



REVIEW OF RESEARCH

ISSN: 2249-894X

IMPACT FACTOR : 5.7631 (UIF)

VOLUME - 11 | ISSUE - 11 | AUGUST - 2022



ROLE OF ENTREPRENEURS IN PROMOTING AGRIBUSINESS ON TELANGANA

Annapurna Polala

**Department of Business Management, Osmania University,
Hyderabad, Telangana.**

ABSTRACTS

Commercialization of horticulture is conceivable by performing agribusiness exercises. Enterprising augmentation is currently essential and needs to perform various jobs of advancing creation, handling, esteem expansion, exchange and promoting. Agribusiness is a nonexclusive term that alludes to the different organizations engaged with food creation, including cultivating and contract cultivating, seed supply, agrichemicals, ranch hardware, discount and conveyance, handling, showcasing, and retail deals. Agribusiness is generally utilized essentially as a advantageous portmanteau of farming and business, alluding to the scope of exercises and trains enveloped by current food creation.



Thus agribusiness can be characterized as science and practice of exercises, with in reverse and forward linkages, connected with creation, handling, showcasing, exchange, and circulation of crude and handled food, feed and fiber, including supply of data sources and administrations for these exercises. It is important to advance agro-based ventures in rustic regions, as the nearby individuals have the required abilities and the vast majority of the organizations assist the business people with guaranteeing food security. The results of such business have prepared request even in provincial regions and consequently the market potential open doors are better. With a solid agrobased program, non-ranch exercises can likewise be started when the business people are more capable and fit for facing challenge and can deal with the program better. Advancement of direct advertising by laying out close collaboration among makers and customers will additionally improve the advantages, while empowering a huge number of jobless rustic youth to transform into miniature business people and dealers.

KEY WORDS : Agribusiness, Youth, Entrepreneurship Development, Enterprise, Marketing.

INTRODUCTION

India is a farming based country since old time which is considered as the foundation of our economy also, the agrarian area contributes significantly to the GDP of India. Around 70% of the Indian populace also, more than 50% of the complete work force actually relies upon agribusiness and associated regions for live hood, farming meets the fundamental necessities of India's developing populace. Today, farming has accomplished business significance and changed from means cultivating to business cultivating, import situated to trade arranged area, supply driven innovation to request driven innovation and so forth. New sources of info and new innovations are hitting market each day. In the created nations, agribusiness is characterized as the absolute result emerging from ranch creation

and item handling at both pre-and post-ranch door levels. In emerging nations like India, agribusiness is a conventional term that alludes to the different organizations associated with food creation, including cultivating and contract cultivating, seed supply, agrichemicals, ranch apparatus, discount and dissemination, handling, showcasing, and retail deals. Agribusiness is broadly utilized essentially as a helpful portmanteau of horticulture and business, alluding to the scope of exercises and disciplines included by present day food creation. Consequently agribusiness can be characterized as science and practice of exercises, with in reverse and forward linkages, connected with creation, handling, showcasing, exchange, and conveyance of crude and handled food, feed and fiber, including supply of data sources and administrations for these exercises.

Agribusiness is essentially commercialization of horticulture, has been the need of different country improvement programs at the new times and expanded significant attractive excess of different horticultural wares like vegetables, natural products, flavors, cash crops and other horticultural items inside the country. Agribusiness has likewise acquired energy around the world considering the significant expansion underway and exchanging exercises between the nations. Nonetheless, the outcome of agribusiness relies upon the adequacy of the worth chain that controls creation to market because of customer interest. The job of augmentation in achieving the circle back and making the country independent can't be denied. The creation has expanded emphatically, yet couldn't convert into better compensation to the ranchers. Innovative augmentation is currently imperative and needs to perform various jobs of advancing creation, handling, esteem expansion, exchange and showcasing. The new procedure would require that the innovation move be upheld by a solid agribusiness research base, enterprising methodology focusing on ranchers, ranch ladies and provincial youth, center around little/minimal ranchers and complete way to deal with horticulture.

OBJECTIVES OF THE STUDY:

The present study is based on the following objectives:

1. To study the overview opportunities for entrepreneurs that exists in agribusiness in India.
2. To examine the scope for agribusiness in India and reasons for low rate of success in agribusiness.
3. To study the challenges and growth opportunities for entrepreneurs in agribusiness.
4. To assess the strategy for promotion of successful in agriculture sector in Telangana.

