

Agri-preneurs: Their Role in Developing Agriculture Domain and Achieving Sustainable Economic Development

Dr. Ashutosh Vitthal More

Assistant Professor
Department of Commerce
LVH Arts, Commerce and Science, College
Panchavati, Nashik, Maharashtra, India

(Received: November 18, 2023; Revised: January 23, 2024; Accepted: March 30, 2024)

ABSTRACT

Purpose: Agriculture has a strategically vital importance in the economic development of nation. There has been a drastic change in the agricultural landscape and the stepping in of the fact that there will be need of a new and changed approach and techniques in the next green revolution. As a consequent of advancements the productivity level of agriculture at global level has increased hugely. Entrepreneurs are vitally responsible and integral part of thriving economic conditions and for driving innovations in the sector. Entrepreneurship is a vital driving force for the economic growth and development. In an economically critical condition, where there is negative development, the entrepreneurship development acquired an enhanced importance. Agriculture based entrepreneurship is nothing but, agri-preneurship. Hence, agri-preneurs have a vital role to play in the sustainable economic development. **Methodology:** This study is aimed at finding the vital role of agri-preneurs in the sustainable economic development. This work is based on review of literature relevant with the concept of agri-preneurs, agri-preneurship, elements impacting entrepreneurial behavior, motivating forces for sustainable agri-preneurs etc. this study is based on secondary data sources. **Findings:** Entrepreneurship and entrepreneurial activities are socio-economically playing vital role, specially, aftermath of following of liberalization of economy. Due to over dependence on the agricultural sector for the employment and for enhancing the standard of living of the majority people in India specially backwards, developing, implementing and planning of programs relevant with entrepreneurship acquired an urgent and essential position. **Implications:** Youth, generally are not inclined to agriculture activities, but agri-preneurship awareness can imbibe them for adopting them agri-preneurship. Since, developing entrepreneurship in rural industries potentially seems better option for providing opportunities of employment to the rural people. There are needs for developing entrepreneurship in agricultural domain and preparing business plans thoroughly for, agricultural enterprises in all activity level be like, input agents to farm producers to farm produce processors. **Originality:** This is an original work of author. All the references in the research paper are duly cited.

Keywords: *Agri-preneurs, Agri-preneurship, Sustainable Economic Development, Employment etc.*

INTRODUCTION:

Majority of people in Indian nation are dependent on agricultural domain for earning their livelihood. Agriculture is major source of living for more than half of the total population. But, agricultural productivity is lower and there are higher number of disguised unemployment in India. But, factually, agriculture has a strategically vital importance in the economic development of Indian nation. There has been a drastic change in the agricultural landscape and the stepping in of the fact that there will be

need of a new and changed approach and techniques in the next green revolution. As a consequent of advancements the productivity level of agriculture at global level has increased hugely. Entrepreneurs are vitally responsible and integral part of thriving economic conditions and for driving innovations in the sector. Entrepreneurship is a vital driving force for the economic growth and development. In an economically critical condition, where there is negative development, the entrepreneurship development acquired an enhanced importance. Development of entrepreneurship is a controlled and systematic growth of a normal person to a clever skilled businessman called entrepreneur. This growth of entrepreneur can be referred as implanting or instilling the skills of entrepreneurship in a normal person by forming the entrepreneurial approach, giving desired knowledge, upgrading the managerial, marketing, financial and technical expertness. Programs for entrepreneurial development means, designing programs for assisting a person in absorbing capabilities and skills and making strong entrepreneurial motive which are vital for performing role of entrepreneurs in an effective manner. Agriculture based entrepreneurship is nothing but, agri-preneurship. These agri-preneurs practice ideology across nominal agriculture informed by rules of local, small sustainable economies increasing quality of life of person and community. Agri-preneurs are generating opportunities of agriculture from ecological hurdles by providing ideas amalgamating sustainability, food security, protecting environment and human rights, (Monica, Rossetti. & Erika, Derkas., 2020). Hence, the agri-preneurs have a vital role to play in the sustainable economic development.

Agri-preneur: Concept:

Agriculture + Entrepreneur	= Agri-preneur
----------------------------	----------------

Agri-preneurship: Concept:

Agriculture based entrepreneurship is nothing but, agri-preneurship. Basically, directly marketed, community oriented and sustainable agriculture is called as agri-preneurship.

