

## CHALLENGES AND OPPORTUNITIES IN AGRARIAN ENTREPRENEURSHIP

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### Abstract:

Today, agrarian entrepreneurship is a great chance for people migrating from agrarian and semi-remote areas to cities. Conversely, it is also true that most agrarian entrepreneurs face many challenges. The problem stems from the lack of access to primary facilities in agrarian areas of developing countries like India, lack of pedagogy, economic problems, lack of methodological and abstract skills, and too difficult for agrarian entrepreneurs to establish themselves in agrarian industry. This paper highlights key issues faced by entrepreneurs, especially in agrarian areas. This paper highlights the challenges and opportunities in agrarian entrepreneurship and by taking advantage of the opportunities and prospects and hitting the market to become a successful entrepreneur. It also points out the problems face by agrarian entrepreneurs in marketing their products, financial facilities, and other major facilities unavailability of electricity, lack of internet facilities, water, and transportation system and required energy etc.

Keywords: Agrarian Entrepreneurship, Challenges, Problems, Agrarian Areas, opportunity.

### Introduction

The majority of people in India have lived in villages for centuries. Agrarian entrepreneurship is generally regarded as a necessary component of growth and development, particularly in a nation like India. By providing a variety of opportunities, such as creating jobs, halting youth migration from agrarian areas, expanding the manufacturing sector, developing infrastructure, raising living standards, and eliminating poverty, agrarian entrepreneurship contribute to the progress of impoverished areas.

India is country of villages. About 70% people are residing in agrarian regions out of which majority of the people's source of revenue depend on farming and its similar activities. The agricultural activities being constrained are not able to soak up the population pressure in agriculture. The growth and improvement of the agrarian financial system are essential for the improvement of the nation as a intact. Entrepreneurship in agrarian regions gives a solution to the above troubles. Indian agrarian region is no longer outmoded and secluded. Therefore, entrepreneurship within the agrarian and tribal regions looms big to resolve the troubles of poverty, idleness, and underdevelopment of the Indian financial system.

Agrarian industrialization is regarded as a powerful way of speed up the technique of agrarian improvement. The Indian Government has been constantly handing over increasing significance and guidance for the backing and boom of agrarian entrepreneurship. Today agrarian entrepreneurship has become known as a self-motivated concept. The present day's improvement of agrarian regions had been related to entrepreneurship.

Defining entrepreneurship isn't a simple task always. Entrepreneurship has been linked to agrarian development in comparison to earlier times. Entrepreneurship is difficult to define. Some people associate entrepreneurship with innovation, while others associate it with taking risks. A stabilizing force in the market can mean different things to different people. For some, it means handling and running a firm. An entrepreneur is someone who either construct a new arrangement of production factors, such as new products, new production system, new marketplace, new sources of supply, new products, and new business forms, or who owns and runs a business and is willing to take risks to eliminate imbalances between aggregate demand and aggregate supply by taking advantage of market opportunities.

Peter George Ferdinand Drucker had proposed "entrepreneurship" as an exercise. According to him entrepreneurship now is no longer characterized by planning that isn't acted upon. Entrepreneurship truly starts with motion and the advent of recent companies. This company in the end may also or won't turn out to be self-maintaining and in fact, may also by no means earn extensive revenues. But, whilst people build a new company they have entered the entrepreneurship exemplar. Balanced and legitimate improvement is truly required and it has been made possible best with the development in agrarian regions. The escalation of agrarian entrepreneurship may also lead to a diminution in poverty, pollutants in towns, the boom of slums, and the lack of expertise of inhabitants. It additionally allows for enhancing the education level and living standard of agrarian people. Agrarian industries include conventional zone and cutting-edge zone. Prior includes Khadi and Village industries, Handloom and coir industries while the latter consists of power loom and small-scale industries. Agrarian entrepreneurship performs a crucial function in the improvement of the Indian economy.

### **Agrarian Entrepreneurship**

In easy terms "entrepreneurship" is the act of being an entrepreneur, which may be described as "one that undertakes improvements, finance, and enterprise wisdom on the way to transform improvements into financial goods". The conflict is basically lopsided improvement which is an enhancement of region on the cost of enhancement of a few different places, with related issues of underdevelopment. For instance, we have visible underemployment or unemployment in the villages that have caused the main invasion of agrarian masses to the cities. Migration is not constantly unnecessary however it needed to be minimal as ways as job is concerned. Without a doubt the scenario needs to be such that human beings need to discover it worthwhile to reallocate from town and cities to agrarian regions due to recognition of privileged services and possibilities present.

