

Agripreneurship in the Present Environment: A Case Study of Western Uttar Pradesh

Mr. Mohd Umar Farukh*

Email- omrfrq092@gmail.com

Research Scholar,

Department of Commerce,

Aligarh Muslim University, Aligarh, India

Prof. Nawab Ali Khan

Email- nawabalikhan@ymail.com

Chairman, Department of Commerce,

Aligarh Muslim University, Aligarh, India

ABSTRACT

Moving from agriculture to agribusiness is an important way to bring about change or transformation in Indian agriculture and to create an attractive and profitable business. Agripreneurship has the potential to generate growth, diversify revenue, provide employment opportunities and businesses in rural areas. This paper focuses on the basic concepts of Agripreneurship, business skills and Agripreneurship development needs and opportunities in this area. As Farmers are the backbone of our country there is a need to develop certain farmers in the current environment. For the purpose of the study, the researcher took five counties west of Uttar Pradesh namely, Saharanpur, Baghpat, Muzaffarnagar, Meerut and Shamli. The main power in these regions is sugarcane, rice and wheat. Although there is significant growth in the agricultural sector, the growth rate is not very satisfactory compared to the secondary and tertiary sectors. The overall growth rate in agriculture may not be very helpful in reducing poverty in India, unless agricultural growth accelerates. However, the transformation of agriculture into Agripreneurship, is an important way to revitalize Indian agriculture and create a lucrative and lucrative business due to the continued decline of agricultural-based land and widespread unemployment. This paper has tried to find out whether Agripreneurship is a tool to increase the income of

farmers or for their livelihood. Through this domain, key data is collected from Saharanpur, Baghpat, Muzaffarnagar, Meerut and Shamli region of Uttar Pradesh.

Keywords: *Agripreneures, farmers, employment generation, agribusiness, entrepreneurial competencies*

INTRODUCTION

The Indian economy is actually an agricultural economy, with more than 60 percent of the population dependent on agriculture. After independence, more than half of the country's income was invested in agriculture and more than 70 percent of the total population depended on agriculture (Pandey, 2013). The agricultural and integrated sectors are considered to be the Indian economy mainly because these are important sources of underdeveloped industries and require a wide range of industrial products especially fertilizers, pesticides, agricultural products and a variety of commodities (Bairwa

et al., 2014a)). Presently, agriculture is changing its shape and increasing its scope beyond the traditional farming and animal husbandry for livelihood of rural population as the activities like diversification, value addition, precision farming, high-tech agriculture, Agripreneurship, global marketing, organic farming etc. are gradually getting due attention of people involved on redefining agriculture. Agripreneurship is an employment strategy that can lead to economic self-sufficiency of rural people (Abdullah, et al, 2013). As a result of changing social, economic, political, environmental and cultural activities around the world, farmers' choices to survive and to ensure that success in changing their economic conditions become more critical. It is also important to note that the emergence of a free global market economy has led to the development of a new business spirit of "Agripreneurship" and an increase in the individual's need to do his business (Alex, 2011). The term Agripreneurship is synonymous with agribusiness and refers to the establishment of an agribusiness and agribusiness sector. Agripreneurship transforms agricultural work into entrepreneurial activity. Dollinger (2003) defines agribusiness as the establishment of a new economic entity for the purpose of growth or profit under conditions of risk and uncertainty in agriculture. On the other hand Gray (2002) defines an entrepreneur as a person who runs a business with the aim of growing the business and the leadership and management skills

needed to achieve those goals (Bairwa & Lakra 2014). Poverty in rural areas and slow agricultural growth require the establishment of agribusinesses in order to be more productive and profitable in agriculture. The Agripreneurship program is needed to develop entrepreneurs and management staff to take care of the global agricultural industry (Bairwa et al., 2014b). Agripreneurship is strongly influenced by economic, educational and cultural status (Singh, 2013).

AGRIPRENEURSHIP: AN INTRODUCTION

Agripreneurship is a business process that takes place in agriculture or in affiliate sectors. It is a process of adopting new methods, processes, strategies for agriculture or integrated agricultural sectors, in order to achieve better productivity and economic benefits. Agripreneurship transforms agricultural work into entrepreneurial activity. Agripreneur is a founder, driving change in the rural economy, embracing new ideas in agriculture and related sectors. He takes risks, adopts new things, develops new ways of doing things and buys new markets. Dollinger (2003) defines agribusiness as the establishment of a new economic entity for the purpose of growth or profit under conditions of risk and uncertainty in agriculture.

