

Agripreneurship for Rural Youth

**K.Narendran, MSc(Agri), Faculty,
Indian Institute of Plantation Management,
Jnanabharthi Campus, Malathahalli, Bangalore 560065**

**Dr.T.T. Ranganathan, Professor
School of Agriculture & Animal Husbandry,
Gandhigram Rural Institute, Dindigul, Tamil Nadu.**

ABSTRACT

Agripreneurship is basically doing entrepreneurial activities in agriculture and related areas. It converts farm to an agribusiness unit. Youth in the rural areas should choose agripreneurship for better employment and social status. Electronic Marketing, Cold Supply Chain and Advisory & Consultancy services provide immense scope and opportunity for the rural youth to function as agripreneur for agricultural development and prosperity. Electronic Marketing directly connects farmers with the customers and minimizes the role of middlemen in the supply chain. Cold supply chain integrates the whole supply chain for perishable products and minimizes the wastage at the production center, logistics and storage. Local and location specific consultation and advisory services are very much necessary for implementing contract and corporate farming at the field level. There is a wide gap existing between the agriculture and agribusiness and rural youth has the immense advantage for agripreneurship which would improve their livelihood and prosperity of rural India.

Key words : Agripreneurship, Rural Youth, Electronic Marketing, Cold supply chain and Advisory & Consultancy services.

Introduction

Agriculture in India is dominated by farmers who generally focus on doing the same thing or better rather than doing new things. Entrepreneurship is very important to bring changes in agriculture. Entrepreneurs are innovators who drive change or creating new ways of doing things. Agripreneurs are also entrepreneurs whose main business are agriculture or agriculture related enterprises.

Agripreneurship focus on “*sustainable, community-oriented, directly-marketed agriculture*”. It will turn farm into an agribusiness. Agripreneur is a dynamic person who performs various agricultural based activities using different resources viz. physical, financial, human and information, in order to accomplish a certain goal.

Dollinger (2003) defines entrepreneurship in agriculture as the creation of an innovative economic organization for the purpose of growth or gain under conditions of risk and uncertainty in agriculture. Gray (2002) viewed entrepreneurship in agriculture is important for more productivity and profitability of agriculture. Agripreneurship is greatly influenced mainly by the economic situation, education and culture (Singh, 2013). Sah (2009) state that developing entrepreneurs in agriculture will solve the entire problem like dependency on agriculture, rural unemployment and migration from rural to urban areas, Personal qualities of an agri-entrepreneur, significantly affect the agribusiness (Brockhaus and Horwitz, 1986; Nandram and Samson, 2000). Self-criticism, leadership, market orientation and creativity are important for successful entrepreneurship development. Schiebel (2002) reported that successful farmers differ from others in terms of three personality traits. They have more belief in their ability to control events, problem-solving abilities and social initiative.

The following differentiation is adapted from Edward DeBono’s lateral thinking principles (1990) and is applied to highlight the difference between the “Agricultural” of current approaches to Agripreneurship education and the “art” of agripreneurship education which is needed.

- Agriculture is selective, whereas the art of Agripreneurship is generative.
- Agricultural moves only if there is a direction in which to move, whereas the art of Agripreneurship moves in order to generate direction.
- Agriculture has fixed categories, classifications and labels, whereas the Art of Agripreneurship there are no such constraints.

These specializations develop agripreneurs with distinct traits and skills to exploit opportunities galore in the field of agriculture.