Need for Agriculture Entrepreneurship:

Customarily, agriculture domain is viewed as lower technological industry practicing very limited number of dynamics and mostly dominated by many small family enterprises. These enterprises mostly attentive towards doing works better instead of doing novel things and in novel styles. But, due to liberalization of economy, decreased protection of market for agriculture and rapidly varying increased decisiveness of society, the condition has changed fiercely. Agricultural enterprises have to redesign according to market inclination, varying life styles of customers, new requirements of quality of product, food security, chain management, sustainability and increased ecological rules etc. These modifications have given way to new innovative, participative and skilled entrepreneurship. Development of entrepreneurs in agricultural domain may resolve the problems in its entirety like sustaining development of industries in rural localities, cutting down urban load, controlling migration of rural people to urban localities, generating opportunities of employment for rural young, enhancement in national income and lowering the burden on agriculture sector etc. Agricultural entrepreneurship have many common features of generic entrepreneurship, and also special characteristics due to particular context of agricultural domain. With assistance of good entrepreneurial and industrial education field, entrepreneurs will ultimately receive the benefits of large available human resource, (Uplaonkar, S. S. & Biradar, S. S., 2015).

Development of the concept of agri-preneurs:

The agri-preneurship concept is getting popularizing in entrepreneurship as well as agriculture, specially, in the context of modern agricultural practices. The terminology of agri-preneurship is basically originated from the term entrepreneurship, which is relevant with process of creation of ventures, (Saeed, S., Yousafzai, S., Yani-De-Soriano, M., & Muffatto, M., 2018). The notion of agri-preneurship is developed for encouraging the setting up of agricultural enterprises, as efforts relevant with modernizing the agriculture domain.

Another study elaborated that, agri-preneurship is not meliorism, but it is a thorough effect on the survival and growth of business enterprise, (Verhees, F. J., Kuipers, A., & Klopčic, M., 2011). This concept of agri-preneurship is also related with efforts of innovation and exploration of new means and methods of making ventures in a profitable agricultural business enterprise. As the notion of agri-preneurship is basically originated from the term entrepreneurship, study of agri-preneurship, hence,

must contain agri-preneurial intention, since such intention acts as a vital factor in the process of creation of ventures, (Saeed, S., Yousafzai, S., Yani-De-Soriano, M., & Muffatto, M., 2018).

Many research conclusions elaborate that single elements are bases in order to clarify expectations of agri-preneurial studies, but, actually any person is encircled by enlarged limit of technological, demographical, political, economic, social and cultural elements, (Turker, D. & Selcuk, S. S., 2009), with the notion that, the entrepreneurs can be built, shows the vitality of institutional factors in designing a person's entrepreneurial intention, (Aik, C. K., Mingramm, G., & Zainol, F. A., 2017). Research studies highlighted about contributing elements like, individual credits, social control, self-viability, and mentality, (Zakaria, H., Adam, H., & Abujaja, A. M., 2014), (Movahedi, R., Latifi, S., & Sayyar, L. Z., 2013), (Abdullah, A. A. & Sulaiman, N. N., 2013).

One study pointed out that, though, graduate agri-preneurs, seem like nation's future expectation, these agri-preneurs struggle for profitability in this harsh economic period. But, the agri industry, backs the point that, with the innovation of business model, the competitive advantage of the farms can be enhanced. On other side, the projects of agri-preneurs must consider the continuity of the projects of agriculture for encouraging newer generation agriculturists, knowledgeable, energetic and young agri-preneurs, in order to venture higher technological agriculture, having enough income capacity, (Zainol, F. A., Ngah, N., Daud, W. N. W., & Aik, C. K., 2021).

Motivating Forces for being sustainable agri-preneurs:

According to studies, firstly, getting incentives and external support, (Mupfasoni, B., Kessler, A., & Lans, T., 2018), (Hallberg, N. L., 2018), (Acs, Z. J. & Kallas, K., 2008), (Abdulkadir, H. S., 2014) secondly, absorbing knowledge about environment, (Patzelt, H. & Shepherd, D. A., 2011), (Yusoff, A., Ahmad, N. H., & Halim, H. A., 2015), (Abdulkadir, H. S., 2014) and thirdly, having powerful decent or internal motivation, (Kuckertz, A. & Wagner, M., 2010), (Ratten, V., 2018), are the three vital motivating forces for being sustainable agri-preneurs. One study provided suggestion that, business enterprises may sustain behind any participation and steady growth of business make a vital measuring instrument for a successful entrepreneur, (Fisher, R., Maritz, A., & Lobo, A., 2014).

In this study, the researcher studied about the power 2 program, which was aimed at the improving the knowledge and capacity of young agro-preneurs, adjustable with the variations in the agri business domain value chain partnership using the modern technology. This program assists young ariculturists in taking benefits of financial and technological access and strengthening the management of their business enterprise, (Ismono, T., Tifani, A. G., & Sukri, M., 2022).

