease diagnostic and treatment services, apart from allocation of cattle feed, mineral combination, forage grains, etc.

3. Input Producers: There are many flourishing enterprises, which need critical inputs. A few such inputs which can be produced by the home entrepreneurs at the village level are biopesticides, soil amendments, biofertilizers, vermicompost, plants of diverse species of vegetables, fruits, ornamentals, root media for raising plants in pots, production of cattle feed concentrate, agricultural tools, irrigation accessories, mineral mixture and complete feed. There are good openings to support, fishery, sericulture and poultry as well, during sponsorship of critical service amenities in rural areas.

4. Processing and Marketing of Farm Produce: well organized management of post-production processes requires higher level of knowledge as well as investment. Such venture can be handled by People's Organizations', either in the form of cooperatives, service joint stock companies or societies. The most successful instances are the dairy cooperatives sugar cooperatives, and fruit growers' cooperatives in lots of States. However, the success of such undertaking is exclusively dependent on the reliability and ability of the leaders involved. Such undertaking needs good specialized support for running the activities as a competitive trade and to contend well with other players in the market, mainly the retail traders and intermediates.

Need for Developing Agri-Preneurship in India!

Agriculture forms the backbone of the Indian economy. Hence, India is also called as an 'agriculture-dominated country.' That agriculture plays a pivotal role in the Indian economy is evidenced by the facts that it contributes 22 per cent to the total gross domestic

products, provides employment to around 65 per cent of the total work force, and contributes 14.7 per cent of total exports of the country.

That is precisely the reason why the Tenth Five Year Plan considered agricultural development as central to economic development of the country. 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.

The need for and signification of agricultural development in the country can be imbued with multiplicity of justifications as follows:

- a) Availability of land for agricultural purposes.
- b) Low requirement of funds for agricultural activities.
- c) Illiterate and/or less educated population.
- d) Lack of employment opportunities in formal sector.
- e) Prevalence of large-scale unemployment.
- f) Both backward and forward inducements and linkages of agricultural development for industrial development.

SCOPE FOR AGRIBUSINESS IN INDIA:

- ❖ India is endowed with varied ago-climate, which facilitates production of temperate, sub-tropical and tropical agricultural commodities.
- ❖ There is growing demand for agricultural inputs like feed and fodder, inorganic fertilizers, bio-fertilizers.
- ❖ Biotechnology applications in agriculture have vast scope in production of seed, bio-control agents, industrial harnessing of microbes for bakery products.
- ❖ Export can be harnessed as a source of economic growth. As a signatory of World Trade Organization, India has vast potential to improve its present position in the World trade of agricultural commodities both raw and processed form. The products line include cereals, pulses, oilseeds and oils, oil meal, spices and condiments, fruits and vegetables, flowers, medicinal plants and essential oils, agricultural advisory services, agricultural tools and implements, meat, milk and milk products, fish and fish products, ornamental fish, forest by products etc.

- ❖ At present processing is done at primary level only and the rising standard of living expands opportunities for secondary and tertiary processing of agricultural commodities.
- ❖ The vast coastal line and internal water courses provides enormous opportunity for production of marine and inland fish and ornamental fish culture gaining popularity with increase in aesthetic value among the citizens of India.
- ❖ The livestock wealth gives enormous scope for production of meat, milk and milk products, poultry products etc
- ❖ The forest resources can be utilized for production of byproducts of forestry.
- ❖ Beekeeping and apiary can be taken up on large scale in India.
- ❖ Mushroom production for domestic consumption and export can be enhanced with improvement in the state of art of their production.
- ❖ Organic farming has highest potential in India as the pesticide and inorganic fertilizer application are less in India compared to industrial nations of the world. The farmers can be encouraged and educated to switch over for organic farming.
- ❖ There is wide scope for production and promotion of bio-pesticides and bio-control agents for protection of crops.
- ❖ Seeds, hybrid and genetically modified crops, have the highest potential in India in the future, since the productivity of high yielding varieties have reached a plateau.
- ❖ Micro-irrigation systems and labor saving farm equipments have good potential for the years to come due to declining groundwater level and labor scarcity for agricultural operations like weeding, transplanting and harvesting.
- ❖ Production of vegetables and flowers under green house conditions can be taken up to harness the export market.
- ❖ Trained human resources in agriculture and allied sciences will take on agricultural extension system due to dwindling resources of state finance and downsizing the present government agricultural extension staff as consulting services.
- ❖ The enhanced agricultural production throws open opportunities for employment in marketing, transport, cold storage and warehousing facilities, credit, insurance and logistic support services.

