

Problems and Prospectus of Agripreneurs-An Empirical Study

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ABSTRACT- India is an agricultural nation with good land availability for agricultural activities, and a sizable population is still engaged in agriculture and enterprises that are related to it. Agripreneurship may boost the economy, increase revenue, and open many business opportunities in rural regions. Effective agricultural entrepreneurship efforts may also help the agripreneurs who are dealing with long-term economic issues including urbanization, poverty, and unemployment. They deal with issues like financial difficulties in supporting farmers, promoting agricultural products, transportation, women's emancipation, tribal youth development, and a few others. These issues include income diversification, growth, increased employment, new technology, and the best possible use of the available resources.

The main issue with liberalization, privatization and globalization is that the entire region has become like a neighbouring market in which our farmers and commodities will have to compete with foreign companies in terms of quality and price. The Indian economy is primarily agrarian. Agriculture directly employs around 65 percent of the Indian people and accounts for 16-17 percent of India's GDP.

The present survey is being conducted in the Ongole area of the Prakasam district, Andhra Pradesh. The paper is aimed at problems & prospects of agripreneurs. The questionnaire is prepared with 21 relevant questions to collect primary data. Respondents were asked to respond on five points Likert scale. The questionnaire is given to 128 people among agripreneurs and 105 are returned and 90 responded properly. To analyses, the primary M.S excel has been used. Channel of distribution & Financial support is as significantly affecting the agripreneurs.

KEYWORDS- Agripreneur, Urbanization, Liberalization, Globalization, Prospects, M.S excel.

I. INTRODUCTION

To feed a burgeoning population, India's population is reliant on agriculture. Approximately 58 percent of India's population relies on it as their primary source of income. One

of the world's top producers of agricultural and food goods is India. In FY20, it was calculated that agriculture, forestry, and fishery contributed a total added value of Rs. 19.48 lakh crore (US\$ 276.37 billion). (IBEF, November 2020; Agriculture Ministry). According to projections, India's agriculture industry would grow at a pace of 3.9 percent in 2021–2022, up from 3.6 percent the previous year. The total value of exported agriculture and associated goods increased to US\$41.25 billion in FY21. Rice, pulses, jute, sugarcane, tea, tobacco, wheat, groundnuts, dairy goods, fruits, oilseeds, and other crops are among the food grains and crops that farmer grow.

Crop yield is increasing thanks to agriculture, but farmers must invest in technology, including precision spraying, treated seeds, and crop protection items. Smallholders don't always have access to a reliable source of credit, whereas large farmers may be able to pay. Then, to expand their business, farmers must learn how to use technology. The encouragement of micro-enterprises will break the cycle of poverty, unemployment, and scarcity in rural regions by giving young people training materials, infrastructure assistance, and access to microcredit.

The outcomes of a farmer's company are complicated by variables affecting the global economy, such as changing commodity prices and trade disputes, as well as the reality that a yield might be impacted by the weather, insects, or illness. Agripreneurship may spur development and increase revenue, creating a wealth of employment and business prospects in rural communities. A variety of social and economic advancements, including the creation of jobs, the eradication of poverty, the enhancement of nutrition, health, and overall food security in the national economy, may be attributed to agribusiness. By providing infrastructure, regular basic training, and increasing money for research and extension, the government should support agribusiness.

A. Agripreneur

An Agripreneur is an individual who identifies a need for agricultural-related products in the marketplace and works to fulfill it.

An "Entrepreneur whose main business is agricultural or agriculture-related" is an "agripreneur" (Uplaonkar&Biradar, 2015).

II. AGRIPRENEURE AGRICULTURE + ENTREPRENEUR

A. Agripreneurship

Entrepreneurship in the agricultural sector is known as agripreneurship. An idea or vision may be transformed into a "new business or new venture development or the growth of an existing firm, by an individual, a team of individuals, or an established business," according to the notion of entrepreneurship (Reynolds et al. 1999, cited by Global Entrepreneurship Monitor).

Agripreneurship is described as "usually, directly promoted, sustainable agribusiness. A comprehensive, system-oriented approach to farming that emphasises the interrelationships of social, economic, and environmental processes is known as sustainable agriculture (Uplaonkar&Biradar, 2015).

