Darshan - The International Journal of Commerce and Management ISSN: 2583-1682 (online) Volume - 4, Issue – II, December-2024
Bi-Annual double-blind peer-reviewed International Journal
Paper Submission Date: 27th June 2024 Paper sent back for Revision: 13th July 2024 Paper Acceptance Date: 25th July 2024

"A Study on The Impact of Agri-Entrepreneurship In The Development of The Agricultural Sector Resulting In Upliftment of The Indian Economy"

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Abstract: India has a very large agriculture sector. While the sector's GDP share has been almost halved over the previous 30 years to about 15%, it still employs roughly half of India's workers and accounts for much of the volatility in Indian GDP. India, one of the world's largest agricultural economies, remained closed until the early 1990s. This industry employs over 52% of India's total population and accounts for approximately 18.1% of GDP. India is the world's third largest producer of agricultural commodities such as paddy, wheat, pulses, groundnuts, rapeseeds, fruits and vegetables, sugarcane, tea, jute, cotton, tobacco leaves, and so on (GOI, 2008-09). Rural areas are home to 67% of the population, who work in agriculture or related fields.

Economic growth focused on agriculture will aid India's attempts to enhance its rural areas. In layman's terms, agri-entrepreneurship is agriculture that is sustainable, community-focused, and directly marketed. Sustainable agriculture is a systemic approach to farming that highlights the interconnection of social, economic, and environmental systems. Agriculture is the foundation of the Indian economy. According to Khan M.A. (2021), 67% of people reside in rural areas and make their living through agriculture and related sectors. Agriculture-based economic growth will benefit India's rural development efforts (Anderson 1982).Agripreneurship, as defined by Fitz-Koch et al. (2018), is an entrepreneurial approach used in agricultural or related industries.

Agriculture is commonly characterised as a low-tech, low-dynamism industry, with a high number of small family businesses that value doing things well above trying anything new. Agricultural businesses are increasingly being challenged to adjust to market changes, changing client lifestyles, new environmental requirements, and new product quality, supply chain management, food security, sustainability, and other factors. Despite COVID-19, India's agriculture industry still generates over 20% of GDP and employs more than half of the population. Agribusiness prospects are generally focused on the input, agricultural, value chain, output processing, and marketing phases, as well as related services.

The agricultural process requires a wide range of inputs, including seeds, fertiliser, pesticides, and cutting-edge regional farm equipment. Entrepreneurship prospects abound in fields such as biopesticides, biofertilizers, vermicomposting, testing, and soil remediation. The increased emphasis on organic farming opens up even more possibilities. In terms of seed development, there is plenty of room for R&D. Even in adverse weather conditions, these seed variations are expected to serve.

Key Words: Agricultural entrepreneurship, Agri-Business, Agri-startup, Agri-preneurship, Agricultural sector, Upliftment of the Indian Economy.

INTRODUCTION:

Most emerging countries, like India, rely heavily on their agricultural sectors Agricultural sector is the backbone of India. Agriculture accounts for 17% of India's GDP and employs 53% of its population. Over the last few decades, the industry has evolved from a subsistence farming system to one of long-term growth and value addition to agricultural produce, fostering the rise of entrepreneurship. Our country's agricultural development goals are centred on production, productivity, profitability, and sustainability. Farmers' earnings can be doubled by implementing system management, risk management, and innovative production procedures. In fact, the criterion must incorporate not just economic considerations, but also social inclusion for disadvantaged people through reinvestment and reconsideration of the value chain system

Agriculture has always been considered an enterprise, but modern concerns should be handled through social enterprises in order to solve severe societal problems. A social entrepreneur recognises local talent, skills, wisdom, and abilities that may be used to attract customers by developing new products and services. Social entrepreneurs may make an impact by removing social inequalities, learning new technologies, and promoting solidarity. As a result, a social entrepreneur can fill a variety of positions and serve as a catalyst for social progress. (2015) Manyaka. Social entrepreneurship plays an important role in tackling poverty and social isolation, especially in rural areas.

