



AGRIPRENEURSHIP AN OUTCOME OF AGRICLINICS AND AGRIBUSINESS CENTRE SCHEME

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ABSTRACT

Agripreneurship is the best method to tap the expertise available with rural educated youths. . As the name suggests Agripreneurship is the combination of Agriculture and Entrepreneurship. Hence, when entrepreneurial skills of untapped rural youths or we can say Agricultural graduates are combined in Agriculture sector, and then the outcome is AGRIPRENEURSHIP. We all know that India is an agricultural economy, but earlier rural youths despite of having talent were forced to move towards the urban sector, which resulted in the negative impact on the employment level in both urban as well as rural areas. The reason for migration of rural youth towards urban areas is lack of opportunities available in rural areas. Despite of having qualifications, risk taking ability and better understanding of agriculture sector problems, these agricultural graduates are unable to contribute towards betterment of agriculture sector. There was something missing as opportunity to these agricultural graduates. Hence, Government of India in collaboration with the ministry of agriculture and farmer's welfare, MANAGE, NABARD introduced the scheme of AGRICLINICS AND AGRIBUSINESS CENTRE in 2002. The major objective of the scheme was to tap the untapped reservoir of expertise and skill of rural talent and convert them in Agripreneurs. Since, the scheme was introduced; changes could be seen in the status of the farmers and agricultural graduates. Slowly and gradually our rural youths were moving towards Agripreneurship. And with some improvements in Agriclincs and Agribusiness centre schemes, Agripreneurship could be achieved at 100 percent. Since introduction of this scheme, hidden entrepreneurial skills among rural youth are visible in reality.

KEYWORDS – (AGRIPRENEURS, AGRIPRENEURSHIP, AGRICULTURE)

INTRODUCTION

India is an agricultural economy. Here more than 50 percent of the total population earns livelihood through agriculture or allied sector. Presently, contribution of agriculture sector towards GDP has increased to 17.6% in 2018-2019, 18.4% in 2019-2020, 20.2% in 2020-2021. As we all know that constant changes are being done in agricultural pattern, so that more and more rural youth must engage in betterment of Agriculture sector. Rural educated youths were not very attracted towards agriculture sector, because of scarcity of agricultural land and an attitude of earning more in Non- agricultural sector. And, because of which many educated rural youth shifted towards urban areas in thrust of earning higher income. The result was not good, as this resulted in lack of job, employment in urban sector also. One main reason for disinterest in farming was very low profit involved. But as we all know India is an Agriculture economy, if all rural youth will migrate towards urban sector, then the situation could be very dangerous. Hence, government has to think about the solution, and the best solution is to provide opportunity to rural educated youths, who can use their knowledge and skills and can take risk, use their power to earn a good amount of profit and become their own employee. Hence, Ministry of Farmer's welfare, GOI has introduced the scheme of Agriclincs and Agribusiness centre in 2002. Since 2002, AC and ABC schemes are pronging those rural educated youths were waiting for this kind of opportunity and have grabbed this opportunity very well. Since, 2002 many changes have been seen in development of Agriculture sector and position of rural people, economically and socially.

REVIEW OF LITERATURE

1. Dr.K M Singh (2004)' "AN INTRODUCTION TO AGRICLINICS AND AGRIBUSINESS CENTRE PROGRAMME OF GOVERNMENT OF INDIA", in his paper discussed regarding the role of AC&ABC schemes in development of rural sector. He also focused on how farmers could reap the fruits of this scheme. We can say that he discussed briefly about each and every aspect of AC&ABC scheme like training, subsidy pattern and objective of the scheme.
2. E- bulletin (JULY-AUGUST-2010) published by MANAGE- "Agripreneur – a virtual experience sharing platform", declared SHRI VEERA REDDY of karimnagar, Andhra Pradesh as Agripreneur of the month. This bulletin also discussed regarding the release of book titled "Public private partnership in agricultural extension management."
3. Ben white , (2012) in his paper-"Agriculture and the generation problem: Rural youth, Employment and the future of farming "discussed about the future of rural youth in agriculture sector and also how education is contributing towards the process of deskilling of farming skills from rural youth. Overall he discussed regarding the problems, requirements and connection between Agriculture and Rural youth.
4. Shojilal Bairwa, (2014), et.al, in their case study-"WOMEN EMPOWERMENT THROUGH AGRICLINICS AND AGRIBUSINESS CENTRE SCHEME IN INDIA", concluded that these schemes have brought real empowerment in the hand of women. As the study revealed that total 1187 women were trained, and 225 agriventures were established by women as an entrepreneur.

5. Manage, (2014) published success stories of some farmers who are engaged in agribusiness and agriclincs, Lets discuss some of them and their experience.