B. Indian scenario

In 2020–2021, the Indian agricultural industry grew at a rate of 3.6 percent, but in 2021–2022, it increased to 3.9 percent. Agriculture and its linked industry have withstood the COVID 19 shock well. According to the most recent SAS research, the fragmentation of landholdings has made other sources crucial for an agricultural household. The growing significance of related industries, such as dairying, fisheries, and animal husbandry, in the development and income of farmers, suggests that greater attention must be paid to maximizing the potential of associated activities. Through the creation and use of small holding farm technology, it is also necessary to increase the productivity of small and marginal farmers. (indiabudget.gov.in)

C. International scenario

In certain overseas farming, policy requirements are fully enforced while negotiating agreements with the farmers. This is a peculiar circumstance that no government in the world can handle. The development of the agricultural economy may enable the creation of a resource infrastructure that will expand and give local residents in rural regions access to amenities similar to those found in metropolitan areas. By lowering unemployment, agribusiness will also aid in reducing poverty. Additionally, it aids in limiting rural youth and workforce movement, which eases population pressure on large metropolitan centers. By giving the bigger and weaker segments of society jobs and money, the agricultural sector has tremendous potential to boost national revenue.

D. Study area

After a long dry spell of five years, farmers in the drought-prone Prakasam District (Ongole) were able to harvest a bountiful crop thanks to the annual, copious rains. As Bengal gram, the primary pulse crop, prices remained low this year, farmers who switched from tobacco to other crops once again produced the commercial crop in significant quantities.

Mango, guava, oil palm, coconut, cashew, and other key horticulture crops are cultivated.

The farmers are in a difficult situation because to sluggish yields and rising expenses, which would ultimately reduce their revenue, as a result of their ongoing reliance on outdated choices.

III. REVIEW OF LITERATURE

- Agripreneurship is the notion of entrepreneurship introduced to the agriculture industry by those with fresh concepts to improve upon current techniques for increased production. Farmers encounter issues with finance, promoting agricultural products, transportation, women's emancipation, tribal youth development, and more diverse revenue, producing growth, more employment, and effective use of the resources at their disposal. The many programs available for their promotion have been mentioned, followed by information on how the Indian agricultural industry might profit from these agripreneurs.(RRAHUL, 2020)
- The transition from agriculture to agribusiness in the future is a crucial step toward modernizing Indian agriculture and turning it into a successful enterprise. The potential around farming is driving a surge in agripreneurship skills and requirements. Darella (2015)
- The low yield of Indian agriculture and the prevalence of hidden entrepreneurship have led to social and economic growth, including the creation of jobs and income, the eradication of poverty, and enhancements to nutrition, health, and overall food security in the national economy. (2017) Ravikishore
- Another issue is that with liberalization, privatization, and globalization, the whole world has become like a local market where our farmers and their products will have to compete with multinationals in terms of quality and price. (Rashmisingh, 2006)
- The low agricultural productivity in the Nigerian rural economy can be substantially attributed to poor extension delivery. Challenges of agripreneurial development in Nigeria identified include inadequate funds, inadequate basic amenities, inadequacies of past government programs and policies, inadequate and poorly trained extension staff, volatility of input and output prices, and lack of appropriate technologies. (MJAbah, 2017)
- To adjust to market demands, innovative, adaptable, structured farms with management control are required in the synchronous competitive environment that has arisen in agriculture. It is essential to have individuals with an entrepreneurial mindset and creative ideas who will maximize the nation's comparative advantages and increase its productive potential. (APLIKOURA 2021)
- Agripreneurship as a prime means for reducing unemployment among Nigerian youth in Ogun State. The study employed a descriptive research design. Two hypotheses were raised, and regression was used to analyze the data collected. (Chatman House, 2011). (JimohI, 2020)
- Horticulture crops, organic farming, and food manufacturing were the most popular industries to

establish an enterprise in. According to replies, marketing and selling are the agricultural operations that are seen to be the most challenging. The middleman margin problem is something that agricultural officials should pay attention to and aim to address to draw young people into the industry. (Dr. Raju M Rathod 2019)

- Agriculture dominates India's economy. More than 65% of Indians (directly or indirectly) depend on agriculture for their living, which contributes approximately 16–17% of our nation's GDP. Some of the biggest agricultural businesses in the world compete with smaller, local farms and farmers. (2010) Gbmurthy
- Agripreneurship has the potential to support several social and economic developments, including the creation of jobs, the generation of revenue, the eradication of poverty, and the enhancement of nutrition, health, and overall food security in the national economy. Agripreneurship can spur economic development, diversify sources of income, and open up numerous job and business possibilities in rural regions. 2014 (LKMeena)
- Agribusiness development can support a resource infrastructure that will expand and give residents in rural regions access to services and a setup like metropolitan places. By lowering unemployment, agribusiness will also aid in reducing poverty. The use of multiple crops and crop rotation to protect and preserve the soil's quality, the use of Agri-Tech machines to lower the cost of cultivation and the drudgery of labour, and other innovative methods for balancing the use of fertilisers and pesticides, agrochemicals, etc. are all possibilities. (CA, 2020)
- Making agriculture a more appealing and lucrative business requires agripreneurship. It is obvious that there is a lot of room for entrepreneurship in the agricultural sector, but this opportunity can only be realised by managing key agricultural components including soil, seed, water, and market demands well. To be a successful agripreneur, a person must have the ability to take risks and a desire to learn the most recent information in the agriculture field. The agricultural industry has a significant potential to boost national income while also directly employing and paying a sizable portion of the society's more vulnerable and huge population. (sakatkushwaha, 2014)
- Indian agriculture's potential to be a lucrative industry has not yet been fully fulfilled. The improvement of agriculture will not only help farmers and a sizable portion of the rural poor but will also boost the economy's general growth. through the economy's overall backward and forward links with agriculture. Simply put, agripreneurship is business ownership in the agricultural industry. Agriculture is the raising of creatures, plants, and other things necessary for life. (Aswale, 2015)
- Large corporations and metropolitan business owners present fierce competition for rural businesses. Standardization and competition from big scale entities are two major issues that marketers deal with. Due to farmers' illiteracy and ignorance, they have difficulty