It is vital in rural areas to create ideal conditions for the growth of social enterprises that incorporate all marginalised groups. In this context, the current study seeks to discover the prospects and key benefits of social entrepreneurship for sustainable agricultural development by investigating the factors and challenges involved with its implementation.

Agriculture is regarded as the backbone of the Indian economy. According to Khan M.A. (2021), 67% of people live in rural areas and make their living from agriculture and related enterprises. Agriculture-based economic growth will benefit India's rural development efforts (Anderson 1982). Agripreneurship is the entrepreneurial process used in agriculture and associated industries. Fitz-Koch, et al. (2018).

Agripreneurship is the process of introducing new ideas, procedures, and techniques into agriculture or related businesses in order to increase productivity and financial rewards. Agripreneurship is the process of transforming agricultural activities into an entrepreneurial venture. An agripreneur who is also an inventor promotes rural economic development by implementing innovative ideas in agriculture and related fields. An agripreneur's work is never easy since he takes risks, uses innovation, develops new techniques, and looks for new market prospects. An entrepreneurial development programme is one that tries to help a person enhance their entrepreneurial drive while also teaching them the skills and capacities required to properly carry out their business position and entrepreneurial role.

Agriculture is commonly characterised as a low-tech, low-dynamism industry, with a high number of small family businesses that value doing things well above trying anything new. This environment has changed considerably in the previous decade as a result of economic liberalisation, lower agricultural market protection, and a rapidly changing, more determined society. Agricultural businesses are increasingly being challenged to adjust to market changes, changing client lifestyles, new environmental requirements, and new product quality, supply chain management, food security, sustainability, and other factors. Despite COVID-19, India's agriculture economy still accounts for over 20% of GDP and employs roughly more than half (50%) of the population. Agriculture expanded by 3.4% in the most recent fiscal year (FY 21), despite negative growth in all other economic sectors, and has emerged as a vital industry for economic recovery in the face of natural disasters. (2020-2021 Economic Survey).

The Following given below are the **Objectives of the Study:-**

- To investigate the performance of Indian agriculture in terms of Agri-entrepreneurship.
- To examine the significance of agriculture and its role in economic growth in India.
- To identify the problems, issues and barriers impeding the growth of agripreneurs in India.
- To establish how equipped the youth are in their specific situations to become agripreneurs.
- To collect information about agricultural entrepreneurship in India.

According to Dollinger(2003), agriculture entrepreneurship is the formation of an innovative economic organisation for the aim of growth or profit in the face of risk and uncertainty in agriculture. Agriculture sustainability refers to a comprehensive, systems-oriented approach to farming that emphasises the interdependence of the social, economic, and environmental processes. Sudharani(2002).

Grey (2002), on the other hand, describes an entrepreneur as a person who leads a business with the objective of developing it and who possesses the essential leadership and managerial qualities to do so. In the face of rising rural unemployment and poverty, as well as weak agricultural growth, agriculture need more entrepreneurship to increase productivity and profitability.

The agripreneurship programme aims to develop entrepreneurs and managerial workforce to cater to the global agriculture industry (Kular & Brar, 2011).

Agriculture and related industries are regarded as the backbone of the economy. Agriculture is a major source of raw materials in the Indian economy for industries, and it generates demand for a wide range of industrial products, including fertilisers, pesticides, agricultural implements, and a wide range of consumer goods. Bairwa et al., (2014).

Need of Agripreneurship

Farmers have always been oblivious of scientific agriculture and effective agro-management approaches. They commit themselves because they are unable to cope with delayed monsoons, drought, crop loans, falsified seeds, and fertiliser shortages. As a result, applying management, technical, and inventive entrepreneurship abilities to agriculture may result in the emergence of a well-trained Agri-entrepreneur who serves as a role model for all such depressed farmers. Agri entrepreneurship programmes are crucial for developing entrepreneurs and management personnel to run agricultural businesses around the world (Bairwa et al. 2014b). Agri-entrepreneurship is strongly influenced by economic circumstances, education, and culture (Singh, 2013). Agri-entrepreneurship helps the national economy in the following ways (Sah, 2009):

1) First and foremost, it helps small farmers achieve productive profit by integrating them into regional, national, and international markets.

