



## **FARMER ENTREPRENEURS IN INDIA- THE SKILL SETS REQUIRED AND CHALLENGES FACED**

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### **Abstract**

*In recent years, entrepreneurship has achieved significance as a driver of economic growth and poverty alleviation. The term agri-entrepreneurship is similar with entrepreneurship in agriculture and describes agribusiness establishment in agriculture and allied sector. Farmer-entrepreneurs operate in a complex and dynamic environment. They are part of a larger collection of people including other farmers, suppliers, traders, transporters, processors and many others. Each of these has a role to play in producing products and moving them through to the market – through the value chain. This paper focuses on various initiatives and entities that promote capacity building and entrepreneurship development among the poor in India and pays special attention to examining the ways in which these entities can better coordinate efforts of farmers.*

**Keywords:** *Farmers, Entrepreneurs, Innovation, Techniques, Skills, Challenges.*

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### **Introduction:**

In recent years, entrepreneurship has achieved significance as a driver of economic growth and poverty alleviation. This paper focused on various initiatives and entities that promote capacity building and entrepreneurship development among the poor in India and pays special attention to examining the ways in which these entities can better coordinate their efforts.

India is an influential agricultural powerhouse worldwide, having farmers and all related workers as its backbone. Like many other sectors, the agricultural landscape also faces decades-long problems and unexpected challenges that are crucial to rectify. There are several problems and issues faced by farmers like insufficient water supply, Over dependence on traditional crops, Transportation issues, financial loans and its interest rates etc.

To overcome financial challenges, farmers in India must try to be independent and open new options for them. They need to possess certain skill sets to adapt the market and not be dependent on other factors for their livelihood. Skills like Farm Operations, Technological Know-how, Problem solving, mechanical skill, Interpersonal Skills can be adopted by farmers.

### **Review of Literature:**

Anand Singh, K., & Krishna, K. V. S. M. (1994). Discussed the case of a group of cotton growers in Andhra Pradesh to emphasise how the lack of relevant entrepreneurial capabilities can lead an ostensibly successful agricultural operation to tragic failure.

Kullu, P., Majeedullah, S., Pranay, P. V. S., & Yakub, B. (2020). discussed an EPICS (Engineering Projects



in Community Services) project on indoor plants, how automation can be implemented and how this solution translates into urban farming. Although there are many styles of urban farming some being indoor and outdoor. They also proposed an automation solution for both indoor as well as outdoor urban farming. This paper also featured the role of EPICS in an Engineering education and also how it has an impact on a community and an engineer's knowledge.

Singh, K., & Misra, M. (2021). endeavored to create an agripreneur inclination model in the context of the Indian rural sector. The objective of this study was to identify programs and policies that effectively support the development of agripreneurs. They also attempted to identify the characteristics of individuals who are more likely to become agripreneurs.

Mahto, R., Sharma, D., John, R., & Putcha, C. (2021) reviewed integrating solar farming with agriculture, known as Agrivoltaics, as a Climate-Smart Agriculture (CSA) option for Indian farmers. This study is further supported by the Strength, Weaknesses, Opportunities, and Threats (SWOT) analysis of agrivoltaics. Using the SWOT analysis, this article presents how agrivoltaics can make agriculture sustainable and reliable. This paper identified rural electrification, water conservation, yield improvement, sustainable income generation, and reduction in the usage of pesticides as the strengths of agrivoltaics.

#### **Objectives of the Study:**

1. To study the skills required by farmers to be a successful entrepreneur.
2. To study the challenges faced by Indian farmers to earn their livelihood.
3. To study the futuristic approach about overcoming problems of farmers and becoming independent.

#### **Hypothesis:**

There is an Association between skill enhancement of farmers as entrepreneurs and the challenges faced by them.

#### **Sources of Data:**

The present research paper is based on secondary data which was gathered from various research articles, Business standard newspaper, Government websites, SBI Bank website.

#### **Data Interpretation:**

Current Challenges of Indian Farmers:

##### **1. Insufficient Water Supply**

Water Availability is major issue in many parts of India. Also there is a problem to find cheap solutions to utilize water supplies. Due to many reasons, farmers don't receive appropriate amount of water on time. Hence they are dependent on rain water.

##### **2. Less Use of Modern techniques**

In most areas farmers still use traditional methods of farming which doesn't suffice and fulfill the present farming needs.

##### **3. Over dependence on traditional crops**

Indian farmers have comfort on growing same crops which they have been cultivating since generations. It is high time to think the current urban requirements and prepare crops accordingly.



**4. Poor Storage facility.**

In rural areas many farmers are not equipped with space and proper storage system to save their crops for a long time. This leads to wastage and selling of crops at low cost.

**5. Transportation problems:**

Lack of cheap and efficient transportation and lack of connectivity to urban cities is a major problem seen in rural areas for farmers.

**6. Gap between government schemes and farmers:**

There are various schemes which are initiated by state and central government but the subsidy amount doesn't reach the farmers. This gap is also one of the major challenges for farmers.

