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Identification of agripreneurs in Andhra Pradesh, India: An evaluative study

Sravan Kumar Tamminana and Basavaprabhu Jirli

Abstract

Agripreneurship is not just merely adopting new methodologies and techniques in the system but also with integration of the need based technologies creates a new platform for enhancing the economy of the individuals and the country as well. The concept of commercialization in agriculture and allied sectors has always been a great boon in restructuring the shape of Indian economy, where it snails till today. The next to think of, is an Agripreneur, whose creativeness makes the ease of new way of doing things by taking needed risks, adopting innovations and tapping new opportunities in organized markets. The Agripreneurship is one such area, which creates an iconic shift in the world. This study conducted in Andhra Pradesh, was an attempt to enlighten the key issues in identifying the enterprises who lead the successful agripreneurship. Further, the scope in prioritization of few enterprises also depends on the funding agencies. However, funding agencies play an important role in motivating the small & marginal farmers, rural youth and women in taking up the enterprises which creates a sense of livelihood. In present days, the idea of creating the Agricultural Hubs (AgHubs) have showed a clear path by creating a wider scope and opportunities for the younger generations to explore their budding talents through various platforms. The National Policies and the Agricultural laws have given a major strength in boosting the Agripreneurship. But the finding says, the future is always a scope in designing the new modules for strengthening the need based value chains in the country.

Keywords: agripreneurship, AgHubs, agricultural laws, funding agencies, identification of enterprises and innovations

1. Introduction

We are now living in an era that compels everyone to stay competitive in a globalized world. It is possible only through ensuring sustained and successful economic which presupposes all round growth encompassing social, political, cultural and other dimensions of development. Currently there is a growing recognition that development can be significantly accelerated if more youth and women could be encouraged to become entrepreneurs. Investment in entrepreneurship is an important way to exponentially increase the impact of new venture creation. The ability and propensity of youth to engage in entrepreneurial behaviour is a key explanation of the different patterns of responses within the sector (Ndirangu and Bwisa, 2016) [5].

Manpower availability in agricultural sector indicated that more than 12000 agricultural graduates pass out from the State Agricultural Universities (SAUs) all over the country every year, of which only 2000 find job in private and public sector, leaving a huge number of graduates unemployed (Global AgriSystem, 2009) [3]. In order to tap the potential of these unemployed agricultural graduates towards dynamic agro-advisory services and to provide them employment opportunities by making them agripreneurs, Agri Clinics and Agri Business Centers (ACABC) scheme was launched in 2002 by Ministry of Agriculture (MoA). Agribusiness and agro-industrial sector in India contributes a considerable share of overall employment of industrial sector, as well as in value addition and income generation (Gandhi and Jain, 2011) [2]. Agribusiness offers potential for improved livelihood among poor population. Out of the total income of farm households, around one-fourth (24.4%) is contributed by non-farm business and it is 33.9 and 27.4 per cent for sub-marginal and marginal farmers (Birthal *et al.*, 2007) [1].

Being an agrarian economy it is the need of the hour for promoting and stabilizing "Agripreneurship" as one of the most emphasized sectors of governmental plans and policies which are being seen as an answer to poverty reduction, low production and unemployment in agricultural sector. It is essential to identify the kind of enterprises, type of people who

practice agripreneurship, their abilities as agripreneurs and what lead them towards this path.

2. Material and Methods

The present study was conducted in Andhra Pradesh which was selected purposively because MANAGE, a premier training institute located in Hyderabad and is engaged in imparting training for entrepreneurship development. A fairly good number of agripreneurs had been trained by them. The agripreneurs who had registered under ACABC Scheme, MANAGE were selected as respondents. After preparing the list of agripreneurs, about 60 per cent agripreneurs were selected proportionate to the size representing the population from each district of Andhra Pradesh. A total of 180 agripreneurs were selected from the total population (284) of the study area. List of enterprises provided by the MANAGE was collected and then an open ended schedule was developed to know the different enterprises taken up by the agripreneurs. The data was collected by administering the final interview schedule to the agripreneurs.