2) Second, it helps to cut food prices and provides nutritious diets to the nation's poor in both rural and urban locations.

3) Third, it encourages urban and rural entrepreneurship, accelerates growth, and diversifies income.

1. Agricultural and horticultural items are widely available locally.
2. These little firms do not necessitate expensive infrastructure or sophisticated scientific equipment.
3. Agricultural businesses do not necessitate large financial investments.
4. The rise of agriculture has the potential to create a large number of new job possibilities for young people in rural areas.
5. By providing farmers with other sources of income, agribusiness helps to reduce emigration of young people from the rural regions to urban regions while also raising farmers' living standards.
6. Industrial development influences and is tied to agricultural development in both forward and backward directions.

The significance of agriculture to the Indian economy

1. The highest proportion of national income
2. The industry that creates the most jobs
3. Participation in capital formation
4. Provision of raw materials to enterprises
5. Market for Industrial Goods

Important role of agri-preneurship to the Indian economy

1. Agripreneurship plays a range of functions in the national economy's growth and development through fostering entrepreneurship, which boosts income levels and expands work opportunities for people living in both urban and rural areas.

2. Agripreneurship also helps smallholder farmers improve their productivity and integrate into regional, national, and worldwide markets.

3. It benefits the country's rural and urban residents by cutting food prices, boosting supply, and improving nutrition.

4. It also promotes growth by increasing and diversifying revenue as well as providing business opportunities in both urban and rural areas.

Sectoral Opportunities in Agri-Business Entrepreneurship

1. Farm Level Producers: At the individual family level, each family must be treated as a business company in order to maximise productivity by leveraging existing resources such as technology, possessions, and market demand.

2. Service Providers: To optimise agricultural businesses, a variety of services at the village level are needed. Examples include borrowing and distributing input, renting machinery such as tractors, sprayers, seed drills, threshers, harvesters, and dryers, and providing scientific services such as installing irrigation facilities, weed curbs, plant security, yielding, threshing, conveyance, and warehousing. Aside from the distribution of cattle feed, mineral combinations, fodder grains, and so on, the animal husbandry industries offer breeding, immunisation, disease detection, and treatment services.

3. Input Producers: Many successful businesses require key ingredients. Biopesticides, soil amendments, biofertilizers, vermicompost, plants of various vegetable, fruit, and ornamental species, root media for raising plants in pots, cattle feed concentrate production, agricultural tools, irrigation accessories, mineral mixtures, and complete feed are some of the inputs that home business owners can produce at the village level. There are numerous opportunities to promote fishery, sericulture, and poultry as part of the sponsorship of critical service facilities in rural communities.

4. Farm Produce Processing and Marketing: Managing post-production operations requires a higher level of expertise and financial resources. People's Organisations, which can take the form of societies, cooperatives, or service joint stock corporations, can oversee such projects.
The most successful examples include fruit growers' cooperatives, sugar producers' cooperatives, and dairy cooperatives, which can be found in numerous states. Only the competency and dependability of the participating leaders will determine the initiative's effectiveness. Such a corporation requires strong specialised support to function as a competitive enterprise and compete effectively with other market participants, particularly retail merchants and middlemen.

