

AGRIPRENEURSHIP ADVANCEMENT CREATING LIVING FOR INDIGENOUS YOUTH | RESTRICTIONS AND SOLUTIONS

Ms. Sangya Ranjan

Associate Professor, Department of Economics, Satyawati College Eve, University of Delhi

Email id- Sangyaranjanscedu@gmail.com

Prof J K Tandon

Convener MBA, School of Business and Management, Jaipur National University, Jaipur

Email Id- jktandon.sbm@jnujaipur.ac.in

Abstract

Agripreneurship is being hailed as a means of boosting the job marketplace for youths. Agribusiness is impacted by the economy, education, and culture. To keep up with the changing global economy, agricultural reform needs youth participation. The researcher plans to cover youth, youth development, causes for youth disinterest in farming, agripreneurship development, strategies for retaining and attracting youth in agriculture enterprises, and infrastructural measures to leverage the young generation for agriculture. Despite the growing number of indigenous young people, most are reluctant to get involved in farming. The goal of the research was to examine how indigenous youth may become Agripreneurs in order to enhance agricultural practices. Indigenous as a result of agriculture's low productivity and inherent primitiveness, an increasing number of young people are entering the workforce. Agriculture must overcome a variety of limitations that hamper growth and competitiveness in order to appeal to the indigenous young and provide strong employment prospects. The study discussed challenges faced by Agripreneurs and their solutions, how youth empowerment in agriculture can decipher the crisis of underemployment and migration, how youth can be inspired to take up agriculture and farm-related businesses, and whether leveraging youth for farming can be an instrument for transformation. If technology and innovation do not really connect, this sector will stagnate. Researchers found that farm youth confront significant restrictions that prevent them from establishing a successful agri-business. This research focuses on the challenges faced by the next generation of farmers, who are a powerful force if they are not engaged in farming. To help young farmers who cannot leave agriculture and to recruit more of the next generation.

Keywords: Agricultural, Entrepreneur, Agripreneurship, Rural Developments, and Employment

1. INTRODUCTION

The Indian economy is basically agrarian economy. India manages 17.5 % of the world's population lives on only 2.4 percent of the planet's land. At the period of independence,

agriculture provided or more half of the national income, and it employed more than 70% of the people. Agriculture and associated sectors are regarded as the backbone of the economic development since they provide essential raw material for industries and generate demand for a wide range of industrial products, including fertilizers, insecticides, agricultural tools, and a wide range of consumer goods. Farmers' as well as nations' alternatives for survival and long-term achievement in transforming their various economic circumstances have grown increasingly crucial as the world's socioeconomic, political, environmental, and cultural components change. It's also worth mentioning that the advent of free market economies throughout the world has spawned a new entrepreneurial spirit known as "Agripreneurship," as well as a greater individual desire to manage their own enterprises. Entrepreneurship has to do with figuring out how to start and grow a lucrative agricultural business. Entrepreneurship or agripreneurship are terms that are widely used in the contexts of agriculture education & small business creation. Entrepreneurship is described in agriculture as the creation of a developing financial organizations with the goal of profit or expansion in the face of uncertainty. On the other side, identifies an entrepreneur is a person who runs a business with the purpose of increasing it and who possesses the essential leadership and management abilities to do so. In the face of rising poverty and unemployment in rural regions, as well as slow agricultural growth, agriculture need more entrepreneurship to increase profitability and productivity. The agripreneurship program is essential for developing entrepreneurs and managerial talent to serve the global agriculture industry. The economic environment, education, and culture all have a significant impact on agribusiness (Bairwa, S. L., 2014).

2. PROSPECTS OF AGRIPRENEURSHIP

Agripreneurship, or agricultural entrepreneurship is a process that may be described in a variety of ways in which farmers become more ambitious, creative, imaginative, and prepared to take calculated risks in order to enhance and expand their farm company. Agripreneurship combines agriculture with entrepreneurship to create a prosperous agribusiness. It is identical with agricultural entrepreneurship and refers to the formation of agribusinesses in the agricultural and associated sectors. Agripreneurship is a phrase that describes a specific type of entrepreneurship that is specialized to agriculture (Shailesh, K., 2013).

Agripreneurship is the procedure of starting a business in agriculture or related fields. It's the procedure for implementing innovative methods, procedures, and techniques in agriculture and related industries in order to increase output and profits. Agripreneurship is the transformation of agricultural activities into a business venture. The agripreneur who is an inventor creates improvements in the rural economy by embracing innovative concepts in agriculture and related industries. An Agripreneurs work is never easy because he takes chances, welcomes innovation, discovers new ways to accomplish things, or taps into new markets. In agriculture, entrepreneurship is defined as the formation of an innovative economic organizations for the aim of growth or profit in the face of risk and insecurity. Sudharani defined "Generally sustainable, community-oriented, directly sold agribusiness," as per agripreneurship. "Sustainable agriculture" refers to a "holistic, systems-oriented strategy to farming that

emphasize the interrelationships between social, economic, and environmental processes" (Verma, R. K., 2017).