Agrarian entrepreneurship has developed into a vibrant concept in recent years. Agrarian entrepreneurship is typically described "entrepreneurship emerging at the village level that can take place in a variety of endeavors such as industry, business, or agriculture and act as a potential factor for overall economic development" in common parlance.

### **Review of Literature**

(Petrin 1994) showed that the improvement of agrarian regions is currently linked to entrepreneurship to a greater extent. It is going approximately as a vehicle to decorate the non-public pleasure for people, households, and agencies preserving in thoughts the quit goal to control a valid financial system and surroundings.

(Aggarwal, 2018) This paper written by (Aggarwal, 2018) marks the requisite and association of the pattern of Agrarian Entrepreneurship Development, and the formation of Micro and small agrarian enterprises. Businesses in agrarian areas are operating in a period of tremendous and quick change. Despite the actuality that entrepreneurship is a crucial source to achieve agrarian economic development, empirical research on agrarian entrepreneurship is somewhat bare and this concept becomes broadly unusual.

(Kulkarni & Narkhede, 2016) This paper talks about the involvement of such entrepreneurial improvement plans which have a very constructive effect on the growth of agrarian areas. This aids in making inclusive growth and in this, it helps in sustainable and unbiased economical growth. It gives opportunities for the development of the country and promotes an increase in demand for dissimilar products and services in the markets of agrarian areas.

(Belson, 2020) This paper studies obstacles that agrarian communities are facing. This paper also studies some cases of capable economic development programs, as well as a normal view of some industrial sectors where agrarian communities may have competitive advantages. It ends with numerous policy suggestions for attractive agrarian entrepreneurial activities.

(Ibrahim, 2010) in his study shows that agrarian entrepreneurship has a soaring likelihood for generating new jobs considering the enormous assets in agrarian areas. It further indicated that it has the capability to produce more employment allowing for the fact that it make use of a more labor-concentrated approach of production.

(Mehta,2011) in his study confirmed that several Indian groups along with MNCs started growing enterprise structures to tap the undiscovered agrarian enterprise region in India. The study may supportr the distinctive groups to support preparations and procedures to assist agricultural entrepreneurship in India. This can also additionally make the Indian agrarian enterprise region a simple energy within side the global financial system.

(Sharma, et al 2011) tested that distinctive social, financial, political, and environmental problems in provincial areas in growing international locations like India make demanding situations in livelihood, diminishing agrarian era and expanding nourishment lack. This has come more or less a massive impact on the residential period, livelihood, and so forth. To a particular degree, those problems may be understood by growing entrepreneurship in agrarian India.

(Jayadatta,2017). The paper also makes an effort to find out the obstacles for the competence of agrarian entrepreneurship. It also tries to spotlight on the key troubles faced affronted by entrepreneurs, particularly in the field of marketing products, and other prime services like water supply, availability of electricity, transport facilities, required energy, and financial amenities.

### **Objectives of the Study.**

- To categorize the opportunity present in agrarian entrepreneurship.
- To identify the problems in agrarian entrepreneurship.

### **Research Methodology**

The present study is based upon the secondary sources of data, which was collected through the literature, books, research papers, websites, research articles, blogs by various entrepreneurs, and various other publications.

### **Importance Of Agrarian Entrepreneurship In India**

Agrarian entrepreneurship undertakes entrepreneurial activities by setting up mechanical and specialty devices in villages and agrarian regions. Agrarian entrepreneurial activities contribute to economic growth and improvement through growing agrarian income. Other considerable factors of agrarian entrepreneurship are mentioned below:

- Improves economic delivery in agrarian regions
- Reduces salary inconsistencies among city and agrarian ranges
- Increase in popularity of dwelling of the agricultural and tribal network
- Encouragement to small and cottage industries
- Save the vintage craftsmanship of extraordinary India
- Prompt development of agrarian villages without demolition
- Help in bringing down city relocation
- Fulfillment of call for springing up from the community
- Work as an antidote to the problems of underemployment, unemployment, and poverty in agrarian regions
- Creation of products and offerings wherein abilities of unique nature are required
- Commercial ventures may be produced at a decreased value in provincial regions of the village (Bhushan, 2018).

## Problems in Agrarian Entrepreneurship

Entrepreneurs have central position in improvement of economic system, therefore, contributing to the overall GDP of the country. They confront diverse issues in usual existence and work. As thorns are a part of roses, within side the identical manner thriving enterprise has its very own sort of issues. The main issues confronted via way of means of agrarian marketers are as under:

### Financial Problems:

**Paucity of funds:** Lack of tangible safety and recognition core in the market, most agricultural marketers not succeed to get outside funds. Also, the method to avail of the mortgage facility from the banks is simply time taking that it disappoints agricultural marketers. Lack of money is one of the biggest issue confronted by agrarian marketers mainly because of the worldwide recession. Lack of purchasing power is also a major challenge faced by these people.