5. Crop Protection Technology: This year's upgraded plant types are stronger against weeds, pests, and illnesses than previous years. They can have a substantial impact on yield levels if not adequately managed. To achieve sustainable production levels, existing conventional, chemical, and biological plant protection systems, as well as their associated materials, must undergo drastic transformations through innovation.
Modern innovations, as well as the thorough integration of modern technologies such as big data, AI, machine learning, and augmented reality, are essential for demonstrating the continued expansion. Data and computer scientists are addressing modern agricultural challenges, particularly those related to early pest and disease detection and crop management, while also generating scalable solutions. Jayalakshmi Agro Tech operates an ICT-enabled platform that provides crop-specific agricultural information to farmers; other companies in this field include Satyukt, Farmsys, Xepertnest, and Daybest. Aside from detection, there are a number of platforms and practical solutions that are based on either on-site data collecting or on the accumulation of data repositories over time. These tools offer practical advice and promote the implementation of good real-time management practices.
However, when designing these devices and software, the majority of landholding sizes and the average Indian farmer's payment capacity are considered. As a result, these technologies must be customised for smallholder farmers, and businesses may study this potential gap in order to engage with the core agricultural community, which accounts for 86% of farmers in India.

6. Post-Harvest and Food Technology: An efficient post-harvest system ensures the quality and safety of food processing and distribution to customers, while also reducing food waste. Furthermore, in recent years, ready-to-eat, consumer-centric nutritional items have gained popularity and are now popular in cities as a replacement for junk food on the market.
Entrepreneurs are developing micro- and nano-formulations to enhance the way in which particular nutrient components in food products work in concert. Many companies are making an effort to produce alternative

dietary compositions through the use of underutilised crops, specifically nutri-cereals, unusual pulses, and goods from the hilly and northeast regions. Zigmo agro pvt.ltd has generated value-added products based on nutria-cereal, and the Himachal Pradesh Society for Farmers Development offers unique value-added products of the region while creating jobs in rural areas. In addition, energy-efficient preservation technologies are gaining popularity, like minimal processing methods to be employed at farm gate, innovative drying procedures, and affordable farm gate storage facilities. Low-cost and sophisticated controlled atmosphere systems are being developed at different ends of storage structures in order to capture the full landscape. In order to create a sustainable ecosystem, start-ups are also looking into edible cutlery and eco-friendly smart packaging options for primary and secondary storage.

7. Agricultural Supply Chain Management: Outdated, intricate agri-food supply systems are being replaced by simple, highly automated, modern networks. Earlier chains lacked accountability, traceability, and auditability since they were centralised and depended on outside parties for trade. Block chain-based traceability systems are already being used by businesses to deliver the right product at the right quality with a verifiable provenance. Additionally, infrastructure such as fleet management and storage facilities are being built by startups. Artificial Intelligence is also proving to be a valuable asset in managing various commodity supply chains by means of material sourcing, processing, and delivery.. Many price discovery techniques are used in this market to improve price realisation for both buyers and farmers. In addition, there are a number of online markets, trade platforms, and specialty commodities, like goods with GI tags and specific tribal supply chains that integrate front and back ends. Among the noteworthy startups in this category are Layman Agro, Installo Labs, Emerteh Innovations, and Whrrlfintech.

8. Fisheries: Inadequate systems for managing fisheries and aquaculture reduce biodiversity, interfere with ecosystem processes, and endanger livelihoods and food security. An electronic copy is available to hundreds of millions of users at https://ssrn.com/abstract=4036303. This has led to a wide spectrum of technologies being seen in this market, ranging from data-driven AI and ML systems to offline, product-based technologies. More sophisticated start-ups are working with bot-based fish waste management systems, aquaculture health tracking devices, harvesting grid development systems, and fish and aquaculture disease and feed detection modules. These technologies are all connected to a user-friendly system for feeding and managing data, which can be a mobile application or Enterprise Resource Planning (ERP) software. Conversely, aquaculture- and fish-based processed and value-added commodities, together with RAS and biofloc-based fish rearing systems, are becoming more and more popular with entrepreneurs. Among the businesses in these categories are Craftcomm pvt.ltd, Dissolved Oxygen Plus, and others.