Table – 1 Areas of Agripreneurship

Terms	Description
Agripreneur	entrepreneur whose main business is agriculture or agriculture-related Agriculture + Entrepreneur = Agripreneur
Agripreneurship	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
Agribusiness Centres	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 to technically trained persons.
Beekeeping	There is an immense scope of honey production and bee-keeping in the country due to its wide area of flora and fauna. This is such a growing venture where even as illiterate and resource poor men/women can start their own with no land required.
Animal Husbandry	India ranks 1st in milk and milk product production. Livestock management and cattle rearing has been the part of our day to day life. Rearing of improved breed and their proper's management can give a good return to the farmers.
Fruit and vegetable preservation	Another major small industry which can be started very easily is production of various fruits and vegetables preserved items viz., Potato chips, Potato fingers, Potato pappad, Mango and Litchi Squashes, Jam, Jelly Marmalade, Mixed vegetable, Tomato pickles, Tomato sauce, Ketchup etc.
Horticulture based enterprises	India is major producer of vegetables viz., Potato, Onion, Eggplant, and Cauliflower. Bihar is known for its Shahi Litchi, other fruits grow are Mango, Guava, Citrus, Banana, Papaya, Ber, Pineapple and Makhana. Flavor of its Spices, red Chilli and Coriander spreads all over the country.

Source: Verma et al (2018). *Opportunities in agri-preneurship in India: Need, challenges and future prospects. Rashtriya Krishi, 13(1), 69-72*

ROLE OF AGRIPRENEURSHIP IN INDIAN ECONOMY

Agripreneurship plays a different role in the growth and development of the national economy through entrepreneurial development that increases income and employment opportunities in rural and urban areas (Bairwa et al., 2012). Agripreneurship also plays the following role in the economic system (Sah, 2009). It helps to alleviate the productive benefits of smallholder farmers and integrate them into the local, national and international markets. It helps to reduce food costs, provide uncertainty and improve the food supply of the rural and urban poor in the country. It also creates growth, increases and diversifies revenue, and provides business opportunities in rural and urban areas (Nagalakshmi, 2013). It also helps to alleviate production benefits for smallholder farmers and integrate them into local, national and international markets. It helps to reduce food costs, provide uncertainty and improve food security for the rural and urban poor in the country. It also increases, increases and divides revenue and provides business opportunities in rural and urban areas.

AREAS OF ENTREPRENEURSHIP DEVELOPMENT IN AGRICULTURE

Nowadays, easy access to technology, the emergence of small budgets, liberal government regulations, awareness and training programs in the agricultural sector and affiliated organizations and the changing attitudes of highly skilled people to work in the agricultural sector have contributed significantly to economic development. The power of Agripreneurship in India (Bairwa et al., 2014). Agriculture has a number of business areas that include activities such as Creating, Goat breeding, rabbit farming, Floriculture, fishing, Shrimp farming, sheep rearing, vegetable growing, kindergarten farming, forestry planting (Pandey, 2013). Potential commercial areas for agriculture are: -

Table – 2 Areas of Agripreneurship

Terms	Description
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.
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.
Agro-inputs manufacturing units	These units produce goods either for mechanization of agriculture or for increasing manufacturing plants, e.g.-Fertilizer production units food processing units, agricultural implements etc.
Agro service centres	These include the workshops and service centre for repairing and serving the agricultural implement used in agriculture.

and Source: Verma et al (2018). *Opportunities in agri-preneurship in India: Need, challenges and future prospects. Rashtriya Krishi, 13(1), 69-72*

OBJECTIVES OF THE STUDY

- To discuss the opportunities and barriers for emerging Agripreneurs.
- To study the present position of Agripreneurs in western Uttar Pradesh.
- To understand the challenges that serve as barriers to business skills development in the agricultural sector of Western Uttar Pradesh.
- To analyze the agri-business activities of farmers in western Uttar Pradesh.

RESEARCH METHODOLOGY

The present study is of descriptive and exploratory, relevant source of literature search and information are extensively adhered during the course of study. The study encompasses the five district of western Uttar Pradesh viz. Meerut, Baghpat, Saharanpur, Muzaffarnagar and Shamli. The present study was carried out by considering primary data. The primary data were collected through questionnaire and survey from the sample district. A total of 100 respondents were considered for the study. There are 20 respondents from each sample districts were selected for the purpose of data collection.