- Mr. Ishfaq Bukhari was named as Apple doctor from Kashmir valley. He undergone training under Agriclincs and Agribusiness centre schemes in 2012. Mr. Bukhari mobilized almost 500 farmers and brought them all in one association, "Apple Planet Agriclincs". Mr. Bukhari also provides consultancy support to farmers. For every kind of services farmers need to pay only Rs. 500 only monthly, irrespective of the size of their land holding.
- Shri Vijay Bharath, who underwent training under the scheme of Agriclincs centre, became the founder of 'Mobile Agricultural School and services' (MASS). He provides door to door services to farmers like advice on adopting modern methods of agriculture. He had adopted an innovative method to reach out farmers through mobile bus services which was named as MASS.
- Shri Uday Veer Singh Rana, Karnal, Haryana underwent 2 month residential training programme of AC and ABC. He observed a scientific procedure of honey processing. He started procuring and processing honey flower wise around 150 kg per day. He expanded his business and his honey was being sold in Bihar, Madhya Pradesh, Uttar Pradesh, Haryana and Punjab. His firm has recruited 20 sales executives.
- Garden Man of Madurai- This title was given to Shri Innasimuthu who completed his diploma in Agriculture science in 1991, Madurai. He undergone training in 2010. Later he started an Agriventure named "Green Madurai". With a loan of 20 lakh in March 2013. His firm provides consultancy services and also provides facility for testing soil fertility and water quality standards. Green Madurai's annual turnover was 45-50 lakh with annual profit of 15 lakhs. Even this firm employed about 550 persons. Hence, through schemes of Agriclincs and Agribusiness centre schemes, he became an entrepreneur.
- Ms. M. Sarita Reddy, who undergone training under the scheme of Agriclincs and Agribusiness centre. She started her company named "Navaratna crop science" with a focus on agriculture sustainability. The main focus was on soil and plant nutrition for agriculture. She had engaged 40 persons in her company. Her products are available in Andhra Pradesh, Karnataka and Tamil Nadu and parts of Maharashtra. She was given title of 'AGRILADY'.
- M Kavita D Binde was known as the lady plant doctor of Rahuri, was a determined lady Agripreneur. She underwent training under AC&ABC scheme. She started her own business in 2005 with many services like provision of inputs, library services to farmers, lab testing of soil and water, guidance and training to farmers. She has an annual turnover of about 40 lakhs. She is a successful entrepreneur.

6. Smt Usha Ravi, IAS (2018), "AGRICLINICS AND AGRIBUSINESS CENTRE (AC&ABC) SCHEME-200 ENTERPRISING AGRIPRENEURS IN RURAL INDIA", discussed about the 200 Agripreneurs who by availing the benefits from AC&ABC scheme, converted themselves from an agriculture graduate to an agriculture entrepreneur i.e. Agripreneurs. The MANAGE, nodal agency for this scheme published regarding successful entrepreneur by discussing in brief regarding the name of the agriculture business, nature of the activity, name of agripreneur and annual turnover and also how many persons were being employed under those agripreneurs.

7. Dr.Saravanan Raj, et.al (2020) in the working paper 4 titled “AGRICULTURAL EXTENSION AND ADVISORY SERVICES: SERVING FARMING COMMUNITY BY AGRIPRENEURSHIP AMID COVID -19.” In this paper, authors have thrown light on the impact of covid -19 on agriculture and problems faced by farmers during covid-19. They also discussed on structure of AC&ABC scheme (www.agriclinics.net) and described Agripreneurs in three categories – Pluriactive farmers, resource exploiting Entrepreneur, Portfolio Entrepreneur and also discussed regarding successful Agripreneurs. Overall discussed about the challenges faced by Agripreneurs and how they have overcome that problem. And also discussed regarding the challenges faced at both national and international level. Overall, focus was laid down towards the struggles and achievements made by agripreneurs during this phase.

8. E-bulletin named “AGRIPRENEUR- A VIRTUAAL EXPERIENCE SHARING PLATFORM” by MANAGE (2021), discussed in short achievements i.e., total number of trained candidates were 74452, and 31294 Agriventures were established. Uttar Pradesh showing the highest success rate. And also discussed regarding the achievements of the scheme during covid-19 pandemic period.

AGRICLINICS AND AGRIBUSINESS CENTRE SCHEME

The ministry of agriculture and farmers welfare, government of India , in association with NABARD and MANAGE has launched a unique programme to make better methods and services of farming available to each and every farmer in the country.

The main aim of the scheme is to tap the skill, talent of our country’s rural youth or agricultural graduates. This scheme was launched in 2002, with the purpose of shifting rural youth towards entrepreneurship. As the agricultural graduates after successfully completing their training under the scheme of AGRICLINICS AND AGRIBUSINESS CENTRE (AC&ABC), can easily set up their own Agriclincs or Agribusiness centres and can offer numerous facilities and services to farmers which would increase the productivity of agricultural produce and income of the farmers.