Development of Agripreneurship in India

India's economy was thought to be agrarian until recently (Misra & Puri, 2005). Agripreneurship uses a range of strategies, including connections with secondary and tertiary industries like the industrial and service sectors, both forward and backward. Opportunities exist in agriculture and related industries at many stages of the farming process. The input, agricultural, value chain, output processing, marketing, and associated services stages are where agribusiness prospects are most abundant. The scope and potential of agricultural entrepreneurship prospects are expanding due to globalisation and a more integrated global market. There are lots of opportunities for business owners. Insecticides, fertiliser, seeds, and state-of-the-art local farming technology are all necessary for agriculture. These inputs can be developed and manufactured thanks to the previously described domains.

There are plenty of business potential in fields including soil remediation, vermicomposting, biopesticides, and fertilisers. There are more possibilities now because organic farming is becoming more and more popular. Research and development has a lot of room in the seed development process. These seed variations should work even in unfavourable weather. Crop yield should be raised to optimise income and enhance the standard of living for our farming community. This can be done by using high-quality inputs and suitable management techniques. India's output per acre is hardly half of the world average. Additionally, the market for agro-tech

products has a lot of promise. Natural manure and pesticides are gradually replacing the usage of chemical-intensive fertilisers and insecticides.

The production and marketing of natural manures, eco-friendly agrochemicals, and bio-pesticides are all experiencing tremendous potential as a result of this gradual shift. Currently, the main goal of farming is to increase productivity while utilising seasonal variations. Innovation can be found in the balanced application of agrochemicals, fertilisers, and pesticides; in crop rotation and multiple cropping for soil conservation; and in the use of agritech devices to cut labour costs and drudgery. Opportunities in the value chain, output processing, and marketing are felt during the post-harvest phase. Enhancements in the management of the agricultural produce supply chain are creating opportunities for new enterprises. Plants that process agricultural products are growing quickly. Distribution and logistics offer opportunities (Pandey, 2013). Developing greenhouse concepts, herbal plantations, dairy and poultry development, animal husbandry, grading and packaging of agri-products, setting up food processing units, and setting up cold storage facilities are just a few of the areas where agripreneurship development opportunities exist to determine the issues and obstacles keeping farmers from pursuing a career as agripreneurs (Alex, 2011).For a number of years now, the federal and state governments have worked to assign numerous agencies to work together in order to provide various forms of assistance and facilities for the development of agro-entrepreneurship. These are a few of the illustrated support structures:-

i. RKVY – RAFTAAR Agri Business Incubator (R-ABI): A total of 24 R-ABIs and 5 Knowledge Partners (KP) support agribusiness start-ups with the following objectives: A platform that allows for quicker experimentation and modification in their approaches or minimum viable product (MVP) based on innovative solutions/processes; b) enabling and handholding for translation of MVP to marketable stage and scaling up the product and business; and c) supporting deserving incubators in a timely manner. Under the auspices of ICAR's Indian Agricultural Research Institute (IARI), 14 R-ABIs are employed to assist the incubatees in bringing their goods and services to market and expanding their operations in order to attain economic viability more quickly and at a fair cost. Permitting PusaKrishi's initiatives under RKVYRAFTAAR to promote agricultural entrepreneurship

A. AGRI INDIA HACKATHON:- The largest online gathering to promote dialogue and accelerate agricultural breakthroughs through fresh perspectives, creative solutions, and state-of-the-art knowledge & research is called Agri India Hackathon. The goal of the Agri India Hackathon is to provide a roadmap for the future advancement of agriculture by addressing five interrelated topics. The best 24 inventions in each of the several focus areas will each get a monetary award of INR one million. Furthermore, the winning ideas will have first dibs for pre-seed, seed, and incubation stage investments of 5 lakh and 25 lakh, respectively, at any one of the 24 RABIs, contingent upon assessment by the independent RABI. Additionally, our network of universities will have the opportunity to validate the technology and conduct field testing for the winning solutions.(if they opt for incubation support).