3. Results and Discussion

3.1 Sample of Agripreneurs identified in Andhra Pradesh for the study

Table 1: List of agribusiness ventures identified for the study purpose (n=180)

Agribusiness Ventures	No.	Percentage
Agricultural/Engineering		
Agro-advisory/ Input service consultancy	09	5.00
Mushroom production	06	3.33
Organic fertilizer production/Bio-pesticides	08	4.44
Seed production	17	9.44
Sericulture	02	1.11
Vermicompost production	15	8.33
Village seed banks	02	1.11
Horticulture/Forestry		
Apiculture	03	1.67
Banana production	07	3.89
Cashew production & processing	04	2.22
Commercial vegetable production	11	6.11
Nurseries/Polyhouse Units	18	10.00
Animal Sciences		
Dairy farming	27	15.00
Fish/Prawn farming	23	12.78
Milk Chilling Units	13	6.11
Poultry farming	13	7.22
Veterinary health care services	04	2.22

It can be inferred from the Table 1, that 15.00 per cent of the agripreneurs had taken up Dairy farming as an enterprise followed by fish/prawn farming (12.78%), Nurseries/polyhouse units (10.00%), seed production (9.44%), vermicompost production (8.33%), poultry farming (7.22%), commercial vegetable production and milk chilling units (6.11% each), agro-advisory services (5.00%), organic fertilizer production (4.44%), Banana production (3.83%), mushroom production (3.33%), cashew production & marketing and veterinary health care services (2.22% each) and sericulture and village seed banks (1.11% each).

It is obvious that majority of the agripreneurs undertook Dairy

farming enterprise. The reasons being were that the field is very familiar and it has high marketing potential as it is one of the basic needs. Fish/Prawn farming was selected as second best enterprise. The reason might be that the agripreneurs considered it as the most prosperous enterprise always with a scope of development and more demand. Nurseries/polyhouse units, seed production, vermicompost production, poultry farming, commercial vegetable production and milk chilling units were taken up because they were able to fare better in terms of investment, turn over, capacity utilization, profit and profit reinvested.

Results are in confirmation with the results of Mandeep *et al.* (2006) ^[4], Rao (2007) ^[7] and Radhakrishna *et al.* (2008) ^[6].

3.2 Reasons perceived by agripreneurs for taking up of agro-advisory, mushroom production, organic/bio-pesticide and seed Production enterprises

The reasons perceived by the agripreneurs for selecting the enterprises were categorized as individual, family and enterprise related in Table 2. Among agro-advisory agripreneurs, majority (88.89%) of them selected the enterprise to gain recognition, importance and social status followed by self interest in the selected enterprise, success of other agripreneurs and to exploit innate talents and potentials in the profession (77.78% each) were considered as individual related reasons.

With respect to family related reasons, all the entrepreneurs selected the enterprise to ensure financial stability to children, while a considerable majority (88.89%) of them selected to supplement family income. In case of enterprise related reasons, most (88.89%) of the entrepreneurs selected the enterprise due to high market demand of the product and nearness to market (77.78%). Self interest in the selected enterprise (100.00%) and to explain innate talents and potentials in the profession and to do something creative were the major individual related reasons for the agripreneurs for taking the Mushroom production as an enterprise. With regard to family related reasons, all the entrepreneurs selected the enterprise to supplement family income and to ensure financial stability to children (83.33%). Among enterprise related reasons, all the entrepreneurs selected the enterprise due to high market demand of the product and of having needed skills for the enterprise.

The organic fertilizer production agripreneurs perceived ample leisure time and to do something creative (50.00%) as major individual related reasons for taking up the enterprise. Around three fourth of the entrepreneurs, expressed poor financial conditions of the family were the family related reasons. With respect to enterprise related reasons, seventy five per cent of the entrepreneurs selected the enterprise because of possession of needed skill for the enterprise.

The important individual related reasons for taking up seed production by all the agripreneurs were self interest in the selected enterprise and to do something creative (88.24%). To ensure financial stability to children (94.12%) and to supplement family income (82.35%) were the major family related reasons for selecting the enterprise. Among enterprise related reasons, all the agripreneurs selected the enterprise because of having needed skill for the enterprise and due to high market demand of the product (88.24%).

