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Physical and Human Dimensions of Environment, Climate Change, and Sustainable Development

Chief Editor

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'Ravichandram' Survey No-101/1, Plot
No-23, Mundada Nagar, Jalgaon (M.S.)
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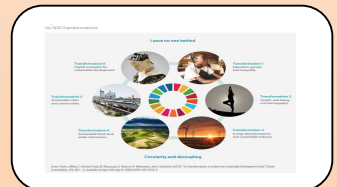
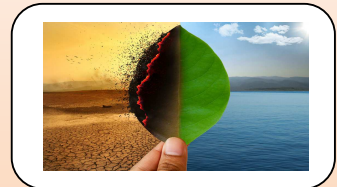
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The Study of Development of Agri-Preneurship in India

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Abstract

Agri-Preneurship is one of the important face of whole entrepreneurship. This kind of entrepreneurship is engaged with agricultural business activities like as crop cultivation, dairy, poultry, fishery, sericulture, apiculture etc. Subject to Indian economy preference and importance giving to agricultural sector because of India is known as Agricultural country in the world. In India 58% of total population engaged with agricultural businesses (Indian Agriculture & Allied Industries Report Nov. 2020). Another words agriculture sector is called as primary sector in India. Hence the development of this primary sector is become very important for development of entire economy. This research paper is for understanding of various aspects of development of agri-preneurship in India.

Meaning

Basically, agri-preneurship is related with those business or operations which are engaged to farming activities or processing on farming foods like as crop cultivation, sericulture, dairy, poultry business, apiculture, horticulture, manufacturing of seeds & fertilizers, animal husbandry, flowers faming, food processing & packaging, distribution & marketing of agree based products etc. in simple words agri-preneurship refers to entrepreneurship in agricultural business.

Need of Development of Agri-Preneurship in India

In 21st century various Agri-based businesses are invited by Indian entrepreneurs, because of the area of agricultural marketing is increasing time to time. In now days we see that Indian agricultural sector moving towards global market. In the subject of Indian economy agricultural sector is known as primary sectors & its paly very important role in development of economy. This sector provided wide range of employment, its contributing countries GDP.

Indian Economy having two major sectors, namely as Agricultural & Industrial Sector. Agricultural sector related with rural area where as Industrial sector related to urban part of economy. As per report of Ministry of Statistical & Programme Implementation May 2020 near about 65% population belonging to rural area and such population engaged with farming business activities.

Especially Indian is known as 'Agricultural-Dominated' country in the world. Agri-based businesses are contributing near 16% to gross domestic products & contributing 12.6% in total export of India. (Source- Report of ministry of statistical & Programme implementation on Jan 2021). Agricultural sector is backbone of Indian economy. As per these all point government of India has been giving increasing importance & preference to development of agricultural businesses. The development of agri-preneurship is mandatory for development of entire economy.

Opportunities for Developing Agri-Preneurship in India.

With the concept of developing country in India agricultural businesses are come front of business environment. From last decades in India so many opportunities are arising in the field of faming, processing of farming food, distribution & marketing etc. Now Indian farmers are start to export their goods. The following information is regarding with opportunities available in agricultural sectors.

<i>Sector</i>	<i>Opportunities</i>
Agricultural	Organic Food Producing, Food Processing, Crop Farming.
Horticulture, Vegetable, Flowers, Aromatic & Herbal Plantation	Production, Processing, Packaging & Marketing
Animal Husbandry & Veterinary	Dairy foods production, Meat Production, processing of foods, Marketing, animal feed production & distribution, broiler & eggs production etc.
Fishery	Making of fish Meal, processing on fish.
Apiculture	Honey Beekeeping, Production & Processing on Honey

Sericulture	Textiles Business, Marketing, Trading, Export.
Other	Manufacturing & Supply of Fertilizers & Pesticides, Mushroom Production, Vermicomposting.

Challenges Before the development of Agri-preneurship in India

Indian country is passing through developing phase. So, subjects to agri-preneurship there are several challenges stands for development of agricultural businesses. Following points may be involving in the development of agri-preneurship.

Non/semi-skilled Management

Agricultural businesses in India are mostly situated in rural area. Rural area of India is known as semi illiterate. In rural area people are less aware about business functioning. They are less or not educated compare to urban area. So, such entrepreneurs are may not succussing in the management of business.

Marketing & Distribution Issue

So many marketing & distributional problems faced by agri-preneurs such as lack of marketing channels & networks, promotional facility for products, improper distribution system for products etc. Some time agri-preneurs depends on other businesses for marketing, which may result in cost increasing. By the reason of inadequate capital, they not able to develop self-marketing system. Lack or poor marketing is one of the major barriers of agri-preneurship.

Lack of Infrastructural Facility

For better performance of any activity there is need of basic infrastructure. But in rural area of India are facing some less or weak infrastructure facility in terms of Road, Rail, telecommunication, electricity, marketing network etc. hence the several problems arising in subject to development of agri-preneurship in India.

Lack of Technology

Today business operations are influenced by advanced technology. Many entrepreneurs using developed software for production & other activities. But cost for using these software or technology is very high which is not affordable for our agri-preneurship. So, absence of these advanced technology in business operations result in poor quality production & other activities.

Dependency on Monsoon

In India most of agricultural area not irrigated or seasonally irrigated. That's why monsoon is very important for Indian farmer. If monsoon not arrive when it requires then or rain not falling sufficient then farmers & agri-preneurs are facing huge losses in business. So, arriving of monsoon as per need within certain time is very important in India.

Insufficient Working Capital

Every Business has required adequate & liquid fund for day to day operations which namely as working capital. Agri-based businesses are not different from that. They may also require funs to complete their basic activities. But in the context of India agri-preneurs are facing scarcity of fund. In our country fund for business not avail easily.

Need of Supportive Governmental Policies

In now days government of India announced various policies for development rural as well as agricultural sector such as PK KISAN, PM FASAL BEEMA YOJANA, PM KRISHI SINCHAN YOJANA & various others. Still farmers committed suicide, many agricultural firms are become insolvent by various reason. Hence, this sector required another business supportive & healthy policies from authorities.

Conclusion

Subject to Indian economy agricultural sector is the backbone of country because of agricultural is primary sector in India & India is known as agricultural nation over the world. Near 60% of total population of whole India related to agricultural sector. This sector giving huge contribution in Gross Domestic Products. Hence, the development of agricultural sector in our country is needed. And for that agri-preneurs & governmental authorities must took actively participate.

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This is to certify that Prof./Dr./Mr./Ms **Sabale S. U.** of **S G R G Shinde Mahavidyalaya Paranda, Dist. Osmanabad** has participated in One Day Multidisciplinary International e-Conference on ***"Physical and Human Dimensions of Environment, Climate Change, and Sustainable Development"*** organized by the Dept. of Geography and IQAC Cell of **Sharadchandra Mahavidyalaya, Shiradhon** on 25th February 2021, in Virtual mode.

He/She has presented a research paper entitled ***"The Study of Development of Agri-Preneurship in India"***

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