

MAJOR INSTITUTES WORKING FOR AGRIPRENEURSHIP AND FOODPRENEURSHIP



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◆ **Agripreneurship: The Agricultural Entrepreneurship**

Agripreneur is an individual who starts, organizes and manages a business venture focusing on the agricultural sector. Broadly, Agri-entrepreneurship or Agripreneurship provides value addition to agricultural resources typically engaging rural human resources. The finished goods and services coming out of Agripreneurial initiatives are generally procured and produced out of resources in rural areas, the consumption of which however may be both urban and rural. Agricultural entrepreneurship is not remotely dissimilar to other forms of entrepreneurship, e.g. For-profit entrepreneurship, sustainable entrepreneurship, social entrepreneurship, eco-entrepreneurship, but maintains the specific context of the agricultural sector.

◆ **Need to train Agripreneurs**

- Agricultural and Horticultural products are locally available.
- These small-scale industries do not require huge infrastructure and complex scientific technologies.
- These small-scale Industries are economically viable and ecologically sustainable too.
- These enterprises do not require huge expenditure.
- Agripreneurship development has huge potential of creating new employment opportunities for rural youth.
- Agripreneurship helps in checking migration of rural youth from villages to urban centers and helps in improving living condition of farmers by providing alternative source of income.

- Availability of land for agricultural purposes.
- Requirement of funds for agricultural activities.
- Requirement of literate and educated population.
- Both backward and forward inducements and linkages of agricultural development for industrial development.

◆ **Agripreneurship Components:**

There are so many areas and sub-areas in agriculture. Within each area, enormous number of commodities is available. Based on the needs, agro-climatic conditions and available resources, Agripreneurs can adopt some commodities and flourish on it.

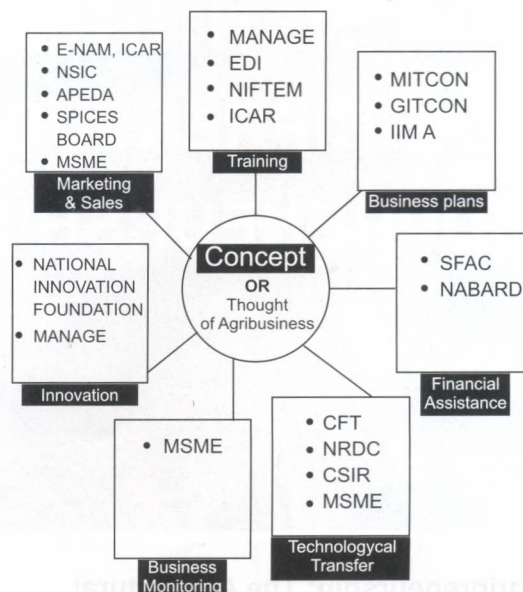
1. Analyzing the demand and opportunities in the market;
2. Mapping the chain of the market;
3. Making the decisions that are related to the demand and production of the product selection;
4. Recording the cost of production;
5. Undertaking the analysis of the profitability margin;
6. Maintaining the records relating to the finance of the business;
7. Evaluating the services related to the expansion of the business and improves the competition in the market;
8. Growing a common vision for investment in the business;
9. Preparing the business plan and investing in the same.

◆ **Concept to commercialization:**

Changing the way a local farmer thinks to increase production is not difficult. What is difficult is to adapt to the mindset of an Agripreneur. There is an entire study behind Agripreneurship

and it focuses on understanding the role of the farmer entrepreneur in the new market, identifying all the potential clients of this new and innovative type of entrepreneurship, which is Agripreneurship and of course defining the business idea behind the value chain.

In Agripreneurship, the most important thing that stakeholders need to remember is that the business needs to now have a much more enhanced commercial activity that involves trade and trading in every form. The enterprise which in this case is the business or organization that provides goods or services aiming to make a profit needs to have a value capture. That means that the enterprise needs to maintain the percentage of the value they provide in every single transaction. Entrepreneurship, after all, is all about high quality and value.