Institutional Support for Agri-business

RBI started in July 1982 NABARD to give full attention to the rural sector in areas of agriculture, small –scale and cottage industries and agro-based industries. Since its formation NABARD hold the responsibility of managing all the activates of the RBI pertaining to rural development and agro based activities

Panchayatmandi (Agri-Mandi)

The concept of self-governance has gone to the level of marketing of village produce through village markets and fairs. The concept of Panchayat mandi is to reduce the influence of middlemen and traders. This is possible only if functioning of the zilli Panchayat is effective in coordination with state marketing boards and APMC (Agriculture produce market committee)

State Agricultural Marketing Banks (SAMB)

State agricultural marketing banks are set up to actively regulate markets for food crops and oilseed in bigger markets of towns and cities

NCOSAMB (The National Council for State Marketing Board)

An agro based country like India needs training centers with modern facilities throughout the country. The government of India provides grants in aid to state to set up such training facilities. NCOSAMB is the body to coordinate the programmes of such training

State Trading Corporation (STC)

The state trading corporation of India ltd is premier international trading house owned by the government of India having been set up in 1956; the corporation has developed vast expertise in handling bulk international trade international trade.

Role of Agripreneurship in national economy

Agripreneurship plays various roles 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. Agripreneurship also play following role in the economic system, 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 generating growth, increasing and diversifying income, and providing entrepreneurial opportunities in both rural and urban areas.

Conclusion

Agricultural entrepreneurship shares many characteristics of "generic" entrepreneurship, but also has its distinct features due to the specific context of the agricultural sector. With better industrial and entrepreneurial education discipline, entrepreneurs will naturally take advantage of the vast human resource availability. 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

Possible areas of entrepreneurship development in agriculture

Nowadays, Easy access to technology, emergence of micro financing, liberalized government rules, awareness and training programmes on agri and allied sectors and finally changing mindset of the highly qualified people to go for self-employment in the field of agriculture have contributed significantly in enhancing the potentiality for entrepreneurship in India. Agriculture have several areas of entrepreneurship which include the activities like, Dairying, Sericulture, Goat rearing, Rabbit rearing, Floriculture, Fisheries, Shrimp Farming, Sheep rearing, vegetable cultivation, nursery farming, farm forestry. The possible areas of entrepreneurship in agriculture are:

1. **Agro produce processing units** –These units do not manufacture any new product. They merely process the agriculture produce e.g. Rice mills, Dal mills, decorticating mills etc.
2. **Agro Produce manufacturing units** –These units produce entirely new products based on the agricultural produce as the main raw material. E.g.-Sugar factories, Bakery, Straw board units etc.
3. **Agro-in puts manufacturing units** –These units produce goods either for mechanization of agriculture on for increasing manufacturing plants, e.g.-Fertilizer production units food processing units, agricultural implements etc
4. **Agro service centres** –These include the workshops and service centre for repairing and serving the agricultural implement used in agriculture.
5. **Miscellaneous areas** –besides the above mentioned areas, the following areas may prove to be encouraging to establish agri enterprises such as setting up of Apiaries, feed processing

units, seed processing units, mushroom production units, commercial vermincompose units, goat rearing farmers club, organic vegetable and fruits retail outlet, bamboo plantation and jatropha cultivation.