2.1 Agripreneurship Development: Why Needed

The Indian economy is built on the backbone of agriculture. As a result, India is also known as the "agriculture-commanded nation." Agriculture has a significant role in the Indian economy, as seen by the fact that it accounts for 22 percent of total gross domestic product, 65 percent of total labour force, and 14.7 percent of total fares. The agricultural sector's contribution to GDP in India has decreased through time, from 51.9 percent in 1950-51 to 13.7 percent in 2012-13. This drop is the outcome of the move from agricultural tradition economies to manufacturing and service sectors; yet, when we consider the size of the labor in this industry, this performance is pitiful. The agriculture sector's contribution to GDP increased to 18 percent in 2013-14. The agricultural industry employs more than half of the population but accounts for barely 14% of GDP. In terms of agricultural output, India is rated second, while in terms of exports, it is placed fourteenth. According to reports, India's average agriculture construction per person acre is half that of the rest of the world (50 percent), indicating the need and opportunity for progress in this field. Based on the aforementioned numbers and the main strengths of the Indian agricultural sector, such as 157.35 million hectares of farmland, all 15 major climates, and 45 of the 60 types of soil in the globe, it can be concluded that the agricultural industry in India is currently underperforming. As a result, there is a strong demand for agribusiness development. The Government of India's National Agricultural Policy (NAP) was announced in July 2000 with the goal of realizing Indian agriculture's vast untapped growth potential, strengthening rural infrastructure that supports faster agriculture development, promoting value addition, accelerating agribusiness growth, creating jobs in rural areas, ensuring a fair living standard for farmers, rural workers, and their families, and discouraging migration to face environmental contests (Verma, R. K., 2017).

Besides the mentioned purposes above, agripreneurship is required to flourish because:

- Agricultural and horticultural items can be found locally.
- These small-scale enterprises don't need large-scale infrastructure or sophisticated scientific technology.
- These small-scale industries are both commercially and environmentally feasible.
- These firms do not need a large investment.
- Agripreneurship growth has a lot of promise for producing new jobs for rural youngsters.
- Agripreneurship helps to prevent rural youth from migrating to cities and improves the living conditions of farmers by giving an alternative source of income.

2.2 Agripreneurship: Types of Enterprises

A. Producers at the Farm Level: Every family should be considered like a business, with the goal of increasing output by maximizing the utilization of technology, assets, and market demand.

B. Providers of Services: At the village level, a variety of services are required to optimize agricultural by every family company. These include borrowing and distributing inputs, as well as renting equipment such as tractor, seeds drills, threshers, sprayers, harvesters, and dryers, as well as scientific services such as irrigation set-up, weed control, plant protection, yielding, threshing, transportation, and warehousing. Aside from allocating livestock feed, mineral combinations, and forage grains, there are related chances for delivering breeding in the animal production industry vaccination, illness detection and treatment services.

C. Producers of Input: There are several thriving businesses that require vital inputs. Biopesticides, soil amendments, vermicompost, biofertilizers, plants of various species of fruits, vegetables and ornamental plants, a root medium for growing plants in containers, production of livestock feed focus, agricultural tools, irrigation access rises, mineral mixture, and complete feed are just a few of the commodities that can be generated at the village level by home entrepreneurs. During the sponsorship of key service facilities in rural regions, there are opportunities to promote fisheries, sericulture, and poultry.

D. Farm Produce Processing and Marketing: Post-production process management that is well-organized necessitates a greater degree of knowledge and also investment. Organizations for people, whether in the shape of cooperative, societies or joint stock firms that provide services, can manage such ventures. Dairy cooperatives, sugar cooperatives, or fruit producers' cooperatives are the most successful examples in several states. However, the outcome of such an initiative is solely contingent on the leaders' dependability and aptitude. Such an initiative requires good, specialized assistance in order to manage the operations as a competitive trade and compete effectively with other market participants, namely retail traders, and intermediaries (Chand, K. K. (2019).

3. WHO ARE 'YOUTH'?

The term "youth" has no uniform definition. Depending on distinct socio-cultural, institutional, economical, and political considerations, the operational definition of the term 'youth' varies widely from nation to country. Youth is a term used to describe the era of adolescent period, which includes sexual maturation as well as increasing social and economic independence from parents. Bennell, P., (2007) Youth may also be described as those between 15 to 40, based on a range of attributes such as maturity, the ability to think optimistically, and the willingness to take chances. The World Development Report (2007) broadened the definition to cover all persons aged 12 to 24. Youth are classified as those between the ages of 15 and 24 by the General Association of the United Nations (UN) or the International Labour Organization (ILO). The working Group suggests that the age requirement for Youth be 18 to 30 years old. Based on the recommendations of the Government of India (GOI)

defines youths as people aged 15 to 29 years old in its National Youth Policy (NYP). In the Indian context, the concept of GOI is the most frequently recognized, however it changes depending on the program.

