

THE SWOT ANALYSIS OF AGRI. ENTREPRENEURSHIP THE ROLE OF GRAM PANCHAYATS

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DOI: 10.46609/IJSSER.2021.v06i09.002 URL: <https://doi.org/10.46609/IJSSER.2021.v06i09.002>

ABSTRACT

Agro based industries play a crucial role to developed Indian economy. Agriculture is main pillar of Indian economy, where more than 50% of Indian peoples are directly or indirectly related to agriculture. Agriculture sector is a sustainable sector and this sector reduces poverty and provides the regular income. This sector provides gainful employment as well as raw materials for a large number of the industries. Agri. Entrepreneurship creates new sources of income for rural youths and it is also reduce the migration from rural area to urban area. Strengths & Weaknesses = *INTERNAL* factors, Opportunities & Threats = *EXTERNAL* factors of an organization. In this paper I am trying to search what are the factors of an agro based industries or agripreneurs and what are the main solutions to solve these factors and also trying to search how it is helpful for achieving sustainable development goals. During my study I used various types of data like primary and secondary data and also learn the roles of PRIs. As we know that Agriculture is a source of income generation in our India. Agriculture is means in broader view of Agriculture, Horticulture, Animal Husbandry, Fisheries etc. Agripreneurs are playing a vital role to increase the farmers' role and may come true for "Doubling the farmers' income."

Keywords: Agri. Entrepreneurship, SWOT Analysis, SDGs, PRIs,

Introduction

Entrepreneurship is a process, through this process every person earns money, maintain a good life style and the entrepreneurs directly and indirectly helping others for maintaining their livelihoods. Various Scholars are given various definitions. According to Ronstandt, (1984)

“Entrepreneurship is the dynamic process of creating incremental wealth by assuming risk of business in terms of commitment of money, time etc. or provides value for the same product or service to create the wealth. The product or service may or may not be new or unique; but the entrepreneur must add value by receiving and locating the necessary skills and resources.” There are various scopes to developing entrepreneurs in our country. The present scenario is various types of entrepreneurship activities increasing day by day. As people are migrating from rural areas to urban areas due to lack of job opportunities and rural youth is unable to find any options for their growth. It is not only bad for the rural areas as the rural areas do not have any options for youth but it also put pressure on the infrastructure and amenities of the urban areas.

Agri. Entrepreneurship plays a crucial role in sustainable growth of Indian economy. Agri. Entrepreneurship provides food and nutrition's and it is also providing vast sources of income generation.

Normally farmers are traditionally cultivated but they are not properly using scientific cultivation, for that reason they are facing huge loses, because weather is beyond our control. Droughts, delayed monsoons, floods are very common in India. Agri. Entrepreneurship is a process where farmers get benefited and it will also eradicate poverty and a create huge scope of income generation. Agri. Entrepreneurship has also maintained the food security.

As we know that more than 70% people are staying in rural areas (As per census data 2011) and they are maintaining their livelihoods through their local resources.

WHAT IS AGRICULTURE ENTREPRENEURSHIP?

Agriculture sector is a sustainable sector and this sector reduces poverty and provides the regular income. Agri. Entrepreneurship creates new sources of income for rural youths and it is also reduce the migration from rural area to urban area.

Rural Entrepreneurship means those people are staying in rural areas and using the local resources to develop entrepreneurial activities. In our daily life we are using various products which are directly or indirectly attached with rural products. In details we are saying that that rural youth uses their local resources to develop entrepreneurial activities and with this activities they should increasing their standard of living they are called Rural Entrepreneurship.