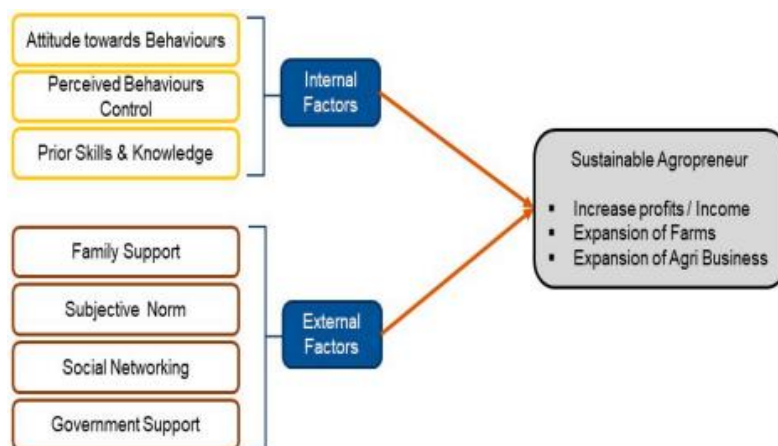
Elements impacting entrepreneurial behavior:

One research study, (Bird, B. & Schjoedt, L., 2017), elaborated that, the elements, like, motivation, intention, learning, abilities, skills, knowledge and experience may impact the entrepreneurial behavior. Sustainable agri-preneurship is referred to the agriculturists effectively managing for sustaining their field and business relevant with agriculture for greater timing. Agri-preneurs, for sustaining in agri-business, must specially pay attention to trends and opportunities of market of future, (Ratten, V., 2018). Another study claimed that, commencing a business enterprise is much easy as compare to sustaining that in the long run, particularly among lower income groups of community, (Acs, Z. J. & Kallas, K., 2008).

With regard to efforts of the government, for strengthening the program for food security, are effectively activated through the Program of Young Agropreneur. But, the interest of young population for participating in the agropreneurship are still very lower. Hence, in order to support the aim of the government, generating awareness and interest in the young minds at very earlier age, regarding agri-preneurship is very vital, (Muhsain, S. N. F., Zainal, N. F., Harun, N. H., Halim, I. A., & Yusoff, M. S. M., 2022).

In spite of the fact that, many initiatives relevant with agro-preneurship are applied through institutions and agencies, by the government, the young entrepreneurs are desirous of making careers in the trending and happening domains like, entertainment, fashion, technology, services etc, (Azeez, 2023).

Figure 1: Elements for being sustainable agri-preneur



Source: (Jaafar, M., Jalali, A., Suffarruddin, S. H., & Ramasamy, N., 2023).

Elements for being sustainable agri-preneur:

There are number of external and internal elements involved in determining the entrepreneurial behavior and agri-preneurship, (Jaafar, M., Jalali, A., Suffarruddin, S. H., & Ramasamy, N., 2023).

External Elements: The external elements may be trained agri-preneur’s support of community, (Harniati, H. & Anwarudin, O., 2018), support of government and social networking, (Jalali, A. & Jaafar, M., 2019), (Harniati, H. & Anwarudin, O., 2018), (Abdullah, A. A. & Sulaiman, N. N., 2013), (Mupfasoni, B., Kessler, A., & Lans, T., 2018), subjective rules, (Yusoff, A., Ahmad, N. H., & Halim, H. A., 2015), support of family, (Abdullah, A. A. & Sulaiman, N. N., 2013).

Internal Elements: The internal elements are skills or knowledge, (Nor, N. M., Masdek, N. N. M., & Maidin, M. K. H., 2015), attitudes about behavior, (Ridha, R. N. & Wahyu, B. P., 2017), viewed behavioural control, (Yusoff, A., Ahmad, N. H., & Abdul Halim, H., 2019), attitudes of agri-preneurs about behavior, (Abdullah, A. A. & Sulaiman, N. N., 2013). The calculations of sustainable agri-preneurs are productivity, expansion of business, quality of life, financial performance and sustained timing of business enterprise, (Owoade, O. A., 2014), (Martin, B. C., McNally, J. J., & Kay, M. J., 2013).