Table 2: Reasons perceived by agripreneurs for taking up of agro-advisory, mushroom production, organic/ bio-pesticide and seed Production enterprises

S. No.	Reasons	Agro-advisory (n=9)		Mushroom Production (n=6)		Organic/Bio-pesticide (n=8)		Seed Production (n=17)	
		F	%	F	%	F	%	F	%
I Individual related									
1	Self interest in the selected enterprise	7	77.78	6	100	2	25.00	17	100
2	Previous experience in the enterprise	3	33.33	3	50.00	3	37.50	7	41.18
3	Success of other agripreneurs	7	77.78	4	66.67	3	37.50	14	82.35
4	Having ample of leisure time	3	33.33	4	66.67	4	50.00	11	64.71
5	Support from the government institutions	1	11.11	2	33.33	3	37.50	5	29.41
6	To exploit innate talents and potentials in the profession	7	77.78	5	83.33	2	25.00	11	64.71
7	To do something creative	4	44.44	5	83.33	4	50.00	15	88.24
8	To gain recognition, importance and social status	8	88.89	3	50.00	3	37.50	11	64.71
9	To help the people by providing employment opportunities	6	66.67	2	33.33	1	12.50	7	41.18
II Family related									
1	To ensure financial stability to children	9	100	5	83.33	5	62.50	16	94.12
2	Family business	1	11.11	0	0	0	0.00	0	0
3	Poor financial conditions	7	77.78	3	50.00	6	75.00	9	52.94
4	To supplement family income	8	88.89	6	100	5	62.50	14	82.35
5	To make money to clear debts	6	66.67	3	50.00	5	62.50	7	41.18
III Enterprise related									
1	Easy and timely availability of raw materials	6	66.67	3	50.00	3	37.50	9	52.94
2	High market demand of the product	8	88.89	6	100	0	0.00	15	88.24
3	Possession of needful skills for the enterprise	4	44.44	6	100	6	75.00	17	100
4	Less requirement of the manpower	4	44.44	3	50.00	4	50.00	8	47.06
5	Nearness to the market	7	77.78	4	66.67	3	37.50	11	64.71
6	High monetary returns	6	66.67	3	50.00	4	50.00	11	64.71
7	Uniqueness of the enterprise	2	22.22	3	50.00	2	25.00	7	41.18
8	Eco-friendly nature of the product	0	0	0	0	0	0	0	0

3.3 Reasons perceived by agripreneurs for taking up of sericulture, vermi production, village seed banks, apiculture and banana production

It can be seen from Table 3, nearly three fourth per cent of the sericulture agripreneurs expressed that almost all the factors were equally responsible for individual related reasons for selecting the enterprise.

With respect to family related reasons all the agripreneurs selected the enterprise to supplement family income and to ensure financial stability to children. Among enterprise related reasons, all the agripreneurs selected the enterprise because of having needed skill for the enterprise. All the vermicompost production agripreneurs perceived that, self interest in the selected enterprise and success of other women entrepreneurs and to do something creative (80.00% each) as the major individual related reasons. With regard to family related reasons, all the entrepreneurs selected the enterprise to supplement family income and to ensure financial stability to children (80.00%). Among enterprise related reasons, eco-friendly nature of the product (100.00%) and uniqueness of the enterprise (80.00%) were the major reasons for selecting the enterprise.

All the village seed bank entrepreneurs selected the enterprise due to individual related reasons like, self interest in the

enterprise, success of other agripreneurs and to gain recognition, importance and social status. Among family related reasons, all the agripreneurs selected the enterprise to ensure financial stability to children and to supplement family income. With regard to enterprise related reasons, all the agripreneurs selected the enterprise for its eco-friendly nature, its high demand in market and because of uniqueness of the product.

All the apiculture entrepreneurs selected the enterprise expressed equal response (33.33%) for all the factors of individual related reasons and family related reasons (66.67%). In case of enterprise related reasons, all the entrepreneurs selected the enterprise due to less requirement of manpower and high market demand of the product and high monetary returns (66.67%).

Self interest in the enterprise, having leisure time and supports from government institution were the major (85.71%) individual related reasons for selecting the banana production enterprise by the agripreneurs. Among family related reasons, all the entrepreneurs selected the enterprise to ensure financial stability to child and to supplement family income. With regard to enterprise related reasons, all the agripreneurs selected the enterprise because of having needed skills for the enterprise and nearness to market (85.71%).