3.1 The Importance of Youth Participation in Agriculture

For the nation's long-term food security, higher agricultural expansion is essential, and demand for food grains will continue to climb. To fulfil these many demands, agriculture must be upgraded and diversified. Young people bring new ideas, excitement, and innovation to the workplace. Many young farmers work in high-tech, high-risk, high-return agribusinesses including protected agricultural, precision agriculture, organic agriculture, floriculture, and the production of medicinal and fragrant plants, and so on, which are usually overlooked by older farmers (Bhat, P., 2015). Young children have an incredible potential for resilience and coping in the most tough and perilous situations. Youth may be the ideal catalyst for transforming agriculture's unfavorable image due to their enhanced capacity to accept fresh ideas, concepts, and technologies. As a result, in today's globalized world, losing youth meant losing the ability to modernize and compete.

During a panel discussion on 'Youth and Agricultural' during the Rio+20 Convention and the 2nd Global Conferences on 'Agricultural Research for Development,' the role of youth in supporting agriculture in a sustainable manner was emphasized. Investing in "today's rural youth, tomorrow's farmers" was also emphasized during a special session on young generation in agriculture at the International Fund for Agricultural Development's 2012 Farmers' Forum (IFAD). Participation of youth in agricultural production is important not only because it helps feed the country, but also because it gives prospects for wealth creation as well as financial security. It has the ability to address the problem of growing youth unemployment, which demands a deliberate policy shift, training, and promotion that focuses primarily on young people to ensure their interest and participation in farming. Increased on-farm and off-farm rural career opportunities are needed to reduce rural poverty and offer adequate livelihood for rural youth. Connecting India's massive young population to a diverse variety of agricultural opportunities might propel the nation's agriculture to new heights.

4. AGRIPRENEURSHIP AND YOUTH

Various studies have assessed youth willingness to engage agripreneurship (Adesugba and Mavrotas, 2016b; Akintayo and Lawal, 2015; Saliu, Onuche, and Abubakar, 2016). However, several of this research relied solely on descriptive methods and hence were unable to conclude; others were limited at best. Furthermore, several of the studies based on secondary data and/or desk assessments, and so did not examine the issues from the perspective of young people. This study will solve these gaps by combining primary data collection with desk review, utilizing inferential statistics, covering a larger region and sample size, employing a mixed-method approach, and using inferential statistics. Agriculture is not only SSA's largest employer of labor, but it also has the ability to spur regional economic growth and provide much-needed employment for the youths. In some cases, the youth-agripreneur nexus in

developing countries is not doom and gloom. There have been several projects that have been successful. The International Institute for Tropical Agriculture (IITA), for example, has a young agripreneurship program (IYA). The initiative was successful in influencing youngsters' attitudes toward agriculture. It was active in its ongoing training and retraining of youngsters, as well as its use of social media channels for extensive communication and value creation. The initiative was replicated in Congo DR (2013), Tanzania (2014), Kenya (2015), and Uganda due to its success (2015). In 2013, and 2014, the Federal Government successfully conducted the Youth Employment in Agriculture Program (YEAP) in partnership with the FAO, as well as the Women and Youth in Agribusiness Investment Program (YWAIP). The Red Fox Ethiopia is a large horticulture operation owned by German businessmen. It provided 1300 job possibilities, especially to young people and women. Vegetable cultivation in Madagascar, for example, is coordinated by hundreds of small-scale Agripreneurs to produce for export.

5. LEVERAGING YOUTH FOR AGRICULTURE

The number of young people will continue to rise, and they will require jobs in order to exist. Based on current forecasts, the young population will grow steadily to 464 million by 2021 (Shivakumar, 2013). If their immense energy and potential is not channeled properly, it will either be wasted or invested in the incorrect pursuits. Agriculture has a distinct advantage in absorbing these workers. Agriculture in India offers untapped potential for both direct and indirect employment creation. Even if the public's opinion of agriculture is bad, there is still a lot of room in this industry for high-paying jobs if done correctly (Man, 2007). Agriculture-related enterprises and activities provide nearly limitless possibilities. Furthermore, the global economic crisis and slump have a limited impact on agricultural product demand. Agriculture, which includes a wide range of industries such as crops, cattle, and fisheries, is still viewed as one of the sectors with the greatest potential for employment creation. Regional food markets are also thriving and limited global food supplies result in high pricing and busy export markets. India can reap the 'youth dividend' by speeding up agricultural transformations that can increase production, lower real food costs, enhance rural incomes, and generate employment all at the same time. By channeling the creative abilities of the youth, we can use the demographic dividend to propel agricultural systems to new heights.

Our underserved market transition will become our biggest strength if educated young opt to live in villages and create a new agricultural movement focused on the application of science as well as social knowledge. Initiatives to promote food security and accelerate agricultural expansion are conceptually distinct from efforts to provide jobs for young people. This is a harmful compartmentalization, and if it continues, India's young dividend would most certainly be lost. Efforts to boost agricultural growth and those to provide jobs for young people are mutually beneficial and must be recognized as such.