1. THE MINISTRY OF AGRICULTURE AND FARMER'S WELFARE, GOVERNMENT OF INDIA



<http://agricoop.nic.in/en>

Krishi Bhavan
Dr. Rajendra Prasad
Road New Delhi

The Ministry of Agriculture and farmers welfare, Government of India, in association with NABARD has launched a unique program to take better methods of farming to each and every farmer across the country.

This program aims to tap the expertise available in the large pool of Agriculture Graduates. Irrespective of whether you are a fresh graduate or not, or whether you are currently employed or not, you can set up your own AgriClinic or AgriBusiness Centre and offer professional extension services to innumerable farmers. Committed to this program, the Government is now also providing start-up training to graduates in Agriculture, or any subject allied to Agriculture like Horticulture, Sericulture, Veterinary Sciences, Forestry, Dairy, Poultry Farming, and Fisheries, etc. Those completing the training can apply for special start-up loans for venture.

2. NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT: (MANAGE), HYDERABAD



<https://www.manage.gov.in/>

Manage Rd, Police Quarters,
Rajendranagar mandal,
Hyderabad,
Telangana 500030
Phone: 040 2401 6702

The mandate of MANAGE vests the institute with the responsibility to work in the following directions:

- Developing linkages between prominent state, regional, national and international institutions concerned with agricultural extension management
- Gaining insight into agricultural extension management systems and policies

- Forging collaborative linkages with national and international institutions for sharing faculty resource
- Developing and promoting application of modern management tools for improving the effectiveness of agricultural extension organizations
- Organizing need based training for senior and middle level agricultural extension functionaries Conducting problem oriented studies on agricultural extension management.
- Serving as an international documentation

center for collecting, storing, processing and disseminating information on subjects related to agricultural management.

◆ **SCHEMES:**

1. Skill Training Of Rural Youth (STRY)
2. Farmers' Capacity Assessment And Certification (FCAC)
3. Diploma In Agricultural Extension Services For Input Dealers (DAESI)
4. Kisan Call Center (KCC) (toll Free No.1800-180-1551)
5. Extension Reforms

3. THE ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA (EDI)



<https://www.ediindia.org/>
Gandhinagar - Ahmedabad
Rd, Village, next to
Apollo Hospital, Bhat,
Ahmadabad, Gujarat 382428
Phone: 07923969151

EDI' is engaged in training, research and consultancy in the field of entrepreneurship. It helps in promoting micro enterprises at rural level and improvement of managerial capabilities of small scale industries. It also provides 23 support system to facilitate potential, and existing entrepreneurs establish and manage their enterprises.

- Creating a multiplier effect on opportunities for self-employment,
- Augmenting the supply of competent entrepreneurs through training, - Augmenting the supply of entrepreneur trainer-motivators,

- Participating in institution building efforts, Inculcating the spirit of 'Entrepreneurship' in youth,
- Promoting micro enterprises at rural level,
- Developing and disseminating new knowledge and insights in entrepreneurial theory and practice through research.
- Facilitating corporate excellence through creating entrepreneurs (entrepreneurial managers),
- Improving managerial capabilities of small scale industries,
- Sensitizing the support system to facilitate potential and existing entrepreneurs establish and manage their enterprises,
- Collaborating with similar organizations in India and other developing countries to accomplish the above objectives.

SCHEMES:

1. Startup village entrepreneurship program
2. Food processing projects

4. NATIONAL INSTITUTE OF FOOD TECHNOLOGY ENTREPRENEURSHIP AND MANAGEMENT (NIFTEM), HARYANA



<http://www.niftem.ac.in>
Plot No. 97, Sector 56, HSIIDC, Industrial
Estate, Kundli, Sonipat, Haryana 131028

The main aim of this institute is "Skill Development and Entrepreneurship Development" for the food technology sector. The major activities are:

1. To conduct Frontier Area Research and foster Innovation for the development of the sector.
2. Up-gradation of SME food processing clusters.