**Lack of Infrastructural centers:** Despite many steps taken by the respective authorities the progress of agrarian marketers is not very attractive because of lack of adequate infrastructural facilities.

**Risk factor:** Agrarian Entrepreneurs have very less risk demeanor potential because of minimum economic assets and outside support.

### Marketing Problems:

- **Competition:** Agrarian marketers face unbendable and extreme resistance from gigantic companies and city marketers. They sustain extreme value of manufacturing costs because of too much initial stage cost. The crisis of sameness and opposition from massive scale gadgets are a number of the main issues confronted by marketers. New venture have confined economic assets and therefore cannot manage to pay out greater on advertising. The low literacy rate is also a problem for these people
- **Middlemen:** Middlemen take advantage of agrarian marketers. Agrarian marketers are closely depending on middlemen for advertising and marketing their merchandise who exploit them financially. Poor modes of transportation and storage facilities are the prime issues in agrarian regions. Lack of standardization of products is also a common problem.

### Organization Problems:

- **Deficient Knowledge of I.T:** The information era as such isn't a very usual place in agrarian regions. Entrepreneurs depend upon in-house linkage which inspire the waft of goods, thoughts, and information.
- **Legal formalities:** Meeting the terms with diverse official procedure and in obtaining licenses agrarian marketers discover it extraordinarily tough because of lack of information and illiteracy. Also, procurement of raw substances is simply a difficult mission for many agrarian marketers. They may give up on bad first-class raw materials, which may face the hassle of garage and warehousing.
- **Lack of technical knowledge:** Agrarian marketers go through intense trouble due to a lack of technical knowledge. The lack of education centers and different great offerings create a hurdle for the improvement of agrarian entrepreneurship.
- **Tawdry of merchandise:** One more vital trouble in promoting agrarian entrepreneurship is the mediocre quality of merchandise because of the low accessibility of apparatus and substandard raw material

### Human aid Problems

- **Amateurish Industry:** Most of the marketers operating in agrarian regions are not able to discover employees with excessive skills. They need to be supplied with advanced education and their education too typically is extreme trouble for the entrepreneur as they are usually uneducated and the education needs to be imparted in their mother tongue which they could recognize easily.

- **Pessimistic attitude:** Occasionally surroundings within the family, society, and aid device aren't a whole lot sufficient to inspire agrarian human beings to take up entrepreneurship as a career. Lack of information and understanding of entrepreneurial opportunities can also be added additionally as a constraint without a doubt. Young and usually well-knowledgeable youths tend to leave. The lack of education centers and different great offerings creates a hurdle for the improvement of agrarian entrepreneurship

### Major Opportunities In Agrarian Entrepreneurship :

Enhanced allotment of ranch manufacture leads to agrarian prosperity. Entrepreneurial profession for agrarian adolescents reduces the hidden unemployment and gives various other job opportunities. The available ground and agriculture availability is not capable to soak up the whole dependency for the whole year which leads to massive scale underemployment and unemployment. Agrarian people, on the lookout for jobs and better livelihood possibilities, frequently migrate to city facilities developing undesirable slums and additionally staying in foul situations of living. In way, employment possibilities are made in agrarian regions at the side of basic facilities of life.

### Opportunities agrarian entrepreneurship:

- **Stimulus and rationality:** Agrarian marketers inspire and offer legitimacy to the rustic masses. Local human beings help and inspire the improvement of agrarian entrepreneurship in their province.
- **Employment accessibility:** 70 percent of India's population is busy in agriculture and related activities. Agriculture and allied sports aren't available always. The availability of semi-skilled and incompetent employees is one of the motivating forces for the establishment of any business in agrarian areas (Nandanwar,2011)
- **Raw material availability:** Raw material in agrarian areas is easily available. Negligible/low transportation and optimism costs inspire agrarian marketers to set up businesses in agrarian areas (Santhi and Kumar, 2011).
- **Low basis value:** Money required in setting up business in rural areas is very less as compared to cities. It is not compulsory to set up any buildings or offices in agrarian entrepreneurship. (Amrutrao, 2019).
- **Production value:** The production cost is very less in villages as compared to cities. Agrarian marketers has advantage regarding the fresh obtaining of manufacturing goods. Unproblematic convenience reduces the manufacturing cost, and advantages be enjoyed by end user only.
- **Cost of promotional sports:** Agrarian industrialization is slow in electing rhythm in India. Handful of business enterprises are in service in agrarian villages and towns. In different words, opposition in agrarian regions is much less so for agrarian marketers hence there'll now no longer be any predominant cost incurred for advertisements.
- **Subsidies and rules:** Authorities have brought numerous subsidy and rules for enhanced founding and execution of agrarian entrepreneurship. The authorities have introduced subsidies that impetus the increase of industrialization in agrarian regions. Apart from this, the authorities had eased and introduced promotional rules that are pretty innovative, and flexible, and offer non-stop guidance to agrarian marketers
- **The enormous figure of probable customers:** Indian Villages are highly populated. The buying strength of townspeople has elevated in last years. The big populace is the competent consumer support for business unit. This is one of the highest outstanding motives in the moving of MNCs to the agrarian region