6. FUTURE STRATEGIES AND OPPORTUNITIES TO ATTRACT AND RETAIN YOUTH

The National Commission on Farmers (Swaminathan, 2007) highlighted the need of attracting and maintaining educated young in the agricultural business. Agriculture must be valuable, competitive, and active in order to recruit them. This necessitates rapid technical and administrative improvements in farm operations. To satisfy these objectives, an Agricultural Transformation Motion is now necessary. As youth are open to accepting new technology and concepts, agricultural extension can effectively encourage youth engagement in agriculture transformation (Chander, 2012). According to a research, youth exposure to the media and interaction with extension agents had a beneficial impact on their intentions to participate in agricultural income-producing activities, but increased socio-political engagement tended to decrease young involvement in agriculture. More NGO commitment, counselling, and coaching rural youth, making people aware about youth programs, entrepreneurial development, and development of scientific agriculture and agri-business might all be useful expansion techniques (Loganandhan, 1999). A special countrywide to address the issues faced by rural kids, extension programs might be designed and encourage them to participate more in agriculture production activities.

Youth can be encouraged to agriculture via the use of mainstream media and knowledge and communication technologies (ICTs). To inspire other young farmers, success tales of enterprising young farmers and Agripreneurs may be broadcast on radio, television, and newspapers. Radio broadcasting and social media may also play an important role in motivating and informing on the possibilities for young farmers available in the agricultural sector. Many NGOs and CSOs are also embracing participatory ICT technology to work on rural and agricultural development. Digital green, for example, uses participatory movies to collaborate with people-based extension systems. It offers a framework for educated youngsters to come forward and participate in assisting the agricultural community.

Youth participation in agriculture is generally low due to a lack of agricultural skills and insufficient financial resources. Because it is difficult to obtain financing in the nation, many young people choose to work in agriculture. As a result, a strong credit linking system, specifically tailored to help young farmers, is necessary. Extension organizations can help young people produce innovative methods to fund their agricultural initiatives or establish a business farther down the value chain. Producers' organizations, cooperative, farm youth groups, and farmer producers' organizations are all examples of farmer producers' organizations associations, for example might promote finance access from a variety of institutional sources. Governing authorities should ensure that there is sufficient transparency and accessibility to youth institutions and organizations, as well as a clear communication system among them.

A strong commitment by State Agricultural Universities (SAUs) or other agricultural education institutes to youth development as a priority area would be a substantial step toward diverting attention and resources to fulfill key goals of connecting youth to agriculture (Russell, 1993). The broad network of agricultural institutions and colleges may play a key role in instilling in pupils the self-confidence and competencies needed to pursue agriculture as a career. Agri-

clinics and agri-business canters (ACABC) can be established as rural companies by farm graduates. The ACABC programs, which are now in existence, should be enlarged to accommodate a large number of rural farmers in villagers who wish to start new rural companies.

7. AGRICULTURE EMPLOYMENT FOR YOUTH

Farmers have always been unaware of modern agriculture and good agricultural management strategies. As a result of their inability to cope with postponed monsoons, fake seeds, drought, agricultural debts, and fertilizer shortages, they commit suicide. As a result, applying entrepreneurship's management, technical, and inventive talents to agriculture may result in a well-trained Agri-entrepreneur who serves as a role model for all such depressed farmers. Agribusiness has the potential to contribute to economic and social development by creating jobs, reducing poverty, improving health, nutrition, and food quality safety in the national economy, particularly in rural regions. In the face of rising poverty and unemployment in rural regions, agricultural entrepreneurship is becoming increasingly important in order to increase production and profitability. Agri-entrepreneurship can be used as a primary remedy for addressing this complexity, such as lowering the burden of agriculture, creating job chances, controlling migration from rural to urban areas, increasing national income, sustaining rural manufacturing development, and reducing the pressure on urban areas. Agri-entrepreneurship programs are critical for developing entrepreneurs and management personnel to deal with the global agriculture business. The economy, education, and culture all have a significant impact on agribusiness (Dollinger M J. 2003).

Agribusiness is significant for the national economy in the following ways:

- 1) For starters, it helps small farmers in reaching productive profit and incorporating them into regional, national, and worldwide markets.
- 2) Second, it helps in the reduction of food expenses and the provision of high-quality meals to the impoverished in the nation's rural and urban areas.
- 3) Finally, it boosts growth by diversifying revenue and expanding business options both in rural and urban locations.