Rural Entrepreneurs have set up their enterprise through individually this is called Solo Entrepreneur or jointly this is called Groups like Self Help Groups (SHGs), or Farmers Club etc. As we know that now in every village women are created a self help groups (SHGs). They are

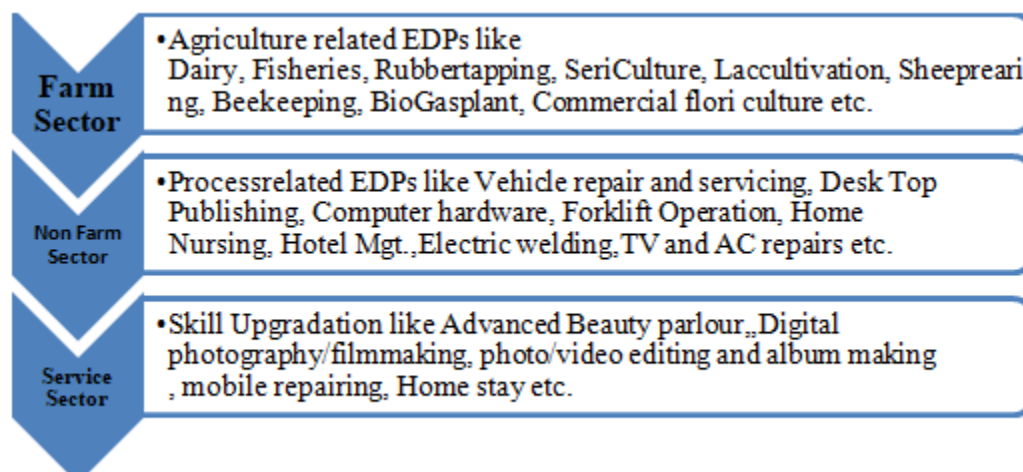
engaged with various financial activities, now these SHGs having various Entrepreneurial activities. National Rural Livelihood missions (NRLM) are encouraging to establish various SHGs to start up their own Agri. Entrepreneurial hub.

‘*Rural Entrepreneurs*’ means those young people creates some institutes individually or jointly for maintaining their livelihoods with the uses of local resources like agriculture and other allied sectors like animal husbandry, fishery etc. Diversification in agriculture involve shift in cropping pattern from traditionally grown less remunerative crops to more remunerative crops like oilseeds, pulses, fodder crops, horticulture, medicinal and aromatic plants, floriculture etc. It also includes livestock and fishery enterprises and small scale agro-based industries. Diversification increases the employment opportunities, optimum use of resources and profitability.

Agri. Entrepreneurship is very important for increasing National Economy in respective ways-

- a) Farmers will get more benefit and it’s merged with local, national and international markets.
- b) Agriculture products reduce the food cost so every person getting foods so finally it fulfilled Sustainable Development Goals (SDGs) i.e. Zero hunger.
- c) Agri. Entrepreneurship always increases the livelihood opportunities in rural as well as urban areas that means fulfilled Sustainable Development Goals i.e. Good jobs and economic growth.

These rural entrepreneurs are divided into the three sectors like Farm, Non Farm and Service Sector.



Objectives of the study

- To analyze the Agri. Entrepreneurship
- To Analyze the characteristic of Agri. Entrepreneurs
- To study the major Strengths and weakness faced by the Agri. entrepreneurs in India
- To study the major opportunities and threats by the Agri. entrepreneurs in India.
- Role of PRI functionaries in respect of Agri. entrepreneurships developed in India.
- To study the Sustainable Development Goals and its impact on Agri. Entrepreneurs

Research methodology

The study used both primary and secondary data sources. The primary data included data collected from various entrepreneurs. Secondary data was collected from internet and online database.

Now we are preparing a SWOT Analysis with this SWOT Analysis we can easily understand the Challenges and opportunities of Rural Entrepreneurship in India and after this study we also understand the roles and responsibilities of PRI functionaries to developed entrepreneurial activities.

- **Strengths:** Farmers have vast knowledge of their area and the products...Farmers have the vast experience in agricultural field. They also know the cropping pattern. The Central and many State Governments are taking various initiatives to establish the Agri. Entrepreneurial hubs for encouraging the rural entrepreneurs like Special Economic Zones (SEZ) where Rural Entrepreneurs were start their entrepreneurial activities. Farmers can sell their products in local, national, and internationally.
- **Weakness:** When we have done this study we were findings the main weakness is marketing. The Agri. Entrepreneurs don't have the proper marketing knowledge, so they are not properly promoting their products. The Agri. Entrepreneurs were depended only various Government Fairs and programmes. They were not properly trained. They were not maintaining the proper quality. Another main problem they were facing i.e. financial problems because they don't have sufficient money to purchase the big machineries and they don't store of raw materials. Hey were also facing human resource problem because they were not provide structured salaries and wages of employees and other associates.
- **Opportunities:** At present rural products like various agricultural and other allied products have huge market potentially and day by day its market potentially is increasing.