5. THE INDIAN COUNCIL OF AGRICULTURAL RESEARCH ICAR



<https://www.icar.org.in/>
Krishi Bhavan, Dr. Rajendra
Prasad Road, New Delhi-110001.

The ICAR honors innovative farmers including Agripreneurs under different categories every year on its Foundation Day on July 16. The Director General, ICAR recently emphasized that the experience of successful entrepreneurs should be documented and disseminated in the form of success stories so that other budding entrepreneurs could be benefitted.

◆ SCHEMES:

1. ICAR and National Academy of Agricultural Research Management (NAARM) has established a Centre for Agriinnovation a-IDEA to give

incubation support services to the agri-entrepreneurs. This helps in developing their businesses and to provide access to knowledge and networking support services in innovation and entrepreneurship in agriculture towards fostering innovation and entrepreneurship in agriculture.

2. Attracting and Retaining Youth in Agriculture (ARYA) Scheme of ICAR aims to empower youth in rural areas to take up agriculture, allied and service sector enterprises for sustainable income and gainful employment. It enables youth to establish network groups to take up resource and capital intensive activities like processing, value addition and marketing.

3. Rural and Entrepreneurship Awareness Development Yojana (STUDENT READY) is yet another scheme of ICAR. This is a skill development initiative to strengthen students with skills to take up global challenges and also to improve both their employability as well as ability to set up a venture.

6. MITCON



MITCON
CONSULTANCY & ENGINEERING
SERVICES LTD.

<https://www.mitconindia.com>

MITCON has gained proficiency in providing corporate solutions in Power Generation, Energy Efficiency, Renewable Energy, Ethanol, Distillery, Climate change and Environment Management Sector. Over the years, MITCON has diversified

into providing services to Banking, Infrastructure, Textile and Biotechnology Sectors. MITCON provides to its client's customized solutions, including Pre-investment Services, Pre-Contract Engineering, Post Contract Project Management, Post Commissioning Witnessing, and IT based training courses besides variety of skill based professional training programs.

They offer Comprehensive Business Services (Marketing, Financial & Technical), which enables you to make informed business decisions and achieve sustainable profitable sales growth

7. IIMA



<https://www.iima.ac.in>

IIMA aims to continue to be recognized as a premier global management school operating at the frontiers of management education and practice while creating a progressive and sustainable impact on society.

The Institute delivers on this vision through its focus on the following aspects:

Promoting excellence in scholarship by encouraging high-quality research, distinctive and impactful teaching, and meaningful contribution to knowledge-creation in a variety of disciplines.

Educating and nurturing leaders of institutions and entrepreneurial organizations and supporting them in their efforts to create high-quality talent and value.

IIMA's scope is much wider than that of a traditional business school. Its research and training activities extend to broader areas of

concern to society. Some of the centers which work specifically on such concerns include:

The Ravi Matthai Centre for Educational Innovation

The Centre for Innovation, Incubation, and Entrepreneurship

The Centre for e-Governance

The Centre for Management in Agriculture

The Centre for Management of Health Services

The Centre for Retailing

8. NATIONAL BANK FOR AGRICULTURE AND RURAL DEVELOPMENT (NABARD)



NABARD

<https://www.nabard.org/>
NABARD Head office Plot No. C-24,
G Block Bandra Kurla Complex
Bandra (East) MUMBAI 400 051
Phone : (91) 022-26539895/96/99

Their initiatives are aimed at building an empowered and financially inclusive rural India through specific goal oriented departments which can be categorized broadly into three heads: Financial, Developmental and Supervision. successful Through these initiatives we touch almost every aspect of rural economy. From providing refinance support to building rural infrastructure; from preparing district level credit plans to guiding and motivating the banking

industry in achieving these targets; from supervising Cooperative Banks and Regional Rural Banks (RRBs) to helping them develop sound banking practices and onboarding them to the CBS platform; from designing new development schemes to the implementation of Gol's development schemes; from training handicraft artisans to providing them a marketing platform for selling these articles.