8. RESTRICTIONS FACED BY THE AGRIPRENEURS

a) Lack of Funds: - One of the most serious issues that rural businesses are facing these days is a lack of funding, which is exacerbated by the global crisis. Rural entrepreneurs confront several challenges, including a reduced rate of purchasing power among rural consumers, resulting in insufficient sales volume, a lack of capital to establish a firm, lower profitability due to competition, and pricing of goods and services. A loan from regional rural banks and zamindars are the most common sources of funding in rural regions, although their interest rates are typically quite high. The government has a number of institutions for this goal, but the outcomes are not up to par. Some national level (SFC) organizations that assist rural businesses include the Industrial Finance Corporation of India (IFCI), Industrial Development Bank of

India (IDBI), Industrial Credit and Investment Corporation of India (ICICI), and Small-Scale Industry Development Bank of India (SIDBI). Some state-level entities, such as the State Financial Corporation and the State Industrial Development Corporation, are also active (SIDC). These organization's assist in the formation of new businesses as well as the modernization and extension of existing ones, but its terms & conditions are quite severe.

b) Lack of Infrastructure: - Despite government attempts, the expansion of entrepreneurship development is not particularly healthy owing to a lack of suitable and adequate infrastructure.

c) Risk: - Due to a lack of financial means and external help, rural entrepreneurs have lower risk tolerance.

d) Marketing Problems and Competition: - Large companies and urban entrepreneurs face intense competition with rural businesses. Standardization and competitiveness from big scale units are two key issues that marketers confront. They are having difficulty establishing and sticking to standards.

e) Management Problems

i) Lack of Technological Dissemination - In rural places, the technology of information is not widely used. Internal linkages are vital to businesses because they allow commodities, services, information, or ideas to flow more easily.

ii) Legal Formalities and Regulations - Due to illiteracy & ignorance among farmers, rural enterprises find it incredibly difficult to comply with several legal requirements in acquiring permits.

iii) Availability of resources - Obtaining raw materials is a difficult challenge for a rural entrepreneur. They can end up with inferior raw resources, and also storage or warehousing concerns.

iv) Lack of Technical Knowledge - Lack of technical skills is a sincere concern for rural enterprises. Rural entrepreneurial growth is hampered by a lack of teaching complex and expansion services.

v) Quality Control - Another significant obstacle to the expansion of rural business is the inferior quality of the goods produced as a result of a lack of standard instruments, procedures, and equipment, as well as a scarcity of high-quality materials.

vi) Low Skill Level Among Farmers - The majority of rural entrepreneurs are unable to locate staff with advanced capabilities. The rate of turnover is likewise high. They must be given on-the-job training, which is often a big difficulty for entrepreneurs since they are ignorant, and they must be taught in a local language that they can readily grasp.

9. SOLUTIONS TO THESE PROBLEMS

IFCI, SIDBI, ICICI, NABARD, and other organizations are attempting to solve these issues. Marketing issues include distribution routes, price, and product marketing, among others. The following approaches might be used to encourage rural entrepreneurs to declare their business ventures:

- a) **The Creation of Finance Cells:** - Financial organizations and banks that give credits to entrepreneurs should set up dedicated cells to make it simpler for rural businesses to get loans.
- b) **Concessional Rates of Interest:** - Rural enterprises should be able to obtain financing at low interest rates and with simple payback terms. Loans to rural enterprises should not be sanctioned with burdensome paperwork.
- c) **A Suitable Supply of Raw Materials:** - On a priority basis, rural enterprises should be assured of adequate supplies of limited raw resources. A subsidies may also be granted to make rural entrepreneurs' products more cost-competitive and fair.
- d) **Offering Training Facilities:** - Entrepreneurial development necessitates the acquisition of skills. It equips rural entrepreneurs with the necessary skills to manage their businesses successfully. Currently, the Prime Minister's Rozgar Yojana provides such training to society's poor entrepreneurs. (PMRY) Programed FICCI, (NGOs) Rotary Clubs, Lions Clubs and other voluntary groups can also organize training programs for rural entrepreneurs to give them encouragement, counseling, and help.
- e) **Organizing Marketing Cooperatives:** - Rural entrepreneurs should be encouraged and supported in their efforts to determine marketing cooperatives. These organizations will assist in obtaining responses at a fair expense, as well as assisting in the sale of their goods at a profit. As a result, intermediaries may be eliminated, and rural entrepreneurs can reap the benefits of corporate ownership.

10. REVIEW OF LITERATURE

Weekly & P., (2019) focused on the requirements and potential outcomes of such innovators who have the potential to transform the whole sector. The government had placed a high priority on promoting agricultural innovation and encouraging entrepreneurs to launch new businesses. 60 Agri-export zones have already been established, allowing these businesses to operate with tax advantages and produce significant cash. Typically, these businesses are offered tax breaks and improved for the essential resources they required.

Dash & Mahra, (2018) discussed the Indigenous youngsters who have immense talent in agriculture but are unable to pursue it due to a lack of opportunity. It was also believed that the tribe group controlled 10% of the country's land, which could be used for many forms of farming, such as substance and conventional farming. This helped them improve their financial situation. According to the author, agribusinesses can play a critical role in providing people with greater growth opportunities subsidies.