Table 3: Reasons perceived by agripreneurs for taking up of sericulture, vermi production, village seed banks, apiculture and banana production

S. No.	Reasons	Sericulture (n=2)		Vermi production (n=15)		Village seed banks (n=2)		Apiculture (n=3)		Banana production (n=7)	
		F	%	F	%	F	%	F	%	F	%
I Individual related											
1	Self interest in the selected enterprise	1	50.00	15	100	2	100	1	33.33	6	85.71
2	Previous experience in the enterprise	1	50.00	6	40.00	0	0	1	33.33	1	14.29
3	Success of other agripreneurs	1	50.00	12	80.00	2	100	1	33.33	3	42.86
4	Having ample of leisure time	1	50.00	11	73.33	1	50.00	1	33.33	6	85.71
5	Support from the government institutions	1	50.00	8	53.33	1	50.00	1	33.33	6	85.71
6	To exploit innate talents and potentials in the profession	1	50.00	8	53.33	1	50.00	0	0	4	57.14
7	To do something creative	1	50.00	12	80.00	1	50.00	1	33.33	4	57.14

8	To gain recognition, importance and social status	1	50.00	9	60.00	2	100	1	33.33	4	57.14
9	To help the people by providing employment opportunities	1	50.00	5	33.33	1	50.00	0	0.00	3	42.86
II Family related											
1	To ensure financial stability to children	2	100	12	80.00	2	100	2	66.67	7	100
2	Family business	0	0	2	13.33	0	0	0	0	4	57.14
3	Poor financial conditions	1	50.00	9	60.00	1	50.00	2	66.67	6	85.71
4	To supplement family income	2	100	15	100	2	100	2	66.67	7	100
5	To make money to clear debts	1	50.00	8	53.33	1	50.00	2	66.67	6	85.71
III Enterprise related											
1	Easy and timely availability of raw materials	1	50.00	6	40.00	1	50.00	1	33.33	3	42.86
2	High market demand of the product	1	50.00	11	73.33	2	100	2	66.67	3	42.86
3	Possession of needful skills for the enterprise	2	100	11	73.33	1	50.00	1	33.33	7	100
4	Less requirement of the manpower	1	50.00	8	53.33	1	50.00	3	100	4	57.14
5	Nearness to the market	1	50.00	9	60.00	1	50.00	1	33.33	6	85.71
6	High monetary returns	1	50.00	8	53.33	1	50.00	2	66.67	1	14.29
7	Uniqueness of the enterprise	1	50.00	12	80.00	2	100	0	0	3	42.86
8	Eco-friendly nature of the product	1	50.00	15	100	2	100	0	0	1	14.29

3.4 Reasons perceived by agripreneurs for taking up of cashew production & processing, commercial vegetable production, nurseries/polyhouse units and dairy farming

The findings in Table 4 revealed that the individual related reasons responsible for taking up cashew production and processing enterprise by all the entrepreneurs were self interest in the enterprise and success of other agripreneurs. Among family related reasons, all the entrepreneurs selected the enterprise to ensure family income to children and to make clear from debts (75.00%) and with enterprise related due to having needed skills for the enterprise and because of uniqueness of the enterprise (80.00%).

Great majority (80.00%) of the commercial vegetable production entrepreneurs selected the enterprise for the individual related reasons like self interest in the enterprise and because of getting support from the government institutions (81.82% each). With respect to family related reasons, all the entrepreneurs selected the enterprise to supplement family income followed by to ensure financial stability to children and family business (81.82%). Among enterprise related reasons, all the entrepreneurs selected the enterprise because of having needed skills for the enterprise and more than fifty per cent (63.64% each) of them selected

the enterprise as it has high demand and near to market as well high monetary returns.

It was observed that the nursery/polyhouse unit entrepreneurs perceived having ample of leisure time (94.44%) followed by self interest in the selected enterprise (88.89%) as individual related reasons. With respected to family related reasons, all the entrepreneurs *i.e.*, two entrepreneurs selected the enterprise as they have the family business. In case of enterprise related reasons, agripreneurs selected the enterprise due to having the needed skills for the enterprise (83.33%) followed by high market demand of the product (66.67%).

