



# AGRIPRENEURSHIP AND STARTUP'S FOR ATMANIRBHAR BHARAT

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## Abstract

The concept of "Atmanirbhar Bharat" (Self-reliant India) emerged as a response to the global challenges posed by the Covid-19 pandemic, aiming to foster collaboration across sectors for national development. This paper explores the significance of Atmanirbhar Bharat, focusing on the agricultural sector and the rise of Agripreneurs. With a vast population heavily reliant on agriculture, India's efforts to boost self-sufficiency involve a substantial financial allocation and a focus on five pillars—Demand, System, Infrastructure, Economy, and Vibrant Demography. The paper delves into the role of startups, particularly in agribusiness, addressing challenges like land fragmentation and limited mechanization. It highlights the five categories of opportunities for startups in agriculture—market linkage, digital agriculture, improved input accessibility, farming services, and financial assistance. The growth of Agripreneurship is seen as crucial in mitigating rural-urban migration, providing innovative solutions, and stabilizing the rural economy. The broader

startup ecosystem in India is also discussed, emphasizing its impact on economic development, job creation, and innovation across various sectors. The government's initiatives, such as "Startup India," are recognized for fostering a robust ecosystem, with India ranking third globally in the startup ecosystem. The paper concludes by underlining the potential of startups to shape India's future economy, creating jobs, promoting equitable income distribution, and reducing dependence on imports for sustained GDP growth.

## Introduction

The majority of Indians are now quite familiar with the term "Atmanirbhar Bharat," having first heard it from our esteemed Prime Minister Sri Narendra Modi on May 12, 2020. Worldwide, the corona virus had crippled every country in terms of health, the industrial sector, the agricultural and service sectors, supply chain disruptions, etc. having a severe detrimental effect on the financial development of every country. India, a developing nation with a population of 1.3 billion, is not exempt from this economic turbulence. One thing that this crisis has undoubtedly made abundantly evident to all is that "the days of working in silos and expecting to solve the world's major problems are long gone." Right now, cooperation among all of us is required. Government, business, academia, and even the general public must collaborate in order to not only meet the problems posed by the current day challenges but also to take advantage of new opportunities that present themselves to help our nation become self-sufficient. This is the reason why ATMANIRBHAR BHARAT, which generally translates as "SELF RELIANT," was so brilliantly introduced by our PM of



India. It is important to clarify that in this context, Atmanirbharata refers to the ability to be self-sufficient in order to promote global cooperation, happiness, and peace rather than self-centeredness. In order to make our nation self-sufficient and to fulfill our big vision and purpose, 20 lakh crore rupees, or over 10% of India's GDP, have been set aside, primarily to solve the major concerns impacting different segments of the population and to revitalize the country's economy.

In general terms, Atmanirbhar means supporting and favoring domestic goods while making sure they are equally priced and of comparable quality to their imported counterparts. This project has primarily focused on five crucial areas, or "five pillars." They are Demand, System, Infrastructure, Economy and Vibrant Demography. In order to help our nation achieve Atmanirbharata, these areas must be reinforced. The government alone cannot provide for the general development of our country because of its vast size and huge, diversified population. In actuality, a great deal of efforts must be proposed by the private sector and private businesses in order to realize the amazing ambitions. Thus, in such circumstances, we ought to seriously consider entrepreneurship and start-ups as excellent means of accelerating a nation's advancement in all spheres. It is indisputable that these Start-ups have contributed to India becoming Atmanirbhar. Start-ups in several industries have the potential to generate excellent chances for upcoming and younger entrepreneurs, rather than large corporations. The five concepts—Innovation, Investments, Inclusion, Infrastructure, and Intent—will result from these two domains. These are crucial for

the nation's ecology to become stable, self-sufficient, constantly expanding, and developed.