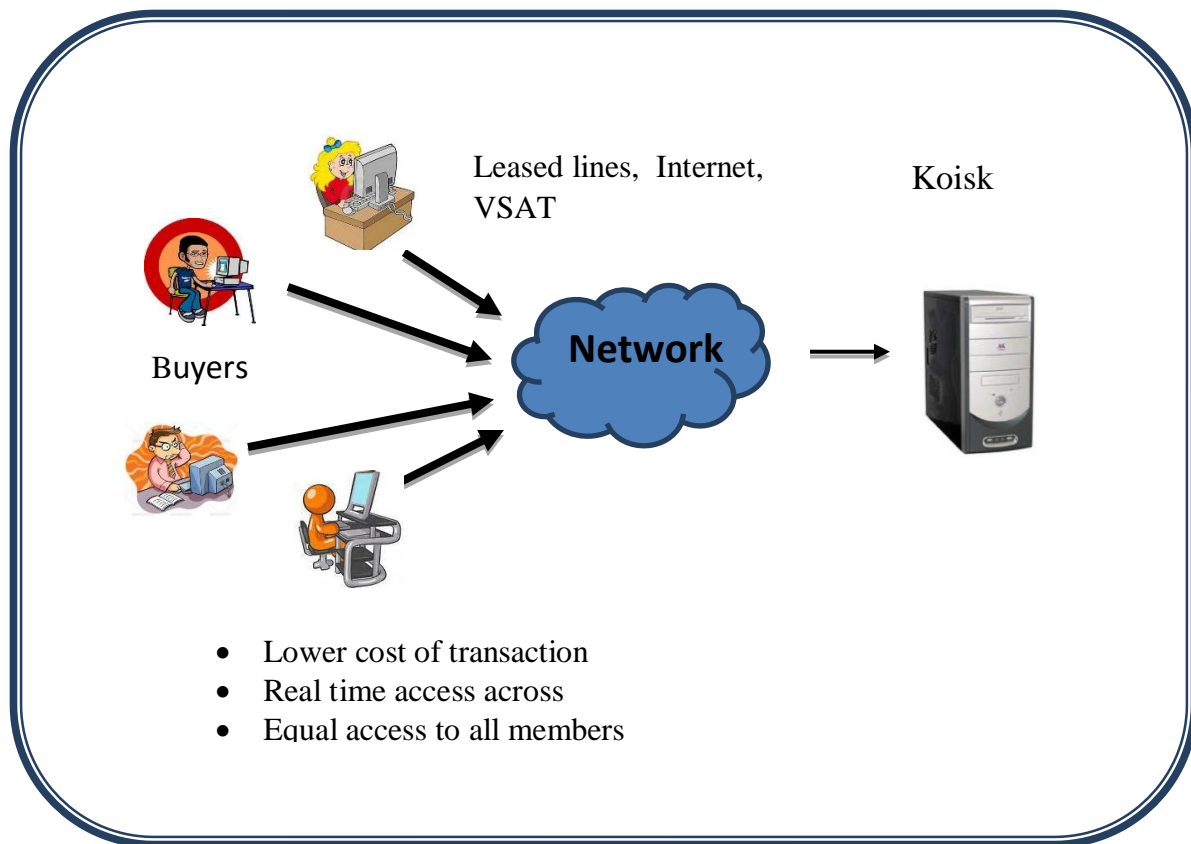
India has the largest youth population in the world and constitutes a vital and vibrant human resource. The majority of the youth are based in rural areas with more dependence on agriculture and related profession. Therefore, rural youth must be a major part of immediate and long-term solutions to solve

problems of food security and sustainable development. The mission of FAO's rural youth development work is to strengthen and expand young people's capacities, knowledge and skills through education and training to enable them to become productive and contributing citizens of their local communities. Working at the intersection of education and livelihood, we create employment and entrepreneurship opportunities for the rural youth. The aim of this paper is to provide the scope and opportunity of youth in agripreneurship in India.

1. Electronic Marketing

Electronic Marketing has potential to create a hassle free market for agricultural produce to help farmers obtain the best price for their produce. Agricultural markets can be developed by leveraging technology, integrating markets, commodity funding and capacity building of the stakeholders. Market access to the producers, timely payment and price discovery is the need of the hour. Producers and customers can be linked by networking business, information technology and financial sector.

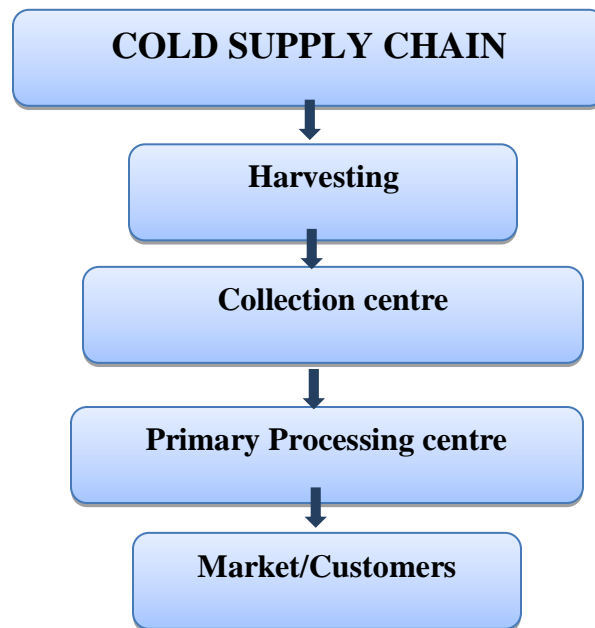
Young entrepreneurs or growers registered with on line trading service providers can participate in online trading, connected to different market and participate in direct negotiation. This will eliminate middlemen in the marketing of agricultural commodities and encourage wider marketing options, better price realization and transparent business dealings. Farmers could sell their produce directly to the traders or customers and get a good price in return. The producers should be open to "unlimited" trading. Collection centers (CC) with warehousing facilities shall be established in the rural areas to integrate and consolidate volumes. E-Marketing facility can be provided at each collection center for marketing the product that is collected. Collection centers should be managed by young entrepreneurs which will ensure better employment opportunities for the rural youth.