CONCLUSION:

Entrepreneurship and entrepreneurial activities are socio-economically playing vital role, specially, aftermath of following of liberalization of economy. Due to over dependence on the agricultural sector for the employment and for enhancing the standard of living of the majority people in India specially backwards, developing, implementing and planning of programs relevant with entrepreneurship acquired an urgent and essential position. Youth, generally are not inclined to agriculture activities, but agri-preneurship awareness can imbibe them for adopting them agri-preneurship. Since, developing entrepreneurship in rural industries potentially seems better option for providing opportunities of employment to the rural people. There are needs for developing entrepreneurship in agricultural domain and preparing business plans thoroughly for, agricultural enterprises in all activity level be like, input agents to farm producers to farm produce processors. In an economically critical condition, where there is negative development, the entrepreneurship development acquired an enhanced importance. Agriculture based entrepreneurship is nothing but, agri-preneurship. Hence, agri-preneurs have a vital role to play in the sustainable economic development. Development of entrepreneurship is a controlled and systematic growth of a normal person to a clever skilled businessman called entrepreneur. This growth of entrepreneur can be referred as implanting or instilling the skills of entrepreneurship in a normal person by forming the entrepreneurial approach, giving desired knowledge, upgrading the managerial, marketing, financial and technical expertness. Programs for entrepreneurial development means, designing programs for assisting a person in absorbing capabilities and skills and making strong entrepreneurial motive which are vital for performing role of entrepreneurs in an effective manner. Agriculture based entrepreneurship is agri-preneurship. These agri-preneurs practice ideology across nominal agriculture informed by rules of local, small sustainable economies increasing quality of life of person and community. Agri-preneurs are generating opportunities of agriculture from ecological hurdles by providing ideas amalgamating sustainability, food security, protecting environment and human rights. Development of entrepreneurs in

agricultural domain may resolve the problems in its entirety like sustaining development of industries in rural localities, cutting down urban load, controlling migration of rural people to urban localities, generating opportunities of employment for rural young, enhancement in national income and lowering the burden on agriculture sector etc.

AUTHORS' CONTRIBUTIONS:

Not applicable

FINANCIAL SUPPORT:

There is no financial support and Sponsorship for this Research.

ACKNOWLEDGMENT:

Not Applicable.

CONFLICTS OF INTEREST:

This is to bring to your kind consideration that this research work has no conflicts of interest.

REFERENCES:

- Abdulkadir, H. S. (2014). Challenges of implementing internal control systems in Non-Governmental Organizations (NGO) in Kenya: A case of Faith-Based Organizations (FBO) in Coast Region. *Journal of Business and Management*, 16(3), 57-62.
- Abdullah, A. A., & Sulaiman, N. N. (2013). Factors that influence the interest of youths in agricultural entrepreneurship. *International Journal of business and Social science*, 4(3), 288-302.
- Abdullah, A. A., & Sulaiman, N. N. (2013). Factors that influence the interest of youths in agricultural entrepreneurship. *International Journal of business and Social science*, 4(3), 288-302.
- Acs, Z. J., & Kallas, K. (2008). State of literature on small-to medium-sized enterprises and entrepreneurship in low-income communities. In *Entrepreneurship in emerging domestic markets: Barriers and innovation* (pp. 21-45). Boston, MA: Springer US.
- Aik, C. K., Mingramm, G., & Zainol, F. A. (2017). Malaysia and the factors that influence its seed industry: Natural resources, policies, market and fundings. *Journal of Food Science and Engineering*, 7(1), 74-85.
- Azeez, R. O. (2023). From school to the farm: an assessment of the motivation to become agropreneurs among students in Lagos owned tertiary institutions. *Nowoczesne Systemy Zarzadzania*(2), 89-108.
- Bird, B., & Schjoedt, L. (2017). Entrepreneurial behavior: Its nature, scope, recent research, and agenda for future research. In *Revisiting the Entrepreneurial Mind: Inside the Black Box: An Expanded Edition* (pp. 379-409).
- Fisher, R., Maritz, A., & Lobo, A. (2014). Evaluating entrepreneurs' perception of success: Development of a measurement scale. *International Journal of Entrepreneurial Behavior & Research*, 20(5), 478-492.
- Hallberg, N. L. (2018). Managing value appropriation in buyer-supplier relationships: The role of commercial decision resources. *European Management Journal*, 36(1), 125-134.
- Harniati, H., & Anwarudin, O. (2018). The interest and action of young agricultural entrepreneur on agribusiness in Cianjur Regency, West Java. *Jurnal Penyuluhan*, 14(2).
- Ismono, T., Tifani, A. G., & Sukri, M. (2022). Facilitating Business of Young Agro-Preneurship Through Value Chain Partnership and Optimizing the Digital Channel/Technology to Improve the Market. *International Symposium Southeast Asia Vegetable 2021*, 102-109.
- Jaafar, M., Jalali, A., Suffarruddin, S. H., & Ramasamy, N. (2023). The Determinants of Becoming Sustainable Agropreneurs: Evidence from the Bottom 40 Groups in Malaysia. *Sustainability*, 15(10), 8283.
- Jalali, A., & Jaafar, M. (2019). The role of proactiveness as a mediators between organizational-stakeholders relationship and SMEs performance. *Journal of Southwest Jiaotong University*, 54(3).