## **AGRIPRENEURSHIP**

### **ENTREPRENEURIAL INTERACTION**

Instead of molding the younger generation into job searchers, agriculture universities and affiliated institutions have been teaching them the concept of integrating agriculture and business. A new class of business people known as Agripreneurs is capable of innovating to bring about change and quickly adjusting to the shifting dynamics of markets and agricultural enterprises. Since ancient times, India has relied primarily on agriculture as its principal industry, employing over 58.9% of its total population. After 17 years, the GDP share of agriculture reached 20%. The GVA of agriculture, forestry, and fishery was anticipated to be over 19.48 lakh crore rupees in the FY20. It was the only industry to record positive growth at constant prices in FY20–21, increasing its 3.4% GDP contribution over the previous year. 11.2 million Individuals were employed even during the pandemic. In order to fully utilize the potential of farmers nationwide and strengthen the agrarian sector, it is therefore imperative that we pay attention to Agripreneurs in India.

This makes it abundantly evident to us that the agriculture sector has a great deal of promise and may successfully forge a new route in bolstering the economy and the other four pillars. With these wonderful prospects, there is a lot of room for startups in the agricultural and related industries. The main obstacles preventing Indian agriculture from reaching its full potential are land fragmentation, limited mechanization, inadequate storage facilities, and low levels of farmer



awareness and poor education. In light of these obstacles, entrepreneurship and technology hold the key to propelling agricultural growth and productivity, thereby elevating national economies and fostering global advancement. In contrast to other industries, the agricultural sector shown a distinct V-shaped rebound in embracing new technology, and the COVID-19 crisis has incensed even the most illiterate farmers to pursue sophisticated ICT tool utilization to enhance their commercial accessibility. By integrating the newest technology, such as artificial intelligence (AI), data analysis, remote sensing, and the Internet of Things (IOT), Indian agribusiness startups are bringing innovation to the sector and keeping it operational. They fall into five categories when it comes to business opportunities in agriculture, which also help to promote economic growth and infrastructure while generating demand for Indian agricultural products abroad.

The market linkage sub sector improves supply chains, making it easier for farmers to sell their produce to consumers. A robust supply chain will boost the quality output from the agricultural and related sectors and decrease produce waste, particularly with perishables. The second is digital agriculture, which offers the farming community new, cutting-edge technological solutions to boost farm efficiency and crop yield. The improved input accessibility is the third. Better agricultural inputs, such as high-quality seeds and timely fertilizers, can be supplied by Agri startups to farmers, resulting in higher yields and productivity. The fourth option is the farming service, which provides farmers with affordable technical solutions such as regular heavy equipment rentals. Financing and assisting

farmers in timely loan applications based on their needs make up the fifth category. With their technology-driven Agri solutions for most of the agricultural constraints, some agriculture enterprises like Ninja Cart, Cropin, Agnext, Agrostar, EMZ, Farmart, etc., have been making great strides in the field and improving the economic conditions and profitability of the farming and rural communities, which form the backbone of the Indian economy.

### **WHY HAS AGRIPRENEURSHIP GROWN TO BE SO SIGNIFICANT?**

The majority of young people is moving to urban areas due to the lack of alternative livelihood options and increased agricultural uncertainty in rural areas. This is placing pressure on the government to generate a large number of jobs to accommodate the rapidly expanding urban population. India, which is already dealing with a number of issues like inadequate infrastructure and the need for economic expansion, is undoubtedly unable to employ even half of its young people. Startups in agriculture can actually make a difference in this difficult circumstance by mitigating the significant impact of migration in rural areas. It gives innovative minds a path to success and greatly enhances the stabilization and improvisation of the rural economy. These firms will rebuild the broken connections between farmers, input dealers, wholesalers, retailers, and consumers, reestablishing strong market ties and delivering high-quality goods on schedule.

### **SIGNIFICANCE OF START-UPS**

Similar to Agripreneurship, this ecosystem of start-ups is greatly contributing to the development of India's economy by expanding its reach into international