Table – 3 Research Methodology

Nature of the Study	Descriptive and Exploratory
Nature of Data	Primary Data
Source of Data	Questionnaire and Survey
Sample of the Study	Saharanpur, Baghpat, Muzaffarnagar, Meerut and Shamli (Uttar Pradesh)
Tenure of Study	2020-2021

Source: Researchers compilation

Table – 4 Issues and Challenges for Agripreneurs

Challenges	Remedies
Lack of Funds	Set up of Finance cell
Lack of Infrastructure	Concessional rates of interest
Risk	Suitable supply of raw material
Marketing Problems and Competitions	Offering training facilities
Lack of technological Dissemination	Setting up marketing co-operatives
Legal formalities and regulations	New Financing Instruments
Availability of Resources	Supportive Infrastructure
Lack of technical knowledge	Financial Literacy among farmers
Quality Control	Facilitating Electronic Payment System
Low skill level among farmers	Portable Smart Technology

Source: Verma et al (2018). *Opportunities in agri-preneurship in India: Need, challenges and future prospects. Rashtriya Krishi, 13(1), 69-72*

Table – 5 Areas for Agripreneurship

Term	
Agro produce processing units	Three units do not manufacture any new product. They merely process the agriculture produce e.g. Rice mills, Dal mills, decorticating mills etc.
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.
Agro-in puts manufacturing units	These units produce goods either for mechanization of agriculture or for increasing manufacturing plants, e.g.-Fertilizer production units food processing units, agricultural implements etc
Agro service centers	These include the workshops and service centre for repairing and serving the agricultural implement used in agriculture
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 vermin- compose units, goat rearing farmers club, organic vegetable and fruits retail outlet, bamboo plantation and jatropha cultivation.

Source: Verma et al (2018). *Opportunities in agri-preneurship in India: Need, challenges and future prospects. Rashtriya Krishi, 13(1), 69-72*

Table – 6 Challenges for Agripreneurship

Challenges	Suggestions for Development
Poor Infrastructural Facilities	Promoting Entrepreneurial Culture
Poor Entrepreneurial Culture among People	Entrepreneurial Education
Talent Migration from rural to Urban	Improve Infrastructural Facilities
Poor Technologies and Equipment	Identifying Thrust Area for Agripreneurship Development
Problems in marketing of Agricultural Products	Providing Technical Training Program
High Costs of Physical Logistics	Establishment of Agricultural Incubation Centre
Unresponsive Government Policies	Provide Financial and Marketing Support
	Promoting Exports of Agri Products

Source: Verma et al (2018). Opportunities in agri-preneurship in India: Need, challenges and future prospects. Rashtriya Krishi, 13(1), 69-72

CHALLENGES FACED BY AGRIPRENEURS IN WESTERN UTTAR PRADESH

Shortage of Funds: The shortage of finance for local businesses is one of the major problems which are facing Agripreneurs especially due to the global economic downturn. The main sources of funding for rural areas are loans from rural regional banks or Zamindars but their interest rates are usually very high. Other state-owned enterprises also function as the State Treasury and the State Industrial Development Corporation (SIDC).

Lack of Infrastructure: The growth of rural entrepreneurs is far from healthy despite government efforts due to a lack of adequate and adequate infrastructure.

Risk: Rural entrepreneurs are less likely to take risks due to lack of funding and external support.

Problems of Marketing and Competition: Rural entrepreneurs face stiff competition from large corporations and urban entrepreneurs. The biggest problems traders face are the problem of suspension and competition from large units. They face a dilemma in setting standards and adhering to them.

DATA ANALYSIS AND INTERPRETATION

The primary data has been collected through questionnaire and survey from the sample districts. There are total 100 respondents selected for the study from the five districts of western Uttar Pradesh. There were 20 respondents selected from each sample districts for the purpose of research. The analysis and interpretation are as follows:

Table 7 Respondents' Age

Age	No. of Respondents'	Percentage
25 to 30	16	16%
31 to 40	60	60%
41 to 50	22	22%
51 and above	2	2%
Total	100	100%

Source: Data collected and calculated from the field study through questionnaire

The above table shows that 60 per cent of the total 100 respondents belong to the age group of 31-40 years, 22 per cent falls within the age group of 41-50, 16 per cent of the Agripreneurs age group is 25-30 years and remaining 2 per cent respondents' age group is above 51 years.

Table 8 Educational Qualifications

Qualification	No of respondents	Percentage
Illiterate	9	9%
1st to 10 th	31	31%
Inter to degree	46	46%
Degree above	14	14%
Total	100	100%

Source: Data collected and calculated from the field study through questionnaire

The above table explains the number of respondents which points towards that most of the Agripreneurs are 46 per cent done secondary education with graduation, there are around 31 per cent of the Agripreneurs finished Xth standard class. It is noted that around 14 per cent of the Agripreneurs are completed their post graduate while only 9 per cent of the respondents are illiterate in the sample districts of western Uttar Pradesh.