Debashis Dash, Amardeep, (2018) stated that tribal youth are the unfortunate relatives of urban and rural youth, and they represent a distinct sector of the population, one that was potentially resourceful and daring. Agriculture and related activities sustain almost 70% of India's rural population's livelihoods. Tribal farmers' land-based livelihoods have become more unsustainable in recent years. Because tribal agriculture was crude and backward, resulting in low productivity, young people from tribal regions are now entering the labour force.

Veni & Lakshmi, (2018) discussed the need of promoting agripreneurship in the Indian agriculture industry and the challenges that it involves. There had been a study on the yields of various crops to see how it influenced farmers' decisions on what to grow based on market value and cost. Furthermore, it was highlighted how this sector might flourish with correct application of agripreneurship.

Sukanya Som, R. Roy Burman, (2018) investigated that agriculture was remained the principal employment of more than 50% of India's population, indicating the sector's prominence in the country's socioeconomic elements. The need for youth engagement in agricultural reform had been recognized in order for it to stay up with the changing global economy. India, being the world's youngest country, had a large youth population to contribute to the agriculture industry, but youth engagement in agriculture had declined. The researcher wants to be talked about some critical issues in the study, such as the importance of youth involvement and the reasons for their growing disinterest in farming, channeling the country's enormous youth workforce into agriculture, techniques for retaining and attracting youth in agriculture, and Agri rural enterprises, and organizational efforts to leverage young generation for agriculture.

Issa, F. O., and Abah, M. J., (2017) said that poor extension delivery was a major contributor to Nigeria's rural economy's low agricultural production. The researcher looked at the importance of extension and the issues it faces in enhancing agricultural production through entrepreneurial development in the Nigerian rural economy. The background of extension services in Nigeria was discussed using a thorough examination of the literature. Agripreneurship major functions in the country's economy were also explored. Job creation, greater exports, an enhanced standard of life, economic diversification, food security, and structural reform are examples of such functions.

Singh & Pravesh, (2017) stated that agripreneurship was one of the finest sorts of entrepreneurship since they had so much potential in such a large country as India. The majority of India's population relied on agriculture and related enterprises for their primary source of income, which included farming, value addition, and marketing. These agribusinesses had a high chance of creating a company that would provide them with adequate resources for improved agricultural production as well as contribute to the overall growth of the town.

Owoade, (2017) concluded that mentorship, handshaking, and bridging support are needed to help Agripreneurs transition into higher-value agricultural production utilizing modern agricultural and agribusiness practices. According to the report, improving food long-term sustainability required not just assisting current rural small-holder farmers, but also recruiting innovative new ones. Limited market access, poor management, limited entrepreneurial skills, insufficient infrastructure facilities, non-access to information, land, cash, and capital markets, and other hurdles to Agropreneur growth were also founded by the researcher. The report proposed the creation of an enabling agricultural environment, the adoption of continuous and long-term government oversight policies and risk-sharing measures, mentorship, and the building of agricultural parks or incubation canters to support Agropreneur growth.

Hock-Eam et al., (2015) used 28 predisposing variables are discovered in a sample of 22 accomplished agropreneurs. Using individual or self-fulfillment variables, the most essential aspects are interest and enjoyment in becoming an entrepreneur. Communication skills (creativity and innovation, problem-solving) and social networks are also high on the list. Institutional variables, such as the degree of entrepreneur, on the other hand, were placed last. Individual-level elements are the most major predisposing factors, according to the study's findings, which can be supplemented by societal and institutional level factors.

Uplaonkar & Biradar, (2015) investigated the various entrepreneurial business strategies in the agriculture industry in the shape of various sorts of companies the research, unlike previous reviews, there are a few points indicating various institutions that may assist these Agripreneurs in their field's future growth, as well as numerous government-formulated programs for agri-business development. Similar to earlier articles, the author had emphasized the obstacles to these businesses growing as well as potential concerns that may be a huge roadblock for them.

Tripathi, (2015) stated that farmers and agricultural workers just have certain skills in order to create better results with modern technologies. In the backdrop of the writers, they stated that the only way to expand the Indian economy was to develop the agricultural sector. Farmers must have a variety of skillsets, according to them, in order to flourish in their industry and reduce poverty in society. The research looked at the challenges that agribusinesses confront in Uttar Pradesh and offered different solutions to the issues that they discovered.

Shoji Lal Bairwa, Kerobim Lakra, (2014) concluded that agriculture to business was a critical step in revitalizing agriculture in India and making it more appealing and profitable. Agripreneurship had the ability to give back to a variety of economic and social development goals, including job creation, income production, poverty reduction, and improvement in terms of nutrition, health, and food security. Agripreneurship had the potential to produce growth in rural regions by diversifying revenue, creating widespread employment, and giving entrepreneurial chances. The main focus of the study was on the fundamental ideas of agripreneurship, entrepreneurial skills, and the demands of agripreneurship development in India, as well as the important reasons for encouraging agripreneurship development in the country.

