

Agripreneurship education as a tool to upliftment of agriculture

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Abstract

Large population of India is dependent on agriculture for their livelihood. But Indian agriculture is low productive are with large number of disguised unemployed. Present paper is an attempt to highlight the importance of developing entrepreneurship in the area of agriculture. Agripreneurship is solution to many economic problems like urbanization, poverty, unemployment and economic development. It helps in rural development. But development of entrepreneurship in the areas of agriculture requires special skills like human development, knowledge of agriculture, knowledge of global agriculture market.

Keywords: Agripreneurship, education, rural, development

Introduction

Indian economy is basically agrarian economy. On 2.4 percent of world land India is managing 16 percent of world population. At the time of independence, more than half of the national income was contributed by agriculture. At the same time more than 70 percent of total population was dependent on agriculture. The first five year plan has emphasis on agriculture development. Also the green revolution strategies adopted during 60s has contributed a lot in making India self-sufficient in food production. With advent of new economic policy adopted since 1991, the picture has changed drastically. The contribution of agriculture in national income has declined to 26 percent and that of service sector has increased to more than half of the total national income. Service sector is emerging as driver of economic growth. Service sector, though growing at faster rate in term of income generation, has contributed little in terms of employment generation. Employment opportunities in the service sector are basically for educated and skilled manpower and are centred in urban centres. Uneducated and unskilled mass of India population, living in rural areas are not fitting in to the employment market created by service sector growth. They are therefore depends in agriculture for their livelihood. With employment of more than 50 percent of labour force agriculture sector is major employment provider even today. The seasonal nature of agriculture and lack of irrigation facilities creates problem of seasonal and cyclical unemployment. Large numbers of persons employed in agriculture are of disguised nature. They seem to be employed but their marginal productivity is zero. Withdrawing of some of the persons from agriculture will not affect agriculture production at all. Disguised nature of agriculture forced the people to migrate from rural to urban areas creating pressure on cities in terms of additional facilities for housing, sanitation, water and also employment. The situation of an uneducated, unskilled rural labour migrating from rural to urban areas is like second class citizens without their own identity.

This situation can be changed by generating employment opportunities for them in rural areas itself. Agro

entrepreneurship can be used as best medicine for the solution of this problem. Developing entrepreneurs in agriculture will solve all the problem viz. (a) reduce the burden of agriculture (b) generate employment opportunities for rural youth (c) control migration from rural to urban areas (d) increase national income (e) support industrial development in rural areas (f) reduces the pressure on urban cities etc.

The aim of present paper is to highlight the type of self-employment opportunities which can be generated in agriculture through the development of entrepreneurship skills. Following areas offer to appear a good hope for future;

- (1) Food processing and packaging.
- (2) Preservation of seasonal vegetables.
- (3) Preservation of seasonal fruits.
- (4) Seed processing and preservation.
- (5) Use of solar community dehydration centres for seeds.
- (6) Selective farming for vegetables and flowers seedlings.

This is also not an exhaustive list. The field of preservations, the role of women and cooperatives can be explored to best extent. Agro based industries to be planned in a way that major products may be manufactured in a medium and small enterprises while middle level services can be provided by groups or co-operatives at the rural level and repair and maintenance services could be taken up by the artisans at individual level.

Basic objectives of new entrepreneur in agro based

1. Selection of market
2. Licensing and control
3. Location
4. Applicability of labour legislations
5. Technical know-how
6. Finance

Important Steps in the development of Agro based EDP programme

1. Identification of and location of perspective self-employees.

2. Selection of potential self-employed/entrepreneurs from amongst prospective candidates.
3. Agro based entrepreneurship development training.
4. Providing help/guidance in selection of product and preparation of project report.
5. Mobilizing different resources.
6. Organisational support in setting a enterprise.
7. Follow up.

Agro based EDP requires expert handling process which must be carried out to meet various good entrepreneurs;

1. Good promotional activities.
2. Proper selection (every one cannot be made entrepreneur).
3. Good opportunity guide and developing a systematic business plan.
4. Developing motivation and competencies.
5. Developing managerial capabilities.
6. Providing all information/counselling and follow up.

Good Agro based EDP should cover the following areas;

1. Information sources
2. Product guidance
3. Market Survey
4. Achievement motivation
5. Project report preparation
6. Managerial inputs
7. Counselling
8. Follow up

Trainer conducting agro based EDP should be competent as facilitators, and motivator possessing certain personalities and to act as a leader/ counsellors and motivators and should also have adequate knowledge about agro-based sources of information and support system and skill to perceive entrepreneur potentials opportunities in the region and capabilities to mould the raw materials in to owners of agro enterprise. Agro EDPs are important for human resource development and enlarging the number of enterprises.

Conclusion

It is suggested that agro-based entrepreneurship mission and the agro-based entrepreneurship education should go hand in hand. Mass employment generation is possible with agri-based industrialisation. With better industrial and entrepreneurial education discipline, entrepreneurs will naturally take advantage of the vast human resource availability.

References

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