◆ SCHEMES:

1. Dairy Entrepreneurship Development Scheme
- Commercial production units of organic inputs
- Agriclinic and Agribusiness Centres Scheme
2. National Livestock Mission
3. GSS – Ensuring End Use of Subsidy Released
4. Interest subvention Scheme
5. New Agricultural Marketing Infrastructure

9. THE MICRO, SMALL AND MEDIUM ENTERPRISES (MSME)



Ministry of Micro, Small and Medium Enterprises,
Government of India



<https://msme.gov.in/>
Udyog Bhawan, Rafi Marg,
New Delhi - 110 011
Phone: 011-23061500 or
011-23061546

Micro, Small and Medium Enterprises (MSME) sector has emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. MSMEs not only play crucial role in providing large employment opportunities at comparatively lower capital cost than large industries but also help in industrialization of rural & backward areas, thereby, reducing regional

imbalances, assuring more equitable distribution of national income and wealth. MSMEs are complementary to large industries as ancillary units and this sector contributes enormously to the socio-economic development of the country.

◆ SCHEMES:

1. Entrepreneurship and skill Development Programme
2. Entrepreneurship Skill Development Programme (ESDP)
3. Assistance to Training Institutions (ATI)
4. Infrastructure Development Programme
5. Micro & Small Enterprises Cluster Development (MSE-CDP)

10. NATIONAL INNOVATION FOUNDATION (NIF)

The National Innovation Foundation (NIF) – India, is India's national initiative to strengthen the grassroots technological innovations and outstanding traditional knowledge. Its mission is to help India become a creative and knowledge-based society by expanding policy and institutional

space for grassroots technological innovators. NIF scouts, supports and spawns' grassroots innovations developed by individuals and local communities in any technological field, helping in human survival without any help from formal sector. It also tries to ensure that such innovations diffuse



National Innovation Foundation

<https://nif.org.in>

widely through commercial and/or non-commercial channels, generating material or non-material incentives for them and others involved in the value chain.

Grassroots Technological Innovation Acquisition Fund

Value Addition Research & Development (VARD)

CONCLUSION

◆ Scope For Agri-entrepreneurship In India

India is gifted with diverse agro-climate, which assists production of temperate, sub-tropical and tropical agricultural produce.

Applications of biotechnology in agriculture is boon for production of seed, bio-control agents, industrial harnessing of microbes for different products.

Economic growth will be enhanced by harnessing the export. According to World Trade Organization (WTO), India has immense potential to recuperate its present position in the World trade of both raw and processed form of agricultural commodities. At present processing is done at primary level only and the rising standard of living expands opportunities for secondary and tertiary processing of agricultural commodities.

The farmers should be encouraged and educated for organic farming as organic farming has highest potential in India as the pesticide and inorganic fertilizer application are less in India compared to industrial nations of the world.

Due to plateauing in the productivity of high yielding varieties; seeds, hybrid and genetically modified crops have the highest potential in India in the future.

Owing to declining groundwater level and labor scarcity for agricultural operations like weeding, transplanting and harvesting, micro-irrigation systems and labor saving farm equipment's have potential in coming years.

Production of vegetables and flowers under green house conditions can be harnessed for the

export.

Trained human resources in agriculture and allied sciences will acquire on agricultural extension system due to deteriorating state finance resources and down-sizing the present government agricultural extension staff as consulting services.

Lastly, employment opportunities have increased in marketing, transport, cold storage and warehousing facilities, credit, insurance and logistic support services because of enhanced agricultural production.

Agripreneurship Development is going to give excellent results at rural level. In this context, it is widely believed that sustainable agribusiness ventures can promote job-led economic growth in rural areas Agri-preneurship in sustainable agriculture like natural farming, organic farming, eco-friendly agriculture etc. has the potential to transform the face of rural India, the prime driver of our economy. So, there is a direct need of making suitable policies and frameworks with action plans for achieving the target of agripreneurship. Agripreneurship is the need of hours to make agriculture a more attractive and profitable venture. 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.