B. UPJA: Up to 25 lakh Grant-in-Aid that provides access to cutting-edge infrastructure, pilot opportunities, institutional networks, and the opportunity to support and evaluate technologies Mentoring from industry professionals in business, along with market and investor connections C. ARISE: Up to 5 lakhs in grant-in-aid with opportunities for technology validation and support, pilot projects, industry leaders' business mentoring, market and investor linkages, and more.

ii. DBT: BIRAC offers financial support to start-ups that have innovative and worthy concepts, technologies, and technology through its Sustainable Entrepreneurship and Enterprise Development Fund ("SEED Fund"). The Biotechnology Ignition Grant (BIG) programme of BIRAC supports entrepreneurial ideas with the potential for commercialization and incentivizes researchers to form firms in order to move technology closer to the market. In addition, the E YUVA (Empowering Youth for Undertaking Value Added Innovative Translational Research) programme of BIRAC aims to promote applied research and need-driven (societal or industrial) entrepreneurial innovation among young researchers and students. The programme is run through

EYUVA Centres (EYCs), which provide pre-incubation, mentoring, and fellowship support to promote an entrepreneurial culture. EYCs are housed within the walls of universities or institutes, under the direction of a bio-incubator funded and supported by BIRAC Bio-NEST.

iii. MSME: To encourage entrepreneurship and start-ups for innovation in the agro-industry, a network of technology centres and incubation centres is being established with the support of A Scheme for Promotion of Innovation, Rural Industries and Entrepreneurship (ASPIRE).The creation of technology business incubators (TBI) or livelihood business incubators (LBI) is financially supported by ASPIRE.

iv. IP support: By covering professional expenses so that the government can pay IP fees, the IP Facilitation Centres (IPFCs) assist entrepreneurs in securing IP protection and advocating for the protection of inventors' rights under the IP regime. In addition, there are tax advantages for patent revenue as well as the possibility of excise duty remission.

v. Network support: Many governmental and nongovernmental organisations aim to promote the growth of prosperous start-ups both domestically and internationally. A few of them are the Indian STEP and Business Association (ISBA), the PHD Chamber of Commerce (PHDCC), Indus Enterprises, the National Entrepreneurial Network (NEN), and the Federation of Indian Chambers of Commerce and Industries (FICCI).

vi. Financial and funding support: A number of ministries and agencies offer funds to start-up businesses through grants, soft loans, equity participation, subsidies, tax breaks, private financing, and debt instruments, to name a few. BIRAC grants, the MUDRA programme, the Venture Capital Assistance Programme by the SFAC, the Credit Guarantee Fund Trust for MSME, the Start-up India scheme, soft loans from the Technology Development Board, NIDHI PRAYAS to provide pre-incubation support for start-ups, and many more are among them.

vii. APEDA (Agriculture and Processed Food Products Export Development Authority): The Government of India established the Agricultural and Processed Food Products Export Development Authority (APEDA) in compliance with the Agricultural and Processed Food Products Export Development Authority Act, which was ratified by the Parliament in December 1985.Under the leadership of Chairman APEDA, the Authority has been supporting the agri-export community for the past 37 years from its main headquarters in New Delhi. APEDA has set up fifteen regional offices to facilitate communication with exporters around the nation. For the purpose of accrediting Certification Bodies for Organic Exports under the National Programme for Organic Production (NPOP), APEDA acts as the secretariat of the National Accreditation Board (NAB).This specialised institute aims to maximise foreign exchange and agri-export while also contributing to employment and job creation through value addition.

viii. Special Economic Zones (SEZ): The Government of India established the Agricultural and Processed Food Products Export Development Authority (APEDA) in compliance with the Agricultural and Processed Food Products Export Development Authority Act, which was ratified by the Parliament in December 1985.Under the leadership of Chairman APEDA, the Authority has been supporting the agri-export community for the past 37 years from its main headquarters in New Delhi. APEDA has set up fifteen regional offices to facilitate communication with exporters around the nation. For the purpose of accrediting Certification Bodies for Organic Exports under the National Programme for Organic Production (NPOP), APEDA acts as the secretariat of the National Accreditation Board (NAB).It is a specialised organisation whose mission is to maximise agri-export and foreign exchange.

ix. Agri Export Zone (AEZ): 60 AEZs covering 60 farm commodities across 20 states were declared in an effort to support agri-exports and link start-ups with global markets.