The dairy farming agripreneurs expressed that, to help the people by providing employment opportunities (92.59%) and self interest in the enterprise (88.89) and support from the government institutions were considered as major individual related reasons. To ensure financial stability to children and to supplement family income were the major family related reasons for selecting the enterprise. In case of enterprise related reasons, the entrepreneur selected the enterprise due to eco-friendly nature of the product (100%), its high demand in market (92.59%) and its uniqueness of the enterprise (88.89%).

Table 4: Reasons perceived by agripreneurs for taking up of cashew production & processing, commercial vegetable production, nurseries/polyhouse units and dairy farming

S. No.	Reasons	Cashew production & processing (n=4)		Commercial vegetable production (n=11)		Nurseries/Polyhouse units (n=18)		Dairy farming (n=27)	
		F	%	F	%	F	%	F	%
I Individual related									
1	Self interest in the selected enterprise	4	100	9	81.82	16	88.89	24	88.89
2	Previous experience in the enterprise	2	50.00	7	63.64	14	77.78	14	51.85
3	Success of other agripreneurs	4	100	7	63.64	13	72.22	12	44.44
4	Having ample of leisure time	2	50.00	7	63.64	17	94.44	2	7.41
5	Support from the government institutions	3	75.00	9	81.82	9	50.00	22	81.48
6	To exploit innate talents and potentials in the profession	3	75.00	7	63.64	6	33.33	16	59.26
7	To do something creative	2	50.00	7	63.64	11	61.11	11	40.74
8	To gain recognition, importance and social status	3	75.00	4	36.36	10	55.56	17	62.96
9	To help the people by providing employment opportunities	2	50.00	2	18.18	14	77.78	25	92.59
II Family related									
1	To ensure financial stability to children	3	75.00	9	81.82	9	50.00	27	100
2	Family business	2	50.00	9	81.82	18	100	5	18.52
3	Poor financial conditions	2	50.00	7	63.64	16	88.89	21	77.78
4	To supplement family income	4	100	11	100	17	94.44	27	100
5	To make money to clear debts	3	75.00	4	36.36	12	66.67	13	48.15
III Enterprise related									
1	Easy and timely availability of raw materials	2	50.00	4	36.36	14	77.78	12	44.44
2	High market demand of the product	2	50.00	7	63.64	12	66.67	25	92.59
3	Possession of needful skills for the enterprise	4	100	11	100	15	83.33	19	70.37
4	Less requirement of the manpower	2	50.00	4	36.36	11	61.11	18	66.67

5	Nearness to the market	2	50.00	7	63.64	9	50.00	17	62.96
6	High monetary returns	1	25.00	7	63.64	7	38.89	15	55.56
7	Uniqueness of the enterprise	3	75.00	4	36.36	9	50.00	24	88.89
8	Eco-friendly nature of the product	0	0	4	40.00	5	27.78	27	100

4. Reasons perceived by agripreneurs for taking up of fish/prawn farming, milk chilling units, poultry farming and veterinary health care services

It could be seen from the Table 5, self interest in the selected enterprise (82.61%) and to explain innate talents and potentials in the profession and to gain recognitions, importance and social status were the major individual related reasons for the entrepreneurs for taking the fish/ prawn enterprise. With regard to family related reasons, majority of the entrepreneurs selected the enterprise to make money to clear debts and poor financial conditions (78.26%). Among enterprise related reasons, all the entrepreneurs selected the enterprise due to their eco-friendly nature of the product (91.30%), easy and timely availability of raw materials and nearness to market (86.96%).

The milk chilling unit entrepreneurs perceived Self interest in the selected enterprise (81.82%) and to gain recognition, importance and social status (63.64%) as major individual related reasons for taking up the enterprise. More than three fourth (81.82%) of the entrepreneurs expressed to ensure financial stability to children. With respect to enterprise related reasons, majority had selected because of less requirement of manpower (63.64%) and more than half (54.55%) of the entrepreneurs selected the enterprise because

of easy and timely availability of raw materials and nearness to market.

The important individual related reasons for taking up poultry farming enterprise was support from the government institutions (92.31%), self interest in the selected enterprise and to do something creative (69.23% each). To make money to clear the debts (53.85%) and to ensure financial stability to children (46.15%) was the major family related reasons for selecting the enterprise. Among enterprise related reasons, more than half (69.23% each) of the entrepreneurs selected the enterprise because of easy and timely availability of raw materials and eco-friendly nature of the product and 61.54 per cent were because of nearness to market.