The Central and State Government provide a vital role to establish various entrepreneurships in rural areas. NABARD and others various Government organisations have provide the financial support to establish an Entrepreneurship organisation. Rural Self Employment Training Institutes (RSETIs) is a training institute which is run by any nationalised and private banks, these RSETIs have organised various Entrepreneurship Development Program (EDP) for the rural youth. As we know that various fruits and vegetables are damaged in transportation but if preserved it very carefully then they loss will be decreased. In this globalization period supply chain management and the storage facility will be improved then the Agri. Entrepreneurs have increasing their margin of profit. Today is tech-savvy period; every person are using smart phones, now the farmers get market related information through mobile app. Govt. Launches *Kishan Call Centre* for helping farmers so farmers will be benefited and their profit of will be increased.

- **Threats:** The main threats of Agri. Entrepreneurs main threats is various multinational organisations because when the rural entrepreneurs came in the market that time they will face a big competition with the big giants.

The Characters Of Agri Entrepreneurs

➤ **Positivity**

Entrepreneurs must have positive attitude.

➤ **Hard Working**

Entrepreneurs need a great deal of energy to see a venture start and succeed. Yet they are not deterred by the long hours to achieve their goal.

➤ **Risk Taking**

Businesses face risk. Entrepreneurs minimize risk through research, planning, and skill development

➤ **Self-confidence**

Entrepreneurs believe in themselves. Their self-confidence takes care of any doubts they may have.

➤ **Goal-setting**

Entrepreneurs are motivated by the excitement of starting a new business. Once achieved, they seek out new goals or ventures to try.

➤ **Persistent**

True entrepreneurs face bureaucracy, make mistakes, receive criticism, and deal with money, family, or stress problems. But they still stick to their dreams of seeing the venture succeed.

➤ **Customer Relationships**

In an entrepreneurial business, the customer is the “boss” and the key to the business’ success. Therefore, the entrepreneur and his or her staff must develop a positive relationship with the customer

➤ **Supplier Relationships**

Communication is the most important relationship skill required to deal with suppliers. They act as sources of information for the new business. Suppliers also require feedback to know how to improve their service.

Sustainable Development Goals (SDGs)

The Sustainable Development Goals (SDGs) are a global agenda, adopted by countries in 2015, with a vision of ending poverty, protecting the planet and ensuring that all people enjoy peace and prosperity.

The 17 SDGs and 169 targets are part of what is known as the 2030 Agenda, which recognizes "that eradicating poverty in all its forms and dimensions, including extreme poverty, is the greatest global challenge and an indispensable requirement for sustainable development." In adopting the agenda, countries resolved to take the "bold and transformative steps which are urgently needed to shift the world onto a sustainable and resilient path. As we embark on this collective journey, we pledge that no one will be left behind."

The goals and targets are universal, meaning they apply to all countries around the world, not just poor countries. Reaching the goals requires action on all fronts – governments, businesses, civil society and people everywhere all have a role to play.



Sustainable Development Goal - 2

End hunger, achieve food security and improved nutrition and promote sustainable agriculture

- Dissemination of information on possibilities of scientific agriculture and respective schemes through the Gram Sabha.
- Identification of key local resource persons and capacitating them with more exposure and training on agricultural practices.
- Formation of farmer groups, labour groups, SHGs and young entrepreneur groups to promote and facilitate sustainable agriculture.
- Animate the group with sufficient inputs like information about schemes, agencies, knowledgeable persons etc. so that they will be able to develop appropriate action plans
- Liaising with financial institutions, various departments like industry, power, animal husbandry and agriculture, resource agencies like agriculture universities, colleges, and NGOs etc. so that the plans of the above groups are smoothly implemented.