Table 9 Agriculture Land Holding

Agriculture field	No of respondents	Percentage
Small (Less than 2hec)	29	29%
Medium (2 to 8 hec)	46	46%
Large (more than 8 hec)	25	25%
Total	100	100%

Source: Data collected and calculated from the field study through questionnaire

The table 9 explains the agriculture land holding of respondents of sample districts of western Uttar Pradesh. It points towards that 25 per cent of the Agripreneures are the owner of large farmers, 46 per cent of the Agripreneures are the medium owner while 29 per cent respondents are small farmers.

Table 10 Annual Income

Annual income	No of respondents	Percentage
Less than 1 lakh	33	33%
1-3 lakh	41	41%
More than 3 lakh	26	26%
Total	100	100%

Source: Data collected and calculated from the field study through questionnaire

The above graph elucidate the yearly income of Agripreneures in sample districts of western Uttar Pradesh. It is evident that most of the Agripreneures are 41 per cent between 1lakh to 3 lakh. There are around 33 per cent between fewer than 1 lakh and 26 per cent more than 3 lakhs.

Table 11 Family Size

Family size	No of respondents	Percentage
Small family	36	36%
Joint family	46	46%
Large family	18	18%
Total	100	100%

Source: Data collected and calculated from the field study through questionnaire

The table 11 presents the structure of the family of Agripreneures of sample districts of western Uttar Pradesh. It is cleared from the above table that most of the Agripreneures are belongs to small family i.e. with 36 per cent, 18 per cent of the Agripreneures are belongs to large family and 46 per cent from joint family of the western Uttar Pradesh.

Table 12 Turnover from Agricultural Field

Turnover Rs.	No of respondent's	Percentage
Less than10000	41	41%
10000 to 99999	31	31%
More than 1 lakh	28	28%
Total	100	100%

Source: Data collected and calculated from the field study through questionnaire

The table 12 explains the Gross Sales from Agricultural Field of respondents from sample districts of western Uttar Pradesh. It is noted that 28 per cent of the Agripreneures gross sales Rs.1lack, 41 per cent of the Agripreneures were receiving fewer than Rs.11,000 from their farming land, 31 per cent of the people were receiving Rs.10,000 to Rs. 99,999.

Table 13 Production of Agricultural Products for Commercial Sale

Agriculture products for commercial sales	No of Respondents	Percentage
Yes	76	76%
No	24	24%
Total	100	100%

Source: Data collected and calculated from the field study through questionnaire

The above table shows that 76 per cent of the Agripreneures said that they are producing agricultural products for commercial use remaining 24 per cent said that they are not producing for commercial use.

Table 14 Sale of Agri Product in the Market

Agriculture products for Commercial Sales	No of Respondents	Percentage
Directly	76	76%
Through Middle Man	14	24%
Agent	10	10%
Total	100	100%

Source: Data collected and calculated from the field study through questionnaire

The table 14 presents the selling of products of Agripreneures in the sample districts of western Uttar Pradesh. It is noted that 76 per cent of the Agripreneures sold goods in the marketplace, 14 per cent of the Agripreneures are dependent on mediators while rest 10 per cent of the Agripreneures were depends on agents.

Table 15 Type of Agricultural Products

Agriculture Products	No of Respondents	Percentage
Commodity Crops	24	24%
Specialty Crops	42	42%
Fish	16	16%
Any other	18	18%
Total	100	100%

Source: Data collected and calculated from the field study through questionnaire

The above table shows that 42 per cent of the Agripreneurs depending on specialty crops, 24 per cent of the Agripreneurs depending on commodity crops, 16 per cent of the Agripreneurs depending on aquaculture i.e., farming fish, remaining 18 per cent of the Agripreneurs depending on other type of food products.

Table 16 Number of Crops in a Year

Number of Crops	No of Respondents	Percentage
1	18	18%
2	68	68%
3	14	14%
Total	100	100%

Source: Data collected and calculated from the field study through questionnaire

The above table shows that majority i.e. 68 per cent of the Agripreneurs are depending on two crops per annum, 18 per cent of the Agripreneurs are depending on one crop pattern, followed by 14 per cent of the Agripreneurs are depending on three crop patterns per annum.