Three fourth per cent (75.00%) of the veterinary health care services entrepreneurs expressed that, success of other agripreneurs were the major individual related reasons for selecting the enterprise.

With respect to family related reasons the entrepreneurs selected the enterprise to supplement family income, family business and poor financial conditions (50.00% each). Among enterprise related reasons, majority of the entrepreneurs (75.00%) selected the enterprise because of less requirement of manpower.

Table 5: Reasons perceived by agripreneurs for taking up offish/prawn farming, milk chilling units, poultry farming and veterinary health care services

S. No.	Reasons	Fish/Prawn farming (n=23)		Milk Chilling units (n=11)		Poultry farming (n=13)		Veterinary health care services (n=4)	
		F	%	F	%	F	%	F	%
I	Individual related								
1	Self interest in the selected enterprise	19	82.61	9	81.82	9	69.23	2	50.00
2	Previous experience in the enterprise	10	43.48	4	36.36	6	46.15	1	25.00
3	Success of other agripreneurs	11	47.83	3	27.27	4	30.77	3	75.00
4	Having ample of leisure time	4	17.39	5	45.45	7	53.85	2	50.00
5	Support from the government institutions	12	52.17	6	54.55	12	92.31	1	25.00
6	To exploit innate talents and potentials in the profession	18	78.26	4	36.36	5	38.46	2	50.00
7	To do something creative	12	52.17	2	18.18	9	69.23	2	50.00
8	To gain recognition, importance and social status	18	78.26	7	63.64	7	53.85	2	50.00
9	To help the people by providing employment opportunities	16	69.57	6	54.55	8	61.54	1	25.00
II	Family related								
1	To ensure financial stability to children	14	60.87	9	81.82	6	46.15	1	25.00
2	Family business	15	65.22	4	36.36	5	38.46	2	50.00
3	Poor financial conditions	18	78.26	5	45.45	5	38.46	2	50.00
4	To supplement family income	14	60.87	2	18.18	5	38.46	2	50.00
5	To make money to clear debts	18	78.26	6	54.55	7	53.85	1	25.00
III	Enterprise related								
1	Easy and timely availability of raw materials	20	86.96	6	54.55	9	69.23	2	50.00
2	High market demand of the product	17	73.91	4	36.36	7	53.85	1	25.00
3	Possession of needful skills for the enterprise	14	60.87	3	27.27	6	46.15	2	50.00
4	Less requirement of the manpower	14	60.87	7	63.64	5	38.46	3	75.00
5	Nearness to the market	20	86.96	6	54.55	8	61.54	2	50.00
6	High monetary returns	14	60.87	5	45.45	6	46.15	1	25.00
7	Uniqueness of the enterprise	17	73.91	3	27.27	4	30.77	1	25.00
8	Eco-friendly nature of the product	21	91.30	5	45.45	9	69.23	0	0

5. Summary and Conclusion

The findings from the study implied that among the individual related reasons, self-interest was the major reason for selecting the enterprise by most of the entrepreneurs ranging from (72.73% to 100%). To ensure financial stability to children, to supplement family income, poor financial

conditions of the family were the major family related reasons for selecting the enterprises by all the entrepreneurs. High market demand of the product was considered as one of the major enterprises related reasons for all enterprises.

The entrepreneurs have identified their enterprises based upon the skills and other related aspects. Selection of the

enterprises was mainly of self-interest and to gain recognition, importance and social status, to supplement family income, possession of skills and considering the market demand of the product. Further, the scope in prioritization of few enterprises also depends on the funding agencies. However, funding agencies play an important role in motivating the small & marginal farmers, rural youth and women in taking up the enterprises which creates a sense of livelihood. In present days, the idea of creating the Agricultural Hubs (AgHubs) have showed a clear path by creating a wider scope and opportunities for the younger generations to explore their budding talents through various platforms. The National Policies and the Agricultural laws have given a major strength in boosting the Agripreneurship. But the finding says, the future is always a scope in designing the new modules for strengthening the need based value chains in the country.

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