### Remedial actions to solve problems of the Agrarian Entrepreneur

Different groups like IFCI, SIDBI, ICICI, NABARD, and so on are looking to sort out the principal issues confronted by agrarian marketers. Marketing troubles are in particular associated with pricing, distribution channels, product merchandising, and so on. To make agricultural marketers like commercial enterprise ventures, the following measures may be adopted:

Formation of finance cells: Banks and economic establishments that provide a price range to marketers should create unique cells for imparting smooth finance to agrarian entrepreneurs.

Concessional rates of Interest: For a smooth reimbursement procedure and at concessional rates the agrarian marketer should be offered price variety. The troublesome rules and regulations should be avoid in granting loans.

Offering education amenities: Guidance is imperative for the general improvement of entrepreneurship. It furthermore allows agricultural marketers to adopt the venture efficaciously because it gives the required abilities to operate the enterprise. At gift, the underprivileged marketers of the society are always supplied such education facilities via way of means of authorities of India concerning skill improvement of the prevailing marketers so that agrarian marketers can definitely create earnings in addition to employment possibilities in a agrarian area.

Right delivery of raw substances: Agrarian marketers have to be honestly ensured of the right delivery of raw substances on a precedence foundation. The subsidy can also be supplied at instances to make the merchandise affordable and value competitive.

Setting up advertising and marketing cooperative: Proper help and support should be given agrarian marketers for putting in place advertising and marketing co-operatives. These cooperative shall assist in getting different inputs at affordable prices and they are beneficial in promoting their merchandise at remuneration prices. Thus comprehensive education, the right education, putting disparate economic Institutions, and improvement of advertising and marketing co-operatives to a huge volume assist to prosper the agricultural marketers in India.

## Conclusion

Agrarian marketers surely act as a important tool to determining the financial development of India. They play an important function in converting a growing nation into an advanced nation. In today's worldwide marketplace financial coverage surroundings should be beneficial for a company to reap efficiency. Economic coverage permits marketers to offer magical contact to a company regardless of the public, private, or joint quarter in reaching inventiveness, rapidity, elasticity, and additionally sturdy experience of self-rule.

Agrarian entrepreneurship is an exceptional solution for the elimination of agrarian dearth in India. Hence authorities have to strain and emphasize agrarian improvement activities. Also, the mass of agricultural youths do not consider entrepreneurship as a business opportunities. Thus groups and authorities have to include schooling and maintaining guide structures offering all essential help so that agrarian youth may be educated to take this as a career opportunity. Besides this governments have to additionally extend their assisting hand in this framework. Consistency and grading have to be promoted and extra campaigning activities should be used to inspire agrarian marketers. NGOs have to be supplied with complete guidance by the authorities. In the existing context, entrepreneurship enables marketers not only to satisfy their non-public desires but also to assist in the financial contribution of new ventures. More than growing the country-wide profits through developing new opportunities, agrarian entrepreneurship additionally acts as a financial boom by serving as a major link between novelty and the market. In the end, to bring changes there is a need for education, innovation, and opportunities.

In India, there are enough possibilities for small businesses. Such possibilities will help India in the coming future. The level of improvement of entrepreneurship is vast. The business has expanded extra outstanding position on the international stage. The monetary shape is extremely modern and to a superb scale competitive because of the speedy formation of upcoming corporations and the exit of antique inactive and declining corporations. The converting international surroundings bring up troubles approximately the potential of customary, small-scale corporations in us of regions to proportion the capacity benefits provided with the aid of using the evolving surroundings.

Despite the truth that agriculture nowadays nevertheless offers pay to provincial businesses, development is regularly jumped to huge commercial enterprise improvement. Since country-wide economies are increasing in number at the global level and competition is strengthening at a super pace, influencing enterprise in addition to any economic movement inclusive of agriculture, it isn't always awesome that agrarian entrepreneurship is selecting up its

significance as the energy of cost-effective alternate that should show up if several rustic businesses to survive. It may be very clear that agrarian entrepreneurship cannot be created without the right training.

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