

Agri-Preneurship with E-Marketing in India

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ABSTRACT

Over 58 per cent households depend on agriculture, which plays a vital role in Indian economy. Any improvements in the field of agriculture resembles in the Gross Value Added.. Agripreneurship is synonym with entrepreneurship in agriculture and refers to agribusiness establishment in agriculture and allied sector. Recent trends in agriculture are evident that agripreneurship can be used as an upliftment tool in agriculture. This shift from agriculture to agribusiness has made agriculture a profitable venture. Adding value chains with blending new marketing ideas will result in the evident changes. As if now, the agricultural value chains supports the product, knowledge and information surrounding the smallholder farmers and consumers. This differs from country to country showing more study is required to put forward its advantages in India. Marketing has always attracted the community from past decades. Blending new marketing ideas will influence aspiring young entrepreneurship come forward with new business ideas in agriculture. We need more entrepreneurs in the agriculture sector because no economy is going to survive

without it. This paper is about the implementing the agri-preneurship along with the e-marketing for an effective and efficient business scenario. It also focuses on the factors why businessmen are not focussing on the agripreneurship.

Keywords: Agripreneurship, E-marketing

OBJECTIVES

The main objective of this paper is to find the real scope of agripreneurship in the economy and to find out how the marketing techniques can be applied to yield best results. This may also focus why the young business minds are not coming forward with innovative ideas in this field. Unveiling the benefits will pave the way for aspiring minds to come forward and to expand the present scenarios.

INTRODUCTION

Agriculture has made India second position worldwide in farm output is contributing 13.7% of GDP. Being most important sector it is able to provide employment to 50% of the country's work force. Over 60% of India's

land is arable making it second largest land in terms of arable land. Meeting the food requirements of the people, we are able to export excess food and agricultural products. The development in the agricultural field will definitely resembles in the growth of the country. The shift from agriculture to agri-preneurship has made this to action to an extent. Agripreneurship is capable of providing social and economic development, reduction in poverty, food security, employment opportunities and generating income for the economy. Agripreneurship refers to the entrepreneurship in the agriculture. Entrepreneurship is the creation of new business venture with more creative ideas and technology implementation. Being generative, agri-preneurship is influenced by factors like external, systematic, economic, social, policies and regulations.

Value chains promote modernisation through connecting to market by giving a better return to small producers. Also ensures the payment at the production level thereby ensuring the quality. Flexible approach of value chains concludes all about human interactions. It shows from the start level input side, processing, producing and the distribution. From a farmer's part being a part if the value chain brings out more income. Why and how value chains are important to an agricultural firm is notable.

Marketers have a great role in reaching the product at destiny making them aware. The long journey of marketing had finally reached up to digital marketing. Understanding of buyers and delivering the product is now based on different strategies and policies. How the social networking sites have the influence upon marketing techniques is evident.

LITERATURE REVIEW

Satish S Uplaonkar, Sharanagoud S Biradar; 2015 Agricultural entrepreneurship shares many characteristics of "generic" entrepreneurship, but also has its distinct features due to the specific context of the agricultural sector. With better industrial and entrepreneurial education discipline, entrepreneurs will naturally take advantage of the vast human resource availability. It is clear that there is a great scope for entrepreneurship in agriculture and this potentiality can be tapped only by effective management of agri elements an individual with risk bearing capacity and a quest for latest knowledge in agriculture sector can prove to be a right agripreneurs. The agriculture sector has a large potential to contribute to the national income while at the same time providing direct employment and income to the numerically larger and vulnerable section of the society. Agripreneurship is not only an opportunity but

also a necessity for improving the production and profitability in agriculture sector

Bairwa et al., 2014 Easy access to technology, emergence of micro financing, liberalized government rules, awareness and training programmes on agri and allied sectors and finally changing mindset of the highly qualified people to go for self-employment in the field of agriculture have contributed significantly in enhancing the potentiality for entrepreneurship in India.

Shoji Lal Bairwa , Kerobim Lakra, S. Kushwaha , L. K. Meena and Pravin Kumar 2014: Agripreneurship is the need of hours to make agriculture a more attractive and profitable venture. It is clear that there is a great scope for entrepreneurship in agriculture and this potentiality can be tapped only by effective management of agri elements such as – soil, seed, water and market needs. An individual with risk bearing capacity and a quest for latest knowledge in agriculture sector can prove to be a right agripreneurs. The agriculture sector has a large potential to contribute to the national income while at the same time providing direct employment and income to the numerically larger and vulnerable section of the society. Agripreneurship is not only an opportunity but also a necessity for improving the production

and profitability in agriculture and allied sector.

Dr. Ravindra Tripathi ,Sweta Agarwal 2015 There is a need for devising alternative models of delivery of financial services to agripreneurs. Further alternative financial instruments must also be developed to overcome the deficiency in the financial instrument which can lead to overcome social and economic barriers.

Taufiq Ahmed , Shamsul Hasan and Rifat Haneef : On the basis of the major findings of the study it was concluded that entrepreneurial characteristics like achievement motivation, leadership ability, self-confidence, risk taking ability, management orientation, and information seeking behaviour was the important areas of training for the agripreneurs. it was concluded that majority of the respondents (70.00%) had medium level of achievement motivation; nearly sixty per cent had medium level of risk taking ability, leadership ability and medium level of decision making ability

IMPLEMENTATION

The way of introducing E-Marketing to the world of agripreneurship is the point where a new business scenario is going to rise. E-Marketing refers advertising and marketing the products through online. Introduction of online

marketing to agripreneurship offers a great platform to open a wide marketing opportunities to farmers. The agripreneur coming forward with a new innovative technique starts the business in the thought of earning a maximum profit. What the entrepreneurs have to face is that their products are taken away paying them low rate. The back doors of this exchange of goods are pricing a higher amount making the second hands more profitable. The innovative minds behind the effort are treated as if their venture is not aiming them the required profit. Currently many people are aware about the marketing trends yet the outskirts people are still unaware about the fact. This make them going backward from their venture which is able to yield great profit thereby attaining the economic growth.