markets. A start-up is a fledgling business established by one or more entrepreneurs with the goal of creating a one-of-a-kind good or service that consumers would find enticing and replaceable on the market. India presently has the third-largest startup ecosystem in the world, with over 1,12,718 DPIIT recognized start-ups across 763 districts of the country as of October 2023. Also, India ranks second in innovation quality with top positions in quality of scientific publications and the quality of its universities among middle income countries. We have recognized start-ups solving problems in 56 diverse industrial sectors with 13% from IT services, 9% health care and life sciences, 7% education, 5% agriculture and 5% food and beverages. In consideration of Unicorns India has 111 unicorns with a valuation of \$ 349.67 Bn. Till 2016-17 approximately one unicorn has been added every year. But over the past four to five years this number has been increasing exponentially with 66% of year on growth in number of additional unicorns added every year. Zepto emerged as the latest unicorn in the year 2023. (Invest India data as of 3<sup>rd</sup> October 2023). The poll stated without revealing the results that 4,70,000 jobs have been reported by these more than 39,000 businesses. The Government of India launched its flagship program, start-up India, in 2016 with the goal of creating a robust ecosystem for fostering inventions and start-ups in the nation. These initiatives are anticipated to propel sustainable economic growth and create a significant number of job opportunities. Being a major driver of economic growth and employment creation, India's start up ecosystem has been positively influencing our nation for a long time. India is sometimes referred to as the emerging market's poster child because

of its enormous commercial potential for start-ups. (The Proxis Global Alliance).

In the future, these startups will serve as the foundation of the Indian economy. The establishment of job opportunities has been the start-ups' most important contribution. The creation of start-ups with a clear goal has given millions of jobless individuals a huge path out in recent years. The promotion of equitable income distribution is the next crucial component of a start-up campaign. With more zeal, they are encouraging small-scale industries in both rural and urban areas. Thus, the development of small-scale companies would eventually lead to the construction of other sectors, such as infrastructure, health, and education. We have a fantastic opportunity to become less dependent on imports thanks to the startups. India's GDP growth is crucial to improving the nation's overall economy and helping the underprivileged. According to the World Bank, as more start-ups emerge, India will have the world's fastest-growing economy and most profitable growth.

## CONCLUSION

Indian entrepreneurship and agribusiness play a crucial role in the accomplishment of the Atmanirbhar Bharat Abhiyan objective. They serve as a link between rural and urban development features. It appears that they assist the rural economy, which is a major engine of the nation's total economic growth. Additionally, they improve the infrastructure and processes in underdeveloped and urban areas, which increases demand for local, national, and international goods and agricultural output. One important element in preventing ruralites from migrating is the creation of numerous job opportunities in rural areas



when agriculture develops into an industry. Agri-food processing connections will be strengthened, demand-driven value-added agriculture will be made possible, and farmers will be empowered through agriculture marketing and risk reduction through stable prices. Together with infrastructure expenditures, the reforms will incentivize investments in food processing and help to create a competitive agricultural value chain that will decrease waste and increase farmer's income. The startups are very pro-local manufacturing, pro-local supply chain development, and pro-local product transformation into international brands. The Atmanirbhar Bharat Abhiyan is a useful tool for empowering startups to drive innovation and free India from its reliance on foreign suppliers. They can set the standard by developing and introducing to the market high-quality, reasonably priced goods and services. Startups in industries like finance, supply chain, logistics, automation, healthcare, etc. will result in significant advancements and become self-sufficient. Lastly, they contribute to society and are not just another brand-new company. They target issues that have received the least attention in the past, such as generating jobs, advancing the economic cycle, building the best infrastructure, generating strong domestic and global demand, and enhancing the demographic dividend, among other things. Because they are more vigilant and competitive, they are the most dynamic economic organizations.

### WAY FORWARD

With 1.3 billion people, 150 million young people starting college, and 65% of the population under 35, India presents a bigger chance than any other country to launch a huge number of businesses and start-ups in most sectors of the economy.

These young people can help solve the millions of issues that the nation's billions of resident's face. The nation's demographic dividend must be shaped to the country's advantage in order to improve countries socioeconomic situations as well as alleviate to endangered issues. Numerous initiatives have already been launched by the government, such as the PM's flagship project, the Atal Innovation Mission (AIM), which was established under NITI Aayog. The Atal Tinkering Labs and the recently unveiled 2020 Education Policy will serve to develop young people's critical thinking skills and encourage them to take on challenges aimed at solving the nation's problems and achieving independence. The government still has a lot of work to do to inspire young people and realize the nation's aim of becoming ATMANIRBBHAR BHARAT and building a \$5 trillion economy.

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