- Kuckertz, A., & Wagner, M. (2010). The influence of sustainability orientation on entrepreneurial intentions—Investigating the role of business experience. *Journal of business venturing*, 25(5), 524-539.
- Martin, B. C., McNally, J. J., & Kay, M. J. (2013). Examining the formation of human capital in entrepreneurship: A meta-analysis of entrepreneurship education outcomes. *Journal of business venturing*, 28(2), 211-224.
- Monica, Rossetti., & Erika, Derkas. (2020). Ecological Constraints as Catalysts for Ideological Development: The Rise of Agropreneurs in the Southwestern United States. *Journal of Liberal Arts and Humanities*, 1-13.
- Movahedi, R., Latifi, S., & Sayyar, L. Z. . (2013). The factors affecting agricultural students' attitude towards self-employment and entrepreneurship. *International Journal of Agriculture and Crop Sciences (IJACS)*, 5(16), 1813-1819.
- Muhsain, S. N. F., Zainal, N. F., Harun, N. H., Halim, I. A., & Yusoff, M. S. M. (2022). KECENDERUNGAN KANAK-KANAK TERHADAP BIDANG AGROPRENEUR: KAJIAN KES DI PUSAT AKTIVITI KANAK-KANAK KUALA MUDA, MALAYSIA. *Asian People Journal (APJ)*, 5(2), 161-168.
- Mupfasoni, B., Kessler, A., & Lans, T. (2018). Sustainable agricultural entrepreneurship in Burundi: drivers and outcomes. *Journal of Small Business and Enterprise Development*, 25(1), 64-80.
- Nor, N. M., Masdek, N. N. M., & Maidin, M. K. H. (2015). Youth inclination towards agricultural entrepreneurship. *Economic and technology management review*, 10, 47-55.
- Owoade, O. A. (2014). Nigerian youths and agropreneur development: Turning challenges into opportunities. *Yaba Journal of Management Studies*, 9(1), 110-119.
- Patzelt, H., & Shepherd, D. A. (2011). Recognizing opportunities for sustainable development. *Entrepreneurship Theory and Practice*, 35(4), 631-652.
- Ratten, V. (2018). Sustainable farming entrepreneurship in the Sunraysia region. *International Journal of Sociology and Social Policy*, 38(1/2), 103-115.
- Ridha, R. N., & Wahyu, B. P. (2017). Entrepreneurship intention in agricultural sector of young generation in Indonesia. *Asia pacific journal of innovation and entrepreneurship*, 11(1), 76-89.
- Saeed, S., Yousafzai, S., Yani-De-Soriano, M., & Muffatto, M. (2018). The role of perceived university support in the formation of students' entrepreneurial intention. *Sustainable entrepreneurship*, 3-23.
- Turker, D., & Selcuk, S. S. (2009). Which factors affect entrepreneurial intention of university students? *Journal of European industrial training*, 33(2), 142-159.
- Uplaonkar, S. S., & Biradar, S. S. (2015). Development of agriculture in India through agripreneurs. *International Journal of Applied Research*, 1(9), 1063-1066.
- Verhees, F. J., Kuipers, A., & Klopčic, M. (2011). Entrepreneurial proclivity and farm performance: the cases of Dutch and Slovenian farmers. *The International Journal of Entrepreneurship and Innovation*, 12(3), 169-177.
- Yusoff, A., Ahmad, N. H., & Abdul Halim, H. (2019). Unravelling agropreneurship activities among Malaysian Gen Y: Social institutional factors as enablers. *International Journal of Entrepreneurial Behavior & Research*, 25(3), 457-479.
- Yusoff, A., Ahmad, N. H., & Halim, H. A. (2015). Promoting agropreneurship among Gen Y: An integration of individual, institutional and social level factors. *Australian Journal of Basic and Applied Sciences*, 9(14), 74-86.
- Zainol, F. A., Ngah, N., Daud, W. N. W., & Aik, C. K. (2021). Establishing a graduate agropreneur business model for food security: a case study of the Melon Manis Terengganu (MMT) fertigation project. *The Journal of Management Theory and Practice (JMTP)*, 30-37.
- Zakaria, H., Adam, H., & Abujaja, A. M. (2014). Assessment of agricultural students of university for development studies intention to take up self-employment in agribusiness.