Agripreneur coming up with a new venture is not aware how it can be marketed effectively through online. The online marketing will ensure them their products are demanded well. When a product from the agripreneur is reached through online marketing, it is ensuring right price as the producer is determined. The concern of the producer about the profit margins and the reach of the product are cleared. Creating an online site for an agripreneur can make him public aware about a product is making in behind and this can help in raising the demand. This will help the

nearby customers to demand the product early and ensure their wants. Many of the agripreneur ideas are not blooming out because of the doubt of how it can be marketed. The E-Marketing in the Agripreneurship will be an upliftment in the field, attaining development.

If the agripreneur can be able to make an informative marketing regarding the product, that will create a networking among the local producers. This chain of relation can influence more people coming to front with mind of working in the firm. The success stories before them will open the scope of agripreneurship among new entrepreneurs, and implementing the idea. The time when the agripreneur is able to show the success stories is the point where the beginning of rural development is ensured. This will offer a balance region development. The rural development ensures the standard of living of the people is rising, such that it will reflect in the growth rate of the economy. When the agriculture sector is able to reach higher status in the growth rate gradually it will make the contributions to society. When an agripreneur is able to showcase the development to others more minds will think about it and come forward. Many of the venture of new thoughts in the field of agriculture are not able to reach out the public is its not having a demanded marketing approach.

When the products are marketed through online sites, the agripreneurs can ensure that value chains are meeting end to end. The awareness created will help the consumers to have a pre-ordering level with the product. Similarly the producers can effectively produce seasonal foods and products and the same can be made informed in the site. The site is able to provide information of other local producers and their products. Thereby it will be able to communicate the producer own requirement from the other and build up a relation. All we have to do is provide them with sufficient literacy of internet usage in the field of marketing. Also ensure they are not given to any fraudulent processes.

Why the young aspirants are not coming with innovative ideas in the agricultural sector is to be noted. One of the factors is the success stories are not open to the society. We have seen many of the ventures of Kudumbashree has been a success and is followed by others due to its publicity. Many of the new agripreneur ideas are running behind and none of us are aware about the fact. When their stories are known they open a source for the emerging entrepreneur. When the new aspirants are ready to implement their ideas in the field of agriculture it can create marvellous technologies and new projects. The thoughts of young entrepreneurs are doubtful whether the agriculture and agripreneurs are same. Right

interference and providing about the right information to aspiring young minds

FINDINGS AND SUGGESTIONS

Agriculture plays a vital role in Indian economy .Around 58% of the Indian rural households depend upon agriculture as their principal means of livelihood. The share of primary sectors (including agriculture, livestock, forestry and fishery) was 20.4 per cent of the Gross Value Added (GVA) during 2016-17 at current prices.

The food industry in India is poised for humongous growth. Its immense potential for value addition, particularly within the food processing industry makes it capable for increasing its contribution to world food trade. The Indian food and grocery market is ranked 6th in the world with 70% of the contribution from retail sales.

This opens up a plethora of opportunities for agripreneurship to thrive and provides an environment for young entrepreneurs as well as existing farmers to tap into these possibilities to reap huge benefits.

Awareness about the importance of entrepreneurship in agriculture is crucial for the holistic development of the agriculture sector as well as young entrepreneurs and for the adoption of agripreneurship in a national level. The youths aspiring to be entrepreneurs

must be educated about the potential of agripreneurship and the opportunities it offers. Agripreneurship involves:

- 1) Breaking from the conventional farming methods and banking on new, refined and more profitable methods of farming.
- 2) Promoting farm based tourism which increases the return from farming activity.
- 3) Thinking broadly as well as the adoption and implementation of innovative and varied ideas in the sphere of farming.
- 4) Widening the scope of agriculture by facilitating the development of entrepreneurial and organizational capacities and attitudes of farmers.

Currently the Gov. of India offers certain services through Rural Advisory Services (RAS) which generally link farmers to technical knowledge. Also they are linking farmers to market information. In order to promote agripreneurship the Gov. can wider the scopes of the service provided through RAS and provide farmers knowledge about the new market, their profitability and feasibility. They can also provide any kind of support financial as well as technical; they will get from the Gov.

In order to attract the youth in the agripreneurship, it must be included in the

curriculum of all business school and agricultural academies. Also these schools must organise meetings, workshops regularly related to agripreneurship in order to listen to the experiences and problems of other successful agripreneurs.

Coming to the farmers, a major part of them being uneducated, they should be educated about the scope in agripreneurship. The Gov. can further aid them by developing and providing web services through which the farmers can market their products.

By creating an agripreneurship friendly environment, reducing barriers or changing prevailing values in societies the Gov. can attract more aspiring entrepreneurs to agripreneurship.

CONCLUSION

Although agripreneurship is gaining recognition on a national scale in recent times it is still in an infant stage. To ensure the growth of agripreneurship it is crucial that the society is made aware of the huge hidden potential of agriculture as a business and to make them understand that the agripreneurship is the future of entrepreneurship. E-Marketing will be able to bestow more value addition and make the field familiar to the society. Providing an advisory committee to the

agripreneurs and aiding them with legal support can swipe the prevailing agrarian crisis. Agriculture is mainly concentrated in rural areas, by ensuring the growth of agripreneurship development of rural areas can also be ensured. The growth of rural areas will ressonate in the standard of living of people and thus it will result in the growth of economy.

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