RESEARCH METHODOLOGY:

The research paper is conceptual in nature. In order to develop basic insight regarding the concept, the researcher has made use of secondary data. The researcher has referred books, journals, magazines, reports and newspapers in addition to visits to various websites. The earlier researchers study in the area of agribusiness has led to the conceptualization of this research. This research paper is supported by case studies mainly highlighting the optimistic picture of entrepreneurship in agribusiness. An attempt is made to give an overview on Indian agribusiness industry.

AGRICULTURE TO AGRI-BUSINESS

A shift from 'horticulture' to 'agri-business' is being seen as a fundamental pathway to renew Indian farming. While, the portion of farming in all out GDP is declining, it is as yet the single biggest supporter of the GDP what's more, assumes a fundamental part in the by and large financial improvement of India. The portion of agri-business will not and is bound to go up with the interest for esteem expansion ceaselessly expanding. In this unique circumstance, farming re-imagined as the science and practice of exercises connecting with creation, handling, promoting, circulation and exchange of food, feed also, fiber. India's rural area profoundly relies on the rainstorm season as weighty precipitation during the time prompts a rich reap. In any case, the whole year's horticulture couldn't realistically rely on just a single season. Considering this reality, a second Green Revolution is probably going to be framed to conquer such limitations. An expansion in the development rate and water system region, further developed water the executives, further developing the dirt quality, and broadening into high worth results, organic products, vegetables, spices, blossoms, restorative plants,

and biodiesel are likewise on the rundown of the administrations to be taken by the Green Revolution to work on the agribusiness in India. In non-industrial nation like: India, Agri-business which connections input supply, ranch creation, agro-handling furthermore, conveyance network arises as a suitable choice to determine the issues of joblessness in country area. Subsequently, the possibilities of agri-business depend more on off-ranch area of horticulture viz., agrarian info supply, farming handling and horticultural promoting conveyance areas. Hence, it is straightforwardly connected with industry and homegrown market. India has a huge geographic spread, shifted agro-climatic circumstances, soils, which works with and advancing the creation of assortment of food and non-food crops. India is the seventh-biggest country on the planet, with the absolute land area of 3,287,263 km² and furthermore honored with shifted agro-climatic zones. There are 20 agro-climatic zones (ACZ) and almost 46 out of 60 soil types in the country.

AGRI BUSINESS IN TELANGANA

Farming assumes an imperative part in the Telangana economy, which improves the generally speaking execution of the area. Telangana went to the green transformation in rice development in the 1970s. As of late, there have been massive changes in the design and execution of the farming economy in the state. The Telangana State has significant water system frameworks which are all around depleted by waterways like Godavari and Krishna. Farming is the lifestyle, a custom looking like culture and financial existence of individuals of Telangana. Consequently, it keeps on being fundamental to all procedures for the state's arranged financial turn of events. In Telangana state the Rice, Maize and Cotton are the important crops that occupy more than 68% of the total gross cropped area. Mango and Tobacco are the other local crops of the state. Though the emphasis in the state continues to be on production of foodgrains, there is a desirable shift in the cropping pattern from food ton on foodcrops in the state. The average productivity of major crops of the state is quite high as compared to the national average except for cotton. The need is to adopt improved farmpractices and usage of high yielding variety seeds to further enhancing productivity as well as production. The food grants are playing an important role in the agricultural production of Telangana state. Marketing of agriculture can be made effective if it is looked from the collective and integrative efforts from various quarters by addressing to farmers, middlemen, researchers and administrators. It is high time we brought out significant strategies in agricultural marketing with innovative and creative approaches to bring fruits of labor to the farmers.

TYPES OF ENTERPRISES

Farm Level Producers: At the individual family level, each family is to be treated as an enterprise, to optimise the production by making best use of the technology, resources and demand in the market.

Service Providers: For optimising agriculture by every family enterprise, there are different types of services required at the village level. These include the input procurement and distribution, hiring of implements and equipment like tractors, seed drills, sprayers, harvesters, threshers, dryers and technical services such as installation of irrigation facilities, weed control, plant protection, harvesting, threshing, transportation, storage, etc. Similar opportunities exist in the livestock husbandry sector for providing breeding, vaccination, disease diagnostic and treatment services, apart from distribution of cattle feed, mineral mixture, forage seeds, etc.