setting standards and upholding them. They also have a tough time getting permits because of the numerous legal requirements that must be followed. They might wind up with subpar raw materials and possibly ignorant farmers. Additionally, they have a serious issue with technical ignorance. Despite government attempts, the growth of rural businesses is not particularly healthy due to inadequate and improper infrastructural amenities. Rural communities lack appropriate drinking water supplies, suitable electricity supplies, and proper road infrastructure. (yoganandang, 2016)

- One essential component who introduces innovation was pointed out to be an entrepreneur. According to the theory, as new businesses encounter innovations, they embrace them, driving out less effective or inefficient ones to help the market reach equilibrium. A different school of thought adheres to Kirzner's theory, according to which there is existing market disequilibrium, and the entrepreneur utilises better information to disrupt the imbalance by inventing and attempting to find a new equilibrium. Entrepreneurial ambitions have been the subject of much inquiry. (AKRITI SHARMA, 2019)
- Help for agricultural enterprises. Research is concentrated on the emerging area of dedicated assistance for agricultural businesses. So-called extension services, which were frequently subsidised and offered by the government in accordance with food security and agricultural modernization objectives, have historically promoted problem solving and innovation in the agricultural sector. The one-size-fits-all modernization agenda ignored the heterogeneity of farming styles and entrepreneurial styles of farmers, and these extension services frequently had a supply-push orientation and worked within a linear paradigm of innovation (innovations developed by agricultural research were uniformly disseminated to farmers by extension services) Due to the shifting makeup of agricultural markets and the agricultural sector (including previously stated issues like multifunctionality, integration of production chains driven by consumer demands, and societal changes)(Dr.Thomas Lans, 2013)
- The most important benefits identified by the women were increased revenues, a greater sense of accomplishment, and higher living standards. Other advantages discovered were greater social connection, higher awareness, self-confidence in entrepreneurial activity, recognition in peer group, decision making, increased investment in children's education, and improved leadership among women. (Rashmi Singh, 2016)
- Historically, middlemen in the agri-product marketing chain in the Indian agribusiness situation made tremendous profits at the expense of farmers and end-customers. These traditional dealers and vendor groups were enraged by the introduction of contemporary organised retail stores. They had made threats and protested, sometimes violently. (Mita Brahma, 2020)
- In the tri-aggregates of agribusiness, young socioeconomic variables have major impact on their

agripreneurial decision. There is a need to foster agripreneurship education and training at all levels to ensure capacity building among youths for diverse agro enterprises; and encouraging financial institutions such as the Bank of Agriculture and the Bank of Industry to lend a larger percentage of their portfolio to youth agripreneurs as their access to loan facility will ensure an increase in the size of their business as larger business size will increase involvement in agripreneurship. (Nwibo Simon Uguru, 2020)

- The variety of options and resources currently accessible, it is quite beneficial if we link business education with farmers and mix traditional education with cutting-edge technology. In the current environment, it will be beneficial for increasing agricultural yield and the potential to double revenue. (Frederick, 2022)

IV. OBJECTIVES OF THE STUDY

- To Study the required factors for Agripreneurs
- To explore the problems faced by the Agripreneures.

V. RESEARCH METHODOLOGY

A. Research Design

The goal of the current research is to examine the conditions necessary for agribusiness owners to investigate the issues they encounter. Initially the research is done using literature review method to reach the objectives of the study as well as to fulfil the objectives too. Further, Descriptive research is done using survey method at randomly selected business people in Prakasam district.

B. Sampling Design

To set the aim, a review of the literature is used. The research design used was descriptive.