2. Cold Supply Chain

India produces large quantity of fruits and vegetables and substantial quantity are wasted because of improper infrastructure facilities and post-harvest management practices. The Cold Supply chain is essential for qualitative post-harvest management to produce quality and safe food by efficiently handling agricultural products upstream & downstream. It addresses low levels of processing, significant quality & quantity losses and high price volatility. The cold supply chain will consist of the following.

- Controlled atmosphere/modified atmosphere storage for extension of storage life of perishables
- Pre cooling at the farm
- Modern pack houses and ripening chambers
- Reefer technology and Reefer vans
- Cold storage

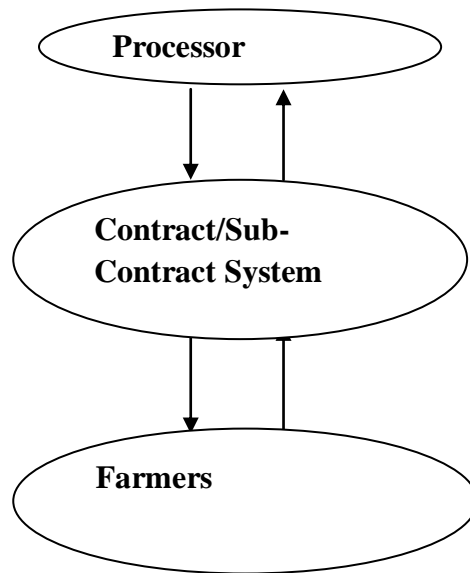


Entrepreneurs have the opportunity in the cold supply chain as the service provider for managing the cold chain, collection center and primary processing center. The Government provides financial assistance for establishing cold chain infrastructure and entrepreneurs can avail these facilities. Agripreneurs will provide services on payment basis for storage, transportation and distribution.

3. Advisory and Consultancy Services

Food processors and exporters adopt contract farming for procuring agricultural produce from the farmers. However, contract farming without the involvement of local or farmers groups won't be successful. Agripreneur from the local region can take subcontract from the company, train the farmers, produce as per the specifications and supply consistent quality and quantity.

This agripreneurship would include selling of quality agricultural inputs, services like hiring of machinery, marketing information, warehouse, logistics etc. The agripreneur can control the whole supply chain and enable the production of quality and safe products.

**Conclusion:**

A major long-term challenge in India is that many youth, because of lack of awareness and improper training on agripreneurship are migrating from rural to urban areas. They cannot afford to remain unemployed for long and, hence, pick up activities which lead to underemployment. Given the macro evidence on the rural non-farm sector, it is difficult to suggest that rural youth are able to access sustainable livelihoods. Among educated youth, the problem of unemployment can have serious repercussions in terms of social instability which, in turn, may affect governance and growth adversely. Thus, the challenge is to ensure that more opportunities are created in the rural economy.

References:

- Brockhaus, R. H. and Horwitz, P. S. (1986) The psychology of the entrepreneur (in D.L. Sexton and R.W. Smilor (eds.), The art and science of entrepreneurship. Ballinger publishing company, Cambridge, pp. 25-48.
- Dollinger, M. J. (2003) Entrepreneurship – Strategies and Resources. Pearson International Edition, New Jersey.
- Gray, C. (2002) Entrepreneurship, Resistance to change and Growth in Small Firms. Journal of Small Business and Enterprise Development, 9 (1), 61-72.

Nandram, S. S. and Samson, K. J. (2000) Successful entrepreneurship: more a matter of character than of knowledge (in Dutch with English summary). Nyenrode Centre for Entrepreneurship, Breukelen, The Netherlands, p. 242.

Sah, Pooja, Sujan, D. K. and Kashyap, S. K. (2009) Role of Agripreneurship in the Development of Rural Area, Paper presentation in ICARD at Banaras Hindu University, Varanasi.

Singh, A. P. (2013) Strategies for Developing Agripreneurship among Farming Community in Uttar Pradesh, India, *Academicia: An International Multidisciplinary Research Journal*, 3(11) 1- 12.