- Creating a land register in such a way that crop, productivity, mechanization status etc. are monitored and to identify gaps for intervention.
- Preparation of a target registers for population vulnerable to hunger and malnutrition and monitor their status with the support of relevant department and agencies.

SDG 2 and its Universal Targets

- By 2030 ensure access by all people, in particular the poor and people in vulnerable situations, including infants, to safe, nutritious and sufficient food all year round.
- By 2030, end all forms of malnutrition, including achieving, by 2025, the internationally agreed targets on stunting and wasting in children under 5 years of age, and address the nutritional needs of adolescent girls, pregnant and lactating women and older persons.
- By 2030, double the agricultural productivity and income of small scale producers like women, indigenous people, people, family farmers, pastoralists and fishers through including through secure and equal access to land, other productive resources and inputs, knowledge, financial services, markets and opportunities for value addition and nonfarm employment.

Ensure sustainable food production systems and implement resilient agricultural practices that increase productivity and production, that help maintain ecosystems, that strengthen capacity for adaptation to climate change, extreme weather, drought, flooding and other disasters and that progressively improve land and soil quality.

Resources

- **Schemes**
 - National Mission for Soil and Agriculture (NMSA)
 - Rashtriya Krishi Vikas Yojana (RKVY)
 - Integrated Watershed Management Programme(IWMP)
 - Pradhan Mantri Krishi Sinchayee Yojana (PMKSY)

- Public Distribution System (PDS),
- Integrated Child Development Scheme (ICDS),
- National Health Mission (NHM)

State sponsored schemes and programmes on health, nutrition, agriculture, animal husbandry, horticulture and livelihoods

THE ROLE OF PANCHAYATS

Panchayats plays a crucial role to implement the Entrepreneurs. As we know that India have three tier Panchayati Systems they are Zilla Parishad at District level, Intermediate at Block level and the Panchayat level at Gram Panchayat level.

When a rural entrepreneur meet the Gram panchayat authorities and tell them about his project the Gram Panchayat send it to the Block authorities and then send to the district committee. In district there have a committee for implementing the Entrepreneurship activities. A Task Force, consisting of the following members, will be set up to scrutinize the applications received by it.

- District Magistrate/Deputy Commissioner/Collector - Chairman
- Lead Bank Manager - Member
- District Development Manager, NABARD
- Deputy Director of Agriculture Officer
- Deputy Director of Animal Husbandry
- Deputy Director of Fisheries
- Representatives from Panchayats - 3 members
- (To be nominated by Chairman/District
- Magistrate/Deputy Commissioner/ Collector
- by rotation)
- Krishi Vigyan Kendras (KVKs)

Methodology adopted:-

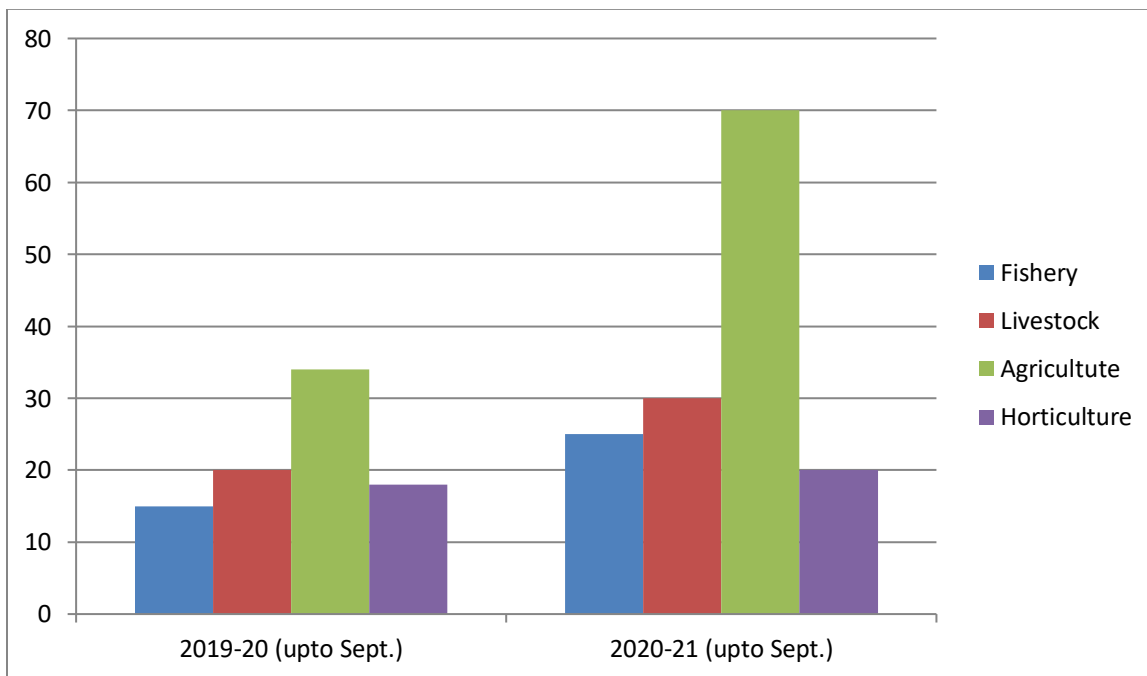
- a) Data Collection,
- b) Interview / Discussions
- c) Study of profile of the organization
- d) Study of Books/ journals/ internet surfing etc.