Table 17 Financial Assistance

Source of Financial Assistance	No of Respondents	Percentage
Bank	36	36%
Micro Finance	20	20%
Self-Finance	26	26%
From friends and relatives	18	18%
Total	100	100%

Source: Data collected and calculated from the field study through questionnaire

Table 17 exhibits the financial assistance received by the Agripreneurs from the various sources for their Agripreneurs. It is noted that 36 per cent of the respondents are availing funds for their businesses from the banks, while 20 per cent taking from Micro finance, 18 per cent respondents taking money from friends and relatives.

CONCLUDING REMARKS

Agricultural businesses share many aspects of a 'normal' business, but also have their own unique characteristics due to the particular context of the agricultural sector. With better conduct in industrial and business education, entrepreneurs will take advantage of access to human resources. The present study provides an overview the present situation of Agripreneurs,

their education, their businesses, sources of finance, market of their products etc in Meerut, Baghpat, Muzaffarnagar, Saharanpur and Shamli districts of Uttar Pradesh. It is clear that there is a great agricultural trade and this ability can only be achieved through proper management of agricultural resources by a person with the potential to take risks and to seek the latest information in the agricultural sector can be a good entrepreneur. The agricultural sector has the potential to contribute to the country's economy and at the same time provide direct employment and income to a large portion of the population at risk. Agripreneurship is not only an opportunity but also a need to improve productivity and profitability in the agricultural sector. Agripreneurship is a need for hours to make agriculture an attractive and profitable business. It is clear that there is a huge potential for agribusiness in agriculture and this ability can only be achieved through the proper management of agricultural inputs such as soil, seed, water and market needs. The agricultural sector has the potential to contribute to the country's economy and at the same time provide direct employment and income to a large portion of the population at risk. Agripreneurship is not only an opportunity but also a need to improve productivity and profitability in agriculture and the integrated sector.

REFERENCES

- Abdullah & Sulaiman, A. (2013). Factors that influence the Interest of Youths in Agricultural Entrepreneurship. *International Journal of Business and Social Science*, 4(3); 288-302.
- Anderson D. (1982). Small industry in developing countries: A discussion of issues. *World Development*, 10(11):913-948.
- Anyon J. (1980). Social class and the hidden curriculum of work. *Journal of education*, 67-92.
- Bairwa SL, Lakra K, Kushwaha S, Meena LK, Kumar P. (2001) Agripreneurship Development as a Tool to Upliftment of Agriculture.
- Bairwa, K.L., Kerobim Lakra, S. Kushwaha, L.K. Meena and Pravin Kumar (2014). Agripreneurship Development as a tool to Upliftment of Agriculture. *International Journal of Scientific and Research Publications*, 4 (3), 1-4.
- Bairwa, S. L. and Kushwaha S. (2012) Agro Industry scenario in India *in Edited by Prof. S. P. Singh, Agricultural research and Sustainable development in India*, Bharti Publications, New Delhi, 159-182
- Birthal, P., Joshi, A. K., and Singh, D. K. (2006). Agricultural Diversification in North Eastern Region of India: Implications for growth and equity. *Indian Journal of Agricultural Economics*, 61(3), 328-340

Kular IK, Brar AS (2011) Transforming Indian Agriculture through Agripreneurs. *Indian Journal of Marketing*. 2011; 42(3).

McCombie JS, Thirlwall AP, Thompson P. (2006) *Economic growth and the balance of payments constraint*. New York: St. Martin's press.

McElwee G. (2006). Farmers as entrepreneurs: developing competitive skills. *Journal of Developmental Entrepreneurship*. 11(03):187-206.

Mohammad Javad Fazeli, A.R. (2015). Factor Analysis of Entrepreneurship Development among Rural woman. *Biological Forum – An International Journal*, 7(1), 59-63.

Nagalakshmi, A.S. (2013). Agri-Preneurs: A Case Study of Dharmapuri Farmers. *International Journal of Science and Research*, 2(8), 208-214.

Saini JS, Bhatia BS. (1996). Impact of Entrepreneurship Development Programmes. *Journal of Entrepreneurship*. 1996; 5(1):65-80.

Satish, S. Uplaonkar, S.S. (2015). Development of agriculture in India through Agripreneures. *International Journal of Applied Research*, 1(9): 1063-1066.

Umali Deininger D. (1997). Public and private agricultural extension: Partners or rivals. *The World Bank Research Observer*. 12(2):203-224.

Verma (2018). Opportunities in agri-preneurship in India: Need, challenges and future prospects. *Rashtriya Krishi*, 13(1), 69-72.