**Skills Sets Required for Farmers to Be A Successful Entrepreneurs:**

**1. Farm operations:**

Farmers require a thorough awareness of agricultural processes and the farming industry. This knowledge allows them to complete their regular tasks on the farm correctly. Raising animals or cultivating the soil are examples of operational tasks that farmers understand in-depth.

**2. Technological awareness:**

Though a farmer does not require buying or operating every type of new equipment, it is crucial to be aware of new technology breakthroughs in agriculture. A good awareness of current developments in pesticide use, irrigation and strategies to improve cultivation, harvest, storage and transportation can help farmers be efficient at work. Technological awareness also helps them analyse various types of farm equipment and decide which machine matches their exact requirements.

**3. Problem-solving:**

A farmer's job often requires using trial-and-error techniques to solve many problems. For example, farmers are often looking for new ways to increase the yield of crops. Harvesting delays can occur in the event of unexpected weather, so in this type of situation, it is critical for a farmer to know how to respond and make smart decisions. A farmer with problem-solving abilities can assure the best possible harvest for a season regardless of unexpected weather or other scenarios.

**4. Mechanical and repairing;**

Farmers can avoid relying on a repair specialist by being able to make routine repairs themselves. This can help them save time and money because they don't have to wait to schedule a repair or pay an outside technician

**5. Interpersonal skills;**

A farmer also uses interpersonal skills to communicate effectively with customers. It enables them to negotiate better pricing for their crops, livestock or other products. Their interpersonal abilities assist them in forming a community that may share resources, equipment or supplies when needed.

**6. Time management;**

Depending on the farming season, farmers often work from sunrise to sunset. To get the best harvesting output, successful farmers notice new opportunities and act on them promptly. To fulfill market demands and success in their career, a farmer manages their time effectively and consistently.



### **7. Physical health and stamina:**

Farmers spend most of their days standing, lifting, hauling and tugging various goods and machinery. Having excellent physical stamina is essential for taking on strenuous activities. They also carry out these responsibilities in different weather, including heat and cold. It is easier to do these tasks efficiently if they are fit and have good physical stamina, regardless of environmental conditions.

### **8. Organisational:**

Invoices, equipment manuals, warranties and contracts are examples of such documents. It is especially important to track the validity of your certification documents if you are an organic farmer. Though you can choose to pay someone to handle the paperwork, it is helpful to learn these skills yourself, especially if you are starting in farming or planning to run your own business.

### **9. Management:**

Management abilities allows to communicate and supervise many tasks with greater success and efficiency. Developing management skills can help farmers to coordinate the harvest, oversee team's productivity, organise commercial aspects of buying supplies and selling crops on the market.

### **10. Adaptability:**

When confronted with unforeseen events or scenarios, being flexible and adaptable can help you be more successful as a farmer. In the farming sector, adaptability helps you adjust to various factors like demand, weather and inflation. Your ability in this area assists you in adjusting to changing industry and consumer expectations. By adopting novel approaches or procedures and anticipating upcoming issues, you can navigate new challenges more effectively.

### **Methods of Improving Farming Skills:**

#### **1. Staying updated**

It is important to have professional knowledge of the farming sector as a farmer. Stay up-to-date on everything from marketing methods and field operations to production techniques.

#### **2. Improving relationships**

To communicate, handle issues, negotiate, delegate and persuade others.

#### **3. Building a community**

To broaden knowledge and skills, consider making connections with other farmers. Understanding their farming practices can help improve the farmers community.

### **Findings of the Study:**

1. Farmers must adopt various techniques and learns skills to meet current challenges.
2. For becoming a successful entrepreneur, a farmer needs to take risk and find various options other than traditional farming.
3. It was observed that skills sets required are less and hence it is seen that Indian rural farmers face lot of challenges to earn their livelihood.
4. It was studied that Indian farmers are not well aware about various new technologies and other crops that they can invest into.



**Suggestions:**

1. Farmers need right policy ecosystem and support to flourish and become entrepreneurs
2. For a healthy entrepreneurship it is important for farmers to learn to manage different functions diligently.
3. Government needs to encourage private agencies and institutions that build marketing, business and entrepreneurial skills of farmers, certify farmers and also extend onsite hand holding services to them.
4. In order to bring transparency and efficiency all government based schemes various banks should reach rural and semi rural areas and promote the Yojanas to the farmers.
5. Various simple new techniques should be reached to farmers
6. Promotion of modern warehouses with enhanced capacities, cold storages, and incentivize agri processing units should be initiated to overcome the challenge of storage.

**Conclusion:**

1. Farmers can become successful entrepreneurs only if barriers outside their control are removed.
2. Enhancing government investment in agriculture can help farmers to initiate with businesses.
3. creating web of irrigation infrastructure, supporting laws and regulations would provide major assistance to new farmer entrepreneurs.
4. Access to timely and adequate finance, access to effective extension and business development services can be provided by Public and cooperative sector banks to the extreme rural areas.
5. Financial and motivational Assistance by NGOs and other entities as CSR activities would help women farmers and other Under-privileged farmers to be independent and safe.

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