C. Data Collection

The primary data is collected through direct discussions with people by distributing questionnaire. The questionnaire had 28 questions and the respondents were asked to rate their response on a 5point Likerts scale, 1 being the least and 5 being top for pilot study.17 are given for final study. My population size is 152, I given the questioner to 121, 90 are responded 56 people are filled it completely. The Secondary data is collected through books, college websites, and journals. Effort has also been made to gather information from doctoral works on this area

D. Data Analysis

The data Analysis is done by using Percentage analysis

VI. RESULTS AND DISCUSSION

A. Demographic Information

Table 1: Profile of respondents' demographics

Respondents of Gender		
Particulars	Frequency	Percentage %
Male	51	56.7
Female	39	43.3
Total	90	100
Age of Respondents		
Particulars	Frequency	Percentage %
20-30	45	50
30-40	33	36.7
40-50	12	13.3
Above 50	none	none
Total	90	100
Education of Respondents		
Particulars	Frequency	Percentage %
Un-educated	18	20
Intermediate	9	10
Undergraduate	33	36.7
Postgraduate	30	33.3
Doctorate	none	None
Total	90	100
Agripreneur as of Respondents		
Particulars	Frequency	Percentage %
belowyears 5	30	33.3
5-10 yrs.	33	36.7
10-15 yrs.	15	16.7
15-20 yrs.	3	3.3
above 20 years	9	10
Total	90	100

Table 1 shows the respondents' demographics of 90 participants were polled for the current study, and of those, 51 participants were men and 39 participants were women. The respondents' ages ranged from 20 to 30 years, with the average being 22.1 years. The majority of respondents (51), followed by 33 respondents who completed their undergraduate degrees, studied up to the postgraduate level. Agribusiness represented 32 of the 90 respondents, followed by agricultural (26) and farmers (16). (20). 57 of the 90 respondents came from rural origins, followed by 20 from metropolitan regions and 13 from semi-urban areas. 90 of the 90 respondents were entrepreneurs.

Table 2: Required factors for Agripreneurs

Respondents of Factors for Agripreneurs								
s.no	factors	Strongly agree	agree	neutral	Disagree	Strongly disagree	Total accepts	percentage
1	Soil fertility	66	21	3	None	none	87	96.6%
2	Women empowerment	36	45	9	none	none	81	90%
3	New technologies	39	42	9	none	none	81	90%
4	Commercial crops	24	42	21	3	none	66	73.4%
5	Climatic conditions	30	54	6	none	none	84	93.3%
6	Satisfied production	24	42	9	12	3	66	73.4%
7	Financial support	18	39	12	21	none	57	63.3%
8	Customers purchases	30	39	12	9	none	69	76.6%

B. Interpretation of the required Factors for agripreneurs (Required Factors for Agripreneurs)

Table 2 shows the accepted factors for the agripreneurs by the 90 respondents. Out of 90 respondents, an average of 80 respondents said that soil fertility, climatic conditions,

women empowerment, and new technologies are the most important factors.

VII. PROBLEMS FACED BY THE AGRIPRENURES

Table 3: The Problems Faced by the agripreneurs

Respondents of Problems faced by the agripreneurs								
S.No	Problems	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total Accepts	Percentage
1	Channel of distribution available	3	18	21	27	21	69	76.6%
2	Govt schemes useful	6	21	18	33	12	63	70%
3	A sudden price drop happens	21	42	6	9	12	63	70%
4	Transportation issues	6	54	6	15	9	60	60%
5	Non-profitable occurs	9	21	12	21	27	60	60%
6	Globalization effects	18	36	18	12	6	54	60%
7	Lower productivity happens	6	57	12	9	6	63	70%
8	Pest and disease problems	12	39	18	15	6	51	56.6%
9	Supporting Agripreneurship	97	none	none	3	none	97	97%

Table 3 shows the issues that agricultural businesses are currently facing. In the 90 people who responded to the survey for this study, on average, 60 people said that the lack

of a profitable distribution channel, the ineffectiveness of government programmes, unexpected price drops, transportation problems, and decreased productivity are their main issues.

A. Findings

The soil fertility, women empowerment, new technology, and climatic conditions are the more significant factors to start the agripreneurs.

The Channel of distribution available, Govt schemes, sudden price drops, and Lower productivity are majorly funded as problems by the agripreneurs.

VIII. CONCLUSION AND SUGGESTIONS

The goal of this study is to comprehend the issues and challenges faced by agripreneurs. The 90 respondents (Agripreneurs) were polled to meet goals. The respondents (Agripreneurs) want to encourage agribusiness in the research region. The most difficult agricultural activity, according to respondents, is channel management, followed by marketing and selling of harvests. Globalization, pests, and disease are simple chores. The component analysis revealed variables that described how producers viewed financial support. Agriculture officials should be aware of the issue of agripreneurs and work to create initiatives that will draw in new agripreneurs.

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