Year	Sanctioned by Bank		Margin Money Released	
	No. of Projects	Margin Money (in Cr.)	No. of Projects	Disbursed (in Cr.)
2016-17	36591	974.21	19901	493.47
2017-18	64408	1892.63	43158	1183.99
2018-19	55917	1798.13	71824	2036.12
2019-20	65237	2124.09	65584	1921.50

(Source: Dashboard of MSME)

Findings:

From this table we can easily understand that Sanctioned Bank amount i.e. Margin Money is increasing year by year and the Margin Money in disbursed is also increasing. The overall No of Projects is also increasing day by day.



Source collected from Agriculture Department (ATMA Section) Dakshin Dinajpur.

In this chart we are trying to showing what the roles of PRI functionaries are. As we know that this year COVID-19 pandemic situation. There was migration of labours a big issue. The Kumarganj Block Agriculture Department among his 8 Gram Panchayats to increasing the livelihood opportunities selected the beneficiaries and distributed Rs. 4000/- materials like RIR

Checks, Goat, Cow, Fish Pona, Agricultural inputs, and Horticultural inputs per beneficiaries under ATMA scheme. In this chart we are trying to show how PRI functionaries help to increasing the sustainable livelihoods. It

Findings

In this paper we are trying to search the prospect of Agri. Entrepreneur in present scenario and also search the roles and responsibilities of PRI functionaries and how it is implemented. Here we discuss the PRI functionaries with the help of Agriculture Department ATMA section providing various inputs for demonstration. Through this process it will main all the “Sustainable Development Goals”. That is a sustainable income generation procedure which is also reduces the migration process from rural area to urban area.

Conclusions

After completing this study we are understood that there are huge scopes of Agri. Entrepreneurship in present scenario. If the Agri. Entrepreneurship maintains some producers it will create a huge income generation which will reduce the poverty. Agri. Entrepreneurship not covered only agricultural production it will covered also the supply chain management, the storage facilities, the agri. Marketing, packaging, preservations. Now the Central Government and State Governments also providing various subsidised schemes of farmers. NABARD and Small Farmers Agribusiness Consortium (SFAC) providing various support to farmers to established various Farmers Producers Organizations (FPOs). These FPOs will be a run as company in future, so this will be continuous process to start up Agri. Entrepreneurship. Govt. have created Agri. Business clinic to help the farmers. So as per our point of view the Agri. Entrepreneurship future prospects and scopes will be increasing day by day and it will creates a huge income generation of various fields. If the small Agri. Entrepreneurs will be maintain good quality of products then they will definitely bit the big multi-national companies.

Limitation of the Study

Inspire of my best efforts to collect the relevant information for my project report, there are some problems faced by me during the project / study as mentioned below:

- a) Time constraint: The time for carrying out the research was short as a result of which many facts have been left unexplored.
- b) Due to lack of time and other resource constraint as it was not possible was to conduct survey at large level.

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