M V A L Narasimha Rao, (2014) concluded that the agriculture industry employed and supported the bulk of India's people while also contributing to GDP. Around 70% of the people live in rural areas and was reliant on agriculture. Though there was a significant increase in the agricultural industry, the rate of expansion was not as impressive as it was in the service and industrial sectors. According to the ministry of agriculture, India's agricultural growth rate was 3.64 percent during the 11th Plan era, compared to a target of 4%. A rate of increase in GDP of 8 to 9 percent may not be sufficient to alleviate poverty in Developing countries unless agriculture growth was accelerated. Only when agricultural growth was attained and widely shared among people from all corners of the nation was inclusive growth conceivable.

Dollinger, (2003) said that in agriculture, entrepreneurship is defined as the creation of new economic organizations for the aim of growth or profit in the face of risk and uncertainty. A lot

of surveys have been conducted to better understand the impact of agriculture on economic growth. Agripreneurship plays a variety of functions in the growth and economic development of the country, including higher income levels and job possibilities in both rural and urban locations.

Gray, (2002) evaluated that entrepreneur are individuals who run a firm to expand it and who possess the essential leadership and management abilities to accomplish that goal. In the face of rising poverty and unemployment in rural regions, as well as the sluggish expansion of agriculture, agricultural entrepreneurship was required for increased production and profitability.

Kallio and Kola, (1999) studied that farmers in Finland tried to assessed what elements contributed to farmers' competitive benefit over other agriculturalists and found seven features of a successful farm and agriculturalist: profitable manufacturing looked to be associated with regular review of production, incomes, and expenditures, constant development of cognitive and skills i.e. Continual Professional Advancement (CPD), they benefit from a good working ethic, goal-oriented process, and the advantage from a positive work ethic, goal-oriented operation.

11. OBJECTIVES

1. To examine the youth participation in agripreneurship, with an emphasis on India.
2. To determine the strategies and opportunities to attract and retain youth.
3. To discuss the role of agripreneurship in national economy.
4. To explore and understand the concept of agripreneurship.

12. RESEARCH METHODOLOGY

The methodology of this study relied on secondary data and a critical examination of works already published by various writers in their respective professions on the subject of agripreneurship. The target group consisted of Agripreneurs who have been active in the production and commercialization of agricultural goods in rural areas, the content validity was examined by a panel of experts comprised of two representatives from each group, namely, topic specialists, Ph.D. scholars, and Agripreneurs. Secondary data was gathered from a variety of sources, including Indian economic review, articles, journals, seminar papers, related books, articles from national and international research establishments, financial institution reports, public documents, and statistical data, and various research reports.

13. AGRI-BUSINESS CENTERS SCHEME-TRAINING PROGRAMME

The National Institute of Agricultural Extension Management (manage), Hyderabad, is executing the ministry of agriculture, government of India's scheme of agri-business centers and Agri-clinics. The scheme intends to enhance the current extension network in order to speed the process of agricultural technology transfer while also boosting input supply & services.

Postgraduates and Agri-graduates diploma owners in farming and related subjects can open Agri-clinics and agri-business centers and provide farmers with specialist/consultancy extension services. The initiative specifies the accessibility of better agricultural practises to farmers as well as better opportunities for self-employment to agricultural graduates. Specific training is offered free of charge to qualifying agricultural graduates as part of the scheme. The course covers a variety of topics related to entrepreneurship and business management. The centre for entrepreneurship development (CED) in Hyderabad is a recognized nodal training institute that offers a two-month training programme.

14. FIELDS OF ENTREPRENEURSHIP DEVELOPMENT IN AGRICULTURE

Currently, Access to technology, the emergence of micro-finance, liberalized government rules, agriculture, and allied sector awareness and training programmes, and eventually shifting the mindset of highly skilled people to go into self-employment in the agricultural area have all significantly contributed to increasing the potential for entrepreneurship in India. Dairying, Sericulture, Rabbit rearing, Sheep rearing, Goat rearing, Shrimp Farming, Fisheries, vegetable cultivation, Floriculture, nursery farming, farm forestry are all examples of entrepreneurship in agriculture (Uplaonkar, S. S., 2015). Agriculture entrepreneurial opportunities include:

1. Agro produce processing units- These units do not create any new products. They just process agricultural products, such as dal mills, rice mills, decorticating mills, etc.
2. Agro Produce manufacturing units- These factories create completely new goods using farm output as the primary raw material. Sugar factories, bakeries, and strawboard units, for example.
3. Agro-in sets manufacture units- These units manufacture commodities for agricultural mechanization or to expand manufacturing operations, such as fertiliser food processing elements, production units, agricultural equipment, etc.
4. Agro service centres- These involve workshops and a service centre for repairing and servicing agricultural implements.
5. Miscellaneous areas- Aside from the areas mentioned above, the establishment of Apiaries, seed processing units, mushroom construction units, feed processing units, commercial vermin compose units, goat rearing farmers club, organic vegetable and bamboo plantation, fruits retail outlet and jatropha farming may be encouraging.