Input Producers: There are many prosperous enterprises, which require critical inputs. Some such inputs which can be produced by the local entrepreneurs at the village level are biofertilizers, biopesticides, vermicompost, soil amendments, plants of different species of fruits, vegetables, ornamentals, root media for raising plants in pots, agricultural tools, irrigation accessories, production of cattle feed concentrate, mineral mixture and complete feed. There are good opportunities to support sericulture, fishery and poultry as well, through promotion of critical service facilities in rural areas.

Processing and Marketing of Farm Produce: Efficient management of post-production operations requires higher scale of technology as well as investment. Such enterprises can be handled by People's Organisations, either in the form of cooperatives, service societies or joint stock companies. The most

successful examples are the sugar cooperatives, dairy cooperatives and fruit growers' cooperatives in many States. However, the success of such ventures is solely dependent on the integrity and competence of the leaders involved. Such ventures need good professional support for managing the activities as a competitive business and to compete well with other players in the market, particularly the retail traders and middlemen.

PROBLEMS OF ENTREPRENEURSHIP IN AGRIBUSINESS

For the majority of the ranchers, farming is chiefly a method for endurance. Without any satisfactory information, assets, innovation and availability with the market, it is challenging for the ignorant little holders to transform their farming into an undertaking.

Prior to advancing different administrations by independently employed people, there is a need to make mindfulness among the ranchers, who are the clients, about the advantages of these administrations.

For advancement of administrations, the current act of offering free support by the Government organizations ought to be stopped. As a matter of fact, numerous ranchers, especially the politically associated pioneers are of the feeling that the public authority is liable for giving expansion and specialized warning administrations to the ranchers. Nonetheless, throughout the long term, the believability has dissolved and the administrations of these organizations are not accessible to little ranchers, especially those living in far off regions. By the by, the idea of free assistance makes the ranchers hesitant to benefit of paid administrations, presented by the nearby independently employed specialists.

STRATEGY FOR PROMOTION OF SUCCESSFUL ENTERPRISES

There ought to be a consistent choice among government authorities and ranchers about the need and advantages of advancing independently employed youth or confidential business visionaries to work with the ranchers to upgrade rural creation and productivity.

The Government ought to end the act of offering free types of assistance in those areas where the work has been appointed to private business people.

The specialized abilities and capacity of the business visionaries ought to be assessed to guarantee elevated requirements. There ought to be an observing organization to check the nature of the administrations and the charges gathered from the ranchers to keep away from double-dealing.

CONCLUSION

Agribusiness undertakings at the nearby level proposition the chance of catching worth added and in this manner expanding nearby earnings. Since numerous smallholders have depended on government purchasers for their advertising choices, the withdrawal of those administrations is unprone to be promptly supplanted by confidential endeavor. Additionally, in any event, when such administrations are accessible, little makers don't present as alluring an exchange to specialist co-ops as a result of the frequently huge expenses of executing with numerous little clients. It is smarter to advance agro-based endeavors in provincial regions, as the nearby individuals have the necessary abilities and the majority of the organizations assist the business people with guaranteeing food security. The results of such business have prepared request even in rustic regions and thus the market open doors are better. With a solid agro-based program, nonfarm exercises can likewise be started when the business visionaries are more capable and equipped for facing challenge and can deal with the program better. Advancement of direct advertising by laying out close connection among makers and purchasers will additionally upgrade the advantages, while empowering an enormous number of jobless provincial youth to transform into miniature business visionaries and dealers.

REFERENCES:

1. Acharya SS (2006), 'Agricultural Marketing and Rural Credit for Strengthening Indian Agriculture', Asian Development Bank, INRM Policy Brief No. 3.

2. Meena GL and Pant DC (2001), 'Agri-business in India: An Overview', Pratiyogita Darpan.
3. Julie V. Stanton (2000), 'The Role of Agribusiness in Development: Replacing the Diminished Role of the Government in Raising Rural Incomes', Journal of Agribusiness 18, 2.
4. Nandanwar Kalpana P (2011), 'Role of Rural Entrepreneurship in Rural Development', International Referred Research Journal, ISSN-0974-2832, Vol. II, ISSUE-26, March.
5. Shivakumar P. and Senthilkumar, S. "Growing Prospective of Retail Industry in and around India", Advances in Management, Vol. 4(2), 2011.22.
6. Subrahmanyam, K.V. and Mruthyunjaya R., 1978, "Marketing of fruits and vegetables around Bangalore. Agricultural Marketing,9(1):9-16.23.