Obstacles to the growth of entrepreneurship:-

1. For most farmers, their primary source of income is agriculture. The inexperienced small-business owner finds it difficult to commercialise their farming because they lack the necessary knowledge, tools, connections to the market, and resources.
2. Farmers, who use the many services offered by independent contractors, should be informed of the benefits of these services prior to their promotion.
3. Government agencies ought to give up on using free services as a means of promotion. In actuality, a large number of farmers—particularly the influential ones—think that the government should provide technical consultation and agricultural extension services.
4. The independent technicians need continuous assistance in the form of technical and commercial know-how, marketing company communication, suppliers of equipment and supplies that are needed, and research institutes that are creating cutting-edge innovations.
5. A number of legislative limitations and barriers are impeding the expansion of the agribusiness, which is backed by People's Organisations and Cooperatives. This type of commerce is typically conducted by private dealers, who disrupt the fair-trade environment.
6. People's Organisations People often put off deploying state-of-the-art technology due to concerns that they would incur significant costs that could negatively affect company profitability. Farmers' members become disinterested in their leaders' businesses and their own because of outdated technology and low profitability.

Agripreneurship Development in India: Challenges:-The development of agripreneurship faces a number of significant challenges and obstacles, including the following:

1. Inadequate Infrastructure: All development must include infrastructure development. India's rural areas lack adequate and inadequate infrastructure, particularly in terms of power, communication, and transportation networks (Gandhi, Kumar, and Marsh, 2000).

2. Lack of Entrepreneurial Culture: It has been observed that in several regions of India, there is a very low level of entrepreneurial culture. Lack of knowledge and awareness is impeding rural inhabitants' efforts to create an entrepreneurial culture (Ghosh, 2011).

3. Skilled and Talented Workforce Migration from Rural to Urban regions: People are migrating to urban regions due to the appallingly inadequate amenities and infrastructure in rural areas. This departure has resulted in a talent deficit in rural areas. This is due to a lack of work possibilities, skill development, specialisation, and talent exploitation. There are many urban industries where people are looking for job, even those with specialised training, education, and knowledge. In quest of greater job possibilities, young adults from rural areas sometimes move to urban places.

4. Inadequate and Poor Technologies and Equipment: With the aid of knowledge, people may investigate options, assess circumstances, and make the best decisions possible at the appropriate moment.

5. Information Gap: There is a significant gap in the growth of agribusiness. Agribusiness will suffer from a lack of knowledge on farm technology, equipment, and business.

6. Inadequate Transportation: Farmers face numerous challenges in marketing their products, including inadequate storage facilities, a dearth of marketing infrastructure, a lack of facilities to promote agricultural products, unstable prices for agricultural products, erratic demand, the influence of local middlemen, and numerous other issues.

7. Inadequate Institutional Measure and Government Policies: Many government policies exist, however it appears that their application is improper due to problems like bureaucracy and corruption. Due to their ignorance and illiteracy, people living in rural areas are unable to learn about government initiatives and take advantage of them. Importantly, compared to the expansion of the industrial and service sectors, the government provides substantially less support to the agriculture sector.

8. Problems in Marketing of Agricultural Products: There is no utility in producing anything that cannot be consumed or sold. Farmers now have difficulties in marketing their agricultural products due to a multitude of concerns.