15. SOME SUGGESTED STEPS FOR THE DEVELOPMENT OF AGRIPRENEURSHIP IN INDIA

- Promoting entrepreneurship culture among rural residents and creating a vibrant atmosphere for rural development.
- Presenting potential rural youth with entrepreneurship instruction and training.
- Enhancing rural infrastructure facilities so that entrepreneurial action can initiate.

- Identifying trust areas for agribusiness growth across the agricultural development's value chain and developing relevant promotion strategies.
- Associating prospective agriculture-related business areas to encourage entrepreneurial activity.
- Offering area-specific technical instruction programmes to potential entrepreneurs in order to establish the necessary technical competency.
- Establishing area-specific commercial development groups to support concentrated efforts toward the growth of selected areas.
- Establishing a development trust to support in the beginning stages of agriprenurship.
- Setting up agricultural innovation centres.
- Extending help in the form of financial and marketing assistance.
- Increasing exports of agribusiness products.
- Protective Agriprenurs against unexpected crises in their businesses.
- Extending subsidies, incentives, and other benefits to new agricultural enterprises.

16. ROLE OF AGRIPRENEURSHIP IN NATIONAL ECONOMY

Agriprenurship plays a variety of functions in the growth & development of the national economy by fostering entrepreneurship, which raises income levels and employment prospects in both rural and urban regions. Agriprenurship also plays an essential role in the commercial system: it helps in the induction of efficiency increases by smallholder farmers & their integration into local, national, and worldwide markets.

- It helps in the reduction of nutrition prices and supply uncertainty and enhancing the nutritional regime of the rural and urban poor in the country.
- It also generates development, increases, and diversifies income, and creates business possibilities in both rural and urban locations.

17. DISCUSSION

The aforementioned texts reveal a great demand for agriprenurship and youth, according to the research. The research compiles information on the fundamental categories of Agri entrepreneurship, the relevance of young engagement in agriculture, the growth of youth participation agriprenurship in India, and its constraints, such as skill deficit. The absence of suitable infrastructure is at the top of the list of obstacles, followed by a lack of entrepreneurial culture among youths and a movement of trained and bright labour from rural to urban areas. The agriculture industry has a huge potential to provide national income while also giving direct income and employment to a wider and more disadvantaged segment of society. Agriprenurship is not only a prospect but also a requirement for increasing agricultural productivity and profitability. Entrepreneurship and youth development will assist the economy in Capitalizing on its identified assets, achieving remarkable development in the primary sector,

and contributing to rural development. It also contributes to India's pursuit of balanced economic growth. The government must develop policies that are targeted. Entrepreneurship development and the establishment of developmental organisations to aid in the process Agripreneurship development will produce outstanding benefits at both the rural and macro levels. Agripreneurship development will produce outstanding outcomes in rural areas. It is commonly considered in this context that sustainable agribusiness ventures may encourage job-led economic growth in rural regions agripreneurship in sustainable farming such as natural agriculture, organic agriculture, eco-friendly agriculture, and so on. Has the ability to change the image of rural India, which is the main driver of our economy. As an outcome, there is an immediate need to develop appropriate regulations and frameworks, as well as action plans, in order to achieve the goal of agripreneurship.

18. CONCLUSION

Agripreneurs for youth has a broad reach in today's world, particularly in India. The introduction of this construct into the youth & agricultural sectors can have a significant impact in a variety of ways, including increased farmer income, increased productivity with new technology, and improved living conditions for rural farmers who no longer have to depend on lenders and risk falling into a debt trap. In their review of the above literature, the writers concentrated on economic issues such as farmer finance, tribal youth development, agricultural product promotion, women empowerment, transportation, and others. The writers have not discussed the business models that Agripreneurs can design in order to have a successful firm; there is just one article that discusses the concept. Another issue is that there is no good data available on the performance of agri-businesses that are presently in place and operating. The evaluated papers contained essentially identical types of difficulties that covered every part of the obstacles experienced by farmers and Agripreneurs in rural regions. Certain articles discussed various methods for overcoming challenges or how agripreneurship might help in the mitigating of many social problems in rural areas, and these concepts have enormous potential if they are applied. Literacy in the different policies developed by the government should be prioritized in order for government help to reach its final destination. Considering this, the government should take care of these initiatives, assuring their reach to the designated sector and the rates at which they are employed and contributing to the economy.

Agriculture for youth & Agripreneurship has a wide range of applications, particularly in a nation naturally occurring element resources for farming and agricultural operations. As an agricultural economy, we are currently lacking in technological advancements in this field. As a large portion of the people is dependent on agriculture and related sectors, this is causing a lot of losses, farmer debts, and a lot of other social difficulties. As a result, for greater development, technology and innovation must interact; otherwise, this sector would stay stagnant.

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