AGRICLINICS

As clinic means a place where special treatment is provided. Hence, Agriclincs means where trained agricultural graduates provide special treatment to agricultural problems. Here treatment means giving advice on various agricultural and allied sector problems faced by the farmers like soil health, cropping practices, plant protection, crop insurance , clinical services for animals, feed and fodder management etc

AGRIBUSINESS CENTRE

Agribusiness means sum total of all the operations involved in manufacturing and distribution of agricultural products. Agribusiness means combination of agriculture and business. Hence Agribusiness means any commercial activity related to agriculture or allied sector. Agribusiness centre means any place, centre which will be indulged in the commercial activity related to agriculture and allied sector. These are commercial unit centres, established by Agripreneurs which include maintenance of farm equipment’s, sale of inputs, post-harvest management, and entrepreneurship development.

AGRIPRENEURSHIP

Agriprenurship is made from combination of two words namely AGRICULTURE and ENTREPRENEURSHIP. To understand the meaning of Agriprenurship we have to understand the meaning of “entrepreneurship”. Entrepreneurship is the ability and readiness to develop, organise and run a business enterprise along with its uncertainties with the motive if earning profit. Agriprenurship means bringing entrepreneurial skills in agriculture sector. As we all know, that India is an agricultural economy, and the untapped reservoir of talented agricultural graduates when given the opportunity in the right direction, they will not be proving themselves less than an entrepreneur in a corporate sector.

Hence, when these agricultural graduates undergo training under the scheme of” agriclinics and agribusiness centre schemes” and after being trained in various aspects when their extraordinary plans to start up a business, converted in form of proposals presented to banks and when these banks provide wings to their dreams by accepting their proposals and granting them desired loans as per the norms of the scheme, they become a real AGRIPRENEUR or we can say a RURAL ENTREPRENEUR.

AGRIVENTURE

Agriventure is made from two words namely agriculture and venture. Venture means an undertaking which involves risk, uncertainty as to outcome or the result. Meaning when a person’s starts any new business which is risky that is called as venture. When this is associated with agriculture it is termed as AGRIVENTURE.

CONTRIBUTION OF AGRICLINICS AND AGRIBUSINESS CENTRE SCHEME TOWARDS AGRIPRENEURSHIP

The contribution of the government sponsored scheme AGRICLINICS AND AGRIBUSINESS CENTRE towards conversion of agricultural graduates or educated rural youth in AGRIPRENEURS cannot be denied. Let’s understand this with help of following table.

YEAR	NUMBER OF AGRICULTURAL GRADUATES TRAINED	NUMBER OF AGRIVENTURES ESTABLISHED BY TRAINED CANDIDATES	PERCENTAGE OF AGRIVENTURES ON TRAINED CANDIDATES
2002	1521	138	9.07
2003	2595	675	26.01
2004	1946	448	23.02
2005	3399	1412	41.5
2006	2209	1101	49.8
2007	3309	1215	36.71
2008	2393	823	34.39
2009	2575	1176	45.66
2010	3184	1269	39.85
2011	4432	1498	33.79
2012	3146	1792	56.96
2013	5387	2399	44.53
2014	5669	2730	48.15
2015	4072	2713	66.6
2016	5611	1676	29.86
2017	5096	2451	48.09
2018	5478	2655	48.46
2019	7878	2339	29.69
2020	3331	2073	62.23
2021	4121	2016	48.92
TOTAL	77352	32599	42.14

Source of data is: ([www. Agriclinics.net](http://www.Agriclinics.net))

CONCLUSION

From the above table, it cannot be denied that agriclincs and agribusiness centre scheme have definitely helped in bringing out an entrepreneur with in agricultural graduates. This can be concluded that since the beginning of the scheme in 2002 till 2021 total number of trained candidates are 77352 , out of which 32599 means 42.14% of trained candidates have started their AGRIPRENEURSHIP in form an agriclinc or agribusiness namely agriventure. This is not a very small achievement for an agricultural economy like India.

If we go through the table we will see increasing and decreasing trends in the percentage of agriventures established by the agriculture graduates. In 2015 the percentage was about 66.6% which is highest comparing to other years.

If we look at the period of covid-19 that is 2020 and 2021, even the pandemic was not able to demotivate our trained agrigraduates to set up their agriventures. As per the data it was 62.23 percent meaning to say out of 3331 trained candidates 62.23 percent have opened up their agriventure. And this percent was 48.92 percent in 2021. Hence it is evident from the data that AGRICLINICS AND AGRIBUSINESS CENTRE SCHEMES are moving our agriculture sector towards commercialisation.

SUGGESTIONS

In my opinion more awareness among rural youth or agricultural graduates could enhance the percentage of agriventures more prominently. And the gap between the trained candidates and agripreneurs is reduced to a great extent. In my opinion more government intervention and proper monitoring of training institutes and a little bit easiness in getting loan from banks for their approved projects will definitely fill the gap. And then one day we will have equal number of trained candidates and agriventures.

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