9. High costs of Physical Logistics: Communities in India are not well connected by transit. It might be challenging for farmers to move their goods into neighbouring marketplaces. They do not have access to

warehouse space, thus they cannot store their merchandise. For the former, the product's launch costs are rising at an astronomical rate. It is used not only to transport agricultural goods but also to buy supplies such as pesticides, fertiliser, and seeds.

RESEARCH METHODOLOGY

The research approach utilised in this study is primarily descriptive in nature. Secondary data collecting is used in the research process, and the primary goal of the study is to achieve the predetermined goals. The material and data used in the study came from a number of secondary sources. In the current study, references to numerous papers, studies, and books on social entrepreneurship have been made.

DISCUSSION: The study gathers data on the fundamental forms of agri-entrepreneurship, the growth of agri-entrepreneurship in India, and its obstacles, like a lack of requisite skills. The main obstacles include a lack of entrepreneurship among the public, inadequate infrastructure, and the transfer of skilled and clever workers from rural to urban areas. The substantial GDP contributions made by the poultry and dairy industries, as well as the pet care market's rapid compound annual growth rate over the last six years, suggest that there may be chances in this related business (Chand, 2019).

RECOMMENDATIONS:

• Finding strong agriculture and allied businesses is essential to creating a successful rural development environment and encouraging an entrepreneurial spirit among rural people.
• Offering technical training programmes tailored to the needs of the industry to help potential businesses acquire the necessary technical know-how.
•Assisting in the establishment of a venue and platform where organisations eager to foster the growth of agricultural entrepreneurship can convene.
•Establishing a development fund to help farmers build agricultural innovation hubs.
•Educating and training young people in rural areas to become entrepreneurs and helping them with funding and marketing.
•Creating successful marketing plans and pinpointing important areas for agripreneurship growth throughout the numerous stages of the value chain of the agricultural industry. • Developing rural areas' infrastructure.
• Fostering an entrepreneurial spirit among rural residents and developing a dynamic environment for the growth of rural towns.
• Educating and training young people in rural areas in entrepreneurship while improving the infrastructure to facilitate the launch of new enterprises.
• Identifying the critical areas for the growth of agricultural entrepreneurship at each stage of the value chain for agricultural processes and creating efficient marketing strategies.
• Finding prospective agricultural-related business sectors to encourage entrepreneurship.
• Providing industry-specific technical training programmes to assist prospective business owners in gaining the requisite technical know-how.
• Forming organisations to promote local company expansion and support coordinated efforts for the development of certain areas.
• Creating a development fund to assist first-time agricultural entrepreneurs.
• Creating agricultural incubation centres;
• Presenting financial and marketing help as a form of assistance.

CONCLUSION / SUMMARY: The rise of entrepreneurship offers a novel approach and resolution to a problem that a community faces. Agri-social entrepreneurship development can support long-term local and regional growth. In this era of globalisation, our economic strategy must prioritise social and food security in addition to creating a growth-friendly environment. In light of the unpredictable weather, farmers need to be encouraged to take on agri-entrepreneurship projects that will benefit society as a whole. Agriculture is a challenging industry. Young people who grow up in rural areas and farmers should see entrepreneurship as a long-term, profitable solution to societal problems. In order to inspire young people in rural regions and farmers to seek a career in agri-entrepreneurship, organisations and governments should offer training and

continuous support networks that offer the necessary help.
Agriculture has the ability to greatly boost the GDP of the nation by directly employing a larger and more disadvantaged segment of the labour force. In order for the industry to increase output and profits, agribusiness is both necessary and possible. Agribusiness expansion will boost rural development, lead to exceptional primary sector growth, and maximise resource utilisation within the economy. Additionally, it helps India reach its objective of balanced economic growth. Agriculture is currently in demand in order to generate more lucrative and attractive agricultural and related enterprises.
Young people need to be instilled with an entrepreneurial spirit, as the growth and development of agriculture has a direct impact on the amount of poverty reduction. The majority of creative, workable solutions that enable the growth of farm income, jobs, and rural prosperity are the result of agricultural entrepreneurship.

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